

Integrated marketing communication and new media strategy for the domestic industry based on 4P and 4C theory

Zhanqiao Hu, Chen Wang, Zishuo Xu

Zhejiang Gongshang University Hangzhou College of Commerce, Hangzhou, China

Abstract: *Based on the 4C theory, integrated marketing communication emphasizes consumer-centeredness, creating a good image of the brand by integrating all communication elements, meeting consumers' individual needs and helping to establish a long-term and stable relationship with customers. Based on 4P and 4C theories and the knowledge of integrated marketing communication, this paper will provide new ideas for the development of home service industry to make it conform to the new trend of development in the current Internet era.*

Keywords: *4P theory, 4C theory, integrated marketing communication, domestic service industry*

1. Introduction

With the continuous development of the economy, the domestic industry has also been transformed and upgraded, gradually adapting to the development of the times and becoming "younger". 4P theory and the core is the marketing mix, focusing on the enterprise, the core of 4C theory is customer-centric, focusing on the consumer, based on the above two important theories in integrated marketing, explore the domestic industry A new media strategy for sustainable and healthy development.

2. Integrated marketing communication and the 4P and 4C theories

2.1. Integrated marketing communication

Integrated marketing communication is the presentation of all messages communicated to consumers, including advertising, sales promotion, direct reflection advertising, event marketing, packaging in a form that benefits the brand, for each message should be made holistic and echo each other to support other messages or impressions about the brand, and if this process is successful it will build brand equity by communicating the same brand message to consumers.

2.2. 4P Theory

The "4Ps" theory emerged in the United States in the 1960s with the introduction of marketing mix theory. The "4Ps" is a general term for the four elements of production-centered marketing, represented by the product (Production), price (Price), channel (Place) and promotion (Promotion). It requires enterprises to take the initiative to produce products and create demand, and at the same time take the initiative to promote products and obtain profits.

2.3. 4C theory

The "4Cs marketing theory", also known as the "4Cs marketing theory", was proposed by marketing expert Robert Lauterborn (R.F. Lauterborn) in the early 1990s on the basis of the 4Ps theory of marketing framework. He optimized the marketing framework on the basis of the 4P theory, shifting the focus of marketing activities from the marketer to the consumer, which consists of four aspects: Consumer's need, Cost, Convenience and Communication.

3. Current situation and problems of the domestic service industry

The existing domestic service companies cover a single type of service, which cannot fulfill the needs of consumers in an efficient and high quality way. At the same time, the domestic service industry is relatively grassroots, and one of the main reasons for this phenomenon is that the demand for domestic service is relatively homogeneous, i.e. the demand of customers is not high. In addition, the main communication channels of the domestic industry have shifted from newspapers and TV to the Internet, and the speed and coverage of publicity is already more efficient than before. It is worth mentioning that although the focus of communication in the domestic industry has shifted to the Internet, there are still many ways of publicity still used in this industry, such as: recommendations from friends, physical store communication, TV commercials, etc. The emergence of this phenomenon is also mainly dependent on the cultural level of some audiences in the industry and the influence of their habits. At the same time, there are also some problems in the home economics industry.

3.1. Policy

In terms of policy, the state encourages college students to be actively employed, and since 2019, the state has introduced a series of policies to support the promotion of the development of home economics vocational education. For example, in June 2019, the Opinions on Promoting the Quality and Expansion of Home Economics Service Industry issued by the General Office of the State Council proposed that at least one undergraduate college and several vocational colleges and universities in each province should, in principle, offer home economics service-related majors; and also, for example, in the fourteenth five-year plan about national economic and social development, it is pointed out that the construction and development of service industries such as home economics and elderly care should be accelerated. However, college students themselves are still resistant to work in the home economics industry, so the current university education and job requirements are actually somewhat out of line." Chen Li, a teacher of home economics in a high school, believes that on the one hand, home economics enterprises are "difficult to recruit", on the other hand, universities are "difficult to enroll" in home economics, but at the same time, some school home economics graduates also have "employment difficulties" The problem. At the same time, the domestic industry itself is not standardized enough and the consumer protection system is not perfect.

3.2. New media communication

Although the main communication channel of home economics industry has shifted to the Internet, there is still the phenomenon of insufficient publicity and inefficient use of media communication, which also leads to the problem of poor coverage of the home economics industry and the thinness of the applicable population. At the same time, the lack of branding in the domestic industry is also one of the reasons why consumers have difficulty in choosing between various types of domestic enterprises, domestic enterprises are unable to highlight their own advantages, the promotion of various types of domestic services cannot achieve "differentiation", so as to catch the eye of consumers.

4. Integrated Marketing Strategy

4.1. To consumer demand-oriented, to create personalized services

Emphasis on integrated marketing communication needs to be based on the target consumers, taking into account the group's acceptance of psychology, purchase motivation, media contact, decision-making process and other elements, the development of a combination of strategies, such as Don Schultz pointed out that integrated marketing communication is "from the consumer, using a variety of means to communicate the process. Therefore, successful brands can only be created by understanding the needs of consumers from their point of view.

For the domestic industry, more consumer-oriented, to provide good service is the basis, to create differentiated services to better meet the individual needs of consumers. Emphasis from the customer, is a "outside-in" (outside-in) to choose the best to meet the customer's needs for information, and ultimately can lead to their purchase behavior of communication methods.

4.2. Change the cost strategy and differentiate between different needs

In addition to the standardization issue, the rise of new types of home care, the variety of service categories in the home care industry, regional differences and the era of different conceptual standards will give rise to a constant stream of demand. Based on the first and second-tier cities will pay more attention to the high quality and high price of the new housekeeping, while the third and fourth-tier cities pay more attention to the high quality and low cost performance. Therefore, for different cities, the development of marketing strategies also need to be adjusted. In the first and second-tier cities, the housekeeping industry brand stores are not more in the fine, precise strike type of one-to-one high quality service more attractive to consumers. No longer is the ordinary cleaning, cleaning, one or two line consumers may be more diverse needs, they are willing to use high prices in exchange for high quality or psychological pleasure; increase the cost of employment is a major strategy point in one or two line cities. This point will also benefit the employment of college students in the housekeeping industry. For the third and fourth tier cities, the demand is more single, and consumers are more in pursuit of high cost performance, so for the third and fourth tier cities, brands in the domestic industry can maximize the reduction of "employment cost", put more energy into training, expand stores in the form of franchising, and exchange the minimum operation and employment cost for relatively uniform quality of domestic services. From the perspective of cost, according to the psychology of consumers, according to the characteristics of different regions to make the most beneficial to consumers and their own industry development strategy is advocated by the 4C theory.

4.3. Strengthen communication and establish strong relationship with brand consumers

The 4C theory also requires effective communication between brands and consumers in the domestic industry, so that they can understand and respond to changes in consumer demand in a timely manner.^[1] As mentioned above, the domestic industry has a serious problem of standardization, and it is important to promote communication between domestic brands and consumers to establish a strong relationship between them. Domestic industry brands can regularly hold a direct communication meeting, so that consumers make comments on the service results in the form of offline or online direct communication scoring, and the brands improve the problems raised by the service users in a timely manner, on the one hand, to strengthen consumers' trust in the domestic industry brands, on the other hand, to effectively correct the problems of domestic industry standardization and promote positive circular communication between the two sides to improve the problems of domestic industry standardization.

At the same time, under the fierce market competition, maintaining the relationship with old customers has become an issue to which domestic enterprises must pay attention. The marketing method through communication eventually establishes a relationship between the domestic industry and consumers. A relationship is a lasting connection between the home care industry and consumers, and maintaining this relationship can increase consumer loyalty to the chosen home care industry brand, motivate consumers to trust in the brand, and thus gain long-term value from customers. [1] Based on this, the domestic industry can transform unfamiliar consumer objects into familiar objects through social strong relationship media software, such as qq and WeChat, in the form of direct communication. With the relationship as a bond, and then providing accurate and higher quality, consumers will form brand loyalty to the brand as a way to obtain long-term value benefits.

4.4. Use fragmentation behavior for marketing communication

Convenience strategy is a theory conceived in the marketing strategy from the perspective of consumers, and can only attract their attention if it helps them to obtain services more easily and access information more conveniently. Therefore, convenience is a major focus in the marketing communication strategy of the domestic industry in the early stages. Therefore, by omitting many unnecessary processes, the most direct and convenient form for consumers to get direct information is the main thing.

According to Peng Lan, in addition to the fragmentation of information dissemination and consumption, people's behavior may also tend to be increasingly fragmented in the mobile Internet era.^[2] This behavior fragmentation drives people to pursue "more convenient, more direct, more simple". The time that could be spent reading a book in an afternoon can now be divided into countless 10 minutes or even less to do more things. People are more and more inclined to this behavior, and they pay more attention to the ease of use of information platforms. Whether they can see the target as soon

as they open it and receive the corresponding information. Therefore, in the domestic industry publicity kind, we need to take advantage of the characteristics of behavioral fragmentation, in advertising, publicity to achieve direct, coordinated and unified. By repeatedly appearing in consumers' lives through viral implantation, the company's brand concept and even its brand language are injected into consumers' minds, changing their consumer behaviour. For example, I "looking for a job, on the 58 same city"; "want to go where to shoot, Piaget travel shooting" and so on examples.

5. New Media Strategy

5.1. Product and price strategy

With the continuous development of social economy, people's living standard has been increasingly improved, and more and more people begin to pay attention to the improvement of life quality, while the domestic industry, as a traditional service industry, should follow the pace of the times to adjust and upgrade its own services to meet the needs of consumers. Therefore, it is important to improve the entry rate of college graduates in the domestic industry, enhance the training of social workers and improve their professionalism. In addition, innovative cultivation ideas are needed to improve the modern service level of domestic service practitioners so that their service level can keep up with the development of society. At present, the demand for domestic services account for a relatively large number of young groups, and young groups have gradually become the main consumer market, and part of the group will choose to stay at home to experience a high quality of life, the recent explosion in the network platform "home organizer" is one of the outstanding performance of the rejuvenation of the domestic industry, and young professional The recent explosion of "home organizers" on various online platforms is one of the prominent manifestations of the rejuvenation of the domestic industry. While improving service quality, we should also pay attention to reasonable pricing, not only to avoid malicious price "smoke and mirrors" on social media, but also to pay attention to consumers' purchasing experience, so that consumers feel that they are getting good value for money, cost-effective and inexpensive services.

5.2. Place strategy

From the viewpoint of the attributes of the domestic industry, because of the strong service attributes of the domestic industry, word-of-mouth marketing is particularly important, especially in recent years, the domestic industry accidents occur frequently, the problem of standardization is more prominent. Therefore, in terms of channel selection, the combination of "online + offline" can be used to set up an offline domestic experience store to strengthen consumers' understanding of the attributes of domestic staff. On-line monitoring system can be configured to strengthen security and enhance consumer trust, and then through the platform channels for consumer reviews and publicity to strengthen word-of-mouth marketing.

In the overall attributes of the domestic industry for channel analysis, from the analysis of the domestic industry employees as a breakthrough, the channel segmentation of choice analysis. Because the domestic industry employees living in the region, age, education, income level are not uniform, so the channel selection in the domestic industry should be more targeted to select the classification of the promotion. According to statistics, for the domestic industry in the third and fourth-tier cities, employees are generally older and have lower income levels. Service mode is biased towards general housekeeping, similar to hourly workers, nannies and other ways. Therefore, online can take "TV", "today's headline app", "micro-signal video", "shake" and other channels Publicity and promotion. Offline can be taken to newspapers, flyers, cards, traditional stores and other media methods. For the more developed cities in the first and second line, the age of domestic helpers tends to be younger, more educated, and generally higher income, and new domestic helpers become the mainstream in the first and second line cities, and the service tends to be high-end, similar to organizers, senior nannies, administrative housekeepers, etc. Therefore, online publicity can be carried out through channels such as "Little Red Book app" and "WeChat community", while offline selection can be made by combining the living habits of these people, such as "exhibitions" "magazines", "books", "lectures", "conferences" and other ways to promote and publicize.

Through the analysis of the characteristics of the employees, we also found that the current domestic industry occupations do not cover a wide range of young people, and the student population has a biased thinking. Accordingly, in order to correct the biased thinking of young students towards

the home economics industry and to promote the career choice of more highly educated groups towards the home economics industry, it is possible to hold "lectures", "meetings" and "experience volunteering" offline and online according to the characteristics of school students. "Experience volunteering", online "Shake Live", "Little Red Book content output", "campaign campus advertising" The campaign is promoted through channels such as "Shake Live", "Little Red Book" and "Sports Campus Advertisement". In this way, students and young people will consider the home economics industry as one of their career plans.

5.3. Promotion strategy

In view of the standardization of the domestic industry in recent years, we pay special attention to "platform standardization" in the promotion, establish and improve the regulations and system of the domestic platform, sign labor contracts for the employees, and guarantee the standardization of the employees' behavior. And online platform open regulations system, in order to promote the trust of consumers to the platform. At the same time, offline activities can be held with properties, for example, "Property Cooperation Home Economics Day" led by the property and neighborhood committees, so as to enhance the user experience and trust of the residents of the building.

In the issue of platform standardisation, the establishment of a 'branding' of the domestic industry is very important, through the establishment of a 'branding', to establish their own market segment and audience groups in the domestic industry, to build its own brand concept, to establish an emotional link with the consumer is particularly important. After establishing their own brand, through the distribution of their own audience groups, oriented to service market segments, the channels are categorised and selected, for example, for the new type of housekeeping, choose "Little Red Book", "lectures" and other channels; if it is the old type of housekeeping, choose For example, if it is a new type of housekeeping, choose channels such as "TV", "Newspaper" and "Shake" to promote and publicise the brand, form its own brand identity in a vertical way and set up a self-media account. Once they have a certain fan base, they can carry out fission propaganda.

In addition, in the activity linkage with the property or other types of domestic brands to carry out their own activities, set up a detailed activity plan, activity warm-up, activity platform promotion and publicity, platform diversification fission publicity, in an open and transparent way, to strengthen consumer awareness of the activities, while increasing the promotion through the platform fission publicity.

6. Conclusions

Integrated marketing communication theory, based on the 4C theory, adheres to the consumer-centric approach and incorporates all communication elements into the entire marketing process of the enterprise. In the current era of rapid Internet development, the domestic industry should combine integrated marketing communication theory and the 4P and 4C theories and make full use of the advantages of the Internet, with the aim of making all marketing activities dedicated to cultivating a unified emotional identity between the brand and the consumer, helping enterprises continue to create long-term value for their customers.

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