

Research on the Marketing Strategy of Suning.com Network

Xiaowen Zhou^{1, a *}

¹School of Management, Yulin University, China, 719000

^a4544555556@qq.com

* the corresponding author

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Abstract. This paper chooses the suning.com representative, a successful shopping site in the network marketing strategy, from product strategy, price strategy, channel strategy, promotion strategy, analysis of its success, and combining with the development status and the enterprise market itself put forward the improvement suggestions, can be implemented so, the enterprise can continue to get a relatively high market share in the fierce competition in the market.

Introduction

E-commerce marketing management from the inception of the last century, more and more importance in enterprises, along with the continuous development of Internet technology, e-commerce has become a new business model. It has changed the way people shop, also derived from people's shopping behavior in stores to the online store. In recent years, online shopping features as an important application field of electronic commerce, profoundly changed the way people shop and habits. In the enterprise development process, we found that for the development of the situation in their own network of sales service system, for enhancing corporate image and expand sales channels, enhance their strength has important significance.

The Status Quo of Suning.com Network Marketing

Status Quo of Product Strategy. Suning.com is in household appliances (main) based on its own brand products, product series in the form of other brands of electronic products flagship stores and specialty stores, such as mobile phone, digital camera, notebook computer, washing machine, refrigerator, television and other appliances. In addition, also including bags, small appliances, personal care and cosmetics similar. More products, brand, product type, type is relatively complete. There are stores and the official flagship store flagship store, the official flagship store is an enterprise with its own brand (trademark R or TM), registered brand or foreign national distributor, located in the suning.com store; usually includes the following four operating conditions: first, private brand flagship store, the main company (brand) the right to use the trademark; second, operating a number of independent brands of products and brands, is the actual controller with the same brand flagship store (only invited to Su Ningyi The purchase of third, registered foreign companies); the brand in Chinese have subsidiaries or branches, is a brand flagship store China general agent to officially responsible; fourth, suning.com opened its own store.

Status Quo of Price Strategy. The suning.com website, to ensure the quality of products based on the go, the relatively low price of online sales, much lower operating costs than the store, which means that the online product sales can save part of the cost of sales than the store, so the same goods in the net can sell cheaper than the store can be profitable. Such as Haier BCD 216SD three door refrigerator in the Haier store price is 2212 yuan, while suning.com price only 1699 yuan, in this way, not only conducive to product sales, also let consumers get the benefits of suning.com. Consumers are mainly gathered in the relatively dense area of the city, the level of consumption the higher the overall, pay attention to product quality; as close to the target customer's consumption level, profit to consumers, establish a good brand image, not only the store to buy the required products directly from manufacturers, But also save a lot of

cost. There will be some of the goods are shipped directly from the factory, the purchase price may be higher than the local market is low, greatly reduce the cost of sales pricing is minimized. And according to the old models, new products, profit products, impulse products of different types of products, pricing strategies are adopted, in the actual sales process, according to the transaction price, the amount of cash back and other specific circumstances, as well as competitors, reasonable price, in order to promote sales, to ensure profits.

The Current Situation of Channel Strategy. Suning channel model is in the area where the city or province's largest units set up a joint venture company, make a few big dealer management and stock upholding regional national autonomy principle, to ensure a reasonable profit level dealers. At present, have been completed in Tianjin, Hefei, Wuxi, 4 Chengdu logistics project, construction and signed 15 projects, the total contracted more than 50 projects, in the establishment of 64 service centers, the national sales exceeded 5000, in the country to support customer service service, buy all products online after customer service, can go to any one of Suning stores and service outlets. Through various forms of equity, and development combined with Suning Appliance channel local guaranteed. Because Suning has its own complete supply chain and logistics system, eliminates the need for online sales agents and other intermediaries, let dealers around the city with their own business of the company, to sell Shou Suning products. In the process of business model of suning.com's new service platform to build, from a new point of view, on how to better serve users through innovative design ideas, service platform, to break the traditional industry from sales perspective taking the electronic business model, set up to serve as the center, to the network members. Ordinary members, matching services and other multiple service marketing strategy, enhance the competitiveness of enterprises, but also support a variety of payment channels, such as online banking payment, telephone payment, cash on delivery, credit card payment, payment through the payment of money to other software channels.

Status Quo of Promotion Strategy. Television advertising, radio advertising, outdoor advertising, mail and other conventional promotional mode, can also use the type of gift promotions, buy appliances gift both hands, more than a certain amount of consumption, such as the mini notebook computer, camera, digital camera, puerile, improve product and brand awareness, attract customers, stimulate consumer desire to buy; also can provide goods to consumers free of charge, the general public to allow consumers to trial, in order to promote the promotion of goods, improve service quality, lifting the customer. Such as suning.com's alternative menace from the rear, launched ten years warranty, you can enjoy online shopping services, such as maintenance of returns in the nearest store, win the majority of consumers in a conventional favor; purchase price discounts, so that consumers benefit; brand promotion, improve the website's brand, suning.com released in the community forums Pictures and video advertising, micro-blog promotion, blog marketing and other promotional models, using a variety of promotional activities, to achieve promotional products, increase brand awareness effect.

Problems Existing In Suning.com Network Marketing

Lack of Products with Core Competitiveness. The rich variety of products, leading to Suning not highlight their own advantages, but did not form a brand representative and core competitiveness of the products. For example, Taobao is mainly to clothing, daily necessities, food sales platform; Amazon will be the main energy into book sales; Jingdong Mall is based on digital products; Suning Tesco did not highlight their home electricity appliances sales than Suning Appliance business advantages, product positioning is not clear, without the introduction of core competitiveness of representative products, but with Amazon, Gome, Jingdong Mall price war to grab the market, so the development of enterprises is very unfavorable.

Price Positioning Differentiation is not Obvious. Take the strategy of price competition, but the magnitude is not large, to achieve online and offline synchronization pricing idea is very difficult, but also prone to conflict. However, the main consideration of online shopping customers is to lower than the store price to get the transaction, but if with his online shopping platform compared to the store without the obvious price advantage, will be in the fierce competition in the market can not get the favor of customers.

Imperfect Logistics System and Website Problems. Despite the strong logistics system in the city, but it is not satisfactory. First of all, suning.com received numerous customer complaints, mainly due to supply management (the center of the city, the 3C class stores located in the center of the fusion of slow response speed; Nanjing warehouse delivery department store). The second is caused by. The bad phenomenon of logistics system and marketing system, easy to form the warehouse backlog, resulting in a large number of capital retention. Finally, there is a disconnection between suning.com link, procurement staff do not pay attention to the absorption of new goods warehouse purchase, no additional storage capacity. Usually the 1/5 warehouse space in the idle state, caused by the high logistics the cost of long-term.

Lack of Diversification of Sales Promotion. Promotion can attract a lot of traffic to suning.com, but also can not deny that there are some problems existing in marketing. For example: only let promotion discount, no more novel ways, at the same time also did not form their own and other B2C sites do not price advantage; diversified enterprise publicity, but only in the promote your site, other sites in the search engine propaganda is not big enough, instead of the real network marketing model into the business process; and the new way of publicity also do not in place, not only did not use all kinds of marketing to increase publicity efforts, but also did not use the consumer often used chat tools (such as QQ, micro-blog, WeChat, etc.) and other relevant channels for publicity work. Therefore, to achieve a close relationship and not to consumers, from the consumer demand Can not accurately grasp

Suggestions On Improvement Of Suning.com Network Marketing

Building Products with Core Competitiveness. Professional classification planning of many types of products, eliminate strictly limit, thus highlighting the core products. Accurate positioning of products, customer segmentation, in order to promote the value of products to better meet customer needs. To play their own advantages, home appliances, 3C products, home appliance products as the core, to the development of commodity diversification. So that customers can buy home appliances suning.com preferred. Spread the brand image and brand value of three aspects, first, by the high quality products and services, to create a good brand image. Second products feature rich and diverse, increase the durability of the product, with the product concept and brand culture to attract consumers, with personalized products to better meet customer needs, as the value of the brand. In third, the website, search engine, television, advertising and other chat tools for communication carriers, and display sales Buyers show, increase brand communication depth and breadth, indicate the product description link, to attract more customers. The core products are placed in a prominent position, to attract the attention of customers. In the network marketing platform, the advantages of the details and the attention of consumers and the product itself, so that customers fully understand the product, then to buy the product. The product is exhibited core strength, in order to use the brand, reputation, sales, production and warehouse in detail to improve consumer confidence. More customers to buy attractive. By selling the story behind the product, buyers and sales from the grand occasion to impress customers.

Making Product Price Reasonably and Paying Attention to Product Quality. At present, the low price strategy, not to seek the long-term development of enterprises and establish their own independent pricing system should take into account the product cost, pricing strategy, product supply and demand, the customer's own characteristics of the recognition difference of product difference, and market competition and other external environmental factors, in order to ensure the quality of the products. User experience and service personnel the level of consistency in the offline and online, to ensure the competitive price, to provide consumers with shopping experience to reach the highest value. The pricing method of differential pricing, like a mobile phone 799 plus charging treasure 99 combined to 850 sales price, so you can save 48 yuan to attract customers to buy you can also publish. The product sales price ", compared with the price of the store and the price of the website, allowing customers to understand the difference between the two, finally decided to buy the business Goods.

Perfect Logistics Distribution System. The distribution center to build intelligent, even in the store, also can timely delivery and arrive at the designated address on time. Optimize the delivery process, completed in the factory, through the network information platform, appointment delivery process,

delivery time only need to make the system a single pass, so staff can know what the corresponding delivery vehicle which is the receiving platform. Optimizing the route of transportation and logistics, to shorten the transport mileage, save logistics costs, the rational management of supply and distribution to the various stores of goods, rather than just focus on City store in the heart, goods faster deployment speed. Speed up the logistics speed, reduce intermediate links, product circulation system to reduce the time from order to delivery, to the staff in the shortest time of logistics distribution according to customer orders, customers to reach the fastest speed, perfect logistics distribution service. Return to the minimum flow, so that customers can get satisfactory goods, exchange in time

The Promotion of Diversification, Increase Promotional Efforts. From conventional advertising, product packaging, product performance, product use and promotion; related to the targeted training of sales personnel, marketing personnel to master marketing methods and skills, good communication and exchanges with customers, so as to achieve emotional resonance, increase sales success can also be rich; the sense of innovation and related promotional merchandise giveaways, timing in wide range, presented to consumers, which caused a sensation effect, promote the sale of goods; can use attractive advertising to attract customers, but also can be used to display products to the consumer interest, such as celebrity, animation, video and other means to increase; with the interaction of consumers, in order to enhance the relationship between businesses and consumers, such as the secret ballot, a questionnaire, lottery and other activities; the introduction of hot products The type of product structure and in combination with other marketing activities to promote sales. Can also use chat tools (such as email, micro-blog, WeChat and other search engines, everyone), can also be in a large celebration sponsored public, fair, fair, cultural and recreational activities such as focus groups to advertise the occasion, in short, the a variety of promotions, and vigorously carry out publicity and promotion of the brand, in order to increase sales.

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