THE STUDY OF WECHAT IN INTERNATIONAL MARKETING

MS. YIXUAN LI

5617190030

SUBMITTED IN PARTIAL FULFILLMENT IN THE REQUIREMENT

FOR

THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION

INTERNATIONAL PROGRAM SIAM UNIVERSITY

2017

GRADUATE SCHOOL OF BUSINESS

SIAM UNIVERSITY

INTERNATIONAL BUSINESS MANAGEMENT, MASTER OF BUSINESS

ADMINISTRATION

Title: THE STUDY OF WECHAT IN INTERNATIONAL MARKETING

Name: MS. YIXUAN LI

Approved by Advisor on......18./....11./.2017................................Advisor

(Assoc. Prof. Dr. Jomphong Mongkhonvanit)

Acting Dean of Graduate School of Business (IMBA)

Title of research: The Study of WeChat in International Marketing

Author: MS. YIXUAN LI

Student ID : 5617190030

Degree: Master Degree of Business Administration (International Program),

International Business Management.

Research advisor: Dr. Jomphong Mongkhonvanit

Academic year : 2017

ABSTRACT

WeChat is a mobile text and voice messaging communication services developed by Tencent company. It first published in January 2011. It can send voice messages through the network fast by video, images and text and it supports for multiple people talk in mobile phone chat. It is one of the biggest independent messaging applications used by monthly active users. WeChat makes what can you do in the application unique by having a variety of functions, and allowing the user to interact with other users and sellers. WeChat has evolved into more than a messaging application to a full-service mobile business payment application. Users can connect their bank accounts to WeChat and to WeChat handsets and shop. WeChat is able to widen its international presence very quickly, thanks to multiple features and it is more or less inspired by its competitors. This makes the unavoidable comparison with the famous social network Facebook. WeChat is available in many countries such as Malaysia, the Philippines, Mexico, Singapore or even India. Tencent group saw itself particularly success in these countries. WeChat have solid position in the Chinese market, however, Tencent has been trying to expand overseas markets. In Asian markets in the past two years, a group of mobile chat application, including WeChat, Line and Kakao Talk is attacked the international market. They try to strive for more users and expand the brand influence. The literature review, data analysis and other methods were used for the study based on the marketing and strategy of WeChat will be built for the marketing of international market . The classic marketing theory and analysis tools are used for the study. the paper uses SWTO theory analysis in the current situation of international market of International social media application. This study analyzed the international market opportunities, market threats and industry strengths and weakness. In analysis of international marketing

process of WeChat problems and solution methods, it provided reasonable and effective suggestions for international markets of WeChat. Experiences and references were also provided for other media companies who are interested in developing international markets.

Keywords: WeChat, Development, International marketing, Tencent, social media application.

ACKNOWLEDEMENTS

CONTENT

CHAPTER 1

Introduction

WeChat is a Chinese social media (instant messaging, commerce and payment services) mobile application software developed by Tencent. It was first released in 2011 and by 2017 it was one of the largest standalone messaging apps by monthly active users, with over 938 million active users. WeChat is the third most popular social networking sites in China in number of monthly active users, just behind Tencent-owned QQ and QZone.

WeChat was set up as a project at Tencent Guangzhou Research and Project center in October 2010. The original version of the app, "Weixin", was invented by Xiaolong Zhang, and named by Ma Huateng, the Tencent CEO and was first launched in 2011. The government has actively supported the development of the e-commerce market in China, for example in the 12th five-year plan (2011-2015). By 2012, the number of users reached 100 million and Weixin was re-branded as WeChat for the international market.

WeChat had over 889 million Monthly Active Users in 2016, 90% of whom were Chinese. For comparison, Facebook Messenger and WhatsApp (two other competitive international messaging services better-known in the West) had about 1,000 million monthly active users in 2016, but these app did not offer most of the other services available on WeChat. In 2017 it was reported that more than half of WeChat's users spent over 90 minutes every day on the app. (Wikipedia, 2017) https://en.wikipedia.org/wiki/WeChat

WeChat boasts many features, although the most popular is its instant messaging

service. Users can send text messages, voice messages and stickers to other users. Besides, sending or saving of live pictures, as well as coupons and videos are available in both individual chat and group chat. Another feature is WeChat Pay, a digital wallet which allows users to pay with their mobile device and send money to contacts. In China, users can pay bills, transfer money and pay in stores.

In recent years, with the rapid development of network technology and the diversification of media transmission way, on the basis of the digital technology and network technology of the development of new media has developed rapidly. Because of its mobility, portability and personalization, WeChat service is popular among the masses of users. WeChat devotes to a certain degree of development of mobile Internet. There is a considerable strength of publicity by Tencent. In April 2011, WeChat with English name WeChat formally entered the international market. In October, to support traditional Chinese language interface, the increase in Hong Kong, Macao and Taiwan, the United States and Japan five regional users binding mobile phone number, joined the English language interface. In December, it realized the support SMS registered in 100 countries around the world. In the southeast Asian region including Hong Kong, Taiwan, Singapore, Malaysia, Thailand, Vietnam, Indonesia and India, on the apple app store and Google Play download list, WeChat was in the position of the top 20. In Taiwan, it was on the first or second place. According to media reports, Tencent had paid $1 million for "wechat.com" domain name. This marked the WeChat's new step toward internationalization. India is already WeChat's second largest market, just after China. WeChat has formed a team in North America. This means its localization of the north American market has begun, run and announced a WeChat comprehensive internationalization.

1. Research Background

Ccurrently, smart phones are becoming more and more popular. Smart phone application market competition is increasingly fierce. The instant messaging networks class applications emerge in endlessly. In China, instant messenger users scale as of June 2017, 692 million, a growth in 25.35 million at the end of 2016, accounting for 92.1% of the netizens overall.668 million mobile phone users of instant messaging, a growth in 29.81 million at the end of 2016, 92.3% of mobile Internet users. Instant communication products represented by WeChat improve their ability to connect services and content. WeChat launched since 2011 and it has been developing very fast. WeChat also gradually grows its internationalization pattern. According to Tencent company 2015 annual report, it showed that WeChat users have covered more than 200 countries overseas with more than 20 languages. 1.12 billion people have a registered account on WeChat including 570 million daily active users. Among 1.12 billion users, there are 100 million users that are outside China. Global active users reached 697 million. Up to 39% was from a year earlier. In fact, WeChat overseas business has been launched in October 2012, at the end of 2012, WeChat have implemented support for SMS users registered in 100 countries around the world, and gradually form a WeChat overseas office, providing technical support for WeChat overseas market.

This year, Tencent invested $200 million for WeChat overseas promotion, the promotion ranges mainly in emerging markets, such as southeast Asia and Latin America continent. Tencent had said in August 2013, in May 2014 that WeChat overseas subscribers doubled, from 50 million to 100 million. WeChat global users have exceeded 1 billion. Games, expression of stickers, payment, O2O, circle of friends, etc., were widely used hand the charge of these has huge potential.

Brokerage Barclays give WeChat valuation of $30 billion. IM application markets around the world, WhatsApp, kakao talk and line developed early than WeChat, accord with local users to use habits. WeChat expanding market share in the corresponding region has great difficulty. WeChat and other rivals to expand overseas markets and customer resources, so this study research the WeChat Marketing Department, describing the current situation and future development prospect, can provide the reference for other Internet companies with intention to expand overseas markets.

2. The problem to be investigated

With the development of the Internet and mobile Internet technology, people are more and more dependent on mobile phone, so there are a variety of mobile communications software for customers to choose. WeChat is a popular comprehensive communication software, with which people can talk, query, shopping, looking for a road, listening to music, watch video, and so on. WeChat as software from China, as early as in 2011, began to plan to enter the international market, facing the fierce competition in the international market. WeChat can be accepted by more people in the international market. This study will take the following issues to study:

- Is WeChat in international market facing threat?

- What is WeChat's weaknesses and problems in the development of the international market?

- Can WeChat international market bring China's Internet product draw lessons from the experience?

3. The objective of the study

In order to achieve this aim, the dissertation has the following objectives:

1.To recognize social media application is a new force in international market. It will affect people's life and consumption. Before WeChat enters the international market, WeChat must know the current situation of international market.

2.To understand and review the Strengths of WeChat, why WeChat can be successful in China, to identify advantages and find out WeChat's Weaknesses, whether it will be affected in international market or not, to find the new oopportunities, and to aanalyze the tthreats of WeChat in International market.

3. To study strategies of WeChat in international market, share experience and give some advices to the media industry.

4. The scope of the study

Tourist

Native of Thailand

People in Thailand

International Students

International Businessmen

Indicate the current situation of international market

Identify the Strengths, Weaknesses, Opportunities and Threats of WhatChat Application.

Explore the International market strategies of WhatChat Application.
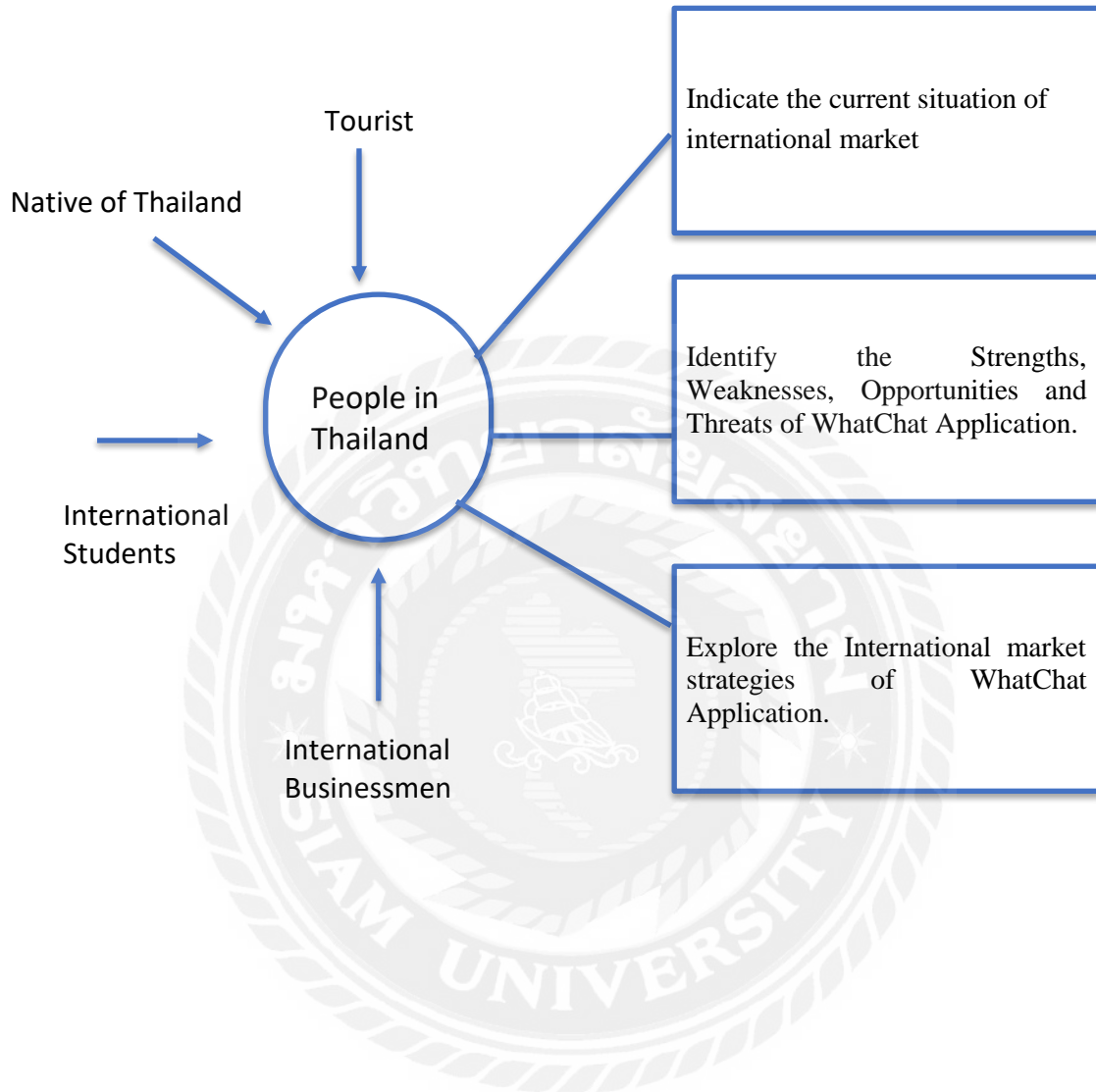
5.   Research Significance

This study analyses the internationalization of WeChat. By analyzing the survey, this study tried to know WeChat in development trend of the international market, understand the current international situation and what challenges WeChat will face in the international market. Through this study, we can find product internationalization experience, including market strategy, internationalization path, development model and promotion strategy in a new market. This study provided the basis of a reasonable and effective for WeChat other overseas areas or other Internet companies who are interested in overseas market and have great significance and reference value for the other intends to expand overseas market.
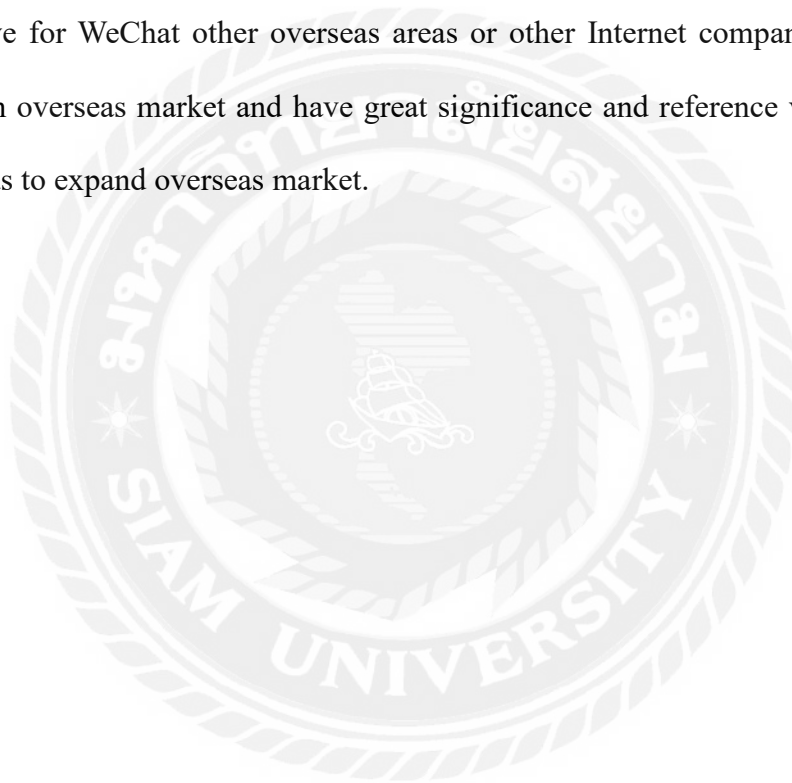
CHAPTER 2

Literature Review

1.   International market

With the development of Internet, social media software is also in rapid development. More and more social media software needed to expand the market. In the world's current social software market, there are WhatsApp, Line, Messenger, Kakao Talk, and social media software Viber, etc. If WeChat want to develop international market, it must consider the competition pressure from other App and their market share.

With the aid of the Android data in 187 countries, SimilarWeb company summed up all over the world's most popular chat software. Almost every country has one of the most popular chat application. In the SimilarWeb survey of 187 countries, WhatsApp leading in 109 countries, 55.6%. WhatsApp dominants countries including Brazil, Mexico, India, Russia, and South America, Europe, Africa, Asia and Oceania countries Facebook Messenger came in the second, dominant in 49 countries, including Australia, Canada and the United States. Line, WeChat and Telegram in multiple countries or regions also relatively popular, Japan, China and Iran as they dominated country. Line of the headquarters is located in Japan, so as one of the most popular in the country. It is worth mentioning that Japanese users use Line for 40 minutes a day on average. Finally, there are some leading chat application only in one country, including

KakoTalk (South Korea), imo (Cuba), Zalo (Vietnam), ChatOn (eritrea) and BBM
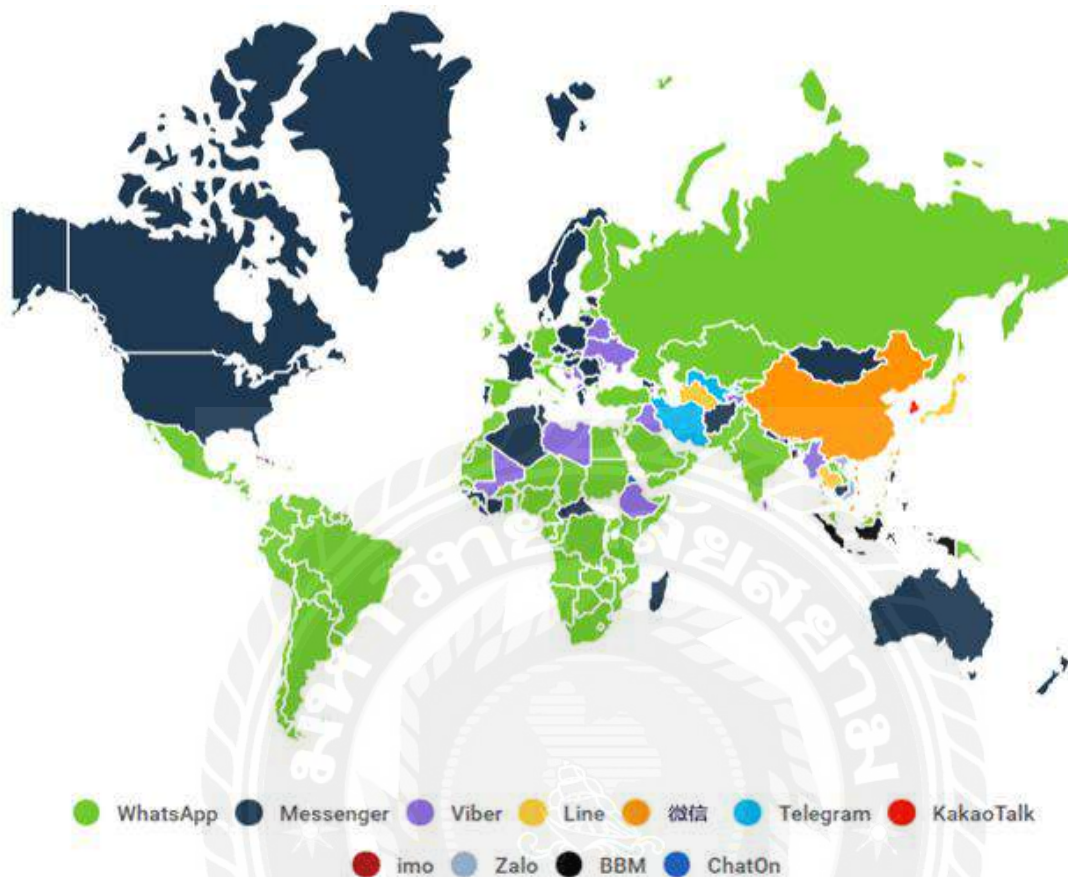
(Indonesia). （Sina Technology 2016）

In China, with WeChat of Tencent has been very strong. But for overseas users, Tencent has no effect to them. Tencent is also trying to launch products in different countries in the global natural expansion. It is Tencent's dominance in China, however, some of the advantages, hindered the expansion of it in other countries, such as product design. Chinese users are accustomed to developers to integrate a series of complex functions into a super application. Tencent also thinks of WeChat pays the Chinese popular services to overseas. WeChat was challenging Facebook and WhatsApp's dominant position, the two big service in almost all countries other than China occupies a huge advantage. "To enter the international market is, in fact, the challenge for every

Chinese company. We managed to achieve WeChat internationalization, but the reality is have other products in the market, " Mr Liu said.(phoenix technologies 2017)

WeChat released version 4.0 in April 2012, in an increasingly internationalized world, WeChat Integration of Facebook and Twitter, and other social media sites, and add new languages to Thailand, Indonesia, Vietnam, Portugal four languages display support, and support the login page. In January 2013, WeChat enable the new domain name wechat.com, and provided a variety of mobile client downloads. By 2016, WeChat has 22 languages support more than 100 countries.

Since 2012, $197 billion of Tencent started preparing for the global expansion of WeChat, they hope to rely on WeChat succeed in overseas markets. WeChat first

strategically chose several countries, and deployment of dispatch the marketing team to these countries. They advertise on Facebook, hope to be able to attract the attention of young people around the world and also on many celebrity throw money, want to let them can use WeChat drive the fan. In the summer of 2013, Tencent and Argentine star Lionel Messi signed endorsement WeChat, Messi appeared in a series of online and television ads, the Father's Day in Brazil launched advertising also has obtained certain result. Lionel Messi has great influence in the world. He appeared in WeChat giant billboards, alongside WeChat brand slogan "We love, We share, We WeChat (We love, We share. WeChat)". Messi's broadcast advertising in 15 countries and regions in the world, "strengthens our influence in southeast Asia, Latin America and southern Europe market".


After Lionel Messi, another Brazilian football star sign his endorsement. Whether it is in South America, and in southeast Asia, the local people is very enthusiastic about football, so as the signed two of the world's most famous soccer star, WeChat hopes to strengthen marketing in these two areas. In other WeChat deem important markets, they

also signed up different celebrities, want to pass the star effect quickly open the brand awareness, such as India. Indian mobile market is transition stage, tens of millions of Indians will abandon the backward feature phones and choosing smartphones, Tencent did a typical "Bollywood" things.

In Europe, the focus is first on fashion and luxury goods, and will in time expand to travel and broader retail services. WeChat is hoping its expansion in Europe will convince more high-profile brands onto the platform, not only to reach consumers in China, but also Chinese tourists visiting Europe.

Goldman Sachs estimates that 220 million Chinese tourists will travel overseas by 2025, up from 120 million in 2015.

"Tencent could be following Chinese travelers to Europe and the U.S., as many of these consumers are going overseas for shopping," said Marie Sun, a Shenzhen-based analyst at Morningstar Investment Service. "It would make sense for brands to advertise on WeChat which is a large and effective platform.（Turner and Chen，2017)
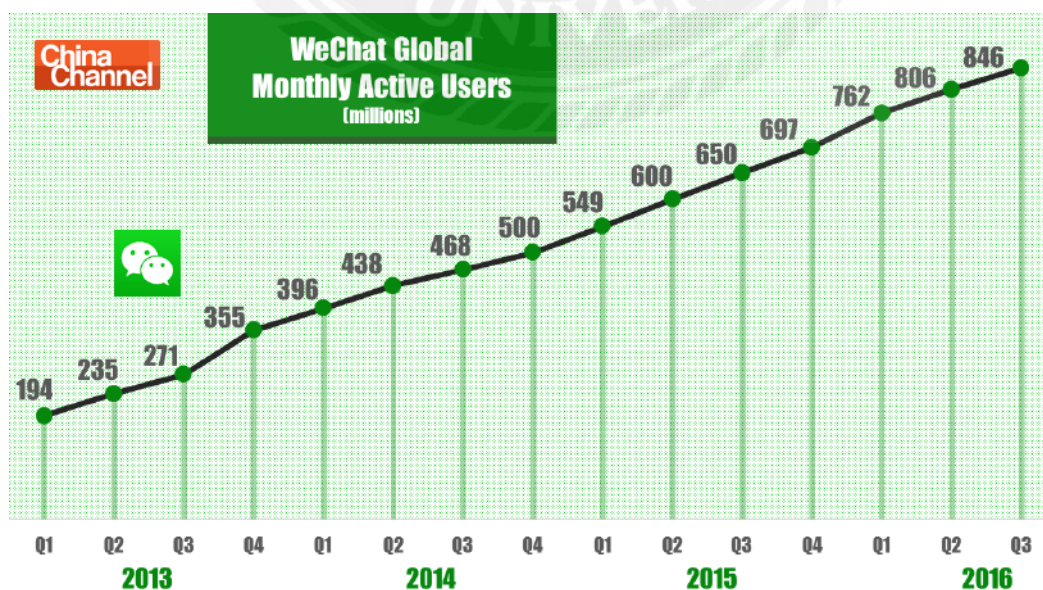
2.   WeChat Background

WeChat is a product of Tencent Holdings Limited in October 2010, planning, product by the Tencent Guangzhou R&D center team. The team manager Xiaolong Zhang has been successfully developed Fox-mail and QQ mail project. Tencent company President ma were identified in the product planning email the name of the product is called "WeChat".

In November 2013 exceeded 600 million registered users, and is the largest user groups in Asia mobile instant messaging software.

By the end of the second quarter of 2016, WeChat has more than 94% of the smart phone, covering China monthly active users reached 806 million, the user covers more than 200 countries and more than 20 languages. In addition, each brand WeChat public account has more than 8 million, the total number of mobile applications and docking of more than 85000, advertising revenue rose to 3.679 billion yuan, WeChat pay users reached 400 million.

The traffic on WeChat is immense:

- 846 million monthly active users (Tencent Q3 Results Nov 2016).
- 570 million daily active users (Tencent Life Report Sept 2015).
- Valuation: $83.6 billion (HSBC Aug 2015).
- 10+ million official accounts opened for businesses (Tencent 2015).
- The average WeChat user reads 7 articles (equivalent to 1 novel) per day on WeChat (Tencent Life Report Sept 2015).
- WeChat accounts for 35% of all time spent on mobile in China (Mary Meeker Internet Trends Report June 2016).
- 31% of WeChat users make e-commerce purchases through WeChat. Up from 15% in the previous year. (McKinsey's 2016 China Digital Consumer Report Survey).
- Estimated monthly payment transactions per WeChat user is 53. In comparison, the estimated number for American Debit and Credit Card holders is 24 and 10 respectively (Mary Meeker Internet Trends Report June 2016).
- 36% of users open WeChat for more than 30 times per day (WeChat Impact Report March 2016).

Evolution of WeChat

January 21st 2011

Weixin 1.0 released
Barebones app
Can only send text and pictures

March 2011

Group chats, search and hyperlinks added

April 2011

Emojis added 😊😍😁😎

Weixin 1.0

May 2011

Weixin 2.0 released
Voice messaging

August 2011

People nearby added

Videos added
0:33

Weixin 2.0

October 2011

Weixin 3.0 released
First appearance of shake feature
Drift bottle feature added 🍶

English language version

December 2011

Weixin 3.0

Weixin 3.5

Weixin 3.5 released
Starts to push QR codes

1 year old

Happy Birthday!

马化腾 : 终于，突破一亿！
今天 04:11 来自iPad 全部转播和评论(2166)

Weixin breaks 100 milliion registered users

Tencent

Weixin 4.0 released
Moments
Quickly becomes hugely popular

International version of Weixin launched under the name WeChat

Video calls
Web browser version launched

Weixin 4.0

Official accounts platform launched

200 million registered accounts

Tencent

300 million registered accounts

Tencent

Weixin 4.5 released
Live chat added

Weixin 4.5

March 2013

195 million monthly active users

June 2013

236 million monthly active users

August 2013

Weixin 5.0 released
bank card linking
games center
stickers store
favorites
subscription accounts now
grouped in 1 folder

Weixin 5.0

September 2013

272 million monthly active users

December 2013

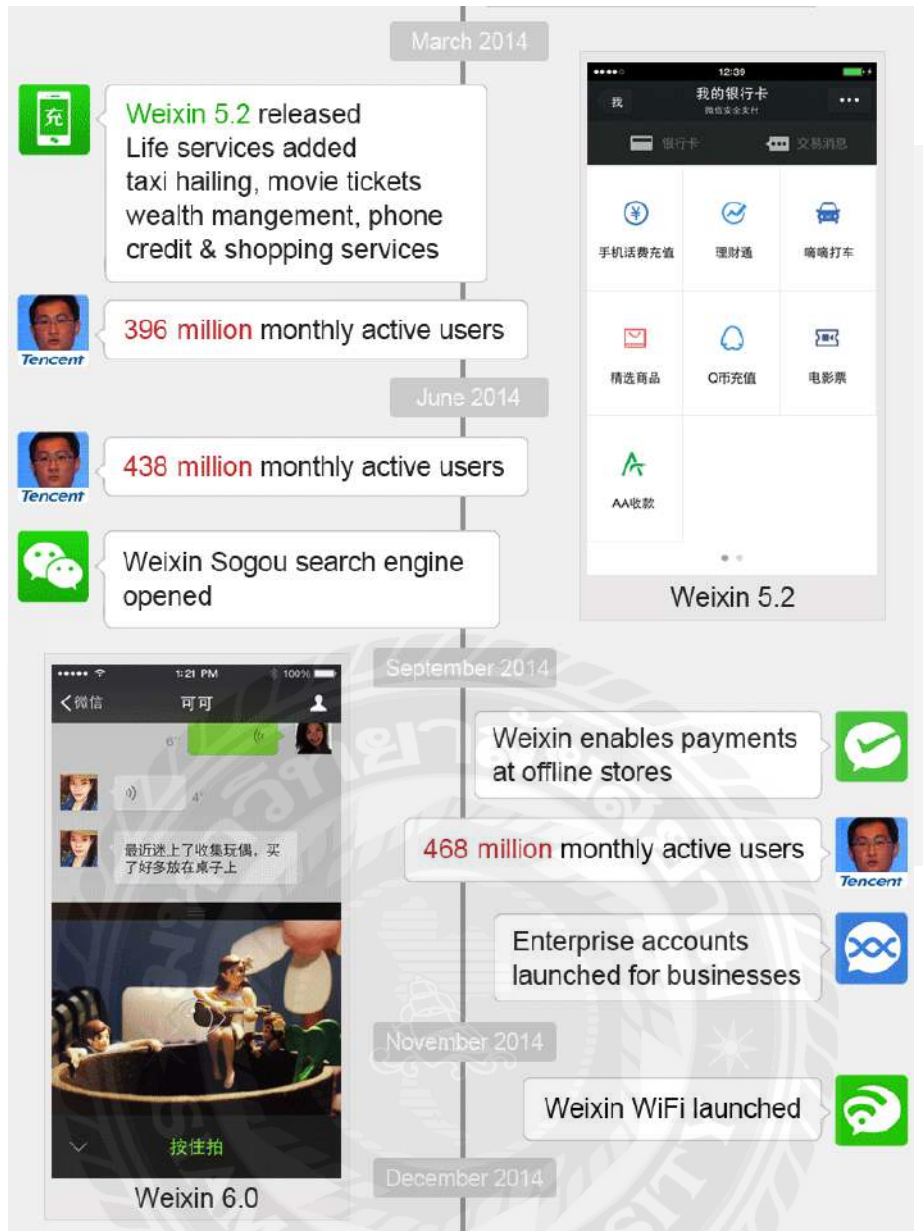355 million monthly active users

February 2014

Weixin 1.0 for Mac launched

Weixin lucky money
becomes popular 4.8
million users participate
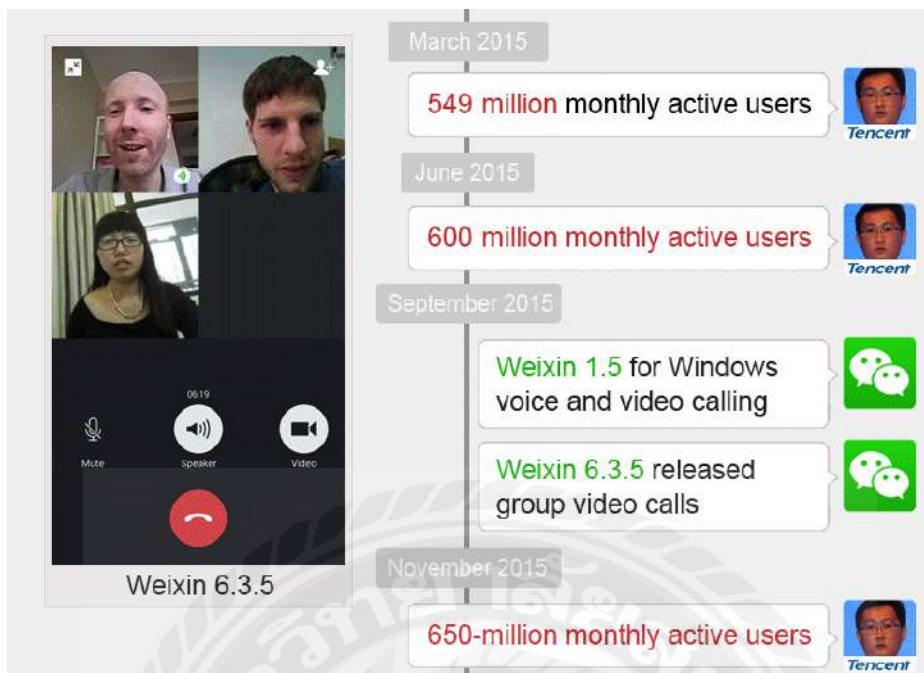over Chinese New Year

Lucky money

Evolution of WeChat from https://chinachannel.co/wechat-is-5-years-old-today/

Features of WeChat

WeChat's features include live chat, group chat QR code, chat history backup, video call, moments, voice chat, web WeChat, emoticons, group chat, shake, look around

and drift bottle.

WeChat is first and foremost a messaging app. This app can be use to add and store contacts for everyone you meet in China, by allowing them to scan your personalized WeChat QR code (or you scanning theirs) and accepting each other as WeChat friends.

March 2015
549 million monthly active users — Tencent

June 2015
600 million monthly active users — Tencent

September 2015
Weixin 1.5 for Windows voice and video calling
Weixin 6.3.5 released group video calls

November 2015
650-million monthly active users — Tencent

Weixin 6.3.5

From there you can send text messages or voices messages to each other, and even create group chats that can make it easy to organize events, keep in touch with friends and arrange work with your colleagues. You also can use WeChat to send pictures or short movies, make phone calls or video chats and share contacts.

WeChat Features

Live Chat   Group Chat QR Code   Chat History Backup   Video Call   Moments   Voice Chat

Web WeChat   Emoticons   Group Chat   Shake   Look Around   Drift Bottle

The key characteristic of WeChat including building integration platform. One is social media，moment and the official account, the second is mobile payment: WeChat pay, the third is replacing local application: mini program.

Social media ，moment and the official account moment and official account to WeChat like news feed and Facebook page. The main difference is that WeChat no "attention" function. User can comment or story to other users' friends if and only if they are connected. We believe this closed ecosystem can lead to social circle is small,
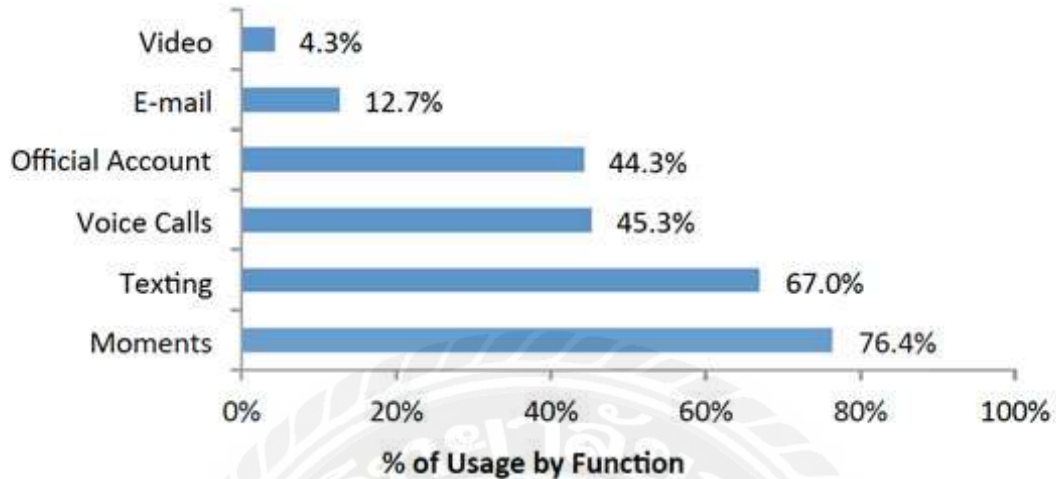
Figure 2. List of WeChat Features

Function	Category	Description
Chats	Communication	Including text messages, voice messages, voice calls, video calls, emojis, stickers and file sharing
Contacts	Communication	Sync with the phone's contact list
WeChat Out	Communication	A Voice over Internet Protocol (VOIP) feature that helps users outside of mainland China to call mobile and landlines around the globe at low rates
Moments	SNS	A newsfeed-style social platform similar to Facebook's News Feed
Official Accounts	SNS	Allows users to set up a page for distribution of news, articles, customer services, etc.
Shake	SNS	Discover and connect with other WeChat users who are also shaking their phones at the same time around the world
People Nearby	SNS	Allows users to view other nearby WeChat users' profiles on a limited basis and initiate communication
Games	Digital Content	In-app games are available for users to play solo, with WeChat friends or other nearby users
Mini Programs	Digital Content	Mobiles apps within WeChat that primarily aim to provide simple but value-added services to users, without the need to download a native app
QR Code Scanner	Digital Content	Information such as contacts, promotions and hyperlinks, etc., can be embedded in a QR code
WeChat Pay	Finance	Allows users to enjoy a wide range of payment services, including taxi hailing, hotel booking, shopping (JD.com), public services, utilities payment, ticketing (i.e., movie, rail and flights), money transfers, etc.
Cards & Offers	Finance	Stores and connect users' membership cards and digital coupons

Source: Company data/Fung Global Retail & Technology

but the higher viscosity, because the content is closer to the user. Subscribe to news and information Shared state, according to Tencent penguin intelligence and information and communication technology, Chinese academy of sciences (CAICT), more than 60% of users check their moment when they open WeChat, and 23% users often browse it.

Figure 8. WeChat Usage by Function, March 2016

Moments

users can share their photos, videos, articles and websites in Moments. Their friends can "like" or comment articles to interact with other users.

According to WeChat data 2016, have 76.4% of accounts use Moments to share experiences and follow up with their friends' post in the daily life. This figure does not include SMS, the the original design by WeChat.

Official Accounts

Official Accounts allow users to set up a page for distribution of news, articles, customer services, etc. All users can follow any public account they want to stay on top of issues. There are three types of Official Accounts:

1.WeChat Subscription accounts: Is used to distribute information, news or articles to generate publicity, for example, newspapers and magazines.The account can only send a message to all users.

2.WeChat Service accounts: For customer service and service query, for example, bank. Account only allow all users to send four messages per month.

3.Enterprise accounts:Used for internal communication and management.

Mobile Payment: WeChat Pay

WeChat pay launched in 2013.Based on the data CAICT, more than 300 million Chinese users binding bank card in WeChat account. WeChat pay and QQ wallet is the second payment platform in China. WeChat pay provides a simple and convenient to solve B2C B2C and C2C payment. Consumers can use mobile payment, do not need to use cash payments, WeChat occasional promotional discounts, encourage more users to use WeChat.

Replacing Native Apps: Mini Programs

"No installation required," "at your fingertips" and "easy come, easy go" are three characteristics of WeChat mini programs. By offering native app-like experiences within WeChat, mini programs should empower small- and medium-sized enterprises (SME) to have more flexibility in providing engaging content.

Examples of existing mini programs include: Online-to-offline (O2O): Meituan Waimai, a food ordering platform with delivery service；E-commerce: JD.com, an e-commerce platform for consumer electronics, apparel, jewelry and more；Taxi

ordering: Didi Chuxing, a taxi-hailing and ride-sharing online platform, providing transportation services for over 400 cities in China；OTA: Ctrip, a travel agent providing accommodation, transportation ticketing, packaged tours and travel management；Utility tools: XCurrency, which provides real-time foreign exchange

rate information.

3.   SWOT of WeChat

SWOT stands for: **S**trength, **W**eakness, **O**pportunity, **T**hreat. A SWOT analysis guides you to identify your organization's strengths and weaknesses (S-W), as well as broader opportunities and threats (O-T). (David, F. 1993) Developing a fuller awareness of the situation helps with both strategic planning and decision-making.. The strengths and weaknesses are based on an "internal audit" of the organization. The opportunities and threats relate to "environmental factor" that need to be taken account of in planning strategic actions. Opportunities represent environmental factors that can

be beneficially exploited. Threats need to be considered because of their potential to damage the organization. The origin of SWOT as an analytic technique lies with the growth of strategic planning in 1960s. SWOT was developed as an attempt to address perceived shortcomings in strategic planning outcomes (Mintzberg, 1994). Specifically, SWOT and its variants (Weihrich 1982; Houben et al. 1999) sought to provide a structured basis for planning strategic action (Bourgeois 1996; Pearce and Robinson 1997). The SWOT analysis was applied in this paper to assess the two companies' internal and external environment. The SWOT analysis would help illustrate the companies' strengths, weakness, opportunities, and threats.

2.   Strength

Strength is a resource or capacity the organization can use effectively to achieve its objectives.（Neil Botten, John McManus 1999）Compared to other products, Facebook and Twitter focus on social, WhatsApp services focus on communication, but WeChat tries to through the platform of the model, build a set of electronic commerce, information, service life, and other functions as one of the social media application system. WeChat is completely free, but WhatsApp have to paid in the next year, WeChat also have free stickers for user. WeChat can share music ,photos and video to friends. WeChat can find the nearby people, so is more easy to know new people. WeChat have a feature is like a timeline, user can post statuses, moods and photos share to friends, it called moments, but this feature absent in WhatsApp. WeChat signing in is easy than Line and WhatsApp, Line signing in supports with phone number and E-mail, WhatsApp only supports by phone number, but WeChat can use a user ID and a password.

3. Weakness

Weakness is a limitation, fault, or defect in the organization that will keep it from achieving its objectives. The security of personal privacy data is a problem, often makes our personal information vulnerable to theft. There are no fail-proof ways to securing names, account numbers, addresses, photos, and credit card numbers from being stolen or misused by thieving websites and individuals. Hackers can access our sensitive information through unsecured connections by planting phishing software. Intense competition in international market, is mean limited market share. The other important weakness is WeChat have to binding china's bank card in electronic wallet. It makes electronic wallet function would lose their privileged position in other countries. For being late. WeChat is an international, there is a dominant chat application in most markets. It is different from one place to another place. In Indonesia, this is the blackberry messenger. In the United States, this is WhatsApp. But the core problem is the same: people's friends have used a chat application, not WeChat. LINE started much earlier than WeChat internationalization, and the user can also use Facebook account registration LINE of southeast Asia. Outside the LINE, enter the southeast Asian market is Kakao Talk much earlier. This IM App developed by south Korean enterprises, in 2010 entered the App Store. Since 2009, WhatsApp has been one of the world's largest IM apps, in southeast Asian countries long-term in Social media (Social networking) download the App and returns a list of the forefront of the list.

4. Opportunity

Opportunity is any favourable situation in the organization's environment. It is usually a trend or change of some kind or an overlooked need that increases demand for a product or service and permits the firm to enhance its position by supplying it. WeChat also have big opportunity to expand globally to many countries, and now the

internet technological is developing fast, with increasing internet penetration and

number of smartphone users , and people are almost never without their smartphones ,

so WeChat has the opportunity to develop new services to satisfy their user's needs.

5.   Threat

Threat is any unfavourable situation in the organization's environment that is

potentially damaging to its strategy. The threat may be a barrier, a constraint, or

anything external that might cause problems, damage or injury. With the fierce market

competition , Including WeChat, Line and Kakao Talk is attacked the international

market, strive for more users, expand the brand influence. That may be change in

government policy. Competitors like WhatsApp, Line, Skype and Massager still have

a large market share.
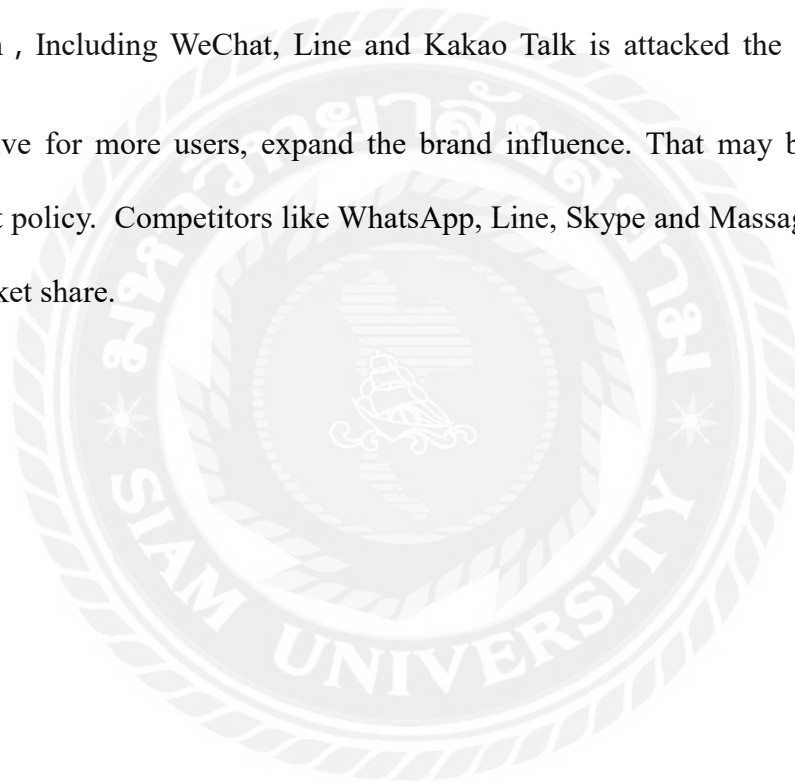
CHAPTER 3

METHODOLOGY

1.   Research Method

Quantitive research method will be used for this study. Questionnaire survey method is also called the questionnaire method, is the investigators using uniform design questionnaire to survey was selected object for information or opinion survey method. Questionnaire survey is based on written questions way of data collection a research method. Researchers will have to research the problem of compiling a problem form, by mail, to answer or tracking access orientation, to understand the subjects of a phenomenon or problem of the views and opinions, say again so problem form method. The use of questionnaire, the key point is to prepare the questionnaire, choose the subjects and the result analysis. (MBA Library) This study will used   100 questionnaires to collect data from a random sample of 100 people of Thailand.

2.   Instrument

To provide and gather as much informative and relative evaluation descriptive method was used. This method includes the use of questioners and interview. The questionnaires were used as main data-gathering instrument for this study. The questionnaires have ten questions, such as age, gender, educational background and feelings. The questionnaires were designed to gather information about WeChat and social media application.

3. Data collection and Sample

Primary data is first-hand data by original research, secondary data is widely used to study at the same time for other party. Primary data including information collection of interview, experiment, investigation, questionnaires, focus groups, and measurement. Secondary data can be in publications, magazines and newspapers. This study used Tencent questionnaire to data collection. Tencent questionnaire, is Tencent launched the free professional survey platform. Provide a variety of ways to create a questionnaire, a simple and efficient way of editing, strong logic functions, professional statistics and sample screening, template style diversity, meet the demand of different survey. Tencent questionnaire have simple interface, light weight, and is free to use, user can use QQ number log in without registration. Template style diversity, demand of different survey，the user can according to intend to create a blank questionnaire, the system also provides 20 different kinds of templates, can satisfy different research purposes，the writing process simple and clear，after the completion of the questionnaire to edit click preview, user can check on the PC and mobile phone, is advantageous for the mobile users to fill out the questionnaire. Released automatically generated questionnaire link and QR code, is convenient delivery questionnaire. About data analysis system function, questionnaire originators can login the system at any time, see chart comprehensive display of results. At the same time, the system with a cross and filter and other professional analysis function.

4. Data analysis

Tencent questionnaire (wj.qq.com) is Tencent CDC according to many years' experience of questionnaire development platform for the online questionnaire survey,

the platform is Tencent company internal users, market, product research and an important tool, has accumulated a great deal of questionnaire topic and questionnaire template. To better provide users with a one-stop Internet services, Tencent questionnaire used officially opened at the end of 2014, half year more than 1 million questionnaires to fill in quantity, and to get from China central television (CCTV), millet, with companies such as the user's consistent high praise.

Tencent questionnaire to retrieve data real-time statistics of questionnaire and the chart shows, you can also through the options, time selection, cross analysis between options. When used Tencent questionnaire review results just into the "my questionnaire", select the questionnaire, click on the online statistics, can enter page questionnaire statistical analysis, real-time view questionnaire recovery data statistics. In recovery profile can view the questionnaire views, recycled, recovery rate, the average completion time, regional distribution, recycling sources. Sample data can according to time filter to view the data, filter duplicate IP, single questionnaire view/edit/delete original EXCEL and SPSS, export table data. Statistical charts can used to statistical results (including the subtotal and percentage), the single topic statistical graphics export, figure display mode, you can direct online printing questionnaire statistical results. In addition to see the full questionnaire statistical result, also can be filtered according to specific condition analysis, support conditions of individual screening, screening multiple conditions, can also be filtered effectively in time.

For now, Tencent questionnaire has many advantages. As a survey tool, from the investigators can help solve practical problems as the starting point, can obtain the numerous investigators. After a long period of development, Tencent questionnaire has formed a whole set of perfect questionnaire template, from the customer satisfaction

survey, to product testing, from products to the market survey, the survey tool for many professionals also satisfied. Tencent questionnaire also go deep into the Internet business, entertainment, food, health care, life such as a number of different areas, regardless of the investigators to solve the problem in which industry, Tencent questionnaire can have a way to deal.

5. Ethic issue

Researchers must ensure that the information provided by the applicant is classified, such as name, address, etc. Confidential questionnaire also reduced the likelihood of psychological damage, such as embarrassment. Participants informed consent must be provided to complete the questionnaire before must realize that they have the right to withdraw their information at any time in the survey/research.
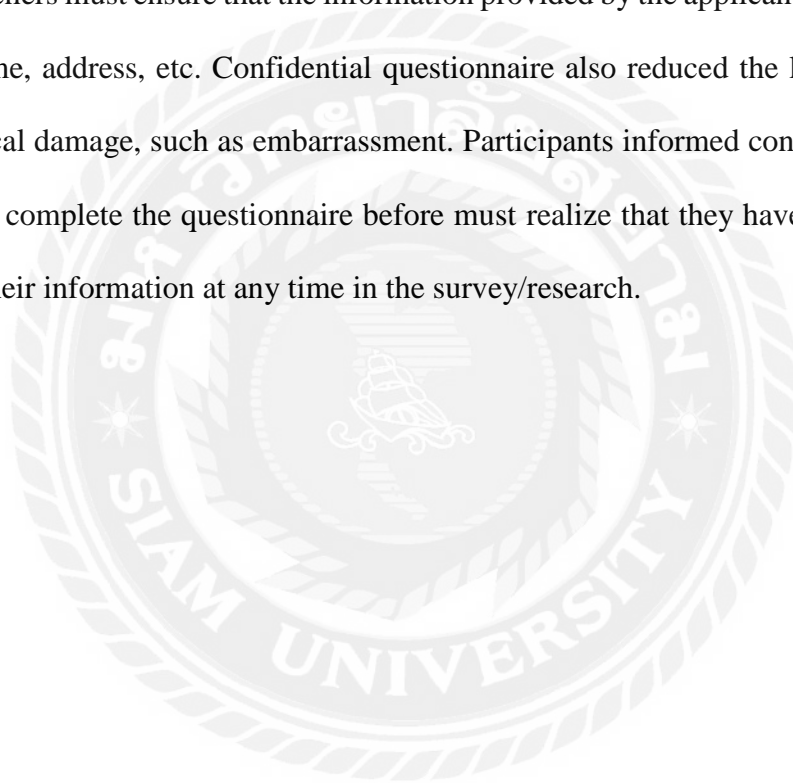
CHAPTER 4

RESEARCH FINDINGS

4.1 Introduction

Q1. What is your gender?
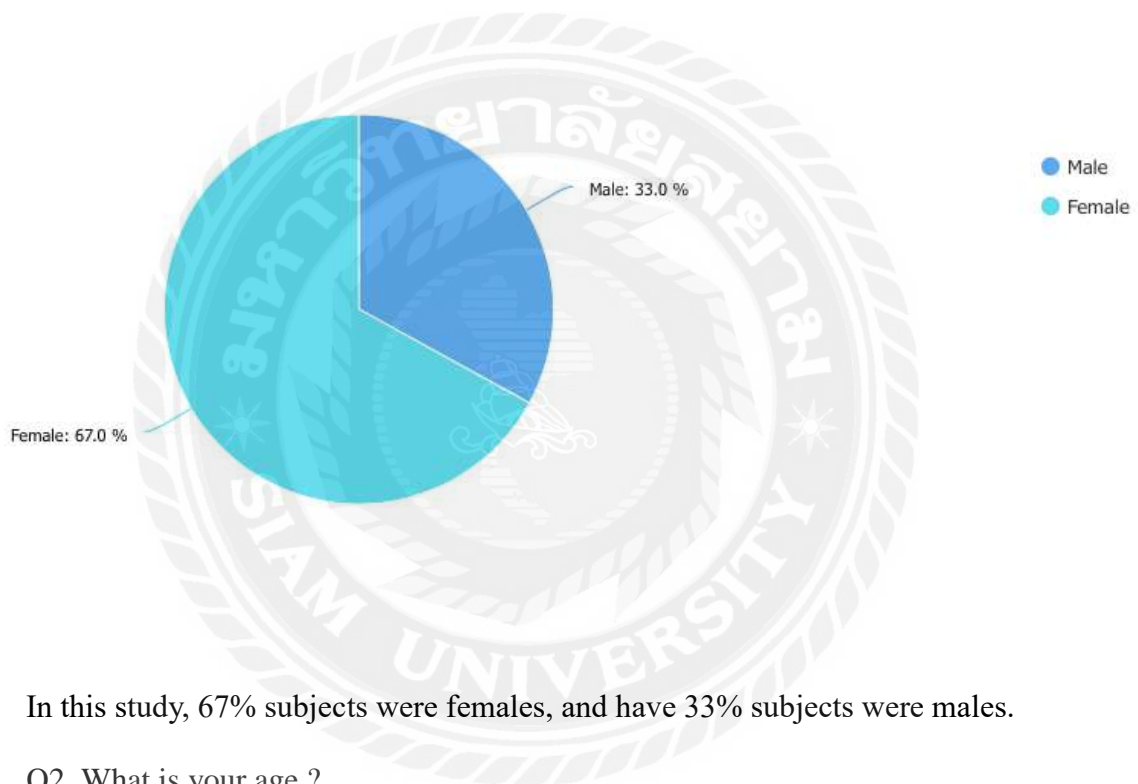
In this study, 67% subjects were females, and have 33% subjects were males.
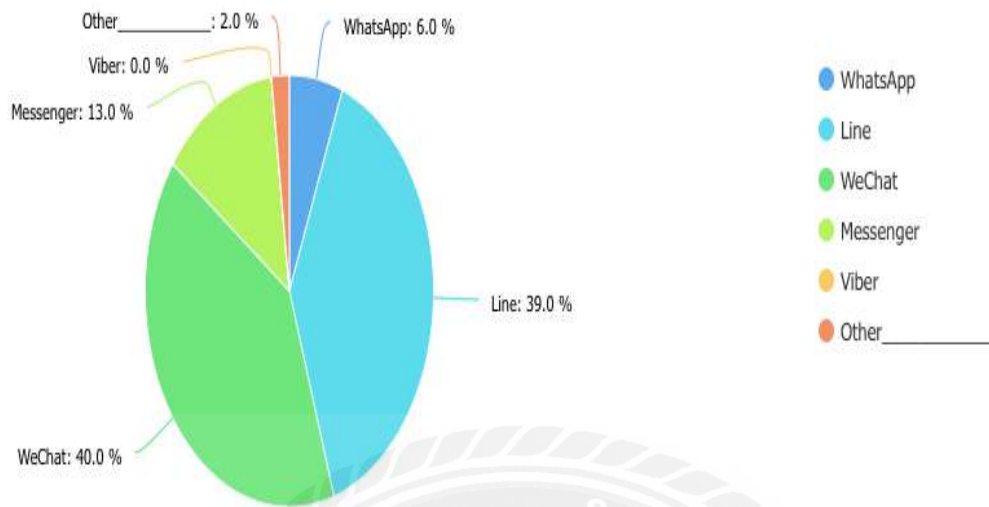
Q2. What is your age ?

The subjects have 10% under 20 years old, 67% subjects were of age 20 to 30, 21% subjects were of age 30-40, 40-50 and more than 50 subjects have 1%.
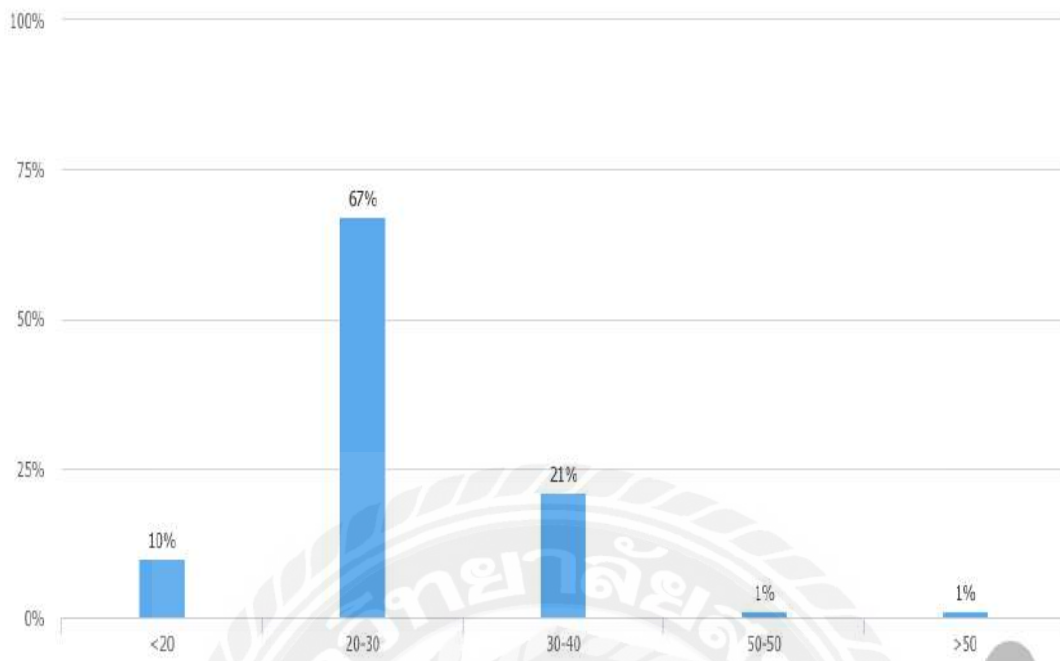
Q3. Do you use social media App through your mobile phone?

In this question, have 99% subjects use social media App in their mobile phone.
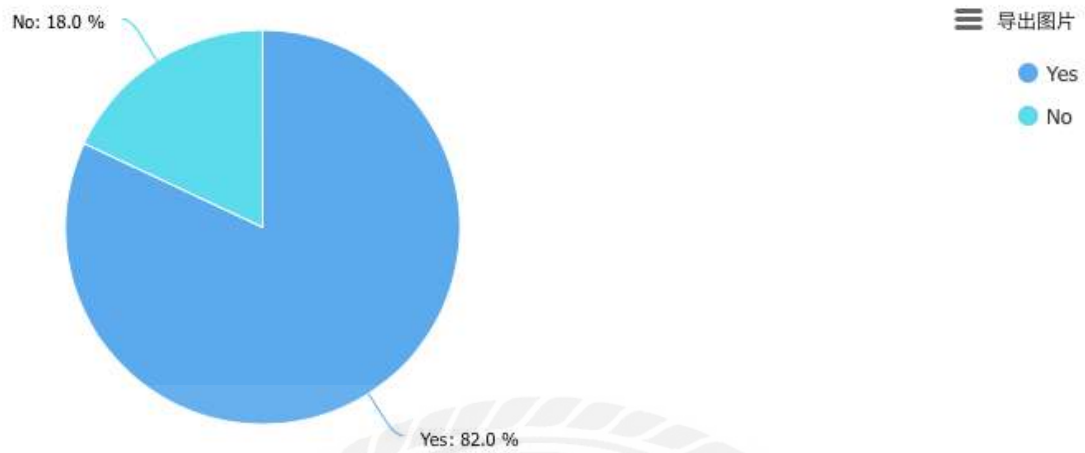

No: 1.0 %

Yes: 99.0 %

Yes
No
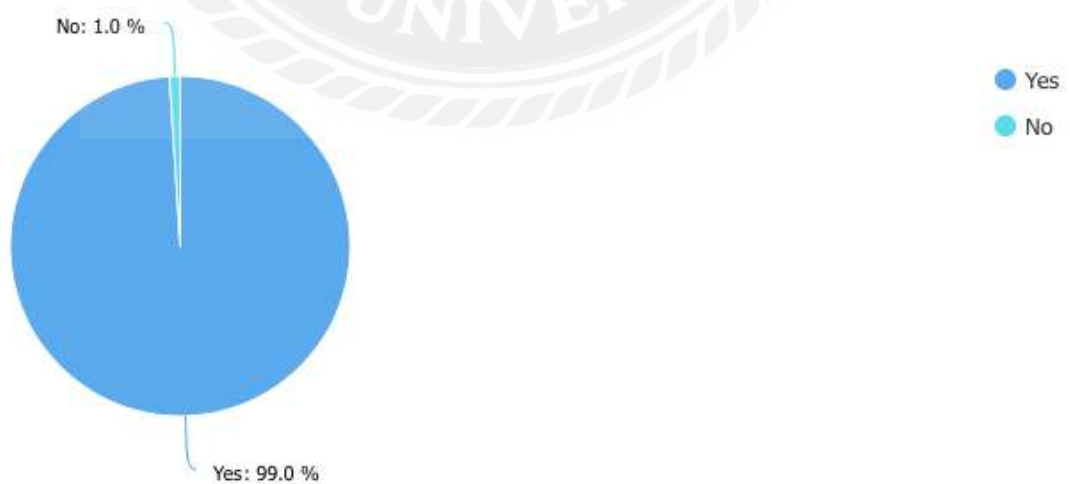
Q4. What is your often-used social media App?

6% subjects used WhatApp, 39% subjects Used Line, 13% subjects used Messenger, 0% subjects used Viber, 2% subjects used other social media App and 40% subjects used WeChat.
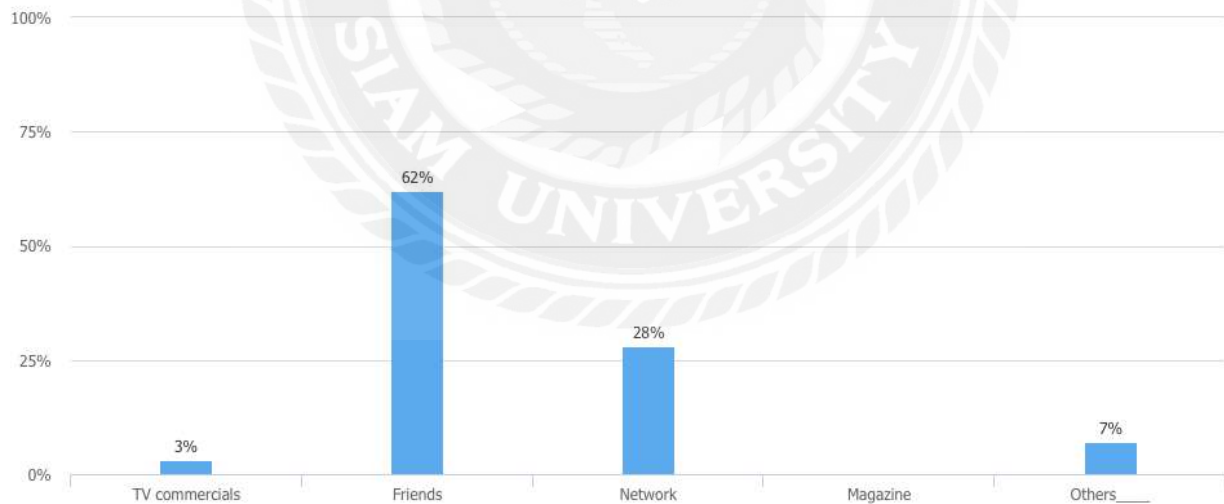
6.WeChat is a messaging and calling App developed by Tencent. Do you want to

use WeChat?

82% subjects want to use WeChat, have 18% subjects did not want use WeChat.

7.How do you know WeChat?

3% subjects know WeChat from TV commends, 62% know WeChat from their friends, 28% subjects know WeChat from network, 0% subjects know WeChat from magazine, and 7% subjects know WeChat from others.

8.What functions do you use most in social media App?
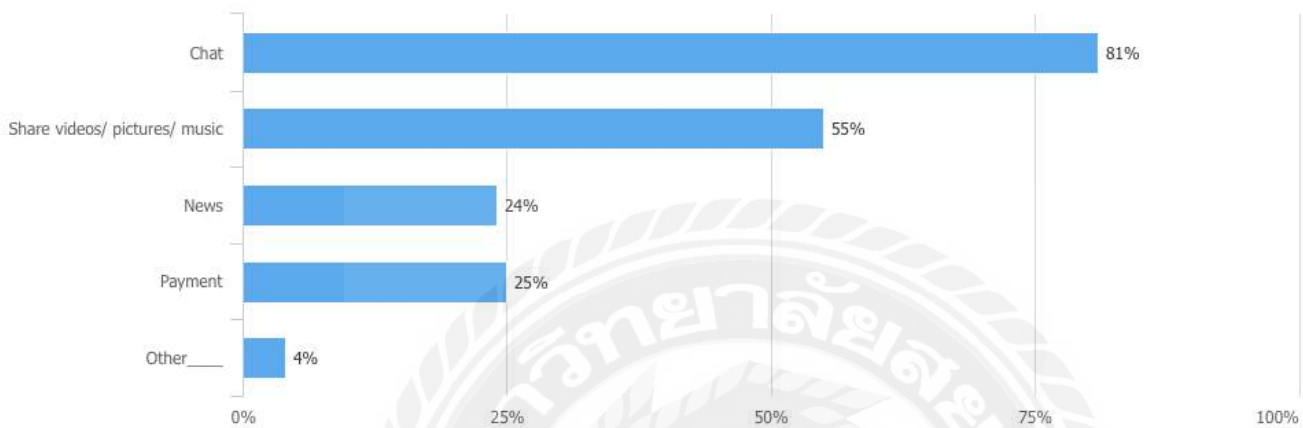
The most use function in social media App is Chat function, then be followed by share videos/pictures/music 55%, then payment at 25%, news at 24%, others at 4%.

9.What 's the important factor when you choose a social media application.
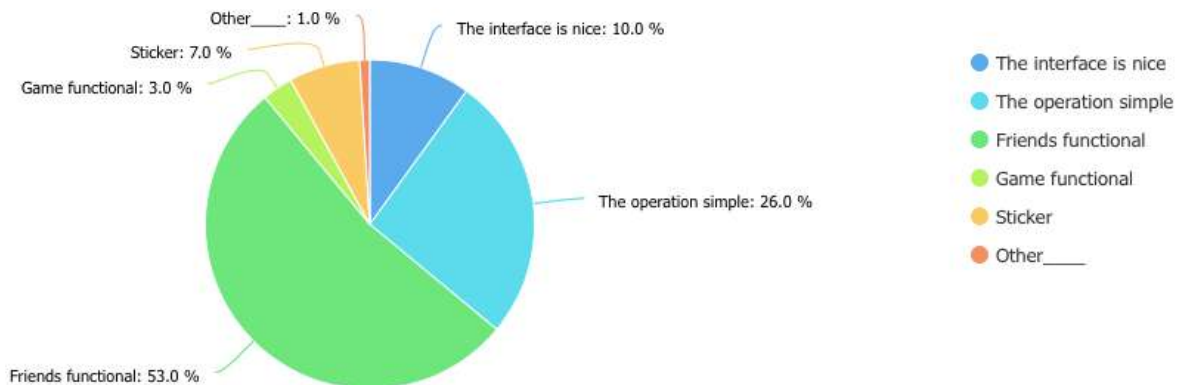
Subjects think friends functional is the most important when they choose a social media App, then be followed by the operation simple, then is the interface is nice.
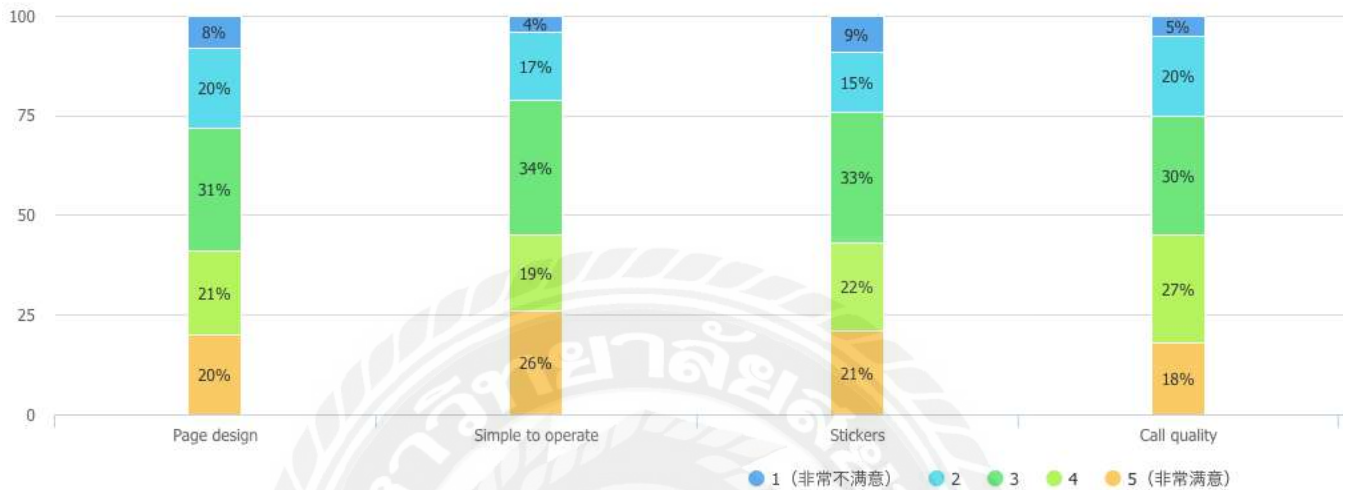
10.Please rate the following statement on a scale of 1 to 5 for WeChat

The majority of users is still not satisfied with WeChat, the most users give each options in 3 score, and call quality have the lowest score, followed by the page design, the highest score is simple to operate.

11.What are the disadvantage of WeChat?
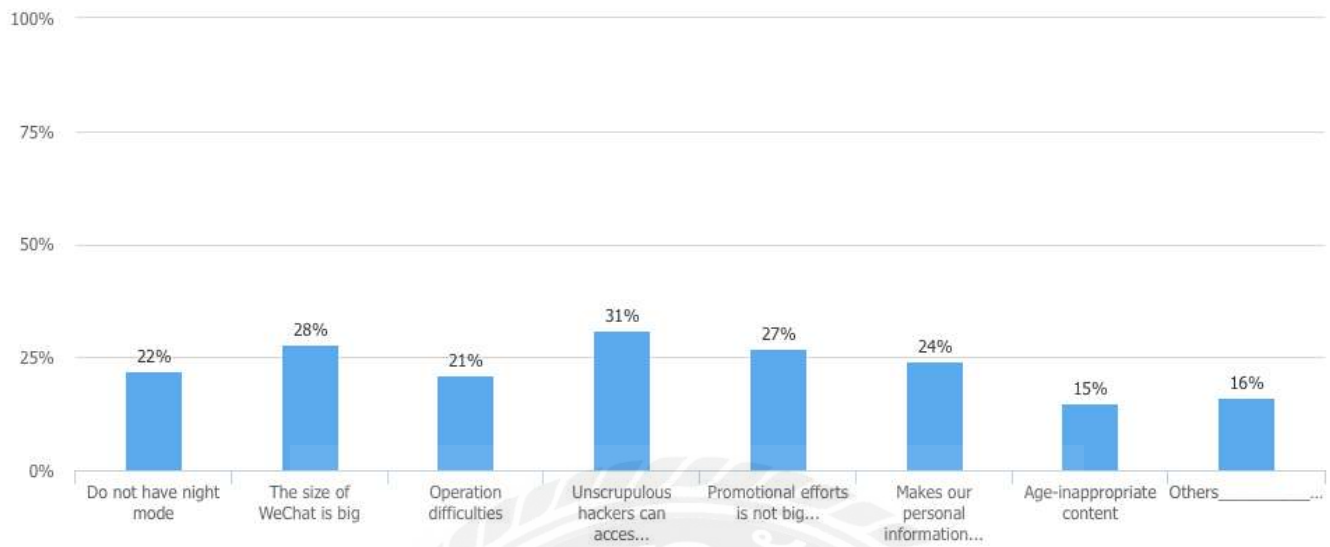
31% subjects think the biggest disadvantage is unscrupulous hackers can access ;28% subjects claim that it the size of WeChat is big; 27% subjects think WeChat promotional efforts is not big; 24% subjects care about that it makes their personal information ; 22% subjects the disadvantage is do not have night mode; and 21% choose operation difficulties .

CHAPTER 5

Conclusion

1.   Conclusion

Based on the conception of China's 'The Belt and Road', "going global" strategy and "Internet Plus ', provide even better platform to Chinese Internet companies. Tencent company is innovation and have influence of Internet companies in China, in the overseas development strategy, WeChat is the important strategy of internationalization of Tencent. So, analyzing and summing up experience of WeChat international spreading and market strategy has the special function and the significance, also can give Chinese companies to expand overseas markets has a reference value. This study also analysis of the background and current situation of WeChat. On the evolution and main characteristics of WeChat, WeChat establish globalization strategy to develop and review the status of WeChat in overseas competition.

This study used SWOT analysis WeChat Strengths, Weakness, threat and opportunity, give WeChat countermeasure and reference. The use of the questionnaire, can understand user experience, analysis user satisfaction of WeChat for give WeChat useful Suggestions for the development of international market.

Use questionnaire showed WeChat users most is 20 to 30 years old, the messenger, Line， WhatsApp are competitors of WeChat in the international market，they've gotten to a certain market share in international market. The most users know WeChat was from their friends, WeChat in the aspects of market propagandizing is not big, such as TV commercial, internet propagation. the largest number of users would like to use

the chat function, also the function of timeline, the payment function is very highly regarded by the user. When User choose a social media App they think the most important function is friend functions, followed by the interface is simple, but many users reaction WeChat operation difficult, the size of WeChat is to big, and make the user's private information leak out more easily.

2. Recommendation

（1）Appreciate cultural difference

Cultural factors, the user habit, very successful products in China to other countries are likely to be less popular, this phenomenon is called "the Galapagos syndrome". Based on the accumulation of QQ users of resources and China's high voice tariffs, WeChat quickly get success in the domestic similar products. But in other markets, WeChat advantage is not obvious, so must pay attention to localization. Such as LINE found in Indonesia, the local alumni circle has a strong social cohesion, and launched a alumni circle application service. In Muslim countries, the LINE and introduced a Ramadan stickers, this kind of insights into the culture, is well worth WeChat to learning.

（2）Establishing the new image of Chinese products

Establish confidence in the Chinese Internet products. Foreign users of China's Internet privacy issues, wary of products, this is also one of the challenges of foreign promotion. Protect user privacy, deal with the relationship with the government regulation, is must face the problem.

(3) The synchronization of extended functionality

WeChat in the international market is not only to face other mobile IM competition such as WhatsApp, Line, also need to understand the needs of the localization of countries and regions, including language, culture, network response speed, value-added services matching the needs of the local and so on.

Reference

11 Social Media and International Marketing Statistics for 2016. (2016). *K International*. Retrieved 15 October 2017, from http://www.k-international.com/blog/international-marketing-social-media-statistics-2016/

An Introduction to WeChat - China Channel. (2017). *Chinachannel.co*. Retrieved 17 October 2017, from https://chinachannel.co/wechat-introduction/

Chat Mobile App: WhatsApp, Line, and WeChat in the World. (2013). *Value2020.wordpress.com*. Retrieved 17 October 2017, from https://value2020.wordpress.com/tag/line/

China, G., & China, G. (2017). *WeChat Marketing : Top Strategies from Professionals*. *Marketing China*. Retrieved 17 October 2017, from https://marketingtochina.com/need-know-wechat-marketing/

Constine, J. (2017). *Facebook now has 2 billion monthly users… and responsibility*. *TechCrunch*. Retrieved 17 October 2017, from https://techcrunch.com/2017/06/27/facebook-2-billion-users/

Deep Dive: WeChat—From Messaging App to Profitable Ecosystem - Fung Global Retail & Technology. (2017). *Fung Global Retail & Technology*. Retrieved 17 October 2017, from https://www.fungglobalretailtech.com/research/deep-dive-wechat-messaging-app-profitable-ecosystem/

Feature: WeChat offers convenient e-payment services for Thai sellers, Chinese tourists. (2017). *News.xinhuanet.com*. Retrieved 9 October 2017, from http://news.xinhuanet.com/english/2017-04/21/c_136226645.htm

Lee, K. (2017). *The 2016 WeChat Data Report | WeChat Blog: Chatterbox*. *WeChat Blog: Chatterbox*. Retrieved 17 October 2017, from http://blog.wechat.com/2016/12/29/the-2016-wechat-data-report/

The crazy history of WeChat. (2017). *Mediaclub.cc*. Retrieved 17 October 2017, from http://www.mediaclub.cc/News/infos/id/8050

The global mobile phone chat application distribution In 2016. (2017). *199IT*. Retrieved 17 October 2017, from http://www.199it.com/archives/495328.html

Turner, M., & Chen, M. (2017). *WeChat Expands in Europe in Bid for Global Advertisers, Payments*. *Bloomberg.com*. Retrieved 8 September 2017, from https://www.bloomberg.com/news/articles/2017-03-30/wechat-expands-in-europe-in-bid-for-global-advertisers-payments）

WeChat. (2017). *En.wikipedia.org*. Retrieved 17 October 2017, from https://en.wikipedia.org/wiki/WeChat

WeChat Is 5 Years Old Today! - China Channel. (2017). *Chinachannel.co*. Retrieved 13 October 2017, from https://chinachannel.co/wechat-is-5-years-old-today/

WeChat SWOT Analysis | USP & Competitors | BrandGuide | MBA Skool-Study.Learn.Share.. (2017). *MBA Skool-Study.Learn.Share.*. Retrieved 17 October 2017, from http://www.mbaskool.com/brandguide/it-technology/13627-wechat.html

WeChat's world. (2016). *Economist.com*. Retrieved 25 September 2017, from https://www.economist.com/news/business/21703428-chinas-wechat-shows-way-social-medias-future-wechats-world

WeChat's challenger in International market - Bloomberg Business week. (2017). *Read.bbwc.cn*. Retrieved 17 October 2017, from http://read.bbwc.cn/yjkf4m.html

Questionnaire

This questionnaire is designed to study "THE STUDY OF WECHAT IN INTERNATIONAL MARKETING", it will take you few minutes to fill in this questionnaire. Thank you for your time.

1.What is your gender ?[单选题]
a. Male
b. Female

2.What is your age ?[单选题]
a. <20
b. 20-30
c. 30-40
d. 50-50
e. >50

3.What is your nationality?   : _____

4. Do you use social media App through your mobile phone?[单选题]
a. Yes
b. No

5. What is your often used social media App?[单选题]
a. WhatsApp
b. Line
c. WeChat
d. Messenger
e. Viber
f. Other_____

6. WeChat is a messaging and calling App developed by Tencent. Do you want to use WeChat ?[单选题]（（If choose NO，please trun to question 11))
a.Yes
b. No

7. How do you know WeChat?[单选题]
a. TV commercials
b. Friends
c. Network
d. Magazine
e. Others____

8. What functions do you use most in social media App?[Multiple choice]
a. Chat
b. Share videos/ pictures/ music
c. News
d. Payment

e. Other____

9. What 's the important factor when you choose a social media application.[单选题]
a.The interface is nice
b. The operation simple
c. Friends functional
d. Game functional
e. Sticker
f. Other____

10. Please rate the following statement on a scale of 1 to 5 for WeChat((minimum:1, maximum:5))
1~5
a. Page design
b. Simple to operate
c. Stickers
d. Call quality
e .Various functions and strong interest
f. Free call and Free text messages

11. What are the disadvantage of WeChat ?[Multiple choice]
a. Do not have night mode
b. The size of WeChat is big
c. Operation difficulties
d. Unscrupulous hackers can access our sensitive information
e. Promotional efforts is not big enough
f. Makes our personal information vulnerable to theft
g. Age-inappropriate content
h. Others_____