

Social Behaviors and Modern Marketing Philosophy

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Abstract. How to conduct effective marketing behaviors is one of the most eye-absorbing questions in the business all the time. Researchers and pioneers have made plenty of attempts to achieve their goals. In this paper, from the perspective of human nature, one theory of new marketing philosophy has been proposed. Social behavior is a common attribute in human. People tend to get someone else's attention with others and sometimes they can get a sense of belonging through social networking. This article will explore how to use this human attribute to conduct marketing campaigns to promote brands and products. The analysis with case studies, shows that successful marketing needs to meet people's demand of expressing themselves and creating a personal image.

Introduction

The development of the network has become perfect in recent years. The number of users grows rapidly and a lot of trade is carried out online. The Internet economy has spawned a new marketing approach, turning 4P (Products, Prices, Place, Promotions) to 4C (customer, cost, convenience and communication) [1]. Most brands chose to carry out marketing on the network to expand the market and attract users. This paper will discuss how to carry out marketing on the network and maximize the role of marketing activities to achieve the best result.

The network is another community where people do their daily activities. Therefore, to study how to carry out marketing activities on the Internet we must understand the daily activities of human beings. Human activities include production activities interpersonal activities and conceptual activities [2].

Interpersonal relationship is an important part of life. Users spend most of their time on social activities while they are using Internet, such as the use of social networking software Facebook on which they can communicate with friends and publish their own dynamic to show their life. Apart from that, social activities involve in different types of application and websites. For example, they play online games together with friends or publish their own creative video on YouTube to get the attention of others.

Because there are different types of relationship when people try to maintain interpersonal relationship they usually seek partner's information. People need different images when they are facing different groups. In addition, people need different images in the face of the same object at different stages. Therefore, company need to let users based on the information they know to display different images. As a result, companies need to let users selectively expose their own information in marketing planning, so that they can get the image they need to show.

Therefore, if brands want to do marketing on the Internet, they need to use the social attributes of people. Find the characteristics of social behaviors in different groups (age, region, cultural level). Based on these characteristics, company should let people to selectively expose their information to create self-image.

A brand need to meet consumer needs to be successful. Social need is an important part of consumer's life. The understanding of consumers' social attributes can complete the product or brand promotion, which led to facilitate the purchase behavior. This paper will discuss how to link social identity and sense of belonging with products to make marketing strategy working.

In the article, the relevant theory will be described and the marketing and social behavior will be understood. This paper will discuss whether a person's social attributes are useful in marketing. If the result is positive, what kind of social attributes are effective in marketing is important. With the useful social attributes founded, the next thing need to discuss is that how they should be applied in marketing.

This article focuses on how to use human social properties in marketing. The first part will discuss which social behavior was more effective in marketing through content research. The second part is going to study how to use human social awakening for marketing through case analysis, following by some examples from big brands. Finally, a practical implementation will be given based on the theory.

Background

According to Maslow, people have love needs. They seek affectionate relations with people, after the physiological needs have been fulfilled. Social belonging is a fundamental human motivation [3]. According to social exchange theory, people's social relationships are based on the costs and rewards received by both partners. People can get tangible and intangible benefits through social activities. Relationship can help everyone develop sense of self [4]. The social relationship itself is an important component of the emotional world of human being.

Marketing on the Internet needs to focus on audience experience and improve their satisfaction through advertising, planning, and interaction. As I mentioned before, people tend to seek close relationship with other people. To achieve such result, they spend most of their time on maintain interpersonal relationship. User's needs are display themselves and create image. Showing themselves and getting a sense of belonging are two motivations for users when they socialize. People seek attention and approval of others to get external sources of admiration and attention, which can help maintain their self-esteem and identify them with self-worth [5].

Social Activities and Marketing

Social activities

Social activities refer that two or more people take social actions to build or maintain interpersonal relationship. Social activities can help everyone to develop sense of selfness and achieve social belonging.

According to the mindfulness theory, the closeness in relationship can be enhanced by five components: seeking to understand the partner, giving the benefit of the doubt, empathy and social skills, active participation in relationship enhancement and persisting in mindfulness [6].

A person needs to engage in social activities with different types of people in life, such as parents, relatives, friends, classmates, neighbors and so on. These groups can also be broken down by age, geographical and cultural level. Humans are always seeking a more intimate relationship, but for different groups of social relations in the degree of intimacy have different needs. There is a difference between the maintenance of the relationship with the parents and the maintenance of the relationship in the types of activities. In addition, people will appear different social behaviors due to the different environment in the face of the same group. In the case of a partner relationship, people are completely different from their own activities at home and in the public area.

Marketing

Marketing refers to a society in which an individual or a group creates and interacts with others to meet the needs and desires of a society and management process. A market is a collection of potential buyers of goods or services. According American Marketing Association, marketing is an organizational function and procedure that creates, communicates and transmits value to the customer, and manages the customer relationship so that the organization benefits from its stakeholder.

The Internet economy has spawned a new marketing approach, turning 4P (products, prices, channels, promotions) to 4C (customer, cost, convenience and communication). 4P theory is a producer-oriented model and 4c theory is a consumer-oriented model.

The relationship between them

Marketing from the perspective of consumer requires the use of human social behavior. As mentioned above, people need different social activities so the marketing strategy needs to meet people's demand of showing themselves and creating images. People who carry out these activities on the web are often done by exposing personal information. By sharing their own state of life and psychological expectations, people create a self-image. People who want to build social relationships will understand them in the process of human self-image, and form an impression on them to decide whether they are willing to build relationships. After making the decision, the group will build social relationships by reacting to this activity.

Because people need different social relationships, they need to build different images and show different selves according to social groups. To achieve this goal, people need to selectively expose their own information, to create different images in front of different groups. For example, when a person experiences setbacks they will share their pain in the social application but will not share this dynamic to their parents to prevent them too worried. So, marketing needs to meet the customer's needs of selective exposure to self-information.

Some examples

In the creation of self-image, people want to be different and get the attention of others but do not want too different to lead to another people's exclusion. So, human tend to create a slight degree of personal unique identity to distinguish themselves from others. Spotify is a digital music service that gives people access to millions of songs. This company seized this character and in 2016 they launched the "We're all a little bit wired" Campaign. In this campaign Spotify studied the music preferences of people in 2016. For example, the company studied the preference of people during the different periods including classmates' party, Valentine's Day and Brexit. Spotify also studied the music preferences of all users and tailored a unique playlist for them to show the difference of each person. In addition, Spotify created different gifts according to the areas of different singers to show users. Spotify through the campaign gave users a chance to show themselves, allowing users to expose their own different. The use of playlist to show personal preferences, shaping their own image. For example, people who love classical music can show their own good taste through the playlist to obtain the attention of others, enhance their external image.

In 2015, Apple began a "world gallery" campaign in order to sell their iPhone6. The purpose of this campaign is to let people understand the performance of iPhone6 camera. Apple encourages people around the world to take pictures with iPhone6 and upload pictures to social networking sites. After a period of screening, Apple picked out the 162 photos from millions of pictures. These photos were printed by Apple and published in different cities in 25 countries. This behavior aroused extensive discussion in the social network, and more and more people began to share their own pictures taken by iPhone6. This marketing is entirely user-oriented because it encourages users to express themselves by their work shared on social platform. During the process of sharing, more and more people involving in this activity lead to expanding the influence of this campaign. It is an honor for the photographers whose excellent works displayed on the huge billboards. The desire of self-expression of users has been meet by Apple.

Another successful example is the campaign "I will what I want" made by under armour. The company invited a model Gisele to carry out brand campaign in a room and they created a website with a custom engine that scraped the web for comments being made about her. In this event all the comments in the official website will be projected in the room instantly. The entire social discussion

about one person was happening on one website live. The user's enthusiasm has been called up and this event set off a discussion on the network.

The most important thing in marketing is user engagement. The ultimate goal of marketing is to persuade users to buy products so you need to let users to understand this campaign and participate in person. In the process of user participation, the campaign has to meet the users' desire to express so that they can experience the benefits personally.

Applying theory in practice

Zhouheiyi is a professional enterprise that produce duck meat. Because Zhouheiyi is facing a very fierce market competition, it needs a series of campaign to shape their own brand image to attract consumers. To achieve the goal, they can set up an interactive campaign. Participants can get a bookmark by an illustrator after clicking on an interactive machine. Most of the content on the bookmark is to break the stereotype of young people. For example: If your identity is a student, the bookmark will be written "Everyone thought that the good students don't go shopping, prejudice!" This activity satisfies the needs of young groups to show themselves to a certain extent.

Conclusion

As the paper mentioned before, if the company wants to establish a good corporate image and promote product sales through marketing, they need to meet the needs of users. In the Internet era, the user's needs are to express themselves. The campaign should give customers the opportunity to express their own different, so that they can establish their own personal image to attract others attention. When the user's expression to be satisfied, the brand can attract more customers and expend the market.

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