

# WeChat Business: A New Cultural Background of Relationship Marketing

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**Abstract:** Nowadays, the Internet technology has been developed more and more rapidly, and the Internet has been more and more widely integrated and applied in people's daily life. Under the background of the development of Internet, WeChat business, as a new e-commerce model, is gradually applied to people's daily life. All walks of life are seeking effective marketing mode to realize the transformation of operation mode. As a new marketing method, cultural marketing can meet the needs of the market and consumers. Therefore, the purpose of this paper is to explore the unique relationship marketing and cultural background of WeChat business, so as to explore the impact of cultural factors on WeChat business and its different thinking on the impact of relationship marketing. In this paper, we will use the research method of specific analysis to compare the data and come to a conclusion. The results of this study show that we must pay attention to brand building and give full play to brand effect, which needs to take effective cultural marketing strategies. Therefore, in order to better meet the requirements and needs of customers, we must explore the deep-seated reasons of consumer psychology from the background.

## 1. Introduction

With the development of China's e-commerce economy, China's e-commerce platforms have basically formed several major e-commerce oligarchs, such as taobao.com, jingdong.com, suning.com, etc. [1-2]. And these large traffic platforms require more and more individual merchants to enter the platform, and their market share in the platform is also lower and lower for the individual merchants who have already entered the platform. In this context, WeChat platform and microblog platform began to flow into a large number of investors. Especially for WeChat, because of its high popularity, it is favored by investors and self-employed. WeChat business is a new business based on the space of mobile Internet, with the help of social software as a tool, with people-centered and social ties. The author here mainly refers to the e-commerce behavior based on WeChat, Weibo and QQ [3].

In the process of development of WeChat business, compared with other e-commerce platforms, it has certain advantages. The entry threshold of WeChat business is low, so WeChat business is for all social personnel, whether full-time or part-time is OK [4]. And the funds needed to be advanced in the development of WeChat business are relatively low, which sometimes attracts many college students and full-time wives to invest in the industry. With one electronic device, WeChat business can achieve the goal of selling its products to all over the world, which is also one of the most typical advantages in the development process of WeChat business. Secondly, there is no tax pressure for WeChat business practitioners. At present, our country's obligation to pay taxes has not penetrated into the group of WeChat business practitioners, so people engaged in WeChat business do not need to bear the pressure of paying taxes [5-7]. The personnel engaged in WeChat business do not need to pay taxes, which reduces the cost to a certain extent, so that they can also reduce the price of the products they sell. Finally, it is relatively easy for WeChat business people to start. When they do business initially, they usually open their own market with acquaintances, and it is easier for acquaintances to establish basic trust [8-9]. Compared with the opening and opening process of physical stores, the difficulty of the starting process of WeChat business is relatively low.

With the rapid development of socialist market economy, market competition is becoming increasingly fierce. All walks of life are seeking effective marketing model To realize the transformation of operation mode. As a new marketing method, cultural marketing can meet the needs of the market and consumers [10]. Different consumer groups should adopt different cultural marketing strategies. However, many catering enterprises ignore the subjective consciousness of consumers, and the marketing plan is general and not targeted. China has a long history and culture, and has experienced five thousand years of baptism in China. The cultural connotation is rich and varied. Therefore, the e-commerce industry should recognize the advantages of traditional Chinese culture.

## **2. Method**

### **2.1 Core Concepts**

#### **2.1.1 WeChat business**

WeChat business is a new business based on the space of mobile Internet, with the help of social software as a tool, with people-centered and social ties. WeChat business started in 2013. Some people in light industry developed provinces such as Zhejiang, Guangdong, Jiangsu and Fujian sun some luxury goods in their circle of friends. Businessmen with a sense of business sense realize their commercial value and start to distribute various commodities in the circle of friends with the purpose of making profits, so that people familiar with each other can understand and understand these commodities, and finally achieve the purpose of trading. One of the biggest advantages of Weibo and WeChat is that users know each other. Once a Weibo content or a friend circle content of WeChat business is concerned by friends, it is relatively easy to convert this concern into a commodity transaction. One of the biggest obstacles to strangers' sales behavior is trust, which does not exist in microblog, WeChat and other WeChat behaviors. It can effectively eliminate the trust concerns of buyers. In addition, once the first purchase is made, the subsequent purchase is often made, which is of great stickiness.

#### **2.1.2 Relationship marketing**

Relationship marketing is a process in which an enterprise interacts with consumers, suppliers, distributors, competitors, government agencies and other members of the public. Its core is to establish and develop a good relationship with these members of the public. Relationship marketing is realized in the process of communication between people, and the relationship between people is colorful and complex. The essence of relationship marketing is to establish a long-term and stable interdependent marketing relationship with all related parties in order to coordinate their development. Therefore, the following principles must be followed: the principle of active communication. In relationship marketing, all related parties should actively contact and contact with other related parties, communicate information with each other, form a system or meet regularly or irregularly in the form of a contract. Exchange with each other the changes in the needs of all stakeholders, take the initiative to serve or solve difficulties and problems for the stakeholders, and enhance the partnership. Commitment to the principle of trust. In order to win the trust of the relationship parties, each relationship party should make a series of written or oral commitments to each other and fulfill their promises with their own actions. The principle of reciprocity is to satisfy each other's economic interests in the process of communication with the related parties, and to make the related parties benefit from mature and high-quality products or value exchange under fair, just and open conditions.

## **2.2 Research Methods**

First of all, literature retrieval method, through extensive retrieval of classic domestic and foreign literature, access to related books and literature on relationship marketing, WeChat business, cultural background research and other related aspects, grasp the relevant research status, and make in-depth theoretical research on the method of using cultural marketing to shape WeChat business

marketing relationship at home and abroad, as the theoretical basis of this topic. Secondly, the project practice method combines the research and WeChat practice platform organically, and combines the theoretical analysis and practice by participating in the relevant projects of product sales and cultural marketing promotion in WeChat. In the interpersonal network, there is a kind of structural balance pattern, that is, in the interaction of more than three people, when all parties of the interaction consider how to achieve the relationship balance, they will do the same or similar behavior as others as much as possible, and suppress their own will, and the closer the relationship is, the more important the balance is, and the more the balance standard is. The circle of friends on WeChat platform of WeChat business takes itself as the center. According to the relationship types such as family members, classmates, colleagues, etc., the circle of acquaintances forms a difference order pattern of circle around layer by layer with gradually increasing radius. In such relationship network structure, each type of similar relationship circle layer is prone to the phenomenon of acquaintances crossing, that is, the individuals in the same circle within the circle of acquaintances have very much. There is a great possibility that they are acquaintances in such relationships with each other. As for WeChat merchants themselves, they will adjust and classify the prices and discounts of their products according to the different order of their interpersonal networks. Acquaintance circle is a general term, which can be divided into "family", "classmate", "colleague" and other large and small circles. In the actual operation process, different relationship properties enjoy different discounts. Generally speaking, the discount for family members is greater than that for classmates. In essence, such behavior is to further quantify the different levels or nature of the friend relationship in a way of clearly labeling the price according to the preferential standards.

### **3. Experiment**

#### **3.1 Experimental Data Source**

In this study, 120 WeChat businesses and ordinary consumers were randomly selected for investigation. These consumers come from different occupations, and WeChat business practitioners are also sellers of different kinds of goods. The selection of these research objects is mainly based on education development level factors, hobbies, family education factors and economic factors. The comprehensive consideration of these factors is conducive to the representativeness and typicality of the experimental data.

#### **3.2 Experiment Implementation**

In order to fully grasp the relationship marketing changes of WeChat business development in the context of the Internet and the influence of the consumer culture background, based on the analysis of relevant original materials, the author combines the overall development trend of the Internet in the context, and in this WeChat business consumption mode based on acquaintance economy, should give correct guidance and appropriate restraint to prevent the interpersonal relationship. Quantitative metamorphism. At the same time, after repeated modification and improvement, the questionnaire on attitude towards WeChat business was formed. There are 16 questions in the questionnaire, which are divided into two parts. The first part of the questionnaire is the basic information questions, 8 questions in total, in order to understand the basic situation of consumers' gender, age, education background, consumption preference, income level, etc.; the second part is the survey on the current attitude of WeChat business, 8 questions in total, and puts forward the compulsory trust, that is, assuming that all information and help provided by relatives and fellow villagers must be correct; trust in familiarity and communication The deeper the degree is, the higher the trust degree is; the trust obtained from the repeated information in the inner group; the trust in the partners. Weak trust, on the contrary, does not have the characteristics of relationship, such as non compulsory, non repetitive, unfamiliar and non peer. It can be concluded that the compulsory trust, familiarity trust and Partnership Trust in strong trust relationship are all closely related to the interpersonal communication in real life.

## 4. Discussion

### 4.1 Data Visualization

In the questionnaire survey, a total of 120 questionnaires were sent out, and 100 questionnaires were recovered, of which 92 were valid questionnaires, the effective recovery rate was 92%, and the experimental results were valid. The basic information of the respondents is shown in Table 1.

Table1. Respondents' attitudes towards WeChat business

<b>Consumer</b>	Hate	Waste Time	Indifferent	Shield
	15%	42%	5%	38%
<b>WeChat Business</b>	Fierce Competition	Learn From Each Others	No Contact	Cooperation
	20%	20%	52%	8%

### 4.2 Analysis and Discussion

Before engaging in the WeChat business industry, we must make a clear positioning of the products we want to sell. Before choosing the types of products we want to sell, we should also make a lot of investigation and Research on the current consumer's consumption preferences and willingness, so that we can choose the right products to sell, and have a certain auxiliary role in promoting the turnover in the later period. Secondly, we should also have a good grasp of the mentality of consumers. In this way, according to the actual investigation, we can provide our own later marketing model. Able to lay a solid foundation. It is difficult to sell products with too obvious homogenization. Therefore, it is very important to make the right choice for the products to be operated, and at the same time to make a clear positioning for their own products. The low entry threshold of business standard can be the advantage of the development of WeChat business, but also the disadvantage of the development of WeChat business. Because of its low entry threshold, people of all walks of life, all education background and all ages can engage in the industry of WeChat business. Most people pay more attention to the reputation and image of the products they sell. However, there is a part of people in the industry of WeChat business. Separate people only focus on profits, regardless of the feedback of consumers, which makes the micro business market in a chaotic situation, and has a certain blocking effect and negative impact on the maintenance and development of the good order of the micro business market. And the way that some WeChat business people crazily swipe the screen to publicize also caused the majority of people's antipathy. Secondly, nowadays, the homogenization of products sold by WeChat businesses is very serious. It should be seen that the relationship between friends should be based on trust. After the business relationship based on business is added to the relationship structure based on human relationship, if there is a lack of correct guidance and proper restraint, the over quantified interpersonal relationship will even affect the quality of offline interpersonal communication. The good friendship that has been hard built and maintained may be destroyed due to various conflicts of interest, and the broken relationship network will in turn affect WeChat business. The act of selling commodities in China has resulted in the loss of both people and money.

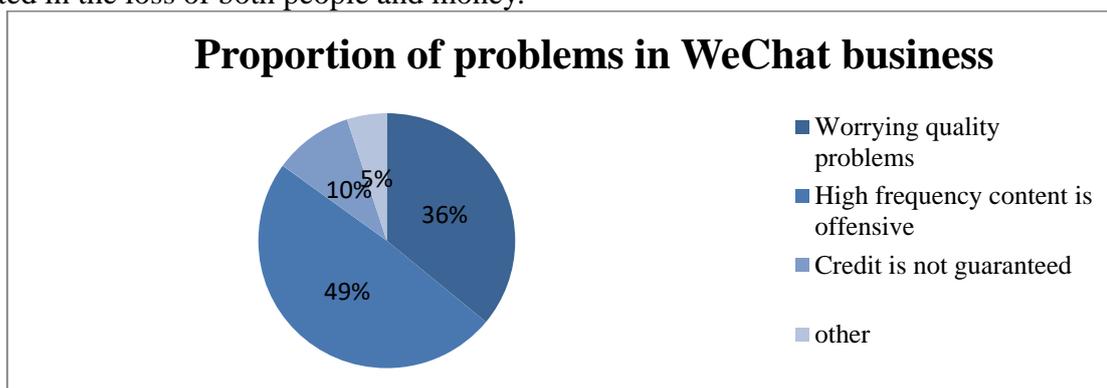


Figure1. Consumers' attitude towards WeChat business

## 5. Conclusion

At present, China's relevant leaders and managers encourage the development of e-commerce platform, so there are great opportunities for the development of WeChat business. Moreover, the concept of Internet + has also been infiltrated in a wide range in China, and it has also been more and more integrated in the innovation and development of college students. It can be seen that there are great opportunities for development of WeChat business in China.

Nowadays, for the career of WeChat business, the attitude of the masses is also mixed. Now, the development of WeChat business has certain advantages, but also has certain disadvantages. At the same time, in the future development process, it also faces certain opportunities and challenges. Only by effectively innovating the marketing strategy and business model of WeChat business, can we help it break through the bottleneck and get better development. This new sales channel can also solve the employment problem of many people, so as to obtain. It's going to be sustainable.

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