

Marketing System Based on User Satisfaction

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Abstract

Forty years' experience of China's reform and opening up and numerous excellent cases of successful enterprises and brands prove that "satisfaction marketing" must conform to a specific social value system. The core goal of building a market mechanism with Chinese characteristics has always been to satisfy the people, clients and consumers. Taking "customer satisfaction" as the value standard of enterprise operation to respond to the expectation of market consumers. This is also the purpose of this paper. In the terms of research methods, through the research and elaboration of the user satisfaction marketing system, this paper will explore and establish a positive marketing theory incentive mechanism in line with the mainstream value orientation of the society, take the development status of Chinese and foreign enterprise brands as the research object for qualitative analysis, mainly describe a real prospect of Chinese and foreign enterprises brand user satisfaction marketing at present. On this basis, the conclusion of this paper is drawn. Namely, to further analyze and elaborate how enterprises constantly learn, discover and understand the new pain points of users through the satisfaction marketing system, thereby generating the demand for new products or functions, and then developing, designing and producing more new products or services, thus forming a new product sales cycle, in order to help enterprises to bring new second growth opportunities.

Keywords: Satisfaction marketing system, nine dimensions of brand, brand building, user experience

Introduction

China's deepening and revising economic system reform since the 1980s is the development and surmounting of traditional planned economy and classic commodity economy. There have been ups and downs, trying to find a way of economic development in line with its own characteristics, to build a market mechanism with Chinese characteristics. Its core goal has always been to satisfy the people, reflected in various market activities, reflected in the requirements of market behavior and commercial brand building, is to satisfy clients and consumers. The results show that perceived value, satisfaction and brand preference are the main factors affecting customers' repeat purchase intention.

Focusing on the changing needs and pain points of consumers, focusing on the challenges and pressures that customers focus on, to develop and create comprehensive competitive products, provide the most excellent customer solutions and services. With the mission of "creating maximum value for customers" and the strategic goal of "customer-centric", strive to forge ahead and develop constantly, and strive to transform advanced technology, products, solutions and business management into user value, so as to realize commercial value and create lucrative marketing profits. At the same time, inside the enterprise, when the employees strive to create this customer value, they also get sufficient development space and full return, truly realizing the value significance of the enterprise brand as the internal and external two-way supply side.

The content of satisfaction marketing is the "seed" content, and satisfaction marketing can also be regarded as the process of "planting seeds". That is, to influence users through high-quality content, so that users become potential communicators of the brand on the basis of experience, and constantly spread, fission, growth and reproduction, so as to objectively bring more users for the enterprise. Throughout the development process of modern enterprises, they have experienced the process from simple transactional marketing with traffic to get customers to marketing to get customers with the brand. Whether it is simply to get customers, or to influence the

behavior of users by the value of the brand, satisfaction is an important link that cannot be ignored.

The seed content generated by satisfaction marketing is returned to the benign advertising communication. In the user's cognitive system, centering on satisfaction, it spreads to the engagement, experience, aspiration, popularity, awareness, credibility, loyalty and reputation in nine dimensions of brand, and becomes a weapon for enterprises' winning in the market. This paper explores the establishment of positive marketing theory incentive mechanism from the perspective of brand construction, and finds the problem of second growth breakthrough for enterprises from the perspective of user satisfaction marketing, so as to help Chinese enterprises to climb the peak in the positive virtuous cycle of brand development.

Research and analysis of user satisfaction marketing system

In the era of smart Internet, globalization and the concept of a community with a shared future for mankind, the interconnections between customers and enterprises and the interdependence between users and brands have deepened and expanded as never before. Both market subjects and objects are logically and intrinsically a community of shared interests and responsibilities, buyers and sellers are truly a community of shared future. This proves the necessity of guiding customers and enterprise marketers to return to the business fundamentals, cherish customer value, advocate social value, focus on customer satisfaction, adhere to low-cost customer acquisition, maintain the satisfaction and loyalty of existing and potential customers, and convey correct values in the brand marketing orientation.

This paper will make analysis and discussion from nine sections: (I) Introduction; (II) Theoretical review of user satisfaction marketing; (III) Brand and brand building; (IV) Overview of user satisfaction; (V) The advantages and significance of satisfaction marketing system; (VI) The impact of user "dissatisfaction" on the enterprise; (VII) Building the marketing system of user satisfaction; (VIII) Application of user satisfaction marketing system; (IX) Summary and prospect.

I. Introduction

In this section, the author puts forward that the research topic of this paper is based on the standpoint of humanistic value, social value and social development, pay attention to promote the research on localization and essence of marketing theory, to correct the one-sided misunderstanding and even discrimination of marketing caused by long-term one-sided pursuit of short-term effect, conduct a user satisfaction marketing system research based on the perspective of brand construction, and promote the improvement of the positive incentive mechanism of Chinese marketing theory research. The author hopes to explore the establishment of positive humanistic marketing theory incentive mechanism through the research on user satisfaction marketing system, take the history and current situation of brand development of Chinese and foreign enterprises as the research object for qualitative analysis, mainly from the perspective of brand building to describe the current user satisfaction marketing of Chinese and foreign enterprises brand. On this basis, this paper will further analyze and elaborate how enterprises constantly learn, discover and understand the new pain points of users through the satisfaction marketing system, thereby generating the demand for new products or functions, and then developing, designing and producing more new products or services, thus forming a new product sales cycle, in order to bring the new secondary growth for enterprise. With the improvement of social and cultural quality and comprehensive civilization quality, and the continuous improvement of market legal mechanism, and lessons that numerous short-term business behaviors bring losses and hurt to the market and consumers, will make more and more customers realize the important value of satisfaction marketing, and more and more actively pursue the enterprise brand based on satisfaction marketing. The section mentions that as the service industry plays an increasingly significant role in the national economy, the implementation of customer-oriented marketing strategies, brand management and planning are taking root¹. Customer satisfaction strategy has become the consensus of the broad economic circle based on its characteristics of winning the market and obtaining competitive advantages.²

Based on the perspective of brand building, this paper studies and demonstrates

the user satisfaction marketing system. It takes the status quo of brand development of Chinese and foreign enterprises as the research object to conduct qualitative analysis, and further demonstrates the importance and contribution of user satisfaction marketing system in the development process of modern enterprises through the empirical study of previous literature, well-known foreign and domestic marketing models, and brand cases.

II. Theoretical review of user satisfaction marketing

This section defines and elaborates the key concepts in the paper. From "brand" to "brand building", to "communication media" and other traditional and modern communication media, from "CRM customer management system" at the enterprise level to "satisfaction marketing system" at the marketing level, the core keywords of this paper are comprehensively sorted out.

In the part of research overview, the author expounds the research path of the paper, summarizes the core issues in the research, and cites the contents of key references in the overview.

In the part of theoretical foundation, the author puts forward the core research model and key theories in the paper, and makes the corresponding sorting, so that the content of these theoretical basis looks clearer.

III. Brand and brand building

This section puts forward that brand is the sum of consumers' overall feelings and consumption experiences towards the products and services produced by enterprises. That is, the overall mental perception of the enterprise brand "popularity, awareness, credibility, participation, experience, yearning, satisfaction, loyalty, reputation³ and fans". It is pointed out that in 2017, Prophet, a world-renowned brand consulting company, launched a META model of Chinese brand building⁴. Throughout history, enterprises will also formulate marketing strategies for the market and consumers under the guidance of various marketing theories (4P⁵, 4C⁶, 4R⁷, 4S, etc.), and communicate the information of products and services to consumers through various marketing

means, so as to realize the social communication of corporate brands and achieve awareness. In reality, successful brands not only bring excess profits in sales performance for brand owners, but also affect the consumption lifestyle and social values of target customers and even the public to varying degrees. Based on the commercial role and social value of brand, and the influence of brand on modern social life and cultural values, the author proposes to conduct in-depth and pragmatic research, summary and prompt on the rules and construction of enterprise brand. This is necessary and critical for the survival and development of the market of enterprises today and in the future.

Brand is a kind of intangible assets, and enterprise brand is also known as the new driving force of economic growth. It is not only vital to the development of enterprises, but also affects the economic level of the whole society. Enterprise brand construction is helpful to cultivate consumers' awareness of its products and services, so that the enterprise's products have a certain market share and economic benefits.

Along with the brand, there is brand building. Brand building refers to the activities and efforts of brand owners to plan, design, publicize and manage the brand. Brand building includes five stages: brand planning, comprehensive brand building, brand influence formation, brand maintenance and brand upgrading. Enterprise brand building and upgrading should not only realize user value, but also realize self-value. Centering on the three internal elements: brand function, quality and value and the three external elements: brand awareness, reputation and loyalty, modern enterprises are taking various measures to maximize brand value.

IV. Overview of user satisfaction

This section points out that user satisfaction is based on their experience of the product or service, the object of feeling is objective, and the conclusion is subjective. User satisfaction is a spontaneous evaluation process of users on enterprise products, services and brand, it has self-drive power. User satisfaction research aims to obtain the evaluation of consumers' satisfaction with specific services, consumption defects, repurchase rate, recommendation rate and other indicators through continuous

quantitative research, find out the core problems of internal and external customers, and find the quickest and effective way to maximize the value.

The author proposes that user satisfaction has four characteristics: self-drive, high perceived value, secondary growth and sustainable growth, and the source of good stories. On the one hand, the user experience generated by the products and services provided by enterprises is not only brought by the products themselves, but also closely related to the user's own knowledge, experience, income, living habits and so on. The user's demand affects the user's expectation value and experience value. On the other hand, fake and inferior products in the media and news market also affect the ecological environment of the market where enterprises are located, resulting in an objective judgment. The author also proposed that RATER index⁸ has a strong correlation with satisfaction. Satisfaction is an important target variable in the nine dimensions of brand, and the five dimensions in RATER's index provides a positive measurement mechanism for the overall construction of brand nine dimensions in corporate brand marketing. The American ACSI model⁹ is based on the Swedish Customer Satisfaction Index Model (SCSB). The satisfaction index model is biased towards the macro level, which is a macro index to measure the quality of economic output. It is a comprehensive evaluation index of customer satisfaction level based on the process of product and service consumption.

Brand is the intangible asset of enterprise, so is customer satisfaction. In the process of brand building, enterprises often need to invest a lot of manpower, material resources, financial resources, in order to obtain the long-term development of the brand and a good impression. The customer acquisition process of the enterprise follows the traditional AIDMA marketing law¹⁰ (Attention; Interest; Desire; Memory; Action). However, although user satisfaction is related to enterprise products and services, it is difficult for enterprises to influence it through economic means. It only depends on users' value perception for the whole process of brand products and services. The economic cost is low but the psychological effect is strong. At the same time, because of the hierarchy of user needs, user satisfaction also has the characteristics of

growth and sustainability. Both the "short board theory"¹¹ and the "long board theory" aim to solve the key problems of enterprise marketing growth and maximize the brand benefits of enterprises. Only by constructing personalized and unique brand culture and building personalized brand can enterprises develop their brand towards the world.¹²

V. The advantages and significance of satisfaction marketing system

This section explains that the content of satisfaction marketing is the "seed" content, and satisfaction marketing can also be regarded as the process of "planting seeds".¹³ That is, to influence users through high-quality content, so that users become potential communicators of the brand on the basis of experience, and keep spreading and splitting, so as to bring more users for the enterprise. The core of satisfaction marketing is to screen out the "seed" content that meets the needs by various means such as enterprise-led topic manufacturing, heat scraping, traffic leveraging, content planning, and users' spontaneous topic diffusion and content production. This is the core of satisfaction marketing.

High-quality content is the core of satisfaction marketing, and is also the foundation of enterprise marketing. Continuous creation and output of high-quality content to bring value to users is an effective means for enterprises to carry out satisfaction marketing. User satisfaction marketing is a kind of potential marketing. Satisfaction is a process, including scene and experience, including a targeted change in physical and physiological status, also including goal-directed changes in emotional cognition, and many people think that the process of consumption itself is value. Satisfaction is one or more outcomes, quantifiable, comparable, and describable goals set before consumption. In the general cognitive psychology of the public, satisfaction seems to have higher requirements for things than contentment, which corresponds to the development of culture and education and the upgrading of consumption.¹⁴ When there is a high degree of product surplus, the consumption experience also continues to grow, and the evaluation dimension is more. Customer satisfaction is from more emphasis on service to more dimensions of product demand, comparison and judgment,

including clear and vague. The evaluation and description of the process is whether they are satisfied or not. With high-quality products and services to give users the greatest degree of satisfaction and value perception, become a fusion agent to strengthen the stickiness of old customers, a fighter jet of acquiring customers in low cost for high-speed growth, an incubator to acquire new users and maintain user growth, a wall breaker that improves the effectiveness of advertising and breaks down the mental barriers of users, a fax machine that interacts with customers and captures their changing needs, the golden key of brand marketing to acquire customer and open the door to sustainable business growth. Satisfaction marketing is a way of resonating brand value with users on the basis of user satisfaction, takes user experience as the center, is the way of measuring the enterprise management "quality", let the remaining users take the initiative to repurchase and bring new customers, is based on the user self-driven willingness to share.

VI. The impact of user "dissatisfaction" on the enterprise

The content of the section shows that different research data are basically the same in the communication scope of customers when they are satisfied and dissatisfied, and it can be seen intuitively that the spread of customer dissatisfaction is wider and has a greater impact on the enterprise. On average, a satisfied customer can affect 5-6 people's perception of enterprise products and services, while a dissatisfied customer can affect 15-16 people.

Knauer's (1992) study showed that, on average, a dissatisfied customer would usually tell his dissatisfied experience to nine other customers, while a satisfied customer would tell his dissatisfied experience to five other customers.¹⁵

In the process of enterprise operation, to actively deal with dissatisfaction. In this process, the enterprise also carries on the secondary service process. The service in the process of dealing with dissatisfaction can also become a standard for customers to judge the service of the enterprise, and then produce service satisfaction / dissatisfaction. In addition to dealing with dissatisfaction, enterprises should pay more attention to the value of customer satisfaction. On the one hand, because satisfied customers pay more

attention to the products and services themselves, they will spontaneously spread to enterprises. In the process of communication, enterprises can also set up corresponding incentive mechanisms to guide the systematic and professional communication of satisfied customers, so as to form a good communication ecology. Satisfaction is an important means for enterprises to get customers, and spreading satisfaction is the premise and foundation.

VII. Building the marketing system of user satisfaction

This section explains that in the process of marketing and management, in order to maximize the satisfaction of customers, enterprises will formulate corresponding marketing and management programs and strategies to maximize the maintenance of fixed customer base and stabilize enterprise benefits. However, this is only at the marketing level. In order to obtain users, the marketing channels of enterprises are becoming more and more diversified, but the user behavior is also becoming more and more fragmented. How to let more users see the information is a problem. On the other hand, information technology iteration speeds up, how to attract users who see the information to accept the enterprise, is also a problem. The challenge brought by the Internet requires enterprises to establish a new marketing thinking and change the focus of marketing, that is, from the beginning of "product-centered" to "user-centered" gradually. The results show that perceived value, satisfaction and brand preference are the main factors affecting customers' repeat purchase intention.¹⁶

In the satisfaction perception model, the author puts forward five variables, namely, user expectation, user experience, perceived value, satisfaction and brand impression. These 5 variables basically cover the subject, object, realization condition, results and influence of user satisfaction, etc. Therefore, when enterprises do satisfaction marketing, they should not only consider the short-term marketing effect of a single user or group, but also pay attention to the periodicity of users and market changes, etc., so as to build a satisfaction marketing cycle system and realize sustainable development of enterprises. First of all, satisfaction is the basis of value resonance between brand and users. To retain customers and achieve secondary growth, brands must create value

resonance with users in products and services, channels and contents. From competing for flow to retaining flow, the most important thing is to plant a seed of satisfaction in the mind of users. With high satisfaction, users "endorse" the product and brand through their own reputation as an endorsement and pass it on to other consumers, which is the most effective word-of-mouth communication for the brand. High satisfaction is also the best way to "expand new", through the old customers to affect the new customers, and bring new customers for the brand.

VIII. Application of user satisfaction marketing system

This section presents a comprehensive application of the satisfaction marketing system. This system comprehensively reflects the factors affecting satisfaction, evaluation criteria, data operation and maintenance and other indicators. On the other hand, it also has some limitations, is more of a systematic construction on the basis of existing experience. In order to better analyze and reverse the application scenario of satisfaction, the author chooses the model with more universality and high experience to do the split analysis, so as to strengthen the cognition and use of the satisfaction marketing model. In terms of application, the author takes the sixth generation of satisfaction +KANO¹⁷ analysis as the starting point, aiming to provide inspiration and thinking for enterprise satisfaction building. The section lists many well-known enterprises, who are all practitioners of satisfaction marketing. Their success further demonstrates the advantages of satisfaction marketing, which is different from the traditional marketing model, and its important significance to the enterprise brand building and the acquisition of user mental flow.

IX. Summary and prospect

In this section, facing the limitations of satisfaction marketing research, the author summarizes six major limitations:

1. Compared with short and fast marketing, satisfaction marketing requires that the research and development of products and market development must be based on the interests and experience of customers as the base point and target. Therefore, its

marketing speed is relatively slow, which requires enough patience and perseverance of decision makers and executors.

2. In the society of open information and excess choice, customers are increasingly different from each other and have limited understanding of products and industries. Therefore, in the process of product research and development, brand planning and building, enterprises will inevitably encounter some contradictions between user experience and product realization, and must take into account the balance between product realization, cost and user experience.

3. In the era of social mass production, the excess of products and information leads to the excess of customers' choices, the decrease of customers' loyalty, and the tendency to be attracted by marketing technologies and hot spots, resulting in selection barriers, which objectively affects the market benefit of the enterprise brand that adheres to the principle of customer satisfaction.

4. As financial capital restricts the customer orientation of traditional products, more and more enterprises pursue the benefit and performance of brands in the financial market, and often attach importance to market value valuation and the return of shareholders' benefit rather than customer satisfaction. When the enterprise is called a commodity, when the so-called concept of raising a company like a pig is popularized, in order to realize cash as soon as possible, it is difficult for the enterprise's market terminal to satisfy the interests of customers in the long run.

5. It is the basic principle of enterprise marketing and brand building to take customer as the center and meet customer demand to the greatest extent. However, it must also be established on the basis of full cognition and grasp of environmental culture and psychological set. Human nature has both good and evil, it is contradictory, blindly catering to the needs of customers will only backfire. Therefore, to follow the marketing principle of customer satisfaction, there must be sufficient social and economic knowledge, as well as the cultural consensus of the talent team as a guarantee.

6. Taking customer satisfaction first as the operating principle of the enterprise, it needs a complete social system, the construction of spiritual civilization and the rule of law as the guarantee.

On the prospect of user satisfaction marketing in the future, the author believes that user satisfaction marketing system is a potential marketing, and satisfaction is a process, including the scene and experience, including targeted changes in physical and physiological states, also including goal-directed changes in emotional cognition. Satisfaction seems more demanding than gratification. With high-quality products and services to give users the greatest degree of satisfaction and value perception, become a fusion agent to strengthen the stickiness of old customers, a fighter jet of acquiring customers in low cost for high-speed growth, an incubator to acquire new users and maintain user growth, a wall breaker that improves the effectiveness of advertising and breaks down the mental barriers of users, a fax machine that interacts with customers and captures their changing needs, the golden key of brand marketing to acquire customer and open the door to sustainable business growth. Customer satisfaction marketing can open the golden key to sustainable growth of enterprises.

Conclusions

The new marketing research must stand on the standpoint of social value and social development, pay more attention to promoting the localization and essence of marketing theory research, correct the one-sided misunderstanding and even discrimination of marketing caused by long-term one-sided pursuit of short-term effect, so as to form a positive incentive mechanism for marketing theory research.

User satisfaction marketing system research aims to form a positive marketing theory incentive mechanism. Through the satisfaction marketing system, enterprises constantly learn about the new pain points, thereby generating the demand for new products or functions, and then develop, design and produce more new products, forming a new product sales cycle, and helping enterprises to bring about new secondary growth.

The construction of satisfaction marketing system can not only continuously strengthen the accumulation, maintenance and precipitation of brand asset in enterprises, but also help the products and services of enterprises to be better recognized

and identified by consumers, and further increase the possibility of consumer purchase. At the same time, better strengthen the relationship between enterprises and consumers, play an important role in promoting brand asset.

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