Explore the Influence of Key-Consumer-Leaders on Social Business Activities in Wechat Friendship under Private Domain Traffic

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ABSTRACT: *This article will combine the present marketing issues (key - opinion - consumer), and explore the private domain of traffic operations, how merchants greater play to the value of the KOC, in this paper, the WeChat moments and social relationship between the influence of the system research, reviews the concept of private domain flow with the current academic research, the key consumption difference between KOC and KOL, the largest private domain flow platform - WeChat moments' social business activities, as well as the socialized customer relationship with customized social relationship in detail, for social business practice KOC and private domain flow operation provides the reference and enlightenment.*
KEY WORD: *KOC, WeChat moment,private domain traffic , socialized customer relationship,customized social relationship*

I.   Private domain traffic

The development of Internet technology has lowered the threshold of marketing promotion, but the fragmentation of consumption scenes and massive product service information have greatly reduced the original extensive marketing effect, the marketing merchants' customer acquisition costs continue to rise, and operating profits areconstantly eroded by marketing expenses [1].Enterprises have to change marketing thinking, develop private traffic, start fine-grained user management, reduce marketing costs, to achieve precision marketing, which has gradually become the consensus of the marketing merchants.

With online users' dividends peaking, high Internet marketing costs have become the norm [3].Both the Internet giants and the marketing side need more refined operations to achieve the purpose of reducing cost and increasing efficiency.From a user's point of view, consumer demand from a new generation as main consumption crowd, is rendering quality, social, and personal.They pay more attention to the process of consumption experience, elaborating the private domain of operation can meet their new consumption demand, marketers can maximize the marketing effect with the characteristics of consumers loving to share and expression.This drives online enterprises to develop private domain traffic and deeply cultivate stock user value.Private domain traffic operation has also become a hot marketing topic.

The rise of private domain traffic means that Internet user management has changed from "rough" to "refined" operation era, which will bring new development opportunities for the Internet industry, which attract many entrepreneurs and capital, and also the attention of many scholars.The concept was first proposed by wu xiaobo, a well-known financial writer, at the 2018-year-end show and predicted a blowout in 2019.Private domain traffic refers to the number of visiting users owned by a single individual (enterprise or individual) in a specific channel that can be directly accessed, no-paid for and repeatedly utilized [1].It is a set of concepts opposite to the traffic in the public domain. All the traffic in the public domain belongs to the platform or principal party of the public domain,a single individual (enterprise or individual) in the public domain can only reach part of the traffic users, and usually needs to pay a certain fee.The essence of creating a private traffic pool is to build a strong chain of customer base.

For example, taobao live broadcast and taobao headlines, which have been popular in the past two years, all hope to improve the use time of ali ecological users through the introduction of content.Change the past to meet the existing needs of customers, and create customer demand through content construction, thus increasing the number of transactions on the platform.Some economic experts pointed out that private area flow in the next 5-10 years will become the focus of enterprise development, especially in the economic downturn.Inventory is an important driving force for a company to survive, the development of high-quality private area flow is an important measure to improve competitiveness.

The essence of private traffic is SCRM, or social user relationship management.The value of private domain traffic is summed up in a word, a single individual through the management of user relations, improve the conversion rate and repurchase rate, so as to reduce the marketing cost of the enterprise, maximize the user's

lifetime value, and ultimately improve the operating efficiency and profit level of the enterprise.The continuous consumption behavior of users is closely related to the degree of trust. Private domain operation is conducive to maintaining and improving the trust between users and marketers. Once a good trust relationship is established, the private domain marketing effect will also be better.According to the data of imedia, 48.9% of the respondents would keep a period of time before making the clearance or deletion although they lose interest for some market merchants, 13.6% of the respondents said they would keep the channel in the private domain of the marketing merchants habitually, and 37.5% of the respondents said they would immediately clean up the account of the marketing merchants once they lost interest [1].More and more products and information distract the attention of users, how to improve the quality of products or services to improve the attractiveness of users is a long-term problem that marketers need to overcome.

WeChat platform has become an important position for marketing to expand private traffic.In 2019, there were many online channels for Chinese netizens to obtain commodity information, mainlyon WeChat and e-commerce platform, accounting for 49.6% and 46.5% respectively.WeChat platform gathers a large number of users, and the platform is highly social and interactive. Its various product forms create better conditions for the marketing merchants to expand and retain users, so WeChat platform gradually becomes an important position for the marketing merchants to expand private domain traffic.

Since the essence of private domain traffic is social user relationship management, combining the semi-acquaintance friendship and strong sociability, we need to consider two aspects, namely socialized customer relationship management and customied social relationship management.Today's WeChat moments are more like a bazaar, with some of them being updates to friends you really want to know and more recommendations from friends or other casual client relationships.Customized social relationship refers to the current WeChat moments that makes the social relationship customized, while the existing relationships like friends around are more and more inclined to be profit-oriented customers, which is the most important step of private domain traffic.Socialized customer relationship means that existing or potential customers join the private traffic operation circle, establish normal communication and contact, further operate into a closer and more trusting social relationship, which is the most critical step of private traffic.

II.   Key-Opinion-Consumer Remains To Be Tapped By Brand Owner

Key-Opinion-Leader refers to a person who has great influence and voice in a specific group. There is no absolute limit to the category of this group, which can be as large as an industry, a subculture or as small as an interest group.When a brand chooses KOL, it usually takes the number of fans as the standard to judge how much commercial value the selected KOL can achieve and whether it can maximize the benefit effect.
But the recent burst of popularity of "KOC" as a new marketing method, breaking this sense of distance, can quickly build consumer trust.Key-Opinion-Consumer is a consumer leader who can influence their friends and fans who have used the product to have purchase behavior.The flow dividend is exhausted，entering the era of private flow with WeChat group, qq group, friendship and public account as the main carriers, "KOC" has the space and opportunity to play.

Key -opinion-consumer has several obvious advantages but also some disadvantages.The first, KOC is grounded and true.Their copywriting is not elegant enough, the overall logic is illogical, although close to the most real consumption state but the WeChat moments of potential influence may not like.Amoy good things will be Shared in the WeChat moments, recommended to friends around, and consumers have a realistic resonance.However, sharing too much information will become spam, leading to a miasma of friends, making people disgusted even pushing away the relationship between friends, blocked in WeChat moments blocked list, etc.The second, although compared with KOL, key-opinion-consumer's WeChat moments or few in fan base, perhaps only in the tens of thousands or even hundreds of people, but with "heart" of sharing and real experience, it can quickly build trust of consumers (including friends and fans), and after a period of time of operation, the influence and the propagation force effect is also very strong.Of course, we should consider whether the information content is high usefulness, practical and effective, and whether it fits the atmosphere of the WeChat moments, so as not to appear abrupt.The third, key-opinion-consumer is easy to cultivate because the threshold is not high, but it is not necessary to often send WeChat moments, record short videos such as douyin, kuaishou, or often share food and good things, clock in scenic spots and so on.Rather, it requires the output of quality content and long-term persistence that resonates with the viewer, co-participates in the generation of information and comments, increases acceptance and participation, promotes social relationships and increases trust, and increases conversion and repeat purchase rates.

III.   How is KOC different from KOL?

From the perspective of merchants, KOC has low cost and high conversion rate, but its ability to bring goods and plant grass is far less than that of opinion leaders.From the perspective of consumers, KOC is closer to the consumer group, because they themselves are consumer experiencers and play a greater influence on

consumers' purchasing decisions;With the stricter regulation of KOL by major platforms, consumers' trust in KOL has declined and they no longer blindly follow it. However, KOL still attracts consumers and has strong strength in carrying goods.From the perspective of marketing, KOL recommends products from the authoritative and professional perspective, endorses the brand, breaks consumers' concerns about products, drops the guard psychology, and increases consumers' trust;KOC expresses feelings through real experience, moves consumers through real feelings, further stimulates the desire to buy, and realizes the purchase behavior.From the perspective of research significance，KOC's low cost and strong penetration make its future development more possible, perhaps KOC will become a new marketing method in the future;However, it is still necessary for brand owners to keep digging and cultivating, and at the same time to protect the authenticity of the original KOC and its down-to-earth characteristics. Once it becomes high, KOC will disappear instantly and lose its meaning of existence.

There are differences between the private domain flow and wechat business, and the similarity is to rely on the WeChat moment and personal number for commodity sales, but the wechat business operation is not standardized, including product quality problems, lack of after-sales problems, and multi-level distribution leading to falling into the pyramid selling mode.Except the operation of wechat business is not standardized, the operation core of wechat business is to transfer the channel from offline to online, and change the focus from offline stores to online people, taking people as a traffic node, so as to improve the operation efficiency in the retail field.Objectively speaking, the current private domain flow borrowed wechat business to find out the mode and method, but the standard of the management needs to make a qualitative change.

IV. Social business activities in WeChat moments

WeChat moments mainly publishes information in the form of text, pictures, videos and link sharing, and then carries out interpersonal communication through friends' comments and thumb up, so as to achieve self-impression management.However, in recent years, some scholars have found that in the process of information transmission in WeChat moments, there is a lack of feedback mechanism and a high degree of identification of information dissemination, which easily leads to the large-scale spread of false information.The WeChat moment is more like the advertising circle, which is polluted with smoke, deteriorated moment, false friendship, refresh advertising of friends, and work publicity of non-friends. How to stand out in such an information environment will lead to the expansion of the influence of key-opinion-consumer and private domain traffic.Maybe future articles should explore which information features of WeChat moments user- will lead to higher engagement, closer distance and trust.

In the 1980s, James put forward the concept of communication ceremony. He believed that the highest level of communication is to realize the construction and maintenance of the cultural world, which is the process of symbolization and re-creation.For users of WeChat moments, WeChat moments are not only a medium for communication, but also a platform for self-presentation.Therefore, in social activities, WeChat users will show their daily life to WeChat friends with strong relationships, so as to transmit their values and attract the attention of friends so as to construct their self-image.Users use new media to amplify the details of everyday scenes and render them into a ritual event of personal significance.Goffman put forward in his theory of drama that the process of interpersonal communication is the process of people performing the "self", but the "self" is not the real "I" in the traditional sense, but the "self" modified by symbols.Therefore, the interpersonal communicator is actually a performer with a mask made of symbols.By playing a certain role, people hope to establish a good self-image in the eyes of others so as to avoid being isolated.For users of moments, the most important significance of Posting moments is to attract the participation and interaction of friends with strong relationships in moments, enhance self-identity, and achieve the effect of strengthening or changing others' views of themselves.

Many scholars study online shopping activities on online social networking platforms and integrate social elements such as attention, sharing, discussion and recommendation into the process of online shopping to guide consumers to complete shopping behaviors [4].Based on the theory of strong and weak relationship, some studies believe that the relationship strength between users is a direct factor influencing consumers' purchase intention [5], and some empirical studies find that peer recommendation promotes consumers' purchase behavior [6,7].WeChat, for example, however, has more than 549 million monthly active users [8], but according to i-media consulting released the WeChat moment user perception survey showed that more than 60% of WeChat active users receive friend's advertising push every day, but nearly a month to buy product recommended by friend accounted for only 4.2% of users, many consumers will choose to [9] block these friends who release the product information.This phenomenon is contradictory to businesses' enthusiasm for social commerce, and also inconsistent with scholars' research conclusions, which is undoubtedly the precipitation of marketing costs, but the existing theoretical research results have not yet made a scientific and reasonable explanation for this contradiction.Since private domain traffic and key-opinion-consumer are relatively new topics, there are few empirical studies on key-opinion-consumer, most of which are conceptual explanations and economic experts'

comments.Different from traditional e-commerce, the private traffic of social commerce can improve the conversion rate and repurchase rate through the management of user relationship, so as to reduce the marketing cost of enterprises, maximize the lifetime value of users, and ultimately improve the operating efficiency and profit level of enterprises.And key-opinion-consumer is ground civilian consumer generated content, and consumers are always embedded in their WeChat moment, so consumers ' attitude and intention to purchase will inevitably affected by the friend's moment information resulting in different social behavior, then what are the influential information features added can promote social trust, in turn, increase the purchase intention, it is of great research value.Although many scholars believe that consumers when making a buying decision is easy to be affected by the behavior of others [10], the existing research focuses on Internet word of mouth [11, 12], peer recommendation[13], perceived risk and trust of consumers purchasing behavior.Few people analyze customized user management from the platform with the largest private domain traffic (WeChat), and no empirical research has been found on key-opinion-consumer's purchase intention in social business activities.

V.   Socialized Customer Relationship

Socialized customer relationship is a close connection with customers through social media.It's the intersection of online communities, social networks, and traditional customer relationship management.Through micro-marketing social media, enterprises strengthen the interaction with customers, and obtain data from the interaction process, establish a customer relationship model that meets customer needs, so as to provide customers with more convenient and thoughtful personalized services and increase customer stickiness [21].The interaction of micro marketing social media enables to establish a good interactive relationship between online and offline customers, customers and employees, cooperative partnership ,between enterprises.The social customer relationship is a network relationship,each node of the network relationship is itself a self-media platform, which can radiate out more networks.They are all followers, listeners, advisors and co-creators of corporate brands.Enterprises use big data to observe the needs of market segments, and establish social cooperative relationships through communication, so that users and partners can directly participate in making Suggestions, so that users have a sense of belonging, interest and achievement.

The interaction between consumers and enterprises sustains the product transaction, and the product becomes the carrier of this relationship. The transaction is the natural result.Sincere and transparent information exchange means that consumers perceive the value of their existence, enterprises trust consumers, consumers will be more trust enterprises and their products.Therefore, what enterprises build is an upgraded community marketing platform integrating production, marketing and after-sales service.With a customer base of social relationships, companies will get deeper and more valuable information.This is conducive to further market positioning and innovation of marketing model.A lot of researches use users' personal information and interaction information between users to estimate the relationship strength between different users, such as comments, thumb up, forwarding, adding attention, sending private messages and so on.The more frequent the interactions, the closer the relationship.

VI.   Customization Of Social Relations

The customization of social relations refers to that in WeChat moment where acquaintances are mainly socialized, more merchants firstly conduct customization of social relations. With strong trust between acquaintances, there will be better development space.This kind of social shopping with "acquaintance economy" as the main marketing mode includes the social symbol of unlimited sharing and interaction [22]. Communication and relationship between people become the core elements, and the trust gained through friendship is transferred to the product and finally the sales behavior is realized.

Feng jiao et al. explored the commercial purchase intention of social relations based on the theory of strong and weak relationships. Strong relationships can better improve the quality of information received by users, alleviate the problem of excessive information in the e-commerce environment, and stimulate the purchase intention of users [22].The influence of social relations on purchasing behavior, for users, it is easier to obtain interested, valuable and trusted commodity information through social relations, such as friends recommendition, communication and so on, thus influencing purchasing attitude.In essence, customer-oriented social relationship is a kind of socialized business of relationship marketing.

Granovetter believes that the theory of strong relationships means that strong relationships include family members, friends, etc. Compared with weak relationships, they are more aware of your interests, hobbies, personality traits, etc. Therefore, you are more willing to trust them than weak relationships, thus influencing your attitude and behavior.Weak relationship theory indicates that weak relationship refers to people who are unfamiliar or unknown, because they have more contacts with different types of organizations and groups than strong relationship, so they are more likely to spread various types of information [22].Weak relationship mainly includes unfamiliar people or strangers, the number is generally more than strong relationship, it may get more

information of different types, more conducive to the diffusion of information.But strong relationships improve the quality of information that users receive.

The relationship in social media is no longer a simple business and customer relationship, but a customer-centered, multi-dimensional social relationship.With the rise of social media such as weibo and WeChat in China, enterprises gradually realize that customer-centered social network strategy is of great help in acquiring potential customers, establishing and enhancing customer loyalty, and maximizing customer value.It is foreseeable that in the near future, more and more enterprises, both large and small, will join in social CRM, and both enterprises and customers will know better how to get what they need from each other's relationship, so as to achieve a real win-win situation.

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