Research on the Impact of the Network Marketing Strategy on Enterprise Performance of Artistic Products – Centered on Consumers' Impulsive and Repeated Purchasing Behaviors

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Abstract

In this paper, we propose takes network marketing as a starting point for analysis, uses the theory of purchasing behavior and enterprise performance to analyze the network marketing strategy of artistic products, incorporates the practical problems encountered by some artistic products enterprises in Zhejiang Province in network marketing into theoretical research. The theoretical model of network marketing strategy acting on enterprise performance through the intermediary effect of purchasing behavior is constructed.

This paper conducted an in-depth survey of three representative core domestic companies engaged in Internet marketing of artistic products, and analyzed the questionnaires of 357 respondents. The initial model was verified by statistical tools such as SPSS and AMOS, and three conclusions were drawn: Firstly, network marketing strategies of different dimensions have different effects on purchasing behavior: pricing strategy and product strategy have significant positive effects on impulse purchasing behavior, but channel strategy has no significant impact on impulse purchasing behavior; Channel strategy and product strategy have a significant positive impact on repeated purchasing behavior, but pricing strategy has no significant impact on repeated purchasing behavior. Second, user purchasing behavior has a significant positive impact on enterprise performance. Third, network marketing strategies of different dimensions have significant direct and positive impact on enterprise performance.

▶Keyword: artistic products, network marketing; impulsive purchasing behavior, repeated purchasing behavior, enterprise performance

I. Introduction

The Internet began in the United States in 1969, and was officially opened on the Chinese mainland on April 20, 1994. In just over 20 years, the scale of Chinese netizens has grown by tens of millions. At the same time, business models have continued to innovate, and online and offline services have accelerated integration. A series of marketing formats such as e-commerce, online shopping and electronic finance have penetrated into various fields of social life such as economy, politics and fine arts. Different scholars have made different distinctions on the development process of the Internet in China. The overall context is the evolution process of portal websites (information aggregation), search engine(reducing the cost of information acquisition), Web 2.0 (user participation in website construction), Web 3.0

(mobile phone interconnection); some scholars divided it into seeding period (before 1997), germination period (from 1997 to 2000) and development and application period (after 2000).

At present, most auction houses in China have realized the integration of online and offline. Art and cultural concepts, which were always at the top and not accessible, have begun to move towards the public and into people's living space. Artistic products enterprises (suppliers) need to find precise users, users (purchasers) need to take advantage of the network's convenience to find the desired products. Existing research has provided strong support for this paper, but there is no real and effective case data, which is limited to the theoretical framework level; with the dynamic development of practice, it has not been updated in time.

Based on the above discussion, this study analyzes the basic problem: "For artistic enterprises, how to formulate network marketing strategy, promote user purchasing behavior, and thus improve performance?", and further analyzes the positive impact of network marketing strategy on purchasing behavior, thus providing management suggestions for artistic products enterprises to speed up integration with the Internet and improve performance. Specifically, it is divided into the following three sub-problems: Problem 1: Definition and measurement of network marketing and purchasing behavior. The definition of network marketing and purchasing behavior in existing research literature is relatively vague. This study will analyze and summarize existing literature, synthesize the existing multi-level and multi-faceted content defined by scholars at home and abroad, and sort out the new definitions of network marketing and purchasing behavior. Problem 2: The action mechanism among network marketing strategy, purchasing behavior and enterprise performance. Existing literature has some defects, such as duplication, fragmentation, and partialization, and has not formed a systematic research framework. Based on the existing research results, this study will establish the mechanism models of network marketing strategy, purchasing behavior and enterprise performance, and conduct an empirical test through statistical analysis. Problem 3: Artistic products enterprises formulate suggestions on network marketing strategy, analyzing purchasing behavior and improving enterprise performance. Through the analysis of problem 2, if the network marketing strategy has a positive impact on the purchasing behavior and enterprise performance, and if the purchasing behavior

plays a positive intermediary role, this study needs to put the results into practice to guide enterprises to formulate relevant network marketing strategies according to the different users' purchasing behaviors.

Therefore, based on the above analysis, this study conducted an in-depth survey of three representative core enterprises of artistic products in China, and analyzed and summarized the development status and existing problems of its online platforms. Through empirical analysis, this paper studies the mechanism relationship among network marketing strategy, purchasing behavior and enterprise performance, which has a strong demonstration effect on artistic products industry.

II. Theoretical literature

1. Network Marketing Strategy influences the correlative assumptions of purchasing behavior

1.1 Pricing strategy and Impulsive purchasing behavior, Repeated purchasing behavior

The pricing strategy is based on the price of the product. Combined with product costs, customer purchasing ability, suppliers and needs can be used to exchange and exchange products for scientific and technological prices. Thus, pricing strategy includes price pricing strategy, auction pricing strategy and limited pricing strategy, which can greatly affect impulse purchasing behavior and repeat purchasing behavior.

price pricing strategy is a way to promote sales promotion.The price discount is likely to cause consumer impulse buying, and the lower prices are more likely to be motivated by impulsive buying behaviors. DholakIa (2000) found that when the unexpected reductions or benefits occur, impulsive buying is likely to occur.So cheap pricing strategy can be done.Promote consumer impulse purchasing behavior and strengthen consumers ' repeated purchases.

The pricing strategy is the most commonly used pricing strategy, which is the most commonly used strategy in the art network pricing strategy. It contains information economics, motivation theory, game theory and so on.Bechecher & Halstead (2004) studied auction websites found that competitive environment could influence consumer purchases.The pricing strategy is limited by size or time.The limited form allows consumers to

decapItulate the product price, compare and determine the marketing strategy quickly.Most art works have the characteristics of " scarcity ", so the pricing strategy is widely used in many US arts trading websites.As a result, consumers don't have enough time to choose, and the urgency of the consumer purchases is likely to affect consumer purchases. Thus, a limited pricing strategy can promote consumer impulse buying and increasing consumer buying behavior.

In general, the pricing strategy of pricing strategy is obviously active in purchasing and repetitive buying and selling of impulse buying and duplication.

H1: pricing strategy will affect on Impulsive purchasing behavior.

H4: pricing strategy will affect on Repeated purchasing behavior.

1.2 Product Strategy and Impulsive purchasing behavior, Repeated purchasing behavior

Product strategy means that enterprises provide satisfaction with usersThe product aims to create a marketing strategy based on the various exhibitions of the Internet and the various exhibitions of its own brand.Position precision, frequent exposure and brand integrity, and brand integrity, is the essence of mobile and electronic products.The website security, business reputation, product price advantage, product price advantage of the consumer network; commodity real perfectIonIsm, consumer knowledge, payment process and logistics time are positive effects on consumer network purchase behavior. This study will set up a product requirement strategy, product display strategy, product branding strategy, and product branding strategy to analyze the effect of product strategy on impulse purchasing behavior and repeat purchasing behavior.

The product demand strategy means that the enterprise needs to be eliminated according to the user's needs.FIrmament demand provides the corresponding products that Interface user purchases behavior.The consumers ' consumption needs to be changed with the development of technology and society.When demand is very strong, buying decisions is easier to make, impulsive buying is easier to implement.

Product display strategyThe marketing strategy of the product is displayed on the whole of the product.Under the Internet environment, products are no longer available.The description of the description, picture and

volume of the merchandise will be an important reference index for customer purchases behavior. Larose (2001) Through Research on Business Web sites found that the product reviews, including product reviews, prizes, and announcements, can stimulate consumer purchases. IndIvIdualIzatIon shows that the consumer is likely to interact with customers, reduce uncertainty in purchasing decision-making, thereby causing consumer impulse buying.The product brand strategy refers to the marketing strategy that uses brand advantage in fierce competition.The Web site will enable users to develop a very high brand loyal to the brand, which will enable users to form a very high brand loyal to their brand.The culture and values contained in brand names affect users ' consumption. The more you understand the consumer custom brands, the more likely it will affect the impulse purchasing behavior, cross sales, and maintain contact with the user.In general, the product strategy of purchasing and buying is evident in the purchase of impulse buying and duplication.The positive role, therefore, is presented in this paper :

H2: Product Strategy will affect on Impulsive purchasing behavior.

H5: Product Strategy will affect on Repeated purchasing behavior.

1.3 Channel strategy and Impulsive purchasing behavior, Repeated purchasing behavior

The channel strategy means that enterprises pass through, trading,Control of transport and inventory control, and delivery of products and services to target markets.Different channels have specific information rich and interactive, allowing customers to stay in the original channel, push off the original channel or impede customer transfer channel. This study will provide three dimensions to analyze channels, trade channels and logistics channels to analyze the influence of the channel strategy on impulse purchasing behavior and repeat purchasing behavior.

The channel strategy is developing through network development.Product propaganda and extension of the product will increase the spread of products.The customer's demand for business has also increased through network feedback to the enterprise, greatly accelerating the flow of business.Besides official networks, the channels of communication include government officials and media platforms.Consumers can understand product and services in a subtle way, causing impulse purchase behavior.

The channel strategy of trading channel is by means of commercial banks, networks, etc.Software manufacturer or credit card maker, who runs online shopping support in the internet economy, is pushing for marketing strategies. This new mode of payment has brought about the functions of third-party payments, which are more safe, convenient and convenient to promote the effective supervision and control of market economy." The more the art network purchases consumers ' perception of personal accounts and privacy protection, the more likely they are to purchase the consumer awareness of the purchasing process, and the more straightforward the purchasing process of purchasing consumers ' perception of the purchasing process. "The more likely it is, the more likely it is.

Logistics Channel Strategy is passed by means of transport delivery channels.The marketing strategy of delivering products to users.It is the key factor affecting consumer purchases.Currently, most of the art and electrical properties of the art companies rely on third-party substances flow, time, service and insurance coverage are difficult to guarantee.In particular, there are many problems facing the border art industry, including goods, goods, packaging, import tariffs, import tariffs, import tariffs, and VAT. Xu DongmeI (2016) believes that the purchasing power of the art networkFeelers perceive the lower cost of transportation and the shorter the logistics time, the more likely it is to generate duplicate buying.In this paper, there are obvious positive effects on the purchasing and repetitive buying of the purchasing behavior of the means of buying and selling. Therefore, this paper puts forward two propositions :

H3: Channel strategy will affect on Impulsive purchasing behavior.

H6: Channel strategy will affect on Repeated purchasing behavior.

2. Impulsive purchasing behavior and Enterprise Performance

ImpulsIve buying behavior is available for business performance.The positive impact is that businesses will introduce different kinds of marketing strategies to encourage consumer impulse purchases, which are more likely to boost corporate performance, and increase performance. According to research by research findings, consumers ' impulse purchases accounted for 80 % of the total sales of consumer goods, and consumers ' impulse purchases are significant in sales. In general, the following assumption is proposed. :

H7: Impulsive purchasing behavior will affect on Enterprise Performance

3. Repeated purchasing behavior and Enterprise Performance

RepetItIve buying behavior has been given to enterprise performance.On the contrary, the results show that the results of enhancing customer loyalty will bring greater benefits to businesses, and if the customer loyalty rate increases five points to 85 %, the company's profits will increase by 25 % to 85 %.The loyalty of loyalty clients is like corporate invisible advertising, and they offer new customers to companies, and buy more products. Second, analysis of profits from enterprises, beauty, profits, etc.Research confirmed that the enterprise absorbed one by one.The cost of the new customer is 3 - 5 times the cost of maintaining an old customer's cost ; the same cost,An old customer can create a new customer.Six times worth six times. In general, the following assumption is proposed. :

H8: Repeated purchasing behavior will affect on Enterprise Performance

III. research method

1. Research Model

According to the preface of the previous text, the author can construct a theoretical model of network marketing strategy, and the theory model of purchasing behavior between the purchaser and the company's performance.
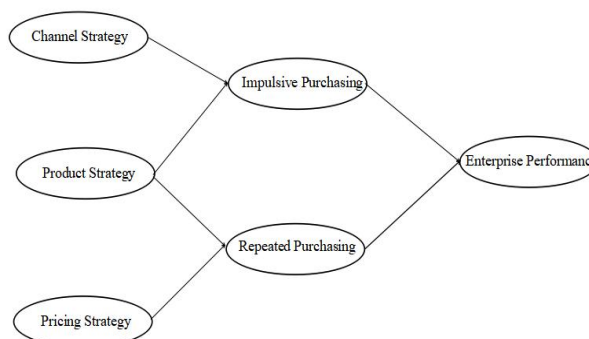

Fig. 1. Research model

2. Data Sources

Selection of SpecIalIsts as Chinese Culture With the profound background of the private sector and the private sector, Zhejiang Province has a wide range of arts

organizations, artists and private entrepreneurs. Furthermore, because of the fact that executives of middle and high levels of corporate executives are more knowledgeable about corporate strategy, this study focuses on the fact that the company is subject to the study of business management.

Methods The questionnaire was collected by questionnaire, using SPSS 22.0 and AMOS 22.0.

Statistical analysis of the data collected by two large statistical software : (1) descriptive statistic analysis of the basic condition of the investigation enterpriseThe reliability and validity of validity of the test results, the reliability and validity of the test results, the reliability evaluation and the validity of the validity of the test results, and (3) structural equation of structural equations.

Table 1. Demographic Characteristics of the Specimens

Sortation		frequency number	%
Gender	male	180	5.4
	Female	177	49.6
Age	20-29 years old	51	14.3
	30-39 years old	61	17.1
	40-49 years old	114	31.9
	50-59 years old	90	25.2
	60 years old or older	106	29.7
position	Senior management	128	35.9
	Middle management	123	34.5
	Grassroots technician	77	19.3
Sum		357	100

3. Operable Instructions of Variables

Table 2. Operable Instructions of Variables

Variable	Topic form	The researchers
Pricingstrategy	Measures for the difference between pricing or promotion of different markets and consumer groups in different markets and consumer groups.	Worthington (2003)
Productstrategy	The company offers a product that meets the needs of the user, through various exhibitions of the Internet, to establish its own brand image brand image, thus creating marketing strategies.	
Channelstrategy	Through the control of the company, the company carries out various activities and services to achieve the target market of target market.	
impulsive	The act of purchasing by the synthetic influence of commercial marketing.	Jones (2003)
Repeated	Online consumer behavior through the Internet via the Internet.	
Performance	Performance is an effective part of realizing the goal of realizing the enterprise goals.	Hagedoom (2005)

IV. Analysis Result

1. Data Quality Inspection
1.1 Exploratory Factor Analysis and Reliability Analysis

Table 3. Exploratory Factor Analysis and Reliability Analysis of Exogenous Variants

Variable		Estimate	α	Eigenvalue	Percent variance esplained	Cumulative percent variance explained
Pricingstrategy	Pricingstrategy1	.87				
	Pricingstrategy2	.87	.98	2.91	13.21	13.21
	Pricingstrategy3	.87				
Productstrategy	Productstrategy1	.82				
	Productstrategy2	.81	.89	2.668	12.05	25.26
	Productstrategy3	.80				
Channelstrategy	Channelstrategy1	.79				
	Channelstrategy2	.77	.90	2.55	1.78	36.04
	Channelstrategy3	.73				
impulsive	Impulsive1	.80				
	Impulsive2	.79	.93	2.429	9.88	45.92
	Impulsive3	.74				
Repeated	Repeated1	.61				
	Repeated2	.59	.92	2.338	9.44	55.36
	Repeated3	.56				
Performance	Performance1	.86				
	Performance2	.74	.84	2.075	9.00	64.36
	Performance3	.59				

First, exploratory factor analysis was conducted to examine whether each measurement instrument used in this study was the same as the intention of this study. As shown in Table 3, all factors were more than 0.5, with 13.21% in pricing strategy, 12.05% in product strategy, 1.78% in channelstrategy, 9.88% in impulsive purchasing behavior, 9.44% in repurchased purchasing behavior and 9.00% in enterprise performance And it is 64.36%. As a result, Cronbach's Alpha coefficient was 0.8 or more, which is a general tolerance value as shown in Table 3. As a result, the reliability of the measured variables was secured.

1.2 Confirmatory Factor Analysis

Confirmatory factor analysis was conducted to verify convergence validity and discriminant validity of measured variables. As shown in Table 4, the fitness of the measurement model is X2 = 669.117, P = .000, DF = 303 CMIN / DF = 2.208, GFI = .891 AGFI = .864 NFI = .944 IFI = .968, CFI = .968 and RMR = .037, respectively. The fit of a measurement model can be evaluated as a relatively satisfactory fit. In the meantime, X2 (df) =

669.117 (303) and X2 / d.f. Value of 2.208 were below the recommended level.

Table 4. Confirmatory Factor Analysis of Measured Variable

Variable	Estimate	t	CR	AVE
Pricingstrategy	.88		.92	.81
	.87	22.52		
	.82	2.07		
Productstrategy	.73		.91	.77
	.77	15.40		
	.70	13.83		
Channelstrategy	.83		.97	.72
	.85	19.76		
	.82	18.70		
impulsive	.86		.94	.71
	.85	2.24		
	.70	15.08		
Repeated	.86		.93	.71
	.88	22.96		
	.86	21.84		
Performance	.80		.95	.72
	.86	19.29		
	.84	18.56		
X2=669.117,P=.000, DF=303 CMIN/DF =2.208, GFI=.891 AGFI=.864 NFI=.944 IFI=.968, CFI=.968, RMR=.037				

In addition, factor loadings of confirmatory factor analysis showed statistically significant t-values and convergence validity was confirmed. In addition, the results of all variables were found to be more reliable than the general allowance of 0.9. In the present study, it was concluded that the convergence validity was obtained because the AVE value of all factors was 0.7 or more.

2. Research hypothesis verification

A structural model was used to verify the hypothesis. The path coefficient of the structural motel to verify the hypothesis can be found in Table 5. The fit index for the structural model used in this study was X2 = 41.45, P = .000, DF = 198 CMIN / DF = 2.073, GFI = .899 AGFI = .871 NFI = .943 IFI = .97 CFI = .97 RMR . The fit of the structural model in this study has no major problems and can be evaluated to an acceptable level.

Table 5. Structural model analysis result

Provisional	Estimate	C.R.	P
H1	.284	1.956	.049
H2	.952	2.271	.023
H3	−.124	−.469	.639
H4	−1.212	−1.454	.146
H5	.829	5.639	***
H6	1.263	3.658	***
H7	.283	4.21	***
H8	.574	9.00	***
X2=41.45,P=.000, DF=198 CMIN/DF =2.073,GFI=.899 AGFI=.871 NFI=.943 IFI=.97 CFI=.97 RMR=.041			

*P<.05

Hypothesis 1 was shown to have an effect of .284 on the Impulsive Purchasing Behavior, as observed in Table 5. These findings are statistically significant results at a significant level of 0.05 (C.R=1.956, p<0.05). Thus hypothesis 1 was adopted.

In Hypothesis 2, Productstrategy is in Impulsive Purchasing behabior.It was found to have an effect of 952. These findings are statistically significant results at a significant level of 0.05 (C.R=2.271, p<0.05). Thus, hypothesis 2 was adopted.

Hypothesis 3 showed that the channelstrategy had an effect of −.124 on the Impulsive Purchasing behabior. These findings are results that are not statistically significant under 0.05 significance level (C.R=−.469, p>0.05). Thus, hypothesis 3 was rejected.

Hypothesis 4 showed that the Pricingstrategy had an effect of −1.212 on the Repeated Purchasing behabior. These findings are statistically non-significant results at 0.05 significance level (C.R=−1.454, p>0.05). Thus, hypothesis 4 was rejected.

In hypothesis 5 the Product Strategy was shown to have an effect of .829 on the Repeated Purchasing behabior. These findings are statistically significant results at a significant level of 0.05 (C.R=5.639, p<0.05). Thus, hypothesis 5 has been verified as expected.

In hypothesis 6, it was shown that the channelstrategy had an effect of 1.263 on the Repeated purging behabior. These findings are statistically significant results at a significant level of 0.05 (C.R=3.658, p<0.05). Thus, hypothesis 6 has been verified as expected.

Hypothesis 7 showed that the Impulsive purging behabior had an effect of .283 on Enterprise performance. These findings are statistically significant results at a significant level of 0.05 (C.R=4.21, p<0.05). Thus, hypothesis 7 has been validated as expected.

Hypothesis 8, it was shown that the Repeated Percussing behabior had an effect of .574 on Enterprise performance. These findings are statistically significant results at a significant level of 0.05 (C.R=9.00; p<0.05). Thus, hypothesis 8 has been verified as expected.

V. Conclusions

This paper studies the basic research proposition of network marketing strategy, and forms the model

framework of network marketing strategy, and analyses the model framework of the network marketing strategy, and forms the model framework of the enterprise.Based on the analysis of the relationship between the application of SPSS and AMOS statistical software, the author analyzes three questions : firstly, the relationship between network marketing strategy and user buying behavior is analyzed.Through answers to these three questions, this article presents the dynamic relationship between network marketing strategies, purchasing behavior, and corporate performance, and concludes that the following research concluded :

(1) Network marketing strategies have a certain impact on user purchases behavior, and different dimensions of network marketing strategies vary. Scholars and domestic scholars have already defined online marketing strategies, but because of the rapid development of the network, the strategy has changed continuously. This paper analyzes the three dimensional dimensions of network marketing strategy, based on 357 investigation questionnaire as sample data, and shows positive positive effect on impulse purchasing behavior.

(2) User purchases behavior has a certain impact on the performance of enterprise performance and influence. While considering the impact of purchasing behavior on enterprise performance, more concern will be paid to a single purchase rate, customer consuming capability or purchase decision, some scholars are merely considering a point of purchase decision process.Therefore, this study has been widely extended and supplement the rate of purchasing behavior, the rate of success, the recurrence rate, the repetition rate, the repetition rate, and the double variables. The study shows that the effect of purchasing behavior on enterprise performance is not only higher than that of impulse purchase rate or recurrence rate, but is more important than the combination of impulse purchase behavior and repetitive buying behavior. The path influences the enterprise performance. The effect of enterprise performance is in many aspects as well as in the profits of the user's core data.

(3) Network marketing strategies are key factors to promote enterprise performance promotion. Network marketing strategies are divided into two processes : direct influences and indirect effects on the promotion of enterprise performance.Direct effects such as network marketing strategy directly determines the performance

of enterprise performance, indirectly influence the performance of the enterprise.Based on exploratory cases, the paper studies 357 investigation questionnaire of different regional art enterprises in Zhejiang province.This proves that the practical meaning of corporate network marketing strategy and the reason why users buy behavior differ from different companies.

Based on the network marketing strategy, the author puts forward the idea of " network marketing strategy -- purchasing behavior ", which includes the following : (1) the more comprehensive and detailed definition of network marketing strategies.It is important to further grasp the essence and attributes of the network marketing strategy, and deepen the implementation of strategy. (2) A new dimension of the user's purchasing behavior is proposed.This is a theoretical guideline for promoting the success rate and repetition rate of purchasing behavior.(3) " Network. "Marketing strategy —— Research framework for purchasing behavior -- Enterprise Performance "It is helpful to analyze the difference between the enterprise's strategy and the ability of the enterprise to create a network marketing strategy, and the difference between " success rate " and " repetitive rate " of the user's purchasing behavior, which can greatly enrich the network marketing strategy, purchase behavior, and enterprise performance etc. This paper reveals the nonlinear relationship between online marketing strategy and enterprise performance.

This paper presents some of the theoretical conclusions, which are subject to practical significance and theoretical significance.

(1) The limitations of the sample number of samples are collected through various channels. This is mainly due to the authors ' time cost, energy cost, as well as the willingness to fill in the blanks and the quality of the information. (2) The samples of the art enterprises in Zhejiang province are studied.In addition, although this type of text is involved in various kinds of artistic works such as modern Chinese calligraphy, traditional Chinese painting and painting, and other types of artwork, such as ceramics, jewelry, sculpture, etc., it may limit the results of research findings in other categories. (3) The research framework needs to further deepen the authors ' relationship with the author, but the marketing strategy is a dynamic evolution process. Under this background, the authors nee.

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