



**RESEARCH ON THE MARKETING STRATEGY
OPTIMIZATION OF CTRIP AIR TICKET PRODUCTS**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
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This Independent Study has been Approved as a Partial Fulfillment of the Requirement
of International Master of Business Administration in International
Business Management

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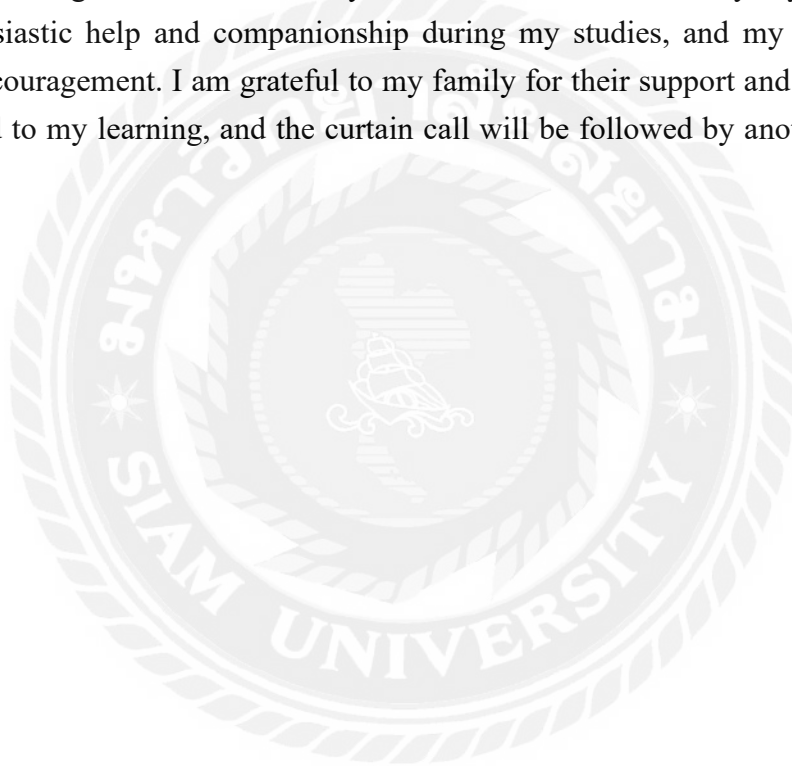
ABSTRACT

Due to economic development, implementation of paid vacations, and the improvement of quality of life and health concepts, the "tourism industry + Internet" has achieved rapid development in recent years. In the tourism industry chain, tourism companies are the downstream agents and to win in the competition, travel companies and the market need to keep pace and continue to improve the marketing models. Through resource integration and continuous development, Ctrip has grown into a leader in the domestic online travel industry. However, how to conduct a source market analysis, re-define its target market, improving the existing marketing model and making sure of a winning position in the future has become an issue that Ctrip managers must pay attention to. The rapid economic development of China has led to a further increase in people's material and cultural literacy, which has led to tremendous growth in China's tourism industry. For online tourism companies, online marketing has become an indispensable key factor. Personalization, differentiation, and integration are the winning factors for travel businesses, as homogeneous travel products no longer meet the unique needs of contemporary consumers. This study analyzed the environment and SWOT matrix analysis of the air ticket product marketing of Ctrip, and described the situation of the marketing strategy, then clearly identified the problems. This study clearly proposed a specific plan for the optimization of Ctrip's air ticket product marketing strategy and corresponding management suggestions based on the 7Ps theory. This study described the situation of the marketing strategy of Ctrip's air ticket products from seven aspects of the theory of service marketing. Also, by identifying the root reason for the challenge encountered in its marketing approaches, this study provided a strategy to deal with Ctrip's air ticket product marketing in the future.

Keywords: marketing, 7Ps theory, big data marketing theory, marketing strategy optimization

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It was an important experience for me to study at Siam University and I was very impressed by the culture and ethos of the university. I feel the importance of learning from my career and choosing to return to the university is the best choice for me now. Looking back on this period, I admire the professionalism and professionalism of every lecturer, and I am deeply impressed by the cross-industry experience and insight of every student. I have not only gained a wealth of professional knowledge and broadened my horizons, but also gained a deep friendship between teachers and students and fellow students, which has added more excitement to my life, and I will always be grateful for this wonderful time on campus. I would like to thank my supervisors for their careful guidance during the writing process, the experts and scholars for taking time out of their busy schedules to review this study, my fellow students for their enthusiastic help and companionship during my studies, and my family for their support and encouragement. I am grateful to my family for their support and encouragement. There is no end to my learning, and the curtain call will be followed by another magnificent start!



Declaration

I, Liu Yingrui, hereby certify that the work embodied in this independent study entitled “Research on the Marketing Strategy Optimization of Ctrip Air Ticket Products” is result of original research and has not been submitted for a higher degree to any other university or institution.

刘英睿

Liu Yingrui
Jan 30, 2023



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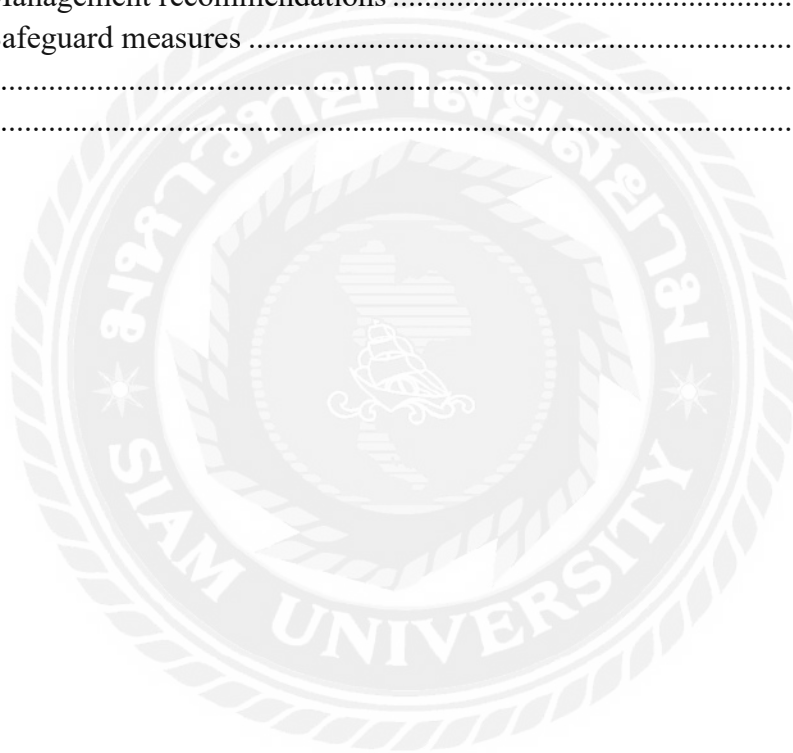


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1. Introduction

1.1 Background of the Study

In recent years, Internet+ has grown rapidly, while the popularity of mobile terminal devices such as smartphones has rapidly increased the convenience of access to the Internet, and networked services have gradually integrated into people's lives. By the first half of 2019, China's internet users had exceeded 800 million, the proportion of internet users accessing the internet on their mobile phones exceeded 90%, and the number of online retail transactions exceeded ten trillion yuan, an increase of more than 10% compared to the previous year, providing a large number of users for online tourism e-commerce websites (Zhu & Gu, 2019).

Information technology has been gradually improved in the development of the modern tourism sector, not only scientifically promoting the efficient development of the tourism sector but also contributing to the improvement of the national economy. In October 2013, the new Tourism Law was officially implemented, representing the continuous improvement gained by the tourism industry in the legal field. In August 2014, the State Council issued "Several Opinions on Promoting the Reform and Development of the Tourism Industry", pointing out the improvement of intelligent scenic spots and tourism companies, and optimizing systems such as tourism information services. From the above initiatives, it is clear that the tourism sector in China has gained a high level of attention from the State as a boost to the economic growth of the whole country (Cao, 2016).

The tourism sector in China has seen a new moment of development, on the one hand, the tourism sector is a modern service sector, and the level of state attention to it is increasing; on the other hand, due to the development of the national economy, people's savings funds continue to increase, people's quality of life has also improved, coupled with the increase in leisure time, tourism has slowly become a way of people's daily consumption. Relevant analyses point out that all the benefits of tourism for the entire year 2018 exceeded five trillion yuan, and the development of the tourism sector is bullish, with its role in the national economy increasing. In the same year, China's GDP exceeded 80 trillion for the first time, an increase of 7.4% compared to the previous year, and the country's tourism sector grew by leaps and bounds that year, with annual benefits exceeding three trillion yuan and people's motivation to travel showing a continuous upward trend (Sun, 2020).

In recent years, the development of the economy, the improvement of people's living standards, the continued promotion of the Internet, the deepening of consumer upgrading, and the constant normalization of people's travel consumption have all contributed to the rapid development of China's tourism industry, especially online tourism enterprises. Data shows that in recent years, the number of online tourism transactions in China has gradually increased,

and the number of transactions in China's online tourism market in 2018 has exceeded 148. 12 billion yuan, an increase of more than 20% compared with the previous year, and China's online tourism market has moved toward the trillion stages (Zhou, 2020).

Although the online tourism market is expanding, its penetration rate in the overall tourism industry is less than 30%, and its huge market space and rapid growth rate have attracted widespread attention from the capital market, which has injected huge amounts of capital into it, intensifying the degree of competition among online tourism companies. Currently, Baidu, Alibaba, Jingdong, and others have discovered the development potential of this sector and want to occupy a place in it, so these giants have launched their travel-related business segments one after another, such as Ali Flying Pig, Baidu Travel, Tencent Travel, Jingdong Travel, etc. The competition among online travel companies has become more and more intense (Liu, 2019).

In recent years, state regulation of the airline industry has gradually increased, such as the restriction on civil servants going out, the abolition of the flat 3% commission policy in 2008, and the requirement for the three major airlines to "raise direct and reduce generation" in 2015, which has had a significant impact on the overall industry environment. The significant increase in the Gross National Product, the implementation of the "One Belt, One Road" policy and the year-on-year increase in the number of highly educated and high-income people have increased the demand for airline tickets. With the development of online technology, online travel, and airline ticket products have been given comprehensive online promotional opportunities, while the development of technology has also given online sales of airline tickets a variety of combinations of sales, making it easier for consumers to check and book, and enhancing the purchasing experience of users (Chen & Zhou, 2017).

Ctrip, as the leader in the domestic online travel sector, has good room for growth in this area, but as competitors continue to join, their market share is constantly being eroded. Under such circumstances, how to optimize the marketing strategy of the airline ticket product to give greater play to its advantages as the largest traffic entrance and profit source of Ctrip is the issue that this study focuses on and discusses. This study uses further research on the external macro conditions and internal micro conditions of Ctrip, combined with the actual situation of Ctrip, to describe the current situation of the marketing strategy of Ctrip's airline ticket product in terms of the seven aspects of service marketing theory, and points out the main reasons for the dilemma of its marketing model, and proposes certain solutions for the marketing of Ctrip's airline ticket product in the future by means of precise and feasible marketing strategy optimization (Zhang, 2017).

1.2 Problems of the study

At present, the products and services offered by online travel companies lack independence and innovation. From the perspective of the products and services offered by

Ctrip at present, they are still mainly tourism industry-related products, which are not very different from other online travel companies and lack competitiveness (He, 2017). When entering Ctrip's official website, the booking of products such as air tickets and train tickets, hotels and tours is still the main focus, especially the prices of air tickets and train tickets are almost the same as those of other online travel companies, which easily gives users a feeling of zero difference between products and services. In today's era of online marketing, internet marketing channels are diversified. The platforms that currently hold the absolute majority of traffic, such as Weibo, WeChat and ShakeYin, have penetrated the fragmented time of internet users' daily lives. Ctrip's 4.7 million Weibo fans are very small compared to the hundreds of millions of Weibo users. In addition, Ctrip's product promotions and marketing activities are not better promoted and exposed, resulting in users not being informed of relevant information and remaining in their original perception of Ctrip (Ye, 2020). Due to the accelerated iteration of products and the wide variety of products, the professionalism and communication skills of employees are required to a higher degree. At present, some of Ctrip's employees are not yet able to meet the needs of development, thus causing a certain impact on product expansion and services. From the perspective of Ctrip's service shops in the cities where it is located, the signboards are all dominated by the simple Ctrip logo, and there are relatively few product promotion brochures with Ctrip's characteristics, which do not attract the attention of users. Overall, the level of tangible display in all Ctrip shops is low and not well designed to promote the establishment of a corporate image (Fu, 2019). Although Ctrip has a large-scale customer service team and a refined Six Sigma after-sales service management process, it is still unable to gain user recognition in some special cases, and the after-sales service needs to be further optimized and improved.

1.3 Objectives of the Study

The development of the economy has driven the continuous growth of the tourism market, and the huge space of the market has attracted more competitors to join, such as Ali's Flying Pig, Tencent's Tongcheng Yilong, Jingdong Travel, Meituan Travel, etc. The competition among online travel enterprises has entered a white-hot stage, and as the leading online travel enterprise Ctrip, if it wants to be in an advantageous position in the competition, it is not enough to provide users with good products and services, but also needs to start from The key factor to win in the competition is to develop a marketing strategy that responds to the needs of users and allows the 7Ps elements to play a unified role in order to gain the recognition of users and increase their loyalty and consumer stickiness, which is conducive to the more sustainable development of the company (Yang, Wang & Sun, 2019). As one of the core competitive products of Ctrip, the air ticket product is responsible for huge traffic growth and revenue increase. Guided by the 7Ps marketing theory, this study conducts a comprehensive analysis of the current marketing situation of Ctrip's air ticket product and combines the needs of users and

market development to continuously improve and optimize the marketing strategy of the air ticket product, so as to prompt users to buy repeatedly, achieve double growth of incremental volume and stock, and ultimately promote the company's This will enable the company to maximize its benefits. At the same time, the analysis and optimization strategies proposed in this study can bring more meaning and help all online travel companies in China in their air ticket product marketing planning (Li, 2018).

The objectives of this study are the following three points:

1. Improve and optimize the marketing strategy of Ctrip's airline ticketing products.
2. Promote the rise in sales of Ctrip's airline ticket products.
3. By optimizing the exact and feasible marketing strategy, we propose certain solutions for the marketing of Ctrip's airline ticket products in the future.

1.4 Significance of the study

With the rapid development of China's economy in recent years and the further improvement of people's material level and cultural literacy, China's tourism industry has gained great development. In addition to this, the progress of China's network information technology and the substantial growth of the size of Internet users have provided online tourism enterprises with a large number of users, and a huge group of users will use the Internet to book tourism products. Online marketing has become an indispensable key factor for online travel companies in order to win the final victory in a market where the level of competition is getting higher and higher. Personalized, differentiated, and integrated features are now the winning factors for travel businesses. Homogenized travel products are no longer able to meet the unique needs of contemporary consumers, so online marketing models for online travel businesses need to keep pace with the times and be optimized accordingly (Xiang, 2014).

Online travel enterprises mainly provide booking and services for products such as air tickets, hotels, and holidays, among which ticket booking, especially air ticket booking, as the first stop for users to travel and purchase, will become the largest traffic entrance and profit source for online travel enterprises. Ctrip's "Airline Ticket Booking Experience Research Report" pointed out that mobile phone APP booking has surpassed traditional modes such as telephone booking and point-of-sale booking and has become the new development orientation, and airline ticket products have obviously become the most critical entry point and a must-compete place for online travel enterprises. With the implementation of the new air ticket agency policy, air ticket prices are becoming more and more transparent and the price difference between online travel companies is gradually shrinking, making the homogenization of air ticket products more and more serious. 2015 saw the SASAC require the three major airlines to increase their direct sales to 50% and reduce their commissions by 50% within three years, in response to which airlines increased their direct sales and gradually reduced their agency commissions (Cao, 2016). In short, in the case of air ticket price transparency and

standardization, airline companies increased their direct sales efforts and reduced commissions, the competition for air ticket products among online travel companies has never been more fierce, which has also led to the competition of the entire online travel companies to enter a daylight stage. As the largest traffic entrance and profit source of Ctrip, how to win in this fierce battle, the marketing strategy of air ticket products is particularly important (Zhang, 2017). This study studies the optimization of the marketing strategy of air ticket products of Ctrip, and the main significance is as follows: air tickets as the traffic entrance of the online tourism industry and one of the important profit sources, the study of the marketing strategy of air ticket products have a very important significance and role, but because air ticket as a standardized product, it's related marketing also reflects some outstanding problems, namely, the lack of overall planning of the marketing strategy of air ticket products, the lack of innovation and the serious homogeneity. However, as a standardized product, the marketing of airline tickets has also shown some outstanding problems, namely a lack of overall planning, insufficient innovation, and serious homogenization, which has led to a lack of competitiveness in the market and huge pressure on sales and profit growth (Sun, 2020).

Based on the above background, how to guide users' purchases analyzes through systematic, Innovative, and differentiated marketing strategies for airline ticket products in a competitive environment is an issue of great concern to major online travel companies and airlines. How to optimize the marketing of Ctrip's airline ticket products from the current problems of unclear product positioning, single pricing strategy and channels, lack of novelty in the form of promotion, weak professionalism of practitioners, limited tangible display, and imperfect pre-sales and after-sales service system, is of great importance and significance for the airline ticket products to achieve the development goal of "from big to strong" (Xiang, 2014). This study will analyze the role and significance of Ctrip's airline tickets. This study will analyze the current situation and dilemmas of Ctrip's air ticket product marketing, point out the strategies and opinions for optimization, and combine the 7Ps theory with systematic marketing strategic planning to formulate a marketing strategy more in line with the development strategy. This study has very practical and scientific guidance in the field of marketing management and the development of Ctrip's airline ticket products (Tao, 2011).

1.5 Limitation of the Study

As Ctrip's air ticket product marketing strategy optimization plan is not set in stone, it will shift with changes in national policies, information technology, business conditions, and user needs. And with the development of the social economy, Ctrip may face the following problems: firstly, the introduction of new national regulatory policies for the air ticket industry, which will put forward new requirements and regulations for the scope of air ticket sales, after-sales services, and product mix (Wang, 2017); secondly, with the rapid development of information technology, higher requirements for the security of personal information and

payment; thirdly, with the rapid development of the online travel industry, it is about to face a high degree of industry consolidation or changes in the industry; fourth, the continuous development of society and the increasingly personalized needs of users will put forward higher standards of requirements for promotional activities, front-end displays, prices and after-sales services for airline ticket products. In the future, Ctrip will likely face various problems mentioned or not mentioned above and face new challenges. Therefore, further research is needed to determine whether the research findings presented in this study are in line with the future development needs of Ctrip and whether there are greater difficulties in the actual operation process (Wu, 2017).

2. Literatures Review

2.1 Introduction

Internet marketing is a new marketing tool that uses the internet as the main mode to create an online business environment while promoting the implementation of marketing methods through intelligent information and the interactivity of online media. It is a new type of business marketing model, in which the actual operation of the company is the environment and the actual work of online marketing is the precondition for further marketing purposes.

E-commerce in tourism is the use and expansion of e-commerce in the tourism sector. E-Business for Tourism states that "Tourism e-commerce is a new business activity that uses modern e-commerce technologies and models to re-engineer the processes of traditional tourism work, with a focus on The focus is on improving the level of service and economic returns in the tourism sector through the use of information skills and global networking technologies to improve the interface between tourism-related businesses, between tourism services and customers, and even between tourism companies and government departments" (Wang & Geng, 2018).

Through this introduction and analysis, the study defines tourism e-commerce as a type of tourism marketing and service delivery that is geared towards modern information technologies, which can exploit the full range of advantages and disadvantages of e-commerce and use the reorganization of traditional tourism processes and models to continuously enhance the quality and effectiveness of tourism services (Wang, 2013).

2.2 Literature Reviews

An analysis of the elements of the role of the Internet in the field of tourism after promotion. John Hagel III states that in 1980 there were about seven million travelers who made reservations online for airline tickets, hotels, etc. and a huge number of people who used

the Internet to get acquainted with the conditions of tourist destinations and to plan their trips.

According to Meltem outran and other researchers, who conducted a study on the current use of the internet in physical tourism companies, physical tourism companies in Turkey are still dominated by their previous marketing methods and the internet is still a tool, not a dominant one. The reason for this is the low level of online interaction, pointing out the importance of communication with customers for the use of online marketing in brick-and-mortar companies (Zhu & Gu, 2019).

Analysis of the concept of online marketing for tourism. Liu Chunmei proposes that tourism online marketing is a marketing tool for tourism companies to promote the image of tourism destinations, using all the technical modes of the internet and the marketing mode of the company, using internet skills in the marketing process, promoting tourism products, promoting and guiding physical and online tourism product transactions to be realized and further promoting tourism development.

Analysis of the application of online marketing in tourism enterprises. Shao Zhenfeng, Zhang Xiaoping, Ma Jun, and Deng Guiping discuss the need for "intelligent scenic spots" based on the Internet of Things from the perspective of the management needs of tourism scenic spots and take Jiuzhaigou as an example to discuss the intelligent marketing management model of scenic spots based on service architecture (Cao, 2016).

The above global researchers have discussed and researched online tourism marketing, and have put forward different ideas and theories at different levels. John Hagel III has pointed out that since the internet has become more popular, people can book travel products such as airline tickets and hotels more easily, and they can also find information about their destinations through the internet and become more familiar with the local customs and culture so that they can plan better. Internet marketing has a very important role in the marketing of the physical tourism company, it is a bridge between the customer and the physical tourism company, through internet marketing, the customer can learn a lot of information more quickly, the communication is stronger and the experience is better. In addition, domestic experts have also fully analyzed the concept of online tourism marketing and pointed out that through online skills, the promotion and trading of tourism products are better promoted; in addition, experts such as Shao Zhenfeng have also discussed the necessity of "intelligent scenic spots" from the actual needs of tourism scenic spot management. Due to the increasing level of practical application, the analysis of online tourism marketing in China has also continued to be improved, however, there are not many analyses that investigate the situation of online tourism marketing through actual cases, and even fewer analyses that combine marketing theories to explore the cases (Zhou, 2020). This study will take the Ctrip airline ticket product as an example to investigate the dilemmas in the process of online tourism marketing through marketing theory, and at the same time propose improvements in conjunction with the actual situation under the guidance of marketing theory.

2.3 Introduction of Ctrip

2.3.1 Overview of Ctrip

Founded in 1999 and listed on NASDAQ in 2003, Ctrip is headquartered in Shanghai and currently employs over 30, 000 people worldwide. Its business includes air tickets, hotels, holidays, business travel, and tips. It has branches in 95 cities in China and 22 cities outside China and has established its own service exchange departments in Tokyo, Seoul, and Edinburgh.

2.3.2 Ctrip's main business and development

In the hotel business, Ctrip has the most cutting-edge hotel booking service department in China, bringing efficient booking services to large-scale consumers. With more than 32, 000 partner hotels, Ctrip offers members a variety of convenient and preferential booking methods and strong comprehensive service capabilities.

The airline's air ticketing business brings consumers access to global air tickets and comprehensive booking services. With more than three million airline routes in the world, Ctrip can purchase flights from almost all airlines in the world, instantly check and book flight information, and enjoy a series of pre-sales and post-sales services.

Holidays, mainly free travel and group tours, are continuously extended to diversified travel methods later on, such as cruise tours and caravan tours. So far, Ctrip has expanded to over thirty departure cities, with thousands of holiday routes covering over two hundred holiday destinations worldwide.

Business Travel, in order to enhance the company's comprehensive business travel management effectiveness and resource utilization effectiveness, Ctrip has set up a business travel management department, which relies on Ctrip Group's existing rich resources in air tickets and hotels as well as holidays, and brings good full process business travel services to well-known enterprises around the world through technological means (Chen & Zhou, 2017).

2.3.3 Ctrip Business Model

The focus of the online travel company's business approach is a model that relies on the online medium to bring travel products and services to its own members using well-established internal and external travel resources, further gaining a position in the travel value system and generating revenue through value creation.

In recent years, most internet companies in their infancy have been burning through funds raised to capture the market, and Ctrip is no exception. Ctrip also uses online marketing campaigns to subsidize users and capture the market in its initial stages, but this model of

burning money to capture the market is not sustainable in the long run and cannot become a mainstream marketing model for the company. After realizing this problem, Ctrip made rapid adjustments to the way the company operated, not by burning money to gain customers, but by increasing the richness and innovation of its products and changing the content of the single information service at the beginning to a blend of product services and information services, thus attracting users and capturing the market (Zhang, 2017).

2.3.4 Ctrip's profitability model

A profit model is a system of how a company creates value for consumers and all those involved in the company's activities. It is a model by which a company develops and carries out its work and implements value while gaining benefits.

The OTA style is the main profit model in the online travel sector today, using the products and services offered to consumers to achieve profitability. This means building an online medium that provides consumers with all the information in the travel sector, including products and services such as accommodation, travel, and attractions, in partnership with upstream suppliers, and charging the suppliers a commission when the transaction is completed. Ctrip's profit model is the "member model", which is based on the development of new members and maintenance of old members, which leads to the purchase of products by members and earns a corresponding commission (Duan, 2015).

2.3.5 Marketing Status

Ctrip's air ticket business started in 2000 and has been in existence for nearly 21 years. During this process, the marketing strategy of Ctrip's air ticket products has also been changing in line with the development of the times and changes in the market. So far, the marketing status of Ctrip's air ticket products is mainly reflected in the following: firstly, the current Ctrip air ticket products are mainly divided into direct flight, transit, and round-trip products according to function; mainly focused on air ticket + value-added service products according to user preferences; and mainly new and old users or members-only products according to user attributes (Feng, 2017). Secondly, in terms of price, the main focus is on basic pricing and discount pricing, with basic pricing basically in line with the airlines; while discount pricing is mainly combined with the airline company's revenue, different booking time discount sales; there is also Ctrip combined with its other products package pricing, that is, packaged value-added services to sell at a more favorable combination price. In terms of the third channel, the sales channels for airline tickets are mainly focused on Ctrip's PC, APP, Weibo, and WeChat, including the recently emerged live broadcast (Fu, 2019). Fourthly, promotions are focused on online omni-channels, holidays, cross-border, data marketing, and live events (Zhang, 2017). Fifthly, in terms of personnel, the communication ability, professionalism, mastery, and understanding of products and activities of service personnel are all lacking. Sixthly, the tangible display is mainly reflected in the headquarters of Ctrip and the office buildings of its

branches. In the seventh service process, the pre-sales product label description is not obvious, the in-sales user consultation response is professional, and the after-sales lack of interaction with users.

2.3.5.1 Current situation of air ticket products

Airline ticket booking is a fast-growing business for Ctrip. Ctrip has already cooperated with most airline companies around the world, covering more than three million airlines worldwide.

The air ticketing department will combine the needs of airlines and users to design air ticketing products through big data analysis and user research. From the perspective of product functions, there are mainly direct flights, transit, and round trips; from the perspective of user travel habits, there are mainly air tickets + hotels, air tickets + train tickets, air tickets + X (X mainly refers to value-added services related to air tickets); from the perspective of user attributes, there are mainly senior tickets, members' tickets, etc. The ultimate goal of all the above categories is to enable users to book airline tickets according to their travel needs while providing a convenient booking process and comprehensive services in the booking process to provide users with the best quality product purchasing experience (Guo & Sun, 2020).

2.3.5.2 The current situation of air ticket product prices

Ctrip is the classic representative of OTAs in China. Compared to online travel companies such as Flying Pig, Tongcheng, and Jingdong, which offer lower prices to users, Ctrip tends to provide products and services to middle and high-end users who value quality of life.

The price of Ctrip's airline ticket products mainly comes from the airlines and airline suppliers, and the business team negotiates with the airlines and airline suppliers to confirm the final sales price and commission rate. Due to the special pricing of airline tickets, Ctrip, as a distribution channel for airlines, is unable to make unauthorized adjustments to its prices. If, due to the demands of market competition, it can only launch different promotional activities by sacrificing its commission strategy in order to attract users to choose Ctrip and thus increase its market share (Zhang, 2017).

The current pricing of Ctrip airline tickets is divided into the following main ways.

1. Basic price

Because airline tickets have significant off-peak seasons, cannot be stored, and have fixed input losses, airlines will set airline ticket prices based on the difference between seasons, holidays, weather, and other elements. In addition to this, airlines will also adjust prices based on changes in macro elements such as sales data from previous years, the sales progress of competing carriers, and regional economies. Ctrip, as an agent, will also change with the changes in airline ticket pricing (He, 2017).

2. Discount pricing

Depending on when consumers book, Ctrip will work with airlines to offer discounts on

airline tickets. The closer the departure time, the higher the price and the more scarce the resources, so booking 15-30 days in advance offers a greater discount than booking within 7 days.

3.Package pricing

Packaged products in the form of package deals. When a user books a flight, Ctrip will provide transfer, hotel, insurance, lounge and other products for the user to choose from on the information confirmation page, encouraging the user to "one-stop" consumption in the form of packages. It also gives users a more diverse selection of products and gives them more interest in exploring.

2.3.5.3 Current situation of air ticket product channels

The marketing and sales channels of Ctrip products have gone through the stages of telephone outbound calls, computer PC terminal and now mobile phone APP as the main ones, and two major channels, Weibo and WeChat, have also been added at present. Air ticket products, as one of Ctrip's main businesses, will also shift with the shift in Ctrip's overall marketing strategy and sales channels.

1.Ctrip's PC terminal

Air tickets, as one of Ctrip's main products, are used in the PC terminal to attract users with good user experience and quality after-sales service, and to stimulate users' potential demand through high-quality copywriting to achieve the purpose of network publicity. The air ticketing section has the following advantages: firstly, it presents users with a simple website home page with a clear interface layout, making it easy for users to book; secondly, it can provide users with both detailed and accurate flight information, such as the type of travel (direct/transit/air rail), departure and arrival time, airline, aircraft type, class, reimbursement voucher, mileage points, and other related information; thirdly, the webpage is rich in information and updated in real-time. For example, at this stage when high-speed rail lines are very developed, Ctrip combines high-speed rail and air tickets to design air-rail combination products, which greatly saves users' time and decision-making difficulty in making inquiries and reservations, and improves users' booking experience and efficiency (Zhang, Guo & Fu, 2018).

2.Ctrip APP

Due to the promotion of smartphones, consumers' tendency to use them has slowly shifted to mobile phones. In addition to booking services for the main product, the Ctrip APP also provides travel schedules, online customer service, limited-time special offers, and other member activities that are close to the user's use.

In the air ticket section, Ctrip spent a lot of money in 2012 to acquire the civil aviation flight information provider "Fei Changzhun", so that consumers can grasp the timeliness of travel information, and consumers can use this service to scientifically plan their own trip plans. After entering the airfare section, the screen layout highlights the core content, the overall style

of the page is simple, and the user experience has an immersive sense of immersion, while intelligent pushing travel-related functional information and travel-related information, functional information including flight assistant, member area, discover low prices, reimbursement vouchers, etc., travel-related information including transfer products, hotel products, travel and holiday products, destination food and drink and entertainment recommendations, etc. This allows users to complete their trips with convenience, peace of mind, and ease (Huo & Pang, 2020).

3.Ctrip Weibo

The most obvious area on the homepage is the company's official WeChat QR code on the left side of the page, which can be scanned to obtain product information, such as relevant airline tickets, train tickets, and local guides from Ctrip, providing consumers with better information services for their trips. Air ticket products are promoted through Weibo according to the needs and characteristics of the activities, or linked to the activities of the airline company, so that consumers can be the first to grasp the first-hand information of the activities of the airline company, bringing a key reference basis for travel decisions (Zhang & Yang, 2015).

4.Ctrip WeChat public website

After Ctrip launched its WeChat public website, Ctrip's air ticket department combined the needs of market users and the unique product characteristics of air tickets to launch the "Ctrip Special Airfares" WeChat public website, which contains two modules: "To Book" and "Receive The public number contains two modules: "To Book" and "To Receive Benefits". The air ticket department will regularly combine the airlines' new routes or promotional activities and push them to the users so that they can receive the airlines' various activities in a timely and convenient manner and facilitate their decision-making and purchase (Liu, 2019).

2.3.5.4 Current status of air ticket product promotions

The current form of promotion for Ctrip's air ticket products is mainly focused on the following points.

1.Full coverage of online promotions

Ctrip uses big data marketing model to accurately target users to increase the purchase rate of its products. When people start to think about travelling, most of them will search online for information related to their trips, for example, when they search for "air tickets from Guangzhou to Wuhan" or "special attractions in Wuhan", they are often the first to see the relevant information pushed by Ctrip. Ctrip is the first to send out information on the subject, with eye-catching headlines such as "Air tickets from Guangzhou to Wuhan at 20% off", leading users to click on the link to make a purchase. On Weibo and WeChat, Ctrip can also be seen at any time to promote its activities in line with current hotspots or travel cities. However, the content of the promotions was relatively traditional and did not gain higher attention from consumers (Li, 2018).

2.Holiday promotions

Ctrip's air ticket marketing department will combine various holidays to make a good promotion plan and guide airlines to provide exclusive resources for air tickets to participate in the campaign. The entire promotion will be promoted and exposed through Ctrip APP, PC, Weibo WeChat and other channels to create a festive atmosphere, so that users can see the promotion and actively participate when they open the Ctrip query page to get better airfares, enhance user conversion and increase user stickiness (Ye, 2020).

3.Large-scale activities and cross-border marketing

The air ticket department will launch joint marketing campaigns with airlines and third parties according to market demand and publicity needs.

4.Data marketing

Ctrip currently has more than 300 million quality members, and the massive data accumulated by these members is in the process of purchasing products. Through big data analysis, Ctrip builds models and establishes a powerful and comprehensive user profile based on the preferences and habits of users in purchasing air tickets, and improves the purchase rate and service experience of users through targeted and accurate product placement and marketing. For example, Ctrip ticket users are divided into business, family visit, holiday, two-class preference, price-sensitive, value-added service preference, etc. (Yang, Wang & Sun, 2019). When these users purchase tickets again, products will be recommended according to the user's label, improving the user's purchase efficiency and service experience.

5.Live streaming with goods

Influenced by the epidemic, at the end of March 2020, Ctrip started the "BOSS Live Streaming" in the mode of weblebrity bringing goods, in which Liang Jianzhang, Chairman of the Board of Directors of Ctrip, bundled his personal IP with high-star hotels to create a wave of purchases with high-star hotels as destinations both inside and outside China (Li, 2018).

2.3.5.5 Current status of airline product personnel

The service product is achieved by using the service of the service provider, and the level of the service provider determines the effectiveness of the quality of the product. Therefore, enhancing the quality of the service provider's staff can further enhance the quality of the product and the marketing level, and has a very important role in the purchase and experience of the user. Currently, the communication skills, professionalism and knowledge, and understanding of products and activities of Ctrip's service staff need to be improved (Xiang, 2014).

2.3.5.6 Current status of physical display of airline ticket products

The Ctrip office building is in a busy commercial location in the center of Shanghai, which is part of Ctrip's assets, with an assessed asset value of over RMB10 million in 2013. In addition, an information management system has been developed on Ctrip's official website, which visitors, peers, and employees can use to carry out their visits, allowing interaction between

the three parts of the staff and back office workers, each obtaining the relevant information they want to further promote the implementation of their work scientifically (Wu, 2017).

2.3.5.7 Current status of the service process for air ticket products

Ctrip has always been user-centric and has also invested a large number of service personnel and technology to protect the reasonable rights and interests of users, and customer service personnel will provide various services for users. However, the air ticket product is special in this area. Due to the complexity and diversity of airline passenger rules, many users find it difficult to understand when purchasing air tickets, especially during the epidemic, when the departure and arrival policies of various places are unclear, which seriously affects the selection and booking decisions of users (Wen, 2011). In pre-sales, although Ctrip's airline ticket products are clearly described in the display labels and detailed descriptions, users are often unable to understand them, indicating that the design of the labels or the detailed descriptions are not perfect; in mid-sales, when users contact customer service after having questions during the booking process, the customer service staff's answers are not professional enough to give users a satisfactory answer, thus affecting their booking decisions; in post-sales, when users have finished purchasing a ticket, they are unable to understand the details of the ticket. After the sale, there was no more interaction with users after they had purchased a ticket (Tao, 2011).

2.4 7Ps Marketing Theory

In the mid-1960s, McCarthy proposed the 4Ps marketing mix - product, price, channel, and promotion - and in 1981 Boomers and Bittner built on this with the 7Ps marketing mix, adding the elements of people, physical presentation, and process. People are the human element, responsible for communicating and acquiring service, and the quality of service reflected in the quality of people varies so a uniform standard cannot be achieved. The core of the 7Ps marketing theory reveals the importance of employee involvement in the overall marketing activity. The employees are the main body of the organization and everything they do will be part of the customer's perception of the company's services and will have an impact on the image of the company. Each employee should be allowed to actively participate in the business management decisions of the enterprise, to truly play the master position of the staff. Enterprises should focus on the whole process of providing services to users, through interactive communication to understand the feelings of customers in the process, so that customers become participants in the service marketing process, so as to improve their own services in time to meet customer expectations. Enterprise marketing should also pay attention to the internal division of laborer and cooperation between departments and the management of the process, because marketing is a collaborative effort by all departments, all employees participate in the activities, and effective division of laborer and cooperation between

departments is the fundamental guarantee of the realization of marketing activities. (Zhang, Guo & Fu, 2018).

2.5 Big data marketing theory

Big data marketing refers to a new marketing method that further enhances the company's marketing level and reduces the company's marketing investment by relying on big data technology for the accumulated massive data and carrying out channel integration, audience management, and brand promotion through big data technology for the company's marketing. Through data collection and data mining, the company can further grasp the target consumer groups, while pushing their products to the target users accurately (Wang, 2017).

In the era of rapid development of the Internet, many companies have invested a lot of money in advertising, but with little success. The new online company has established a marketing model based on big data, using the technology of mining and marketing algorithms based on massive amounts of data to precisely target groups and carry out refined marketing, which can obtain better marketing results and bring higher returns to the company (Feng, 2017).

The core of big data marketing is data, through data analysis to derive different user profiles, to further rationalize and guide the company to carry out refined marketing work, and also in the process of operation and consumer interaction, real-time monitoring of consumer data and marketing results, to further improve optimize marketing strategies (Yang, Wang & Sun, 2019).

2.6 Research Framework

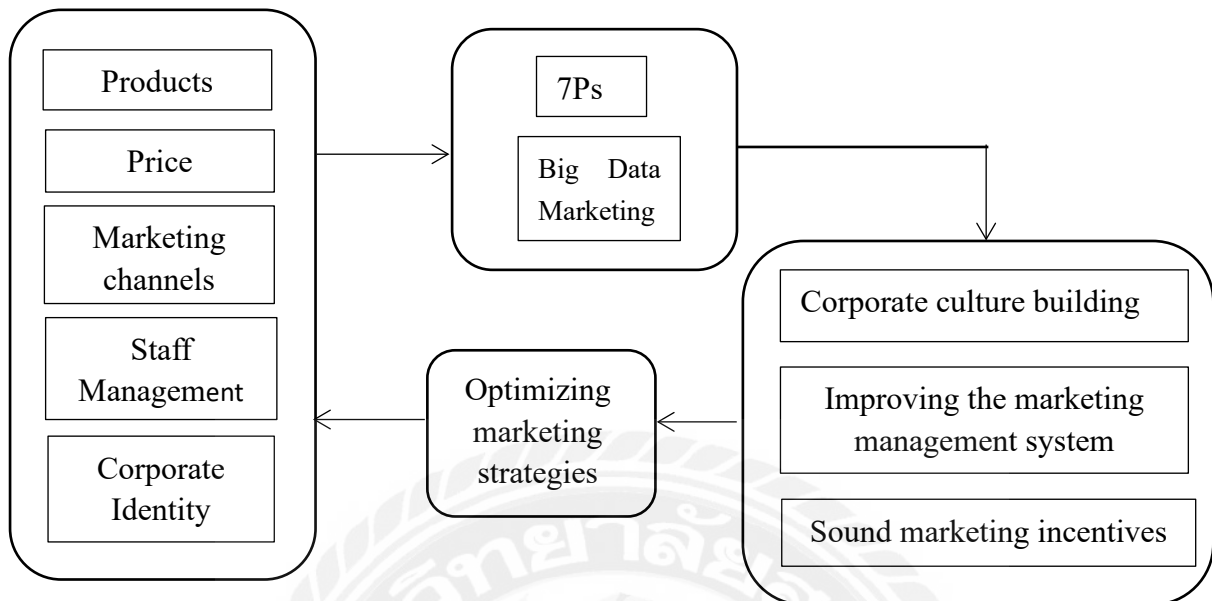


Figure 1 Research Framework

This study is based on the 7Ps theory of service marketing, with optimization strategies in various areas as follows.

In terms of product strategy, through further market segmentation and precise positioning, select those users or potential users who can bring high revenue as the target group, and design products with differentiation based on user need, so as to attract the target group to produce purchasing behavior (Liu, 2010).

In terms of product pricing, we design different products for the pricing models recognized by consumers in the segmented market and negotiate with upstream suppliers to achieve a win-win situation by achieving differentiated recommendations or promotions to reach users without being affected by profit dilution and achieve global incremental volume.

In terms of channel expansion, in addition to making full use of the channel entrances of various business units within the Ctrip Group, it is necessary to expand more channels, such as making full use of the channels of Pepsi offline shops, such as joining hands with more third parties such as banks, schools, car service providers and financial institutions, to expand new channels to promote airline ticket products (Wu, 2017).

In terms of product promotion mode, try to reduce the means of low-price promotions to avoid the problem of price wars, which not only reduce profits but also cause a decline in service quality. Generating promotions can be long term and price promotions can be phased, however, it is still important to avoid a situation where sales are increased but benefits are reduced.

In terms of service staff strategy, it is necessary to further improve and follow up on the

service staff performance assessment management system, increase the training of frontline staff, and improve the service level and quality (Wang, 2017).

In terms of the tangible display strategy for service products, optimize the existing display methods. In addition to displaying through the online network, it is necessary to strengthen offline transport nodes or indoor fixed-point showrooms, and at the same time make good use of offline travel shops to convey the services of Ctrip and air ticket products to users in a more three-dimensional manner through material media, improve the memory of Ctrip in the user group and enhance the Ctrip brand.

In the process mode of service, seriously summarize and analyze the deficiencies in the service quality management system, develop and at the same time improve the service management system, set up standards, and enhance the overall service management effectiveness, in addition to implementing service supervision effectiveness under the premise of service perfection (Zhang, 2017).

3. Research Methodology

3.1 Introduction

By reviewing and analyzing nearly 40 papers by Cao Peng et al. to clarify the theoretical conditions targeted by this study analysis, a normative research comparison of the current analysis results was carried out to summarize the analysis of global scholars on online marketing of travel companies and their models, further laying the theoretical foundation for this paper. At the same time, in order to gain a deeper understanding of users' needs and pain points, data was collected by means of questionnaires to analyzes respondents' feedback, understand respondents' needs and dissatisfaction with Ctrip and summarize them, summarize the problems in the marketing strategy of Ctrip's airline ticket products and optimize them for the problems, so this study uses a mixed research approach.

3.1.1 Trend analysis

Through a large amount of domestic and international literature, a comprehensive and correct understanding of the issue under study, a longitudinal comparative analysis of Ctrip's airline ticket product sales index data in consecutive years, observation of its growth, theoretical knowledge of marketing strategy, and the formation of ideas for Ctrip's brand development strategy (Wang & Geng, 2018).

3.1.2 Comparative analysis method

According to certain laws, analogy, and analysis of two or more things with some kind of internal connection, to find out the similarities and differences, so as to better grasp the essence

of things, characteristics, and their regularity of a method, such as through the development of Ali Flying Pig, Baidu tourism, Tencent tourism, Jingdong tourism, and other air ticket marketing model for comparison, through comparative analysis, to summarize the marketing shortcomings of Ctrip. The comparison and analysis will enable Ctrip to adjust its marketing strategy and development strategy to enhance its competitive advantage (Liu, 2010).

3.1.3 Statistical analysis method

This study will conduct research and statistics on the basis of empirical evidence, especially on the quality of Ctrip's products, marketing channels, and after-sales service. Through statistical analysis of the findings, we will understand the situation and positioning of Ctrip's airline ticket products and analyze its own advantages and disadvantages to make the study more objective, relevant, and credible. On the basis of the general idea, it is planned to divide the writing of the thesis into three stages: the first stage is mainly to further review the research results, information, and relevant literature on the marketing strategy and brand positioning of online tourism enterprises at home and abroad in recent years, and to process the materials; the second stage is to collect relevant data and information of the enterprises under study and to conduct statistical analysis; finally, to complete the writing and revision of the thesis (Tao, 2011).

3.2 Analysis of the marketing environment

3.2.1 Macro environment analysis

This chapter uses PEST analysis to investigate all aspects of the macro conditions in the four areas of the political system, economy, social culture, and technology in which Ctrip and its airline ticket products emerge.

3.2.1.1 Analysis of the political environment

The political environment focuses on the attributes and stability of the regime in the region, the legislative base and the optimization of the legislative system, the integration of the region into the political union and its provisions, and the government's macro-industrial system.

The tourism sector is an important sector of the tertiary sector, one of the most developed and emerging sectors in the world, and is known as a "sunrise industry", which is currently receiving a great deal of government support. With the standardization of the tourism system, the marketization of the management system, and the improvement of law enforcement activities, the development of the tourism sector is slowly becoming more orderly, legal, and regulated, which makes tourists feel more at ease and satisfied with the consumer environment. At the same time, the country's economic development plan to boost domestic demand and open up to the outside world has also brought better opportunities for the tourism sector (Cao, 2016).

The travel segment's airline ticketing products are significantly affected by the industry environment, and identifying and grasping the external environment in which the company operates is key to optimizing the marketing strategy for airline ticketing products. In recent years, there has been increased state regulation of the airline industry, such as the restriction on the travel of civil servants, the abolition of the flat 3% commission policy in 2008, and the requirement for the three major airlines to "increase direct sales and reduce generation" in 2015, all of which have had a significant impact on the overall industry environment (Chen & Zhou, 2017).

3.2.1.2 Analysis of the economic environment

The economic environment is the most directly experienced element of the company's environment, and the gross national product reflects the comprehensive economic strength. According to the relevant data from the national statistics department, China's GNP will exceed RMB 99 trillion by 2019, which is an outstanding level of development, and the implementation of the "Belt and Road" policy has given the aviation sector an excellent opportunity for development (Feng, 2017).

Disposable income per capita is to some extent correlated with the development of the tourism sector, with the higher the disposable income per capita, the higher the demand for tourism. Data shows that the annual disposable income of the urban population has nearly doubled from RMB 19, 109 in 2010 to RMB 32, 189 in 2020, and people's consumption levels have increased accordingly, further revealing the hidden demand for tourism (Huo & Pang, 2020).

3.2.1.3 Socio-cultural environment analysis

The online travel sector reflects a tendency for consumers to be high-income, highly educated, and young, with the growing number of people with high literacy and income levels contributing to the development of the online travel sector. As a result, the number of people spending in the online travel sector will also continue to increase.

The travel sector is transitioning from physical to online and from online to mobile, with more and more broadband consumers becoming consumers in the online travel sector. At the end of October 2019, the three major telecommunications companies had a total of more than 400 million consumers with fixed network broadband access, an increase of more than 40 million compared to the previous year. Under the social conditions of the massive growth of users on the internet and mobile phones, the online travel sector is gaining recognition from a large number of users (Fu, 2019).

As society develops, more and more people see travel as a fashion, a way to release stress and an attitude to life, and are used to sharing their experiences and photos while traveling and gaining recognition through various social media platforms. In terms of travel, people are paying more attention to comfort and timeliness, and are more willing to choose air travel as

their preferred mode of transport, which is a very important boost to the air ticket industry. With the increase in business and tourism travel, the number and frequency of flights have continued to grow, with statistics from the Civil Aviation Administration of China (CAAC) indicating that 420 million passengers will be transported by civil aviation in 2020 (Tao, 2011).

3.2.1.4 Analysis of the technological environment

With the current changes in the way people live and consume in China, there will be significant changes in tourism as an important means of leisure. Whether it is online tourism or other new means of travel, there is a strong correlation between technology and the efficient development of online technology, which allows for comprehensive online marketing opportunities in the online tourism sector, and the use of the internet to allow for larger scale consumer enquiries and bookings of online tourism products. In addition to this, the continued improvement of our current positioning technology and online payment technology has brought strong technical support to online tourism, allowing for a greater variety of services to be offered (Duan, 2015). The promotion of mobile phone clients has allowed more online travel companies to open up new horizons in the mobile web, with Ctrip starting its client-side application in 2012, and the use of web technology in the sale of airline tickets on a large scale. Both airline companies and intermediaries are massively involved in the development of e-commerce, with the proportion of consumers who used to order by phone reaching over 90%, and this high proportion of orders now comes from corporate app bookings.

3.2.2 Analysis of the industry environment

This section analyses the competitive environment in which Ctrip currently operates, based on the Five Forces model proposed by Professor Michael Porter.

3.2.2.1 Analysis of existing competitor capabilities

With the continuous development of China's travel market and the field of travel e-commerce, the competition between enterprises has entered a white-hot stage. Ctrip has more than half of the market share in China through the acquisition of Where to Go, followed by Flying Pig, Tongcheng, and Jingdong. Through various studies of the above competitors, their characteristics are as follows.

Most of the competitors imitate the Ctrip model, but they cannot compete with Ctrip in terms of the richness of their product lines and resources, and it is difficult to surpass Ctrip in business for a short period of time.

Each competitor is developing its own business volume, capturing users in different market segments and accumulating brand recognition, but Ctrip has an advantage over its competitors in terms of customer quality and service, especially in the airline ticket product segment, both in terms of contribution to the unit price and in the entire airline booking process and after-sales service (Liu, 2019).

Most of the competitors are using low prices or even loss-making strategies to gain market share, but Ctrip is more focused on user service and experience, making the product the best it can be and increasing the frequency and stickiness of user purchases (Wu, 2017).

3.2.2.2 Competitor model analysis

Innovative model. Ctrip has signed up a large number of suppliers to counteract this, seizing the lost market and merging with Where to Go in 2016.

The backing group model. For example, Flying Pig, Jingdong, Meituan, etc., provide traffic and a wide range of products based on the group's ecosystem, which in turn provides them with favorable conditions for channeling traffic and cross-marketing. Although Ctrip does not have products other than travel as an aid in this regard, all products related to travel have very wide coverage and have entered the market earlier, capturing a large number of business travel users and providing users with travel security and comfort (Wang & Geng, 2018).

Direct sales model. The direct sales model of hotel groups and airlines, for example, is more competitive in terms of price, as they face users directly, with less commission given by intermediaries. However, as the APPs on the official websites of individual hotel groups or airlines cannot meet users' needs for price comparison or booking of other travel products, in the short term, users still prefer Ctrip, which has one-stop travel services, to make bookings (Duan, 2015).

Traditional travel agencies. In particular, in the holiday business, a large number of users still make bookings with traditional travel agencies offline, accounting for about 85% of the overall share of holidays, and there is still much room for growth in the online tourism holiday business (Feng, 2017).

3.2.2.3 Analysis of the current state of competition

Online travel has become a competitive situation with a few dominant players. These major OTAs often use price wars to capture the market, causing other small and medium-sized OTAs or agents to be unable to cope with the competition due to financial pressure, and even their operations are affected.

High level of product homogeneity. The most prominent online travel products with a share of over 80% are airline tickets and hotels, which have a high level of homogeneity among OTAs (Huo & Pang, 2020).

In conclusion, Ctrip's competitors are expanding their business in different ways and are always looking at Ctrip's market share. Therefore, Ctrip must always maintain its innovative model, product variety, technological advancement, and service excellence in order to ensure a stable increase in its competitiveness.

3.2.2.4 The ability of potential competitors to enter

A new invisible entrant in a sector can provide new energy sources, new operational tools, new customer acquisition methods, etc., and capture a certain market share from the existing traditional development model, posing a certain threat and impact to the first companies. In the following, we will examine the crisis brought about by the emergence of invisible new entrants in the online travel sector, including technological advancement, economies of scale, user stickiness, resource occupation, and capital needs (Tao, 2011).

1. Technological advancement

Compared to new entrants, Ctrip has a scientific management system, standardized operational tools, and advanced technology, and is able to develop a quality product portfolio through the integration of resources.

2. Possessing certain economies of scale

Ctrip has long maintained its position as the leader in the largest online travel sector in China. Ctrip has established long-term and stable partnerships with over 400,000 hotels and 5,000 airlines in more than 200 countries and regions around the world. Ctrip's outbound call service department is known as one of the largest in the world, with more than 18,000 seats. In the process of cooperating with global suppliers, Ctrip acquires complementary or supplementary companies through capital acquisitions, forming a closed loop in the entire travel sector. In the process of ensuring the quality of services for consumers, the standardization and rationalization of services are also achieved, thereby reducing operational investment and increasing Ctrip's level of competition. Therefore, Ctrip does not face a high level of threat from new entrants in this area (Wang & Geng, 2018).

3. Strong user stickiness

Ctrip has more than 300 million members and has maintained various value-added services for these members to increase their stickiness, such as points, levels, and benefits for various types of members. In addition, Ctrip's professional and high-quality services provide members with convenient booking and travel protection, so the cost of purchase transfer is relatively high for Ctrip's regular customers, who are less likely to choose other new companies that have just entered the market (Zhang, 2017).

4. Occupation of quality upstream resources.

Ctrip currently has more than 60 product lines, and these products are the result of in-depth cooperation between Ctrip and thousands of domestic and international partners. The acquisition of a large number of high-quality upstream resources, some of which are even monopolistically occupied, is difficult for potential entrants to achieve in a short period of time (Duan, 2015).

5. Large capital requirements

The construction of the tourism e-commerce sector is, at one level, a result of the operation of capital. Whichever side of the development equation requires large-scale capital support, which to some extent forms a capital barrier that keeps many SMEs out.

3.2.2.5 The substitutability of substitutes

The hidden value added to a product is influenced by substitution, which to a large extent is the greatest price lever for the product. Ctrip has leveraged its many years of operation to capture the largest travel consumer base in China, and its new technology team to create a range of cutting-edge technology systems. These advantages have created a competitive barrier that has allowed Ctrip to be less affected by the substitution crisis (Huo & Pang, 2020).

3.2.2.6 Bargaining power of the buyer

In the online travel sector, there is a problem of homogeneity in the travel products offered by different companies, and in this area, Ctrip's core competencies are particularly evident. Firstly, it has an extremely rich and comprehensive product range, secondly, it has a high quality and attentive service, and finally, it has a technical team that can guarantee and develop more products in real-time. These core competencies have enabled Ctrip to have a large number of loyal members, who have built up a propensity to book travel products over the years, and the additional benefits and booking experience afforded by the membership points and levels they have earned over time have further reduced their incentive to bargain for products (Wang, 2017).

Ctrip's target users are mainly casual travelers, and the high proportion of mid to high-end users in this user mix gives Ctrip an advantage in bargaining with consumers (Duan, 2015). This gives Ctrip a certain advantage in bargaining with consumers. By combining the consumption levels and habits of its users, Ctrip provides them with personalized hotels, flight advice, travel itineraries, etc. The personalized, diversified, and one-stop booking experience not only better meets their needs but even exceeds their expectations, so consumers' bargaining power for Ctrip products is not prominent.

3.2.2.7 Bargaining power of suppliers

Ctrip is a middleman in the entire tourism industry, i.e. it obtains products from suppliers and then packages and sells them to consumers. These suppliers play a key role in the tourism industry and their economic activities and strategies have a direct impact on the scale and quality of online tourism products. If they increase their bargaining power, Ctrip, as a middleman, will lose its relative profit margin and its revenue will be affected to a certain extent. However, the bargaining power of suppliers is limited at this stage in terms of the following.

1. Analysis of the substitutability of suppliers in the main business

For Ctrip, the biggest substitutes are its two largest product lines - airline tickets and hotels. In the airline and hotel sectors, many airlines and hotel groups have their own direct marketing systems and sales systems. However, the current situation is that the airlines' direct sales system is not yet complete and cannot provide products other than airline tickets for booking (Zhu & Gu, 2019).

2. Analysis of suppliers' traffic sources

Ctrip has a market share of over 40% in the domestic online travel industry, and its huge market share almost covers the majority of suppliers of travel products in the market, while these suppliers sell a large number of travel products through Ctrip's huge traffic entry (Cao, 2016).

3.3 Hypotheses

This study proposes three hypotheses for the optimization of Ctrip's airline ticket marketing strategy:

1. by using the 7Ps marketing strategy theory, we can improve and optimize Ctrip's air ticket product marketing strategy.

2. The improved marketing strategy of airline ticket products can promote the sales of airline ticket products on Ctrip.

3. By optimizing the exact and feasible marketing strategy, we can propose certain solution strategies for the future marketing of Ctrip's air ticket products.

3.4 Reliability and validity analysis

3.4.1 Reliability analysis

Reliability is a test of the reliability of the data sample and the degree of consistency of the data results, and can reflect the stability of the experimental results or measurement results and the degree of truthfulness of the characteristics being tested. Cronbach's alpha coefficient is a common evaluation index used to evaluate the internal consistency of questionnaires. The value of the standardized Cronbach's alpha coefficient ranges from 0 to 1. The higher the value of the coefficient tends to be, the higher the internal consistency of the questionnaire and the more reliable the results. In general, questionnaires with a standardized Cronbach's alpha coefficient value greater than 0.6 are considered acceptable, and a coefficient value greater than 0.8 indicates that the questionnaire is of good use (Li, 2018).

Table 3.1 Information analysis of the measurement dimensions

Scale	Title item	Cronbach's alpha Coefficient
Ctrip and air ticket product marketing questionnaire	15	0.855

In this study, the reliability of the questionnaire was analyzed with the help of SPSS 25.0 and the results are shown in Table 3.1. The Cronbach's alpha coefficient for the measurement

dimensions of this scale is greater than the credible threshold of 0.7, indicating that the scale has a high level of reliability and good internal consistency within the questionnaire.

3.4.2 Validity analysis

Validity refers to the extent to which a scale accurately reflects the characteristics of the object to be measured, i.e. the validity and correctness of the quality standard. The higher the validity, the more representative the questionnaire results are of the true behavior of the subject, and the more correct and valid the questionnaire is. Content validity and construct validity are the more commonly used validity indicators. Content validity is a subjective indicator, so the evaluation of content validity is mainly done by asking relevant experts to analyze and judge whether the measurement items can represent the content that is intended to be measured. The questionnaire has good content validity. Construct validity refers to the extent to which a construct is explained by the measurement results. The KMO and Bartlett's spherical tests are commonly used to test for construct validity. The ideal value of KMO is usually considered to be greater than or equal to 0.9, while a value greater than 0.6 is acceptable; the ideal value of Bartlett's spherical test is less than 0.05 (Li, 2018).

Table 3.2 KMO and Bartlett's spherical test

Scale	KMO	Freedom	Bartlett Spherical inspection	Significance level
Ctrip and air ticket product marketing questionnaire	0.895	105	2410.465	0.000

According to the results in Table 3.2, the KMO value of the Ctrip and air ticket product marketing questionnaire is 0.895, which is greater than 0.7, and the Bartlett's spherical test value is 0, which is less than 0.005, which meets the requirement, indicating that the scale has good validity.

4. Result of the Study

4.1 Finding

Economic development drives the continuous growth of the tourism market, and the huge space in the market has attracted more competitors, such as Ali's Flying Pig, Tencent's Tongcheng Yilong, Jingdong Travel, Meituan Travel, etc. The competition among online travel enterprises has entered a white-hot stage. In order to be recognized by users and to increase

their loyalty and consumer stickiness, it is necessary to develop a marketing strategy that is in line with the market, so that the 7Ps can play a unified role in order to facilitate the long-term sustainable development of the company. As one of Ctrip's core competencies, the airline ticket product is responsible for a huge increase in traffic and revenue. In view of the current problems, it is necessary to optimize and improve the various elements of the 7Ps to form a new marketing strategy in order to improve the marketing effectiveness of the airline ticket product (Tao, 2011).

Big data analysis brings sound support to the company's decision-making. The integration of big data and online travel has led to more rational and accurate travel marketing practices, allowing marketing decision-makers to be more in tune with the market in the course of their marketing activities. Big data enables marketing campaigns to be more targeted and accurate, further enhancing the effectiveness of the campaigns and allowing companies to achieve higher revenues. The application of big data capabilities has played a particularly important role in guiding digital decision-making in the optimization of Ctrip's airline ticket marketing strategy (Guo & Sun, 2020).

4.2 Problems with product marketing

Ctrip is the current leader in the field of travel e-commerce in China, and in the process of its rapid development, its online marketing has faced many influences. In order to better understand the real marketing situation of Ctrip and its airline ticket products, the thesis study adopted the questionnaire survey method. The questionnaire was selected from users who had browsed Ctrip's webpage or booked its products in the past year as the target of the survey, and a total of 200 questionnaires were distributed and 196 people returned, with a 98% recovery rate. Through collection, collation, and analysis, the main problems in the marketing of Ctrip's products were summarized as follows. The data showed that the following aspects seriously weakened the competitiveness of airline ticket products, which in turn affected Ctrip's corporate revenue (Duan, 2015).

4.2.1 High product homogeneity in the industry

4.2.1.1 High degree of product similarity

At present, the products and services offered by online travel companies lack independence and innovation. The products and services currently offered by Ctrip are still mainly tourism industry-related products, which are not very different from other online travel companies and lack competitiveness. The relevant user survey questionnaires are as follows.

Table 4.1 Investigating the differences between Ctrip and other online travel companies

Distinction	Number of people (N=196)	Proportion
Very large	10	5.1%
General	20	10.3%
No difference	166	84.5%

According to the data, most people believe that the products and services offered by Ctrip are basically indistinguishable from those offered by Where to Go, Flying Pig, and Tongcheng and that Ctrip does not provide users with representative and differentiated products. The travel industry is limited by traditional supply, and it is difficult to differentiate between airline tickets, hotels, holidays, and train tickets in the competitive market. How to improve competitiveness and increase user stickiness through product extensions and differentiated services is an issue that all online travel companies need to consider and address (Zhang, 2017).

4.2.1.2 Low conversion rate of non-main products

Table 4.2 Survey users' use of Ctrip product features

Function	Number of people (N=196)	Proportion
Book air and train tickets	47	24.2%
Book hotels, B & Bs	70	35.5%
Book tickets	31	15.6%
Find tourism products	18	9.1%
Find Tips	20	10.2%
Other	21	10.8%

The above survey results show that users still mainly focus on booking air tickets, hotels, and holiday products through Ctrip, while paying little attention to other products and services. The main reasons for this are as follows: firstly, the integration between business divisions or BUs is weak, and there is a lack of synergy between business divisions or even different sections of the same business division. As a result, there is a lack of coherence when users browse or use the Ctrip App, resulting in low user satisfaction. Secondly, there is a biased focus on revenue and a lack of support for other nascent business flows. In general, the company's marketing neglected other values of the product itself, such as user experience, traffic growth, loyalty, and satisfaction, to the detriment of the promotion and development of other new products (Feng, 2017).

4.2.1.3 Technology level needs to be improved

Despite the rapid development of the Internet industry in recent years, the overall technical

level of the Internet has not been developed accordingly, and there is a certain gap with foreign technologies.

Table 4. 3 Reasons for users to choose Ctrip App concerns

Worry	Number of people (N=196)	Proportion
No after-sales guarantee	24	12. 4%
Cumbersome to operate	18	9. 3%
Insecure internet transactions	69	35. 1%
Disclosure of personal information	71	36. 1%
Other	10	5. 2%
No worries	4	2. 1%

The above data shows that the main concerns of users when using Ctrip to book products are the insecurity of online transactions and the risk of personal information being leaked, as well as concerns about the lack of after-sales protection. The survey results show that Ctrip is lacking in terms of technology and service. At present, the average daily number of visits to Ctrip's mobile terminal is very high, but the technical capabilities of the mobile terminal do not differ much from those of other mainstream online travel companies. Therefore, Ctrip needs to strengthen its technology updates and iterations in its subsequent development to avoid being overtaken (Zhang, 2017).

4.2.2 No advantage in product prices

When entering Ctrip's official website, the booking of products such as air tickets and train tickets, hotels, and tours is still the main focus, especially since the prices of air tickets and train tickets are almost the same as those of other online travel companies, which tends to give users a feeling of zero difference in products and services (Fu, 2019). Because the upstream suppliers of online travel companies are basically the same, the prices of products offered to each online travel company are basically the same, and the uniform prices and services make airline ticket products uncompetitive. In addition, the upstream suppliers of airline tickets have control over prices, which to a certain extent prohibits agents from making price differentiation. It is difficult to attract users' attention and purchase.

4.2.3 Lack of synergy in online marketing channels

In today's online marketing era, Internet marketing channels are diversified. At present, platforms with absolute traffic, such as Weibo, WeChat, and ShakeYin, have penetrated the fragmented time of Internet users' daily lives. Ctrip's 4. 7 million Weibo followers are very small compared to the hundreds of millions of Weibo users. In WeChat, Ctrip has dozens of different public numbers, making it difficult for users to choose. Moreover, the content of each

public number is sometimes repetitive, with a large amount of information and different update times and frequencies, making it impossible for users to catch the key points and develop their reading habits (Zhang, Guo & Fu, 2018).

Table 4.4 Users are concerned about Ctrip's online marketing

Channels	Number of people (N=196)	Proportion
Ctrip App	78	39.7%
Weibo	15	7.8%
WeChat	34	17.2%
other channels	27	13.8%
no followers	42	21.6%

According to the above findings, users' attention to Ctrip's marketing channels is low, which directly affects the effectiveness of marketing. At present, Ctrip's own online marketing system is not well established, and there is no synergy between marketing channels, resulting in ineffective marketing activities. Ctrip does not pay enough attention to online channels and has invested less in new online channels, making it difficult for brand promotion to be carried out comprehensively and limiting the development of the overall online marketing system (Guo & Sun, 2020).

4.2.4 Poor marketing product promotion

4.2.4.1 Poor promotion of new business

Ctrip has gradually come to understand that travel consumers tend to be younger, including those who buy airline tickets, that the needs of young consumers are integrated and personalized, and that single products or overly traditional services are no longer able to better satisfy them. In recent years, Ctrip has developed airline ticketing products, including pre-sale demand collection, in-sale services such as shuttle flights, VIP lounges, express security checks and coupons for airport shopping areas, and after-sale services such as refunds and visa changes. However, as the promotions and marketing activities of these products were not better promoted and exposed, users were not informed of the relevant information and were still stuck with their original perception of Ctrip (Zhang, Yang, 2015).

Table 4.5 Reasons why users choose Ctrip

Reasons	Number of people (N=196)	Proportion
Good price	44	22. 7%
used to using	91	46. 4%
wide range of products	18	9. 3%
good after-sales service	10	5. 2%
other	20	10. 3%
not used	12	6. 2%

The above results show that users do not pay much attention to the richness of the products, indicating that they choose to book with Ctrip based on their habits and that they see Ctrip's products as the usual air, wine, and holiday products, rather than booking because Ctrip has a new product or service experience, and therefore do not pay attention to the marketing campaigns launched by Ctrip. This is a dangerous signal, as this group of users, especially the younger ones, could easily be attracted to Ctrip if there are companies in the industry that can offer the same products or services with a better and more innovative experience (He, 2017).

4.2.4.2 Market segmentation is not precise enough

In the marketing plan, Ctrip is still basically stuck in a generalized marketing approach, which is not precise enough and further affects the effectiveness of the marketing. Although Ctrip's air ticket department has had some success in promoting precise marketing in the past two years, such as analyzing the characteristics and preferences of users by their price sensitivity, preference for value-added services, travel purpose (business travel, holidays, family visits), age and frequency of travel, etc., and designing and promoting campaigns, the analysis of users' purchasing behavior is still relatively rough, so precision is only relative and cannot really achieve the ideal goal of a thousand people. The ideal goal of a thousand faces cannot be achieved (Ye, 2020).

4.2.5 Staff management needs to be improved

As a leading online travel company with over 20 years of experience, there are many problems in building up its staff.

With the increase in the proportion of young employees, it has become more difficult to manage. Data shows that the proportion of post-90s employees at Ctrip is over 50%. As these young employees seek freedom, they have a new outlook on their careers, life, and values, which makes it difficult to manage them.

Lack of comprehensive talent. As the competition among online tourism companies becomes increasingly fierce, there is a growing demand for comprehensive senior talent responsible for tourism e-commerce operations.

Professionalism needs to be improved. Due to the accelerated iteration of products and the wide range of products available, the professionalism and communication skills of staff are in high demand. At present, some of Ctrip's employees are unable to do so, which has an impact on product development and service (Huo & Pang, 2020).

4.2.6 Inadequate promotion of corporate image in tangible displays

The display of tourism enterprises refers to all tangible displays that reflect the characteristics and advantages of their services. The signboards of the service shops in the cities where Ctrip is located are all dominated by the simple Ctrip logo. The logo gives first-time customers an initial impression of Ctrip, and when they enter the shop, they will see that there are many tips covering travel, accommodation instructions, service guidance, and tips such as pens and paper, while there are relatively few product promotions brochures with Ctrip's characteristics to attract users' attention. Overall, the level of physical displays in all Ctrip shops is low and not well designed to promote the corporate image (Yang, Wang & Sun, 2019).

4.2.7 Unsatisfactory after-sales service quality

As an online travel service company, you are not only responsible for the booking of products, but also for the after-sales service. The whole process of travel can be divided into two important parts: booking and after-sales service. The quality of the after-sales service will have an impact on the marketing effect, and a questionnaire was used to investigate the satisfaction level of Ctrip's after-sales service.

Table 4.6 Survey on whether you are satisfied with the quality of Ctrip's after-sales service

After-sales quality	Number of people (N=196)	Proportion
Satisfactory	44	22. 7%
Fair	65	33. 0%
Unsatisfactory	87	44. 3%

The results of the survey show that although Ctrip has a large customer service team and a refined Six Sigma after-sales service management process, it is still unable to gain user recognition in some special cases and the after-sales service needs to be further optimized and improved. After-sales service is the first window directly facing users, and users' experiences, problems and suggestions can be collected and fed back through the customer service team. However, due to the lack of timely or improper handling of some user complaints, Ctrip may not be able to provide users with a good experience and may miss the perfect opportunity to optimize its products and services due to the lack of in-depth understanding and improvement of user feedback (Liu, 2019).

4.3 Optimization of product marketing strategies

4.3.1 Product Strategy

As a platform for airlines to distribute airline tickets, Ctrip does not have pricing power, so it is limited to a certain extent in the design of product packages. At this stage, Ctrip's air ticket product design is mainly focused on the following two aspects: firstly, Ctrip analyzes the data based on user's consumption behavior and preferences after purchase, and then develops products with airlines and launches them on the market; secondly, Ctrip uses hotel vouchers, shuttle flights, VIP lounges, airport merchant shopping vouchers, train tickets, tickets, and other resources to package with air tickets according to its own resource advantages, forming a combination of products and launching them on the market (Cao, 2016). The above product designs are no longer sufficient for today's market.

The above-mentioned product design is no longer able to meet the development of today's society and the personalized needs of users, so Ctrip needs to make corresponding adjustments to its air ticket product design, and design more differentiated and innovative products once again. This requires that the design of airline ticket products should not simply be designed with the airline company and marketed as before, but should take into account the market and the needs of the users, studying the social environment, economic situation, and consumer psychology of the users during the product planning process, then segmenting the market and finally designing new products in conjunction with the needs of the users in the segmented market (Fu, 2019). The design of the air ticket product should focus on optimizing the following aspects.

4.3.1.1 Demand analysis of airline ticket users

Regular questionnaire surveys and return visits are conducted with ticket buyers, asking them about their needs for reimbursement vouchers, in-flight meals, front-row seats, punctuality, aircraft type, access to corridors, and value-added services related to travel. The company also uses big data analysis to understand the consumer preferences of its customers to design new products (Duan, 2015).

4.3.1.2 Airline ticket user segmentation

Make full use of big data analysis to carry out a more comprehensive segmentation of the identity of airline ticket users. At present, Ctrip airline ticket users are mainly divided into two categories: bookers and passengers. When designing products in the past, the segmentation was more limited to the basic information of the bookers but did not go deeper into the analysis of the derivative information of the users, and subsequently, when designing new airline ticket products, a deeper combination with the user portrait is needed to go deeper into the segmentation market with smaller granularity. Combined with the user profile, a deeper

segmentation of users can be carried out through targeted analysis of (Liu, 2010).

1. Segmentation based on the price sensitivity of airline tickets

The first category is high-end two-class users. This category is made up of high-end business users, usually, executives or business owners, who are price insensitive and willing to pay for a high standard of service. The second category is the general business travel users, built through ordinary business travelers, who are more price-sensitive than the first category, but have higher time requirements and are medium to high-level users. The third category is the mid-range market, a group of private consumers who plan their trips through entertainment, leisure, and travel. They are not concerned with the pricing of airline tickets, but rather with the quality of service, they can receive from the products they buy, and with the quality of service. The fourth group is the lower end of the market, which is very concerned with pricing and where the price is the only criterion for choosing which online travel company to buy from. This segment can only be attracted through price wars, and is not a significant contributor to profits, but cannot be abandoned (Zhu & Gu, 2019).

2. Segmentation based on basic user information

Through user purchase-related information, the classification of user attributes, such as gender, mobile phone number, age, resident place, city, IP address, ID card belongings, Ctrip membership level, whether the airline frequent flyer, and other information, through the above information, for their preferences to design products to meet, through the form of precision marketing precision placement to reach (Tao, 2011).

3. Segmentation according to user subscription information

Users can be segmented according to their past subscription behavior and booking preferences, and by their preference for hotels, holidays, value-added services, preferred airlines, flight frequency, and other information (Zhang, 2017).

4.3.1.3 Airline product design

The current air ticket product is basically Ctrip's proposal and discussion with the airline company to confirm the product form, which is the unilateral output of the product for the user. The subsequent product design, in addition to the current design approach, should be further combined with user needs and user groups to make corresponding product design, and put into the market for repeated verification and optimization, before maintaining a stable product form (Wang, 2013). The following is a list of the new single category of airline ticket products and packaged airline ticket products, taking into account users' ticketing characteristics and needs.

1. Business users who travel frequently are characterized by the following: firstly, clear criteria for selecting flights; secondly, ease of booking and avoidance of unnecessary information; thirdly, insensitivity to price, as long as they have an itinerary and can be reimbursed; fourthly, concern for refund and change of visa policies. Due to the high variability of business needs, there is a great demand for a relaxed refund and change policy; fifth, timely feedback and reminder of travel information. For this type of user, products that allow free

change of itinerary within a specified area or within a specified period of time without additional refund or change fees can be designed (Cao, 2016).

2. Users who prefer travel and special fares have the following characteristics: firstly, they tend to filter the lowest pricing; secondly, the information must be safe and actionable; third, time can be transformed due to pricing. For this type of user, special packages or advance pre-sale products can be designed and sold at special prices through group purchases (Chen & Zhou, 2017).

3. Users who prefer to buy integrated products: packaged travel-related value-added products (shuttle, VIP lounge, fast security); packaged intermodal-related products (air ticket + train ticket, air ticket + hotel, air ticket + bus ticket, air ticket + ferry ticket); packaged travel-related products (e.g. hotel vouchers, holiday vouchers, ticket vouchers, local fun vouchers) (Zhang, 2017).

4.3.2 Price Strategy

The previous analysis of the differential needs of users shows that the basic attributes, economic status, social attributes, and purchasing preferences of users all affect their needs and expectations of airline ticket products to some extent and that they are not uniform in their acceptance of the value of the products they consume.

As a distribution platform for airline ticket products, it has very little control over a single price, but Ctrip is able to analyze its own users' consumption, purchase behavior, and post-sale historical data through its own big data and technology, and use this historical data to make predictions about the future market so that it can form a new product pricing system and work with airlines to price new products. The following is the optimized pricing strategy. The following is the optimized pricing strategy (Guo & Sun, 2020).

4.3.2.1 Demand-based pricing

According to the user's travel needs, the demand can be roughly divided into three major needs, namely business, holiday, and family visits, so the distinction of routes can be divided into business lines, holiday lines, and family visit lines. The business route is generally to and from first-tier cities and quasi-first-tier cities, the price of such routes is relatively high; holiday routes are to and from tourist resort cities, such as to and from Kunming, Sanya, Guilin, Zhuhai, and other cities, the price of this part of the route is relatively high on holidays, the usual price tends to be stable; family visits route there is uncertainty, the price of major holidays will be higher, the usual price also tends to be stable. According to the needs of different groups of people above, we can plan products such as flight master, air ticket + transfer, air ticket + scenic spot ticket, air ticket + hotel, and other extensions. You can also design tickets for senior citizens, students, and small groups of 2 or more people according to their age or the number of people traveling (He, 2017).

4.3.2.2 Pricing by the time of day

In addition to pricing according to how far in advance a user books a ticket, pricing can also be based on the morning, midday, and evening departure times of flights, with midday flights generally being priced higher than early and late flights, and early and late flights being priced lower; or pricing can be done in the form of weekend specials, i. e. lower discounts for weekend travel, to guide users to travel on weekends (Wu, 2017).

4.3.2.3 Off-peak season pricing

This is a pricing model that encourages consumption and sales growth through discounted airfares in the low season and stabilizes the market by increasing prices in the high season to generate higher revenues (Zhang, Yang, 2015).

4.3.2.4 Dynamic pricing based on the airline revenue system

By connecting the data systems between airlines and Ctrip, airlines provide historical sales data and industry data, while Ctrip provides real-time user data on airline and hotel searches, consumption data, and sales data of neighboring flights. The model is constantly optimized and improved through intelligent learning functions, and a reasonable fare is calculated and adjusted in real-time by the airline's revenue system and displayed to customers through the Ctrip ticket sales section (Wen, 2011).

4.3.3 Channel Strategies

Ctrip can adopt a combination of external and internal channels to improve the efficiency between marketing channels. External channels usually refer to major channels on the internet and upstream suppliers' online and offline channels. Through the integration of external microblogs, WeChat, ShakeYin, and Xiaohongshu, a three-dimensional marketing system can be built. In addition, the online and offline channels of upstream suppliers are also important marketing mediums. As the users of Ctrip and these channels basically overlap and are shared, joint marketing can be used to achieve a win-win situation for both parties. By cooperating with these two important external channels, we can not only broaden our product sales channels but also help Ctrip increase its brand awareness and credibility. Internal channels can be leveraged to give new features and services to the products, combined with innovative marketing content to attract users to make purchases (Tao, 2011). Specific optimization strategies are as follows.

4.3.3.1 External marketing channels

Ctrip has a presence in many external channels and can use other online platforms as marketing vehicles for marketing and promotion, which covers most of the capabilities of traditional marketing media.

This marketing approach covers the majority of the capabilities of traditional marketing

media. The purpose of improving marketing efficiency is achieved through in-depth cooperation with ShakeYin. Both in terms of the number of daily users (ShakeYin has exceeded 400 million) and its format (a short video that takes in the beauty of food from around the world and presents it to the public in a more beautiful package with text and music), it is a perfect match for Ctrip's target users and the promotion of its tourism products and services. Ctrip can plan large-scale activities for destination tourism through ShakeYin, starting with the introduction of local cultural characteristics and fun, to arouse consumers' desire to travel to the tourist card, and thus promote the conversion of airline ticket consumption, in addition to this can also be connected with the Ctrip community strategy travel photography, both sides to attract interaction, through the interaction of both sides to spread more meaningful and interesting travel-related activities, and thus enhance the conversion of product sales (Wang & Geng, 2018).

By increasing the investment in live streaming and extending more content to enrich the products and interactions in the live streaming, in addition to the promotion of hotels and travel products for pre-sale, the air ticket products were recommended and the blind box was used to generate emotional interactions with users, arousing their curiosity in a fashionable way, thus making them more willing to participate in the game of opening the blind box. This not only reflects the functional value of the airline ticket product but also the emotional value of the airline ticket product (Chen & Zhou, 2017).

Through the cooperation with airlines and the sharing of membership benefits, users are attracted to book airline tickets with Ctrip, and the points or airline miles generated after booking can be exchanged for each other, for example, by re-purchasing tickets on Ctrip and redeeming miles for cash, or by exchanging Ctrip points for airline upgrade services during travel. This will enhance the entire purchasing and travel experience of the user and improve the stickiness of the user (Zhu & Gu, 2019).

4.3.3.2 Internal marketing channels

As the product differentiation of airline tickets is not obvious, the price will become one of the core factors in the purchasing decision of users. In an increasingly competitive market, facing competition from peers and the double squeeze from upstream suppliers who have reduced commissions and built their own direct marketing channels, the only way to find new growth points is to continuously innovate products, which is the most important task now. In terms of internal marketing channels, Ctrip's air ticket department can do the following.

Increase member activity. As a relatively low-frequency product to purchase, how to drive the purchase of air tickets through high-frequency products is a problem that the air ticket department needs to think about at the moment. For example, users can be allowed to interact in the airline ticket section through various activities to allow users to interact and receive corresponding rewards, so as to encourage users to participate more in the activities. For example, daily check-ins, participation in activities organized by the platform, posting

travelogues or tips, etc. This gives users the incentive to return to the platform every day for interaction, and at the same time, users can exchange points for different Ctrip premiums or airline ticket cash credit coupons, allowing users to get real benefits while having fun and forming a healthy user activity (Guo & Sun, 2020).

One-click booking experience. Using the user preferences obtained from the analysis of user travel, package products such as air ticket + hotel, air ticket + train ticket, air ticket + scenic spot ticket, and air ticket + meal are packaged, which not only offer a better price than single sale but also save users' time in finding information and improve decision-making efficiency, better satisfying users' dual experience of price and service (Cao, 2016).

4.3.4 Promotion Strategy

As a traditional online travel company, Ctrip is no longer able to adapt to today's era of information explosion and rapid technological iteration by using the same promotion methods or single-point channels. To optimize the promotion strategy, it is necessary to build on an in-depth analysis of Ctrip's existing user profile in order to make the effect of the promotion more accurate and effective. The current user profile of Ctrip is as follows:

Young & middle class: Users are mainly aged 22-45, with 53% male and 47% female. High-frequency users make up the highest percentage of Ctrip users: 0%+ users fly more than 2 times a year, and 45%+ users fly more than 3 times a year. High-income, high-travel spending: 70%+ users have a monthly income of over RMB8,000, and the average annual spending of high-end members is RMB60,000 to 120,000. The high share of wireless users: MAU of wireless terminals reaches 100 million, and orders account for more than 70% (Yang, Wang & Sun, 2019).

Ctrip's airline ticket department can combine the above user characteristics and purchasing needs to adopt the following promotional methods to let more users understand the product, purchase the product and use the product.

4.3.4.1 Territorial marketing

Omni-domain marketing is a new marketing tool for the online phase, focusing on metrics to enable cross-channel marketing across the web. For Ctrip, this type of model relies on a metrics medium to identify users, and when they leave the site they can use this approach to learn about their other activities, and when they log in again, they can use the user's big data from the site to introduce relevant products, i.e. a thousand faces. In addition, Ctrip is also able to share indicators with other platforms as a medium of cooperation. By integrating the nature and needs of users, the crossover of indicators can grasp the more refined consumer needs of users. The full-field marketing forms a three-dimensional matrix, supporting alliances with the same industry and different industries, and promoting strong exposure of online vertical category traffic (Fu, 2019).

4.3.4.2 Precise marketing for target users

Through data analysis, user profiles are established and marketing activities are precisely pushed to users who need them, which effectively allows users to find the right products in a large amount of information, greatly improving the time for users to make decisions and promoting the conversion of orders.

Ctrip's precise marketing of airline tickets has undergone the traditional fixed budget and placement model and is gradually transforming the existing training model into a precise placement model, while in the future precision marketing, to achieve intelligent and dynamic precision placement, in order to truly maximize the effect of activities (Huo & Pang, 2020).

4.3.4.3 Viral marketing

The core of this model is that the content of the marketing itself has certain value information, which can trigger users to consciously forward or inform others around them. With nearly 21 years of membership accumulation and more than 300 million users, Ctrip has the basic advantage of implementing viral marketing. Ctrip's airline ticket department can design products that meet market demand and conduct viral marketing by combining current social hotspots with the support of Ctrip's big data and surveys conducted by the user research department to achieve the purpose of brand promotion (Wang & Geng, 2018).

4.3.4.4 Destination Marketing

Destination marketing is not only about brand promotion, but also a medium to connect with government departments, tourism authorities, and scenic spots in the destination. For Ctrip, destination marketing can not only improve communication between Ctrip and the tourism authorities in the region and thus gain more favorable resources, but more crucially, the marketing of popular destinations can reach the entire country or even the entire world consumer base (Zhang, 2017).

Ctrip is currently the largest online tourism company. Using Ctrip's big data, it can assess consumer preferences for future tourist destinations, guide airlines to open local tourist routes, obtain information on tourist destinations, and combine local strengths with the advantages of the group's major product resources to scientifically guide consumers. In addition, according to Ctrip's big data, we can predict the areas that will become net popular in the future and guide the government of scenic spots to better promote their products (Wen, 2011).

4.3.4.5 Internal product marketing of airline tickets

Promotions are an important part of marketing, and online travel companies will greatly enhance users' purchasing decisions through internet-based promotions. Ctrip can use different promotional schemes depending on the level of competition for each product line. Depending on the strength of competition in the market at the time, the strength of the promotion can be adjusted to attract consumers. Through a combination of different promotions, you can

maximize the effectiveness of your marketing campaign (Wang, 2017).

Ctrip's air ticketing department can launch a low price concern function, where users enter their desired departure date, time period, destination, and expected acceptable price, and will be notified by SMS or alerted by push on the Ctrip App when an airline price meets the user's criteria. This provides users with a very convenient low-price reminder function, improving their purchase rate and experience.

4.3.4.6 Store staff marketing

Ctrip, as a leading online travel company, is also very concerned about expanding its physical model. Ctrip began to accelerate the development of physical shops in 2017 and has developed more than 1,700 physical shops in more than twenty provinces and municipalities directly under its jurisdiction. 2017 was even the year when 1,300 new shops were added under current conditions, with more than 600 of them landing in second and third-tier cities (Cao, 2016).

In this regard, Ctrip should take the following measures to integrate online and offline channels. Firstly, the integration and synchronization of online and offline order data; secondly, the opening up of online and offline inventory, especially for airline tickets, which are more often received offline for group tickets than online for casual customers. Thirdly, we should make full use of the advantage of having a large number of offline stores to better showcase Ctrip's image and meet the airlines' demand for promotion and marketing of destination routes; fourthly, we should make good use of the service advantage of offline shop staff. They play a very important role in establishing the Ctrip brand (Guo & Sun, 2020).

4.3.5 People Strategy

The service product is implemented by the service provider's service, and the level of the service provider is decisive for the quality of the product. Therefore, improving the quality of the service provider's staff can further enhance the quality of the product and the marketing level, and has a very important role in the user's purchasing and using experience. The professionalism of service staff can be improved in the following ways (He, 2017).

4.3.5.1 Improve the communication skills of service staff

Training in communication skills should be emphasized in daily work, and communication skills can be improved by training in three areas: communication training scenarios, communication training routines, and communication training templates, and by including communication assessment criteria in the assessment index. Through repeated training and assessment, the communication skills and abilities of service staff are enhanced. Only then will they be able to communicate more effectively with users, understand their needs and solve their problems, and improve the user experience (Sun, 2020).

4.3.5.2 Service staff must have a deep understanding of the product

Air ticket products are a combination of services, and what users look for is not only the material carrier but also the quality of the service. The product department needs to provide detailed descriptions of the rules and characteristics of each product and submit them to the customer service department for the service staff to learn and familiarize themselves with and conduct regular spot checks to test the service staff's familiarity with the products and to establish an assessment mechanism for this. Only if the service personnel have a deep understanding of the product can they fully reflect their professionalism and be the first to answer any questions that users may have about the product, highlighting its features and guiding them to understand it, buy it, and use it (Liu, 2019).

4.3.5.3 Service staff must be able to adapt to the situation

The service staff is given regular training in communication courses to improve their communication skills through continuous learning and training so that they can better combine with the actual situation and make the right response when faced with complaints or questions from customers, and improve customer satisfaction (Huo & Pang, 2020).

4.3.6 Tangible display Strategy

The tangible display is one of the most favorable evidence of the quality of the service, which not only helps users to further understand the product but also promotes users' willingness to consume, allowing them to make a purchase decision as soon as possible. The tangible display of Ctrip can be improved through the following aspects (Duan, 2015).

4.3.6.1 Creative videos and advertisements

Ctrip's air ticketing department can join hands with airlines or airports to produce some interesting and creative video chains such as air ticketing tips, travel precautions, new routes or destination tours, etc., and link them to Ctrip's official website or various public numbers, which will not only attract users' attention but also help airlines or airports to promote their brands (Cao, 2016).

4.3.6.2 User communication platform

Users can share their travel plans or tips and tricks for their destinations, and design bonus points or quiz sessions to encourage more users to participate in the interaction. The platform administrator should be a Ctrip professional, which is easy to manage and allows more professional staff to answer questions from users, as well as recommend destination travel products to users (Zhou, 2020).

4.3.6.3 Store the image

In order to provide better services to consumers, Ctrip has been expanding its physical

shops across the country, especially in third and fourth-tier cities, which provides a good complement to online traffic and a better service experience for consumers. Ctrip's physical shops can set up content for booking airline tickets, regularly disclose new product information about airline tickets, and show some unique videos outside the door, allowing consumers to release their stress during their leisure time while allowing users to gain a better and deeper understanding of Ctrip's airline tickets (Zhang, 2017).

4.3.7 Service process Strategy

User-centric is a core value of Ctrip. Ctrip needs to invest more service personnel and technology in this area to protect the reasonable rights and interests of users and to quickly solve their travel problems. A standardized service process ensures that every request is answered and resolved in a timely manner. In order to further improve service quality, Ctrip needs to provide users with services for all types of products before, during, and after the sale (Wen, 2011).

4.3.7.1 Pre-sales service

The customer service staff needs to provide professional responses to user inquiries or complaints. When users inquire about Ctrip's airline ticket products, they are not too clear about many airline regulations or precautions, especially during the epidemic, when the departure and arrival policies of various places are unclear, which greatly affects users' choice and booking decisions. This requires customer service staff to be up to date with current policies and product rule so that they can better answer users when they make inquiries and remove their doubts so that they can make a quick purchase decision (Duan, 2015).

4.3.7.2 In-sales service

In addition to providing clear label guidelines and product descriptions when users book products, professional online customer service for airline ticket products are also included. At present, Ctrip's in-sales services are more often reflected in the design, display, and description of airline products. If the airline's online customer service is added to the airline's flagship shop, or if Ctrip's own products are added to Ctrip's online customer service, it will be possible to answer users' questions about products and rules in real-time, eliminating the need for users to call manual customer service and improving efficiency while interacting with users in the sale. This will improve efficiency and provide better support for users (Chen & Zhou, 2017).

4.3.7.3 After-sales service

Ctrip tickets can be upgraded from the current after-sales service to give users a better after-sales service experience. In addition to the daily after-sales service maintenance, product reviews, and social functions can be considered. The product review function is a great way to engage users, for example, to review the service, food, and punctuality of the flight, which not

only increases the enthusiasm of the review users but also serves as a reference for subsequent purchasers, while at the same time, the feedback from users can be summarized and sent back to the airline on a regular basis for better service optimization. The social function of the product invites users to join the same flight WeChat group after they have purchased the product and connects them to the Ctrip community forum, where they can interact and generate links to meet their social needs and increase their participation in various activities in the Ctrip community (He, 2017).

5. Conclusion and Recommendation

5.1 Conclusion

In this paper, through the analysis and research of the current situation of Ctrip's air ticket products, we summarize the problems faced by Ctrip and its air ticket product marketing strategy as follows.

At present, the products and services provided by online travel companies lack independence and innovation. From the perspective of the products and services provided by Ctrip at present, they are still mainly tourism industry-related products, which are not very different from other online travel companies and lack competitiveness (Liu, 2010). The selling price of air tickets and train tickets on Ctrip's official website is almost the same as that of other online travel companies, which easily gives users a feeling of zero difference between products and services. According to the survey results, it was found that users pay little attention to Ctrip's marketing channels, which directly affects the effectiveness of marketing. Users do not pay much attention to the richness of the products, indicating that users choose Ctrip to book based on a habit rather than because Ctrip has new products or service experiences, so they do not pay attention to the related marketing activities initiated by Ctrip either. Ctrip's comprehensive talent is lacking and professionalism needs to be improved, so it has a certain impact on product expansion and service. The level of tangible displays in all Ctrip stores is low and not well designed to promote corporate image. Due to the lack of timely or improper handling of some user complaints by Ctrip, it causes poor user experience (Wen, 2011).

In response to the above problems of Ctrip, by using the 7Ps theory to continuously optimize and improve the marketing strategy of Ctrip's airline ticket products, the purpose of promoting the rise in sales of Ctrip's airline ticket products was achieved. At the same time, this paper has a very practical and scientific guidance significance in the marketing of airline ticket products and the development of Ctrip airline ticket products for online travel companies in China (Huo & Pang, 2020).

5.2 Recommendation

In this paper, we analyze the current marketing environment of Ctrip. Firstly, it analyzes the macro environment in terms of political, economic, social and technological environment, secondly, it analyzes the competition it faces through the analysis of existing competitors, potential competitors' entry ability, substitution ability, buyers' bargaining power and suppliers' bargaining power, and finally, it conducts a more in-depth analysis of Ctrip itself to explore its opportunities and threats, as well as its internal strengths and weaknesses. Through the analysis of each environment, the seven elements of the 7Ps are combined with the actual market situation and the subsequent development direction to propose marketing improvements (Cao, 2016).

In terms of product strategy, by segmenting the market and combining user portraits to create diversified product forms; in terms of price strategy, combining the consumption data, purchase preference data and after-sales service data of users on the platform to form a new product pricing strategy and launch it after formulating it together with airlines; in terms of channel strategy, a combination of external and internal channels can be adopted to improve the efficiency between marketing channels (Chen & Zhou, 2017). External channels can make full use of the cross-marketing of various channels on the Internet or joint marketing with upstream suppliers, while internal channels can make full use of online and offline channels to add value-added product features and services to create new value for consumers in marketing messages; in terms of promotion strategy, create diversified promotion activities, use scientific and reasonable promotion programs and lower promotion costs to achieve maximize the effect, such as region-wide marketing, viral marketing, destination marketing, internal product marketing, store personnel marketing, etc.; in terms of personnel strategy, by improving the quality of service personnel staff, and then improve the quality of the product and the effect of marketing, to enhance the user buying experience; in terms of tangible display strategy, through creative video and advertising, user communication platform and store image, to help users further understand the product In terms of tangible display strategy, through creative videos and advertisements, user communication platforms and store images, we can help users to further understand the products and also promote users' willingness to consume and guide them to make purchase decisions as soon as possible. In terms of service process strategy, through the optimization of each service of the product, we can improve the user's purchasing and using experience (Duan, 2015).

During the implementation of Ctrip's product marketing strategy optimization program, the organizational structure, technology research and development, corporate culture, and resource allocation of the company will have a certain impact on the implementation and effect of the program. Therefore, in order to ensure the smooth implementation of Ctrip's airline ticket marketing strategy optimization plan and achieve good results, we must simultaneously optimize the enterprise's organizational structure, technology, resource allocation and effect evaluation system (Feng, 2017).

5.2.1 Management recommendations

5.2.1.1 Corporate culture construction

Ctrip has formed its own unique corporate culture during its long-term operation. The optimization of Ctrip's marketing strategy for air ticket products should be in line with the value concept of Ctrip's corporate culture, while the value concept of corporate culture also affects the smooth implementation of the marketing strategy for air ticket products. First, the corporate culture concept binds the motivation of marketing decisions to have the right moral values; second, the corporate culture has an auxiliary effect on the business philosophy of the business managers (Cao, 2016). Third, corporate culture has a guiding role in the implementation and execution of the staff. Therefore, good corporate culture construction will play a guiding role in the whole process of product design, operation, and promotion. Only by integrating with corporate culture can we design better products, provide better services, solve users' pain points, and meet their needs.

5.2.1.2 Improve the marketing management system

In-depth optimization of internal marketing management norms and systems can be done from the following aspects: Firstly, Ctrip will formulate complete management norms and requirements for the market needs and the actual situation of the company and implement them strictly. Secondly, we should continue to optimize the marketing of our airline products (Chen & Zhou, 2017). For Ctrip, the continuous optimization of its marketing methods will further contribute to the enhancement of its market share and is the direction in which the company will strive to give its users a unique new travel experience. This can be carried out through the following areas.

1. Using the Internet as a promotional tool on all fronts to enhance brand reputation.
2. Using new media channels to promote the brand.
3. Use of event marketing models to attract public attention.
4. Improve the application of online marketing. Ctrip must increase the share and application capacity of online marketing and give full play to the content-rich and diverse features of online marketing communications. Clearly, there needs to be sufficient interaction and communication between online marketing and customers so that the company can monitor marketing efforts immediately, research the situation, optimize strategies, and take timely action to optimize (He, 2017).
5. Improve the level of coordination with all relevant areas. Ctrip's growth is closely linked to the coordination of all sectors of society, especially IT, financial services, transport agencies, and travel associations. Ctrip must continue to improve the level of communication with all sectors of tourism through the advantages of the current system and actively integrate into them (Zhang, 2017).

5.2.1.3 Sound marketing incentive system

In view of the low initiative of Ctrip's internal marketers, it is necessary to optimize the relevant incentive system, which can be carried out in the following aspects: firstly, material incentive, Ctrip will directly reward outstanding marketers with material rewards, and their work results will be directly linked to their year-end bonuses; secondly, spiritual encouragement, and give corporate-level notification and praise to outstanding marketers to further encourage other Third, job promotion, for the excellent marketing staff, to carry out job promotion and continuous training, to further motivate and enhance their work and management effectiveness (Wu, 2017).

5.2.2 Safeguard measures

During the implementation of Ctrip's air ticket product marketing strategy optimization plan, the organizational structure, technology development, corporate culture and resource allocation of the enterprise will all have a certain impact on the implementation and effectiveness of the plan (Xiang, 2014). Therefore, in order to ensure the smooth implementation of Ctrip's airline ticket product marketing strategy optimization plan and achieve good results, the optimization must be carried out simultaneously in terms of the enterprise's organizational structure, technology, resource allocation, and effective evaluation system.

5.2.2.1 Optimizing the organizational structure

In order to better implement the optimization plan for the marketing strategy of the air ticket product, it is necessary to optimize the existing organizational structure by dividing the responsibility of different teams within the Air Ticket Division through different functions.

1. Business cooperation team

In the form of resource cooperation and promotion, we integrate the internal resources of the air ticket division, including product design, marketing and promotion, and after-sales service, and conduct business cooperation with airlines or airports to obtain advantageous resources and enhance the competitiveness of air ticket products in the market (Liu, 2010).

2. Product Cooperation Group

This team mainly combines the resources obtained from the business cooperation team, understands the needs of airlines, user needs, and product needs, and confirms the product logic and interfaces with the back-end technology to ensure the smooth launch of the product.

3. BI Data Team

Provide real-time data analysis to the business cooperation team for evaluation during business negotiations or before and after the product launch, which is an indispensable part of product cooperation and launch.

4. Search Engine Team

Due to the wide range of products, after the product design, there will be all kinds of complex search engine logic in the background, need to be able to optimize the engine logic according to the market and user needs, in order to allow different products to compare with each other to better highlight their respective values and features (Huo & Pang, 2020).

5. Front-end display team

The front-end display of the product is very important in the user's purchase decision, including the sorting and tagging display, which can give a certain degree of influence or guide the user's choice.

6. Marketing team

The marketing team is divided into the design team, promotion team, and offline marketing team, each of which has its own role to play and works together to plan and promote new products or large-scale events, which is the last important part of product sales (Sun, 2020).

5.2.2.2 Improve the marketing data platform

Ctrip has already established its own data platform, but with the implementation of the optimization program, the data platform will need to handle more and more complex data, so it is particularly important to improve Ctrip's own data platform.

1. Ctrip needs to enhance the stability of its data platform

In order to ensure real-time optimization, the data platform needs to share data and information between business divisions in real-time, monitor business data and provide data to relevant departments for analysis and assist in the formulation of strategies, as well as monitor user behavior in order to provide users with accurate marketing (Chen & Zhou, 2017).

2. Strengthen the analysis of campaign data

The marketing team should strengthen the analysis of campaign data and establish marketing data models to monitor and analyze user behavior in real-time. Using a holistic identification of consumers' historical and three-dimensional dynamic tendencies to identify their consumption intentions and introduce them to scientific products, real-time monitoring also facilitates strategy adjustments and enhances the user experience (Wang & Geng, 2018).

3. Strengthen the risk control of the data platform

Ctrip needs to continue to strengthen and improve its own risk control system to effectively identify and prevent risks and protect users in all aspects of their use.

Ctrip's data platform should be optimized from the above three aspects in order to provide strong support and guarantee for the marketing optimization program of airline ticket products from the technical aspect, and finally achieve the strategic objectives of accurate market positioning, dynamic market prediction, and comprehensive broadening of communication channels (Tao, 2011).

5.2.2.3 Financial and human resources security

1. Financial security

The process of optimizing the implementation of marketing strategy solutions requires the security and inclination of funds and resources. These funds need to be disposed of for the relevant team members, the building of talents, and the construction of data platforms. In addition to this there may be the need for funds to subsidize promotional activities due to market competition, etc. All of these are required to be tilted in terms of funds or resources, otherwise, it will only be a paper exercise (Fu, 2019).

2. Human resources guarantee

In order to realize that the optimization program can be implemented as planned and achieve the expected results, Ctrip can screen suitable talents and match them with suitable positions through selection, training, and inspection, and at the same time needs to pay continuous attention to employees, establish personal files and conduct regular assessments. Ctrip can also adopt a salary incentive management method within Ctrip, targeting specific personnel and implementing a laddering incentive mechanism (Guo & Sun, 2020).

5.2.2.4 Establishing marketing effectiveness evaluation indicators

In order to monitor the effectiveness of the air ticket product marketing plan, Ctrip needs to establish a marketing effectiveness evaluation index system. As the optimization plan is based on Ctrip's air ticket products, its own services, and users' behavior, the evaluation indexes for the effectiveness of the marketing strategy will be constructed from four aspects: platform interface design, promotion methods, interactive traffic and users' behavior (Duan, 2015).

1. Interface design indicators.

This indicator consists of functions and modules, interface theme style.

2. Promotion coefficient.

Search index, the value reflects the proportion of the number of visits to a website from search engines, which can detect the effect of search engine promotion and continuous search engine optimization. Client traffic ranking, can indicate the attractiveness of the platform to users (Zhang, Guo & Fu, 2018).

3. Interactive traffic coefficient.

This coefficient describes the proportion of consumers who move from need to purchase activity and can be assessed by the following coefficients: page views per capita; web inquiry size; web purchase size; new user registrations.

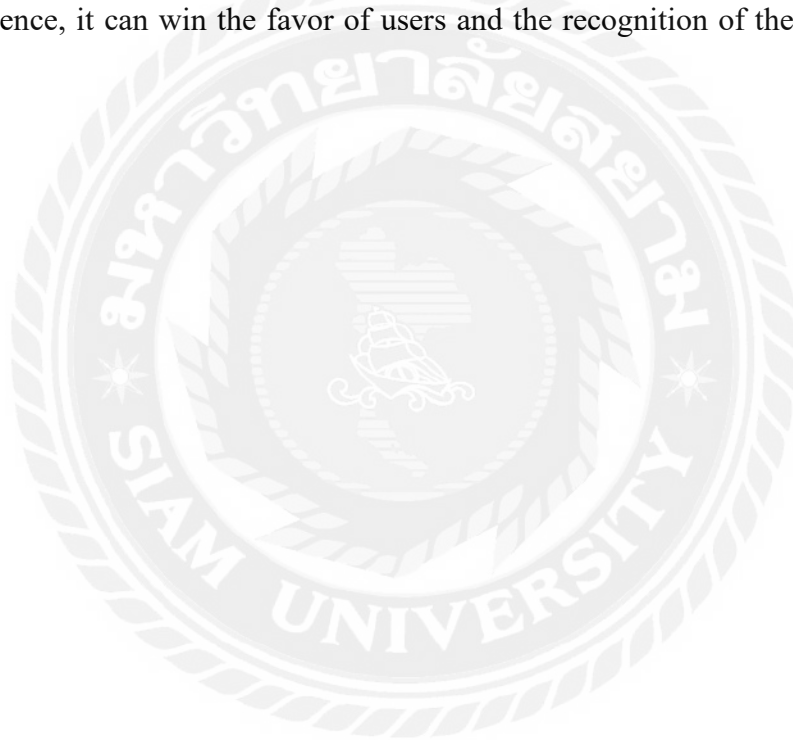
4. User activity coefficient.

This includes the retention rate of old users and the attractiveness of new users.

In today's Internet era, online travel platforms have become the main way for people to book their travel. As one of the leaders, Ctrip has been constantly exploring and optimizing its own marketing strategies for airline ticket products to provide better services and experiences for users (Fu, 2019). However, just like other companies, Ctrip has faced some problems in the

process of development. For example, there are many competitors and the competition for market share is fierce. At the same time, users' needs for airline ticket products are constantly changing, requiring timely follow-up and adjustment. In order to solve these problems, Ctrip has applied the 7Ps theory to optimize and improve the marketing strategy of airline ticket products (Guo & Sun, 2020). Through the above optimization and improvement, Ctrip has successfully promoted the sales of airline ticket products and enhanced its brand influence. At the same time, this also provides reference and reference for other online travel companies, guiding them on how to better respond to market changes and changes in user demand, and continuously improve product and service quality (He, 2017).

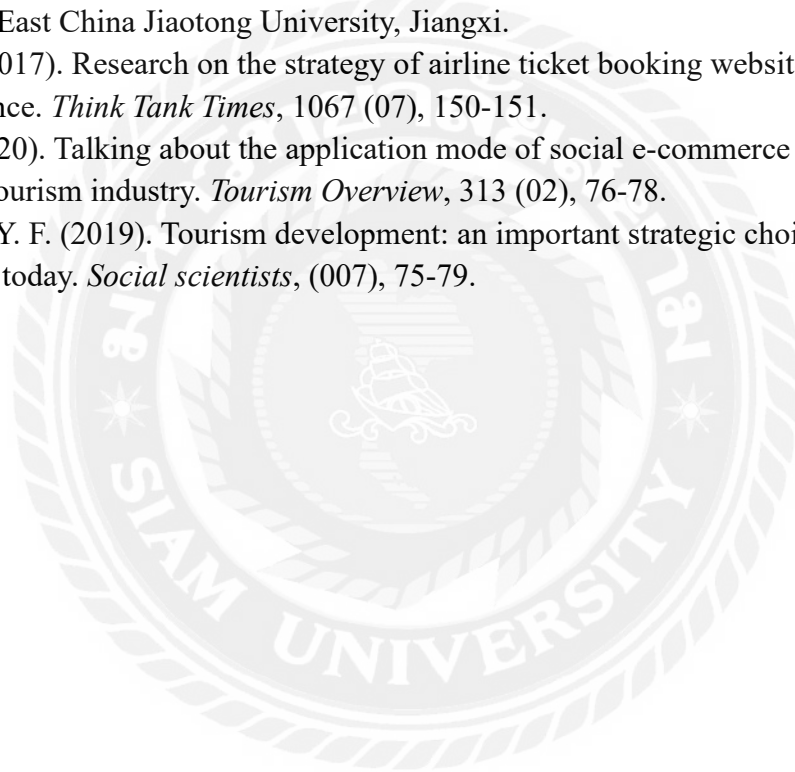
In conclusion, scientific marketing strategies and practices are one of the key factors for a company's success. The successful experience of Ctrip shows that by continuously optimizing and improving the marketing strategy of airline ticket products and improving product quality and user experience, it can win the favor of users and the recognition of the market (Huo & Pang, 2020).



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Appendix

Ctrip and air ticket product marketing questionnaire

Hello! First of all, thank you for taking time out of your busy schedule to fill in the questionnaire. In order to better understand the situation of Ctrip and the marketing of air ticket products, please answer carefully according to your real situation. This questionnaire is only for the purpose of writing your graduation thesis and no personal information will be collected from you. Thank you very much for your cooperation!

1. What is your gender?

- A. Male B. Female

2. What is your age?

- A. Under 20 years old B. 20-30 years old C. 30-40 years old
D. 40 years old and above

3. What is your monthly income level?

- A. 2000 RMB and below B. 2001-4000 RMB C. 4001-6000 RMB
D. 6001-8000 RMB E. Above RMB8, 000

4. What is your occupation?

- A. Civil servant/institution employee/teacher B. Corporate employee
C. Student D. Self-employed E. Other

5. How many times do you travel in a year?

- A. 0 times B. 1-3 times C. 4-6 times D. 7 times and above

6. What factors do you take into account when planning a trip?

- A. Economic factors B. Time factors C. Physical factors
D. Interests E. Other factors

7. Do you think there is a difference between Ctrip's airline ticket products and those of similar websites such as Where to Go, Yilong, Tongcheng, etc.?

- A. No difference B. Less difference C. Generally D. Big difference
E. Didn't bother to find out more

8. What products do you mainly book with Ctrip?

- A. Air tickets, train tickets B. Hotels, B & B C. Tickets
D. Travel products E. Tips F. Other

9. What are your reasons for choosing Ctrip APP?

- A. No after-sales guarantee B. Cumbersome operation C. Unsafe network transaction
D. Personal information leakage E. Other F. No concerns

10. What online marketing do you follow on Ctrip's travel platform?

- A. Ctrip App B. Ctrip Official Weibo C. Ctrip Official WeChat
D. Other E. No concern

11. What is the reason you choose to book through Ctrip?

- A. Good price B. Used to use C. Rich products D. Good after-sales service
E. Other F. Haven't used it

12. Do you think the service (pre-sale, in-sale and after-sale) of Ctrip's air ticket products is good?

A. Very good B. Better C. Fair D. Not good E. Don't know

13. Do you feel that the promotion of Ctrip's airline ticket products is well done?

A. Very good B. Better C. Fair D. Not good E. Don't know

14. Do you feel that the marketing strategy and promotion of Ctrip's airline ticket products are well done?

A. Very good B. Better C. Fair D. Not good E. Don't know

15. Are you satisfied with Ctrip's airline ticketing products?

A. Very satisfied B. Satisfied C. Average D. Dissatisfied

E. Haven't used it, don't know

