



The Marketing Strategy of 'We Media' in 5G Era in China

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ABSTRACT

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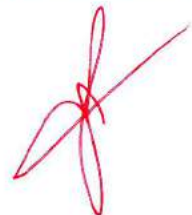
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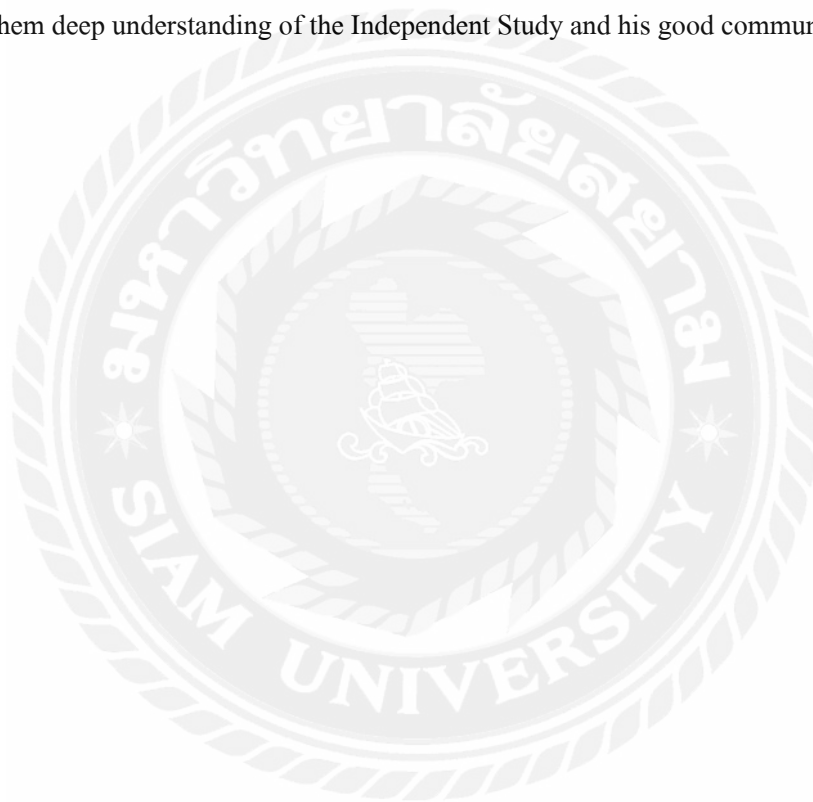
As an important part of Chinese private enterprises, family businesses have entered the peak of generational inheritance. Innovation is the fundamental guarantee for an enterprise's long-term development, but the lack of investment in innovation and the conflicts between generations are the most common major problems faced by most Chinese family businesses. This paper systematically reviewed relevant literature in recent years, and summarized the factors that influence the intergenerational inheritance, intergenerational conflict and innovation investment of Chinese family business. Through literature review, this paper proved the link between the generational inheritance conflicts and the innovation investment of Chinese family businesses, and offered suggestions for improvement. The research carried out in this paper sheds a light on Chinese family businesses that face the dilemma of intergenerational inheritance to better innovate and maintain their long-term competitiveness.

Keywords: Chinese Family Business, Intergenerational Inheritance, Intergenerational Conflict, Innovation Investment



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1. Introduction

1.1 Background of the Study

5G has been a hot topic now a day since it developed in 2013. Many researchers and managers of this field want to catch this chance, they compare it with Halley's Comet because they both come only once or twice in a person's life. At the same time, many rumors about 5G are arising. Some people have unrealistic illusions about 5G, they treat it as a panacea, and others are pessimistic about the development of 5G (Nordrum, 2016). For attacking these rumors, the leaders of the industry are forced to set standards as soon as possible. Fortunately, the 5G Application Position White Paper that Huawei released at the ITU TELECOM WORLD in Budapest on September 10 in 2019 looks forward to 5G application scenarios in many fields especially in new media (Huawei 5G Application Position White Paper, 2019).

The term 'New Media' was derived from a plan of product development in 1967 by P. Goldmark, the director of CBS Institute of Technology. After that, E. Rostow, the chairman of the Presidential Special Committee on Communications Policy, used New Media many times in the reports that send to President Nixon. UNESCO given the definition of New Media as internet media. However, there is no doubt that new media is the product under the development of digital and it uses the technologies of digital to pass information through terminals such as computers and smartphones (Ma, 2016).

In the 4G era, smartphones have replaced computers to be better platforms of new media and a new kind of new media that came into public view is 'We Media.' The concept of 'We Media' was first proposed by a columnist called Dan Gillmor at the end of 2002. In July 2003, Shayne Bowman and Chris Willis published an online research report called 'We Media' (Chen, 2018). 'We Media' refers to the way that individuals publish their own facts and news through the internet by smartphones (Zhang, 2016). Practitioners of 'We Media' usually attach to social network services such as Weibo, Blog, and We-Chat Public. Therefore, 'We Media' should be the first part that enjoys the bonus of the 5G era (Xiao, 2016). But, considering the ability of market analysis that the individuals of 'We Media' have, nobody knows how much bonus they can actually enjoy (Xu, 2019).

1.2 Problem of the Study

'We Media' seems to have a low threshold and everyone who can apply for an account on the relevant platforms could share their content, but most individuals of 'We Media' have no idea about marketing analysis and do not know how to find their self-positioning. On the other hand, these platforms of 'We Media' accept almost everyone who

wants to do 'We Media' but most of them have not established a good competition system that leads market chaos (Xu, 2019). All of these are not friendly to newcomers of 'We Media' and most 'We Media' operators who are in low traffic for a long time, because these will make individuals of 'We Media' to hardly accumulate fans. What is worse, even with a large number of fans, it is not certain to monetize (Wang, 2019). The 5G era which has brought high-speed network support and the universal application of smart terminals undoubtedly brings new chances and challenges to 'We Media' marketing (Qiu, 2018). Making 'We Media' content will be easier, the transmission of 'We Media' will be faster and the interaction will be simpler (Xiao, 2016). Although 'We Media' is not as good as traditional media in quality and credibility of content, it still becomes the new mainstream media that replace traditional media in terms of speed and breadth (Wang, &Sha, 2018).

Therefore, the problems that all 'We Media' operators will face are how to adapt to the new station of 'We Media,' improving the quality of content and acquiring higher traffic at the same time and monetizing the traffic effectively.

1.3 Objective of the Study

This paper aims to understand the changes that the 5G era brings to 'We Media' in China and analyze the marketing strategies of 'We Media.' Set the following three goals:

- 1.To analyze problems since 'We Media' developed and the factors affecting the development of 'We Media.'
- 2.To analyze the impact of the application of 5G on 'We Media' marketing.
- 3.To guide 'We Media' marketing strategies and effective monetization methods in the 5G era.

1.4 Importance of the Study

This study begins with the development of 'We Media' in China, analyzes the current state of 'We Media' in China in the 4G era and the problems encountered and provides guidance on the challenges that 'We Media' may encounter as individuals enter the 5G era. In addition, by understanding the current application environment of 5G technology, the study also discusses the development direction of 'We Media' in the 5G era. Finally, the above research concludes the effective marketing strategies for 'We Media' individuals entering the 5G era.

This study will be looking for research objects in China. Not only because there are a huge number of 'We Media' operators in China, but also because China has advantages in the application of 5G technology.

1.5 Scope of the Study

Since 2015 which be called the first year of 'We Media' investment in China, the amount of financing obtained from 'We Media' industry is increasing day by day, and the status and scale of the industry was continuously improved. 'We Media' industry is gradually becoming the backbone of China's media industry (Zhang, &Shang, 2016). However, many individuals of 'We Media' do not have a correct understanding of marketing, which leads them to could not create market value. It is undoubtedly a kind of obstacle to 'We Media' industry in China. Therefore, it is necessary to provide the direction of market analysis and effective marketing strategies for 'We Media' practitioners (Wang, 2016).

As a core country of 5G, China has never stopped exploring applications of 5G. The high-speed network era brought by 5G technology will obviously bring more changes to 'We Media' industry and break the media landscape in China and even the world (Wang, 2017).

2. Literature Review

2.1 Development of 'We Media' in China

With the technology revolution of web2.0, The emergence of communication tools on the Internet such as Facebook, Blog, and Weibo marks the beginning of 'We Media.' 'We Media' which is more flexible and diverse have broken the model of traditional media by changing the communication mode from "media to the audience" to "from individual to other individuals" (Wang, 2014). Individuals of 'We Media' in China made many attempts on the way to industrialization. The development of 'We Media' in China has gone through three stages: the first one is the birth stage of 'We Media' represented by BBS, the second one is the development stage represented by social media including Weibo and Blog, and the third one is the boom stage of 'We Media' when 'We Media' platforms diversified (Shan, 2017). Nowadays, the form of 'We Media' became more and more, and 'We Media' is changing our lives in all aspects. Tang Xujun noticed in China New Media Development Report in 2015 "Until December 31 in 2014, the number of Chinese Internet users were 649 million, of which 557 million were mobile phone Internet users and 85.8% of Internet users used mobile phones to surf the Internet. The usage rate of instant message applications on mobile phones was 91.2%. The number of WeChat users reached 600 million and the number of WeChat public accounts was 5.8 million." (Ma, 2016) Until the end of 2017, the number of WeChat public accounts was 10 million, 'We Media' is developing in an extreme way (Xu, 2019).

However, the problems that 'We Media' face are prominent. The first is that individuals of 'We Media' positioning are vague and to catch hot spots their content does not match its own positioning. That is very bad for them to establish their own brands. Secondly, many 'We Media' content is low-quality and plagiarism is frequent. That causes a lot of resources to be occupied. Finally, 'We Media' practitioners choose to use the "following equals welfare" way to attract fans. This method can indeed quickly accumulate the number of fans, but it will also lead to low quality and low activity of fans (Chen, Luo, Huang, & Xu, 2017).

2.2 Impact of 5G Technology on 'We Media' in China

Since the development of 5G technology, it has been valued by all countries in the world. China has spent 110 million dollars on 5G research in the past 16 years. IHS Markit predicts that investment in China will be 24% of the world in 5G (Campbell, Diffley, Flanagan, Morelli, O'Neil, & Sideco, 2017). The "Internet+" plan of China is gradually being implemented with the construction of 5G base stations (Wen, 2016). 5G technology is developing fastly and at the same time it is changing the lives of Chinese people in every way (Song, 2016). In terms of new media, the development of 5G technology broadened the application scenarios of new media information dissemination, and 'We Media,' as one of the most important application scenarios in the 5G era, its dissemination is a leap forward (Lu, & Qiu, 2019). With the improvement of smartphone and network speed, video and live broadcast will replace picture and text and become the main medium for 'We Media' communication, and 'We Media' individuals will be easier to produce content, the transmission will be faster, small-scale interaction will be stronger, and new interactive methods such as video comments and video participation in topic discussions will appear (Xiao, 2016). 'We Media' platforms will also be further optimized by using AI technology and big data analysis technology to quickly analyze user preferences and push more accurate content to users according to their browsing preferences (Qiu, 2018). The Internet of Things will also develop rapidly in the 5G era, by micro-sensors everything can link together through the Internet and object-to-object interaction and human-machine interaction will become truth. "Non-traditional IT devices" such as smartwatches, smart glasses will become more popular, and these wearable devices will be used in a different area, which may bring revolution to social media and meanwhile offer more possibilities to online and offline interaction of 'We Media.' AR and VR technologies that have not been popular due to the network environment may become the new medium of 'We Media' after short videos (Hu, & Zhou, 2020).

2.3 Strategy of 'We Media' Marketing in China

From the perspective of content marketing, 'We Media' need to post quality content steadily, both practical content and personalized content all have the benefit of creating co-creation value and improving user participation and rate of fans conversion (Wu, & Liu, 2018).

'We Media' is supported by platforms, so for almost all, 'We Media' platforms are not only the place where they post content but also the resources of platforms can feedback to 'We Media' practitioners, so that they can spend less cost to get more traffic (Tang, 2019). And platforms are not isolated, they link each other. Therefore, it is necessary to integrate marketing resources and build our own marketing ecosystem (Song, 2016). The different mediums of 'We Media' platforms and the different medium between 'We Media' and traditional media need to connect and exchange with each other so that 'We Media' practitioners can cover the fans in a more wide range and improve the attractiveness of their own brands and effectiveness of marketing (Zhou, 2020).

It is also important to build a personal brand and improve credibility. Credibility is an inherent strength that makes the media trusted by the public, and the credibility of the communicator is directly proportional to the effectiveness of its dissemination (Zhou, 2011). One reason that 'We Media' is not as good as traditional media in terms of credibility is, 'We Media' lack their own brand and reputation. Therefore, the most effective way for 'We Media' to increase its influence is to learn the marketing methods of traffic stars to establish its own brand and use celebrity effect for marketing (Bu, & Zhou, 2019). For example, the influence account of Weibo can trigger a series of chain events and attract a large number of potential consumers just by reposting and commenting (Liu, 2020).

2.4 Past Research

The development of 'We Media' in China momentum is very rapid. With 'We Media' platforms increasing, the number of 'We Media' practitioners has also increased year by year. Especially from 2014 to 2015, the number of 'We Media' practitioners has experienced a blowout growth, until 2017 the number of 'We Media' practitioners is more than 2.6 million (China 'We Media' industry analysis report, 2018).

With the development of Internet technology, 'We Media' will have more mediums in the future. From picture and text in the 2G and 3G era to video, live broadcast, and short video in the 4G era, China 'We Media' has made great progress (Wang, & Pang, 2020). A large number of 'We Media' individuals published their videos on the platforms. In 2018, there were 71.08 million active subscribers and more than one million active video creators on the video website Bilibili (Lou, & Gao, 2019). According to data released by iiMedia Consulting, until the end of 2017,

the number of short video users in China reached 242 million, and until February 2018, the total number of active users of short video platforms reached 569 million. In the first quarter of 2018, Tiktok was downloaded 45.8 million times surpassing Facebook, YouTube, and Instagram, and became the top app of Apple Store (2017-2018 China Short Video Industry Trend and User Behavior Research Report, 2018).

“Internet +” action in China will also gradually develop, through the “Internet + various traditional industries” model, China promote the deep integration of the Internet and traditional industries, and create a new development ecology. Under the new development ecology, people's consumption patterns changed. Consumers prefer the interactive consumption patterns and sharing consumption behavior that means ‘We Media’ will play an important role in the new Internet + era (Baidu Encyclopedia: Internet +). For example, the most popular beauty blogger in China, Li Jiaqi, who used the live broadcast to share and promote products sold 10,000 bottles of facial cleanser in 10 seconds and created a turnover of 3.53 million yuan in 5 and a half hours(Wu, 2019).

3. Finding



'We Media' in China is in an era of rapid development. With the development of Internet technology and the popularization of smartphones, the mediums of 'We Media' are becoming more and more abundant, and the threshold for engaging in 'We Media' is getting lower and lower, which leads the number of individuals to enter the industry. That has objectively further expanded the influence of 'We Media,' but also caused many problems. These 'We Media' individuals only get information about this industry from those famous 'We Media' accounts. The psychological gap has led many individuals to the worrying way of "make fast money" that only seek the attention and get traffic quickly. However, this way not only has no benefit to the long-term development of 'We Media' individuals, but also makes low-quality accounts occupy platform resources, squeeze the space of creators, and cause bad value orientation (Chen, Luo, Huang & Xu, 2017).

The use of 5G technology solves the above problems to some extent, and also brings more opportunities and challenges to 'We Media' individuals. The high-speed characteristics of 5G can ensure that users enjoy more big data applications and services and obtain more accurate and quality content pushing. The connection density and low-latency characteristics of 5G have made it possible to popularize the Internet of Things and ARVR technology (Qiu, 2018). These expand the online and offline interaction methods of 'We Media,' and even blurs the boundaries between online and offline. It also provides a new medium for 'We Media' (Hu, & Zhou, 2020).

The changes brought about by the use of new 5G technologies have also given more challenges to 'We Media' practitioners. In the 5G era, 'We Media' practitioners need to ensure posting high-quality content, including practical content and personalized content (Wu, & Liu, 2018). Practitioners must combine major 'We Media' platforms resources and online and offline resources for integrated marketing and establish their own marketing ecosystem(Zhou, 2020). The most important thing is building our own brand to expand the influence of 'We Media' account to occupy a place in the new employment boom in the 5G era.

4. Conclusions and Recommendations

This research gives suggestions to most 'We Media' practitioners who cannot effectively market their accounts. It focuses on discussing the development process of 'We Media' in China, and finds the shortcomings in the development of 'We Media,' and helps practitioners to avoid and correct them. Giving imagine of the impact and opportunities that 5G new technologies bring to 'We Media,' and based on this, the research provides marketing strategies to 'We Media' individuals to develop in the long-term in the 5G era.

However, 'We Media' individuals face not only their own defects but also external pressure. In the "Internet +" era, more traditional industries have begun to value the power of new media and build their own 'We Media' brands (Baidu Encyclopedia: "Internet +"). Unlike the emerging small, medium, and micro-enterprises, the capital strength of traditional industries and reputation will make them faceless resistance when entering 'We Media' industry and will get more resources. Fortunately, although 'We Media' individuals cannot compete with traditional industries in many ways, 'We Media' individuals also have more Internet sensitivity than traditional industries. On the other hand, although 'We Media' has great potential and rapid development, it cannot completely replace traditional media. First of all, the credibility that traditional media has accumulated over the years is unmatched by 'We Media.' The traditional media industry has a more complete structure, more reliable sources of information, and more complete industry specifications that make traditional media is easy to be recognized by the public (Zeng, 2020). Secondly, compared with 'We Media' which is dependent on the Internet economy, traditional media is more able to adapt to changes in the economic environment, and it is easier to formulate strategies in different economic environments (Liang, & Feng, 2019). To get better development, cooperation and mutual integration between 'We Media' and traditional media may become the future development trend.

As 5G base stations currently do not fully cover all cities in China, and 5G technology applications are still in a high-level stage and not widely used by civilians, most of the information in this article comes from forecasts and prospects of 5G. It may not fully match the real situation when 5G is widely used in civilian applications. On the other hand, due to marketing categories are too much, this article only analyzes the areas that are affected by 5G technology, and summarizes the marketing strategies for 'We Media.' To fully understand the marketing direction of China 'We Media' in the 5G era, further research is needed. In future research, we can analyze the different types of marketing and propose more specific marketing strategies based on the actual situation of 5G. The bonus brought by the 5G era has timeliness, 'We Media' individuals must make preparations to seize the opportunity in the new era. It is recommended to modify and develop the research theory in this study that guides the direction of development in the 5G era.

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