

ANALYSIS ON THE INFLUENCING FACTORS OF NETWORK INTEGRATED MARKETING ON THE SALES OF BRAND MILK TEA -- TAKING HONEY SNOW ICE CITY AS AN EXAMPLE*

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Abstract

As a popular milk tea brand in China, Honey Snow Ice City has weakened its competitive advantage in cross-border marketing in recent years. This research, hence, aimed to investigate the brand's network integrated marketing plan and explore factors affecting its sales to provide guidelines for the corresponding milk tea industry. Based on the review of the PEST model and related theories, this research was conducted using a 27-item questionnaire completed by customers of Honey Snow Ice City and focusing on intermediary variables between the brand's integrated network marketing plan and sales including brand perception, interest, consumer behavior, customers' feedback and sharing, and interactive communication. Data were analyzed using descriptive statistics. Reliability and validity analysis was also carried out.

According to the results, Honey Snow Ice City was recommended strengthen the normative construction of online communities, investing resources in products, channels and promotion strategies. The implementation of an integrated network marketing plan was recommended to enhance its marketing effect and customer experience. Chinese milk tea brands should strengthen their integrated marketing strategies, highlighting the advantages of their products and services.

Keywords: Marketing, Integrated network marketing, Marketing strategies, Honey Snow Ice City, Milk tea drinks

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1. Introduction

Honey Snow Ice City, an ice cream and milk tea beverage brand established by the business owner in 1997, was established in Zhengzhou, Henan Province, China. After more than 20 years of development, the total number of stores in China has exceeded 10,000, covering 31 provinces and actively expanding to overseas markets. And it is committed to allowing every consumer in the world to enjoy high-quality and affordable delicacies, adhering to the concept of striver-oriented and customer-centric.

In recent years, due to the development of the Internet and e-commerce, there have been some innovations and changes in traditional milk tea sales and marketing methods, which have made people's daily lives more convenient and improved consumers' loyalty to brand milk tea. With the continuous popular development of network technology and the change of media diversification, the network integrated marketing in real business has affected the development mode of business in the society, which is also a new opportunity and challenge for the catering industry.

Through literature retrieval, questionnaire survey and interview, this paper starts from the actual situation of Honey Snow Ice City, combines the theory of network integrated marketing, soft marketing theory, and network relationship marketing theory, and analyzes the current development status of Honey Snow Ice City. The way to obtain data and carry out detailed analysis, that is, use the case study method to integrate and analyze the relevant data. The main interviewees of the investigation and research are: Honey Snow Ice City consumers. The PEST analysis method is used to analyze the impact of Honey Snow Ice City's implementation of relevant strategies on its product sales in the network integrated marketing environment. Correlation analysis and regression analysis were carried out using the empirical analysis method.

2. Objectives of the Study

This paper takes the well-known milk tea brand "Honey Snow Ice City" as an example, and aims to study the factors that affect the company's milk tea sales in today's network integrated marketing environment. Under the competitive environment, how to implement a reasonable and effective marketing strategy to increase sales and improve brand competitiveness in the environment dominated by network integrated marketing. It also provides some corresponding technical and experience guidance for us to make relevant decisions in the FMCG industry in the future. And the research purpose of this paper will be briefly summarized in the following aspects: to explore the relevant theories about network integration marketing suitable for Honey Snow Ice City, and to analyze the existence of the strategies formulated by Honey Snow Ice City in the environment of network integration marketing. problems, and formulate relevant optimization plans for the network integrated marketing strategy for Honey Snow Ice City to solve these problems.

3. Material and Method

3.1 Literature review

The strategic implementation of enterprise network marketing integration has been described as an economical and efficient new marketing method. According to the 27th China Internet Development Statistical Report released by the China Internet Network Information Center, at the end of December 2010, 92.7% of Chinese SMEs can use the Internet. The

proportion of SMEs with independent corporate websites or online stores on e-commerce platforms reached 43%. Most of the small and medium-sized enterprises that have a website or online store have already started to try to integrate marketing through the network economy.

In recent years, with the rapid rise of various tea brands, the number of corresponding stores has also continued to expand. By the end of 2020, as of the end of 2020, there are about 348,000 existing tea shops in domestic enterprises. According to the current consumer culture value of the retail industry, the market economy of the corresponding milk tea industry in my country in 2015 only reached 800 million, but after 2015 By 2020, the Chinese people's contribution China has reached 66.5 billion yuan in product market demand, and it is expected that by 2025, the corresponding data will reach 211 billion yuan.

Drucker's (1954) theory of customer value points out that what customers buy is not a product, but a value. Scholars use the concept of customer value, but do not elaborate. Zeithaml (1988) expounded the definition of related concepts of customer perceived value theory from the perspective of customers. She said that customer-perceived value refers to a judgment and comment on the overall utility of products and services that compromises the benefits that customers can perceive and the cost of obtaining products and basic services. Among the many interpretations of customer value, many scholars have resonated with Woodruff's interpretation of customer value, and have started a lot of exploration and research on this definition. Woodruff (1997) studies how customers view value through empirical research. The so-called customer value refers to the product-related attributes that help customers achieve their goals or pursue (become obstacles) under special use conditions, and the effectiveness of their attributes. Properties, proposals are sensory choices and evaluations of the results of use. At the same time, many researchers have classified customer value from various perspectives. Researchers such as Sheth (1991) divided customer value into five basic categories: social, emotional, cognitive, functional, and conditional.

3.2 Research Method

3.2.1 Statistical analysis of questionnaire survey

This questionnaire survey is based on customer perception and the consumer experience process of the investigators in Honey Snow Ice City as the background. Questionnaire survey, established 5 directions and began to subdivide, the current situation of integrated marketing of Honey Snow Ice City network, focused on the data results recovered from the survey and the development direction of the company in the current milk tea industry, according to the subdivision of the data, from Question 8 carries out the result analysis from the value of question 27. Combined with the questionnaire survey, the author divides the statistical analysis into two parts.

Part 1 Descriptive Statistics

General demographic characteristics: The age of the respondents in the questionnaire is concentrated in the age of 30 and below and occupies 59.87% of the sample. From the age group distribution, most of the samples are "18-25 years old", and the proportion is 47.37%. And the proportion of the sample population in the 41-50 age group is 15.13%. As can be seen from the distribution of basic information of respondents in Table 4.2. Among the genders of the respondents in this questionnaire, women account for 70.72%, which shows that female

consumers account for more in the milk tea industry. In addition, compared with men, women have more consumption demand for milk tea than men. Therefore, The gender division of the sample of the respondents in this questionnaire is consistent with the actual situation.

From the occupation category, it can be concluded that more than 30% of the samples are "freelance", accounting for 31.25%. Followed by full-time students accounted for 25%, of which retired workers only accounted for 8.88%. In line with the consumption positioning of Honey Snow Ice City, mainly teenagers, and this consumer group needs to have a certain level of consumption. Due to personal preferences and entertainment needs, the purchase frequency of milk tea has also increased. These investigators are milk tea. The development of the industry provides support for consumption, so the accuracy of the results of this survey is guaranteed, and the rationality of the data is also ensured in the follow-up research.

Table: Basic information details of respondents

Frequency Analysis Results			
Name	Option	Frequency	Percent (%)
2: age groups	under 18	7	2.30
	18-25 years old	144	47.37
	26-30 years old	31	10.20
	31-40 years old	41	13.49
	41-50 years old	46	15.13
	51-60 years old	29	9.54
1:sex	over 60 years old	6	1.97
	male	89	29.28
3:careers	Female	215	70.72
	full-time students	76	25.00
	Staff	72	23.68
	civil servant	34	11.18
	Freelance	95	31.25
	retired workers	27	8.88
total		304	100.0

Characteristics of beverage consumption: From the perspective of consumption level, 46.61% of the respondents have a monthly income between 3,000-5,000 yuan, as can be seen in the table below. Among the types of beverages respondents drink every week, coffee accounts for 21.38%, milk tea accounts for a correspondingly higher proportion of 35.86%, and buyers of other beverages account for the highest proportion, which shows that the competition of milk tea in the beverage market is also corresponding. more intense. 38.16% of consumers were satisfied with the operation mode of Honey Snow Ice City's WeChat mini-program, and 2.63% were dissatisfied. This shows that the company has a certain market space for related sales mini-programs or self-developed APP platforms. At the same time, grasping the new retail business will also promote the overall development. On the other hand, 53.95% of consumers agree that the popularity of Honey Snow Ice City is more attractive, indicating

that Honey Snow Ice City has certain competitiveness and advantages in marketing and promotion of Internet celebrities. It can be seen from the table below that more than 30% of the samples in the monthly income choose "below 3,000 yuan". There are 30.26% of the samples are 3000-5000 yuan. Judging from the survey of which beverages are drunk more frequently in a week, most of the samples are "other", with a total of 130.0, accounting for 42.76%. And the proportion of milk tea samples is 35.86%. This questionnaire survey is in line with a series of normal consumption levels and habits of customers for the purchase of milk tea, and also reasonably reflects the basic information characteristics of the consumer group, and then reflects the specific reflection and consumption behavior of consumers in the milk tea market.

Table :Monthly income of respondents and distribution of purchased beverages

Frequency Analysis Results				
Name	Option	Frequency	Percent (%)	
4: Income	Below 3000 yuan	107	35.20	
	3000-5000 yuan	92	30.26	
	5001-8000 yuan	64	21.05	
	8001-10000 yuan	28	9.21	
	More than10,000 yuan	13	4.28	
6: Which drink is more frequent in a week	Coffee	65	21.38	
	Milk tea	109	35.86	
	Other	130	42.76	
Total		304	100.0	

Part 2: based on the theoretical model and the corresponding result data analysis

Table: Item classification table

Dimension	Question Number	Question
	Q9	Do you think Honey Snow Ice City needs an independent app?
	Q10	What is your first impression of Honey Snow Ice City's operation model using WeChat mini-programs?
Brand perception	Q11	How do you feel about the Honey Snow Ice City brand logo, products and services?

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Dimension	Question Number	Question
Degree of Interest	Q12	Do you agree that Honey Snow Ice City's high-quality drinks are more attractive?
	Q13	Do you agree that the operation model of Honey Snow Ice City Mini Program is more attractive?
	Q14	Do you agree that the services of Honey Snow Ice City are more attractive?
	Q15	Do you agree that the popularity of Honey Snow Ice City is more attractive?
	Q16	Do you recognize the cross-border and innovation of Honey Snow Ice City in tea?
Interactive Communication	Q17	Do you agree that Honey Snow Ice City needs a brand spokesperson?
	Q18	What is your experience with the offline events held by Honey Snow Ice City?
	Q19	Will you pay attention to some new information of Honey Snow Ice City in your daily life?
Consuming Behavior	Q20	How often do you purchase Honey Snow Ice City through the Honey Snow Ice City applet
	Q21	Are you satisfied with the unit price of Honey Snow Ice City products?
	Q22	If the price of each drink in Honey Snow Ice City is 20 yuan, would you still buy it?
Feedback and Sharing	Q23	Do you agree that you can get discounts by sharing Honey Snow Ice City with friends?
	Q24	You recognize Honey Snow Ice City's products and services to share with friends
	Q25	Do you agree with the retail model of Honey Snow Ice City and share it with your friends?
	Q26	Do you recognize the independent sharing of Honey Snow Ice City to social media?
	Q27	Do you agree that other people's suggestions will affect your purchase of Honey Snow Ice City?

As shown in the table above, among the surveyed consumers, the 304 respondents have purchased milk tea brands, making the entire questionnaire more reasonable and accurate. For these investigators, this chapter uses the SPSS system to reasonably quantify the questionnaire data (corresponding to questions 9-27, a total of 19 questions) and then conduct data analysis, that is, reliability and validity analysis, which are considered as the main steps:

First, in order to distinguish the categories of questions in the selection of the five factors, the analysis of the results of the data also considers factors such as customer perception, interest, communication and interaction, purchase behavior, and feedback sharing.

3.2.2 Reliability and validity analysis:

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Trust level analysis

Table: Reliability Analysis

Cronbach trust level analysis				
Factor	Name	Corrected Term Total Correlation (CITC)	Term Removed Alpha Coefficient	Cronbach Alpha Coefficient
Brand Perception	Q9	0.444	0.922	
	Q10	0.555	0.919	
	Q11	0.698	0.916	
Degree of Interest	Q12	0.675	0.916	
	Q13	0.683	0.916	
	Q14	0.715	0.915	
	Q15	0.623	0.918	
	Q16	0.693	0.916	
Interactive Communication	Q17	0.533	0.920	
	Q18	0.671	0.916	0.922
	Q19	0.600	0.919	
Consuming Behavior	Q20	0.310	0.924	
	Q21	0.516	0.920	
	Q22	0.386	0.924	
Feedback and Sharing	Q23	0.618	0.917	
	Q24	0.728	0.915	
	Q25	0.758	0.914	
	Q26	0.715	0.915	
	Q27	0.535	0.920	
Standardized Cronbach alpha coefficient: 0.925				

It can be seen from the above table that the reliability coefficient value is 0.922, which is greater than 0.9, indicating that the reliability of the research data is of high quality. In summary, the reliability coefficient value of the research data is higher than 0.9, which comprehensively indicates that the reliability of the data is of high quality and can be used for further analysis.

Validity analysis

Table: KMO and Bartlett tests for sphericity for factor analysis

KMO and Bartlett's test

KMO		0.947
Bartlett's sphericity test	Approximate Chi-square	2811.462
	Df	171
	P-Value	0.000

Validity research is used to analyze whether the research project is reasonable and meaningful, and the data analysis method of factor analysis is used for validity analysis. Verify the validity level of the data. Use the KMO value to judge the applicability of information extraction, use the common value to exclude unreasonable items, and verify its validity through the KMO and Bartlett tests. It can be seen from the above table that the KMO value is 0.947 and greater than 0.8, and the research data is very suitable for information extraction. (The validity is very good from the side reaction).

3.2.3 Factor analysis

Based on five factors, namely customer perception, interest, interaction, purchase behavior, and feedback sharing, the number of factors to be extracted is set to 5. Factor analysis of the data shows that the co-degree values of the corresponding survey items are all higher than 0.4. Combined with the factor loading coefficient, the corresponding relationship between each option and the factor is consistent and in line with expectations. The cumulative variance explanation rate after rotation is 65.881%, which is greater than 50%, indicating that the information of the research project can be effectively extracted.

Factor 1: Feedback and sharing. The questions include "Do you agree to share Honey Snow Ice City with your friends to get discounts?" "Do you agree to share Honey Snow Ice City's products and services with your friends?" "Do you agree to share Honey Snow Ice City's retail model with your friends?" Do you agree with the initiative to share Honey Snow Ice City on social media? "Do you agree with the purchase of Honey Snow Ice City related products due to the influence of others?" These questions are all based on whether consumers will buy and share after purchasing behavior, so they are classified as consumer feedback and sharing.

Factor 2: Communication and interaction. The topics included are "Do you agree that Honey Snow Ice City needs a brand spokesperson?" "How do you feel about the offline activities held by Honey Snow Ice City?" "Will you pay attention to the news about Honey Snow Ice City in your daily life?" These topics belong to the communication and interaction between brands and consumers, so they are identified as interactive communication with customers.

Factor 3: Interest. The topics included are "Do you agree that Honey Snow Ice City's mini-program operation model is more attractive?" "Do you agree that Honey Snow Ice City's services are more attractive?" "Do you agree that Honey Snow Ice City's Internet celebrity popularity is more attractive." The above questions indicate whether consumers have a strong

interest in the brand, so it is defined as the consumer's brand interest.

Factor 4: Brand perception. The topics included are "Do you agree that Honey Snow Ice City needs to develop an independent operation APP", "What is your impression of the operation mode of Honey Snow Ice City's WeChat applet" and "What do you think about Honey Snow Ice City's product labeling?" , packaging, service, etc."The above topics are all related to the degree of consumer brand perception.

Factor 5: Buying action. The topics included are "Frequency of purchasing related products through the Honey Snow Ice City applet", "Whether you are satisfied with the unit price of Honey Snow Ice City", "If the price of each drink in Honey Snow Ice City is increased to 20 yuan, will you still buy it?", the above topics have an impact on the specific behavior of consumers, so they are defined as purchase behavior.

Table: Factor Analysis

Name	Factor loading factor					Common degree (common factor variance)
	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	
9. Does Honey Snow Ice City need an independent app?	0.079	0.194	0.790	0.078	0.219	0.721
10. What is your first impression of the operation model of Honey Snow Ice City using WeChat mini-programs?	0.524	-0.005	0.541	0.280	-0.113	0.658
11. How do you feel about the brand logo, products and services of Honey Snow Ice City?	0.527	0.398	0.454	-0.002	0.061	0.647
12. Do you agree that the high-quality drinks of Honey Snow Ice City are more attractive?	0.677	0.268	0.167	0.188	0.109	0.605
13. Do you agree that the operation mode of the Honey Snow Ice City applet is more attractive?	0.750	0.208	0.193	0.161	0.054	0.672
14. Do you agree that the services of Honey Snow Ice City are more attractive?	0.725	0.307	0.149	0.132	0.169	0.688
15. Do you agree that the popularity of Honey Snow Ice City is more attractive?	0.750	0.301	0.003	0.035	0.008	0.655

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16. Do you recognize the cross-border and innovation of Honey Snow Ice City in tea?	0.691	0.368	0.106	0.092	0.099	0.642
17. Do you agree that Honey Snow Ice City needs a brand spokesperson?	0.382	0.246	0.259	0.450	-0.322	0.580
18. What is your experience with the offline activities held by Honey Snow Ice City?	0.499	0.230	0.363	0.388	0.051	0.587
19. Will you pay attention to some new information about Honey Snow Ice City in your daily life?	0.217	0.384	0.303	0.568	0.009	0.609
20. The frequency of purchasing Honey Snow Ice City through the Honey Snow Ice City applet	0.067	0.100	-0.036	0.796	0.191	0.686
21. Are you satisfied with the unit price of Honey Snow Ice City products?	0.417	0.437	0.367	-0.204	-0.208	0.584
22. If the price of each drink in Honey Snow Ice City is 20 yuan, would you still buy it?	0.216	0.148	0.197	0.165	0.805	0.783
23. Do you agree that you can get discounts by sharing Honey Snow Ice City with friends?	0.169	0.781	0.136	0.152	0.082	0.688
24. You agree to share the products and services of Honey Snow Ice City with friends	0.384	0.787	0.068	0.145	-0.039	0.794
25. Do you agree with the retail model of Honey Snow Ice City and share it with your friends?	0.381	0.787	0.124	0.149	0.025	0.803
26. Do you agree to share Honey Snow Ice City to social media independently?	0.376	0.652	0.092	0.285	0.125	0.672
27. Do you agree that other people's suggestions will affect your purchase of Honey Snow Ice City?	0.194	0.505	0.339	0.076	0.174	0.444

The data in this study were rotated using the maximum variance rotation method (varimax) to find the correspondence between factors and study items. The above table shows the information extraction of factors for research items, as well as the corresponding relationship between factors and research items. From the analysis of the above table, it can be concluded that the common degree value corresponding to all research items is higher than the value of 0.4, which means that the relationship between the research item and the factor is higher than the value of 0.4. There is a strong relationship between the factors, and each factor can

effectively extract the corresponding information. After ensuring that the factor can extract most of the information of the research item, then analyze the development of the corresponding relationship between the impact factor and the research item (when the absolute value of the factor loading coefficient is greater than 0.4, it means that the item has a corresponding relationship with the factor).

4. Results and Discussion

4.1 Results and problems

According to the above data analysis and current situation analysis, we can draw relevant conclusions and problems:

Consumers have insufficient brand perception of the company's WeChat operation, insufficient user stickiness, limited communication and interaction with consumers in the current operation model of Honey Snow Ice City, purchase behavior is greatly affected by price fluctuations, and consumer sharing power needs to be improved.

The main reasons for the problem are: lack of online interaction and communication with consumers, lack of brand soft power and core competitive advantages, low utilization rate of new media, lack of online marketing channels, lack of self-operated APP software, lack of publicity and application of self-operated APP software, and network consulting media. The publicity has a great impact on the brand honor of Honey Snow Ice City.

4.2 Develop an optimization plan

Strengthen management to improve brand reputation and promote consumer purchase behavior (strengthen internal management of enterprises, improve the overall quality of employees, online event marketing and public relations handling, and good cause marketing to restore brand image and reputation)

Improve the soft power of the brand, strengthen the competitive advantage to enhance customer perception (product taste research, innovate, transform offline stores, ensure product quality, and enrich taste and quality)

Promote the overall planning of network integrated marketing, improve the integrated marketing methods of social networks (improve WeChat public account, mini program platform, improve user product service experience, use multi-party social platforms for graphic publicity and strengthen feedback sharing, use multimedia short video platform for multimedia Promote and stimulate consumer interest, increase interactive communication and interaction through Weibo marketing interaction, establish network big data analysis, understand platform rules and product positioning)

Expand new marketing channels for network integration and enrich existing channels (using composite media to integrate marketing, expand online sales channels in various ways, improve consumer experience, strengthen resource expansion of new channels, and innovate resources to expand network channels)

Strengthen the publicity and application of the self-operated APP, and establish an independent interactive communication community (increase the frequency of users' use of the APP and feedback sharing, add the corresponding online social attributes to the APP, and enhance the brand perception)

5. Conclusion

Based on network integrated marketing theory, customer value theory, environmental analysis tools and other theoretical tools, this paper conducts research and surveys on domestic

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and foreign literature on network integrated marketing, marketing strategies, etc. Environmental research and analysis, through consumer market questionnaires to understand the current situation of the industry and consumer preferences, purchasing factors, consumption scenarios, products, services and brand surveys, understand the characteristics of the industry and understand consumption in the context of integrated network marketing. The characteristics and preferences of consumers and the specific factors that affect consumers' purchasing behavior and sales, identify the shortcomings and how to develop in the future, and then formulate and improve the network integrated marketing strategy and safeguard measures, and improve the corresponding enterprise system, in order to obtain greater Forward direction.

Due to the lack of online interaction and communication with customers, and user loyalty needs to be improved. The lack of brand soft power and core competitive advantages is greatly affected by price fluctuations. There is a lack of propaganda and application of self-operated APP software, and the utilization rate of new media is low. Therefore, the communication with consumers is subject to a series of restrictions, and the sharing power of consumers needs to be improved. The online consulting media publicity had a great impact on the brand reputation of Honey Snow Ice City, which led to the threat and influence of the brand reputation of the company, which once affected its normal marketing operations.

First of all, as a relatively well-known domestic milk tea company and broad brand awareness, its daily consumption mode and marketing mode gradually rely on online platforms such as the Internet, and its publicity and influence on the Internet in the past two years have also been relatively profound. After the research and investigation of this paper, we will pay more attention to and rely on the related activities of network integrated marketing carried out on the Internet platform to combine consumer behavior to improve our own sales and brand advantages, and gradually integrate brand and influence into consumers. The daily needs of leisure work and other activities. Through the network integrated marketing strategy, the brand penetrates into the major Internet social media platforms, improves the competitive advantage, strengthens customer loyalty and establishes a good corporate image.

Secondly, the company should make reasonable use of the communication and interaction in the integrated network marketing, which has its unique characteristics. Therefore, in the follow-up development, the improvement of the ordering function and the rapid ordering, as well as the online real-time update of consumer data and other modes are improved. At the same time, there is an important problem, that is, it is difficult to communicate with customers face-to-face. At the same time, through the collection of online data preferences, optimize the decoration design of offline stores, and further expand offline stores to create a comfortable social scene for consumers, which plays a role in influencing consumer behavior and increasing sales. According to the market survey data and the results of this questionnaire analysis, combined with the two theories introduced before, namely the network integrated marketing theory and the network relationship marketing theory, the company's marketing strategy will be optimized and upgraded. Finally, the key to the enterprise lies in the combination of the corresponding products and technology as well as the relevant marketing strategies of the enterprise in the decline of network integrated marketing.

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