

Analysis of Customer Loyalty under Internet Marketing

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ABSTRACT: Customer loyalty formation and maintenance problems that have been a focus of marketing theory and business circles concerned, especially with the market competition is becoming increasingly intensified competition over costs and customers improve the situation even more so. The rapid development of network technology, network marketing in the enterprise applications quickly to customers and maintain loyalty formation provides a new topic.

Introduction

Since the establishment of the network market is a virtual market on the Internet, although it can also be traditional marketing through the network, but from the point of view channels and marketing strategies, internet marketing changes occur, not simply marketing the Internet works, but the economic development of information technology is to a certain stage of the product, compared to Internet marketing and traditional marketing, it has its own characteristics, which is mainly manifested in the following aspects:

Internet market is one of the most notable feature of the virtual market. In the network market, publishing business information, receive, process transactions online commodity customer information are conducted online. Media marketing information is digitized text, images, sounds, etc., in the virtualization market, business and customer transactions as well as complete, but people may not be met, the customer has paid the full purchase price but cannot see the money. Meanwhile, as companies and customers to communicate over the network, even thousands of miles, seemed around the same, which has shortened the distance between each other. Network virtualization market, but also to achieve the two-way interaction with the customer's business. Dissemination of information that is no longer the same time maintaining the traditional one-way communication mode, and a two-way exchange of information, in this two-way mode of transmission, the information source is actively show their products to the audience, the audience took the initiative to an information source the information they need to be, and their feedback information.

As the network can record each customer demand, customers can also communicate through the network with one of the companies, which provided the conditions for the market segments. In the information age, people in pursuit of personalized products, which requires the production of products to meet specific customer needs, which is more diversified market. Market opportunities for personalization and real-time so that the different systems, different companies, different products with their own unique way to create unique ways to attract customers. This change makes the market segments. Business market segment the more detailed, the greater its chance to win the Arab market, and this segment of the network marketing to provide the conditions. Because the Internet is a worldwide network system, carrying out network marketing, it faces the customer market theory when global network marketing companies not only reduces the threshold to enter the international market, but also to many small and medium enterprises a huge opportunity.

The Factors that Affect the Loyalty of Customer

In the field of customer loyalty, factors existing literature on customer loyalty to the formation of opinions, quite controversial. By a large number of relevant literature, according to the mode of action on customer loyalty will be formed into a variety of factors and direct drivers of adjustment factors, which include direct drivers of customer satisfaction, so that the degree of customer value, product quality, relations of trust and exchange costs adjusting factors including product experience, stakeholder resistance, alternative selectivity, product complexity and so on. Here we analyze each one by one in the network marketing conditions influencing factors in customer loyalty formation process plays what role.

Customer satisfaction is the customer acceptance of the product or service process should be evaluated to determine whether they are actually able to achieve the desired quality level. Customer satisfaction is generally considered to be repetitive customer to buy, word of mouth and customer loyalty important determinants that can improve profitability by preventing companies 19 treachery customers. A number of studies, customer satisfaction and customer loyalty is an important factor for the formation of customer loyalty has a direct influence. However, the relationship between customer loyalty and customer satisfaction is not linear, but also by a lot of factors affect other scenarios. Thus, not only customer satisfaction, customer loyalty connotation, but also for the potential customer to market a product or service provider has a certain "immunity."

In the network environment, the market environment has undergone great changes in customer conversion and product suppliers in the process, in the form of money and time conversion costs will be greatly reduced. Customers do not need to spend too much time and money to find new suppliers, the Internet provided him with a lot of relevant information, he just need to sit before computers even with broadband, by comparing the click of a mouse you can move the complete supplier conversion.

Relationship of trust is built on the basis of customer satisfaction, in addition to product and service quality to guarantee, the most important is that suppliers can realize their commitments, the performance of several aspects: The information provided is consistent with the reality of the Internet, it is possible for the customer requires a timely response, customer commitments and other things will be attained.

Experience in product refers to the product or customer service quality prior knowledge and information. From the theoretical level, the product experience is the consumer to believe that a certain brand of products in similar products usually have quality. This is an accumulation of knowledge in the past, the customer experience in the purchase and consumption. Product experience mainly in two forms: one is the brand experience and knowledge accumulated from after the actual consumption; the second is formed from past experience from a number of certain types of branded consumer products in the accumulation. Among them, the second in the past academic research is often referred to as medical product standards, it represents a group of customers that the quality level of similar products and brand attributes usually has. In the formation of customer loyalty, and product experience as a situational factors usually play a regulatory roles.

Under conditions of network marketing, customer network has its own characteristics. China occupies a vast proportion of Internet users are young people under the age of 30, they are strong curiosity, fashion, personality, adventurous, exciting, fresh things to try and enthusiastic supporter. Network customers with the characteristics of doomed their buying behavior has its own characteristics (the former has been explained in detail below), and traditional customer is very different. They tend to be more rational, more emphasis on the shopping experience, appreciate, most of them dependent on the product than the traditional customer experience so strong,

comparatively speaking more willing to try new products and services. Price is a factor in their consideration, but the most important is the characteristics of the product or service to meet their specific needs self, provided they are able to achieve a perfect shopping atmosphere of the shopping experience.

The Strategy to Improve Customer Loyalty

Customer satisfaction is the most important basis for the establishment of a complete customer information system, at any time, according to information about the status and dynamic customers. Only a clear grasp of the dynamics and characteristics of customers, companies can better provide the required products or services to customers. To make customer satisfaction and loyalty to the company gradually formed. Development of the network to establish a customer information system provides a very convenient conditions, network marketing tools to help businesses with low-cost, efficient way to collect customer information.

Each core network marketing strategy and ultimately establish a customer profile, which is a detailed description of the main characteristics of the particular customer, it is necessary to include basic information, but also contains the analysis of post-consumer "Consumer cycle process," concluded the like . "Consumer cycle process" refers to a consumer product or service from recognized interest, and then through a variety of options analysis and assessment until later proposed service requirements and purchased the entire process again.

A variety of means to communicate with customers can also have a "multi-channel synergies" that can play a variety of channels running role when compared to the effectiveness of each channel individually to a large sum of play. On Dell Computer Corporation, the emergence of the Internet system with the original call center form a clear "joint effect": the latest discovery, the consumer prior to calling customer service, most browsers will first learn on the Dell site some cases. Modern enterprise, no matter what kind of industry and of all sizes should recognize the benefits of using multiple channels of communication strategy, and actively implement with its own logistics and enterprise features multi-channel communication strategy. The organic integration of a variety of communication channels and fully utilized, not only to promote the company's business activities, and even make consumers enjoy the freedom to choose between various channels of communication, rights and fun conversions. The ultimate goal of multi-channel is more effective, more convenient to communicate with customers to provide products or services through various channels to allow customers to more easily access they need the product or service, thus greatly improving customer satisfaction. And multi-channel communication helps companies and customers to establish a very close relationship of trust, increase emotional switching costs customers.

Customer network marketing under its own specific characteristics, they are more fashion, autonomous, more adventurous and stimulating. Therefore, they are increasingly attach importance to personal service, we want to be treated as a separate, distinct to treat customers, eager to individual needs can be subject to business concerns. In addition, well-designed personalized course of business activity, enabling consumers are relatively easy to deal with the suppliers, efficient, and very pleasant. Here it refers personalized customer's personal preferences were taken into consideration. In the era of network marketing, the core "personality" is to make the individual propensity to consume, the company offers services and consumers to achieve effective match. Personalization can not only improve customer satisfaction, and more importantly, by providing personalized products and services can help enterprises to establish a very close relationship of trust with the customer, thus greatly improving customer loyalty.

Conclusion

Customer satisfaction, switching costs and the direct relationship between the three drivers of trust in the Network marketing conditions of the formation of customer loyalty, customer loyalty is the result of three reasonable action, in which switching costs mainly for emotional switching costs and the uncertainty of the conversion costs the relationship of trust in the network marketing conditions for the formation of customer loyalty has played a particularly important role. Adjustment factor - product of experience, stakeholder resistance, alternative selectivity under conditions of network marketing customer loyalty formation play a regulatory role by influencing the direct drivers affect customer loyalty formation process. Product Experience: when customers experience a lack of product, customer satisfaction plays a dominant role; when the customer has extensive experience in product, customer satisfaction is the foundation of the relationship of trust play a leading role. Stakeholder: When the customer perceived benefits associated higher when the trust relationship will be the main determinant of customer loyalty; in less relevant customer perceived benefits case, the impact of customer satisfaction, customer loyalty will become very significant and is a major factor in determining customer loyalty formation. Alternative Optional: Alternative selectivity higher switching costs on customer loyalty has played a decisive role; in alternative low selectivity when customer loyalty will be easy to be maintained, then demonstrated customer loyalty is a false loyalty.

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