



The Online Marketing Model of Dewu APP to Attract Young Users to Buy Products

Jiahui Liang

Huamei-bond International High School, 510520, Guangzhou

E-mail: 1932300209@qq.com

Abstract. With the development of online consumption, contemporary young fashion lovers have become accustomed to online shopping. Dewu APP stands out among many e-commerce platforms and has become the largest and most popular e-commerce platform among young consumers in the trend circle in China. Through observation and discovery, we know that Dewu APP continues to attract and attract customers through its unique and distinctive novel methods. The participation of trend lovers has enabled young consumer groups to discover and find their favorite products in community exchanges, prompting customers to go to the trading section to buy products. After receiving the product, go back to the community to exchange your own consumption experience. At the same time, these exchanges allow more users to discover and understand such products, and continue to attract new users' desire to buy while communicating. Dewu APP attracts young users with its unique marketing model, and has become the leading comprehensive service resale platform for young fashion apparel in China.

Keywords: Dewu APP, Marketing Model, Novelty, Big Data

1 Introduction

The Dewu APP originated in 2015, when a basketball-related forum "Hupu" began to build a platform that focused the audience on sneaker enthusiasts and provided them with information exchange and sneaker identification, but only limited to communication. Soon after the birth of Poison APP, due to the change from the form of "Tiger Punch" forum to e-commerce, Poison APP separated from Hupu and created an independent APP. At this moment, Poison APP version 1.0 was officially launched. After that, Poison APP became the top sneaker trading platform in my country in terms of reputation and strength. On January 1, 2020, the platform software started a new round of upgrades, and the APP name was officially changed to "Dewu". The success of Dewu is obvious to young trend consumers. Dewu adds a novel marketing model on the basis of the traditional e-commerce model to attract young trend lovers. With its novel marketing mode and technical services, it promotes or attracts users' shopping psychology to promote and display products so as to successfully conduct transactions. Such a novel marketing model is worth exploring.

2 Research methods and process

The success of Dewu is obvious to young trend consumers. So how does Dewu add a new marketing model to the traditional e-commerce model to attract young trend lovers, and how to use young trend lovers? What kind of marketing mode and technical services are used to promote or attract users' shopping psychology to successfully conduct transactions. First of all, it is necessary to explore the different marketing models between Dewu APP and existing e-commerce platforms such as Taobao on the market, and secondly, to explore what novel technologies or services it has added to the marketing methods used by Dewu APP., making young people have the desire to buy [2].

According to the observation and discovery method, it is known that Dewu APP uses advertising marketing to attract young consumer groups. Dewu APP uses the maturity and improvement of big data technology to create a new development space for the development of advertising, improve the accuracy of online advertising, and video advertising. Occupying the majority of the advertising market, it can fully mobilize the consumption enthusiasm of young people. Through big data technology, advertisers can effectively understand users' consumption patterns, media contact frequency and personal information, and accurately grasp the target audience group, that is, young consumers [5]. The online behavior of groups makes advertising more accurate, understands users' preferences and interests, and makes online media advertising more in line with users' living laws and aesthetic habits [4].

Dewu APP presents products and services to young users in the platform community through video and picture promotion, so that users can better understand what they are interested in, or similar products can be successfully traded, and it has feedback channels. Give feedback in the feedback channel after the transaction is successful. This marketing method can increase the customer's visual experience and shorten the distance between the merchant and the customer, so that the merchant can more clearly understand the problems existing in the customer's purchase and use of the company's products [10]. It can adopt customers' opinions and suggestions in a timely manner, actively take measures to give feedback to customers, improve customers' trust in the products sold by merchants, and better analyze the psychology of targeted consumers, so as to have a positive impact. This marketing method can improve any product promotion.

For Dewu, the display of goods is very important. The more detailed and comprehensive the display of goods, the more able to stimulate consumers' desire to buy. The display of products by Dewu is a combination of pictures and videos, which not only improves the user's experience, but also enables consumers to better understand the products they want to buy. Therefore, Dewu applies the product's 3D perspective function and VR simulation try-on technology to the product display, so that consumers can use this technology to simulate the try-on even though they are at home, so that young consumers can fully grasp the technology. The product feature information increases the transaction volume of the platform and reduces the return rate.

With the rapid development of the times, big data technology plays a very important role in the development of platform companies [7]. For the platform company

Dewu APP, most of its users are young users who pay great attention to experience, product quality and service. Therefore, Dewu uses big data to collect user feedback on the platform, and uses artificial intelligence to provide buyers and sellers with accurate and user-specific services. The Dewu platform uses the user's browsing records and consumption records through big data technology to push products that meet their psychological expectations for consumers.

3 Young people's psychology and product positioning

After "Poison" was renamed "Dewu", it is committed to "helping users get (understanding/acquiring/communicating) good things", focusing on young people's yearning needs for a better life. And its definition of products has become more obvious, and its style has been transformed and upgraded from the previous sports community to a trendy community [1]. The businesses covered include second-hand sneaker trading, sneaker identification, community sharing, and new product shopping guides. Under the attack of private domain traffic such as Taobao's pan-e-commerce and micro-commerce, creatively branched out the sneaker identification in its cracks, and then divided the sports market vertically, mainly attacking the basketball field. It has become an inseparable software for young people who love basketball [3].

Based on its vertical positioning and the "age-required" sport of "basketball", it has led to the younger age of the user group, which is also due to the strong vertical attributes of the product. Coupled with the consumption upgrade in recent years, "AJ, YEEZY and other trendy shoes have appeared one after another, and the camera co-branding of trend tycoons such as trave·scoot, ASAP·rocky, Edison Chen, and the delivery of goods by major stars have gradually brought some trendy items to the market. in front of the world.

Young consumers also yearn for spiritual and self-satisfied needs under the material needs to be met in Japan. With the support of comparisons and peer-to-peer topics, they hope to gain a higher level of social status and sense of honor. The consumption upgrade fever has become the mainstream of development in the past 10 years; the younger generation (post-90s and post-00s) has become the main force of the development of the consumption upgrade fever.

Yang Bing, founder and CEO of Dewu App, said that in the 1920s, consumption upgrading will become one of the themes of China's economy. The young generation represented by the post-90s and post-00s is becoming the main force of consumption upgrading. After the basic survival needs of consumers, the demand for consumer goods with cultural value is an inevitable choice. Trend culture and fashion consumption are important options for young users to upgrade their consumption.

4 The main factors that attract users to buy

4.1 Logistics factors

Logistics factors include logistics cost, logistics speed and logistics services. The logistics cost of getting things is the express cost that consumers need to pay for online shopping or the express cost included in the commodity price [9]. The logistics speed is the time interval between the successful payment and the actual receipt of the goods by consumers. The logistics speed can be adjusted according to the price in Dezhong. The faster it is, the more expensive it is, and vice versa. Dewu logistics services include online inquiry of logistics information, SMS reminders and service attitudes of couriers.

4.2 Network evaluation

Online evaluation is a typical way of word-of-mouth dissemination, including product favorable rate, number of evaluations and quality of evaluations. The quantity indicates the degree of consumer attention to the product. The higher the quantity, the higher the attention paid to the product, and vice versa. The praise rate of a product reflects the consumer's satisfaction with the product after consumption.

4.3 Shopping software

The software factors include software user experience, after-sales rights protection and personal information security. The user experience of Dewu software is the comprehensive experience of the consumer on the structure and layout of the website, the background, the shopping process of the search mode, etc. After-sale rights protection can be carried out after the end of the commodity transaction. After-sale rights protection refers to the degree of support provided by the shopping software to consumers when consumers cannot reach an agreement with the seller on product quality problems after confirming the transaction. Personal information security refers to the information and property security of users in different software, website access records, personal data information and capital accounts, etc. Dewu can be guaranteed in this regard.

4.4 Online shopping experience

Dewu makes use of users' online shopping experience, including brands familiar to consumers and their own online shopping experience. Familiar brands refer to consumers' propensity for familiar brands when making choices [6]. The user's own online shopping experience includes the familiarity with the brand and the store, as well as the ability to identify the required product information.

5 New characteristic of young online consumers' purchasing decisions

Besides the characteristics of traditional consumption behavior, network consumption also has its new characteristics.

5.1 Consumption uncertainty

The biggest difference between online consumption and physical consumption is that consumers cannot see or touch the commodity itself before deciding to buy. Instead, they learn about the commodity they need through text information such as text description and multimedia information such as pictures, sounds or videos. As a result, the actual consumption behavior of consumers will occur after the purchase behavior, which on the one hand increases the uncertainty of consumer choice.

5.2 Individuation of consumption demand of young consumer groups

Consumer's purchase behavior is the external expression of subjective demand and will, which is affected by objective factors [9]. Under the standardized production mode, the individuation of consumer demand is hidden by the low cost product. In the online shopping environment, the great wealth of consumer goods makes consumers' demand personality is reactivated.

5.3 Increased consumer selectivity

As consumers' online shopping behavior is not restricted, and the online retail market is highly competitive, consumers can choose more and more identical products. In any consumption behavior, consumers can re-collect and select commodities according to their own needs, which makes consumers lose loyalty to a single brand or store.

6 Conclusion

Dewu is to add a novel marketing model on the basis of the traditional e-commerce model to attract young trend lovers, and at the same time use the psychology of young trend lovers to promote and display products through advertising marketing models and technical services to promote or Attract the shopping psychology of users to successfully conduct transactions. It is found that the use of advertising marketing in Dewu APP is completely different from the existing e-commerce platforms such as Taobao. With the addition of big data technology and the function of viewing products from a 3D perspective, as well as the service of VR simulation try-on technology, this series of novel marketing methods, novel technologies and the halo of the product itself make young consumers have the desire to buy, and finally succeed trade.

References

1. Fei Lei, Shao Xin & Zhang Xiaoying.(2021). Exploration and Practice of "Traditional Broadcasting + E-commerce Live Streaming" Mode. *Audiovisual Industry* (06), 102-105. DOI:10.13994/j.cnki.stj.2021.06 .028.
2. Rebecca. (2016). Raise the desire to buy. *China Clothing* (06), 100-101.
3. Hong Chengxi & Chen Junxiang.(2020). Research on the precision marketing strategy of online media advertising in the big data environment. *Journal of Hubei Open Vocational College* (19), 132-133.
4. Zhou Hui. (2021). Research on E-commerce Precision Marketing Application Based on Big Data Technology. *Economic Management Digest* (22), 181-182.
5. Liu Peng & She Cuiwen.(2021). A Study on Influencing Factors of Young Groups' Consumption Experience in the New Retail Environment. *Small and Medium Enterprise Management and Technology (Middle Edition)* (12), 170-172.
6. Geng Likai. (2016). Analysis of Influencing Factors of Online Consumers' Purchase Decisions (Master's Thesis, North China University of Technology). <https://kns.cnki.net/KCMS/detail/detail.aspx?dbname=CMFD201701&filename=1016783766.nh>
7. Sun Han & Xu Jun.(2022). Research on the business model of platform enterprises under the background of digital economy——Taking Dewu APP as an example. *Operation and Management* (04), 19-24. doi:10.16517/j.cnki. cn12-1034/f.20211231.001.
8. Zhu Huanhuan. (2022). Talking about the past, present and future of social e-commerce. *Vegetables* (07), 1-9.
9. Xie Fang. (2012). An Empirical Study on Influencing Factors of Young People's Online Clothing Consumption Behavior (Master's Thesis, Beijing University of Posts and Telecommunications). <https://kns.cnki.net/KCMS/detail/detail.aspx?dbname=CMFD2012&filename=1012332819.nh>
10. Wang Xiaoyun & Qi Shuang. (2017). An Empirical Study on the Impact of Online Reviews on Consumers' Purchasing Decisions - Based on User Psychological Attachment Model. *Productivity Research* (12), 79-82+97. doi: 10.19374/j. cnki.14-1145/f.2017.12.018.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

