



Analysis on the Marketing Strategy of Enterprise Service Relationship Under the Internet Economy

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Abstract. The 21st century is an era of rapid development of the Internet economy and the service industry. In the Internet economy, in addition to the constant pursuit of product quality, the maintenance of customer service relationships has gradually become an important means to increase customer viscosity and enhance product competitiveness. This paper takes Changsha's local brand Chayanyuese as an example, conducts a questionnaire survey on the people who have consumed the brand, and analyzes the impact of the company's service relationship marketing strategy in the Internet economy through data, so as to provide reference for the other companies. Research shows that active service relationship marketing in the Internet economy can enhance customer stickiness and increase loyalty.

Keywords: Internet Economy · Service Relationship · Service Management

1 Introduction

In the process of an enterprise's pursuit of development, the management of its services is a part that cannot be ignored. There are many aspects to good services, among which relationship marketing is an important aspect of good services. Qi Haotian said that in the Internet era, it can maximize the release of market vitality [5]. That is to say, with the continuous improvement of market openness, the development of big data provides more room for service relationship marketing, enabling enterprises to enhance their competitiveness in more aspects.

The concept of service relationship marketing was gradually formed in the 1880s and 1890s, and it is still developing today. Service relationship marketing, that is, viewing marketing activities as the interaction between enterprises and customers, suppliers, sellers, competitors, government agencies and other stakeholders, and the process of establishing long-term, trusting and mutually beneficial relationships. The characteristics of relationship marketing are the two-way nature of information communication, the mutual benefit of marketing activities and the timeliness of information feedback. Relationship marketing is not just about making money, but its ultimate goal is to bring a win-win situation. Long-term income, but also allow consumers to enjoy high-quality services and products.

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This paper starts from the service relationship marketing strategy adopted by enterprises in the Internet economy, explores the specific measures taken by enterprises, and investigates customers' impressions and purchase intentions of enterprises under these measures.

2 Research Method

2.1 Case Selection

The case selected in this article, Chayanyuese, is a creative milk tea shop established in Changsha, Hunan in 2013. It is committed to creating a milk tea brand with Changsha's characteristic culture, and it is also the first new fresh tea shop in China with Chinese and ethnic styles as its selling points. From 2015 to now, Chayanyuese has only one or two stores in the past, and now it is all over the alleys of Changsha. From unknown to becoming a brand, Chayanyuese not only depends on the excellence of its own products, but also on the service. Relationship marketing enhances customer stickiness and customer loyalty. The company's service relationship marketing strategy in the Internet economy is typical and can be used for reference. So this case is selected.

2.2 Questionnaire Design and Methods

The research questionnaire in this paper mainly starts from the perspective of customers, and studies its influence by investigating the intuitive feelings brought by a series of service relationship marketing strategies to customers under the Internet economy. The main body of the questionnaire surveys customers' satisfaction with these measures and subsequent purchase intentions. The measures are mainly asked from four aspects: new product introduction, online membership card, complaint handling and big data recommendation. The satisfaction question uses the Likert five-level scale to measure, which assigns "very satisfied", "satisfied", "average", "dissatisfied" and "very dissatisfied" with "5" "4" "3" "2" "1" respectively.

In this survey, online random questionnaires were distributed in Changsha area, and a total of 556 questionnaires were returned, of which 400 were valid questionnaires. The effective rate of the questionnaire was 71.9%.

The final questionnaire data will be descriptive statistical analysis by spss to measure the basic consumer population. Reliability and validity of the questionnaire will be judged by reliability and validity test. And the influence of measures on customer purchase intention will be judged by linear correlation test.

3 Research Result

3.1 Basic Information Description

In the collected questionnaires, statistics show that there are 286 respondents aged 10–25 (71.5%), 83 respondents aged 26–35 (20.75%), 31 respondents aged 36–50 (7.75%). The main group of this survey is the young consumer group.

Among the consumer groups, young people are more sensitive to these measures and pay more attention to the service experience of purchasing products, and the implementation effect of the measures will affect their willingness to purchase more. The middle-aged group is less sensitive to measures than the young group, but it will still have a certain impact on their purchase intentions.

3.2 Questionnaire Reliability and Validity Test

The reliability test of the statistical data shows that the Cronbach's coefficient of each dimension is about 0.7, and the overall Cronbach's coefficient is 0.737, indicating that the data reliability is high (Table 1).

Validity test was carried out on the statistical data. The KMO statistic value of this study was 0.843, which was close to 1. The significance of the Bartley sphericity test was less than 0.05, indicating that the questionnaire had good structural validity.

3.3 Correlation Analysis

It can be seen from the calculation that the customer's purchase intention is positively correlated with a series of service relationship marketing strategies adopted by Chayanyuese in the Internet economy. This proves that the service relationship marketing strategy of enterprises in the Internet economy can improve the competitiveness of products to a certain extent and increase the willingness of customers to purchase (Table 2).

Table 1. Reliability

dimension	Alpha	Alpha based on normalized terms	number of items
aspects of the new product	0.744	0.765	5
online membership card	0.736	0.747	5
Complaint handling	0.731	0.738	5
Big data recommendation	0.712	0.724	5

Table 2. Correlation

	Purchase Intention Pearson correlation	Purchase Intention Significance (two-tailed)
aspects of the new product	.859	.000
online membership card	.801	.003
Complaint handling	.631	.004
Big data recommendation	.620	.010

4 Result Analyze

After analyzing the customer's purchase intention, the service relationship marketing strategy made by Chayanyuese in the Internet economy can have an impact on the customer's purchase intention, which is related to the implementation effect of the strategy. It will be analyzed in detail below.

First, the tasting of the new tea and the collection of opinions. Different from the process of many tea drink companies putting new products into the market, Chayanyuese will consider customer acceptance for each new tea drink. Firstly it selects a large number of customers to experience through online random questionnaires and other methods. And then collect customers' suggestions through channels such as official accounts, so as to obtain the first adjustment information. In the new trial stage, the clerks will pour a small cup for customers who are queuing up to buy tea. The first is to relieve the thirst of the customers in the queue, and the second is to try new products for customers. If customers still have many opinions on the new products, Chayanyuese will be removed from the shelves. In this new stage of new product launch, Chayanyuese promotes new products and collects feedback on new products through online methods. While improving efficiency, it strengthens interaction with customers and enables customers to have the opportunity to directly participate in the new product production. And the opportunity is fair. For the new product, Chayanyuese wants to let its customers participate in the whole process, so as to form a strong interactive relationship with customers, thereby increasing the customer's sense of belonging to Chayanyuese.

Second, the elegant online membership card system. In recent years, with the development of small programs and apps, Chayanyuese has completely formed an online membership card system, which transfers the previous offline membership card points to the online, and at the same time includes the previous points to exchange for cultural and creative products. On the basis of this, other services have been added, such as a free one-cup coupon for birthday. This is not like other companies that give full discount coupons on birthdays. It has no threshold for use. No matter the price, it is valid until the next birthday. It is not to promote consumption. The online membership card system, first of all, the use of the applet facilitates the exchange of customers, not only can it be picked up in offline stores, but also achieve the effect of mailing at home. Secondly, the exchangeable products of the company are all original designed cultural and creative products that represent the characteristics of the city. The development of online exchange can enrich the choices of customers, and at the same time avoid the occasional shortage of offline stores. Compared with the previous membership card system, the convenience and diversity of the online membership card system increase the attractiveness of Chayanyuese to customers in cultural and creative products, strengthen the connection between enterprises and customers, and customers will be more willing to enjoy drinks. At the same time, you can earn points, so as to achieve your goal of being able to exchange for local cultural and creative products, and this promotes the willingness of old customers to spend.

Third, the speedy handling of complaints and opinions. High-quality service has always been one of the biggest advantages of Chayanyuese. For some suggestions and complaints, in the development of the Internet economy today, Chayanyuese has achieved more efficiency than before. For customers' praise, complaints, opinions, lost and found,

etc., they can all be done on the official account of Chayanyuese. Among them, customers' praise or complaints about certain store staff must be implemented to people. In addition, comments on other social platforms such as Douyin, Weibo, etc. can be seen on Aite official blog or private messages. This not only further helps the company to understand the real thoughts of customers in a timely manner, but also promotes the continuous improvement of the company. At the same time, the positive response to customers' opinions can further deepen the interaction with customers, so that customers can experience their own feelings and opinions are taken to heart. Thereby further enhancing the customer's favorability.

Fourth, Chayanyuese is committed to building a customer relationship management system. While Chayanyuese established a membership system, and supported by this, Chayanyuese also used big data to build its customer relationship management system. Through the customer's membership consumption records, Chayanyuese collected and accumulated a large amount of customer consumption information, and the possibility of customers buying certain types of beverages is predicted through the later stage of data analysis. For example, after customer consumption, the types of beverages purchased by customers will be counted, and there is a user for each customer, such as preference for tea or milk, ranking of favorite products etc. Chayanyuese uses this information to accurately position its products, which gives enterprises stronger ability to communicate with customers. Thus it better promote the acceptance of different customers for different products. And customers will feel that the brand knows what they want, which may increase the purchase intention.

In the Internet economy, Chayanyuese pays more attention to customer experience through the operation of small programs, official accounts, various platforms, and the application of big data. It creates new types of services and interactive relationships, and further shortens the distance with customers. Let customers have more goodwill and enhance purchase intention.

5 Conclusions

Adopting a positive strategy for service relationship marketing in the Internet economy can improve customers' purchase intention.

For customers, first of all, it will bring more value than expected to customers. For example, a new customer originally only has expectations for the product, and the service relationship marketing strategy can bring more additional services, which increases the effect of the service. So it enhances the customer's desire to buy. Secondly, when the effect of service relationship marketing reaches a certain level, the product can establish a brand effect in the customer's heart. It can improve the customer's decision-making constraints and quality of life. Because the customer does not have to worry about choosing a new product. It can reduce decision-making time and trial or error costs because the enterprise provide a stable and predictable decision-making environment.

For enterprises, the improvement of customers' willingness to purchase can bring stable income to the enterprise. In addition, it can reduce the cost of attracting new customers and increase popularity. As a mobile advertisement, old customers will recommend to those around them after enjoying the high-quality service of the product, thereby further reducing the cost attract new customers directly.

6 Outlook and Lack

In the era of Internet economy, the service industry is developing rapidly. How to keep customers and build customer loyalty while ensuring the quality of their products is one of the key factors for enterprises to adapt to the market and grow continuously. In this new era, the development space of service relationship marketing has become wider, and how to make better use of these measures to bring benefits to enterprises is a question worth thinking about. Ding Shiyao said in the conclusion that “enterprises should take into account the cultivation of innovation” [3], that is, to cultivate brand innovation, and the improvement of brand innovation is also an important step to promote the deepening of service relationships.

The series of measures taken by the company is a process of continuous attempts, which can bring some lessons to other companies to a certain extent. But in the future, this will always be a problem that needs to be constantly thought about, which will also become an important factor in determining the competitiveness of enterprises.

There are still many shortcomings in this study. First, the selection of this case is limited. Geographically, the customers of this product are mainly Changsha consumers and tourism consumers. In terms of consumer groups, the consumer groups of this product are mainly young people, and the proportion of middle-aged and elderly people is small. Therefore, the extent to which this case can be used for reference is limited. Further research will be conducted on more industries and regions in the future. Secondly, this study failed to compare the measures of enterprise service relationship in the Internet economy with the previous traditional measures of enterprise service relationship, and also failed to compare the attitudes and choices of previous customers towards these measures. This study lacks a little contrast.

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