



**TMALL BUSINESS NETWORK MARKETING STRATEGY
RESEARCH---PET BABY LIVING ROOM FOR CASE**

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摘 要

题目: 天猫商家网络营销策略研究---以宠物宝贝生活馆为例

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最近这些年,随着电脑的普及和互联网各项网络功能的完善,选择在网络上购物的人日益增多。据 15 年统计,阿里交易额突破 3 万亿人民币,京东交易额突破 4 千亿人民币,网络购物俨然已经成为了一种主流的购物方式。足不出户可以买到来自世界各地的商品,并且由于省去了店面的租金、周折的进货渠道、大量人工费用的支出,以及不时地还会有“秒杀”、“团购”等活动,网络商品的价格较实体店而言有很大的优势。但是实体店最大的特点就是商品体验,能够给消费者一个最直观的感受,同时退换货也比较方便。所以,对消费者来说,网店和实体店都有着不同程度的风险,由此,网店与实体店的经营者可以针对自己的优劣势来采取一些有效的措施。

关键词: 实体店购物 网店购物 宠物

Abstract

Title: Tmall Business Network Marketing Strategy Research---Pet Baby
Living Room for Case

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In recent years, with the popularization of computers and the perfection of the Internet's various network functions, the number of people choosing to shop online is increasing. According to the 2015 statistics, Ali's transaction volume surpassed 3 trillion yuan, Jingdong transaction volume surpassed 400 billion yuan, online shopping has become a mainstream shopping way. Households can buy goods from around the world, and because of the store rent, ZhouZhe purchase channel, a lot of labor expenses, And from time to time there will be "second kill", "group buying" and other activities, The price of online goods has a great advantage in the brick-and-mortar stores. But the biggest feature of physical stores is the experience of the commodity, which can give consumers one of the most intuitive feelings, while returning the goods is more convenient. So, for consumers, online stores and brick-and-mortar stores have different degrees of risk, so online stores and brick-and-mortar operators can take some effective measures against their own advantages.

Key words: brick-and-mortar shopping online store pet

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CHAPTER 1

INTRODUCTION

1.1 Introduction to Network Marketing Concept

1.1.1 Definition of Network Marketing

Network marketing is one kind of marketing way, its production and development have the Internet of the deep imprint, the network marketing from the essence is through the network information transmission way, the enterprise's goods and services through the Internet channel, let more consumers know, and then lead consumers to be positive. The marketing means of purchasing, the concept of network marketing is early, but the real application in daily marketing activities is the benefit of the World Wide Web and search engine, especially consumer access network cost further reduced, the role of the Internet is further highlighted.

In the enterprise's internal marketing activities, in addition to network marketing, there are actual shops or face-to-face marketing methods, so network marketing is more as a part of the enterprise's internal marketing work, but not all, often in the traditional industry, enterprises have not involved in or transport. With the network tool for the enterprise to provide more marketing services, but the current network marketing methods and scope gradually widened, so that more enterprises began to use the network to carry out the product marketing of the enterprise, and achieved great achievements, from the concept, the enterprise network marketing includes network push wide and electronic commerce two important components, network marketing by not meeting with customers, in a timely manner of product marketing to consumers' hearts, network marketing and traditional marketing are essentially the same, but in the actual operation process differences.

1.1.2 Development of Network Marketing

The United States is the world's first network marketing country, early in

1994 the, Department of Defense decided the general use of the Internet for civil service, the concept of network marketing began to produce, the first network marketing scholars are Stanford University professor Hande. Watson, the representative of his masterpiece, "The Principles of Network Marketing," explained the concrete concept of network marketing, and wrote in Hanson's book "Network marketing is the result of network, marketing and technology, and the emergence and development of network marketing will bring great changes to the traditional marketing system." With regard to the prediction of network marketing, the realization of the network marketing in the real world defeated the traditional marketing way, more and more enterprises and manufacturers, through the network marketing way, let all the residents of the world know their products and services.

Some scholars have put forward different points of view, think network marketing can not replace real marketing method, network marketing way most is to maintain the connection between the customer, through network marketing to produce the role and realistic marketing activities, so the scholar is more We tend to understand the role of network marketing from the point of view of communication, while British academics define the network marketing more accurately, he thinks network marketing from the most to the use of the Internet and data processing and the role of new technology, and then through the new technology to transform the traditional marketing way to achieve the biggest change in marketing sense. In essence, network marketing is an important supplement to enterprise marketing activities, but network marketing has not become the mainstream of enterprise marketing activities, can only be as an important supplement to marketing activities, the main enterprise marketing mode is still in the client, that is the real environment through direct propaganda The way of transmission, let consumers know our products and services, thus choose us, network marketing expands the boundaries of enterprise marketing, provides more possibilities for enterprise marketing, so from the perspective of the enterprise, the main function of network marketing is still an

important way for enterprises to broaden marketing.

1.1.3 Main Operation Mode of Network Marketing

SEM marketing: In the Internet search engine is so popular today, the main way you go online is through search engines, in China there are Baidu, 360 search and other search methods, while abroad, there are Google, Weibosoft and other search methods, if we can in the user's search process, we can guide consumers to search our products, consumers will actively learn about our products through the website, so that our products can be accepted and understood by more people, and to a certain extent, the potential consumers will be able to consume.

SEO marketing: Search engine rankings mechanism is arranged according to the heat of the keyword, but we can achieve the key words of our company by means of technology, to a certain extent, to enable consumers to know, in the Chinese search engine bidding ranking system constantly optimize today, a lot of enterprises enabling the search engine service providers to improve the exposure of our products through machine learning, thus realizing the product's search profit.

Email Marketing: In the day-to-day enterprise marketing activities, the enterprise already has a lot of customer information, and the customer to ensure that they buy the products and services have a better after-sales service, so also willing to leave their own basic information, in such a condition that the enterprise can pass the customer information marketing, that is, through the network mailbox to let the customer can accurately see the latest information about the product, the company product promotion scheme own product promotion, in the invisible, customers will be in the first time to understand the product information, and thus through this kind of information Deepen the impact of the product, and finally realize the purchase and selection of the product.

Instant Messaging Marketing: Relying on the Internet has created a variety of communication tools, from consumers' point of view, the free quality of instant messaging tools allows consumers to accept the convenience of instant messaging, so

from a consumer point of view, they are using instant messaging tools. At the same time, there are a variety of demand, this time the merchant through instant messaging publicity is very important, based on instant messaging, consumers began to understand the product, began to have a more positive impression on the product before generating demand, so in demand final product After birth, consumers will actively accept the product and buy the product, so the consumer's demand is realized.

Viral Marketing: Viral marketing requires companies to make their products and services to the utmost, by providing the ultimate products and services to consumers, enabling consumers to accept our products positively, finally, to the utmost extent, to achieve product promotion and promotion, in the network marketing, viral marketing is the most simple marketing way, let customers accept our products and services, and through way of word of mouth, achieve publicity, as the lowest cost marketing way, need enterprises to make products and services.

Weibo Blog Marketing: In the everyday tools of Chinese Internet users, Weibo has always taken an important part, especially for teenagers, Weibo is their preferred app, and Weibo has crossed the line between people and people, making it possible for more people to adopt a Weibo blog for consumers, the platform can be used as a web-promoting window that allows consumers to actively accept products and services offered by companies, and thus choose products and services Weibo, as a platform for public information, has made major improvements to businesses and businesses, making it easier for businesses and businesses to advertise via Weibo. Therefore, Weibo blog marketing will be a positive window for enterprises to choose.

WeChat Marketing: WeChat sale is a timely communication tool marketing method, as the daily active user number of mobile social APP, WeChat mobile number basically covers most of China's Internet users, so through WeChat implementation of the consumer's full coverage. Through WeChat not only can realize the promotion of commodity information, but also can realize the after-sales management of enterprise goods and services, so WeChat marketing has become one of the most popular

marketing methods in China, which is based on WeChat as the platform for the birth of the Weibo-quotient and other brand-new marketing. The model, through WeChat sales among friends, allows the product market to expand further.

Video Marketing:Nowadays, Internet-based live broadcast platforms and live streaming software are becoming more and more, so more and more enterprises pass through video screens to convey the characteristics of their products to the Internet, and consumers will make a deep impression on their minds when they realize the characteristics of their products and services. The product, some enterprises also through the recruitment of other sales personnel, in the greatest degree to achieve the product promotion and promotion.

Soft Text Marketing:Soft text is an indirect transmission to consumers, compared with the traditional direct propaganda, the soft-language marketing tends to provide consumers with a subtle marketing campaign, this network marketing way is often through an article on the network, the reader will often be right after reading products produce a preliminary impression, but in the subsequent experience it will give consumers more and more impression of the product and service, and then choose the product, the soft-language marketing is a process that takes a long time to invest, requires the marketing personnel to devote wholeheartedly, and have the corresponding skills, and so realize marketing of products and services.

Experiential Marketing:With the development of technology and products, the application of VR and AI technology is more and more common. Based on AR technology and AI technology consumers, the experience of product and service can be more realistic. Under the conditions of technological innovation, consumers are interested in products and services. The deeper the impression, as long as the company takes the lead in adopting new technologies, consumers become more impressed by products and services, so experiential marketing can make it more useful for consumers and products.

Self Media Marketing:Since media marketing is a broad concept, covering

more than one instant messaging tool, through instant messaging platform, let more and more consumers understand the products and services, since media marketing is a gradual accumulation process, needs the active input and interaction of marketers, and training the consumer group and fan group, and let consumers pay more attention to their media platforms, in general, the evaluation of a self-media platform is based on the number of fan groups.

1.1.4 Network Marketing Advantage

Internet marketing relies on the Internet as a medium, has a wide area of coverage, rapid propagation speed and no time and area restrictions, can achieve full geographical and all-weather coverage, and for the Internet marketing, the need for capital and expenses are less, and strict control at a level. In the middle, marketing activities in marketing activities are often considered by enterprises and manufacturers, and it is necessary to control the cost of sales under certain cost to participate actively in marketing activities, while internet marketing is the well-deserved low-cost marketing method.

From the inside of network marketing, network marketing no storefront cost, do not have to make corresponding leaflets and hire marketers, so network marketing can achieve the greatest degree of cost savings, because the network is convenient and rapid, so through network marketing can in the shortest time will be the network marketing information to consumers, and based on big data marketing methods make network marketing more accurate, more consumers targeted.

From the external perspective of network marketing, the audience's wide range and can repeat the use and retrieval, is the network marketing difference in other marketing methods of the important features, a publicity can be reused, and can be stored in the network for a long time, is an important function of network marketing. Compared with traditional marketing methods, network marketing provides more possibilities for consumers to directly connect consumers with products and services.

1.1.5 Network Marketing for the Change of Traditional Marketing Mode

The traditional marketing approach will be face-to-face communication, which means that customers and businesses can generate purchase activities by docking, and the traditional marketing theory supports 4Ps theory, that is, product (product) price (price), channel (place) Marketing (strategy), combined with the strategy (strategy), together constitute 4PS marketing theory, in the past marketing activities, we have no doubt about 4PS marketing theory, but after the emergence of network marketing, 4PS Marketing theories are beginning to be conditioned and further changed.

Product (product):With the help of the diversity of Internet network, consumer groups, after covering the vast majority of consumer groups, make product design and improvement rights from the enterprise to the customer's hands, especially in some fast-growing industries. After all, the products will be sold out, consumers will produce more feedback during the process of use, eventually the merchants will improve the product according to the requirements of the consumers, and then realize the design and upgrading of the product, the way of network marketing makes the traditional product production and design changes.

Price (price):As a reward for the products and services provided by the enterprise, the formulation of the price always depends on whether the consumer chooses the core of the product, so, from the perspective of the enterprise, it is necessary to set a reasonable price, first of all, the cost of the product or service is to be considered, and then the brand premium is taken into account The problem, in the end is to consider the consumer audience question, if the buyer is the majority, then the enterprise can product the price, if the buyer is not so, whether the enterprise should consider the price reduction actively, so in the network marketing activities, can measure the consumer's acceptance of the product In turn, the enterprise selects a suitable price for marketing, so as to improve the company's sales and overall profitability.

Place (place):In the process of network marketing, channel problem is compared with the traditional marketing way, the channel has streamlined many, basically realized the shift of manufacturers butt consumers, especially in some online marketplaces, the traditional marketing mode, the merchants often need each region's distributors to go through marketing and promotion of their own products, but with the help of the network coverage of the characteristics, often the merchant directly to promote the product out, without middlemen to earn the difference, to achieve the overall marketing campaign, for the enterprise to greatly reduce the marketing channel, for consumers, it saves the intermediate link It's possible to have more revenue.

Promotion:Because of the all-weather, all-time feature of the Internet, the traditional marketing activities have changed fundamentally from the nature. The most obvious manifestation is that sales activities have broadened the traditional field and scope and realized the coverage of the widest crowd.

1.2 Tmall Net Introduction

Tmall, a comprehensive shopping site, formally decided to rename the Tmall store to Tmall in the morning of Jan. 11, 2012, and launched a brand-new logo and promotional slogan on March 11, 2012, in November 2012 Tmall net set a world record in 13 hours, a total of 10 billion yuan of goods, creating a new Guinness World Record, from the very nature of the cat market is out of the day cat net, is Alibaba Group to B2C and C2C business made a major division, In the future, the Cat Network covers mainly small merchant groups, including semi-professional shopkeepers as well as some consumer self-run shops, while Tmall online focuses on large customer groups, such as the online shops of some well-known businesses, strictly separating the functions of Tmall and Tmall Co-development with the business model. November 11, 2016, the cat double 10 activity, set a new record, the day clinch a deal reached 1207 billion yuan, realized the year's biggest sales

breakthrough, but Tmall in the production and operation of the process also accompanied by a lot of negative news, such as Tmall sell fake, day cat After-sales service is not in place, the Tmall in the course of development has been subjected to legal supervision and sanction.

1.2.1 Tmall Market Size

Tmall online through B2C approach to a large number of sellers and genuine merchants, including kappa, adidas, nike, Lock & Lock and other genuine merchants, and there are Suporer, Suning easy to buy, Dangdang network, there are a lot of brands such as shopping malls, as of So far, Tmall has more than 80,000 merchants,, with more than 110,000 brands and a huge breakthrough. In terms of turnover, Tmall as a cluster of merchants, with its brand awareness and a sound network marketing model, the Tmall shopping mall has achieved considerable marketing results at the beginning of its establishment, including the day-to-day cat shopping on the day of Singles Day, but also to Tmall shopping mall. For more profitable space, Alibaba achieved total sales in 2016. Eight trillion renminbi, or about \$300 billion, is a major breakthrough in China's retail industry and a major breakthrough in China's e-commerce system.

1.2.2 Based on the PEST Analysis Mode, the Macroeconomic Environment of Tmall is Analyzed

Tmall is generally owned by the macro-network shopping market, so by analyzing the macro-network shopping market environment, it can be very positive to see the development trend of the future cat market, as well as the opportunities and threats to be faced in the future. Analysis of PEST means macroscopical analysis, P is politics, E is economy, S is society, T is technology. At the time of analyzing the operational status of Tmall, it is usual to analyze its macroeconomic environment through this method.

Political environment:E-commerce is a new thing in the the 1990s. The new economic model that affects the world has many advantages over traditional

commerce. Although Western developed countries have developed rapidly, they have not formed a mature safe operation mode. In view of the fact that e-commerce is in the world and already has a profound impact on the economic development of various countries, especially after China's accession to the WTO, in order to catch up with the development of the world's E-commerce, the current urgent need to solve the security of E-commerce, in addition to the technical scope and management system As early as the 11th five-year plan, China has promulgated the outline of the development of E-commerce, in the subsequent 25 period to be implemented and implemented to promote the development of E-commerce in China, in order to standardize the online market for a variety of behavioral norms China has promulgated the Internet banking based on the Network Information Services governance measures and the latest proposed "Maintenance of Internet security decisions", in order to standardize the contracts of various online transactions China follow-up in the "Chinese People's Republic of contract law," the validity of the electronic signature. In the 2012, a large number of laws, regulations and codes of conduct were developed on the basis of this, which promoted the harmonious development of e-commerce through the regulation of retail management of network retailing market and local administrative regulations.

Economic environment: In 2016, during the first year of China's 13th Five-Year Plan, the 13th Five-Year Plan period was the decisive stage of building a moderately prosperous society in an all-round way. At present, China's economic development has entered a new normal, and China's development is faced with great strategic opportunities as well as many contradictions and challenges. In order to promote the quality and efficiency of development, adjust the industrial structure, promote innovation-driven development, guarantee and improve people's livelihood, accelerate the improvement of institutional mechanisms in all fields, properly handle changes in external environment and promote long-term stable and healthy development of China's economy.

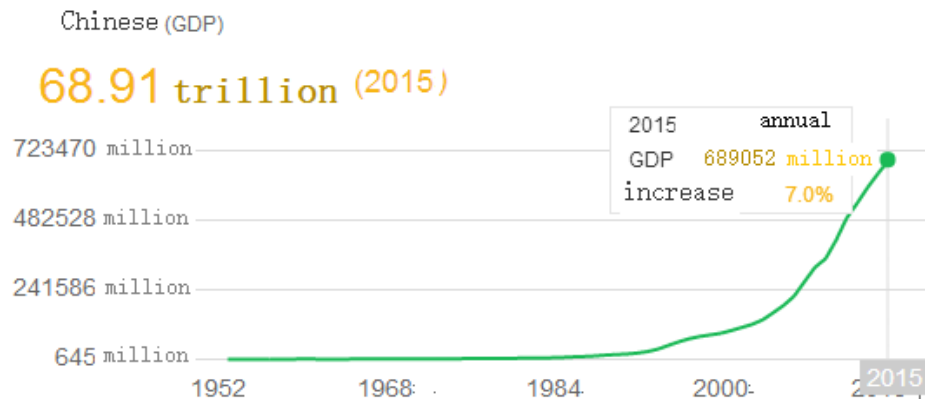


Figure 1-1 map of China's GDP change

From the change of GDP, China's GDP grew rapidly after the reform and opening-up, from 4.5 billion yuan in 1952 to 68905.2 billion yuan in 2015, and China has become the world's second largest in terms of GDP ranking, and has become the world's largest industrial manufacturing system. The country, behind the rapid growth of GDP, is driven by China's long-term investment and exports, so the emergence of e-commerce has coincided with the demand for economic growth after a comprehensive consideration of the domestic and foreign economic environment by the state to stimulate economic growth through internal consumption demand.

Social environment: The Internet brings about a comprehensive transformation of social culture, enabling consumers to reach more convenient access to various goods and services, and gradually become an important aspect of social life based on the Internet marketing way, and in the present diversified cultural background, consumer choice is increasingly diversified. Under the premise, the shopping activity provides consumers with many important choices, from the consumer's point of view more and more emphasis on the brand characteristics, like impulse consumption, more attention to the product interaction with the business and the enterprise, so through the network shopping way to achieve consumers and enterprises the greatest degree of communication and interconnection.

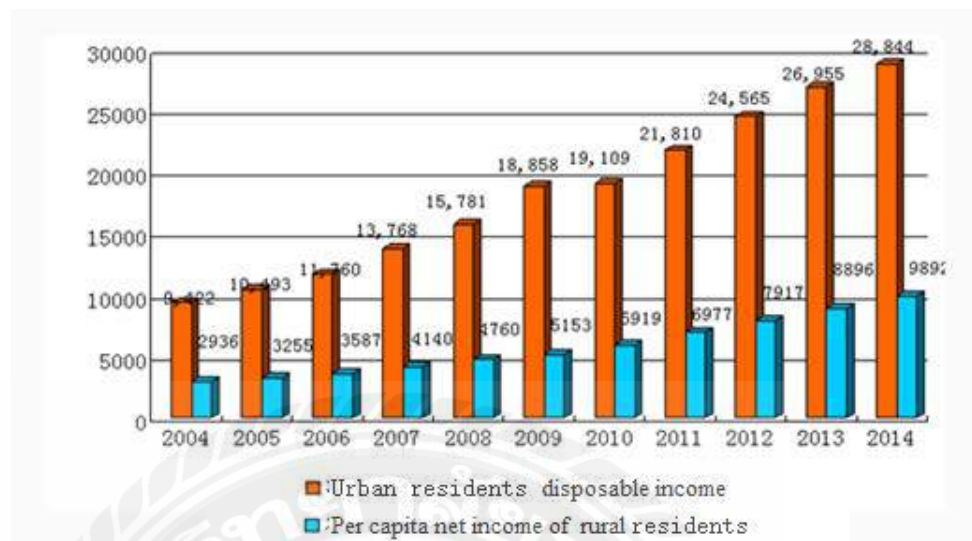


Figure 1-2 Total disposable income per capita in urban areas

After years of economic development and rising incomes, the disposable income of Chinese consumers has been rising, and the rising consumption income has a huge demand for consumption. With the underdeveloped retail market in China, more and more consumers are looking forward to shopping online. The consumer market of e-commerce and network is an important part of consumer consumption, and is an important part of national will and macro strategy.

Technical environment: With the rapid development of technology and new technologies and new applications, more and more consumers can access the Internet with lower costs and develop business and development, e-payment technology and the development of VR and AI technologies on the Internet, enabling e-commerce. In order to reach the unprecedented breadth and depth, to realize the comprehensive change of the national economy, to promote the development of consumer investment and economy, the advancement of technology is an important prerequisite for the development of e-commerce. Based on technological innovation, it provides more possibilities for e-commerce and on this basis, e-commerce development provides important technical support.

CHAPTER 2

LITERATURE REVIEW

2.1 The Status of China's Online Shopping Market

2.1.1 The Status of China's Online Shopping

With the rapid development of social information, the network has become an essential part of people's daily life. People can browse information from the network, enjoy the service and enjoy the convenience of high technology. Therefore, the network market prospect is very broad, and as network service mainstream online shopping is very development potential, attracted more attention. With the development of computer on-line, more and more web users like to randomly buy some websites, gradually recognize the online shopping.

Online shopping is the process of online shopping by consumers. Its main characteristic is that the merchants and customers do not meet each other, through the network dissemination of goods information and money. Online shopping has the following characteristics: sales cost reduction, time and manual savings of consumers, face-to-face conflicts between consumers and businesses, reduction of business cost of merchants and so on, low cost characteristics. Nowadays, with the popularity of the Internet, online shopping has become an important form of shopping, and online shopping has become a big trend of future economic development.

For consumers, it's hard to be convenient and cheap. Many people who have an online shopping experience tend to be easily conquered because of their convenience and low price and become a hard-core consumer of online shopping. Consumers are buying generic goods and online shopping can save not only a lot of time and energy but also higher consumer discounts. Take these shopping sites for example, these sites are more than 20% lower than the market price, plus the variety of products, new style, especially consumers' favorite, especially the clothing plate

development fastest.

Second, for the merchants, because online sales without inventory pressure, low operating cost, business scale is not restricted by the site, in the future there will be more enterprises to choose online sales, through the Internet to market information timely feedback, timely adjust the business strategy, in order to improve the enterprise's classics ability to benefit and participate in international competition. For the whole market economy, this new type of shopping mode can also be in a wider range, more at a higher level to achieve the allocation of resources.

As can be seen, online shopping breaks the barrier of traditional business, whether to consumers, shopping websites, enterprises or the market has great attraction and influence, in the new economic period is undoubtedly the ideal mode of "multi-win" effect. For standardized commodities, the advantage of online shopping is enormous, and online sales will occupy a growing market share. This is the real market driving force.

Although online shopping is quick and convenient, it's quite flexible, but there are plenty of computer users and non-computer users who don't accept the items they need to buy online. In other words, the prospect of online shopping is optimistic, but the status of development remains to be discussed. As a matter of fact, our country's traditional beliefs are deeply rooted and online shopping is not acceptable and adopted as a new force for the time being. In fact, because of network security and the quality of goods can not be guaranteed. And a common consumer situation is that people are more likely to buy small goods online than other goods. Because the cost of small goods is generally not very high; and the quality of such goods is easier to discern, consumers are not easily deceived; once again, the super-comprehensive information flow makes it easier to find niche goods online from the shopping mall, and truly reflect the advantages of online shopping, both convenient and fast It's easy and simple.

There are still a lot of concerns about online shopping, mainly including

distrust of websites, fear of being cheated, and concerns about quality of goods; questioning the safety of online shopping; worrying about after-sales service; and worries about the damage to goods and goods. All these concerns will be properly resolved in the near future.

2.1.2 Network Shopping Development Scale

As of June 2016, the 38th Annual report on the status of Internet development in China shows that China's internet shopping subscribers are up to 448 million, up 34.48 million from the end of 2015, the growth rate is 8.3%, and China's online shopping market is still maintaining a fast and steady growth trend in the cnnic. Among them, the size of China's mobile network shopping users reached 401 million, the growth rate of 18%, the use of mobile internet shopping from 54.8% to 61%.

In January this year, Iresearch, a consultancy, published the 2016 China Electric Business Report, which showed that in 2016, China's online shopping volume amounted to 4.7 trillion yuan, up 23.9% from 2015, and a slowdown in growth; mobile shopping accounted for 70.7% of the entire network shopping transaction, up 15.3% year-on-year.

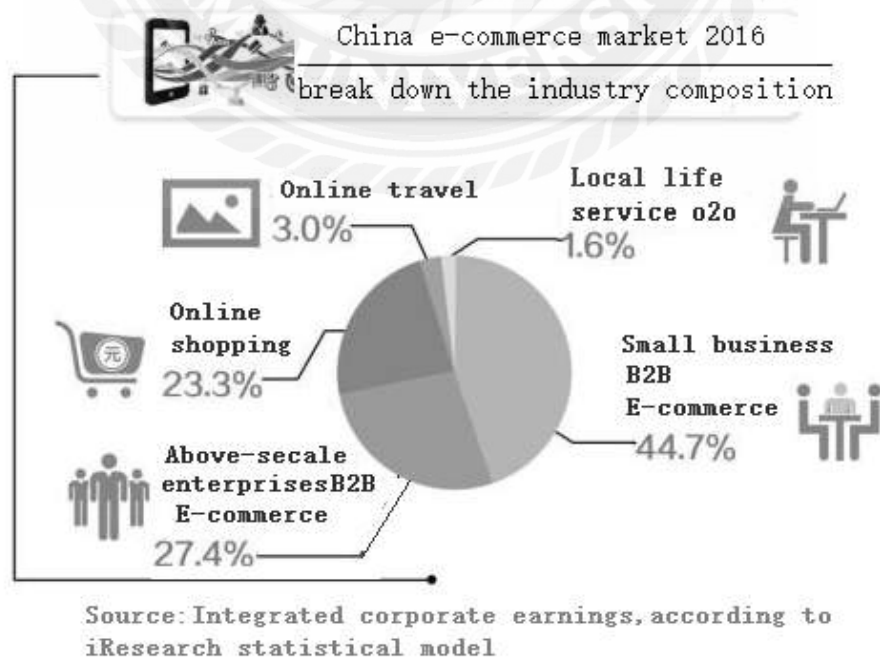


Figure 2-1

According to the report, B2C website transaction market share, Tmall Jingdong is the first two, Weipin will take 3.5% of the market's market share is third. Compared with 2015, Jingdong, Suning only the share of the product will increase.

From the growth point of view, Beijing East, Suning easy to buy, only goods will grow faster than the 31.6% overall growth of the industry. It is noteworthy that from the only product will be 2016 Q4 earnings, revenue increased 36.5% year-on-year to 18.98 billion yuan, 17 consecutive quarterly profits. Mobile network purchases have continued to grow steadily in the coming years.

The market concentration of mobile shopping is still high, according to Iresearch's consulting data. From the enterprise share, 2016 Ali Wireless still ranked first, accounted for 82.6%, but compared with 2015 down 1.6%, the east accounted for 1.8% to 7.5%. Consumers to move the end of the transfer, only goods will, Poly Mei excellent products, Mushroom Street and other fashion manufacturers of the mobile end of the overall turnover accounted for 80%.

Social e-commerce, live streaming, O2O and other emerging e-commerce development and rural market development, make the market competition more intense. In the next few years, China Mobile's online shopping will remain stable, Mr. Airy said. Mobile terminal, anywhere, fragmentation, high interaction features make shopping time, space restriction is smaller, consumptive behavior becomes dispersed, with the diversification of mobile shopping mode, social e-commerce, live broadcast, VR, O2O and other related shopping mode and big data application, will become Drive mobile shopping development point of growth.

E-commerce pattern differentiated competition report shows that, regardless of the site or mobile terminal, the integrated e-commerce business is in Tmall, Jingdong and Weipin three columns of the top three, e-commerce pattern has been set, in China B2C network shopping scale growth slowdown trend, practitioners continue to seek differential competition.

2.1.3 The Characteristics of China's Online Shopping

China's Internet users are getting closer and younger, with a gradual shift from higher education and income groups to lower academic and income groups. The change of online shopping user's characteristics also presents a similar feature. In the gender, women become the main force of online shopping, and the proportion of female users in online shopping is increasing, more than men make up. The age of online shopping users is mostly between 18 -30 years old, the monthly income is concentrated in 5000 ~ 8000 yuan, and is dominated by the enterprise white-collar and students.

Sex Structure:According to the sex structure of internet users, the females in the net-shopping group are superior, and the proportion is higher than men. In today's era of internet popularization, women and men have almost the same network resources, the proportion of women and men is 53:47. However, due to the fashion of online shopping, convenience and the combination of entertainment and women's shopping habits, women's habit of shopping online extension, female netizens have gradually become the main force of network shopping. Not only that, the proportion of women in online shopping users is also gradually improving. Women accounted for 50.8% of Internet users in 2010, slightly higher than men. By 2016, this ratio was raised to 61.5%, significantly higher than that of men.

Age structure:From the net buys the user's age constitution to look, the net buys the group is younger than the general Netizen. 18~30 岁 netizens are the main network shopping, accounting for 81.7% of the total number of users of the net. Among them, 18~24 岁 's net buys the user to occupy the ratio also to ascend, the annual increase reaches 15.4%. Minors and Internet users over the age of 40 are relatively few online purchases. The former because of economic independence is poor, disposable income is less, net purchase strength is not strong, the latter network shopping physiology and psychological barrier more, network shopping power is weaker. However, compared with 2010, the proportion of shoppers who were under

the age of 18 in 2016 edged up slightly, increasing by a 0.2 percentage point. Compared with the aged 40 and older, the possibility of internet shopping for underage netizens is even greater.

Education structure: From the net buys the user's academic structure to look, the net buys the user the overall education level is high, but has gradually to the low education penetration tendency. Compared with the ordinary netizen, the net buys the user to have the high academic education group to occupy the higher, the university undergraduate education accounted for 73.8%, below Junior middle school only 4.4%. From the trend of change, the user of college degree has replaced the university degree, the user has become the main body of the net-shopping user, and the net-buying user's academic structure has changed greatly. Among them, the middle school, high school and the college degree net buys the user proportion to increase 0.8, 12.3 and 13.4% respectively. The penetration of net-buying users into low education shows that China's internet shopping threshold is beginning to decline, from the alternative way of minority use to the public service.

Occupational structure: From the network to buy the distribution of the user's occupation, the current Chinese network to buy users to enterprise companies mainly personnel, this group accounted for 43.4%. The student group is the second largest user group in the net shopping market, accounting for 20.1%, lower than the overall Internet users ' proportion (31.7%). This is mainly due to the low proportion of primary and secondary school students online shopping, the use of online shopping groups are mainly students of tertiary institutions.

Income Structure: According to the income distribution of the users in the net, the income of the Chinese net buyers is more 5000~8000, and the proportion of the users in the net-shopping is increasing gradually. At present, this group has accounted for 54.7% of the total number of users of net purchases. Among them, the income in the 10000~12000 yuan Netizen is the net buys the user the most group, achieves 29.8%. Next is the monthly income in 20000~30000 Yuan Netizen, account for 24.9%.

Urban and rural structure: From the urban and rural distribution of online shopping users, online shopping users mainly concentrated in cities, 92.6% live in towns. Compared with the rapid growth of rural Internet users, the penetration of online shopping in rural areas is more difficult. In rural areas, network usage is not high, the use of the network is relatively short, per capita consumption level is much lower than the city. The use of Internet users in rural areas is also more entertaining, and the more advanced applications such as online shopping are more difficult to promote in rural areas.

2.2 Pet Industry Analysis

The main purpose of the industry analysis is to look at the relevant data and materials, let us know about the development situation of the industry, and some of the problems that have made us have a thorough understanding of the industry, so we can look up a lot of relevant information and documents as well as the data we send. The pet industry is a fast-growing industry, with more than \$65.5 billion, in the U.S. pet industry in 2016, but China's pet market is only 40 billion yuan. However, behind such a big gap, there is another data telling us that China's pet market has maintained its annual growth rate of about 30% for years, enough to explain the huge potential of the pet industry in China. In addition, according to the user base, 62 percent, of households in the United States have pets, 43 percent in Britain and 28 percent in Japan. The number of pets in developed countries is larger than that of children. The proportion of pet owners in China's first-tier cities has reached 12% in 2016, and pet owners under 35 are, more than 70%. With China's huge base of users, the domestic pet market will occupy a place.

2.2.1 Pet Industry Status and Development Prospect

With the continuous development of economy and the acceleration of urbanization, more and more residents from the rural areas to the city, pets such a period of agriculture as the main characteristics of the things also brought to the city

culture, in people's living material conditions are improving, material society is increasingly rich at the same time the spiritual life is increasingly empty. With the rapid aging of society, the number of one-child and dink families is increasing, pet feeding has become a kind of spiritual sustenance and emotional consumption. The pet industry is also showing a rapid development process, according to iresearch 2017 years of statistical data show that the pet industry's annual composite growth rate reached more than 58%. The average profit of the pet industry is more than 17.5%. The average pet feeding rate in China reached 2.1% of the 100 people. Although in many countries, China's pet market in the developing world is still below the level of more than 10% of the developed countries, but with the development of pet markets in China, the future is likely to catch up with even more than the developed countries; The pet industry is an industry with great development potential, and now China's pet industry Mainly covers pet hospitals, pet food, pet appliances Pet Books Pet market, pet trading, beauty, pet goods, Pet funeral and other related industries chain, and the development of pet industry in China, in pet feeding, species diversity trends.

Table 2-1 Composition of common pet types

Kind	cats	Synodus	Fish	Avifauna	Entomophyta
Proportion %	26. 89%	31. 57%	10. 26%	15. 16%	16. 22%%

More families have made a kind of breakthrough in pet feeding, try scorpions, spiders, snakes, birds, fish and other kinds of pet owners more and more, this also effectively drives our country pet market kind of comprehensive prosperity, and raised the pet types in the entire pet share Specific gravity, the present pet has become a self-spiritual enjoyment, more and more love dogs a family, the love of the cat family beginning to emerge. The overall purchase of pet China pet market, the present, because the high-income people mostly like to feed their pets, the higher value of the breed is still based on the buyer, the pet consumer, in this aspect of the

funds and energy.

Because there is still a problem in China's pet industry, the laws and regulations related to the wild growth of the pet industry are not standardized, which leads to frequent problems of product quality in the pet industry. In the foreseeable future, the state will formulate corresponding laws and policies to support the pets market. Conduct corresponding regulation, improve the overall quality and efficiency of pet market.

2.2.2 The Status of Pet-Baby Living Hall

Pet Baby, a pet retailer founded in 2006 in Jiangsu, Zhejiang and Shanghai, sells pet toys, pet food, pet supplies, pet beauty, pet drugs and pet photography and pet-related industries. Most of the Bay Living Museum is located in the residential area and prime location, so the pet is essentially a pet shop where the pet baby is an offline store.



Figure.2-2 Annual compound growth rate of pet's living center on-line

After entering the 2010 pet Baby has been to the online store's importance, in the day cat opened the first Pet Treasure Life Museum, and in the year received

more than 2 million of turnover, 2011 2012 company even compound growth rate reached 89%, won the title of the day cat Crown business, Flagship store long-term assessment rate of about 89.2%, although there are many customers in the process of buying a number of dissatisfaction, but customer service can be in the interaction between the positive coordination, pet Baby Living Museum online store praise rate is far higher than the same industry In the 2013 to 2014, the rapid development of pet industry made the pet Baby Living Museum's online store transaction total breakthrough 10 million, net profit reached more than 2.4 million, pet Baby Living Museum implementation of differentiated price strategy and perfect service system through integration, line on-line resources, to achieve a leapfrog development, In 2016 achieved a total sales of 20 million of the great performance, but we also want to see is the company's overall sales performance below the industry's average growth level, especially below the same industry network flagship store, which fully demonstrates the company in the Network marketing, network planning, network publicity efforts not enough, Pet Baby Living Museum's inherent customers were robbed by other stores, so the company must strengthen its network marketing strength, expand more customer groups, deepen user experience.

2.2.3 Pet-Baby Living Hall Characteristics

The pet baby is a comprehensive pet supplies supplier, reflecting in her ability to provide pet food to the variety of products and pets around the variety of products, pet baby built a perfect supply system; consumers only need to walk into the pet house, or online browsing the corresponding commodity information can be ordered to buy, the whole process is a perfect link, so the pet baby has perfect full industrial chain advantage, followed by the following offline pet shop to pet baby living room provides more opportunity, service outlets pet baby living room can be in A short class A/ P all after-sales service; The combination of line-on-line is in line with the logic and regularity of business operation and is one of the inner strengths of pet baby. Because pet baby has its own brand of pet music, pet products brand love

pet, maintenance brand for pet baby get a great profit source, in the future pet baby decide to expand and put into production the third generation of pet food that is being developed, this will bring great core to pet baby competitiveness, pet baby in the future development process, although there are some problems, but still have a strong competitive advantage.



CHAPTER 3

RESEARCH METHOD

3.1 Market Analysis and Questionnaire

3.1.1 Consumer Analysis

In the consumer make-up of pet baby, the population of 18 years of age accounted for 21.2% of the total consumer population. indicating that the total number of minors for pet consumption is more, most of them are students in school, some in junior high school, but they love pets like and pets together, which also highlights our national pet culture is spreading from top to bottom, in our actual investigation process, Consumer groups constitute the largest proportion of people between the ages of 18 and 45, which accounts for 46.25% of the total consumer population. This part of the people's economic independence, the average monthly income reached 10,000 yuan; they are the largest buyers of pet and pet food, with a total consumption of \$300 per month, so we should focus on appropriate network marketing for the group when we develop our sales strategy. This part of the people in the online purchase of consumer pet supplies, are particularly focused on quality and origin, and need us to provide the corresponding after-sales service, their strict requirements for quality from them have a certain level of literacy, in the actual work, we should pay special attention to this part of the crowd of after-sales service activities.

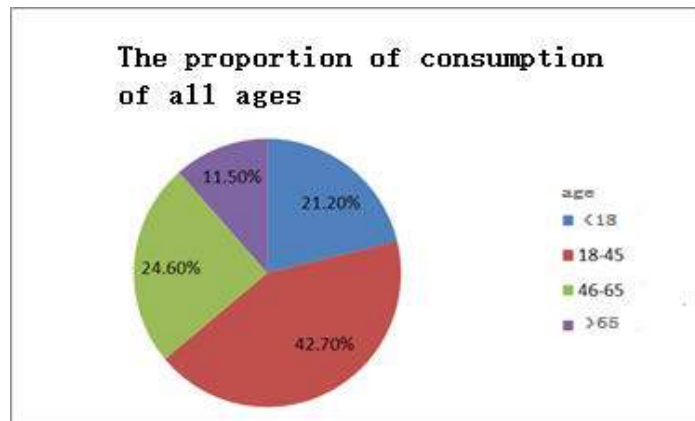


Figure 3-1 Proportion of consumption in all ages (from back-office data and questionnaires)

The second largest consumer group is between 46-65, part of the group's knowledge and use of the new technology, because they are generally in a state of retirement or semi-retirement, and their children are mostly out of work, so they need more Accompanied by things. They feed more pets than the first group. More broadly, men prefer to feed birds and fish in specific investigation processes, while women, especially dogs and foreign-breed dogs, dominate the pet market, and we need to pay extra attention to cats and dogs in the development of appropriate marketing campaigns Pet products outside, followed by their choice of pet products more attention to the price and the degree of application, for the product after-sales consultation more, so for this part of the population, we need to arrange special after-sales consultants, for them to provide services.

The third largest population is over 65 years old, most of them retirees, the use of the Internet and online consumption is less, in general, they mainly through their children to recommend or learn, browse online information, this part of the people on the brand and product requirements are not high but with considerable economic power, once you have identified the pet food and pet products you want to buy, repeat it at this store. This part of people is the most likely to become a repeat purchase consumer group, so we want to do marketing and publicity work to this part of the people, but with the help of online network marketing effect may have little,

must be online and online interactive mode, to this part of consumer group marketing, first First we want to do our products and services, then sell the corresponding products and services, we can choose the free gift way to benefit consumers, only then consumers will be loyal to our store will choose our products.

3.1.2 Competitors Analysis

The pet baby, as a retailer that covers pet food, pet products and pets around the world, has its own products in many pet products, but many of the same types of products and the same types of merchants are numerous. On Tmall and Tmall and other websites, the seller of pet products has reached more than 7,000, and their products are of a great variety, with their own objective consumer group, the homogeneity competition among the products is increasingly serious, especially in the industry of price competition, Because of the lack of corresponding trade constraints and industry regulation, some merchants reduce the price of their products by selling the quality of their products or selling them, so that most businesses are harmed in such a competitive environment, so by analyzing their competitors, we can establish our own business The company's perfect management system.

Pet pet industry Average profits, pet food net profit margin can reach 11.5% and pet supplies and pet around the net profit can reach 12.56%, interception from the industry average data, pet industry profit, if the consignment or the stock distribution so profit can only maintain in the industry average level, The production of pet food and pet products through its own production system can greatly reduce the profit margin earned by middlemen; in the present conditions of many competitors and many businesses, pet baby is not a special existence, and does not cultivate its own fixed consumer group, As a combination of pet food and pet supplies retail manufacturers, in the face of fierce competition in the same industry in the process of pet baby need to take more active action to deal with.

Among pet food and pet products, Nestlé and Mars are the two biggest titans, and their flagship stores are two stores with the highest frequency of consumption and

the highest sales, and pet rivals are looking to stand out from the point of view, and they have to pass a self-built brand or Self-built downstream production system to build its own perfect supply chain.

3.1.3 Market Environment Analysis

With the rapid economic development and per capita consumption level in China in recent years, the pace of urbanization has been increasing faster and more, and more and more people are pouring into the city from the traditional farming society, and more and more empty-nest elderly people, too many people feel lonely and lonely in this city lonely, need another thing to accompany oneself grow. As the reform and opening up also spread to the mainland, more and more consumers want to enrich their spare time by introducing western dogs, pet cats and other pet types, so more and more people are starting to raise pets and have pets As a result, pet culture has taken root in mainland China.

In the pet community we have found such a rule first in economically developed regions, they are the number and density of pets, and economically underdeveloped areas, or backward areas are pets, only in the economic level of families, in Beijing and Shanghai pet coverage has reached 13.43% And 17.26%, the national average of these two places is the country's pet consumption and pet food consumption and the largest area, as the Chinese residents of the retirement boom more and more people to feed pets will be more and more, especially retirees, China further implemented the second-child strategy. The second-child strategy will promote the birth of China and bring about a surge in pet consumption, because in the current family, more and more parents are aware that the growth of a pet to accompany their children can make children less lonely, talk to others, Loving pet feeding More and more self a way of communication and soul spread in Chinese culture system.

Pet rate above 20% in developed countries. China's overall pet-feeding market has not yet been developed, especially in second-and third-tier cities. The production and sale of living pets will be the next development opportunity in the

future, and pet stores in pet stores are increasingly inclined to line and below the line, according to statistics released by Ai Rui in 2016. China's pet consumption market for the next 20 years, will reach 20 billion yuan, so the pet industry is a rising industry and an industry that can actively invest and actively develop. Cultivating our consumer groups and spending habits will be the core competitiveness of the future competition in pet markets and pet supplies.

Pets have become an important member of each family in Europe and the United States. Culture is an important way of bringing pets into the family. The accelerated economic development of the urbanization process is an important factor leading to the constant development of the pet culture. Therefore, it is constantly developing in various aspects this opportunity is to vigorously invest and vigorously develop pet products and pet products to realize the leap-forward development of shops.

3. 2 SWOT Analysis

3.2.1 Advantage Analysis

Dominant analysis, mainly analyses the advantages of pet store in the competition process, pet baby shop is a retail manufacturer that covers pet supplies and pets around, category is more complete wired and online, as a pet store, a link mechanism is one of the advantages of pet stores, pet dealers There are more than 20 stores, online, concentrated in the area of Shanghai, Jiangsu and Zhejiang, all belong to the economically developed area, the amount of pet consumption is higher; with a sound online service system, the online sales of products can get better after-sales service upgrade the guest The satisfaction system of households is one of the advantages that we have, which is one of the advantages that we have, which is one of the advantages that we have, and most of our pet's retail stores have reduced the difference between middlemen and direct access to larger profits, and the treasure house of pets will open a shop It is also one of the advantages of our store, which has

a long time and a large proportion of fixed consumer groups. As a result of the large number of fixed consumer groups in store advantage, the cost of publicity and operation is low.

3.2.2 Weakness Analysis

The pet treasure house has a large number of loyal consumer groups, but in the current form of consumption, this part of the consumer group has not been able to provide a sound cash flow to the pet living room, our consumer group experience is robbed by other competitors, leading to the operation of the online store. The total amount is further reduced, so the disadvantage of pet is mainly reflected in the consumption group coverage is too little, publicity and promotion is not enough to make the company in the later stage of development is insufficient; therefore pet baby must change the old traditional way of management, vigorously through the network marketing way to promote elimination. The change in fee group, injected fresh blood to the management and management of the company, pet baby flagship store, although most of the products are directly in the pet shop, but in the pet supplies, through the middleman channel, still more; and in the pet food aspect, due to the majority of the election. With foreign manufacturers, pet food prices remain high, the threshold of the price has rejected a large proportion of the consumer's desire for consumption; the pet Baby Living Museum business activities to see, must establish their own brand advantages and their own supply chain system, can only be able to There is an expansion of earnings potential, offline shops too concentrated problem, although pet baby is a line-on-line. Pet Supplies Sales Company, but because its door is only concentrated in South China area; In North China and Northeast these pets consumer areas and the market there are no offline flagship stores, This is a pet baby enterprise strategy mistakes, In the future we hope to become baby can expand the store network The network and scale achieve full coverage of the whole country.

3.2.3 Chance

As China is in the midst of an economic restructuring and upgrading,

residents' economic power and economic incomes have reached a higher level, so the pet industry will usher in a large-scale outbreak over the next 20 years, The formation of the habit of feeding pets is growing. According to the China Pet Supplies Association, about 300 million, people are thought to be a potential feeding group in the future, with about 100 million consumers in China, the Chinese market and its potential, and pet branding At present, most of the pet food brands and pet products brands in the Chinese market are foreign brands, while the low quality of domestic brands has serious problems, and in the course of the future development. Domestic pet brand and pet use will occupy a larger component, this is our future pet baby living room should be active layout of a direction, national legal policy support, pet industry in the future will have a healthy development external environment. The relevant laws of the state have stipulated some national standards for pet food, and the relevant laws prohibit the abuse of animals and pets, and the pet culture will be supported by national laws and usher in a good development opportunity.

3.2.4.Threat

In the pet industry, foreign brands have taken advantage of the industry's profits and accounted for a larger share of their business, while Nestle's pet products in Beijing accounted for 45% of the entire consumer market, and Mars accounted for 35% other 20% for domestic brands. There is a similar situation in Shanghai. Nestle occupies the entire pet food consumer market 35%, while Mars is occupying 40% additional 25% to the domestic brand, the future pet brand market will be further intensive development, big business to miss the threat is potential and ubiquitous The lack of technology and design to perfect product services in the case of stricter standards leading to a major process in which we are disadvantaged, the future large enterprises have further mergers and acquisitions of small enterprises, so that the development of small enterprises in a fierce price, technology and service competition.

CHAPTER 4

RESEARCH AND ANALYSIS

By setting up survey questionnaire, investigating consumer can accept network marketing means, and their consumptive habits and propensity to consume, so that pet baby living room can adopt the appropriate network marketing strategy, and then raise the pet treasure living room in the online market share, promote The development and prosperity of the pet house of pets.

Design and Distribution of Questionnaire:

The future causes the content of the questionnaire to be feasible, can cover the overwhelming majority of consumers, so in the process of formulating the questionnaire, we will uphold the principle of multi-solicited consumer opinion, through the active communication and coordination with consumers to realize the revision and distribution of the questionnaire, first we will copy part of the original copy of the questionnaire Write out the questionnaire and then make a preliminary investigation to examine some of the changes that consumers have on our questionnaire and modify it accordingly.

In the course of the questionnaire distribution, in order to consider the diversity and authenticity of the sample, we start from a number of aspects, the survey of people from the age of 18 to 65 years of age and over consumer groups, in the geographical distribution due to our stores in southern China, so our investigation process also highlighted in East China, but for the north , northwest, northeast, east China and other regions we have also mentioned, to achieve the full coverage of the survey sample source.

Findings of the Questionnaire:

The determination value (CR) and the single question and the total score were correlated with 289 effective pre test samples, after statistical analysis, the

decision values of all the subjects reached. 01 significant level, the correlation coefficient also reaches. 001 significant levels, so no deletion of the topic, happiness.

Table 4-1 scale and the statistical results of the job burnout scale.

No.	Title	decision value(CR)	project and total score correlation value	deletes the alpha value of the title
1	The habit of subscribing to related product messages Weibo and other new	10.293***	0.687*	0.577
2	media marketing methods	7.693***	0.643**	0.582
3	push frequency of message in network marketing	8.969***	0.584***	0.588
4	Push content of message	0.093***	-0.172**	0.678
5	What kind of marketing style do you like	4.594***	0.327**	0.617
6	prefer the way of marketing	8.057***	0.642***	0.579
7	How to enrich your marketing system	0.986***	-0.115**	0.673
8	What attracted you to the company's micro blog	5.642***	0.379***	0.61
9	Which network marketing method is preferred.	6.015**	0.413**	0.609
10	The most important factor in network marketing	6.058***	0.375***	0.61
11	Favorite product is	12.301***	0.698***	0.572
12	What platforms have purchased products	9.911***	0.67**	0.576

13	Reasons for the purchase of products at the pet house of pets	-4.515***	-0.505***	0.705
14	annual consumption	-1.691***	-0.382***	0.702
15	What do you value when buying pet supplies online	4.821	0.348	0.615
16	What kind of marketing do you want to add	3.138***	0.334***	0.616
17	What worries about buying items at pet houses	-4.475***	-0.445***	0.704
18	the suffering of the shopping process	9.175***	0.605***	0.580
19	restrict the development factor of our shop	1.476***	-0.098**	0.671
20	Other Recommendations	4.03***	0.275**	0.625

We first analyze the basic information of the questionnaire, from the overall understanding of the survey information, in the course of this investigation, a total of 320 points of questionnaires collected 312 questionnaires of the overall recovery rate reached 97.5%, the elimination of missed and wrong selection of 23-point questionnaires, A total effective rate of 289 questionnaires was 90.31%

Table 4-2 Basic Information Survey

Item	Option	Number of people	percent
Gender	Male	111	38.41%
	F	178	61.59%
Age	under the age of 18	58	20.07%
	18-45 years old	125	43.25%
	46-65 years old	74	25.61%
	66 years old and above	42	14.53%
Levels of incomes	50000 and down	25	8.65%
	5-100,000	116	40.14%
	11-200,000	100	34.60%
	More than 200,000 and above	48	16.61%
Employment	general staff	118	40.83%
	Free Lancers	21	7.27%
	retired worker	89	30.80%
	Other Practitioners	71	24.57%
Whether to feed a pet	Yes	267	92.39%
	No	22	7.61%
consumption on pet supplies	1000 Yuan and below	112	38.75%
	between 1000-5,000 yuan,	70	24.22%
	between 5,000 and 10,000 yuan	68	23.53%
	10000 Yuan and above	39	13.49%

We can see from the above findings that women are far more male than men in terms of gender, and as the questionnaire is randomly distributed, there are far more women than men in the composition of pet-friendly people, so we found that 178 of the total number of women accounted for 61.59% of the population in the above survey. And men accounted for only 121 men reached 38.41%, indicating that women are the largest market for pet consumption, in the process of network marketing we have to do a special marketing approach to women, to achieve the balance of our marketing market, in the age of the composition of 18-45 years between the age composition is the most, Accounted for 43.25% of the total population, this part of the population has a high economic strength and purchasing power demand, and the probability of repeated purchase is higher, so from this part of the group of Active

Network marketing helps to improve the overall sales amount of shop.

In terms of income levels, we screen all consumer information in our store, it is found that consumers in the annual income level to 5.1 million of the purchase of our products is the most, they reached 116, in the percentage of the ratio of 34.6%; In the second is 110,000 to 200,000 of their annual income is higher, Economic strength is relatively strong, with a certain degree of cultural knowledge and higher spiritual self-cultivation, they pay more attention to pet products in the process of pet brand and pet quality, the overall consumer quality of the higher they are in our survey of the crowd accounted for 34.6%, from the professional view of ordinary workers, freelance workers, retired workers, Other staff is the general staff in our shop, pet supplies the most a category, they reached 40.387%, followed by retired workers they reached 30.8%, and finally the general staff, they have a certain economic strength, they in the daily life of the living animals to raise some pets therefore have a higher consumption strength Retired workers most of them choose to feed their pets because of their mental loneliness, which is one of the largest components of consumption, and in the overall consumer survey of whether to feed their pets, the number of people feeding their pets reached 267 per cent to 92.39% of their total population. Early pet consumption on the majority of the concentration of less than 1000 yuan, in fact, between 1000 to 5000 yuan in the crowd, they generally praised the total sales of 62% stores.

4.1 Reliability Analysis

In the analysis of the questionnaire, we should first determine whether the overall data of the questionnaire can be trusted to be a comparison and reliability analysis indicator. Most of them can be classified into three types, and the stability factor is mainly focused on the consistency of the data and the authenticity of the data The second is whether the equivalent reliability focuses on the authenticity of the data from across-the-line consistency, while the internal consistency factor focuses on the

authenticity of the data from cross-projects. Among the reliability analysis, there are a number of ways to see whether the data is credible, which is commonly used with the method of retest reliability, complex reliability, half-reliability and α -confidence coefficient method. The alpha reliability coefficient method is used in this paper.

Table 4-3 Reliability Analysis

factor project	content subject	Cronbach's alpha value
Basic information	Basic information 1-5	0.711
marketing mode	marketing mode 1-10 questions	0.862
means of marketing	Marketing Method 1-9 Question	0.769
	a total of 24 questions	0.89

After careful analysis of the above 289 data, we found that the reliability coefficient of the whole paper reaches 0. It is indicated that the credibility of the data is above 89%. The internal consistency of data is strong, so the next analysis can be carried out.

4.2 Validity Analysis

marketing mode validity analysis

Table 4-4 Marketing Method Effect Analysis

Kaiser-Meyer-Olkin measure of adequacy		0.7802
Bartlett's sphericity test	approximate chi-square	2900.258
	df	1540
	Sig.	0.026

After further analysis of the reliability, we have to do a factor analysis of the data, the overall factor analysis is divided into two parts. One part is to the marketing method, do a reliability analysis, the second part is the marketing means of a letter all analysis, in the two analysis process, first of all, the credibility of the marketing method analysis, Through SPSS22.0 software we get the overall validity of the marketing approach to 0.78 significant p values of 0.026 less than 0.05. This paper

explains the reliability analysis of the marketing method, and through the test can carry on the factor analysis.

Table 4-5 Marketing Methods Analysis

Kaiser-Meyer-Olkin measure of adequacy		0.624
Bartlett's sphericity test	approximate chi-square	1566.258
	df	1644
	Sig.	0.000

The second is to do a reliability analysis of marketing methods, the reliability analysis is divided into 0.82 far above our 0.7 critical point, so the reliability analysis, through the second part of the marketing method can also do factor analysis, the significant p value is less than 0.000, indicating that the credibility of the questionnaire is higher, through the reliability test.

Table 4-6 factor analysis

Project Title	Title	Factor 1	Factor 2	Factor 3	Factor 4
1	The habit of subscribing to related product messages	0.976			
2	Weibo and other new media marketing methods	0.877			
3	push frequency of message in network marketing	0.817			
4	Push content of message	0.769			
5	What kind of marketing style do you like	0.703			
6	prefer the way of marketing		0.642		
7	How to enrich your marketing system		0.568		
8.	What attracted you to the company's micro blog		0.559		

9	Which network marketing method is preferred.	0.578
10	The most important factor in network marketing	0.632
11	Favorite product	0.572
12	What platforms have purchased products	0.576
13	Reasons for the purchase of products at the pet house of pets	0.705
14	annual consumption	0.702
15	What do you value when buying pet supplies online	0.615
16	What kind of marketing do you want to add	0.573
17	What worries about buying items at pet houses	0.798
18	the suffering of the shopping process	0.968
19	restrict the development factor of our shop	0.521

In each project to take more than 0.5 of the ingredient factor, they are summed up into different four factors, through four factors to analyze the marketing method and marketing methods in the network marketing of different roles, so in the network marketing methods we summed up two factors, in the network marketing means we also summed up two factors, named as follows:

Marketing mode:

Factor 1 (covering item 1-5) network marketing habit factor

Factor 2 (covering question 6-10) network marketing mode factor

Marketing means:

Factor 3 (covering title 11-15) online store marketing construction factor

Factor 4 (covering question 16-19) online store marketing method factor

4.3 Descriptive Analysis

Table 4-7 Descriptive Statistics Analysis

Item	AVERAGE	Standard deviation	Minimum Value	Max. value
network marketing habit factor	2.45	0.79	0.113	3.26
network marketing mode factor	3.26	0.56	0.015	3.41
online store marketing construction factor	1.57	0.88	0.018	4.00
online store marketing method factor	2.36	0.65	0.256	3.79

From the above analysis process, most of the options are from 1-4 score, system, 4 is divided into the highest score and 1 is divided into the lowest points, so in the analysis process, we have made a factor analysis of the above overall data, and the results are as shown in the above table, among which network marketing methods because of the child scored highest and got 2. 26 points, indicating the majority of respondents to the company's network marketing way is more recognized, followed by the network marketing habits factor, but the Department of China is in the rapid development of the Internet, through the Internet to build a brand-new sales pattern and production mode become a lot of companies' specific pursuit, Therefore, from the above analysis, to carry out the appropriate network marketing, we must start with the consumers' daily consumption habits.

4.4 Independent Sample T Inspection

The "Independent Sample T Inspection" process compares the average of two sets of cases. Ideally, subject should be randomly assigned to two groups to respond to any difference due to processing (or lack of processing) rather than other factors. The average income of men and women is not the case. People are not randomly assigned to men or women. In these circumstances, you should ensure that the differences in other factors do not mask or exaggerate the significant differences

in the average. The difference between average incomes may also be affected by factors such as education (not just by gender).

Table 4-8 Independent Sample T Test Based on Gender

	Gender	N	Mean	Standard deviation	t value
network marketing habit factor	Male	111	4.0476	1.1594	0.098
	Female	178	3.2676	0.6296	
network marketing mode factor	Male	111	3.5833	0.34157	1.639
	Female	178	3.0737	0.44921	
online store marketing construction factor	Male	111	3.456	0.44721	3.539
	Female	178	3.0362	0.34575	
online store marketing method factor	Male	111	3.1667	0.46547	0.084
	Female	178	3.135	0.41128	

In an independent sample T-body test based on gender, we found that the difference between male and female leads to greater differences in their choice of marketing methods and marketing methods; the T value of the independent sample t test is less than 0. 05. Fully explained in the network marketing aspect, male and female in different marketing means and marketing way is a big difference. Therefore, it is necessary to establish targeted marketing and publicity methods to build a sound marketing system through different marketing methods. In the actual investigation process, we find that women prefer Weibo blog to Weibo blog marketing way, because in daily life they reach most of the Weibo And they spend an average of more time on Weibo than men, while men tend to be more focused on WeChat marketing and self-media marketing because they want to adopt such a way. To understand and learn about pets, so in our network marketing propaganda means, we must have

targeted, targeted at male users, we should be able to create WeChat public number and self-media way to carry out the marketing of pet products to female users, we can building Weibo blogs, let them know our products.

Table 4-9 Independent Sample T Test Based on Age

Level	Age	number	Mean	Standard deviation	t value	significance p Values
network marketing habit factor	under the age of 18	65	3.2857	0.72272	0.067	0.005
	18-45 years old	53	3.1995	0.48634		
	46-65 years old	26	3.5385	0.62113		
	6 years, old and above	20	3.2714	0.89021		
network marketing mode factor	under the age of 18	65	3.0808	0.43774	1.329	0.267
	18-45 years old	51	3.0539	0.45087		
	46-65 years, old	26	3.25	0.5		
	6 years, old and above	20	3.025	0.45088		
online store marketing construction factor	under the age of 18	61	2.9672	0.36933	0.029	0.012
	18-45 years old	51	3.1275	0.35837		
	46-65 years old	26	3.0192	0.3076		
	66 years, old and above	20	3.025	0.26779		
online store marketing method factor	under the age of 18	61	3.1434	0.4665	0.302	0.824
	18-45 years old	51	3.1275	0.40735		
	46-65 years old	24	3.0833	0.36614		
	66 years old and above	20	3.2	0.29912		

In the process of network marketing for different ages. We have had an in-depth exchange of people of all ages who are 18-65 years of age and over 65 years old. One of the deepest problems in our investigation is that people over the age of 65 they buy in the network when, the network shopping more as a novelty things to treat, network shopping bring their novelty is far greater than the network shopping produced by the material harvest; In our actual investigation process, We found that the 18-to 45-year-old people, they are more valued quality, followed by 45 years old to 65 this age group, they more value I buy pet supplies when there are some gifts or there is no perfect after-sales service. So there is a big deviation in marketing means. From the above analysis process, we can find that different age in different network marketing habits factor, online marketing construction factor marketing methods There is a big difference. The significance of your p is less than 0.05, which fully illustrates that we should adopt different marketing strategies for different age groups.

4.5 Correlation Analysis

The correlation analysis is concerned with whether there is a dependency between the phenomena and whether there is a dependency relation between the phenomena, and the relevant direction and degree of correlation between the phenomena and the correlation between the random variables are studied a statistical method. For example, in X, Y respectively, the maths and language achievement of primary school students, interested in the relationship between the two, but not in the X to predict Y.

Table 4-10 Correlation Analysis

	network marketing habit factor	network marketing mode factor	online store marketing construction factor	online store marketing method factor
network marketing habit factor	1	0.78	0.82	0.56
network marketing mode factor		1	0.78	0.59
online store marketing construction factor			1	0.99
online store marketing method factor				1

In the related analysis, we can see that the correlation between each factor is different, among which the correlation between the online store marketing construction factor and the marketing method factor of online store is 0.99, the degree of correlation is the highest, fully explained our online business process, we must firmly grasp the line marketing strategy this fundamental, on the one hand we want through active network marketing to enable more consumers to understand our products, on the other hand, we should pay attention to the means equal emphasis on strategy.

CHAPTER 5

ANALYSIS OF MBA COURSES OF THAILAND

IN CHINESE MARKET

5.1 Network Marketing Strategy

5.1.1 Product Strategy

Pet Baby, as a comprehensive pet supplies supplier, should focus on a few aspects of the pet food, first is the pet food aspect, as the pet baby's biggest sales of a part, we found in the process of actual research, pet baby sells most of the pet food. The number is the product produced by imported food and domestic small manufacturers. For consumers, the quality of pet food such as Bao Lu, Hers and Ailes can be guaranteed, but the average consumer has no way to buy it for a long time, and the average consumer is the repeated purchases of ordinary consumers are too low. While domestic pet food brands are short, there is no guarantee of quality. For some consumers, they are reluctant to buy domestic pet food brands, although domestic pet food brands are cheaper, but domestic pet brand acceptance also exists a greater limitation. Therefore, there is a product gap between the two brands, which, as a comprehensive retailer of pet products with considerable strength in South China, can acquire consumer trust through the way of building the factory, enabling consumers to accept the company's brand and self-construction Brand can improve the company's bargaining power, long-term foreign pet food manufacturers have a strong position in price, and to our hands to remove the middleman's profits, a bag of pet food than the factory gate price has risen to 30% level, if we pass from build the brand way, let our suppliers realize that if the price is not adjusted, then our will choose from the way of building the brand to compete with the manufacturers. Secondly, pet supplies, the present online sales of pet products, most of the lack of product innovation and product innovation, and when the product innovation appears often price is high, in

the pet baby's online store product survey, we found that the list of pet products is concentrated In pet toys, such as pet molars toys, a variety of small balls at the first few colors of a single pet clothing. The company has not made vigorous efforts to develop pet supplies, such as the slow replacement of pet clothes, which leads to slow sales of pet clothing and a lower market share.

Companies should actively expand access to pet products, such as pet bathing products, pet collars, bedpan, pet accommodation and so on. Other companies can also broaden their supply channels in traditional cat-dog supplies such as food and supplies for bird pets and fish and tortoises Pet friendly products, although these pets do not have cats and dogs, but in the latest research report shows that in the next 20 years,, the size of the pet's feeding will be on a whole new level, so it is not a rainy day to promote other pet types of food and supplies in the mall specific gravity is beneficial to the future pet baby's line development.

5.1.2 Price Strategy

In terms of pricing, pet baby's pricing method is often based on the same industry at the online price, especially in some of the more homogeneous products, the price is basically consistent with the product, pet baby's online mall is even low, so the price is not unreasonable step restricts the good development of pet baby. In terms of price, we must have our own advantage to further promote the healthy development of online shopping malls, so we should adopt the following strategies.

5.1.3 Establishment of a Floating Price System

The floating price system is mainly embodied in different prices according to different customers, there is a potential rule in commercial operation, that is, 80% of the profits of enterprises are often created by 20% of customers, online shopping malls also go to eat, how to retain 20% of the hardcore customers become our focus of concern, The online shopping system is so developed today, customers can choose too much leeway to provide too many products, so we only have to establish a complete after-sale system, through the issuance of coupons to the old customers to

provide differentiated price services, pets and retain customers, the specific way is as follows:

For the first time, customers can use enough credit or feedback to give appropriate coupons and credit limits based on the amount actually purchased by consumers, and coupons are given in proportion to the amount.

Pet customers buy habits to guide customers to buy a variety of products, for example, some of the customers are used to buying dog food or other pet foods at the pet store's flagship store, so we can buy other pet toys by issuing pet toys coupons. Products, pets and promotion of their dependence on our products, the ultimate goal is to build a pet food to the complete system of products, to achieve the maximum consumer purchase category.

The price difference, pet baby can adopt price leading strategy, as the purpose of store development and operation, realize differential price competition premise is enterprise to build a complete supply chain system, in the upper and lower reaches must have certain influence only such enterprise. The most important thing to achieve a price-leading strategy is to let consumers profit while also allowing consumers to recognise our prices.

5.1.4 Channel Strategy

Distribution channel is an important factor affecting store development, as a comprehensive pet supplies provider, the adoption of fast marketing channel and the establishment of a complete replacement system is an important means to realize the leap-forward development of the shop, in pet baby's shop, we develop customer order after pet Baby's online store by default is Zhongtong or Yunda Express, and the total price of less than 20 yuan, also requires the deductible delivery fee, the average return period is about two weeks, that is, the customer chooses to return the goods after two weeks before customers can receive the payment, in the online mall inside. The whole process is more anti-locked, so consumers are most dissatisfied with online shopping is the delivery service and the exchange of goods, after the problem of distribution

channel for pet baby, we put forward the following solutions:

The adoption of a more rapid delivery company, in all express companies, Shunfeng express delivery is the most attention to express delivery speed of the company, Shunfeng express delivery is self-built freight airport, and most of the goods are transported by cargo aircraft or other aircraft, in the fastest possible extent can enhance the customer's consumption Experience.

In order to establish a perfect replacement system, consumers generally believe that a store's attitude to the exchange of goods directly determines whether consumers are willing to buy products again, in the fast-elimination industry such as pet baby is more obvious, compared with the same industry stores the speed of exchange, pet baby must be perfected After the after-sale service system, further enhance the speed of replacement, only such pet baby can develop better, and achieve the greatest degree of consumer satisfaction.

5.1.5 Promotion Strategy

As a line-line business entity, the online distribution channel is mainly through the online store and the official website of Tmall, so how to set up a line up and down the non-conflict marketing way becomes the most important problem we face, so we are developing a marketing strategy When a variety of potential factors must be taken into account, the first pet-day cat platform to see, the day cat platform has some fixed consumption festival, the business is necessary to participate, so make full use of the good line consumption section, through the consumption section of the way for the store to bring more traffic, make the shop The traffic to the shop can be promoted to the greatest extent, followed by using its own website and store to carry out marketing activities, marketing activities must be online offline, otherwise all marketing activities will appear online and competing for resources, eventually leading to the marketing campaign. The effect is not as expected, so in the marketing campaign schedule must be adjusted, own websites and shops can use the anniversary way, appropriate marketing activities, in the marketing activities should also grasp the

appropriate scale, do not because of the marketing scale too big influence shopping It is not advisable to kill the goose that lays its eggs.

5.1.6 WeChat Marketing

WeChat is a chat-communication tool that covers most Chinese Internet users. Basically, there's a WeChat app in every cell phone. Therefore, through WeChat marketing, we can cover our products and some marketing information in the first time to all consumers. Through this way, we have established a perfect marketing system WeChat sale to pet baby company is a blank marketing way, the company in the long-term development process, did not establish a perfect WeChat marketing method. Therefore, we advocate a marketing and service system based on our products through WeChat marketing. Its principal methods are as follows

First of all, we should build a WeChat public number, the main purpose of which is to promote the feeding of some pets and the encyclopedia of pets, to attract more WeChat users to our WeChat public numbers by building a WeChat public number, by way of creating WeChat public numbers. To enable consumers to understand our products and services, and thus realize network marketing, we need to have a large number of pet workers writing soft text when establishing WeChat public number, so that consumers are familiar with our products and services. But our soft text doesn't necessarily underline our profit as a businessman. This soft text should be used as a platform and knowledge platform for a service that will melt all kinds of pet knowledge and feed knowledge to enable consumers to understand some of the information he needs through our platform. After setting up the WeChat public number, we'll have to promote this promotion to the WeChat public. This promotion is about to use a friend's circle of marketing. First of all, we share the beautiful articles to the circle of friends, through one-on-one transmission effect so that more and more people are familiar with our public number. In the public number machine, we can start marketing after a certain audience and audience. Attention must be paid to building public numbers. Don't focus on promoting our products and services so that

consumers will hate our public numbers.

Second, we can classify the types of pets based on different consumers. Just don't get tired to build a different chat, group owner. Through each pet group's marketing, let them know our products and services in the process of communicating with each other. Pets are a subtle way of marketing. WeChat's marketing, the main way to prevent consumers from perceiving the public welfare of our public numbers, is making them think we're a service platform. A platform for aggregation of pet lovers. Only in this way can we extend the public number to cover more people, finally by building up a person, everyone is the promoter's system, by making every listener and reader become our salesman. We wait for them to sell our products and services, and our public number will be rewarded for the promoters after every single consumer has arrived. Encourage marketers to develop more offline and online services platforms. Provide technical support and money incentives for the marketer. In this way, our WeChat public numbers will be better able to operate.

5.2 Summary

Network marketing is a kind of marketing mode, it covers a variety of Internet technology and Internet mode, is the current China in the process of economic development of the inevitable product; abroad in the network marketing leader has always been in the leading level, the internet in China only more than 20 years of history but in view of China's special conditions, As well as the special form of Internet development, the speed of the development of internet marketing in China cannot be neglected. According to data from the CNNC China Internet Information Center, China's Internet access in 2016 reached 650 million, with mobile-client-led Internet access reaching 430 million, China's unique national conditions and history make China's internet marketing, China has a lot of advantages of innovative talent; From the overall, China's internet marketing, now in a rapid development process, the future will usher in a comprehensive prosperity in the This is particularly true in all

industries. How to use the Internet to develop new technologies and create new business models, we have been thinking about a serious problem, but also the innovation of all walks of life.

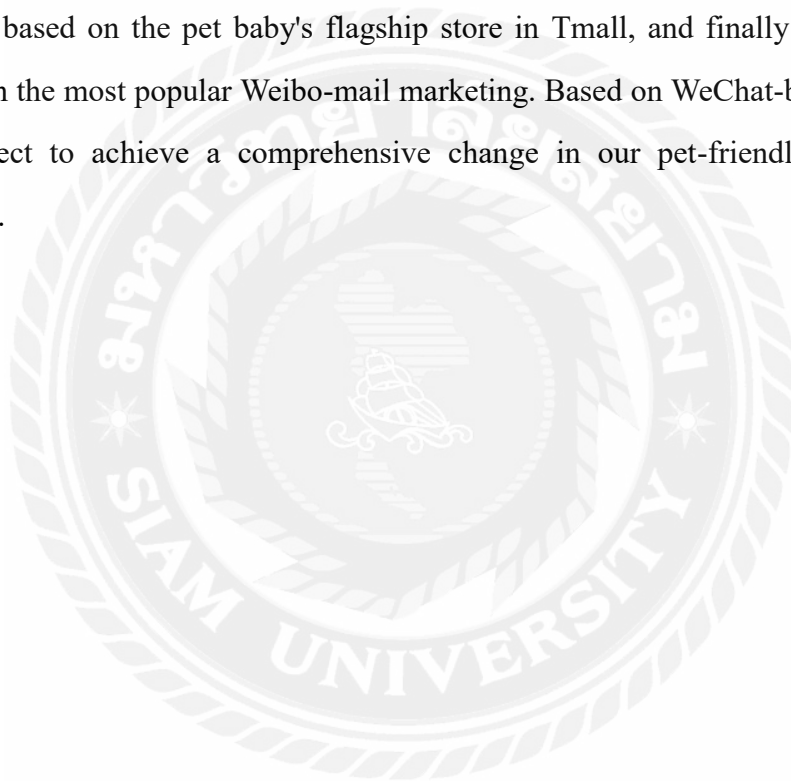
The transformation of the traditional industries by the networking technology to realize the upgrading of China's economy has become a necessary threshold in the process of China's economic restructuring. Pet industry is currently one of the fastest growing industries in all service industries in China, with an annual CAGR of more than 80%. With more consumer groups and faster technology development, and the pet industry and the Internet to connect with the late, so to a large extent, caused the pet industry is still in a place step stage.

With the help of the network, pet products are delivered more quickly to consumers, this is the future direction of the pet store in the future, because the network coverage of the population is comprehensive; through extremely low cost, let more people know our products, our service is very important; Therefore, on the basis of full investigation of consumers, the corresponding data collection and collation are carried out and the results obtained from the data analysis are obtained.

In the course of our actual analysis, we first make a reliability analysis of whether the whole data is believable. By means of statistical software calculation, the results of our statistics are of higher veracity, so we can carry out the next analysis and analyze the way we find the network marketing through validity analysis. And network marketing means can carry out factor analysis, so after the factor analysis, we get four different factors, after the naming of factors, we based on the different characteristics of the factors according to the different characteristics of the factors based on the sex and age of independent sample T test, in the process of testing we send. At present, different people express their attitude in different gender and age, so we put forward the marketing of local conditions for people of different ages, and realize the transformation of network marketing. Finally, we analyze the factors which are extracted and we analyze them in the relevant analysis. It is found that the

relationship between the two factors is more closely related, they are the network marketing construction factor and the network marketing means factor, so in the actual operation, we should pay attention to the relationship between different factors, through the relevant relationship, to achieve the effective link between the two to achieve the best results of network marketing.

At the end, we made a systematic analysis and summary of the pet Baby's Day cat shopping mall. Through the analysis of 4P, we put forward the marketing method based on the pet baby's flagship store in Tmall, and finally we discussed it based on the most popular Weibo-mail marketing. Based on WeChat-based marketing, we expect to achieve a comprehensive change in our pet-friendly lives through WeChat.



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