USING TMALL MALL AS AN EXAMPLE TO ANALYZE BRAND MARKETING STRATEGIES OF E-COMMERCE ENTERPRISES

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USING TMALL MALL AS AN EXAMPLE TO ANALYZE BRAND MARKETING STRATEGIES OF E-COMMERCE ENTERPRISES

Thematic Certificate

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ABSTRACT

With the progress of Internet technology, e-commerce has been developed rapidly with unprecedented momentum and has become a new economic growth point for China's economy. Through the development of e-commerce, competition among domestic e-commerce enterprises entered the white-hot stage of brand competition. To occupy the market advantages in the competition, brand management of e-commerce enterprises faces multifaceted requirements and challenges.

From the definition, classification, and development process of e-commerce, this paper emphatically expounded that e-commerce, as a new business model, is an innovation to the traditional development model. Following the guidance of the basic theory of brand management, this paper focused on analyzing the brand development process and brand management mode of Tmall mall from five aspects: brand image, core value, communication and marketing, audience, and international management. Through the case analysis of Ttmall mall brand management, this paper summarized the structure and innovation of e-mail brand management. It directed attention to the fact that the e-mall brand management system is an essential part of e-mall brand management.

The research of this paper focused on not only the case study but also the comprehensive investigation of e-commerce brand management based on the case studies. The research results of this paper had a particular reference significance for enterprises of e-commerce brand management to explore international management of e-commerce in China and try to provide countermeasures to existing problems of e-commerce brand management. This research can

improve credit and security, integrate resources within the industry, and integrate online and offline.

摘要

题目：以天猫商城为例探析电子商务企业品牌营销策略

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随着互联网技术地不断进步，电子商务以前所未有的发展势头猛进，并发展成为我国经济新的经济增长点。电子商务地发展壮大，国内各大电子商务企业竞争也已进入品牌竞争的白热化的阶段，为了在竞争中不断占领市场优势，电子商务企业的品牌管理面临更高的要求和挑战。

本文从电子商务的定义、分类、发展历程入手，着重阐述了电子商务作为一种新型的商务模式，是对传统发展模式的一种创新；在品牌管理基础理论的指导下，重点分析了天猫商城品牌发展历程以及品牌管理模式，分别从品牌的形象、核心价值、传播营销、受众、国际化管理五个方面给予分析。通过天猫商城品牌管理案例分析总结了电子商城品牌管理的架构及创新，以及指出电子商务品牌管理当下面临的问题，并对问题的解决进行了积极探索。
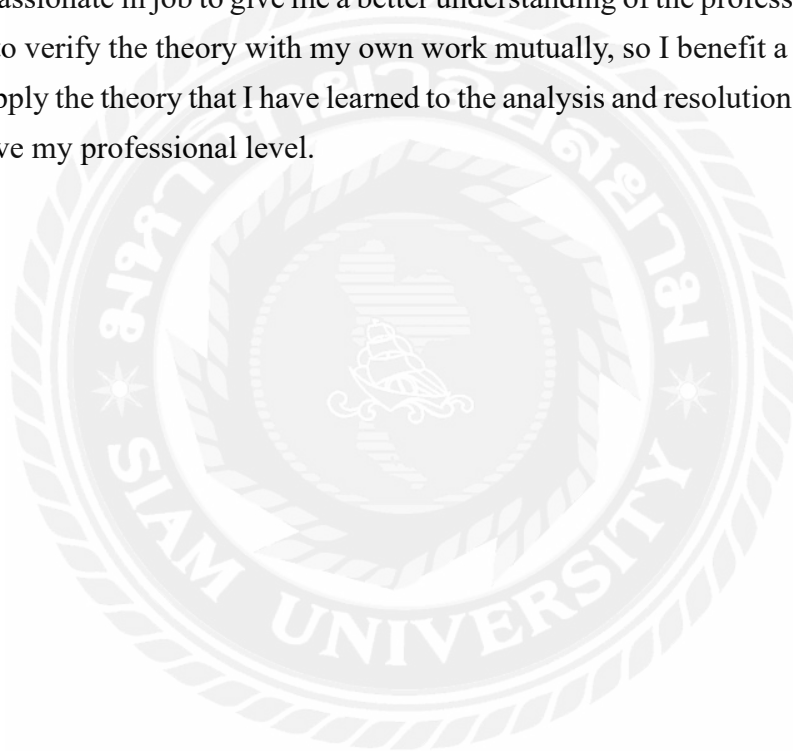
本文的研究不仅集中在个案上，而是在案例研究基础上对电子商务品牌管理的整体研究，本文的研究成果将会对电子商务品牌管理的企业具有一定的借鉴意义，不仅对我国电子商务的国际化管理进行探索，而且对应对电子商务品牌管理问题尝试给出应对方法，包括:改善服务和体验、提高信用和安全、行业内资源整合、线上线下融合等多种方式。

关键词： 电子商务　品牌管理　天猫　创新　问题及应对

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My graduate study career is coming to an end. I am especially grateful for my Adviser Dr. Zhang li and all faculty of MBA/ Siam university mater's nourishment and cultivation. I will bear in mind my alma mater's teachings and work hard to be a useful person to the society in my future work and life. At the same time, I should also like to thank my parents for their support and encouragement for my studies, as well as the selfless help of my friends. It is with their support that I can successfully complete the thesis writing.

I would like to appreciate all the teachers. It is your selfless dedication and the educational philosophy of passionate in job to give me a better understanding of the professional knowledge and enable me to verify the theory with my own work mutually, so I benefit a lot. Moreover, it enables me to apply the theory that I have learned to the analysis and resolution of real problems, and then improve my professional level.

CONTENTS

CHAPTER 1 INTRODUCTION

1.1 Background

With the continuous advancement and development of Internet technology revolution, now, the world has entered the era of network economy, and the Internet has produced great changes in the mode of human economic production. As a new business model, e-commerce originated in the United States. Although the development of e-commerce in China started late, its development speed has attracted the attention of the world. According to the China e-commerce report (2013) released by the Ministry of Commerce, China's e-commerce volume exceeded 1 billion yuan in 2013, with a year-on-year growth of 26.8%, including more than 185 trillion online retail sales, the year-on-year increase was 410.2%. E-commerce not only develops rapidly, but also promotes the development of related industries. For example, in 2013, China's express business volume reached 9.2 billion pieces, ranking second in the world.

This paper is precisely in this context to put forward the research on e-commerce brand management.

Under this background, the market competition faced by China's e-commerce enterprises will become more and more fierce and cruel. Therefore, how can e-commerce enterprises carry out brand marketing and establish a distinctive and personalized brand image to take the lead in the fierce market competition, It is the problem that our country e-commerce enterprises need to think about. Today, with the rapid development of China's e-commerce industry, Tmall Mall has become a leading enterprise in the domestic e-commerce industry, and has achieved great success in e-commerce brand marketing. This article takes Tmall Mall as an example. Through the analysis of its development in recent years, it is found that it has three obvious brand marketing strategies: first, reshaping the brand image; secondly, emphasizing customer-centered; finally, it can make rational use of current events, strengthen user experience and enhance brand image.

1.2 Research Problem

What is the impact from e-commerce to e-commerce brand

How to manage the brand of Tmall mall

What is the impact of brand management innovation in online electronic shopping malls

What are the problems with e-commerce brand management

1.3 Objective of the Study

China's e-commerce is mature from the perspective of market, producer or consumer. With the trend of price convergence and product differentiation decreasing in e-commerce market, it is the brand effect that will really affect consumers' purchase decisions. Brand is not only a symbol, but also a name, which contains huge intangible value. Therefore, many e-commerce enterprises will bring the brand construction and brand management process into their own management and management system. Simultaneous interpreting the traditional economic model is a good electronic. Business brand can not only create huge wealth value for enterprises, but also the intangible value and cultural value behind the brand will determine the consumers' praise and enthusiasm for the brand.

This paper studies e-commerce from the perspective of brand management. In the process of consulting the books and literature about e-commerce, the author finds that the existing research on e-commerce mainly focuses on the specific content of this new business model, while the research on brand management of e-commerce is less. Based on the case study of tmall mall, this paper obtains the characteristics and innovation mode of e-commerce brand management, which can provide reference for other e-commerce brand management. Although it is from the perspective of case, it is not only limited in a single case, but also attempts to summarize the basic summary of e-commerce brand management based on the case. Especially for the whole e-commerce industry, it will be of great significance to point out the problems existing in the brand management of e-commerce and explore the countermeasures.

The international management of brand is discussed. At present, brand internationalization is a trend, which puts forward new requirements for the internationalization of our products and management. Therefore, only by adapting to this trend of brand internationalization can we not be eliminated by the market. Moreover, the new business model of e-commerce has the conditions and convenience of internationalization. Whether from its fast logistics conditions or the simplicity and convenience of payment means, it provides sufficient conditions for the international operation and management of e-commerce. Therefore, in the brand management of e-commerce, it is necessary to study the internationalization of brand. For most e-commerce companies, their material benefits have reached a certain height during the initial start-up and growth period of the company, but they may encounter new turning points in their development, face new transformations, and solve new problems. This article aims to study e-commerce brand management, combine the specific operations of Tmall case brand management, and on

the basis of case analysis, find out the problems that exist in the process of e-commerce brand management, analyze the possibility of solutions, and try to find solutions Way, hope to have reference significance for the development of e-commerce practice.

1.4 The significance of research

China's e-commerce has matured from the perspective of the market, the producer, or the consumer. With the trend of price convergence in the e-commerce market and declining product differentiation, it is the brand effect that really affects consumers' purchasing decisions. Same as the traditional economic model, a good e-commerce brand can not only create huge wealth value for the enterprise, but the intangible value and cultural value behind its brand will determine the degree of praise and enthusiasm for the brand by consumers. The research of e-commerce brand management is carried out in order to adapt to this trend. Through the analysis of typical e-commerce brand management cases, the elements, methods, and methods of brand management in these cases are extracted, and they can be used for other e-commerce brand management.

1.5 Hypothesis

H1: E-commerce can enhance brand value.

H2: Brand management innovation will have a positive impact on the network electronic shopping mall.

H3: A positive work attitude affects the management of e-business brands

CHAPTER 2 LITERATURE REVIEW

2.1 Overview of e-commerce

As a new mode of economic development in China, e-commerce has a growing prospect. It not only breaks the barriers of time and space, but also changes the current situation of China's economic development. As an innovative business model, (Mohsen & Masond, 2011) e-commerce not only plays an important role in promoting economic development and solving employment problems, but also shortens the life cycle of products and reduces transaction costs. Online shopping, a new form of consumption, plays an important role in promoting consumption, expanding domestic demand and economic transformation in China.

2.1.1 Definition and Classification of E-commerce

From the beginning of the development of e-commerce, the definition of e-commerce is also constantly developing. (Golrou & Uwe, 2011) So far, there is no unified and authoritative definition of e-commerce. Different market entities and market participants have put forward many concepts according to their different significance in the development of e-commerce.

According to different classification standards, e-commerce can be divided into different categories. At present, the more common classification standard is divided into different application forms according to different trading objects.

The world e-commerce conference in 1997 defined e-commerce: e-commerce refers to the electronization of the whole trade activities.

American scholars Ravi karakota and Andrew B. Wheatstone pointed out in their monograph the frontier of e-commerce: "broadly speaking, e-commerce is a modern business method. This method improves the quality of products and services, improves the speed of service delivery, and meets the needs of government organizations, manufacturers and consumers to reduce costs. This concept is also used to find information through computer networks to support decision-making. Generally speaking, today's e-commerce connects the information, products and services of the buyer and the seller through the computer network, while the future e- commerce connects the seller and the buyer through one of the numerous computer networks that constitute the information superhighway. "

OECD (Organization for economic cooperation and development) defined e-commerce in "2002 information technology outlook" in 2002: "e-commerce is the sale of products or

services between enterprises, families, individuals, governments and other public or private institutions through the computer-mediated network. The products or services purchased and sold are carried out through the network. As for payment and final delivery of products or services, they can be completed online or offline. "

Although the concepts listed above define e-commerce from different angles, the basic characteristics of e-commerce model can be summarized from these definitions. First of all, e-commerce needs the help of network and computer technology to complete the transaction. These technical means are the basic conditions for the realization of e-commerce. In the process of transaction, electronic tools should be used. High efficiency, low cost and high benefit e-commerce must be based on a series of systematic electronic tools, including the electronic tools used in the whole process of commodity demand, purchase, distribution and after-sales, such as network and telephone, to realize the production, circulation and consumption of products. Secondly, the process of e-commerce transaction is virtual. Moreover, e-commerce is a multi-party business transaction activity, in addition to both sides of the transaction, there are also online banking, certification center, logistics center and other aspects of participation, so as to complete the unification of e-commerce information flow, logistics, business flow and capital flow.

2.1.2 development history of e-commerce

Since its emergence, e-commerce has developed rapidly and has broad prospects. E-commerce originated in the United States, at the same time, the United States is also the most mature country in the development of e-commerce. Amazon is one of the earliest companies to start e-commerce on the Internet. Founded in 1995, Amazon only engaged in online book sales, but now it has expanded to a wide range of other products. It has become the online retailer with the largest variety of goods in the world and the largest online e-commerce company in the United States. Although e-commerce in Europe started a step later than that in the United States, its growth rate is very fast. As a rising star of e-commerce, Asia has great development potential.

2.2 Innovation of E-commerce Mode

As a new business model, e-commerce is an innovation of traditional business model. With the help of Internet technology, e-commerce brings producers, sellers and consumers into a digital virtual space. With the help of convenient logistics, safe payment and other convenient conditions, e-commerce breaks the space-time gap and maximizes the cost The development of e-commerce has changed the way of enterprise management and internal organizational structure, and also changed the way of consumers' shopping.

2.2.1 security and convenience of payment method

With the advent of the era of network economy, e-commerce has become the latest mode of commodity trading. In e-commerce activities, information flow, capital flow and logistics are the key links to promote the development of e-commerce. (Zlatko, 2016) As a payment tool in the intermediate link, it is the most concerned problem for both buyers and sellers of e-commerce. The innovation of e-commerce to the traditional mode is that it innovates the traditional cash payment method, and uses more electronic payment.

There are three ways of electronic payment in China: online banking payment, third party payment, Alipay, Netcom payment, direct payment.No matter what kind of payment method, although each has its own advantages and disadvantages, one thing is common. The security and convenience of payment are the first factors to be considered in the process of payment. Linck, Pousttchi & Wiedemann, 2006)Safe and convenient online payment needs the support of sound credit system, while China's credit system is relatively weak, and credit crisis events occur frequently. Therefore, payment security is also a major factor restricting the development of China's e-commerce. However, with the continuous development of e-commerce, electronic payment methods will continue to improve, and the interoperability of various payment methods and payment platforms will gradually Realized.

Regardless of the payment method, although there are advantages and disadvantages, one thing is common. The security and convenience of payment are the first considerations in the payment process. Safe and convenient online payment requires the support of a sound credit system, while my country's credit system is relatively weak and credit crises occur frequently. Therefore, payment security is also a major factor restricting the development of e-commerce in my country. However, with the continuous development of e-commerce With development, electronic payment methods will continue to be improved, and the interoperability of various payment methods and payment platforms will gradually be realized.

2.2.2 Fast and accurate logistics distribution

The rapid development of e-commerce must rely on efficient and rapid logistics distribution. In the operation of e-commerce, door-to-door delivery is a major feature of service. The effect of logistics distribution will directly affect the shopping experience of consumers. To ensure the delivery service by express delivery, we must rely on fast and accurate logistics distribution. Therefore, in the development of e-commerce, efficient logistics distribution system is also an important innovation of e-commerce mode. There are two main ways of e-commerce logistics distribution in China, one is the "third party logistics system" represented by tmall, and the other is the "self built logistics" form represented by Jingdong Delivery mode is to outsource the distribution to the third-party logistics company, and then the third-party logistics company will distribute to consumers and enterprises.

In addition to third-party logistics systems, some e-commerce companies choose to build their own logistics systems. The self-built logistics system is from the order of the goods to the consumers, and the distribution services are provided by the e-commerce company. This realizes the company's full monitoring and management of the distribution process, thereby ensuring the efficiency of distribution and the quality of service. The self-built logistics system puts forward high requirements for the capital support and personnel construction of the enterprise. Therefore, the self-built logistics system still poses a great challenge to the strength certification of the network business enterprise. On the other hand, the self-built logistics system makes the cost of goods distribution a little higher, and this part of the cost will eventually be apportioned to the consumer's expenditure on the purchase of goods. In this case, the price advantage is not very obvious. For e-commerce companies, no matter which distribution method they choose, they are determined according to their own development strategy and development status, and they do not have absolute advantages and absolute disadvantages.

2.2.3 Fast and convenient shopping experience

The important point of e-commerce to the breakthrough of traditional mode is the fast and convenient shopping experience. Through technical means, it can not leave the home. As long as we brush the web page, click the mouse and place an order, we can finish shopping, and then wait for the delivery to the door. The products that can be purchased also cover all the needs of people. For example, door-to-door service from online to offline in the service industry "O2O" mode is from online to offline. Only a few times on the mobile phone is needed, and the

chef, car washing worker, massage engineer and manicure can provide services on the door. E-commerce shopping breaks through the limitation of time and space. It can compare, select and exchange multiple commodities only through the network. It can also be used according to the user's rating to the seller and the user experience of search. If you are not satisfied, it can also be more normal to "discount promotion". With the development of e-commerce, the shopping experience of consumers is also constantly improving And in the process of improvement.

In the era of e-commerce, "online shopping" has gradually become a lifestyle, with high shopping efficiency and low return and exchange cost. It is not only a shopping method that young people are keen on, but also more middle and old people try. Moreover, compared with young people, the purchasing power of these groups is very large and the market potential is greater. Therefore, the future e-commerce development prospects are more huge.

2.2.4 Reduce brand direct sales in the middle link

Traditional commodity transaction can only reach the physical store through layers of channels. In the era of e-commerce, many transactions omit many links in the middle. Through the network, enterprises can transfer orders and develop products at a faster speed, shorten the product life cycle, and the goods can be sent directly to consumers through manufacturers, which makes the transaction cost and storage cost greatly Decline, for consumers, the most intuitive experience is the price of the product, businesses directly face consumers, buyers and sellers to conduct more direct transactions. (Ismail, Ricardo, Andrew & 2021)Traditional brand management mode is from the manufacturer through agents, dealers and other layers of channels, and finally can reach the audience. In the era of e-commerce, the brand has realized direct marketing of brands, which directly face consumers, reduce the cost of maintenance of intermediate brands and reduce the possible image loss in the middle. Through the design of web pages, the characteristics of copywriting and the packaging of products, the audience can intuitively feel the brand characteristics. Through careful planning and promotion, the audience can create the maximum benefit with the minimum investment.

2.3 E-commerce Brand Management

If any enterprise or product wants to gain an advantage in the competition and go for a long time, it is bound to choose the road of branding. The road of branding is actually the process of brand management. The traditional brand management has a great significance for the brand management of e-commerce. As a new business model, e-commerce can be used for reference from many aspects The traditional model has been innovated, and many new requirements and challenges have been put forward in brand management. Based on the product, more attention has been paid to user experience and interaction, and the whole process of brand management runs through.

2.3.1 Connotation of Brand Management

The word "brand" comes from the ancient Norwegian word "brandr", which means "brand". It is used to mark livestock, utensils and other articles to indicate the producer or owner. The American Marketing Association defines brand as the name, term, symbol, mark or design used to identify one or a group of products or services and their combinations, so as to distinguish them from the products or services of other competitors. Philip Kotler's definition of brand is: a brand is a name, title, symbol or design, or the sum of the above. Its purpose is to make its products or services different from other competitors. Lynn B. upshaw believes that a brand is a name, logo and other developable marks that distinguish a product or service from other products and services. These three definitions are from the perspective of products or services, through the brand to distinguish itself from other competitors.

Brand management refers to the process of creating, maintaining and shaping a brand through planning, organizing, leading, controlling and other management functions, so as to maximize the brand value. Brand management is the whole process of establishing, maintaining and consolidating the brand. It is an all-round management process to effectively supervise and control the relationship between the brand and consumers. Only through brand management can we realize the brand vision and finally establish the competitive advantage of the brand. Brand management is an art and means based on the establishment, promotion, maintenance and enhancement of criticism, so as to make the enterprise behavior more important than the core value and spirit of the brand, so as to realize the everlasting brand.

2.3.2 Classification and Status Quo of e-commerce Brand Management In China

The brand management of e-commerce is divided into two aspects. One is the Internet brand established by Internet means and provides goods or services through this platform. It is also said that this network brand is called "e-brand". The typical feature of such enterprises is to rely on the Internet to grow and grow. Internet technology provides the communication between brands and consumers Multimedia, interactive platform, online presentation of goods in the form of website, saving promotion costs and realizing interactive experience with consumers.One is China's largest online shopping retail platform, the other is an Internet integrated service provider with instant messaging tools QQ and wechat as its core products. They are all giants in China's Internet enterprises.

With the development of e-commerce, the homogenization of products is becoming more and more obvious, and the competition has also entered a white hot stage. In the past, product price and function competition has been unable to meet the market demand, and the competition has also transformed into brand competition. More and more enterprises begin to upgrade brand management to corporate strategy. E-commerce not only stays in the sales and purchase of goods, but also pays attention to brand management, and the competition is transformed into brand competition. For example, tmall mall was established to adapt to this trend.

The development of e-commerce continues to mature and grow, the homogeneity of products has become more and more obvious, and the competition has also entered a fierce stage. In the past, product price and function competition could no longer meet the needs of the market, and competition has also transformed into brand competition. More and more companies are beginning to upgrade brand management to the company's strategic level. E-commerce is not just staying on the sale and purchase of goods, but has begun to focus on brand management, and competition has subsequently transformed into brand competition. The establishment of Tmall Mall is to adapt to this trend. At the same time, consumers already have a lot of buying experience, and their buying behavior is becoming more mature. On the basis of accumulating their own buying experience, they begin to pay attention to the brand connotation. (Wang, 2013) Brand has become an important factor for consumers to purchase, in addition to meeting basic needs , Began to pursue a higher level of satisfaction.

CHAPTER 3 RESEARCH METHODS

3.1 Qualitative analysis

Qualitative research consists of multiple methods such as interviews, observations, and case studies. The original data include sites, notes, interview records, dialogues, photos, audio recordings, or memorandums. The purpose of qualitative research is to describe and explain things, events, phenomena and people and to better understand the research of the problem under study. Qualitative research is an exploratory research, which obtains the deeper reaction information of people's thoughts, feelings and other aspects through special technologies. It is mainly used to understand the attitude, belief, motivation, behavior and other related issues of target population

using abstract and general methods of induction, deduction, analysis and synthesis, from Summarize the basic characteristics of e-commerce brand management on the basis of typical case analysis

Interview and naturalistic observation methods, based on the e-commerce purchase experience of yourself and your friends, and this experience is improved to a theoretical level; strive to communicate with and learn from relevant personnel in the e-commerce industry, and obtain the latest actual combat dynamics, so as not to be divorced from reality

3.1.1 Case study methods

In the context of e-commerce, conduct a case study on the networked brand management of the Internet company Tmall Mall brand and the traditional enterprise Haier Group, and summarize the basic characteristics and specific requirements of e-commerce brand management

3.1.2 Literature analysis

The literature analysis method is the main research method of this article. After reading a large number of domestic and e-economic literature, after sorting and summarizing, I have a

theoretical understanding of The electronic commerce, which lays the foundation for further research in this article. After understanding the basic situation of the current The electronic commerce development and brand marketing strategies the overall framework of the thesis is constructed.

3.2 Research envelopment of Tmall Mall

Tmall as a representative online mall in the field of e-commerce in China, pays attention to brand road earlier. Its experience in brand road management has great reference significance for China's e-commerce brand management.

In May 2003, Alibaba's Taobao was born. With the expansion of Taobao's scale and the growth of its users, Taobao has become the largest online shopping retail platform in China. In 2012, Taobao was officially divided into Taobao market, Taobao Mall and Yitao search. Taobao Mall is a comprehensive shopping website. In January 2012, Taobao Mall was officially renamed as tmall. Since its establishment in April 2008, Taobao Mall has attracted many big brands such as SUPOR, Disney and UNIQLO. 2014 Tmall has developed into a shopping platform with more than 400 million buyers, more than 50000 merchants and more than 70000 brands.

What Tmall has established is a new B2C (Business-to-Customer) model in which manufacturers directly face consumers. Tmall's B2C model allows manufacturers to directly trade products for consumers. Tmall just provides a trading platform and charges a certain technical service fee. The main profit method of Tmall is the membership system. To enter Tmall, merchants must first register as a member and pay a certain membership fee to Tmall. Different payment standards will enjoy different services. In addition, advertising revenue and keyword bidding revenue are also ways to make money on Tmall. Tmall has strict requirements for the entry of merchants, and it has also formulated strict management rules. In 2013, Tmall Mall introduced the annual sales assessment requirements for new merchants, and Tmall proposed annual sales assessment indicators for new merchants. If the merchant fails to meet the assessment requirements, Tmall will not renew the annual contract for the next year, which puts higher requirements on the entry and operation of Tmall merchants.

In April 2009, koubo UNIQLO entered Taobao Mall, gradually opening up the Chinese market

In August 2010, the famous shoe store of Taobao Mall was officially launched.

In November 2011, the total sales volume of Alipay in Tmall and Taobao reached 11 yuan, reaching 19 billion 100 million yuan.

In June 2012, "Taobao brand" was officially renamed as "tmall original".

In June 14, 2012, tmall bookstore was officially launched.

In 2012, the total amount of transactions between tmall and Taobao was 5.3 billion yuan, including 3.36 billion tmall and 1.94 billion Taobao.

In 2013, Tmall's "double 11" shopping Carnival Alipay turnover to 12 zero point to 35 billion 19 million yuan.

In February 19, 2014, Alibaba Group announced that tmall global was officially launched, and directly supplied overseas original imported goods for domestic consumers.

According to the data of "quarterly monitoring report of China's online retail B2C market in the third quarter of 2015" released by Analysys easy view think tank, the transaction scale of China's online retail B2C market was 503.6 billion yuan in the third quarter of 2015, with a year-on-year growth of 49.7%. The market share of tmall is 54%, which always dominates the online retail market.

3.2.1 Exploration of Brand Management Mode of Tmall Mall

With the development of the brand, brand management should cultivate the core value of the brand, expand the communication and promotion of the brand, and accumulate the intangible assets of the brand. Although each has its own emphasis, it can not be ignored in the brand operation. Brand image management, brand core value management, brand communication and marketing management, brand audience management and brand internationalization management are five major modules of brand management, which are independent and interdependent. The key of brand management is execution, which is a dynamic process and also a battle under the strategic management of enterprises.

3.2.2 Brand Image Management

Tmall comes from the homophony of "tmall", which is symbolized by the initial t of tmall. The logo is a creative image of "cat". Cats are naturally picky about their quality, brand and environment. In our impression, cats are elegant, sexy and tasteful. Through visual language, we can have brand association with the image of "cat". Tmall online shopping represents

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fashion, sexuality, trend and quality, which is just consistent with the characteristics of cats. Tmall is designed to show tomorrow through this image Cat online shopping to create.

3.2.3 Brand Core Value Management

The core value of a brand is the soul of a brand and runs through all aspects of brand construction. On the one hand, the core value of a brand is the spiritual proposition of a brand. It is not a statement of a product attribute, but a value proposition of multiple products. The core value of a brand should be compatible in space and time, include the details of the brand, and ensure continuity in time. It is a highly concise brand history and connotation; On the other hand, the establishment of the core value of the brand is constantly adjusted and tasted in the historical process of brand development. Try and finally decide. Once established, it will hardly change. Brand culture is not only the inheritance of culture, but also requires the introduction of new cultural elements. While the core culture remains unchanged, it is also necessary to keep pace with the times and inject fresh elements into the brand. It should also have charisma, be able to have spiritual identity with consumers, and then can promote the purchase and form the loyalty of brand purchase.

3.2.4 Brand Communication Marketing Management

In addition to brand image and brand core value management, effective communication and marketing activities of brand are also an important part of brand management. In the different life cycle of products and brands, different brand communication marketing strategies are needed. In the process of brand marketing communication, enterprises need to use effective means to pass brand information and brand image to consumers, so that consumers can understand the function and core value of the brand, and generate emotional identity on the basis of the audience's understanding of the brand. In terms of communication and marketing, a single way and tool can no longer cover the target and potential audience of the brand, so it needs the integration and cross of various ways and tools. From the perspective of time continuity, brand communication and marketing is not a temporary bombardment, but orderly on the basis of long-term planning; From the perspective of space, brand communication marketing management is the internal and external management of enterprises. We often focus on the external communication of brands, and the internal of enterprises is also an important part of brand communication. The development of brands will organize the personnel of enterprises together, and the core connotation of brands will agglomerate the personnel of

enterprises at a higher level. The working culture and spiritual outlook of enterprises are also products The symbol of brand is an important part of brand communication influence management. Around the core concept of brand, enterprises need to convey brand information to consumers through advertising, public relations, sponsorship and other means, so that consumers can perceive the function and value of the brand. This process requires a lot of investment and long-term operation, so as to continuously strengthen the memory of the audience and improve the quality of the brand. Some decisions of tmall are not only a measure of operation and management, but also regarded as news events to achieve the purpose of brand promotion. Through some hot events and news events, Ma Yun's personal and high-level team of the enterprise are often exposed in the media, whether they are standing in the international market or domestic. All of them have created the image of the brand with great strategic vision and social responsibility. They will stay in the brand of tmall and achieve the maximum promotion in the silent place.

3.2.5 Brand Audience Management

If the communication marketing of a brand is more like paying attention to the brand recognition, the audience management of the brand is more concerned about the brand reputation and loyalty. With the mass consumption entering the era of mass consumption, people's values and consumption concepts tend to be diversified. Only by making targeted demands on the audience can they be recognized by consumers, and then truly affect their purchasing behavior. When products become more and more common and homogeneous, service and experience will become the key point of brand competition. Good service will become a new growth point of brand value. Products have functional attributes, and consumers buy brands with core connotation and emotional appeal. Consumers' experiences from browsing websites to online purchasing, trading, logistics and after-sales security are all in establishing the connection and association between brands and consumers, and forming their own brand experience on this basis.

Since consumers began to pay attention to the brand, Tmall began the process of managing the audience. Through the browsing records of consumers, you can push some product information to potential audiences and target audiences. Through chat tools such as Aliwangwang, you can establish contact with sellers, logistics tracking after placing orders, and after-sales evaluation after purchasing products, and The entire process of communicating

with buyers who have purchased is the process of establishing contact, communicating, and completing transactions between Tmall and consumers, and it is also the process of Tmall managing the audience. Tmall has its own unique evaluation system. Consumers evaluate the purchase experience based on their own shopping experience, and score 0-5 points on the description of the store, services, and logistics. Select a certain free trial quota, and then publish the trial report to consumers, thereby enhancing the shopping experience and increasing shopping satisfaction.

3.3 Brand Internationalization Management

In the era of globalization and information, the whole world has become a "global village". The development of the Internet has broken the time-space boundary, eliminated the regional difference, the unimpeded information and the global logistics. These convenient conditions have provided the possibility for the cross international circulation of products and the internationalization of the brand. Under the background of the global economic integration, the international operation of enterprises has become a trend that all major businesses have to contend for, and it also puts forward new ideas for the internationalization of brands Challenge. The penetration of international e-commerce into China also challenges the development of domestic e-commerce. In order to cope with the market share of market segmentation, enterprises must incorporate international management into the development strategy.

The entry of international brands on the Tmall platform has successfully completed the "walking in" of foreign brands, but how to make Tmall "goes out", turning Tmall into an international brand, able to compete with international e-commerce, and becoming a cross-border e-commerce platform with international influence, which may become an important part of Alibaba's strategic layout One ring. The international management of e-commerce brands requires a global strategic vision to meet challenges. The internationalization of e-commerce is a multi-country coordination and multi-party participation. In the face of the global market, e-commerce transactions are restricted by international policies, economics, technology, and laws. Therefore, it is necessary to establish international unity in e-commerce transactions. To ensure the smooth progress of e-commerce. Cross-border transactions put forward higher requirements and challenges to international logistics, payment, and credit. For participants, it involves the control of the global market, which not only requires the support of national

policies, but also requires sufficient strength and operations. The ability to hold the drapery is not something that can be achieved at once.

3.3.1 Brand International competition

On February 19, 2014, Alibaba Group announced that tmall global was officially launched, providing domestic consumers with imported products directly from overseas, mainly including beauty personal care, maternal and infant products, food and health care, clothing and bags, and life / digital. With 100% authentic product guarantee, 100% overseas direct supply and 100% after-sales service, we are committed to providing users with high-quality overseas products, meeting consumer demand and improving shopping experience. On June 11, 2014, llmain was launched in the United States. Llmain, also known as "tmall", is a foreign independent e-commerce platform that Alibaba tried to build. From suppliers to logistics to users, llmain is located in the U.S. market. However, due to the competition among Amazon, eBay, traditional retailers and the acclimatization of llmain, Alibaba transferred it in less than a year. In terms of Alibaba's international strategy, it has temporarily abandoned the "llmain mode". The company's international business still mainly relies on tmall global, which undertakes the import business in cross-border e-commerce, global express, which is

19responsible for export business, and B2B business of Alibaba international station (7). Both the successful launch of tmall global and the setback of "llmain mode" in the U.S. market are Alibaba's attempts to internationalize. These measures also show that the international market is bound to be a field for e-commerce strategists.

The entry of international brands on tmall platform has successfully completed the "coming in" of foreign brands. However, how to make tmall "go out", turn tmall into a big international brand, compete with international e-commerce, and become a cross-border e-commerce platform with international influence may be an important part of Alibaba's strategic layout. The international management of e-commerce brand needs to meet the challenge with global strategic vision. The internationalization of e-commerce is a multi-national coordination and multi-party participation behavior. Facing the global market, e-commerce transactions are restricted by international policies, economy, technology, law and other aspects. Therefore, it is necessary to establish international unified access, production and sales standards in e-commerce transactions to ensure the smooth progress of e-commerce. Cross border transactions put forward higher requirements and challenges for international logistics,

payment and credit. For the participants, it involves the control of the global market, which not only needs the support of national policies, but also needs their own sufficient strength and the ability to strategize, which is not achieved overnight. For the international e-commerce of some developed countries, the traditional retail is very mature. How to establish the purchasing power and brand strength of the brand in the fierce international competition, tmall's internationalization road still has a long way to go.

CHAPTER 4 ANALYSIS OF RESEARCH RESULTS

4.1 Analysis of Characteristics of Brand Management Framework of E-mall

In the traditional industrial thinking, brand is equal to popularity, and relying on advertising can make a brand stand firm. In the Internet era, the time to establish a brand has been greatly shortened. For example, three squirrels of nut brand, split silk of clothing brand, Yu Ni Fang of beauty brand, etc., become strong brands of tmall in a short time. Their success lies in their own extreme production Besides products, they are also familiar with Internet brand management. In terms of focusing on experience, accumulating word-of-mouth and accumulating fan effect, these brands are undoubtedly in the forefront.

4.1.1 Give Full Play To Platform Effect And Expand Product Line Extension

E-commerce platform refers to such a kind of enterprises. They use the advantages of powerful information, capital, technology and talents to build a huge network platform. The back-end of the platform connects the suppliers of various brand products, provides network sales channels for suppliers, and the front-end of the platform connects with consumers to provide consumers with various product information and retrieval information as well as the sales volume of brand products And so on.

4.1.2 Precise Product Launch And Expansion Of Interactive Experience

In the era of big data, with the continuous rise and application of new technologies such as mobile Internet, logistics network and cloud computing, large-scale data storage and processing has become a reality. Effective data utilization will play an important role in social survival and consumption. In the era of big data, data plays an important role for enterprises. The mouth gradually becomes the core resource of enterprises. The analysis and mining of data become the core competitiveness of enterprises. The rational use of data will create new value and new growth point for enterprises.

4.1.3 Pay Attention to Individual Customization And Improve Shopping Quality

"Personalized customization" is known as one of the most influential business models in the future. It is a new production and sales mode using information technology and network technology to customize products. It fully reflects the characteristics of user participation,

making "personalized customization" a new sunrise industry in the development of e-commerce. On the one hand, as the main consumer force in the market is getting younger, they don't like the stylized and popular shopping mode, but prefer personalized and differentiated purchasing methods. Fragmentation of reading, people's awareness of independent choice, everyone has the right to speak, everyone is promoting personality, highlighting themselves; on the other hand, the market refinement, product segmentation, and the speed of change, which makes businesses in the process of brand production update, must understand the user experience and user needs, so that the brand can have market appeal.

The "one-to-one" information transmission and "point-to-point" communication mode enable enterprises to interact with consumers with the help of online tools, truly start from the needs of users, make rapid response according to the reaction of consumers, and improve products and services in the participation and feedback of users, so as to meet the personalized service In order to meet the personalized needs of the audience, we need to meet the requirements of service and customized service, the interaction of Coca Cola's customized nickname bottle, the evaluation and optimization of user experience by millet enthusiasts, and upload the design drawings to the stores before the new models are launched in the " top fashion store".

Network technology can provide online services to ensure efficient and fast interactive communication. At the same time, online upgrade is easily available, and customer service is 24-hour online. All these provide the greatest convenience for users' personalized customization. The establishment and discussion of community and forum, uploading product photos, communicating and interacting with buyers, with the help of third-party evaluation, each audience is the receiver of brand communication information, and also the source of brand information, sharing and forwarding in the interactive participation, completing the secondary communication, and each user is the participant and producer of the product In the e-commerce driven by consumers, the interaction between brands and consumers has been fully realized. In the personalized customization and service, improve the consumption experience and meet the emotional needs.

Consumer customization has become a major trend in the future. Nowadays, the development of personalized gifts and clothing customization has become a common trend. In contrast, these customized services are small, flexible and small businesses. How to realize customized consumption in more fields under the trend of customization needs long-term exploration. Personalized production forces the transformation of production mode and sales

mode. To some extent, personalized customization and mass production are relatively contradictory propositions. To find a balance between them is the only way to realize consumption customization. The realization of qualitative consumption needs to rely on the innovation of business model on the basis of intelligent, digital and other technical support. It needs the coordination of production chain and the collaborative operation of user participation to complete the batch flexible production and creative production to meet the needs of personalized customization.

4.2 Analysis of innovation of brand management in e-mall

4. 2.1 Creating Consumption Hot Spots and Leading Consumption Culture

In 2015, the turnover of tmall double 11 was 91.217 billion yuan. Before 2009, double 11 was just an ordinary singles Festival. In 2009, Taobao began to hold a promotion Festival on this day. On the day of double 11, Taobao's sales reached 100 million yuan. With the vigorous promotion of Taobao, double 11 has become a carnival feast in the field of e-commerce, and the transaction volume has been refreshed again and again. Behind this huge data is the continuous production And the desire for reproduction, double 11 and 618, which are directly created by e-commerce, have a subtle impact on people's consumption concept and behavior, and change our consumption culture. All kinds of colorful festivals are also creating momentum through discount promotion and publicity. The virtualization and convenience of consumption strengthen this stimulation. Traditional festivals and store days are bound with consumption desire. In the shopping carnival, new consumption fashion is constantly created, and consumption passion is constantly produced and reproduced, The potential consumption desire is constantly transformed into the actual needs, people are unconsciously swept in the wave of consumption, consumption has become an indispensable part of our life, not only to meet the basic needs of life, but also a higher level of satisfaction, in the unconscious expansion of shopping desire, consumption has gradually become a habit, a kind of consumption As a way of life, people get pleasure and recognition in the carnival of consumption.

In the era of consumer sovereignty, consumers are not passive receivers. They actively seek information and trace goods through star recommendation and idol symbols. In the era of e-commerce, a sharing shopping mode has been formed. A series of behaviors, such as sharing friends and collecting praise, are promoting the ignition of consumption. Shopping is no longer

a simple purchase and consumption mode, but accompanied by the mentality of convergence and following the crowd, but at the same time, people are extremely eager for personalized expression. People are submerged in the endless desire for shopping. Internet neologisms such as "buy", "rich and willful" carry the free ride of shopping, which also reflects the current people's consumption mentality, and they are shopping again and again Buy experience, express payment release, get happiness and attention.

As a new shopping mode, online shopping is bound to produce new consumer culture. Purchasing on behalf of foreign countries shortens the distance between us and luxury consumption, and the innovation of digital products speeds up the pace we follow. The convenience of information acquisition has greatly changed the mode of production and manufacturing, accelerated the reaction speed of businesses to the market, and the speed of product upgrading has cultivated a group of consumers who are chasing the cutting edge. The increasingly innovative consumer mentality also pushes back the enterprise innovation. Businesses and consumers are more like two forces in the game secretly, relying on each other They also resist each other, and the driving force behind it is people's desire to steam the sun and follow them like fetishism.

Brand is a kind of consumption of symbol and meaning. The Internet has led a large number of consumer culture phenomena. In these consumption, goods become a kind of existence of labeling. A hot single product can be linked with "Chaoren", and a brand can be connected with "upscale". People are dragged and forced and unconsciously submerged in the consumption logistics In the mass of information and desire to be produced, we need to show ourselves through externalized goods to obtain identity. Consumption is not a pure economic behavior, but a cultural consumption with symbols as a medium. It may be a symbol of identity and status, or a recognition and worship of a value. With the spread and momentum of the media, the constantly created demand becomes a kind of value and belief, and finally becomes a collective and spectacular purchase.

4.2.2 Integrate Superior Resources to Create Brand Influence

Resource integration refers to a complex dynamic process in which enterprises identify and select, absorb and allocate, activate and integrate different types of resources to make them more flexible, organized, systematic and valuable, and create new resources. E-commerce is a diversified market, and the ability of resource integration has become an important part of

enterprise operation. Even to some extent, the reaction speed of resource integration will determine whether the enterprise can take the lead in the competition and win the market. In a sense, the network era is the era of resource integration. Therefore, under the background of the network era, the core competitiveness of enterprises is mainly reflected in the ability of resource integration. Based on the integration of competition and cooperation, enterprises expand their own business through resource sharing and realize the maximization of profits. This kind of integration not only includes enterprise capital, technology, talent, market and so on, but also may focus on inside and outside the industry.

4.3 Analysis of Management System Upgrading and Enterprise Management Characteristics

The unique economic model of e-commerce determines the concept of characteristic management. Compared with traditional industries, the organizational structure, department and post setting and responsibilities of enterprises are more flexible and changeable, and the atmosphere is more free, active and innovative. The vertical structure of the pyramid structure is challenged and becomes a flat network structure, such as the group system of handu clothing house and the prospect of Jumei high-quality products Leadership, these unique organizational methods, through the "small team, flat" management extreme, let employees and enterprises participate in management, more convenient for information sharing, collaborative efficiency and agile response, centralized management gradually tends to be decentralized, more free and flexible, and create more space for enterprise employees to play their ability. Personalized and humanized soft management can meet the individual needs.

Relaxed and unique working environment, relaxed and free working atmosphere, flexible working system, self-help welfare and other humanized management methods can fully stimulate potential and bring creativity into play. For e-commerce enterprises, innovation and change are not only the same theme, but also the foundation of survival. Easy and free management of characteristics is more conducive to the development atmosphere of enterprise innovation culture. It can make rapid response to products and markets, and create top technology, products and services.

Employees are also a communication window of brand image. Employees' image, mental outlook and service attitude will be mapped to consumers' perception of the brand. Through external publicity and internal communication, a communication system between the brand

and employees will be established. Only when the brand concept is deeply rooted in every employee's heart can the brand be established The core value is transformed into the conscious action of employees, so as to create a good brand image. The characteristic personnel management of Jingdong Mall, the uniform dress of distribution personnel and the orderly professional quality are all conveying the brand information, practicing the brand promise in the tangible brand communication, and promoting consumers to shop at ease and trust the brand. In the atmosphere characterized by "chivalrous culture", Alibaba has its unique relaxed atmosphere. In Taobao, all employees have the names of "Guo Jing", "Qiao Feng", "Yidao" and other characters in Jin Yong's novels, which are called "Huaming". This kind of "Chivalry" has almost spread to the daily operation of the company. Usually, the meeting and meeting places have become "Guangmingding" and "Taohuadao". Taobao's anniversary celebration is called "Wulin conference". Every grand meeting, all employees join different gangs according to their flower names to fight for the title of "the best gang in the world". In these unique corporate culture atmosphere, employees are not only producers in the enterprise profit chain, but also value creators with independent personality. Under the common spirit, they create profits for the enterprise and realize their own life value.

4.3.1 Adapt to the Internet Culture and Enhance the Core Value of the Brand

After the TV media, the Internet has become one of the mainstream media. Breaking the traditional information monopoly and information asymmetry, the Internet not only changes the mode of production, but also changes people's mode of thinking and way of life, and also forms a corresponding unique internet culture. With the rapid growth of Internet users, using the Internet to obtain advice and services, communicating and entertainment through social media, and using the Internet to buy and pay have become the way of people's daily life. The development of e-commerce enterprises adapts to and changes the Internet culture. Those effective e-commerce giants are those who master Internet thinking and are well versed in Internet operation. Qihoo 360, as a leading Internet and mobile security product and service provider in China, has been focusing on user experience, winning a large number of users by free and value-added services, and creating a new business model on the basis of a large number of users. Through user driven products, feedback is adjusted to enable users to generate emotional identity. Using Internet thinking to construct enterprise mode, from communication, marketing, supply chain to operation management, it is driven by Internet, and even the construction of enterprise value chain level, including organizational structure and enterprise

culture.

As Internet plus has risen to the national strategic level, cocoa can become a new economic form. The "amplification effect" of the Internet accelerates the growth of small and medium-sized enterprises, shortens the life cycle of products, and accelerates the flow of talents. Internet culture is a factor to be considered for the network brand relying on Internet culture, whether it is product manufacturing, brand image building, or brand service promotion. Vipshop "a website specializing in special sales" and Jumei "limited time group purchase of cosmetics" are the display of Internet economic characteristics and Internet cultural background, and these slogans are more popular Stay in the level of conveying brand information, and the core value of Xiaomi's brand "born for fever" is more prominent in the spiritual level. Through the product cohesion "enthusiasts", a large group of people who have almost fanatical love for "Xiaomi" are called to join the brand.

According to Amazon's online shopping trend in 2014, 80% of Amazon's consumer groups are under the age of 35, of which 35% are under the age of 25, which fully reflects the youth

of online shopping crowd. The generation who use the Internet, they have ideas, are changeable, and advocate simplicity and individuality in life. Under this background, the Internet culture derived from "home", "one click payment" and "Internet addiction" has become a way of life. "Grassroots", "KUSO", "viral communication" and other unconventional operations and breakthroughs, the most scarce thing in the Internet era is change and challenge. Nowadays, the post-80s and post-90s have become the core of online shopping and the main force of a new generation of consumption. They control and master Internet technology and information acquisition means. They are born aborigines of mobile Internet, pursuing fashion and freshness, passion and vitality, and they know more about it Users know how to make use of new media to realize the interactive process of brand and promote the occurrence of purchasing behavior. With the continuous development of mobile Internet and the aggravation of social network interaction, the special group of "fans" has also emerged. Li Yi bar with Li Yi as its idol, "wow bar" with world of Warcraft as its theme, and "pulverized coal" with Meizu mobile phone, the popularity of fan economy, the deep excavation of user value, and the popularity of fans on social network The number of silk has also become an important indicator to measure the value of a brand. SNS platform, combined with network topics, is used to continuously brew and ferment to create fans' sense of identity and transform their worship of individuals and recognition of certain values into product support.

CHAPTER 5 DISCUSSION AND CONCLUSION

5.1 Response to Declining Shopping Advantages

The development of E-commerce makes brand cultivation and brand communication have unique convenience and advantages, but also faces many problems. On the one hand, these problems originate from the overall environment of the development of e-commerce industry, such as security, credit and other aspects. Brand problems never separate from the management of the whole enterprise and the development of the whole industry. The breakthrough of e-commerce brand management depends on the innovation and improvement of the overall environment; On the other hand, brand management problems may come from the brand itself, for example, the product positioning is not accurate, the brand promotion is not and so on. No matter where the problem comes from, brand management is a dynamic management process. It is a process of constantly finding and solving problems. Due to the risks and uncertainties in the market environment, brand management needs to constantly try to improve and break through. Only in this way can we promote the sound development of brands, and in the process of continuous attempts and breakthroughs, we can create greater value and win more Market recognition. Price is an important factor for consumers to purchase high-school entrance examination. What attracts people at first is price advantage. The "price war" of e-commerce plays an important role in promoting brand awareness in the short term with the increase of e-commerce cost pressure, and the continuous intervention of competitors and homogeneous products, the advantage of price is no longer obvious. Moreover, as the e-commerce consumption and offline consumption price gradually flatten, in the same price consumption, the physical consumption that can feel the physical object obviously has the experience advantage. In the era of e-commerce, the price of goods is often inflated, but the price of goods is often inflated, and then the price of goods is inflated. Although the strategy of sharp price reduction makes the major e-commerce brands achieve remarkable results in striving for registered users, convenient price comparison conditions make customers easily switch to different shopping platforms. How to transform initial users into loyal brand advocates is a difficult problem for every enterprise.

5.2 Coping with Insufficient Experience

Today is the era of experience economy. "Experience is the wonderful and profound feeling that customers, as an indispensable part of the whole consumption event and process, feel the wonderful and profound feeling of the whole consumption process by participating in social contact, helping to promote and enter into the consumption situation provided by enterprises". The era of experience economy provides a kind of situational and situational consumption. Consumers are not only paying for the goods, but also paying for the experience cost. Moreover, the experience cost of products with high added value will be higher. The experience economy brings ease and pleasure through high participation.

At the same time, the pleasure brought by experience is far greater than the commodity itself. Compared with the shopping experience of physical stores, e-commerce weakens the intuitive feeling in the shopping process. From seeing the goods to placing an order and then receiving the goods, the shopping satisfaction will be generated. This kind of satisfaction has hysteresis, which will reduce the pleasure of satisfaction, and thus can not obtain the entertainment and satisfaction experience of physical stores, especially the traditional clothing brands , such as seven wolf, happy bird and other brands, will generally adopt with the combination of online and physical stores, many enterprises and brands are trying to order online, pick up goods offline, book online and experience offline. The two complement each other and encourage consumers to experience the same product and service brand in different ways and attract consumers to buy. However, for most e-commerce companies, there is no such advantage and they can go online Offline cooperation brings customers the most intuitive experience.

5.3 Response to Credit Problems

Since the network has entered people's lives, network security has always been a potential security concern. The convenience of network, payment and other means has brought a lot of convenience for the development of e-commerce, but also brought security concerns. Under the environment of e-commerce, business activities rely on computer network, so the security problem is particularly important. The development of e-commerce will be restricted by the attack of virus and hacker, the theft and leakage of user information and data, and the security of payment funds. The security of e-commerce shopping not only depends on the joint efforts of computer network security, network security technology, data encryption technology, user

authentication technology and other technologies, but also cannot do without the setting and supervision of security management system. Only by taking multi pronged measures can we ensure the safety and security in online shopping.

The effective management of a brand depends on the solution of these basic problems. The improvement of the general environment may depend on individual brands, which is difficult to achieve great results. However, every detail of brand management is very effective in improving its own brand value. Brand management contains emotional appeal. Audience consumption is not only cold products, but also emotional interaction in the process. We should conscientiously do a good job in every update of the product, treat every customer patiently, and deal with every after-sale quickly. In the long run, brand image will be branded. Brand marketing can effectively increase the popularity in a short time, but it is not necessary to pay attention to brand management The emotional connection maintained by verbal details is more lasting and loyal.

5.4 Response to the Development and Growth of Competitors

From the competitive position of enterprises, the types of competitors include market leaders, market challengers, market followers and market menders. Enterprises in different stages of competition adopt different market strategies. The Internet intensifies the breadth, intensity and depth of competition. In 2000, brynjolsfson and others proposed that the Internet reduces the friction of the economy, the transaction cost based on the Internet is low, and customers can choose freely among suppliers and competitors. At the same time, the Internet has promoted the transformation from "information hiding age" to "information people" With the change of "the main era", the degree of information asymmetry among various economic entities has been significantly reduced, which makes the e-commerce industry move towards the so-called "complete competition market" in economic theory, and brings fierce price competition and meager profit space for enterprises. With the development of e-commerce continues to mature, the focus of competition has shifted from the competition of price and promotion to the competition of comprehensive strength, and the direct competition has gradually transformed into the competition of platform.

The development of e-commerce is the development direction of the future economy. Whether it is the current development trend or the future development trend, its broad prospects are obvious to all. The development and growth of e-commerce must rely on the improvement

of infrastructure and related supporting service system and the support of talents, and it needs the support and planning of national strategic level, not only network, payment, logistics, etc With the continuous progress of science and technology and the rapid development of economy, the construction of hardware facilities and the support of various software, global information network and global market environment.

The fierce competition, consumers' demand for products and the continuous improvement of brand pursuit have brought great challenges and far-reaching influence to the development mode and operation technology of e-commerce. Enterprises are the competitors of interests. The development time of e-commerce enterprises is relatively short, and the focus of enterprises will be the improvement of market share and sales share. Although they attach importance to brand management, they are still in the process of trial and exploration. Moreover, China's brand management started late, and there is a big gap between China's brand management and foreign advanced brand management, so we need to constantly improve in the development. The development and growth of a brand needs time precipitation, accumulated brand image, accumulated brand equity, in the interaction and purchase with consumers, to maintain the contact and emotion between the brand and the audience. Although brand management is relatively independent, it must be subject to the overall planning of the enterprise. The problems in brand management can not be solved only through the relevant actions of the brand, but also may be the deep-seated problems in enterprise strategy and enterprise development.

Brand management, operation and maintenance under the background of the whole enterprise management. The successful brand management can not only make the enterprise maintain a high market share and profit margin, but also make the enterprise increase Value, it can build strong barriers to prevent competitors from getting involved. The brand management of enterprises needs to start from the overall situation and build on the basis of enterprise strategic management. It also needs to be based on the market and find the communication point with consumers in the market competition. Only in this way can we win in the competition, accumulate brand value and realize the sustainable development of enterprises. In the future, the shopping scene of consumers will quickly shift to mobile and social networking. How to use social tools to provide user viscosity and improve consumer loyalty will also be an area of constant exploration in e-commerce.

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