



The Marketing Strategy and Tactic To Improve Customer Using Taobao Platform

KaiWei Qu¹ and Chutimon Narawish²

¹Master of Science in International Digital Business, International College, Rangsit University, Rangsit University, Pathum Thani, Thailand*Corresponding author, E-mail:kaiwei.q59@rsu.ac.th

²International College, Rangsit University, Rangsit University, Pathum Thani, Thailand, E-mail:chutimon.n@rsu.ac.th

ABSTRACT

Due to the continual advancement of science and technology and the escalation of market competition, the marketing strategy is through a continuous process of modernization and expansion. The expansion of enterprise (Taobao) is intrinsically linked to the revision of marketing strategy. This paper's research enables a thorough comprehension of the significance of marketing strategy and strategy, as well as the forecast of future scientific theory development trends. 401 individuals were surveyed to determine the position and quality of Taobao in Chinese society. According to my research, the marketing strategy must be continuously revised to fulfill the wants of the masses. All marketing tactics are customer-centric, and the annual marketing performance will serve as a predictor of future demand. The marketing strategy for how to boost client traffic should be forecasted for the previous year, implemented, and then the strategy and strategy should be updated.

Keywords: Network marketing, eBay and Taobao, Taobao Marketplace, Marketing strategy, Taobao customer traffic

INTRODUCTION

Taobao is a large online retail and business circle in the Asia Pacific region. It was founded by Alibaba Group in May 2003. Taobao is a popular online shopping and retail platform in China. It has nearly 500 million registered users and more than 60 million regular visitors every day. At the same time, the number of online goods per day has exceeded 800 million, with an average of 48000 goods sold per minute. The literature shows that the main focus of Taobao's marketing strategy and strategic empirical research is the continuous updating of the strategy, the continuous penetration into the Chinese society and the close relationship with the e-commerce strategy implemented by the Chinese government, especially the problems related to eBay. Link it to actual market conditions and rules.

In order to meet the research needs of exploring e-commerce practice in the global context, this study will analyze Taobao's marketing strategy and strategy in China from the perspective of consumers. Specifically, this paper will first review the literature on electronic auction business and related research; Secondly, it analyzes the strategy and strategy of Taobao as China's largest online trading platform, and finally uses the research tool - network data



collection evaluation method to explain the effectiveness of Taobao. There are four marketing strategies of Taobao, which can be used to increase the number of customers of Taobao.

Make cost-effective matching packages.

Chen,B (2008), The marketing strategy of Taobao on online platform very important when the store's traffic is mainly in some products, the new products can be matched with these marketing promotion. For example, add 1 yuan or 9.9 to get 2 clothes, which can improve the conversion rate of main push models and drive the sales of new models.

Within a specific time, the first bidder is free of orders.

Whenever a new product is released, the first transaction can be exempted from orders, which can achieve the effect of sales breaking. As long as the activity is prepared before the new product is launched, it can not only increase the probability of new customers, but also make old customers return. It is a good marketing activity. If the activity is well prepared, the activity will not lose money, and can bring more potential transformation (Wu M.,2013).

Taobao marketing strategy .

Enjoy preferential treatment at step price. The price of specific goods is 30% off for the first piece, 50% off for the second to tenth pieces and 70% off for the eleventh to 30th pieces, and then the normal price will be restored.

Taobao New Product strategy.

During the launch of new products, a certain amount of Alipay will be returned to customers after the transaction, which will provide a good foundation for further marketing.

The launch of e-commerce platform promotes global economic changes. Among many e-commerce platforms, Taobao is a pioneer, and its rules can affect the whole e-commerce. The rules of Taobao platform will be adjusted in time according to national policies to promote the development of market economy. In 2020, Taobao will make corresponding changes and improvements to the platform according to national policies. Including:

- The live anchor has become one of the business identities in the e-commerce industry. The new rules of Taobao in 2020 clearly put forward that the live broadcast anchor belongs to the scope of e-commerce operators and is protected and constrained by law.

- The operation on Taobao is prohibited, in order to get a good evaluation, businesses induce consumers to give a good evaluation by means of red envelopes. This behavior violates the principle of fairness in the market economy and has a bad impact. Therefore, in 2020, Taobao's new rules clearly prohibit this behavior, and more strictly and prevent this behavior.

At the end of 2021, the peak value of Taobao's one-day transaction reached 4.38 billion yuan, creating 2.708 million direct and full employment opportunities. With the expansion of the scale of Taobao and the increase of the number of users, Taobao has also changed from a single C2C online market to a comprehensive retail business circle



(B2C) including C2C, group purchase, distribution, auction and other e-commerce modes. It has become one of the worldwide e-commerce trading platforms(Shao,2013).

By the end of 2020, Taobao had nearly 500 million registered members, more than 120 million daily active users and 1 billion online goods. Taobao accounted for 95.1% of the C2C market. Taobao is developing rapidly on the mobile end. According to the latest mobile shopping report released in 2020, the market share of mobile Taobao + tmall reached 85.1%. Taobao has created 4.677 million direct jobs. With the expansion of the scale of Taobao and the increase of the number of users, Taobao has also changed from a single C2C online market to a comprehensive retail business circle including C2C, distribution, auction, direct supply, crowdfunding, customization and other e-commerce modes.

Taobao advocates an honest, active and fast online trading culture, and adheres to "goods can not be bought, trust can not be abandoned." while creating a safer and more efficient online trading platform for Taobao members, Taobao also makes every effort to create and advocate a relaxed and lively family atmosphere of mutual help. Everyone who trades on Taobao not only trades faster and more efficiently, but also makes more friends. In October 2020, Taobao announced that it would create 1 million jobs for the society in the next five years and help more citizens find jobs and even start businesses on Taobao. Until 2007, Taobao has created more than 200000 direct jobs for the society. Especially under the financial crisis in 2008, the consumption through Taobao is rising against the trend in terms of quantity and money (Fu 2016).

According to the data on Taobao, in 2020, the number of customers browsing Taobao exceeded 30% compared with the past (between 0:00 and 2:00 every day, the number of customers continuing to browse Taobao exceeded 30%), and the growth rate was the largest in 24 hours. The peak time period of browsing Taobao alternates from 8:00-12:00 to 8:00-1:00 at night. The two data are compared, surpasses for an hours . On the other hand, the delay of Taobao peak period promotes the rhythm of merchants' operation. In the direction of businesses, businesses have to make adjustments due to delays, such as working hours. Related information shows that COVID-19 may be the cause of this situation, affected by the impact of the epidemic, the total sleep time of the masses delayed 2-3 hours (<http://www.41sky.com/rdzx/2021-03-25/55022.html>)

In 2020, Taobao said that the full supply strategy of Taobao can meet all the e-commerce shopping needs of Chinese consumers. In the past two years, more than 70% of Taobao's new users come from the sinking market, and Taobao's coverage in the sinking market has exceeded 40%. The full supply strategy will better meet the needs of users in the sinking market. In the face of global investors, Taobao (tmall) platform is growing strongly. In the past two years, the monthly active users of Taobao have increased by 226 million and the annual active consumers have increased by 208 million. According to the growth trend of daily active users (DAU) of mobile Taobao in the past six quarters, the growth rate of mobile Taobao (DAU) increased quarter by quarter. In the past two months of July and August 2019, the DAU of mobile Taobao increased by 26% year-on-year. Nearly 300 million DAUS have been



created every day this year, and the DAU of the platform still has the trend of accelerating growth, which is the most important basis for the transaction and revenue of the platform.

In the past two years, the user growth of Taobao (tmall) mainly came from the third and fourth tier and below, 70% of the new users came from the sinking market, the penetration rate of Taobao in the sinking market has reached 40%, and the consumption of new users in the sinking market in the first year of landing on Taobao (tmall) platform exceeded 2000 yuan. In the past eight quarters, Taobao users have come back to the high growth track of 20 million growth per quarter, which is due to the rapid subsidence and popularity of Alipay. It also stems from the fierce competition in the sinking market, which has also cultivated more users' electricity consumption habits. (one quarter = 3 months). According to the overall trend of 2021, the search traffic of Taobao is increasing in 2021. For example, "the number of traffic using Taobao at night in 2020 will increase significantly" mentioned in this paper. In 2022, the search traffic recommended by Taobao will continue to increase. With the gradual improvement of Taobao platform, the first page of Taobao has formed a functional area integrating multiple functions such as Taobao live broadcast, subscription and short video. (<https://mbd.baidu.com/newspage/data/>) This design is designed to better retain customers and increase the stay time of customers in Taobao app. For example, a live broadcast starts in a few hours. If we want to buy the products introduced by the anchor, we will wait for the anchor to introduce the products, and then buy them (the products will be discounted), which can increase the customer's stay time. In 2022, Taobao will continue to encourage businesses to broadcast live (introduce products)

The research questions in this study included:(1)What is the effective marketing strategy that can be used to enlarge Taobao's a number of customers?(2)What is the effective tactic that can be used to enlarge Taobao's a number of customers?According to the aim of this study, the objectives can be divided into main points as the following:(1)TO develop marketing strategy for Taobao in order to increase a number of the customer base.(2)TO develop marketing strategy for Taobao to increase the important conditions of customer base.

Conceptual framework

According to the literature review on the development strategy and strategy of Taobao platform's customer base, as one of China's largest online shopping platforms, Taobao can understand the marketing strategy and tactic of Taobao platform for consumers, as well as the reasons for choosing Taobao shopping and loyalty to shopping using Taobao platform, and then create a conceptual framework to show the relationship between them as follows:

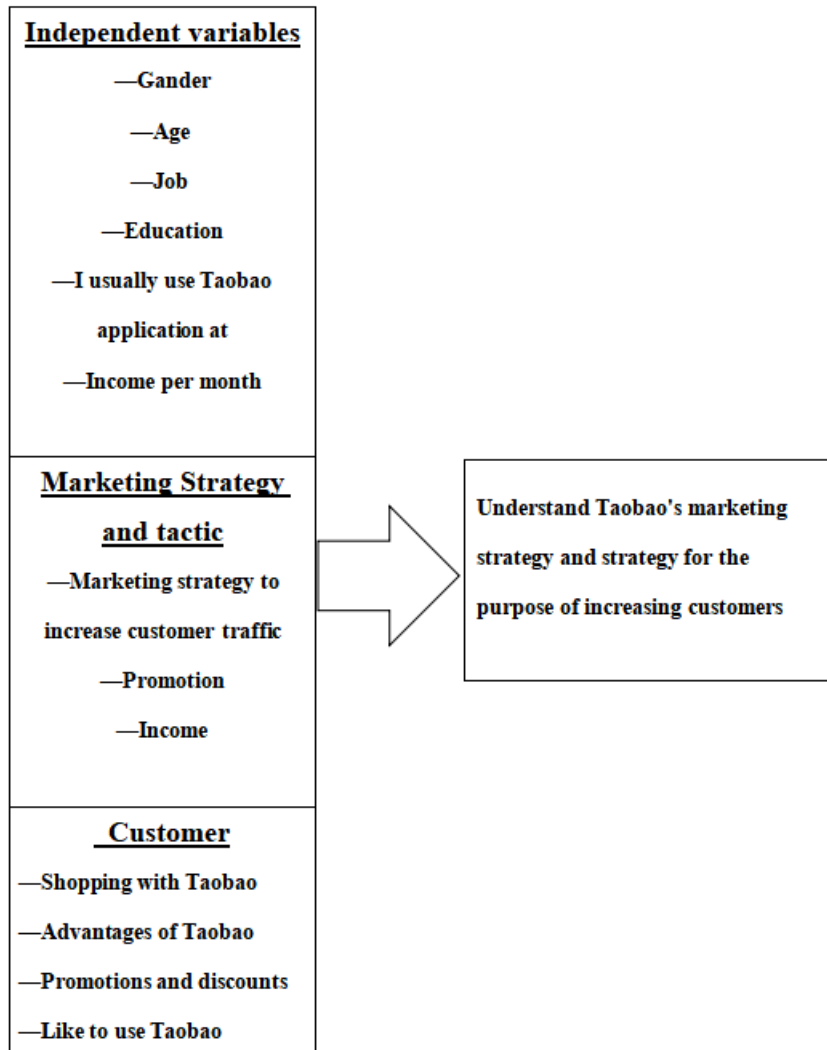


Figure 1 Conceptual Framework

Literature Review

Taobao's marketing strategy to customers

The emergence of network technology is changing the way of human communication. It is obvious that Taobao, as China's largest online trading platform, is at the front end of Chinese enterprises in terms of online services and offline services. (Liu, Jin, 2001) with the change of social needs, customers have become an indispensable component in the development of enterprises. More and more people are paying attention to the formation and growth of Taobao. (Wang, gu.2002) the formation and growth of an enterprise need to formulate their own strategies for increasing. A good marketing strategy can reflect the success of the enterprise and the future development direction. In short, it is a strategy tailored to customers to meet the needs of customers. Customers are the necessary conditions for the development of the enterprise. Taobao's marketing strategy, in a specific time, the first customer can get the



desired goods without placing an order, and set activities and price discounts for specific goods. Taobao's marketing strategy is similar to that of most other enterprises in development.

Importance of customer relationship

For a long time, the development of enterprises depends on customer loyalty and the number of customers. It is pointed out that enterprises use modern network technology to coordinate marketing and service communication between enterprises and customers when improving competitiveness. In increasing the number of customers, it is proposed that the integrity of enterprises to customers. In the marketing process, the integrity of marketing personnel can directly affect the enterprise customer relationship. From the perspective of customer needs, each customer wants to buy products of high quality, safety and durability.

Comparison between experience marketing and traditional marketing

Today's society has become an era of experience demand. In product marketing, consumers are the main role. Updating marketing strategies into consumers' hearts and leaving a deep impression on customers is a successful marketing strategy. (Bo, en. experiential marketing) put forward the comparison between experiential marketing and traditional marketing, which has obvious advantages. According to the observation of the development trend of modern society, if consumers choose products, they can give consumers personal experience and then communicate, which is of great help to marketing and increasing customers. Experience marketing can let customers know the value and price. On the other hand, in experience marketing, enterprises and customers have all-round contact, and finally can better understand and develop customers. Combined with the new marketing proposed by, the experience economy is mainly to meet the needs of consumers. When providing experience ideas, procedures and methods, enterprises must give consumers a large imagination space, and consumers must be interactive and irreplaceable. The most important thing is to provide consumers with specific services, This can leave a deep impression on consumers.

Comparison of C2C marketing strategies between eBay and Taobao

In terms of product pricing strategy, the market pricing of eBay and Taobao are business transaction websites and third-party platform operators in C2C. They do not directly participate in the transaction process or provide market functions of logistics distribution and after-sales service. They provide e-commerce services, and their product pricing strategies are specific forms of products.

The free strategy released by Taobao was not taken seriously at the beginning, but Taobao always insisted that "free is not a business model", which affected eBay's pricing strategy s. In 2005, eBay began large-scale adjustment activities, such as reducing commodity login fees by 20% - 60% and deleting store opening fees and transaction fees.

The implementation of free product strategy is inseparable from website operation and financial support(Lu, 2007).



METHODOLOGY

Participant, Population and Samples

The research samples were collected in the form of online questionnaire and distributed to online shopping consumers of different gender, age, and monthly income and consumers using Taobao. The popularity of Taobao users, does Taobao really provide effective business services? This study adopts quantitative research methods. We can evaluate the effectiveness of the website from the perspective of consumers. In February 2022, we get response 401 survey from Taobao users in various regions of China in the form of online questionnaire. And analyze every data collected, and put forward issues that need attention, in order to reduce the negative impact.

Data collection

The questionnaire survey helps us understand product information, product quality, and observe the purchase heat of products. On the other hand, our research and investigation will help us make the right research direction and future development direction. The questionnaire covers restrictions and freedom, and realizes the advantages of the questionnaire. Consumers can use any online program to conduct a questionnaire survey. Data collection has been completed. There were 401 data, and the questionnaire recovery rate reached 100%. Ensure the value of the analysis results.

RESULTS AND DATA ANALYSIS

Consumers of online shopping and Taobao shopping

After the preliminary analysis of the research data, consumers found that in terms of demographic characteristics, the participants were mainly between 45-65 years old, it is 73.6%. There are a large number of people engaged in education, at 44.4%, and the economic level is minimum salary 50,001RMB and above at 72.8%.

Table 1 Gender

1、Gender (你的性别)

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------|-----------|---------|---------------|--------------------|
| Valid | Male | 184 | 45.9 | 45.9 | 45.9 |
| | Female | 217 | 54.1 | 54.1 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |

The survey starts with a few simple user background questions. There are 184 Male (45.9%) and 217 Female users of Taobao (54.1%). The survey results show that women prefer shopping, which can also be proved by the phenomenon of social life.



Table 2 Ages

2、Age (年齢)

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid Under 24 | 27 | 6.7 | 6.7 | 6.7 |
| 25-34 | 42 | 10.5 | 10.5 | 17.2 |
| 35-44 | 37 | 9.2 | 9.2 | 26.4 |
| 45-54 | 78 | 19.5 | 19.5 | 45.9 |
| 55-64 | 135 | 33.7 | 33.7 | 79.6 |
| 65 and over | 82 | 20.4 | 20.4 | 100.0 |
| Total | 401 | 100.0 | 100.0 | |

According to the survey results, 27 respondents (6.7%) are over the age of 24, 135 respondents (33.7%) are aged 55-64, and 82 respondents (20.4%) are over the age of 65, which shows that most consumers and potential consumers who use Taobao shopping are middle-aged and elderly people over 55-65, which may have a great relationship with working hours and income.

Table 3 Occupations

4、Job (工作)

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|-----------|---------|---------------|--------------------|
| Valid Public sector (Government workers) | 25 | 6.2 | 6.2 | 6.2 |
| Private sector (Employees) | 50 | 12.5 | 12.5 | 18.7 |
| Entrepreneur (Business owner, shop owner) | 117 | 29.2 | 29.2 | 47.9 |
| Education (Teacher, Tutor, Lecturer) | 178 | 44.4 | 44.4 | 92.3 |
| Professional (Doctor, Dentist, Veterinarian, Scientist, Engineer) | 31 | 7.7 | 7.7 | 100.0 |
| Total | 401 | 100.0 | 100.0 | |

The survey results, 25 users are engaged in public sector (6.2%), 50 users are engaged in private sector (12.5%), 117 users are engaged in enterprise (29.2%), 178 users are engaged in education, with the highest proportion among 401 users (44.4%), and 31 users are engaged in professional (7.7%)



Table 4 Time Frequently

5. I usually use Taobao application at (我经常使用淘宝的应用程序)

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Valid Before 9 am | 7 | 1.7 | 1.7 | 1.7 |
| 9-12 pm | 30 | 7.5 | 7.5 | 9.2 |
| 12 pm-3 pm | 52 | 13.0 | 13.0 | 22.2 |
| 3-6 pm | 46 | 11.5 | 11.5 | 33.7 |
| 6-9 pm | 72 | 18.0 | 18.0 | 51.6 |
| 9- midnight | 107 | 26.7 | 26.7 | 78.3 |
| After midnight | 87 | 21.7 | 21.7 | 100.0 |
| Total | 401 | 100.0 | 100.0 | |

The survey results, 7 users used Taobao's application in before 9 am (1.7%), 107 of 401 users used Taobao's application in 9-midnight (26.7%), and 87 users continued to use Taobao's application in after midnight (21.7%). The results show that many users use Taobao's application at midnight and may have time to use Taobao after completing their work. The data shows that Taobao accounts for the largest proportion of users at and after 9:00 midnight. It is mentioned in this study that the marketing strategies of enterprises will be updated according to the changes of customer traffic. Users use Taobao most often at 9:00 and after midnight. During the peak browsing period, enterprises will formulate corresponding strategies for users. This data confirms what was mentioned in the study.

Table 5 Monthly income

6. Income per month (每月收入)

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------------|-----------|---------|---------------|--------------------|
| Valid Below 10,000 RMB | 15 | 3.7 | 3.7 | 3.7 |
| 10,000-30,000 RMB | 44 | 11.0 | 11.0 | 14.7 |
| 30,001-50,000 RMB | 50 | 12.5 | 12.5 | 27.2 |
| 50,001 RMB and above | 292 | 72.8 | 72.8 | 100.0 |
| Total | 401 | 100.0 | 100.0 | |

The monthly income of 15 users is below 10000 RMB (3.7%), and the monthly income of 292 users is 50001 RMB and above (72.8%). Then, the focus of the interview is to focus on the user's intention to affect their possible future participation - loyalty and the use of marketing strategy.

In the survey results, the data show that a family's income of 50.001 RMB and above accounts for the largest proportion, more than half of the total population. According to the data results, it can be proved that China's per capita income is relatively high. On the other hand, it also reflects the consumption level trend of online shopping.



Table 6 Taobao's marketing strategy has successfully increased its own customer traffic

| Taobao's marketing strategy has successfully increased its own customer traffic | Number (person) | \bar{x} | rating |
|---|-----------------|--------------|--------|
| Strongly disagree | 97 | 24.2 | 2 |
| Somewhat disagree | 130 | 32.4 | 1 |
| Somewhat agree | 84 | 20.9 | 3 |
| Agree | 53 | 13.2 | 4 |
| Strongly Agree | 37 | 9.2 | 5 |
| Total | 401 | 100.0 | |

Only 37 users believed that Taobao's marketing strategy had successfully increased their customer traffic(9.2%), and 84Somewhat agree(20.9%).97 users expressed negation about this project(24.2%).

The data survey shows that the largest proportion of users (32.4%) disagree and strongly disagree (24.2%). So we can draw a conclusion that for this problem, more users believe that Taobao marketing strategy does not increase customer traffic. The proportion of users in the third level is 20.9%, but these users only agree with this view, which proves that they are neutral to this view. Therefore, according to the data results, we conclude that this view is negative among users.

Table 7 A marketing strategy should be customer-centered

| A marketing strategy should be customer-centered | Number (person) | \bar{x} | rating |
|--|-----------------|--------------|--------|
| Strongly disagree | 60 | 15.0 | 3 |
| Somewhat disagree | 97 | 24.2 | 2 |
| Somewhat agree | 146 | 36.4 | 1 |
| Agree | 60 | 15.0 | 3 |
| Strongly Agree | 38 | 9.5 | 5 |
| Total | 401 | 100.0 | |

In terms of marketing strategy, we should constantly understand the needs of customers and constantly update Taobao strategy. The strategy needs to change with the increase of customer traffic in different periods. On this issue, only 38 users strongly agree (9.5%) that the strategy needs to change with the increase of customer traffic in different periods. 60 users Strongly disagreed (15%) that the strategy should not change with the increase of customer traffic in different periods. Among the 401 users, 146 users basically agreed (36.4%), Highest proportion.

As we mentioned earlier, some users who agree account for the highest proportion (36.4%), and we can see from the data that the proportion of users at the second and third levels is more than that of users who agree and strongly agree. We observe the data separately, and compare some users who disagree and strongly disagree with users who agree and strongly agree. In the data, the proportion of strongly disagree and some disagree is (15.0%)



(24.2%), and the proportion of strongly agree and agree is (15.0%) (9.5%). The result of comparison is that more people are opposed to this view, and only 3/1 of users agree with this view.

Table 8 The strategy needs to change with the increase of customer traffic in different periods

| The strategy needs to change with the increase of customer traffic in different periods | Number (person) | \bar{x} | rating |
|---|-----------------|--------------|--------|
| Strongly disagree | 68 | 17.0 | 3 |
| Somewhat disagree | 102 | 25.4 | 2 |
| Somewhat agree | 142 | 35.4 | 1 |
| Agree | 49 | 12.2 | 4 |
| Strongly Agree | 40 | 10.0 | 5 |
| Total | 401 | 100.0 | |

Table 8 shows that 49 users agree with this view (12.2%) and 40 users strongly agree with this view (10%), but in the data, we can see that 142 users agree with only some (35.4%), which shows that more users believe that the increase of customer traffic does not completely need to update the strategy.

According to the data survey results, we can conclude that some users agree with this view (35.4%), strongly agree with this view (10.0%), users who agree (12.2%), strongly disagree with this view (17.0%), and some users who disagree (25.4%), according to the survey results, we can get that users agree with this view more.

Table 9 Marketing strategies will affect the increase of customer traffic

| marketing strategies will affect the increase of customer traffic | Number (person) | \bar{x} | rating |
|---|-----------------|--------------|--------|
| Strongly disagree | 66 | 16.5 | 4 |
| Somewhat disagree | 93 | 23.2 | 2 |
| Somewhat agree | 132 | 32.9 | 1 |
| Agree | 67 | 16.7 | 3 |
| Strongly Agree | 43 | 10.7 | 5 |
| Total | 401 | 100.0 | |

To make a good marketing strategy, we should understand the needs and hobbies of customers, that is to say, we should be customer-centered. Customers are the key to the success of marketing strategy. When we thought that the marketing strategy would affect the increase of customer traffic, 43 users strongly agreed with this view (10.7%). Among them, 67 users agreed that the marketing strategy would affect the increase of customer traffic (16.7%). 66 users strongly opposed (16.5%) that the marketing strategy would affect the increase of customer traffic. Among the 401 users, 132 users basically agreed (32.9%).



To sum up, we can get that more users don't agree with this view, because some users agree, agree with and strongly agree with this view account for the highest proportion. Although more users agree, they agree with this view more. Therefore, we can think that marketing strategies will affect the increase of customer traffic.

Table 10 In order to increase customer traffic, the marketing strategy needs to be updated

| In order to increase customer traffic, the marketing strategy needs to be updated | Number (person) | \bar{x} | rating |
|---|-----------------|--------------|--------|
| Strongly disagree | 67 | 16.7 | 4 |
| Somewhat disagree | 88 | 21.9 | 2 |
| Somewhat agree | 132 | 32.9 | 1 |
| Agree | 76 | 19.0 | 3 |
| Strongly Agree | 38 | 9.5 | 5 |
| Total | 401 | 100.0 | |

The marketing strategy should be constantly updated, because the needs of customers are not always the same, and should be updated with the changes of customers. This can increase customer traffic. When we updated the marketing strategy in order to increase customers, 67 users strongly disagreed (16.7%), and they thought that the marketing strategy did not need to be updated. Among them, 38 users strongly agree that the marketing strategy needs to be updated in order to increase customer traffic(9.5%). Of the 401 users, 132 basically agreed that the marketing strategy needs to be updated in order to increase customer traffic. (32.9%)

Among them, some users agree with this view with the highest proportion (32.9%), although the lowest proportion in the data is strongly agree (9.5%), but in the total proportion, more users agree with the view that in order to increase customer traffic, marketing strategies need to be updated. The proportion of people who disagree and strongly disagree with this view is (21.9%), (16.7%), so we can draw a conclusion from this view that in order to increase customer traffic, we need to update marketing strategies in order to attract more customer traffic.

Table 11 Income is directly proportional to the use of Taobao shopping

| Income is directly proportional to the use of Taobao shopping | Number (person) | \bar{x} | rating |
|---|-----------------|--------------|--------|
| Strongly disagree | 71 | 17.7 | 3 |
| Somewhat disagree | 101 | 25.2 | 2 |
| Somewhat agree | 123 | 30.7 | 1 |
| Agree | 63 | 15.7 | 4 |
| Strongly Agree | 43 | 10.7 | 5 |
| Total | 401 | 100.0 | |



Table 11 shows that 43 users thought that the income level had a positive impact on online shopping (10.7%), and 71 users strongly disagreed (17.7%). They thought that the income level had no positive impact on online shopping, and they thought that other factors should affect online shopping. Among the 401 users, 123 users basically agreed (30.7%), and they believed that the income level had a positive impact on online shopping, which was one of the many influencing factors.

In the data, the largest proportion is some users who agree (30.7%), the smallest proportion is users who strongly agree (10.7%), and users who agree (15.7%), so compared with strongly disagree and some disagree (17.7%) (25.2%), more users believe that the income is directly proportional to the use of Taobao shopping. If the income is not high, how can we use Taobao shopping?

Table 12 Taobao application very attraction

| Taobao application very attraction | Number (person) | \bar{x} | rating |
|------------------------------------|-----------------|--------------|--------|
| Strongly disagree | 66 | 16.5 | 3 |
| Somewhat disagree | 111 | 27.7 | 2 |
| Somewhat agree | 124 | 30.9 | 1 |
| Agree | 62 | 15.5 | 4 |
| Strongly Agree | 38 | 9.5 | 5 |
| Total | 401 | 100.0 | |

In this study, we mentioned that Taobao is one of the largest online shopping platforms in China, so we can think that the application of Taobao is very attractive. In this view, 66 people strongly disagree (16.5%) that Taobao's application is not very attractive. They think Taobao's attraction is not the application. However, 38 users agreed with this view very much (9.5%). Among 401 users, 124 users basically agreed (30.9%). Taobao's application is very attractive.

To sum up, in the survey results, some users agreed with the highest proportion (30.9%), strongly agreed with the lowest proportion (9.5%), and agreed with the users (15.5%). Compared with strongly disagree and some disagree (16.5%) (27.7%), more users think Taobao application is very attractive. However, in terms of the proportion of agree and disagree, the proportion of disagree is (44.2%), the proportion of agree is (55.9%), and there are relatively many users who disagree. Therefore, I think Taobao's application should be further updated, because the proportion of disagree and agree is very close.

Table 13 Taobao always have promotion

| Taobao always have promotion | Number (person) | \bar{x} | rating |
|------------------------------|-----------------|--------------|--------|
| Yes | 268 | 66.8 | 1 |
| No | 133 | 33.2 | 2 |
| Total | 401 | 100.0 | |



The marketing strategy of Taobao platform is constantly updated and promoted in order to increase customer traffic. In this regard, 268 of the 401 users surveyed believed that this was correct (66.8%), of which 133 users disagreed with this view (33.2%).

Table 14 Taobao always update information and promotion

| Taobao always update information and promotion | Number (person) | \bar{x} | rating |
|--|-----------------|--------------|--------|
| Strongly disagree | 78 | 19.5 | 3 |
| Somewhat disagree | 83 | 20.7 | 2 |
| Somewhat agree | 145 | 36.2 | 1 |
| Agree | 58 | 14.5 | 4 |
| Strongly Agree | 37 | 9.2 | 5 |
| Total | 401 | 100.0 | |

Taobao's success is to constantly update product information, including price, type, etc. and promote it on Taobao to increase customer traffic. Therefore, Taobao has been updating information and promoting. When this view was put forward, 37 users (9.2%) agreed very much. They believed that Taobao had always updated product information and promoted products. However, 78 of the 401 users strongly disagree (19.5%), and they believe that Taobao has not been updating information and promoting products. Among the 401 interviewers, 145 users basically agreed (36.2%), and they believed that Taobao could be said to have updated and promoted, but not always updated and promoted.

To sum up, in the data display, the largest proportion is users who express some consent (36.2%), the lowest proportion is users who express strong consent (9.2%), and the users who express consent attitude are (14.5%). Compared with users who strongly disagree and some disagree (19.5%) (20.7%), more users believe that Taobao always updates information and promotions.

Table 15 Taobao is very easy and connivance application and payment

| Taobao is very easy and connivance application and payment | Number (person) | \bar{x} | rating |
|--|-----------------|--------------|--------|
| Strongly disagree | 92 | 22.9 | 2 |
| Somewhat disagree | 139 | 34.7 | 1 |
| Somewhat agree | 86 | 21.4 | 3 |
| Agree | 54 | 13.5 | 4 |
| Strongly Agree | 30 | 7.5 | 5 |
| Total | 401 | 100.0 | |



Convenient and fast payment system can attract customers faster. When proposing that Taobao is very easy and fast to apply for and pay, 92 users strongly disagreed (22.9%). They think that Taobao is not very easy and fast to apply for and pay. It is possible that they think eBay is easier and faster than Taobao. Only 30 users agree that Taobao is very easy and fast to apply for and pay. Among 401 users, 139 users basically disagreed with this view (34.7%). They believe that Taobao's payment and application system may be the same as other platforms, as easy and fast as payment.

To sum up, in the data display, the largest proportion is users who express some disagreement (34.7%), the lowest proportion is users who strongly agree (7.5%), the proportion of users who strongly disagree with this view is (22.9%), the proportion of users who express some agreement is (21.4%), and the proportion of users who express agreement attitude is (13.5%), compared with users who strongly agree, some agree and agree (7.5%) (21.4%) (13.5%), More users think that the application and payment of Taobao are complex. Therefore, this view should be updated according to the wishes of users to make the payment system more secure and convenient.

Table 16 Taobao has more advantages than others

| Taobao has more advantages than others | Number (person) | \bar{x} | rating |
|--|-----------------|--------------|--------|
| Yes | 285 | 71.1 | 3 |
| No | 116 | 28.9 | 2 |
| Total | 401 | 100.0 | |

Among many online shopping platforms, Taobao platform has the most advantages. Among the 401 users, 285 users (71.1%) agreed with this view, while 116 users (28.9%) disagreed. They did not think that Taobao had more advantages than other platforms. Because there are many shopping platforms, they think that other platforms will have more development trends in the future. For example, eBay, JD.com

Table 17 Taobao make me loyalty to Taobao application

| Taobao make me loyalty to Taobao application | Number (person) | \bar{x} | rating |
|--|-----------------|--------------|--------|
| Strongly disagree | 64 | 16.0 | 3 |
| Somewhat disagree | 104 | 25.9 | 2 |
| Somewhat agree | 140 | 34.9 | 1 |
| Agree | 61 | 15.2 | 4 |
| Strongly Agree | 32 | 8.0 | 5 |
| Total | 401 | 100.0 | |

There are 32 users who have high loyalty to Taobao (8%), because they often use Taobao for shopping and have a high evaluation of Taobao. 64 users have low loyalty to Taobao (16%). They think that Taobao's application is not attractive, and they think it is useless for the specially launched product information. They think that Taobao's



update is only one of the store updates, so their loyalty to Taobao's application is very low. Among the 401 users, 140 users basically have a certain loyalty to Taobao application (34.9%), and they think that Taobao application may not be the best, but it is indispensable to online shopping platform.

To sum up, the highest proportion is users who express some consent (34.9%), the lowest proportion is users who express strong consent (8.0%), and users who hold a consent attitude (15.2%). Compared with users who strongly disagree and some disagree (16.0%) (25.9%), more users think they are loyal to Taobao app. However, compared with the proportion of disapproval and consent (41.9%) (58.1%), the number of users who express disapproval accounts for a certain proportion. Taobao should pay attention to this problem, because the number of users who express disapproval of this view is already high, and Taobao applications should be constantly updated to reduce the proportion of users who express disapproval of this view.

Table 18 promotion or discount

| I want Taobao to offer more promotion or discount | Number (person) | \bar{x} | rating |
|---|-----------------|--------------|--------|
| Strongly disagree | 78 | 19.5 | 3 |
| Somewhat disagree | 141 | 35.2 | 1 |
| Somewhat agree | 98 | 24.4 | 2 |
| Agree | 48 | 12.0 | 4 |
| Strongly Agree | 36 | 9.0 | 5 |
| Total | 401 | 100.0 | |

In the future, Taobao will provide more promotions and discounts. 36 users (9%) agreed very much. They believed that Taobao, as one of China's largest online shopping platforms and the leader of e-commerce, would continue to update in the future to attract more users to join Taobao. However, 78 users strongly disagree that Taobao will have more promotions and discounts in the future (19.5%), and they think that the update of Taobao is slow compared with other platforms. However, 141 of the 401 users basically disagree that Taobao will have more promotions and discounts in the future (35.2%). They think that Taobao will have promotions and discounts, but not many, so they are not optimistic about Taobao's view of making more promotions and discounts in the future.

To sum up, in the data display, the proportion of users who express some disagreement is the largest (35.2%), the proportion of users who express strong agreement is the lowest (9.0%), the proportion of users who express strong disagreement is (19.5%), the proportion of users who express consent is (12.0%), and the proportion of users who express some agreement is (24.4%), compared with users who strongly agree, agree and some agree (9.0%) (12.0%) (24.4%), More users don't want Taobao to offer more promotions or discounts Because the proportion of users who disagree is (54.7%) and the proportion of users who agree is (45.4%), more users believe that Taobao will not provide more promotions and discounts. Taobao should pay great attention to this issue, because more than



half of users believe that Taobao will not provide more promotions and discounts. If it is not updated, the result will be a reduction in customer traffic.

Discussion

This report identifies Taobao as one of China's largest online shopping sites and includes extensive information regarding Taobao's effectiveness. Analyze the information supplied by the user. The outcomes support the subsequent findings.

The surveys show Taobao users intend to continue shopping on Taobao. The results of the poll indicate that many individuals favor Taobao shopping in particular. Because the reputation system on the Taobao website efficiently increases user confidence. The reputation of the seller and the functionality of Taobao's website also have a significant impact on the browser's sense of trust.

The regular updating of Taobao's marketing approach has had a substantial impact on users and successfully extended the consumer base. In terms of website design and functionality, the 2022 Taobao special edition is better suited for actual stores in the area. In 2021, Taobao will implement the government-proposed e-commerce strategy. Taobao will launch live product broadcasting, which will increase legal protection in terms of safety.

After analyzing Taobao's marketing and business strategies. We discovered that every marketing strategy is customer-centric. To enhance customer flow, it is most vital to continually understand customers' requirements and preferences, to change the marketing plan, to enter customers more deeply, and to pay close attention to their behavior. In contrast, the evaluation of consumers will be the primary trend of Taobao in the future, driving the trend of e-commerce. The ultimate objective is to enhance the online operations and services of Taobao and retain customers.

With the popularization of e-commerce, online shopping has formed a unique consumption mode on the basis of the original e-commerce mode. O2O, C2C and other modern e-commerce models are also gradually growing. Their most basic task is service-oriented marketing. They explore potential consumer markets in physical stores and widely disseminate information such as product promotions and new products. For example, they have promoted the development of takeout business in the catering industry without wasting unnecessary human resources. Time can help customers quickly find their favorite products, avoid wasting a lot of time when shopping, improve shopping efficiency and shopping experience, so that both sides can achieve a win-win situation.

In terms of shopping: shopping is mainly through the display of goods by users who have purchased goods. If you want to achieve good product publicity through shopping, businesses need to do a good job in guiding users to publish and browse. For example, publish solicitation and browsing activities in subscriptions or Taobao groups, and set up relevant rewards to encourage users to publish and browse. When setting up activities, you should learn to set some restrictions, such as the characteristics or appearance of goods that need to be highlighted in the published shopping records.



Conclusion

In the network economic environment, Taobao faces both opportunities and challenges. Taobao should explore the transformation of marketing strategies according to the trend of economic development, make clever use of the Internet and accelerate its own development. Although the existence of the Internet makes people's consumption process and life more convenient, it has a great impact on traditional enterprises. If Taobao wants to adapt to the market development, it should change its marketing strategy, make full use of the network to analyze the development of the enterprise economy, deal with the challenges brought by the new environment to the marketing work, innovate in the development, and seek a new sales model to promote the development of the enterprise.

There is no doubt that Taobao's leading position in the C2C field is stable. However, Taobao must bear the heavy pressure of leadership. One of the costs of leading is that it requires a lot of capital investment. Taobao is facing more and more obvious financial pressure. Taobao began to charge service fees for users of brands / malls. However, due to the preferential policies and resources for these merchants and the neglect of small merchants, free Taobao no longer exists. Obviously, the free Taobao can no longer bear the financial pressure. Taobao should constantly explore revenue generating sources and solve the problem of profitability. Although Taobao is incomplete to some extent, it is worth improving. However, in general, Taobao is successful and worth studying.

In the development trend of Taobao in 2022, it will become more and more difficult for merchants to obtain search traffic. Small and medium-sized sellers and large sellers will receive relatively less search traffic. On the contrary, the recommended homepage traffic tends to increase. This is the overall trend of Taobao. In 2022, the recommended traffic of Taobao will continue to grow, so we must pay attention to the recommended traffic. However, we should know that recommended traffic is not just recommended goods. With the gradual improvement of Taobao's platforms in various fields, Taobao's home page has formed a functional area integrating Taobao's live broadcast, browsing, subscription, short video and other functions.

Why did Taobao make such a change? The main reason is that Taobao is no longer satisfied with being just a simple shopping platform. It hopes that its functional system can be more diversified, so that users can get more time.

The adjustment of each area is to increase the residence time of users in Taobao apps. For example, live broadcasting takes a lot of time. If we want to buy a product introduced by the anchor, we need users to wait for the anchor to introduce the product, which indirectly increases the user's stay time. Another example is browsing. Browsing is actually created according to the template of "little red book". We hope that users can constantly search for the items they want to buy in the browsing process, so that they can achieve perfect functions and occupy users' time at the same time.

For example, Taobao live broadcast: in the field of Taobao live broadcast, the effect of Taobao live broadcast is significantly higher under the overall trend of Taobao. In 2022, Taobao will encourage enterprises to broadcast by themselves. Compared with a series of problems such as tax evasion, data fraud and poor effect caused by looking for the host, the best way for the development of live broadcasting is for enterprises to broadcast on their



own. When you set up your own live studio, you should fully understand that it is difficult to do live broadcasting well, which is similar to search traffic. If you want to do a good job of live broadcasting, you must pay attention to the right of appearance, live broadcasting time, live broadcasting frequency, anchor display effect and other data.

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