



**INFLUENCING FACTORS OF MARKETING STRATEGY OF
JINAN CITY RENJIA DECORATION COMPANY**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE MASTER'S DEGREE OF BUSINESS
ADMINISTRATION GRADUATE SCHOOL OF BUSINESS
SIAM UNIVERSITY**

2024



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This Independent Study has been Approved as a Partial Fulfillment of the Requirement
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ABSTRACT

The building and decoration business is growing at a 15% annual pace, with strong market prospects and huge development opportunities. Although Jinan Renjia Decoration Company, as an industry leader, still achieved positive results, but the enterprise marketing risk increased and the marketing strategy needs to be adjusted. This paper aims to study on the influencing factors of marketing strategy of Jinan City Renjia Decoration Company.

The objectives of the study were: 1) To explore the influencing factors that affect marketing strategy of Jinan City Renjia Decoration Company; and 2) To verify whether market segmentation, target market selection, market positioning affect marketing strategy of Jinan City Renjia Decoration Company.

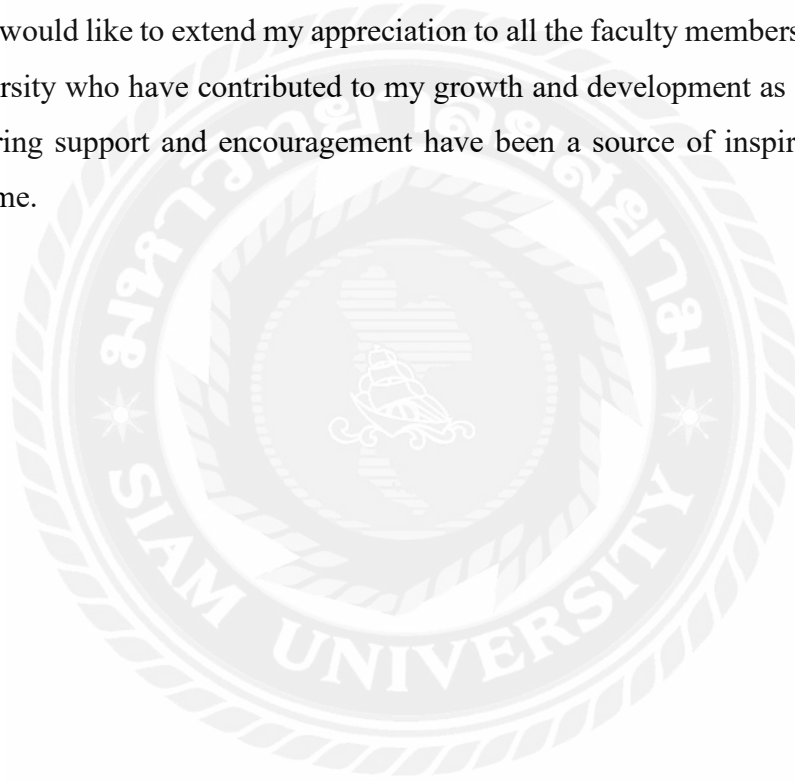
This study adopts a quantitative research method. In this study, 398 questionnaires were distributed, with 395 valid questionnaires, and the validity rate was 99.25%. The population of this study is the consumers of Jinan City Renjia Decoration Company. Combined with Segmentation, targeting, positioning (STP) marketing strategy theory, this paper found that 1) The influencing factors of the network marketing strategy of Jinan City Renjia Decoration Company include market segmentation, target market selection, market positioning; and 2) Market Segmentation, Target Market Selection, Market Positioning has a Positive Effect on Network Marketing Strategy. Recommendations for network marketing strategies should focus on the following aspects: 1) Optimizing market segmentation; 2) Optimize target market selection; 3) Reasonable market positioning.

Keywords: influencing factors, marketing strategy, decoration company

ACKNOWLEDGEMENT

I would like to express my deepest gratitude to my advisor for her invaluable guidance, support, and encouragement throughout my independent study. Her insightful comments and constructive criticism have significantly improved the quality of my work. Additionally, I am grateful to Associate Professor Dr. Jomphong Mongkhonvanit, Dean of the Graduate School of Business, for his support and encouragement throughout my studies. His dedication to the graduate program and commitment to excellence have inspired me to strive for academic excellence.

Finally, I would like to extend my appreciation to all the faculty members and staff of Siam University who have contributed to my growth and development as a student. Their unwavering support and encouragement have been a source of inspiration and motivation to me.



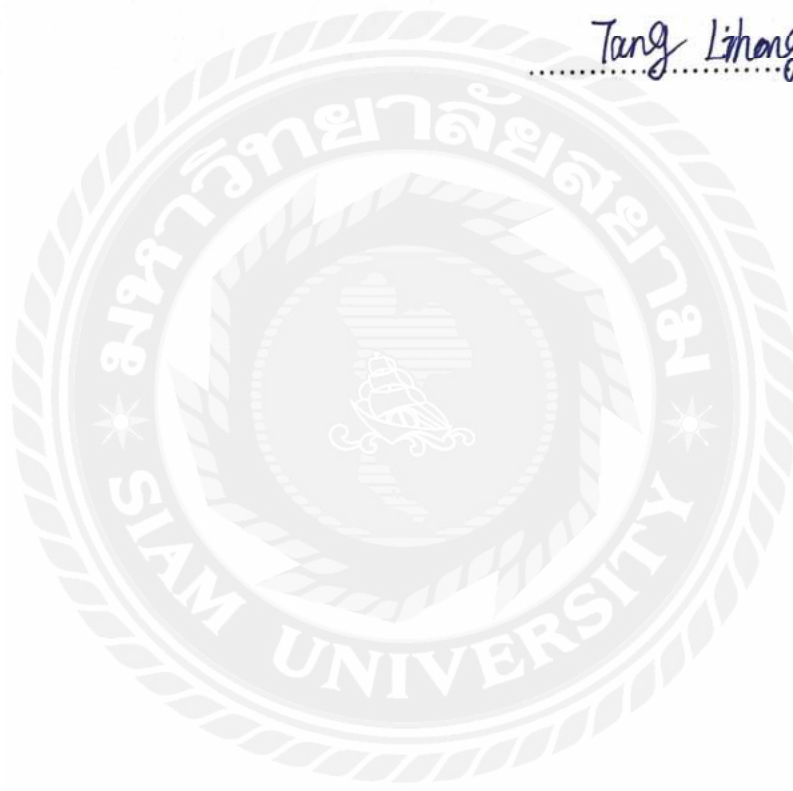
DECLARATION

I, Tang Lihong, hereby certify that the work embodied in this independent study entitled “Study on influencing factors of marketing strategy of Jinan City Renjia Decoration Company is the result of original research and has not been submitted for a higher degree to any other university or institution.

Tang Lihong

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Tang Lihong

Feb 2, 2024



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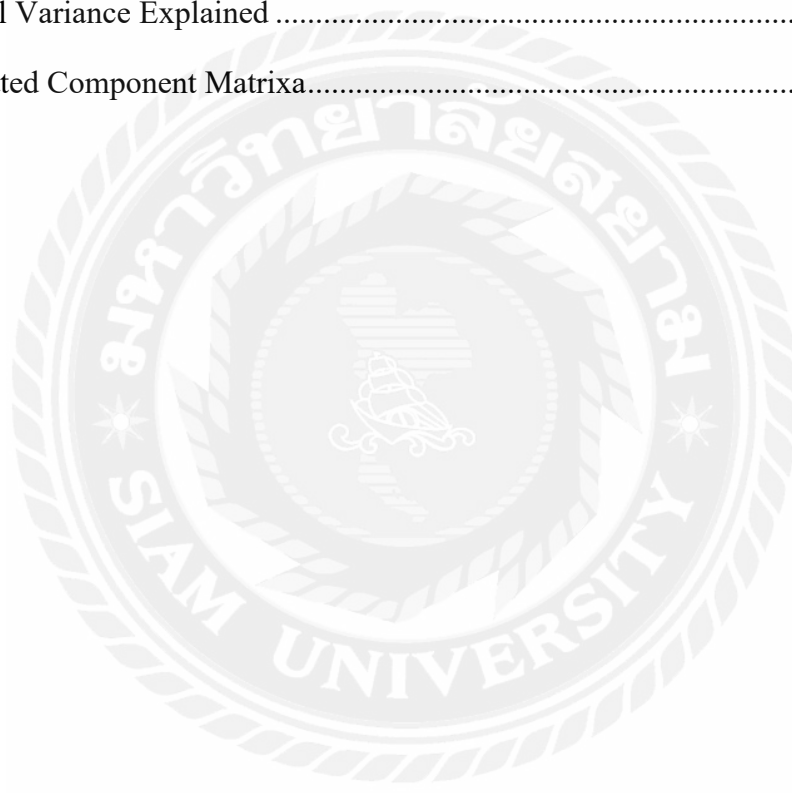


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Chapter 1 Introduction

1.1 Research Background

With the increase in income, the continuous improvement of the standard of living of the residents, led to the upgrading of the residents' consumption demand, but also more and more expenses are invested in residential decoration and renovation. Driven by the consumer way of advocating comfort, beauty and luxury, many new ideas and concepts have been generated in residential decorative design, decorative materials, craftsmanship, soft furnishings, etc., which have created good conditions and demonstrated a lot of advantages for the rapid development of the home decoration industry (Marco Francesco Funari et al., 2021). At the same time, with the prosperous development of the domestic economy as a whole, accelerating the speed of urbanization construction, office buildings, hotels, airports, hospitals, transportation terminals, exhibitions, conference centres and other public buildings construction has also entered a period of rapid development, the design and planning of these construction projects, construction, decoration and put into use, accelerating the overall development of the building decoration industry, but also to make the level of its level upward constantly pull up (Kumari & Singh, 2020).

In the country continues to be rich and strong, the residents are increasingly affluent environment, the real estate industry is developing rapidly. However, due to the extremely scattered projects in the construction decoration industry, the entry threshold is low, standardization is low, and the competition within the industry is fierce. In order to prevent the economy from developing too fast and too hot, the state has severely regulated the real estate industry (Li et al., 2022). Building decoration enterprises in the face of the building decoration market by the national policy of severe regulation at the same time, but also have to face the increasing threat of competitors in the industry, survival and development into a difficult period. Building decoration enterprises to deal with the national macro-control and the severe challenges of industry competition is quite necessary. Building decoration enterprises should focus on the control of business risks, prudent review of the potential risks that may exist in the current corporate marketing strategy, to constant adjust the changes in marketing strategy according to the changing external environment, to ensure that the enterprise in the industry to develop steadily (Li et al., 2022).

In 2018, there were 145,000 enterprises in the domestic construction decoration industry, the number of employees is about 17 million (Haibing & Yuyue, 2020), and the total annual output value of the industry is more than 4.5 trillion yuan, with the gradual improvement of the consumption level, the annual growth rate of the construction decoration industry is about 15%, with a good market outlook and huge space for development, which has been favoured by many investors and exacerbated the competition in the industry (Li et al., 2019). Marketing strategy is an enterprise in order to achieve its overall planning to reach the strategic objectives in a certain period

of time on the overall planning and vision of marketing, is an important support for corporate strategy. With the arrival of the Internet + era, the network marketing era, the deepening of the market further segmentation, more and more attention by the enterprises. Jinan City Renjia Decoration Company as the industry leader, although in these years of development all the way up, achieved good results, in the continuous development and growth at the same time with the changes in the environment. The marketing performance of the company is single, the capital risk is getting bigger and bigger, the existing marketing strategy gradually highlights the inadequacy, and needs to be adjusted moderately. Therefore, the study of Jinan City People's Decoration Company's marketing strategy of the factors affecting the development of enterprises is of great significance.

1.2 Research Problems

At this stage, China's building decoration industry has entered a rapid development stage. Although many building decoration enterprises have rapid development momentum, but due to the rise and fall of the industry turnover and business management errors directly affect the rise and fall of the enterprise turnover. Therefore, how to improve the market competitiveness of the building decoration industry enterprises, continue to maintain rapid growth, many building decoration enterprises are doing positive thinking (Williamson et al., 2005). For building decoration enterprises, the most important competitive ability is reflected in the enterprise qualification platform, human resources, capital chain, product service, marketing ability and so on. However, because of the influence of financial, policy and other factors, the environment in which the building decoration enterprises are located has a strong volatility, which requires enterprises to strengthen their adaptability to cope with the unpredictable market environment. It is most important for enterprises to build a reasonable marketing strategy. The marketing strategy enhances the market responsiveness and competitiveness of the enterprise. Enterprises to developing a set of marketing strategies to match the enterprise (Chen et al., 2021), to help enterprises to stand in the front end of the market is the key to occupying the high ground of competition, to mastering the market initiative. Analyzing the factors influencing the marketing strategy of the enterprise and giving strategies for the influencing factors is the focus of the marketing strategy of the enterprise. Therefore, the following issues are raised in this study:

1. What factors influence the marketing strategy of Jinan City Renjia Decoration Company?
2. Does market segmentation, target market selection, market positioning affect marketing strategy of Jinan City Renjia Decoration Company?

1.3 Research Objectives

The building decoration industry is still a sunrise industry, and there is a demand for decoration at any time. Then how to make the decoration enterprise in the current fierce market to maintain a competitive advantage, and actively develop market space to maintain a competitive advantage. It is necessary for enterprises to develop a set of marketing strategy to match the enterprise, the key to help enterprises stand at the front end of the market, occupy the high ground of competition, and master the market initiative. Then how to combine the actual situation of the enterprise and the industry situation analysis and research to develop a suitable marketing strategy program and safeguard the implementation of measures is of great significance.

Jinan City Renjia Decoration Company has deficiencies in market segmentation, target market selection and market positioning, which need to be continuously improved and analyzed. The problems reflected in the company's marketing strategy are in line with the content of STP marketing strategy theory. Therefore, it is appropriate to analyze the causes and countermeasures under the framework of STP marketing strategy theory (Oestreicher, 2009). Market segmentation is the foundation, target market selection is the key, and market positioning is the core. Only on the basis of detailed market segmentation analysis and understanding, choosing to enter the appropriate target market for deep-rooted work, integrating the advantageous resources to form their own competitive advantages, and accurate positioning in the target market, can we sustain healthy and stable development. Therefore, in conjunction with the above analysis, the purpose of this study is:

1. To explore the influencing factors that affect marketing strategy of Jinan City Renjia Decoration Company.
2. To verify whether market segmentation, target market selection, market positioning affect marketing strategy of Jinan City Renjia Decoration Company.

1.4 Research Scope

With the material living standards of individuals also gradually improving, pay more attention to the quality of life and living environment, undoubtedly to the decoration industry to bring more space for development. However, the decoration industry is facing a huge space for transformation and development, and at the same time, there are many problems, such as fierce and chaotic market competition, unregulated industry, and lack of innovation in marketing strategies. This study takes Jinan City Renjia Decoration Company as the research object. Jinan City Renjia Decoration Company is one of the earliest regional city subsidiaries of City Renjia Group, founded in 2003. It has been deeply cultivating Jinan for 18 years. Relying on the advantages of the group, combined with the local development, Jinan City Renjia Decoration Company has developed into the most influential and mature old large-scale

decoration company in Jinan. 2023 October 30 Jinan area, there are 439 construction sites, 64123 customers.

This paper will study the factors influencing the marketing strategy of Jinan City Renjia Decoration Company. Therefore, the scope of this study is the consumers of Jinan City Renjia Decoration Company. Consumers have received renovation services from Jinan City Renjia Decoration Company and are able to give reviews. Consumers can most directly illustrate the deficiencies and problems of Jinan City Renjia Decoration Company's marketing strategies. During the research process, a questionnaire was used for data collection. The main collection content of the questionnaire includes personal information; the second part of the questionnaire mainly describes the market segmentation, target market selection, market positioning of Jinan City Renjia Decoration Company. The survey was conducted from November 1, 2023 The survey period is from November 1, 2023 to February 1, 2024.

1.5 Research Significance

The development of the building decoration industry promotes the pace of the times, not only driving the development of the regional economy, but also promoting the innovative development of the upstream and downstream related industrial chain. The home decoration industry is closely related to the lives of individuals. In the course of many years of development, the speed of the iteration of building decoration materials and the continuous introduction of new products for home decoration is enough to show that people's knowledge and pursuit of the decoration industry is gradually progressing to a deeper and higher level. With the continuous improvement of the income of individuals today, their requirements for living environment and quality have also been raised, from the previous emphasis on practicality is gradually transformed to decorative and artistic. With the booming development of the building decoration industry, the number of decoration enterprises has increased, resulting in increasingly fierce competition in the market (Ma & Kuang, 2022). However, due to the major decorative enterprises in the business strategy of the competition, as well as the harassment of traditional marketing methods, resulting in the turnover rate is deteriorating. There are some decorative enterprises in order to grab customer resources, each other price pressure, fight the market price war, resulting in decorative industry continues to be in the low-end competitive situation, the problem of meager profits gradually come to the fore. The cruel market environment has obviously put Jinan City Renjia Decoration Company in a difficult development predicament (Chen, 2023).

In this paper, through the in-depth analysis of Jinan City Renjia Decoration Company's internal operation situation and the influence factors of operation problems, as well as the thorough analysis of Jinan City Renjia Decoration Company's marketing environment and marketing problems, and summarized the marketing of decoration enterprises. It also summarizes the marketing experience of decoration enterprises and clarifies the target market and market positioning of Jinan City Renjia Decoration

Company's home decoration business. Innovative thinking put forward Jinan City Renjia Decoration Company home furnishing business effective marketing strategy program, and give the corresponding measures to protect, fundamentally solve the Jinan City Renjia Decoration Company home furnishing business development bottleneck, so as to make a breakthrough in the marketing predicament, in the competitive home furnishing market, can seize the market. In this way, it can break through the marketing dilemma and realize greater benefits in the highly competitive home decoration market by seizing the market share in the region and even in the province. This study not only has an important guiding effect on the marketing of Jinan City Renjia Decoration Company's home decoration business, but also has a certain reference significance on the marketing strategy of similar decoration companies.

1.6 Theoretical Framework

Market Segmentation: refers to the division of a market into subgroups that have similar needs, preferences or behavioral characteristics. Market segmentation can be done based on different factors such as geographic location, age, gender, income level, lifestyle, etc. Through market segmentation, companies can better understand the needs of different groups and target their marketing activities.

Target Market Selection: Based on market segmentation, one or more of these groups are selected as the target market for the enterprise. When selecting a target market, an enterprise will consider factors such as the size of the market, growth potential, and the degree of competition in order to determine the most attractive market.

Market Positioning: refers to how a firm positions its product or service in the target market so that it occupies a unique position in the minds of consumers. Market positioning involves identifying the Unique Selling Proposition (USP) of a product or service and differentiating it from competitors. This helps consumers to recognize the difference between a firm's product or service and other alternatives, and builds brand awareness and loyalty.

Marketing Strategy: refers to the specific action plans that a firm implement in the marketplace to achieve predetermined marketing objectives and strategic goals. These action plans are usually based on an analysis of the market environment, competitors, target market and consumer behavior, as well as the firm's resources and capabilities.

Chapter 2 Literature Reviews

2.1 Introduction

The literature review of this study analyzes the factors affecting Jinan City Renjia Decoration Company's marketing strategy based on STP marketing strategy theory. The literature review elucidates the factors affecting Jinan City Renjia Decoration Company's marketing strategy. On the basis of analyzing and summarizing the related studies, the conceptual model of this study is constructed to determine the influence of market segmentation, target market selection, and market positioning on Jinan City Renjia Decoration Company's market strategy.

2.2 Theory Reviews

2.2.1 Marketing Strategy

Currently there are many researchers and literature on marketing strategy, the concept and determination of marketing strategy theory, the content is very rich. Currently on the marketing strategy concept and definition of the expression of the content, the expression also has a lot (Abdullah Saif, 2018). The development of an enterprise marketing strategy is not empty talk, simple symbolic walk process, not directly find a template to perform against, but need to be more precise and highly condensed summary. With the complexity of the economic market environment, the specialization of competitors, consumer savvy, coupled with the development of enterprise marketing objectives and task indicators of the process is extremely complex and cumbersome, which increases the development and implementation of marketing strategy for the impediment to the factors both need to be formulated in conjunction with the changes in the market situation and change, but also in line with the practical and indeed feasible marketing detailed plan. A practical and feasible marketing strategy program is to fully reflect the various advantages of the enterprise's resources to fully meet the needs of the target. Even for different quality customer groups to develop different action strategies, these methods are very realistic and practical significance of this analysis and implementation process is very worthy of any enterprise to learn and learn from (Alexis, 2021).

The most authoritative is Michael Porter in his work in the high essence of the summary, he believes that the theory of marketing strategy is to determine the organization's future work within a period of time and the market strategic objectives (Porter, 1980), based on the organization's current situation, combined with internal and external resources, to develop the ultimate goal of the task of the struggle of the strategy, measures and specific means and methods. The method of formulating work tasks and goals is not set in stone, but must be consistent with the actual situation of the enterprise organization. At the same time, to maintain consistency with the corporate culture (Menon, 2022).

Economist Philip Kotler in his book "Principles of Marketing" in the understanding of marketing strategy is summarized as: the enterprise in order to achieve the purpose of their own marketing and thus choose to follow the marketing program (Kotler & Armstrong, 2021). Among them, the marketing strategy includes the market mix, marketing mix and marketing cost budget and so on these three aspects of the content. These three aspects are reflected in the three stages of marketing development, respectively, the planning, implementation and control of marketing strategy. The most critical of these is the control phase, which is generally divided into three categories: annual planning, profit and strategic control (Slater, 2020). According to the relevant strategy and derived more specific marketing strategy of the new triangle model for specific operations, which is divided into the company's strategy, tactics and value of the three dimensions, these three dimensions can be summarized according to the different attributes of the nine different factors, from sales to branding, from the development of strategy to the market positioning, encompassing the entire industry's total production and development chain.

Marketing strategy helps enterprises to efficiently combine various internal and external resources, including human resources, financial resources, technical resources, government relations resources and other resources. The ultimate competition of the enterprise is the competition of integrating the comprehensive resource strength, especially in the scarcity of key resources today is particularly important (Alexis, 2021; Slater, 2020).

2.2.2 STP marketing strategy theory

(1) Definition of STP marketing strategy theory

The components of STP marketing strategy content are market segmentation, target market selection and positioning three parts, is the American marketing scientist in the 1950s, the main content and more accurate definition by the American economist Philip Kotler to improve the system to improve the STP marketing strategy theory is mainly aimed at through a reasonable and effective (Wind & Green, 2013), timely analysis of the business situation, the industry market situation, from the market segmentation and then purposeful selection to determine the correct target customer groups, selected target customer groups will be located in the segmentation of the target customer groups, the business will be located in the target customer groups, and the market positioning of the market (Zia & Kumar, 2018). After selecting the target customer group, the enterprise business will be located in the segmentation of the target customer group, and adopt the strategy to firmly lock their own market resources (Kumari & Singh, 2020).

The concept of STP marketing strategy is one of the more widely used marketing strategy theories in the field of marketing theory so far with the professional division of labor, the concentration and aggregation of consumer groups, the obviousness of consumer preferences and the complexity of a variety of products, it is more and more preferred by enterprises and scholars (Ebitu et al., 2018). It is a guiding program for enterprises to choose in the field of strategic marketing. Enterprises in the case of limited resources, the only advantageous resources allocated to their own important target markets to obtain the best economic benefits is to focus on the advantageous forces to attack a place, in order to pry the market faster big cake. Requirements for enterprises to enter a particular segment of the market in the selection of the market should be analyzed in detail what characteristics the market has. Therefore, the enterprise focuses on the target marketing is the first to select a market segment of a certain part of the market or a number of concentrated part of the main battlefield as the enterprise's future goals, for the selected target market to concentrate all of the enterprise's resources to serve it, in the reliable action measures to implement targeted production and marketing (Qian, 2017).

(2) Market Segmentation

The size of any consumer group is relatively large, if not segmented and directly based on the results to provide differentiated products to meet the needs of consumers, then marketing is not any effect or may even lead to complete failure. Each customer is independent, in the desire to buy, buying habits and buying behavior have different characteristics, different requirements and different trade-offs judgment criteria. These differences form very specific consumer demand, after these consumer demand segmentation according to the enterprise's own advantages of targeted products, so that cooperation is the real way of survival of the enterprise (Kumari & Singh, 2020). Therefore, market segmentation is based on the differences in customer demand for a product or service demand market for one by one subdivided process. The main industrial market segmentation, consumer market segmentation, international market segmentation.

(3) Target Market Selection

The target market is also the market that the enterprise wants to enter and occupy, the enterprise can only satisfy the demand of a particular consumer group requires the enterprise to choose the market that is suitable for its own development to enter, and develop the product input, and then obtain the benefit. Subdivided out of the market there is a link between the main contradictions and differences, this contradiction is the enterprise to choose the standard to be measured (Weinstein, 2019). Therefore, the target market selection refers to the enterprise from the segmentation of the market after the selection of the decision to enter the market segments, the selected market is also the most favorable to the enterprise market components. It consists of two processes, assessment and selection.

(4) Market Positioning

Market positioning, including brand positioning, product positioning and market competition strategy positioning, is the key to the foothold of enterprise marketing strategy (Kumari & Singh, 2020). Enterprises create a distinctive image for their products according to their own competitiveness and the degree of importance that customers attach to the characteristics of the enterprise's products, and convey this image to customers through the marketing process. The choice of market positioning emphasizes the four parts of product differentiation, service differentiation, personnel differentiation, image differentiation, etc., to determine and disseminate the concept of market positioning of the enterprise, and deepen the influence and recognition of consumers (Jackson, 2020). Therefore, market positioning is the process of marketing activities for enterprises to determine a unique position for their products or services in the minds of target customers. Market positioning is how to publicize themselves and communicate their service consciousness, concepts and advantages to customers.

(5) Advantages of STP marketing strategy

The use of STP marketing strategy theory facilitates the selection of target markets and the formulation of marketing strategies. Enterprises can determine their service targets according to their business ideas, marketing policies and marketing power. Once the consumer demand changes, the enterprise can quickly change the marketing strategy and formulate corresponding countermeasures to adapt to the changes in market demand and improve the enterprise's resilience and competitiveness (Zia & Kumar, 2018).

The use of STP marketing strategy theory is conducive to exploring market opportunities and developing new markets. To analyze and compare the purchasing potential, satisfaction level and competition situation of each market segment, to explore the market opportunities for the enterprise (Weinstein, 2019), to make necessary product and technology reserves, and to open up new markets in order to better adapt to the market needs.

The use of STP marketing strategy theory is conducive to the concentration of human and material resources into the target market. By segmenting the market and choosing a suitable target market, the enterprise can concentrate human, financial, material and resources to strive for local market advantages, and then occupy its own target market (Wahyudi, 2013).

The use of STP marketing strategy theory is conducive to enterprises to improve economic efficiency. Enterprises through market segmentation, to provide appropriate products and services, not only to meet market needs, but also to increase the enterprise's income: reduce enterprise costs, improve the quality of products or services and thus improve the overall economic efficiency of the enterprise.

Therefore, combined with the combing of literature and in the aforementioned theoretical basis can be obtained, find the right market segmentation is half of the success of the marketing strategy, selecting the appropriate target market is to find the enterprise's consumer customer base, market positioning is to give the customer a long-term strategic partnership reasons.

2.3 Theoretical Framework

On the basis of combing the theory of STP marketing strategy, according to the marketing strategy of Jinan City Renjia Decoration Company, it is proposed that the influencing factors affecting the marketing strategy of the enterprise include market segmentation, target market selection, market positioning. In order to enhance the market competitiveness of the company and realize the sustainable development of the company, it is of great significance to accurately adjust the marketing strategy to match the current development of the company. Market segmentation, target market selection, and market positioning are taken as the factors affecting Marketing Strategy, and a model is constructed. Among them, market segmentation, target market selection, market positioning are independent variables; Marketing Strategy is the dependent variable (Ebitu et al., 2018; Kumari & Singh, 2020; Qian, 2017; Weinstein, 2019; Zia & Kumar, 2018). To realize the continuous growth of Jinan City Renjia Decoration Company's performance, and to make Jinan City Renjia Decoration Company maintain a steady development status and catch up with the leading companies in the industry. Combined with the theory of marketing strategy, we propose to update and improve the suggestions, develop marketing strategy and feasible safeguard measures. The above analysis summarizes the Conceptual framework of this study. As shown in Fig2.1.

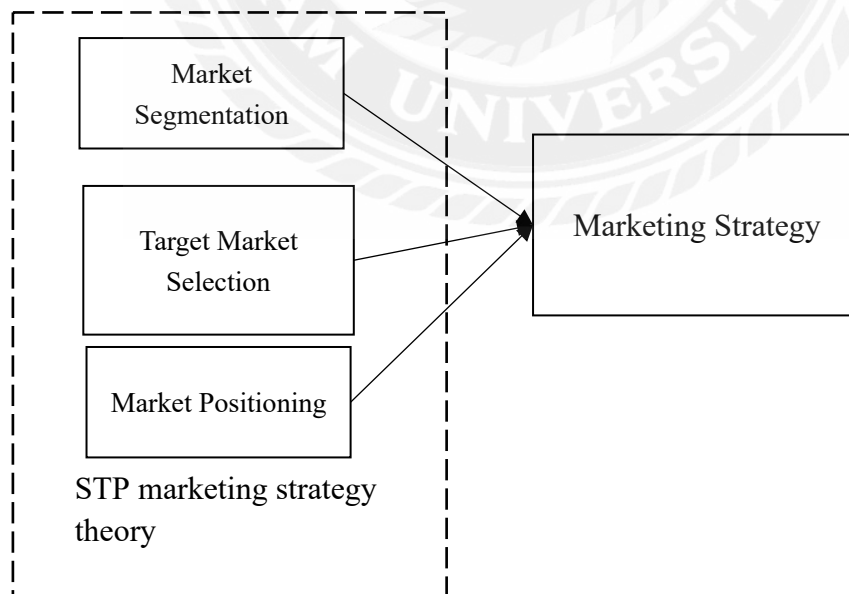


Figure 2.1 Conceptual Framework

Chapter 3 Research Methodology

3.1 Introduction

This study focuses on the influencing factors of marketing strategy of Jinan City Renjia Decoration Company. The independent variables in the research model are market segmentation, target market selection, and market positioning, and the dependent variable is Marketing Strategy in combination with STP marketing strategy theory. In order to accurately and scientifically improve this study, a questionnaire was designed based on the problems found and suggestions made before collecting information on the current status of marketing strategy of Jinan City Renjia Decoration Company. Hypotheses were formulated based on the interrelationships between the variables in the table, and the sample size and study population were determined. The survey research collected data. Sample data were collected using a five-point Likert scale.

3.2 Research Design

This study adopts quantitative research method. Marketing Strategy of Jinan City Renjia Decoration Company is taken as the research object. According to STP marketing strategy theory, the key factors affecting Marketing Strategy include market segmentation, target market selection, and market positioning, so this study takes market segmentation, target market selection, and market positioning as model variables and Marketing Strategy as dependent variable. Therefore, this study takes market segmentation, target market selection, market positioning as model variables and Marketing Strategy as dependent variable.

Market Segmentation is measured by five questions, which include product budget, product price, product style, product quality, and product cost-effectiveness, etc. Target Market Selection is measured by five questions, which include purchase plan, price status, design preference, and information and services related to home decoration, etc. Market Positioning is measured by five questions, which include purchase plan, price status, design preference, and information and services related to home decoration. Marketing Strategy is measured by six questions, including marketing activities, product awareness, service awareness, word-of-mouth, and marketing strategies.

Each item was measured using a five-point Likert scale. A five-point Likert scale was used, with scores ranging from 1-5, representing strongly disagree, disagree, generally agree, agree, and strongly agree, with higher scores representing more excellent agreement with the item. The corresponding question items were designed for each variable, and the items were coded as shown in Table 3.1.

Table 3.1 The Network Marketing Strategy Measurement Item

Variate	Measuring Item	NO.
Market Segmentation	1. you are satisfied with the company's home decorating budget?	Q1
	2. you are satisfied with the price of the company's home décor choices?	Q2
	3. you are satisfied with your home decorating style choices?	Q3
	4. you are satisfied with the quality of the company's decorating products?	Q4
	5. you are satisfied with the balance between price and quality of the company's home decoration?	Q5
Target Market Selection	1. do you know Jinan City People Decoration Company?	Q6
	2. do you plan to decorate or renovate your home in the near future?	Q7
	3. are you willing to pay more than the average market price for high quality home decoration services?	Q8
	4. do you have specific preference for home decorating style and design?	Q9
	5. you seek home decorating related information and services on social media or other platforms?	Q10
Market Positioning	1. you have a very favorable impression of the quality of the home improvement services provided by our company?	Q11
	2. you think we are on par with the market average in terms of price compared to our competitors?	Q12
	3. you recognize our company's decorating style and design creativity?	Q13
	4. you have a favorable impression of our company's brand image in the market?	Q14
	5. do you feel that our company's positioning in the market matches your home decoration needs?	Q15
Marketing Strategy	1. you are very aware of our company's marketing campaigns or advertisements?	Q16
	2. you have a very high awareness of the home improvement products or services offered by our company?	Q17
	3. you would recommend our products or services to your friends or family?	Q18
	4. you have purchased our products or services?	Q19
	5. you recognize our company's brand image and reputation?	Q20
	6. you are looking forward to our future marketing strategy?	Q21

Each variable was analyzed and organized according to the literature and variable operational definitions. The measurement question items for each variable will be used as indicators and content for the specific collection of variable data. Once the questionnaire is designed, the questionnaire will be distributed according to the

requirements, and the main survey population will be consumers of Jinan City Renjia Decoration Company. The data collection process will be screened according to the time response status of the questionnaire. Invalid questionnaires will be eliminated, and valid questionnaires will be organized to lay the foundation for the later data analysis.

3.3 Hypothesis

According to STP marketing strategy theory, market segmentation, target market selection, and market positioning all have an impact on marketing strategy. Market segmentation, target market selection, and market positioning are three key variables of marketing strategy that interact with each other and together shape the final marketing strategy. The process of market segmentation breaks down the market into smaller groups with similar characteristics and needs, which helps to better understand and fulfill the needs of different consumer groups. Through market segmentation, companies can more accurately position themselves in their target market and design more targeted marketing strategies. When a business completes market segmentation, the business needs to select the most attractive and promising target market. This means that companies need to evaluate the benefits and costs of different market segments and identify the most suitable market for their products or services. The decision on target market selection will have a direct impact on the subsequent development of market positioning and marketing strategies. Market positioning is the process of how a company positions its brand and products in a target market. It involves how consumers recognize the firm's unique value proposition and differentiate it from its competitors. Market positioning is based on the segmentation and selection of the target market, which ensures that the firm's products or services match the needs and expectations of the target market.

Thus, these three variables interact with each other and together they determine the final marketing strategy of the firm. Starting from market segmentation, the most attractive markets are identified through target market selection, and finally, market positioning is used to shape the firm's brand image and competitive advantage in the target market. Therefore, the following hypotheses are proposed based on the analysis:

H1: Market Segmentation significantly affects marketing strategy of Jinan City Renjia Decoration Company.

H2: Target Market Selection significantly affects marketing strategy of Jinan City Renjia Decoration Company.

H3: Market Positioning significantly affects marketing strategy of Jinan City Renjia Decoration Company.

Combined with the above analysis, the hypothesized model of marketing factors of the marketing strategy of Jinan City Renjia Decoration Company is constructed, and the interrelationships among the variables are confirmed. See figure3.1.

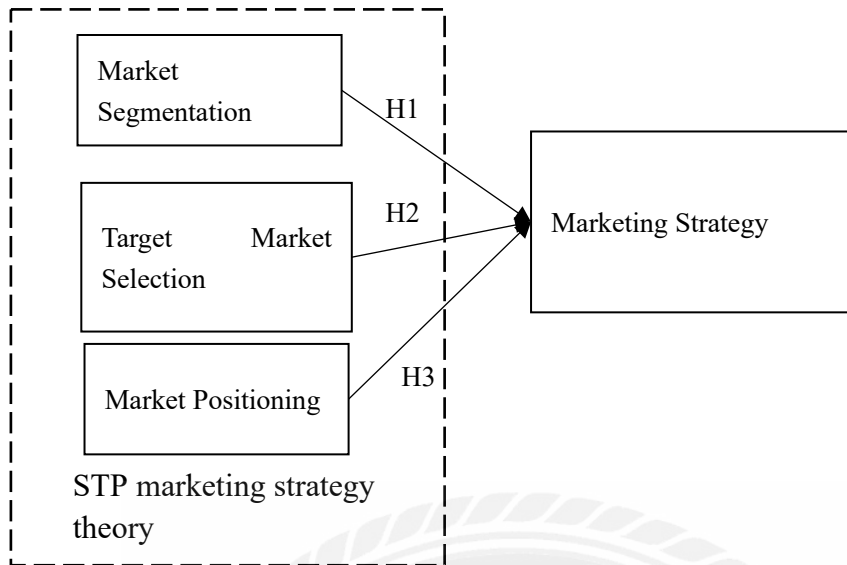


Figure 3.1 Hypotheses

3.4 Population and Sampling

The population of this study is the consumers of Jinan City Renjia Decoration Company. Jinan city people decoration company has developed into the most influential Jinan area, the oldest mature large-scale decoration company. 2023 October 30 Jinan area, there are construction sites 439, the number of customers is 64123. Jinan City Renjia Decoration Company's development mode is relatively traditional, and its organizational structure is simple. The company's headquarters has a store operation department, marketing department, online operation business department, customer service department, purchasing department, design department, merchant business department, new media department, finance department, administration and human resources department, logistic department, and production plant. To carry out online business since the establishment of the core operating departments around the industry, divided into the Operations Division and Customer Service Department of the various departments of the team professionalism, high efficiency, and cooperation.

To improve the quality of the study, two aspects need to be fully considered in sample selection. On the one hand, it is the object of sample selection; the main content of this study is to study the influencing factors of marketing strategy of Jinan City Renjia Decoration Company. Yamane (1973) adjusted the calculation formula to be more precise; by $N=64123$, the variable variance is equal to 0.50, and z = significance level is z -score of π (where $z = 1.96$ when $\pi = 0.05$ and $z = 2.56$ when $\pi = 0.01$) (Taro Yamane, 1974).

$$n = \frac{(z)^2(\pi)(1 - \pi)(N)}{(z)^2(\pi)(1 - \pi) + (N)(e)^2}$$

The sample size is 397.11, and Yamane's reliability is 95% ($f = \pm 5\%$) with various errors; the sample size is 398. Therefore, this study requires a random sample of 398 Jinan City Renjia Decoration Company marketing merchants' managers responsible for ensuring that the difference between the sample mean and the overall mean at the 95% confidence level is not more than 0.5.

3.5 Data Collection

The data collection for this study was mainly through the online operation department of Jinan City Renjia Decoration Company. The study distributed the questionnaire to the heads of merchants via e-mail. Participants were informed of the specific requirements for completing the questionnaire and the confidentiality of the questionnaire. It was emphasized whether participants were provided with a detailed informed consent form explaining the purpose of the study, the methodology and the rights of the participants. During the data collection process, mention the assessment of potential risks that participants may face and describe the measures taken to mitigate or avoid these risks. To enhance the transparency and credibility of the study while ensuring that the rights and interests of the participants are respected and protected during the data collection process. A total of 398 questionnaires were eventually distributed and 395 were returned. According to the answer time of the questionnaires and whether there were any missing questions, 395 questionnaires were finally determined to be valid, and the validity rate of the questionnaires was 99.25%. The questionnaires were distributed from November 1, 2023 to February 1, 2024.

3.6 Data Analysis

3.6.1 Reliability

After data collection, the questionnaire data were carefully organized and screened to exclude missing values. Next, the collected research variables were imported into the SPSS software for in-depth analysis. The reliability and validity of the data were assessed by applying Cronbach's Alpha coefficient, which aimed to determine whether the questions in the questionnaire used were stable and ensure that they possessed the reliability to adequately reflect the validity of the survey's intent and purpose. In the reliability analysis, this study focuses on verifying the stability and reliability of the questions in the questionnaire. This process is not directly related to the accuracy of the data. Cronbach's Alpha coefficient, more significant than 0.8, indicates the reliability of the questionnaire.

In contrast, coefficients between 0.6 and 0.8 suggest that reliability is generally acceptable. Coefficients less than 0.6 imply that the questionnaire's reliability fails to meet the desired standard, as shown in the table. To reach the expected standard, see Table 3.2.

Table 3.2 Cronbach's Alpha Standard

Cronbach's Alpha	Value	Reliability
	Exceed 0.8	Good reliability
	0.8-0.6	Acceptable
	Less than 0.6	Weak reliability

The data collected in the study were analyzed. Market Segmentation had a Cronbach's Alpha coefficient of 0.902, which is between 0.6 and 0.91, indicating that the reliability of the data collected for the study variables is acceptable. The alpha coefficient of Target Market Selection is 0.872, above 0.8, indicating the reliability of the data collected for the research variables is good. Cronbach's Alpha coefficient of Market Positioning is 0.871, above 0.8, meaning that the reliability of the data collected for the research variables is good. Cronbach's Alpha coefficient of Marketing Strategy is 0.879, which is above 0.8, indicating that the reliability of the data collected for the research variables is good. According to the results of data analysis, Cronbach's Alpha of all variables is above 0.6, which suggests that the reliability of the questionnaire is good, which, in turn, can be further analyzed for validity. This indicates that the reliability of the questionnaire of this survey study is excellent, as shown in Table 3.3.

Cronbach's Alpha if Item Deleted test was conducted for each question item during the study; if the alpha coefficient increases more after deleting an item, it indicates that this indicator causes the lower alpha coefficient of the whole scale, and it is recommended to modify the indicator or delete the question item if the sample size is sufficient. If the difference in α is insignificant, the questions are better set up and have a high degree of consistency. Through calculations, the study found that the Cronbach's Alpha if Item Deleted for each question item is less than the Corrected Item-Total Cronbach's Alpha, as shown in Table 3.3, which suggests that the measurement reliability of each question item is good and cannot be deleted. This also indicates that the reliability of the data collected is good.

Table 3.3 Variate Reliability Test

Variate	Measuring Item	Cronbach's Alpha if Item Deleted	Corrected Item-Total Cronbach's Alpha
	Q1	0.867	0.902

Market Segmentation	Q2	0.884	
	Q3	0.877	
	Q4	0.886	
	Q5	0.885	
Target Market Selection	Q6	0.838	0.872
	Q7	0.849	
	Q8	0.847	
	Q9	0.843	
	Q10	0.849	
Market Positioning	Q11	0.819	0.871
	Q12	0.846	
	Q13	0.855	
	Q14	0.851	
	Q15	0.844	
Marketing Strategy	Q16	0.848	0.879
	Q17	0.857	
	Q18	0.863	
	Q19	0.852	
	Q20	0.862	
	Q21	0.866	

3.6.2 Validity

Validity analysis determines whether a research question effectively conveys conceptual information about a research variable or dimension. Whether the study questions are well designed or whether the questions represent a variable appropriately. Usually, validity analysis can only analyze scale questions. Validity, or validity, refers to the degree to which a measurement tool or instrument can accurately measure what it intends to measure. Structural validity refers to the degree to which a particular structure embodied in the measurement results corresponds to the estimated value. The method used for structural validity analysis is factor analysis. The ideal method for validity analysis is to utilize factor analysis to measure the architectural validity of the scale or the entire questionnaire. The primary function of factor analysis is to extract some common factors from all the variables (items) of the scale, and each common factor is highly related to a group of specific variables, which represent the basic structure of the scale. Through factor analysis, it is possible to examine whether the questionnaire can measure a particular structure assumed by the researcher when designing it.

The value of KMO coefficient ranges from 0 to 1; the closer to 1, the better the structural validity of the questionnaire. The significance of Bartlett's test of sphericity is that if it is less than 0.05, the questionnaire can have good structural validity. If the

overall questionnaire is valid, there is still a need to assess the question's reasonableness further, which is evaluated with the help of the component matrix. In the factor analysis results, cumulative contribution rate, joint degree, and factor loading are the leading indicators to determine structural validity. The reliability and validity analysis of the questionnaire is an essential part of the research process.

If the KMO value obtained is more significant than 0.8, this indicates that the research data of the questionnaire is very suitable. If the obtained KMO value is between 0.6 and 0.8, this suggests that the research data of the questionnaire is generally reasonable. If the KMO value obtained is less than 0.6, this indicates that the research data of the questionnaire needs to be more suitable. For Bartlett's spherical test, the sign is significant if it is less than 0.05, indicating a strong correlation.

According to the results of the research data analysis, the variables were analyzed for validity, where the KMO value was 0.933, the KMO value was more significant than 0.8, $KMO=0.933>0.5$, the sample size was sufficient, and the test of sphericity, $P=0.000<0.05$, conformed to the test of sphericity. Combined with two indicators, this indicates that the research data of the questionnaire is very suitable. Sig is significant in Bartlett's Test of Sphericity. After analysis, it can be known that the constructed variable model can perform confirmatory factor analysis (CFA). Therefore, CFA was performed on the data.

Table 3.4 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.933
Bartlett's Test of Sphericity	Approx. Chi-Square	3370.585
	df	105
	Sig.	0.000

The explanatory power of a public factor to the total variance of all original variables, the higher the value, the higher the importance of the factor, is a measure of the importance of the public factor. In factor analysis, each factor extracted has a variance contribution rate (i.e., variance explained rate), and the variance contribution rate indicates the extent to which the factor extracts information about all the original variables, i.e., its explanatory power. The total variance contribution rate, on the other hand, is the amount of information extracted by all the extracted factors in total for the original variables. Table 3.5 shows the number of factors extracted through the analysis and the total variance contribution rate (i.e., cumulative variance contribution rate) of the extracted factors for all the original variables. In general, a real variance contribution more significant than 60% indicates that the factors can explain the actual variables and greater than 80% suggests that the factors explain the variables well. The result of factor analysis for each variable was that the cumulative explanatory rate of market segmentation, target market selection, market positioning was 68.257%, greater than 0.5. It indicates that the overall validity of the questionnaire is good.

Table 3.5 Total Variance Explained

Total Variance Explained								
Component	Initial Eigenvalues		Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	47.715	47.715	7.157	47.715	47.715	3.552	23.678	23.678
2	10.833	58.548	1.625	10.833	58.548	3.347	22.313	45.991
3	9.710	68.257	1.456	9.710	68.257	3.340	22.266	68.257
4	4.122	72.379						
5	3.482	75.861						
6	3.216	79.077						
7	2.900	81.978						
8	2.821	84.799						
9	2.708	87.507						
10	2.575	90.082						
11	2.308	92.390						
12	2.239	94.629						
13	2.029	96.657						
14	1.714	98.371						
15	1.629	100.00						

The factor analysis results need to be practically meaningful for each factor. Rotating the factor loading matrix makes the relationship between the original variables and the factors more salient, i.e., each variable has a more extensive loading on only one common factor and a smaller loading on the other common factors. Also, the factors were rotated to categorize each of the original variables better. The rotated formation matrix was performed using the maximum variance method to verify no covariance in the question items measured by each variable and analyzed based on the maximum eigenvalue. The results of Table 3.6 show that a total of three factors were extracted, and each variable has an extensive loading on only one common factor and a smaller loading on the other common factors, indicating a better yet differentiated validity for each variable.

Table 3.6 Rotated Component Matrixa

	Component		
	1	2	3
Q1	0.827	0.229	0.235
Q2	0.765	0.240	0.222
Q3	0.816	0.182	0.217
Q4	0.783	0.242	0.148

Q5	0.742	0.274	0.233
Q6	0.211	0.779	0.211
Q7	0.231	0.727	0.249
Q8	0.230	0.738	0.222
Q9	0.224	0.775	0.169
Q10	0.224	0.746	0.202
Q11	0.153	0.203	0.853
Q12	0.232	0.240	0.727
Q13	0.170	0.281	0.697
Q14	0.226	0.131	0.755
Q15	0.217	0.197	0.758



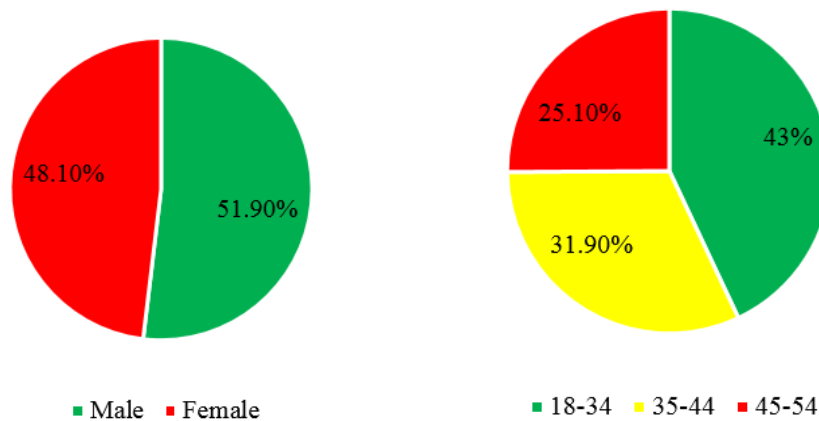
Chapter 4 Findings

4.1 Introduction

Jinan City Renjia Decoration Company recovered 395 valid questionnaires. The reliability and validity of the questionnaire test showed that the reliability and validity of the data collection was good. The collected data were analyzed by descriptive statistics using SPSS software to illustrate the basic situation of the survey sample, including gender distribution, age distribution and income status. Correlation analysis was conducted to analyze the correlation between the variables of market segmentation, target market selection, market positioning, and marketing strategy, to understand the correlation between the variables. Analyze the correlation between the variables to understand the correlation between the variables and ensure that there is no covariance between the variables. After collecting and analyzing the data through correlation analysis, it is necessary to regress the data to determine whether the hypotheses between the respective variables and the dependent variable are valid or not and to test the hypotheses and finally to draw conclusions.

4.2 Description of Statistical Variables

In the survey, 395 valid questionnaires were collected. The demographic sample characterization was done for age, gender, and work experience of the sample. By organizing and analyzing the data of the study, for the gender aspect of the survey, it was obtained that the study sample was 205 males, 48.1%, and 190 females, 51.9%, see Table 4.1, see Figure 4.1. For the age aspect of the survey, it was shown that 18-34 years old was the highest percentage of 170, 43%. For the study on the educational qualification of the survey sample, the survey shows that the College and below is 246 with a percentage of 62.3%. For the study of the work experience of the sample, the focus is on more than 6 years for 97, accounting for 24.6%. See Table 4.1, see Figure 4.1.



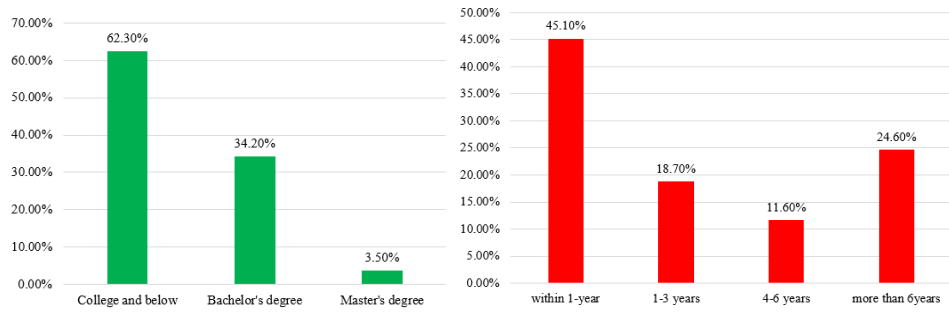


Figure 4.1 Demographic Characterization

Based on the demographic characterization of the collected samples, the distribution of demographic characteristics is basically in line with the current situation of the enterprises. The essential characteristics of the sample collection align with the actual problem so that the data can continue to be analyzed and researched.

Table 4.1 Distribution of Essential Characteristics of Samples (N = 395)

ITEM	Alternative	Frequency	Percent
GEN	Male	205	51.9
	Female	190	48.1
AGE	18-34	170	43.0
	35-44	126	31.9
	45-54	99	25.1
EDU	College and below	246	62.3
	Bachelor's degree	135	34.2
	Master's degree	14	3.5
EXP	within 1-year	178	45.1
	1-3 years	74	18.7
	4-6 years	46	11.6
	more than 6 years	97	24.6
Total		395	100.0

Descriptive statistical analysis is performed by analyzing survey data. Descriptive statistical analysis aims to summarize, organize, and visualize the data to understand its characteristics and distribution better. The primary task is to capture the overall nature of the data set, including the number of observations, variables, and the context and purpose of data collection. This analysis helps to gain a deeper understanding of the data, detect outliers, explore data features, and prepare for further statistical inference and modeling. As the first step in data analysis, descriptive statistical analysis is usually conducted quickly after data collection to ensure the quality and reliability of the data. Its fundamental nature sets the stage for subsequent inferential statistical analyses. These analyses allow for a better understanding of the data and the selection of appropriate statistical methods to address the research questions. According to the analysis and descriptive statistics results, the Mean Statistic meets the requirements, see Table 4.2. The research data meets the normal distribution.

Table 4.2 Descriptive Statistics

Descriptive Statistics				
	Minimum	Maximum	Mean	Std. Deviation
Q1	1	5	3.48	1.210
Q2	1	5	3.50	1.197
Q3	1	5	3.54	1.151
Q4	1	5	3.37	1.076
Q5	1	5	3.46	1.102
Q6	1	5	3.48	1.138
Q7	1	5	3.59	1.046
Q8	1	5	3.59	1.150
Q9	1	5	3.67	1.183
Q10	1	5	3.50	1.174
Q11	1	5	3.59	1.375
Q12	1	5	3.55	1.211
Q13	1	5	3.39	1.085
Q14	1	5	3.53	1.086
Q15	1	5	3.61	1.142
Q16	1	5	3.76	1.115
Q17	1	5	3.70	1.085
Q18	1	5	3.75	1.135
Q19	1	5	3.68	1.156
Q20	1	5	3.81	1.121
Q21	1	5	3.81	1.064

4.3 Results of the Study

4.3.1 Correlation Analysis

Correlation analysis is an analytical method that examines the interrelationship of different variables to measure the degree of association between two variables. It is worth emphasizing that this analysis method does not make a primary or secondary distinction between variables and emphasizes equality between variables. However, it is essential to note that correlation analysis is more applicable to variables that conform to a binary normal distribution. It usually involves two variables, both considered ending variables, that co-vary and depend on each other. The correlation coefficient measures this dependence and takes values between -1 and 1. A correlation coefficient of 1 indicates that the two variables are positively correlated, i.e., an increase in the other accompanies an increase in one variable.

In contrast, a correlation coefficient of -1 indicates that the two variables are

perfectly negatively correlated, i.e., a decrease in the other accompanies an increase in one variable. A correlation hypothesis test is usually required to ensure the statistical significance of the correlation coefficients. This helps to determine whether the observed correlation may have occurred due to chance. Correlation analysis thus provides a means of systematically assessing the relationship between variables. Still, it needs to be applied with consideration of the distribution of the data, sample size, and possible outliers.

Table 4.3 Correlation Value Standard

Correlation Value (r)	Value	Correlation
	$r \leq 0.3$	No linear correlation
	$0.3 < r \leq 0.5$	Low linear correlation
	$0.5 < r \leq 0.8$	Significant correlation
	$0.8 < r$	Highly linear correlation

In the study, r is usually used to indicate the correlation coefficient; when the correlation is less than $r \leq 0.3$, it means that there is no linear correlation between the two variables; when the correlation coefficient is $0.3 < r \leq 0.5$, it means that there is a low linear correlation between the variables; when $0.5 < r \leq 0.8$, it means that there is a significant correlation between the two variables; when $0.8 < r$, it means that there is a high degree of linear correlation between the two variables, see Table 4.3.

Before proceeding to multiple regression modeling, a common practice is to verify the relationship between variables through correlation analysis. First, the data are introduced into the model as independent variables, which can be done by calculating the correlation coefficients of all fields with the dependent variable. This step selects variables with high correlation coefficients with the dependent variable as potential independent variables. Correlation analysis between the independent variables is performed. High correlation coefficients suggest the presence of multicollinearity, which indicates a strong linear relationship between some of the independent variables. To counter this, consider performing variable censoring using linear or nonlinear dimensionality reduction methods. This helps to reduce redundant information, ensure model robustness, and improve the explanatory power and generalizability of the model. This series of steps helps to construct more reliable multiple regression models.

Table 4.4 Correlation between Variables (Pearson Correlation Matrix)

Variables		Market Segmentation	Target Market Selection	Market Positioning	Marketing Strategy
Market Segmentation	Pearson Correlation	1	.573**	.530**	.487**
	Sig. (2-tailed)		0.000	0.000	0.000
	N	395	395	395	395
Target Market Selection	Pearson Correlation	.573**	1	.546**	.431**
	Sig. (2-tailed)	0.000		0.000	0.000
	N	395	395	395	395
Market Positioning	Pearson Correlation	.530**	.546**	1	.454**
	Sig. (2-tailed)	0.000	0.000		0.000
	N	395	395	395	395
Marketing Strategy	Pearson Correlation	.487**	.431**	.454**	1
	Sig. (2-tailed)	0.000	0.000	0.000	
	N	395	395	395	395

NOTE: *. Correlation is significant at the 0.05 level (2-tailed). **. Correlation is significant at the 0.01 level (2-tailed).

According to the correlation analysis, talent introduction, market segmentation, target market selection, market positioning of Jinan City Renjia Decoration Company, and the company's Marketing strategy correlation coefficients are between 0.4 and 0.6, indicating that each of the two variables is significantly correlated, and at the same time $p < 0.01$, indicating that the correlation terms are positively correlated see Table 4.4.

The Pearson correlation coefficient between Market Segmentation and Target Market Selection is 0.573, with a p-value of less than 0.01, which indicates a statistically significant correlation. Specifically, the correlation coefficient of 0.573 indicates that they exhibit a general degree of association, i.e., to the extent that as one aspect changes, the other changes accordingly. The significance of this relationship further strengthens the confidence of the correlation.

The Pearson correlation coefficient between Market Segmentation and Market Positioning is 0.530, with a p-value of less than 0.01, which indicates a statistically significant correlation. Specifically, the correlation coefficient of 0.530 indicates that they exhibit a general degree of association, i.e., to the extent that as one aspect changes, the other changes accordingly. The significance of this relationship further strengthens

the confidence of the correlation.

The Pearson correlation coefficient between Market Segmentation and Marketing Strategy is 0.487, with a p-value of less than 0.01, which indicates a statistically significant correlation. Specifically, the correlation coefficient of 0.487 indicates that they exhibit a general degree of association, i.e., to the extent that as one aspect changes, the other changes accordingly. The significance of this relationship further strengthens the confidence of the correlation.

The Pearson correlation coefficient between Target Market Selection and Market Positioning is 0.546, with a p-value of less than 0.01, which indicates a statistically significant correlation. Specifically, the correlation coefficient of 0.546 indicates that they exhibit a general degree of association, i.e., to the extent that as one aspect changes, the other changes accordingly. The significance of this relationship further strengthens the confidence of the correlation.

The Pearson correlation coefficient between Target Market Selection and Marketing Strategy is 0.431, with a p-value of less than 0.01, which indicates a statistically significant correlation. Specifically, the correlation coefficient of 0.431 indicates that they exhibit a general degree of association, i.e., to the extent that as one aspect changes, the other changes accordingly. The significance of this relationship further strengthens the confidence of the correlation.

The Pearson correlation coefficient between Market Positioning and Marketing Strategy is 0.454, with a p-value of less than 0.01, which indicates a statistically significant correlation. Specifically, the correlation coefficient of 0.454 indicates that they exhibit a general degree of association, i.e., to the extent that as one aspect changes, the other changes accordingly. The significance of this relationship further strengthens the confidence of the correlation.

Through correlation analysis, it is concluded that there is a positive correlation between market segmentation, target market selection, market positioning and Marketing strategy of Jinan City Renjia Decoration Company. Marketing strategies have positive correlations and are significant. Meanwhile, according to the correlation coefficient, it can be judged that the correlation between the variables is essential, and the correlation coefficient does not exceed 0.8, indicating no covariance problem.

4.3.2 Multiple Regression Analysis

The process of multiple regression analysis is based on correlation analysis; the data can be collected for regression analysis, so the regression model is constructed,

and the data is imported into SPSS for regression analysis. The results of the study show the overall degree of explanation of the independent variables on the dependent variable; due to the number of independent variables in this example, the sample size is small, so the use of "adjusted R-squared," adjusted R-squared 0.703 shows that all the independent variables can explain 70.3% of the dependent variable; Durbin-Watson test the prediction residuals whether they are self-correlated or not, and the closer its value is to 2, the better. The Durbin-Watson value in the study is 1.900; according to the Durbin-Watson value, closer to 2, the greater the judgment of no autocorrelation. It indicates that the model's residuals are not self-correlated, and the prediction accuracy is high, see Table 4.5.

Table 4.5 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	Sig. F Change	Durbin-Watson
1	.803 ^a	0.703	0.698	0.834	0.226	0.000	1.900

ANOVA analysis, the significance value of the regression model is 0.00, which is less than 0.05 confidence space; that is to say, it indicates that there is a 95% probability of rejecting the original hypothesis, and the significance of the multiple regression model, p is less than 0.05 suggests that market segmentation, target market selection, market positioning has a significant explanatory effect, $F(3, 391) = 56.627$, $p = 0.000$., indicating that the market segmentation, target market selection, market positioning and Marketing strategy of Jinan City Renjia Decoration Company has a significant regression relationship with the company's marketing strategy, see Table 4.6.

Table 4.6 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	92.083	3	30.694	56.627	.000b
	Residual	211.938	391	0.542		
	Total	304.021	394			

NOTE: a. Dependent Variable: Market Segmentation, Target Market Selection, Market Positioning

Through the regression equation R-square and ANOVA analysis, it can be known that the regression equation is statistically significant. However, whether the model accurately predicts or not needs to be further confirmed by residual correlation analysis. The model's predictive accuracy is low if there is autocorrelation in the residuals. According to the results of covariance diagnosis, the VIF values of market segmentation, target market selection, market positioning is 1.655, 1.695, 1.583, VIF values are close to 1.5, which meets the requirements and indicates no covariance in the data; see Table 4.7.

Table 4.7 Multiple Regression Analysis

Model	Unstandardized Coefficients	B	Std. Error	Standardized Coefficients	t	Sig.	VIF
1	Constant	1.643	0.168		9.757	0.000	
	Market Segmentation	0.257	0.049	0.285	5.250	0.000	1.655
	Target Market Selection	0.137	0.052	0.145	2.637	0.000	1.695
	Market Positioning	0.204	0.049	0.224	4.214	0.000	1.582

NOTE: *P<0.05, **P<0.01, ***P<0.001

Through the above analysis to determine the statistical significance of the regression model, the residuals are not auto-correlated, and the residuals meet the normal distribution of the regression coefficients of the regression equation can be obtained to construct the regression equation. Multiple regression analysis was conducted to analyze whether market segmentation, target market selection, market positioning and Marketing strategy of Jinan City Renjia Decoration Company can effectively explain the Marketing Strategy, and the results showed that the regression model is generally more effective in explaining the Marketing strategy.

The Marketing Strategy results show that the regression model is usually significant, $F(3, 391) = 56.627$, $p = .000$, adjusted $R^2 = 0.698$. In the Influencing Factors of Marketing Strategy of Jinan City Renjia Decoration Company. Market Segmentation ($\beta=0.257$, $t(391)=5.250$, $p=0.00<0.05$), Target Market Selection ($\beta = 0.137$, $t(391) = 2.637$, $p=0.00<0.05$), Market Positioning ($\beta=0.204$, $t(391) = 4.214$, $p=0.00<0.05$) have significant explanatory effect on Marketing Strategy of X Jinan City Renjia Decoration Company.

Therefore, according to the results of the data analysis, Market Segmentation significantly affects marketing strategy of Jinan City Renjia Decoration Company. Hypothesis H1 holds. Target Market Selection significantly affects marketing strategy of Jinan City Renjia Decoration Company. Hypothesis H2 holds. Market Positioning significantly affects marketing strategy of Jinan City Renjia Decoration Company. Hypothesis H3 holds.

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

This paper analyzes and hypothesizes the influencing factors of marketing strategy of Jinan City Renjia Decoration Company, based on STP marketing strategy theory. A total of 398 questionnaires were distributed, 395 valid questionnaires were returned, and the validity rate of the questionnaires was 99.25%. The factors influencing marketing strategy and the relationship between the factors were found through SPSS analysis.

5.1.1 Factors Influencing Marketing Strategy

Regression analysis and correlation analysis conclude that the influencing factors of the network marketing strategy of Jinan City Renjia Decoration Company include market segmentation, target market selection, market positioning.

The collected data meets the requirements of the study through reliability and validity analyses. During the correlation analysis, The Pearson correlation coefficient between Market Segmentation and Marketing Strategy is 0.487, with a p-value of less than 0.01, which indicates a statistically significant correlation. Specifically, the correlation coefficient of 0.487 indicates that they exhibit a general degree of association, i.e., to the extent that as one aspect changes, the other changes accordingly. The significance of this relationship further strengthens the confidence of the correlation. The Pearson correlation coefficient between Target Market Selection and Marketing Strategy is 0.431, with a p-value of less than 0.01, which indicates a statistically significant correlation. Specifically, the correlation coefficient of 0.431 indicates that they exhibit a general degree of association, i.e., to the extent that as one aspect changes, the other changes accordingly. The significance of this relationship further strengthens the confidence of the correlation. The Pearson correlation coefficient between Market Positioning and Marketing Strategy is 0.454, with a p-value of less than 0.01, which indicates a statistically significant correlation. Specifically, the correlation coefficient of 0.454 indicates that they exhibit a general degree of association, i.e., to the extent that as one aspect changes, the other changes accordingly. The significance of this relationship further strengthens the confidence of the correlation.

Through correlation analysis, it is concluded that there is a positive correlation between market segmentation, target market selection, market positioning and Marketing strategy of Jinan City Renjia Decoration Company. This general degree of correlation implies some association between market segmentation, target market selection,

market positioning and Marketing Strategy, but they are relatively close. Specifically, the correlation coefficients range from 0.1 to 0.3, showing that the influence of these factors on marketing strategy is statistically significant but could be more robust. This suggests that there is no apparent dominant factor among these factors but rather a relatively balanced influence. For example, although Market Segmentation positively impacts strategy, this impact is independent of the overall marketing strategy. Therefore, Jinan City Renjia Decoration Company's marketing strategy needs to consider these factors when formulating the strategy to ensure that they are adequately developed in all aspects. This balanced correlation result may mean that the plan's success is more likely to depend on the synergistic effect of these factors rather than on just one of them.

5.1.2 Market Segmentation, Target Market Selection, Market Positioning has a Positive Effect on Network Marketing Strategy

According to the correlation analysis, The Marketing Strategy results show that the regression model is usually significant, $F(3, 391) = 56.627, p = .000, \text{adjusted } R^2 = 0.698$. In the Influencing Factors of Marketing Strategy of Jinan City Renjia Decoration Company. Market Segmentation ($\beta=0.257, t(391)=5.250, p=0.00<0.05$), Target Market Selection ($\beta = 0.137, t(391) = 2.637, p=0.00<0.05$), Market Positioning ($\beta=0.204, t(391) = 4.214, p=0.00<0.05$) have significant explanatory effect on Marketing Strategy of X Jinan City Renjia Decoration Company. This indicates that market segmentation, target market selection, market positioning positively affects marketing strategy.

Table 5.1 Hypothesis Testing

NO.	Hypothesis	Result
H1	Market Segmentation significantly affects marketing strategy of Jinan City Renjia Decoration Company.	Established
H2	Target Market Selection significantly affects marketing strategy of Jinan City Renjia Decoration Company.	Established
H3	Market Positioning significantly affects marketing strategy of Jinan City Renjia Decoration Company.	Established

5.2 Recommendation

Based on these conclusions, Jinan City Renjia Decoration Company can take countermeasures, including optimizing market segmentation, optimize target market selection, reasonable market positioning. Based on the evaluation results, the method will be flexibly adjusted to adapt to the changes in the market. By adopting these countermeasures, the company can utilize the critical factors in a more targeted manner to enhance the effectiveness of its marketing strategy's effectiveness and maintain its market competitiveness.

(1) Optimizing Market Segmentation

The company should expand the field of business as the future focus of the enterprise marketing strategy of the object of study, and strive to increase the proportion of high-quality business, digging the new growth point of corporate profitability. Focus on strengthening the pursuit of quality-type customer sales, the requirements of the sales service to do deep, do fine, do fine, through more listening to the customer's psychological real ideas, to a kind of friendship mentality, according to the different circumstances of each customer for the customer to suggest the actual needs of the customer's purchasing program, to enhance the user experience. Market segmentation can be based on the income of customers to carry out detailed division more in line with the requirements of the enterprise's marketing strategy.

According to consumer income can be divided into 3 markets such as high-income group, middle-income group, low-income group. High income group. The annual household income level of more than 250,000 yuan, mainly including government agencies, executives of state-owned enterprises, foreign-funded enterprises and private enterprise operators, executives, technology research and development personnel, special talents and so on. The company radiates within 10 kilometers of the area of government agencies, institutions, foreign-funded enterprises, as well as unit personnel with high and stable income and strong economic strength. They have a generous budget for decoration, have high requirements for design style, quality of building materials and quality of decoration, value the pre-sale and after-sale services of the decoration company, pursue excellent and high-quality life, and hope that the overall decoration style of the family can reflect their status and taste and style.

Middle-income group. Family annual income level of 150,000 yuan -250,000 yuan, mainly including government institutions and clerks, banks, securities and other financial institutions, corporate middle managers, etc., stable work, family economic affluence, have a strong ability to spend on decoration, mainly concentrated in the post-80s and post-90s consumer groups, accounting for a high proportion of the entire home improvement market. This part of the crowd is more concerned about the brand, pay attention to the overall design style of the house and collocation, willing to accept new things, favor fashion elements, high technology, smart home, etc., the pursuit of comfortable, personalized living space.

Low-income group. The annual income level of the family is below 150,000 yuan, mainly commercial service workers, workshop workers grassroots transportation workers and so on. After all, the level of income determines the grade of consumption, the consumption level of this part of the population is limited, more sensitive to the price, the main consideration is to save the cost of renovation, the overall style of the house design, construction technology and quality of service requirements are low, the pursuit of economic and practical.

(2) Optimize Target Market Selection

In the consumer age segmentation market, the middle-aged and elderly consumer groups seem to be not a high proportion of demand for home decoration, but the actual decoration budget is not low, high unit price, mainly to improve the demand for home improvement or for their children to decorate the wedding room, the taste of the decoration and the overall effect of the requirements of the higher. Young consumers are an important consumer group in the current home improvement market, with advanced consumer concepts and high brand awareness. From the age of this dimension of the market segmentation is not obvious market differences, decorative companies do not need to make trade-offs.

The company should make a comprehensive choice from the three dimensions of consumer income level, consumer demand and residential location. The target customers are high-income groups who choose full package and half package as well as middle-income groups who choose full package and half package and high-income groups who choose clear package. Combined with the customers' consumption habit of choosing decoration companies nearby, the Company should make full use of its geographical location, superb construction technology, offline mega-experience pavilion, supply chain and other advantages to tap into the middle- and high-end high-quality customers within the jurisdiction, optimize the design style by upgrading and enhancing the concept of "customer first and quality service", improve the construction technology and decoration quality, use internet technology and new technology to improve the quality of decoration, and use the internet technology and new technology to improve the quality of decoration. By upgrading and optimizing the design style, enhancing the concept of "customer first and quality service", improving the construction technology and decoration quality, and using Internet technology and new media tools to carry out differentiated marketing with large-scale decoration companies, the company mainly focuses on the middle- and high-end market which has a large profit margin and is favorable for brand building.

Although the number of high-end customers is not large, but their consumption power is very strong, the company can meet their demand for quality of life with the help of private customized design, high-quality environmentally friendly materials, high-level construction technology and all-round attentive service, and tailor-made high-quality home decoration products for them. The company in the home decoration business should vigorously strengthen its advantageous publicity, enhance the competitive strength, through the industry's good reputation, personality and fashionable design and good quality of construction to meet the needs of the mid-range consumer groups, in order to expand the market share in the mid-range market, so as to obtain long-term and healthy development. To sum up, the company's home decoration agency focuses on the middle and high-end market, the main direction of marketing is the economic basis of good consumers, through the development of these markets, on the one hand, can obtain higher profits, on the other hand, is also conducive to improve

the brand image and visibility. It is positioned as a one-stop high-tech home decoration and leisure experience hall for the middle and high-end markets, combining its unique advantages and the diversified needs of middle and high-end customers.

(3) Reasonable Market Positioning

Market positioning is a way for enterprises to determine the positioning of their products or services in the market competition and to develop corresponding marketing strategies accordingly. In market positioning, factors such as marketing activities, product perception, service perception and word-of-mouth all have a significant impact on a company's marketing strategy. Jinan City Renjia Decoration Company can differentiate itself from its competitors through differentiated marketing activities, whereby the company is able to highlight its own brand image and core values. For example, developing a unique advertising campaign, organizing special events or participating in community activities can attract the attention of target customers and strengthen brand recognition and reputation. In market positioning, companies need to ensure that their products are clearly and unambiguously positioned in the target market, so that consumers can accurately understand the product's functions, features and values. Through product packaging, logos, promotional materials and other means, to strengthen consumer awareness and understanding of the product, to improve the willingness to buy and loyalty.

Good service perception can enhance consumers' trust and loyalty to the enterprise, and improve user experience and satisfaction. Enterprises can improve their service quality and brand image and win consumers' word of mouth and support by training employees, establishing customer service hotlines and optimizing after-sales service processes. Word of mouth is the evaluation and recommendation of consumers on the products or services of an enterprise, and it is a way of spreading information by word of mouth among consumers. Jinan City Renjia Decoration Company actively manages and shapes the word of mouth of an enterprise, which is crucial to the enterprise's market positioning. By responding positively to user feedback, providing high-quality products and services, and building a good brand image, companies can shape positive word-of-mouth to enhance brand influence and competitive advantage. Enterprises should consider marketing activities, product awareness, service awareness and word-of-mouth to develop comprehensive and effective marketing strategies to enhance market competitiveness and achieve sustainable development.

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Appendix Questionnaire

Questionnaire on the Influencing Factors of marketing strategy of Jinan City
Renjia Decoration Company

Dear Ms./Mr.

Hello, in order to better understand the Influencing Factors of marketing strategy of Jinan City Renjia Decoration Company, according to the development of this questionnaire, thank you for taking the time to fill out this questionnaire; this questionnaire is carried out anonymously, the entire confidentiality, only for the study of this paper, not for other commercial purposes. This questionnaire data for our research is critical; please fill it in according to their situation. Thank you again for your support!

Part 1 Demographic information

Remark: Please choose by using ✓.

1. Gender Male Female

2. Age A 18-34 B35-44 C45-54 D above 54

3. Education 1. College and below 2. Bachelor's degree
 3. Master's degree 4. Other

4. Tenure in current position (year)
 1. within 1-year 2. 1-3 years
 3. 4-6 years 4. more than 6years

Part II. Network Marketing Strategy

Please indicate your agreement with the following descriptions based on your actual. Please put a tick on the corresponding number representing your level of agreement, with "1" indicating total disagreement, "5" indicating entire agreement, and the specific meaning of each number indicating your level of agreement.

The specific meaning of each number is shown in the table below:

Totally Disagree	Disagree	General	Agree	Agree completely
1	2	3	4	5

Measuring item	1	2	3	4	5
Market Segmentation					
1. you are satisfied with the company's home decorating budget?					
2. you are satisfied with the price of the company's home décor choices?					
3. you are satisfied with your home decorating style choices?					
4. you are satisfied with the quality of the company's decorating products?					
5. you are satisfied with the balance between price and quality of the company's home decoration?					
Target Market Selection					
1. do you know Jinan City People Decoration Company?					
2. do you plan to decorate or renovate your home in the near future?					
3. are you willing to pay more than the average market price for high quality home decoration services?					
4. do you have specific preference for home decorating style and design?					
5. you seek home decorating related information and services on social media or other platforms?					
Market Positioning					
1. you have a very favorable impression of the quality of the home improvement services provided by our company?					
2. you think we are on par with the market average in terms of price compared to our competitors?					
3. you recognize our company's decorating style and design creativity?					
4. you have a favorable impression of our company's brand image in the market?					
5. do you feel that our company's positioning in the market matches your home decoration needs?					
Marketing Strategy					
1. you are very aware of our company's marketing campaigns or advertisements?					
2. you have a very high awareness of the home improvement products or services offered by our company?					
3. you would recommend our products or services to your friends or family?					
4. you have purchased our products or services?					
5. you recognize our company's brand image and reputation?					
6. you are looking forward to our future marketing strategy?					