

Research on Brand Communication of Social E-Commerce Pinduoduo

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Abstract: With the gradual penetration of "Internet +" into our lives, among many social e-commerce platforms, the creative Pinduoduo has emerged, and has opened up a path of its own in the highly competitive e-commerce environment. As social e-commerce can better stimulate new demands from consumers, companies have begun to focus on their brand communication, which has a strong impact on brand trust and loyalty by establishing a good brand image. With its unique brand culture, Pinduoduo has become a classic example of brand communication and quickly attracted the attention of the social e-commerce industry [1]. Based on the research on social e-commerce brand communication, this paper takes Pinduoduo as an example to introduce the development of its brand communication and its current brand communication strategy, collects and analyzes the data through the questionnaire method, and summarizes the brand communication of Pinduoduo. Immediately, according to the shortcomings of Pinduoduo's brand communication, suggestions are put forward to improve Pinduoduo's brand communication. Based on this, it will give other social e-commerce some inspiration for brand communication, and summarize and look forward to the future.

Keywords: Social E-commerce, Pinduoduo, Brand Communication, Brand Image

1. An Overview of the Brand Communication of Social E-Commerce Pinduoduo

Since the listing of Pinduoduo, negative labels such as "low quality" and "fake goods" have made it controversial [2]. At the same time, the e-commerce landscape has basically stabilized. The competitors of each platform have a solid foundation and the environment is harsh. However, Pinduoduo has risen all the way, defeating Vipshop, Suning.com, Dangdang, and finally surpassing JD.com to become the second largest in China. E-commerce platform, the development of its brand communication invisibly shortens the social distance between enterprises and users, and provides more communication opportunities for expanding the scope of brand promotion [3]. The development of Pinduoduo brand communication is mainly divided into three stages. The first is the initial stage of brand communication from September 2015 to December 2016, the growth period of brand communication from December 2016 to October 2017, and the period from 2018 to present. It is the mature period of brand communication [4].

2. Analysis of the Current Strategy of Pinduoduo Brand Communication

The communication of the brand is carried out in the environment of new media, which makes the public demand more effective. In this environment, any moment may decide the existence or disappearance of the brand. The media environment in which social e-commerce brand communication is located has a significant impact on the survival and development of new media. In terms of brand interactivity, socialization, and online interaction, the communication of various socialized e-commerce brands needs to focus on innovation and the times [5]. Establish a brand image through positioning strategies, channel analysis, communication methods, etc., which will have an impact on brand trust and loyalty.

2.1 Pinduoduo's Brand Positioning Strategy

Due to the individual differences between consumers, in the face of a complex market environment, any social platform for profit cannot fully meet the needs of customers. Pinduoduo relies on its own

unique business model to establish brand differentiation, conduct accurate market positioning, and narrow the target audience to a part of the potential audience. Taking advantage of the consumption concept of cheap and affordable shopping by the majority of people, it focuses on the most common people and serves the consumption upgrade of the majority of Chinese people [6].

The variables that separate the consumer goods market and the industrial goods market are also different. The differentiation variables of the former include geographical factors. For example, Pinduoduo's online platforms have more audiences in third- and fourth-tier cities, and the consumption level of medium and below levels is more acceptable to Pinduoduo's price and user experience. Human factors: Most of them are female consumers' demand for daily necessities and food supplies. It can be seen that it is a social consumption platform that is very representative of civilians. Behavioral factors: According to consumers' usage rate of Pinduoduo platform, brand loyalty and the size of the benefits obtained can be used as a reference. It can be seen that the establishment of Pinduoduo's own brand segmentation and market positioning is a key to Pinduoduo's victory in the market and stand out. Whether we can seize this key, we must find the right time and take advantage of the right time, place and people. , can immediately jump up [7].

2.2 Pinduoduo's Brand Communication Targets

The users who use Pinduoduo are relatively dispersed in age and have a wide audience. They are female groups who like new things and have a certain economic purchasing power. Users in this age group are sensitive to low-priced products and have a certain amount of free time. price goods. Among them are housewives: there is enough spare time, and the group intimacy is high. Once a product is fancy, the product will spread quickly in their mouths. There are also student groups: because this age group has a strong desire to consume but is subject to a fixed amount of living expenses, choosing Pinduoduo will buy low-end and cost-effective products. The most typical group of people is the group that is accustomed to bargaining. For these people, they are accustomed to bargaining, and there will be a fixed bargaining exchange group, which is easy to indulge in the sense of superiority brought by the success of bargaining [8].

2.3 Channel Strategy of Pinduoduo Brand Communication

Pinduoduo's brand communication channels are a combination of online and offline. First of all, the online channel has WeChat dissemination, and Pinduoduo launched the group mode through WeChat links and sharing in the circle of friends. Cooperating with popular variety shows and TV series, and placing advertisements, it has invisibly deepened users' potential impression of Pinduoduo. There are also Weibo dissemination, selecting celebrity endorsements, and inviting Internet celebrities to forward and draw prizes for Pinduoduo's online activities, which has increased the popularity of Pinduoduo's brand. In addition, there is game communication. Before listing, Pinduoduo was a game operation company, and it has more advantages in terms of technology to understand the needs of consumers.

Offline brand communication channels include advertisements. Pinduoduo brand advertisements are posted on bus stop signs, subway stations and landmark buildings in various places, so that users can see Pinduoduo advertisements in their spare time. Adds the right amount of fun to the boredom. There is also newspaper dissemination. For the elderly who do not use mobile devices, the channel for them to learn all kinds of news is newspapers.

2.4 Pinduoduo's Brand Communication Methods

The way of brand communication plays a vital role in shaping the brand image. If the link of brand communication is missing, users cannot understand and compare the product itself. With the increasingly developed means of communication, the phenomenon of "too much communication" has gradually appeared in society, which means that when the masses receive brand information, they will selectively extract and absorb them according to their own needs [9]. Therefore, in the choice of brand communication methods, we must consider how to attract the attention of consumers and impress target consumers, thus reflecting the greater value of brand communication methods in the process of brand image building [10]. This article takes Pinduoduo as an example and summarizes its brand communication methods accordingly.

The first is advertising. Internet celebrity Zhu Zhuai released "I Miss You" in 2015. The lyrics of this song are simple and catchy, and the melody is easy to make people endlessly loop. Coupled with Zhu

Zhuai's sweet and lovely voice, this song immediately, it caused a trend across China, and many people who played on the Internet began to make videos of the song's choreography. Pinduoduo also took advantage of this trend and changed the "I miss you so much" in the lyrics to Pinduoduo, which made people deeply impressed by Pinduoduo. At this stage, as long as the TV series is turned on, Pinduoduo's advertisements will appear as soon as the advertising time arrives. , soon became a household name, coupled with the deep integration with social media, the team made every effort to build the Pinduoduo brand, WeChat public account, Moments, Weibo, and various social media to promote Pinduoduo, and increased cooperation with popular variety shows. Traffic, advertised in the variety show "New Song" and the TV series "Drunken Linglong", and even won the special sponsorship right of "Extreme Challenge". The brand awareness has been greatly improved, and while promoting the growth of users, it has established a trustworthy brand image for users. Find some celebrity idols with a good image on social platforms as endorsements to spread the brand image and expand the popularity. Using Weibo, WeChat official account and other social platforms to regularly publish some platform activities can attract more people's attention.

The second is promotional communication. The rise of Pinduoduo is precisely through the unique grouping mode of simple sharing and group bargaining, taking advantage of the psychology of consumers who are greedy for cheap, and completing a large number of brand promotion through the simple method of sharing and reducing prices on the one hand, attracting a large number of people. New users, on the other hand, meet the consumer demand of consumers, and finally achieve a good win-win situation. The group bargaining model, coupled with the traffic support of social software, further expands its influence through the spread of its friends, relatives, and social circles, greatly improving the success rate of group grouping, and the cost of promotion is almost zero. Moreover, the implementation of commission-free, free homepage and other means has attracted a large number of merchants to pour into the Pinduoduo platform.

The third is human-to-human transmission. Through many online assistance activities, Pinduoduo attracts many users who use Pinduoduo to share links on social platforms such as WeChat Moments, Weibo, etc. in order to complete the assistance, thus forming a "circular cycle", through the continuous accumulation of traffic It provides a certain network foundation for Pinduoduo's market share.

The fourth is game dissemination. The original form of Pinduoduo is gamified social networking. Users can obtain water droplets in the game by sharing links online, browsing and other operations. When the amount of water droplets meets the conditions, the fruit trees can bloom and users can receive free fruits. Through the combination of social e-commerce and games, Pinduoduo gives users a real experience and can get rewards from it. This kind of scenario-based design and gamification thinking is a major feature of Pinduoduo's brand communication, which not only accumulates users but also promotes the communication of Pinduoduo's brand.

3. Problems Existing in Pinduoduo Brand Communication

3.1 Questionnaire Design and Data Analysis

3.1.1 Questionnaire Design

In order to study the problems of Pinduoduo brand communication, this paper mainly uses the questionnaire method. The content involved is mainly divided into four parts. The first part is the basic information of users, including the gender, age, income, and city of the person filling in. The second part is: users' understanding of Pinduoduo's brand communication channels. The third part is: users' image perception of Pinduoduo brand. The fourth part is: to understand the users' shortcomings in Pinduoduo's brand communication, and to extract opinions.

3.1.2 Data Collection

This questionnaire adopts the electronic questionnaire method, and distributes questionnaires to users who use or do not use Pinduoduo online. There are 202 questionnaires in total, 202 questionnaires are recovered, 202 valid questionnaires, 0 invalid questionnaires, and the effective recovery rate is 100%. The questionnaire was designed and distributed using the questionnaire network platform. The questionnaire filling rate came from WeChat link sharing and the questionnaire network recommendation service, and the rest came from Weibo, Tieba and other link sharing.

3.2 Insufficiency of Pinduoduo Brand Communication

Through the investigation and analysis in the previous part, it can be concluded that Pinduoduo brand communication is facing many problems. Although Pinduoduo's development in recent years has formed a unique brand communication feature based on the mobile social e-commerce model. However, in the context of an increasingly complex media environment, Pinduoduo's brand communication has also faced many challenges. 139 people think that Pinduoduo's brand influence is not good, fake products, poor quality and other users' trust crisis, 150 people are disgusted with its propaganda model, and the overwhelming viral spread of Pinduoduo has made most people annoyed. 127 people think it is a consumption downgrade, because in the long run, Pinduoduo's low-priced brand positioning has led to a decline in brand image, resulting in a long and long way to upgrade the brand and other issues that restrict the development of Pinduoduo itself.

3.2.1 Objectionable Virality

According to the data from the questionnaire "How is Pinduoduo in terms of brand communication", 81 people chose too many advertisements to cause boredom. At present, it seems that Pinduoduo's viral spread has been successful. In just a few years, it has attracted a large number of users and attracted a large amount of capital investment. During this period, Pinduoduo has invested a lot of publicity and marketing with these capital investment. Users know that in the case of the flood of counterfeit goods, they are reluctant to leave because they are in the bonus period. If the capital investment is reduced and the cost is recovered once the bonus period ends, a large number of consumers will choose to leave because of the reduction in discounts, and Pinduoduo will inevitably enter into shared bicycles, etc. Follow in the footsteps, or just keep the bottom-tier consumers. Although it is said to have more than 300 million users, there are not many consumers who actually use it, and the viral spread also interferes with the order of normal people's lives and arouses the disgust of most people.

3.2.2 Low-End Brand Image Hinders High-End Brand Communication

According to the data of the questionnaire "What do you think of Pinduoduo's brand image", 82 people chose the "low-end" option, accounting for 40.59% of the total number of respondents.

Brand image is a collective reflection of the public's overall evaluation and cognition of a brand [11]. Brand image is inseparable from the brand itself. If the quality of products of different brands is roughly the same, another important factor that affects product sales is the different impressions consumers have on the brand. A high-end and good brand image is often better than a low-end brand. The brand image of the product can attract the attention of consumers, and it is more conducive to the sales of goods and brand communication. Pinduoduo's long-term low-price route has made its brand image relatively low-end in consumers' memory, and the low-price route has also exposed many product quality problems and sales service problems. Due to the successive quality problems, some media exposed it, Pinduoduo's brand image has been controversial, and consumers gradually began to distrust its products, which eventually led to adverse effects on product sales. Due to the serious proliferation of fake Pinduoduo products and the frequent occurrence of negative news, Pinduoduo has a low-end and negative brand image in the eyes of the public. On the other hand, the cooperation between Pinduoduo and brand owners has not progressed smoothly, and only initial results have been achieved. Although Pinduoduo plans to establish a brand pavilion to rely on its cooperation to improve the quality of products, it will eventually change the inherent image of low-end. But in fact, the brands in the brand pavilion are also different. Franchise stores, exclusive stores and flagship stores are mixed together, and it is also difficult to guarantee whether they are genuine or not. In general, Pinduoduo still has a long way to go to transform its low-end brand image into a high-end brand image. How to identify the factors that restrict its own development, improve users' consumer expectations, and guide them to more quality consumption, which is the key to the future development of Pinduoduo.

3.2.3 Public Opinion Crisis Causes Brand Trust Crisis

According to the data analysis of the previous part of the questionnaire, customers do not have high trust in the Pinduoduo brand. From the data of the answer to the question "Have you ever shopped on the Pinduoduo platform?" 6% of the people have bought it once. They gave up decisively, indicating that Pinduoduo left a poor impression on customers, so that users no longer trust Pinduoduo, and the brand trust is low.

At the same time, there are a large number of unqualified merchants on the Pinduoduo platform, and the sales of books and other products without the authorization of the original author have caused dissatisfaction and boycott of the creators. There are also merchants who only use their brand influence

when selling well-known brand products, but in actual sales, there are often secondary creations and revisions to make the fakes appear real and thus affect the user's judgment. Because Pinduoduo did not take strong measures against these infringements and piracy, but instead acquiesced to these unqualified merchants, the phenomenon of connivance was frequent, and there was suspicion of disrespecting well-known brands, which caused strong dissatisfaction among consumers and brands.

When the copycat incident happened, it further destroyed Pinduoduo's brand image. Huang Zheng, the founder of Pinduoduo, said that copycats and fakes are two different things. Such an explanation fully exposes the shortcomings of its fundamental corporate values and when the company encounters difficulties in the development process, Pinduoduo still has major problems in operation and management, which often makes consumers unforgivable.

All things lead to Pinduoduo's low brand trust in the minds of consumers. The harm of products to consumers is not only emotionally, but even psychologically, there will be a series of problems. Blaming and complaining about the harm of the company's products to itself is the most direct and obvious reflection, and it will cause damage to the company's image in a short period of time. Irreversible adverse effects, reduce corporate brand value, and even endanger corporate survival.

Brand and word of mouth are the guarantee for the long-term development of social e-commerce brands. When Pinduoduo is in a face-to-face war with JD.com and Tmall, it must actively speak out to resolve the brand crisis and improve users' trust in Pinduoduo.

4. Suggestions for Improving Pinduoduo's Brand Communication Strategy

Combined with the data analysis in the previous part, it is concluded that Pinduoduo's main shortcomings in brand communication are as follows: First, users generally think that Pinduoduo has too many online advertisements, which has caused boredom, and the viral spread has seriously affected Pinduoduo's brand image. Second, the reason why most users do not use Pinduoduo is that Pinduoduo is a consumption downgrade. Although it is cost-effective, from the basic information of users, most of them are users in third- and fourth-tier cities, and the overall image is still low. Terminalized. Third, the frequent outbreak of fake products in Pinduoduo has greatly reduced the brand's influence, making users' trust in the Pinduoduo brand low.

In today's society, with the increasing diversification of brand communication methods, consumers no longer recognize and identify based on superficial information, but pay more attention to the rich content and connotation of the brand, and continue to interact with the brand and generate Massive sense of participation [12]. This makes Pinduoduo more need to integrate its own advantages and characteristics in brand communication, optimize the brand image, reduce viral transmission, move towards high-end, and actively speak out to resolve the brand crisis.

4.1 Reduce viral Spread and Optimize Brand Image

For some new communication methods used by Pinduoduo for the purpose of user growth, such as price bargaining, assistance, etc., frequent occurrences will make users feel disgusted, the communicators are often harassed, and users will feel frustrated if they fail to complete their tasks. And the overwhelming and complicated advertisements are really annoying to listen to too much. This viral spread can bring quick and more profits to the business. But if every platform goes viral for market share, the whole market environment will be messed up. Viral communication uses the enthusiasm and interpersonal relationships of the masses to make information spread like a virus, and can be quickly replicated to countless audiences. On the contrary, reduce viral spread and keep innovating, because innovation is the soul of a company's success, in order to fundamentally optimize the brand image and remain invincible.

4.2 Establish Pinduoduo's Brand Communication and Repositioning

In order to get rid of the predicament of low-end Pinduoduo brand image and allow its own brand to achieve new growth, Pinduoduo needs to reposition its own brand. Under the premise of adhering to the original correct strategic policy, combined with market factors, abandoning plans that are not suitable for today's market needs, and actively adapting to changes in the market environment to complete the brand's re-positioning[13]. In the early stage of brand communication, Pinduoduo took advantage of the WeChat group model to achieve a huge promotion of its own brand. At the same time, it will lead to the low-end

of its own brand image, and users who use its brand products will also be labeled with some negative labels, resulting in immeasurable loss of users. The e-commerce industry as a whole has experienced serious homogenization, and the competition among enterprises is fierce. Pinduoduo, which is on the cusp of the storm, is facing many opportunities and challenges. Therefore, the repositioning of brand communication is imperative. Judging from the current market environment, Pinduoduo should focus on the aspects of high cost performance, high quality and high shopping experience, so that users can develop a sense of identity and increase their loyalty to the brand. Specific measures can be through the continuous introduction of high-quality, high-grade products to carry out brand quality publicity work, enhance consumers' trust and shopping experience, and facilitate the re-dissemination of the brand. At the same time, it can emphasize the high cost performance of low-priced brands, and dispel the inherent idea of users that low-priced products are low-quality. Finally, the secondary communication of the brand is carried out, and the public relations team is used to combine the disseminated information with high-quality evaluation, realize brand promotion through different digital media, increase exposure, continue to expand its influence, and resonate with potential consumers to absorb A large number of fans, building a new sustainable brand business model [14].

4.3 Actively Speak Out to Resolve the Brand Crisis

As a social e-commerce platform, when a brand crisis occurs, Pinduoduo must firstly appease the emotions of the masses. Because when public opinion occurs, it will usually quickly attract the attention and discussion of the masses in a very short period of time, which will aggravate the adverse effects of crisis events to a great extent. Therefore, it is very important to appease the emotions of the masses in the first time and form correct guidance. At this time, the internal enterprises should not shirk their responsibilities and insist on their own words, otherwise the contradiction will not only deepen, but also cause the anger of the masses, and the problem will not be solved. On the contrary, a sincere attitude is more able to impress the masses, try to gain the understanding of the masses, and create a good external environment for the subsequent crisis management.

Second, to communicate with customers sincerely, this is the most effective way to resolve the brand crisis. When public opinion begins to spread on a large scale, various information platforms provide great convenience for public opinion building. Instead of spreading it at will, it is particularly important to take the initiative to speak out. It establishes a sincere attitude of enterprises to consumers, and shows that enterprises are willing to use communication. Interactive way to control the spread of public opinion. Then use the fastest speed to deal with the brand crisis with the person directly responsible, contact the media to announce the truth, and do not make excuses. Use various channels to communicate with the masses and demonstrate the attitude of the enterprise [15].

Third, take the initiative to take responsibility. In the face of the problem of Pinduoduo's various counterfeit goods, companies must first conduct self-examination and face the masses with a humble and sincere attitude. Take the public interest as the first responsibility, take the initiative to take responsibility, use as many ways as possible to make up for consumers, show their attitude with behavior, and gradually regain the trust of consumers.

Fourth, reshape the brand culture. Since the excellent brand culture represents the corporate image, it can make the product full of vitality and tension, and indirectly reflect the commitment to consumers, which can enhance the brand's loyalty and reliability. The consumption concept and values embodied in the brand culture can play a guiding role for consumers, thereby enhancing consumers' following degree of the brand. Therefore, Pinduoduo needs to reshape its brand culture. It cannot just leave a single brand image for consumers. It should innovate its brand culture according to the current hotspots and keep pace with the times.

Through the analysis of Pinduoduo's brand communication, this paper summarizes the general characteristics of similar social e-commerce represented by Pinduoduo in the process of brand communication: the audience of brand communication is younger, the content of brand communication is human-oriented, and the development of community platforms is vertical. Systematization and brand communication.

Acknowledgements

This work was supported by the key discipline construction project of business administration under Jiangsu Provincial "the 14th Five-Year Plan".

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