

## ANALYSIS OF MULTICHANNEL MARKETING MODELS IN E-COMMERCE – A CASE STUDY OF WECHAT MARKETING

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As e-commerce becomes increasingly popular, online shopping is becoming the most common consumer behavior. In order to adapt to the globalization of the world market, companies need to leverage the characteristics of e-commerce and innovate their existing marketing models based on their own characteristics. They should explore network marketing models that are suitable for their own needs, making marketing strategies adaptable to new market environments. This article takes WeChat marketing as an example.

**Keywords:** e-commerce; innovation; WeChat; marketing.

## АНАЛИЗ МНОГОКАНАЛЬНЫХ МОДЕЛЕЙ МАРКЕТИНГА В ЭЛЕКТРОННОЙ КОММЕРЦИИ — КЕЙС-ИССЛЕДОВАНИЕ МАРКЕТИНГА В WECHAT

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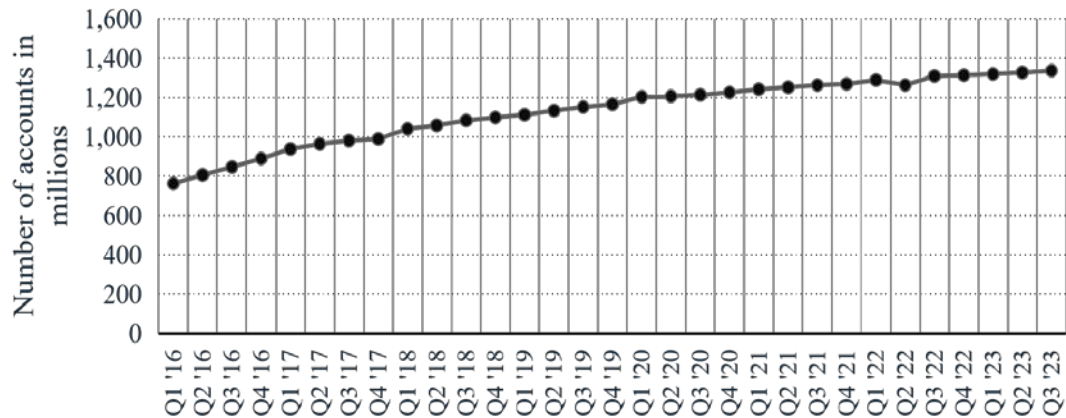
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По мере роста популярности электронной коммерции онлайн-шопинг становится наиболее распространенным видом потребительского поведения. Для адаптации к глобализации мирового рынка компании должны использовать особенности электронной коммерции и инновировать свои существующие маркетинговые модели, основываясь на собственных характеристиках. Они должны исследовать сетевые маркетинговые модели, соответствующие их собственным потребностям, делая маркетинговые стратегии адаптивными к новым рыночным средам. В данной статье рассматривается маркетинг в WeChat.

**Ключевые слова:** электронная коммерция; инновации; WeChat; маркетинг.

WeChat or Weixin in Chinese is a Chinese instant messaging, social media, and mobile payment app developed by Tencent. First released in 2011, it became the world's largest standalone mobile app in 2018 with over 1 billion monthly active users [1]. Today, WeChat is one of the leading social networks worldwide, ranking fifth in terms of active user number. It has users from different age groups. WeChat has lots of popular messaging app features, including Moments. A majority of WeChat users access WeChat Moments every time they open the app. Voice and text messaging, group messaging, payment, and games are other examples of WeChat activities. The app also includes a following function

whereby users can follow accounts. A survey found that a quarter of WeChat users in China spent over four hours on the app on a daily basis [2]. In 2023, the brand value of WeChat is 42 billion U.S. dollars. The super app is the fourthmost valuable media brand worldwide [3].



Number of monthly active WeChat users from 3rd quarter 2013 to 3rd quarter 2023 (in millions) [2]

WeChat marketing has two basic marketing models.

1. Social sharing marketing model - Moments. The sharing function of "WeChat Moments" provides the best channel for word-of-mouth marketing. WeChat users can quickly share wonderful content from mobile applications, pictures, and web links to Moments. When a product is shared through the sharing function in Moments, the value of word-of-mouth marketing is demonstrated.

2. Advertising marketing model - Nearby People. This feature mainly involves enterprise marketing personnel running WeChat 24 hours a day in the most densely populated areas. Businesses will use attractive and distinctive avatars. If there are enough users of "Nearby People," the content published by the enterprise will be seen by many people, thus achieving excellent advertising results.

The author uses WeChat every day and occasionally makes purchases through WeChat. They have summarized the advantages and disadvantages of WeChat marketing.

1. Low dissemination cost: The characteristic of WeChat marketing is the convenience of information dissemination. Products are published and transmitted to the audience through forms such as Moments photos and short videos, which are convenient and simple, with low costs. This method of information dissemination is precise, and the information output will almost always be noticed by WeChat friends.

2. Instant dissemination, easy spread, high credibility: Based on the author's experience, WeChat information dissemination is based on Moments. As long as the product quality is guaranteed, information in Moments will generate a dissemination effect, and consumers' trust in their friends is the basis for accepting product information.

3. The acceptance of WeChat shopping among consumer groups with purchasing power is relatively low. The author conducted a survey targeting consumers of different age groups to investigate the frequency of WeChat shopping usage. The results showed that the consumer group for WeChat shopping is mainly concentrated between the ages of 25 and 35. Although individuals in this age group have purchasing power, it is far lower than the group aged 35 and above who have stable income and family savings. Therefore, WeChat marketing falls slightly short in capturing market share, making it difficult to achieve the expected results.

WeChat marketing is a new model of e-commerce marketing. This emerging electronic marketing model also brings better promotional effects for enterprises. In this diversified market mechanism, enterprises should seize opportunities, change their mindset, and thereby maximize their market space expansion.

## References

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