Research on Word-of-Mouth Marketing Strategy of Internet Firm

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ABSTRACT

The continuous development of the mobile internet makes users tend to share their consumer experience on the Internet. The anonymity, convenience, diversification, and interaction of word-of-mouth marketing make its influence on consumers more than traditional word-of-mouth marketing. Broad and far-reaching, it has an important impact on the operation and development of the company. The paper starts from the status that the application of Internet firm's word-of-mouth marketing, discusses its existing problems, and puts forward corresponding strategies and suggestions in order to provide some reference opinions for Internet firms to develop, use word-of-mouth marketing, and establish brand image.

Keywords: Mobile Internet, Marketing Strategy, Word-of-Mouth Marketing.

1. INTRODUCTION

With the advent of the mobile Internet era, the Internet has penetrated into all aspects of people's lives. According to the 45th Statistical Report on China's Internet Development released by China Internet Network Information Center (CNNIC), as of March 2020, the number of internet users in China reached 9.04 million, and internet penetration rate has reached 64.5%. The scale of Internet users in China continued to grow steadily. The continuous innovations of the Internet model become the driving force for the growth of Internet users [1].

"Good wine needs no bush" is the people's initial recognition of traditional word-of-mouth. With the continuous increase of internet users' participation in the internet, firms allow consumers to participate as much as possible in the firm's marketing activities by using the internet to better understand and feel the corporate culture and spontaneously disseminate the firm's products and services, which greatly reducing the cost of enterprise promotion, and weakening the uncertainties in the dissemination. Word-of-mouth marketing has its own characteristics, such as fast transmission, wide dissemination, low publicity, etc., which the internet firms can use that providing consumers with a platform to deliver word-of-mouth and inspire consumers to participate. Therefore, research on word-of-mouth marketing in the internet age cannot be ignored.

2. LITERATURE REVIEW

Word-of-mouth was considered as a crucial factor affecting people's behavior, feelings and understanding long ago. Foreign research on word-of-mouth involves advertising, tourism management, information management, film, retail analysis, interactive marketing, business research, and other areas. Keller E, Fay B. pointed out that we should focus on transcripts and sharing [2]; Kumar, Chandarana , and K (2017)proposed to apply word-of-mouth marketing on social platforms and proposed a strategy to enhance word-of-mouth marketing [3].

Domestic research on word-of-mouth marketing is mainly focused on advertising and marketing. Ye and Yu (2012) used the Weibo platform to analyse the marketing strategy of book internet marketing [4]. Lai (2014) has experimentally studied the internet word-of-mouth content is an important factor affecting the result based on the adjustment orientation theory [5]. Zhang (2016) discusses the impact of online word-of-mouth on consumer purchasing decision behaviour [6]. Generally speaking, there are many theoretical studies on word-of-mouth marketing, and there is a lack of empirical research on actual cases.

3. DEFINITION OF WORD-OF-MOUTH MARKETING

Word-of-mouth marketing is a conscious marketing campaign in which firms design topics related to themselves, use topics as a bridge and use certain platforms or tools to narrow the distance between participants and businesses, increases the customer's trust and loyalty to the firm. As a result, the customer himself takes the initiative to advising for the company and affects other buyers.

Online word-of-mouth marketing is combination of online marketing and word-of-mouth marketing. It is a new form of word-of-mouth marketing that uses the internet, which essence is the collection of relationships formed by consumers through network interaction. Internet word-of-mouth marketing is also a kind of marketing process. It is just the use of internet platform that enables users to form

a chain of word-of-mouth communication. Compared with traditional word-of-mouth marketing, online word-of-mouth marketing is free from constraints of time and space, and is faster and more convenient. Internet firms should use word-of-mouth marketing to guide public opinion toward the development of internet firms.

4. PROBLEMS INTERNET FIRMS' WORD-OF-MOUTH MARKETING FACED

Word-of-mouth marketing is an important means for internet firms to carry out marketing activities. Good word-of-mouth marketing activities can not only narrow the distance with users, but also form a positive word-of-mouth to promote user satisfaction and form a loyalty to customers and firms [7]. It brings intangible benefits to the company. In reality, firms are not everything goes well in the process of word-of-mouth marketing. Main issues are as follows.

4.1 Poor Active Participation

In the process of applying word-of-mouth marketing, internet firms may encounter situations in which consumers do not actively deliver word-of-mouth information, do not publish their own inner feelings in time, and do not participate in any product review, which makes it impossible to promote other consumers' purchases. In addition, some consumers will not take the initiative to feed back their good consumer experience, some people will never pass on it, they are not interested in the products and will not form feedback. The talkers few mean that the level of discussion is not high. This cannot attract the attention of consumers to internet firms, allowing consumers to participate in corporate interactions spontaneously and integrate into the corporate culture.

4.2 Lack of Word -of -Mouth Marketing.

Topics are the basis for firms to engage in online word-of-mouth marketing activities, which are also the carriers of word-of-mouth communication.
Topics are the content of conversations and must have connotations and be related to firms. The lack of any point cannot achieve the effect of marketing. There is no word-of-mouth marketing without topics. Through the release of appealing topics that are closely related to the firm, consumers are caught in the eye, so that the content of the conversation is rich and interesting, and consumers are invited to participate in the discussion, so as to further understand the culture of products and firms and thus form a loyalty to the firm.

4.3 Word -of -Mouth Crisis

Some firms employ online navy to give "fake praise" on the internet. Those who are employed by merchants focus on a large number of internet-related businesses or product-related content during a certain period of time. They raise awareness by using reviews, BBS, replies, and other forms to improve products, events or internet firms in a short period of time. However, after a long period of browsing or personal consumption experience, consumers find that word-of-mouth is untrue, especially when there is a negative word-of-mouth; it will immediately be overwhelmed by many comments.
In the age of mobile internet information explosion, false word-of-mouth will create a crisis of trust in word-of-mouth. Customers will no longer believe in comments because they do not know whether they are genuine or not, which resulting in reduction of online shopping.

4.4 Malicious Evaluation

Malicious evaluation refers to the behaviour that the buyers obtain improper benefits by giving a bad review. Malicious appraisal manifests itself in a variety of forms, such as the buyer's appraisers making the difference during the participation process as a threat, and seeking an improper benefit. The buyer uses the transaction form to make the competitor receive a bad appraisal, and there is verbal abuse and brutality in the appraisal. In addition, products or services consumers received do not reach their expected values, or when individual consumers feel that there is a difference in pre-sale and post-sale experience, irrational and unrealistic assessments are given to the seller because of their emotional dissatisfaction.
Malicious evaluation is undoubtedly fatal to the sellers, especially when the malicious comments and poor renderings are even more a crisis to the company's reputation and marketing activities.

4.5 Delayed Tracking

In the sales process, the enterprise cannot fully meet the needs of every consumer. At this time, delayed tracking is easy for the customer to reduce the rate of return, and even spread negative influence. From customer contact with the product or firm to the acceptance of the product or service by the customer, there are too many intermediate links; any mistake that cannot meet the customer's requirements may receive bad word-of-mouth feedback. The wide coverage of the internet, which makes internet firms often ignore some of the links, resulting in less return. With a wide range of internet platforms and a wide range of customer options, if firms do not track them in time, they will respond to customer negative feedback.
The customer relationship needs to be maintained, and the customer needs to track after the after-sale, only in this way can we form a virtuous circle of the operation of the firm.

5. COPING STRATEGY OF ONLINE WORD -OF -MOUTH MARKETING

Internet firms should have clear users in carrying out word-of-mouth marketing, explore positive word-of-mouth points, design appropriate word-of-mouth marketing topics, apply the characteristics of internet tools in the era of internet media, and optimize media channel management; improve penalties so that participants can be in a good environment, conduct word-of-mouth feedback, strengthen the monitoring of internet firms' word-of-mouth, and maintain good corporate reputation by listening to consumers. The specific countermeasures are as follows.

5.1 Fully Build User Communication Channels

In the communication channel, firms should fully understand the consumer psychology, word-of-mouth communication channels and behavior characteristics. Only building a convenient information communication channel for consumers can make it easier for potential consumers to use word-of-mouth and give feedback. At the same time, enhance communication channels with users, guide consumers to actively participate in and increase user loyalty, which will actively integrate into the company's purchases, and provide free positive word-of-mouth publicity for firm, and affect the purchase behavior of other customers. Therefore, it is of great significance to establish a comprehensive channel of communication with users, so that users can contact enterprises in different angles.

5.2 Digging and Updating Word -of –Mouth Topics

The development of online word-of-mouth marketing is inseparable from new topics and we must innovate word-of-mouth topics. From the perspective of consumers' specific values and preferences, we explore the value proposition of consumers' purchase of products and their interest in specific time periods, and the values of products and brands. Each product has its own unique life cycle, word-of-mouth topics also needs to be constantly updated, and create new topics, which is also the link between consumers and sellers, consumers and consumers. All these have a positioning role in the marketing planning of word-of-mouth.

5.3 Emphasis on platform Word -of -Mouth Management

In the word-of-mouth management of the internet enterprise platform, platform authentication should be enforced, and consumer credit rating should be emphasized, which can better ensure a fair trading environment, and to a certain extent, it can also avoid all kinds of false word-of-mouth evaluations. In the promotion process of real name certification, it should be step by step, and incentives such as gift points can also be used to encourage users to carry out their own initiative. For people with fake word-of-mouth communication information, they need to have a credit rating to let malicious evaluate feel a sense of crisis. At the same time, they should guide consumers not only to measure the quality of products based on the number of reviews, but also to improve the evaluation of high-level consumers.

Therefore, the firm should increase the management of word-of-mouth on the internet platform, although some customers may be lost during a period of time, it will form a good reputation development in the long run.

5.4 Increase Punishment

Word-of-mouth marketing programs will succeed that based on public needs. People think that online firms are the firms that serve the public. As consumers, they do not need to be responsible for these enterprises during the participation process. However, if internet firms face malicious evaluation in the process of participation, they should increase penalties for malicious evaluation and the defined rules need to be clearly divided. An enterprise may be associated with bank's credit rating, and may be able to downgrade the credit rating on the basis of the credit rating to avoid the malicious evaluation of some malicious participants.

A variety of measures is taking out to ensure that everyone has a good environment for participation and form a positive interaction.

5.5 Improve the After-sale Tracking Mechanism

On the basis of perfecting the platform evaluation mechanism, when the firm encounters middle or poor evaluations, it should proactively contact the customer to understand the customer's dissatisfaction, promptly appease and handle it, and strive for the understanding of the customer. In addition, for those activities engage in illegal profit by using platforms should be tracked, and improve the platform tracking mechanism, specifically set up the appropriate personnel to manage. Timely and effective handling of customers' opinions and complaints, and paying attention to the customer's after-sales tracking mechanism, which is one of the key points in improving customer retention rates.

6. CONCLUSION

The internet age has brought unprecedented vitality to word-of-mouth marketing. Online word-of-mouth

marketing has become an important means for corporate publicity and promotion as a widely-recognized marketing method. How to accurately convey word-of-mouth information to consumers in a wide range of information and increase the user's stickiness and loyalty to websites and brands is an issue that internet firms must face and solve when they conduct online word-of-mouth marketing. Based on the theory of online marketing and word-of-mouth marketing, this paper analyzes the current situation of internet firm's online word-of-mouth marketing and puts forward a more comprehensive strategy of online word-of-mouth marketing in order to provide certain theoretical guidance for internet firms to implement online word-of-mouth marketing.

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