

Home Decoration Website Construction and Online Promotion and Planning

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Abstract

This group website USES the centralized market strategy, first concentrates all the strength to open the market, obtains the certain popularity as well as the loyal consumer. Taking the overall market as the marketing target can meet the needs of all consumers in a certain aspect. This concentration of all forces can improve the purchase rate of consumers, reduce unnecessary marketing expenses and increase profits. Besides, it has a high market share in some markets and can improve the popularity of websites and products. The target population of the website is the post-80s and post-90s generation, which are two different but very similar groups. The difference in product selection will not be very large. According to the different characteristics of the two groups, suitable products will be selected to meet the consumer demand of different customers, occupy the market and obtain sales. Household act the role of article also can according to different customer demand, and the income respect problem of consumer, reasonable roll out class higher product, so that the choice of consumer people.

Keywords

Website; Construction; Analysis; The target population.

1. Target Market and Positioning Analysis

1.1. Target Market

What is the target market? Since we want to understand the target market, we must first clearly understand the general meaning of the target market. Target market refers to the specific market selected or developed by an enterprise in accordance with its own operating conditions in numerous market segments on the basis of market segmentation, in order to meet the needs of consumers or users who have realized or potential needs as business objects. Simply put, the target market is the object of consumption of enterprise products and services.

Understand the target market, home products for the development of a suitable target marketing strategy. This is a very important step, once a good choice, it will directly affect the sales of website products, also determines the success or failure of a website. As the improvement of living standards, people's requirements for household are also increasingly high. The continuous improvement of mass consumption level directly induces people's pursuit for a higher level of life interest. Fashion, quality, personality, more and more become an indispensable theme in personal home life; Of home act the role ofing importance dash forward make gift household act the role ofing to also already made the unit, individual gives away fashionable means. The demand space of domestic home decoration market becomes unprecedented broad below strong consumption pull. And the market that lives in act the role of taste develops foreground bigger, a lot of businesses people can design style to change now, the product with innovation very strong force and let consumer people be interested. The life cycle of the product is longer, sale time does not divide seasonal, all the year round have the market, move, marry, birthday to wait for a lot of time to live in adorn article to have the market

very much. According to the demand of the market, this group can transfer the target to the consumer group of household ornaments.

According to different consumer groups, the following analysis can be made:

1.2. The Target Population of Household Consumption Tends to Be Younger

Traditional Chinese household consumption concept thinks, household is bought to accompany the success of the career, domestic perfect happiness, become to have higher consumption ability, consider to buy a house afresh perhaps the one part of ideal life condition of the middle class that decorate afresh, and inchoate household sells also relatively basically to move close to construction of high level level.

Now with the restructuring of the whole social consumption group structure, the white-collar population with high salary, high educational background and pursuit of life taste and emotional appeal has become the main force of social consumption, and the potential market represented by the post-80s and 90s generation is rising. Similarly, in the construction of the concept of "home" and "family", consumers also follow the "beauty, fashion, style" and other words, become the vanguard of a pluralistic social culture.

The post-1980s and post-1990s generation is the most active on the Internet in China, with a large proportion of Internet users. Now as the arrival of marriageable age, this one crowd has become China estate and household building materials the mainest consumption force, the design of wei yu product, sale also draws close to 80, 90 hind habit and idea gradually. In the network platform more and more reality out of the huge power of word of mouth today, the 80, 90 generation in the continuous creation and rely on word of mouth to survive. Therefore, to go all out to surround the lives of the post-80s and 90s, we can never ignore the power of the Internet.

2. Home Decoration Can Have Different Colors and Styles According to Different Professions

The household color that the person of different occupation likes is different, the household color that the person of different occupation place appreciates.

A doctor is a special profession, their contact with a lot of blood, so the home will end up reasonably match with green peace, green, can let the doctor to temporarily forget about the bright-coloured color, temporarily forget about work, get a more comfortable home feeling, the warmth of life, the brain is in a state of relaxation, get a good rest.

The teacher is a cumbersome, laborious work principle should be given priority to with weak tonal, the teacher is very tired an industry, use warm color to move, can make household sweet and romantic, make the spirit gets relaxed and cheerful, alleviate fatigue, get very good rest.

Traffic police because all day long to see the traffic lights, home must try to avoid red and green, otherwise it will increase the tension of traffic police, eyes can not be very good relaxation. You can match the warm and cold colors appropriately, so that the traffic police to return home temporarily put aside the work, make it clear that they are now at home to rest, relax the nervous tension, ease fatigue, rather than in the command of the traffic, you can get a better rest.

The soldier can use a few bright-coloured colour to adjust the drab colour of barracks appropriately. The tonal in barracks is very oneness, it is a few green commonly, in order to alleviate the fatigue of color, let an eye be able to loosen, household is tonal can some more bright-coloured. Also let the soldiers go home after the monotony of color, pleasure.

In order to show wealth and strength, the merchant's advantage over others lies in wealth. Gold is the symbolic color of wealth. Accordingly, jin bi is brilliant tonal it is indispensable.

3. Stylized Products

Now the post-80s are basically in the purchase stage, it can be said that the post-80s are our main consumer groups, according to the post-80s personality, interest, occupation and other aspects, design suitable for the post-80s home; the post-90s generation is a relatively new generation, which should design some simple and generous products without losing innovation. Stylized products are always loved by consumers, and the post-80s and 90s generation is no exception. At present, with the increasingly serious homogenization of products, many people in the industry have realized the importance of stylization. Concentration, concentration, professional, ability does household product well. Stylized positioning, is conducive to us from raw materials, product research and development design and other aspects, to ensure the quality of products. Product appearance, some human nature, let a person feel more comfortable design.

3.1. Cost Saving

For the post-80s, when they buy a new house and need to decorate it, they often don't have a lot of money in their pockets, so they will be very sensitive to the price of decoration. As for the post-80s, they say that the things in big shopping malls seem to be very cost-effective and discounted, but they haven't achieved good quality and reasonable price. So all kinds of home accessories in the website, the price is also in the range of 80 can afford; After 90 be in now student group, office worker this two kinds, household article price is unfavorable and exorbitant.

3.2. Environmental Performance

Now more and more people are paying attention to environmental protection. As a new generation of young people, the post-80s generation is also very concerned about environmental protection. According to the survey, most of the post-80's in the choice of products is to carefully read the instructions and view the product, and even some will search the relevant information on the Internet first, will have a certain understanding after the purchase, if there is a certain environmental protection problem, after 80 will give up the product, or more rational type of purchase.

3.3. Direct Online Shopping

Online shopping has become a kind of trend, the network has become an important place for 80, 90 after spending, can be in online shopping for clothes, food, cosmetics, books, computer, electrical appliances, etc., after the 80 active thinking, ideas, and demanding, a don't know the change, can't follow thoughts bouncing after 80, 90, the enterprise will be hard to let people choose, so comfortable, environmental protection, fashion and personality more innovative products to attract 80, 90.

3.4. Target Market Strategy

Home is acted the role of article is thing, care is affection, link up these two, the website sells act the role of article not only, it is to sell a kind of domestic warmth and happy feeling more. As long as the heart to do, consumers will feel.

4. Market Positioning

With the prices of similar products in the market positioning is the enterprise according to the target market competition situation, some of the characteristics of such products, in the light of consumer or attribute importance, for this website product shape distinctive, impressive sharp objects, and pass this kind of vivid image to consumers, so that the goods on the market

determine the appropriate position, should strictly distinguish with other web site, to let the consumer feel the difference, which holds a special place in consumers mind.

In recent years, household act the role ofing tastes competition to also more and more intense, nevertheless, consumer more incline to detail ornament, there are a few new products to let a person feel ceaselessly on the market find everything new and fresh, do not look down upon these inconspicuous small decorations, its "magic power" cannot underestimate.

Love home is still the main location for those gens after 80, 90, as well as professional women, this kind of consumers belong to compare halfback, tend to be more personality and quality of goods, can attract the attention of this type of customer products, now some manufacturers on the market positioning is not clear enough, positioning determines the competitive advantage of the love home act the role ofing is web site.

4.1. Avoid Strong Positioning Strategy

Avoiding strong positioning strategy refers to that an enterprise adopts a strategy of avoiding existing competitors, does not directly compete with competitors, does not participate in the market of competitors, chooses a market "blank spot", develops new products, and develops a new market area. Because this group implements the form of online mall, online mall development is very important, to take into account the preferences of different consumer groups.

4.2. Innovation Positioning

To find the unoccupied but potential market demand position, to fill the vacancy, there is no professional and with some characteristics of the market, in the market positioning, should be cautious, through repeated comparison and research to find the most suitable breakthrough. To establish an ideal positioning, it is necessary to maintain this positioning, and to observe the changes of consumers and the market at any time to change the strategy.

5. Website Testing

5.1. Performance Test

(1) The connection speed test: the speed of the user to connect to the electronic commerce can take advantage of the online test for speed testing tools - <http://tool.114la.com/sitespeed>;

(2) Load test: load test is to test the actual performance of e-commerce system under a certain load level. How many users can be online at the same time; You can test the load by simulating multiple users on a single client with the appropriate software. Performance testing tool LoadUI can be used for testing.

(3) Stress test: Stress test is to test the limitation and fault recovery ability of the system, that is, to test whether the e-commerce system will crash. It can be conducted by using the Web Application Stress Tool (WAS).

5.2. Security Test

It requires security of the site (server security, script security), possible vulnerability testing, attack testing, error testing. The e - commerce client server applications, data, servers, networks, firewalls, and so on to test! The corresponding software was used for testing, for example, Acunetix Web Vulnerability Scanner.

5.3. Basic Test

Including color collocation, the correctness of the connection, the convenience and correct navigation, CSS application unity.

5.4. Website Development

Demand analysis: target positioning user analysis market prospect analysis

Platform planning: content planning interface planning website functions

Project development: web interface design web programming and editing system integration

Test acceptance: management testing non-management testing public testing

5.5. Construction Progress

First quarter: set up the website;

Second quarter: conducted web design and editing, and began to plan marketing plans;

Third quarter: started to promote the website;

The fourth quarter: the website officially put into use.

5.6. Channel Strategy

Channel strategy refers to the comprehensive system of trade relations, cost allocation and benefit distribution between distributors and enterprises (institutions) before sending their products to the final consumers on behalf of enterprises (institutions). How to let customers get our products is also a very important issue, the marketing strategy is shown in figure 1.



Figure 1. marketing strategy

Love home decoration is wholesaler is also a seller, directly through the factory delivery, contact manufacturers. Products are now sold mainly through online marketplaces. Through online specialty stores, consumers place orders on the website and the products will be delivered to their homes by express delivery.

6. Conclusion

An excellent furniture accessories website, is bound to be in the product, design, marketing, services in many areas for consumers to provide full range of assistance information. With unique design style and effective marketing methods, good after-sales service can also give consumers a "rest assured" commitment. With a sound design and marketing system, home improvement market situation will be an inevitable trend.

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