

# Internet Marketing Strategy of Green Furniture Brand in the Era of "Internet +"

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**Abstract:** The new media environment in the era of "Internet +" has deeply affected the transformation of furniture brand. In order to establish the brand image of green media in the new media environment, we must communicate the product's efforts in protecting natural resources based on the product's own communication strategy. And, as a necessary part of the advertising strategy, to strengthen consumers' awareness of the green impression of the green furniture brand. Strengthening the green marketing strategy of the brand image of green furniture and strengthening the green image

## 1. Introduction

The advent of the "Internet +" era has brought about changes in the media environment. Scholars have studied the new changes brought by media environment to brand communication. I think new media promotes the three main strategies of brand communication: focusing, personalization and sensitivity[1]. Zhou Shiyuan pointed out that China has entered the era of brand 3.0, and brand communication should focus on interaction with consumer experience. Mo fans, enterprises not based on the platform get huge brand effect with low communication cost, but they are not popular, and their ability to resist risk is tested. Therefore, in order to reduce the risk of enterprise communication, enterprises must adjust their brand communication strategy. In the Western Qing Dynasty, WSET's cohesive communication mode of public platform pushed up contact information, personal experience information reception and so on. More enterprises, based on the evaluated platform, became a fertile place for the popularization of the brand image of enterprises. The unique communication theory of furniture brand, Cui Zhuojun's detailed analysis of the communication method of furniture brand, the three steps of "mature brand value", "mature lifestyle", "refining lifestyle" and "design of brand communication means" of brand communication should be quantified and proposed. Cai Zhangsheng believes that furniture enterprises should have a deeper understanding of Internet marketing methods, establish a brand image, and find a larger customer base through Internet media[2]. At the same time, he also analyzed the characteristics of the establishment of enterprise websites, and created e-magazines and blog marketing, mainly based on the brand to create brand digital media for marketing. In fact, there has been a third-party information service platform, which provides brand development services for home furnishing information research and development institutions; all furniture companies have established their own company websites and opened up e-commerce marketing channels; the combination of network and ground service mode uses information management, guide is a famous door and other new media technology for furniture companies, making full use of management and marketing enterprises Industry[3]. The existing research results conclude that in the era of "Internet +", brand communication must integrate multiple media. It focuses on consumers, emphasizes consumer orientation, and emphasizes the two-way, personalized and experiential nature of information dissemination. Focus on the marketing and details of oral marketing. So far, the research is not about the brand communication of green furniture. However, green furniture is the trend of furniture brand development[4]. This study, in the "network +" era of green furniture brand popularity related research, green furniture brand communication strategy exploration media environment is affected,

"network +" era of green furniture brand image strategy construction.

## 2. Significance of Constructing Green Furniture Brand Image Strategy in the Era of "Internet +"

The new media environment of the "Internet +" era has promoted the popularity of furniture brands and has had a great impact on the establishment of furniture brand image. In the era of "Internet +", it is very important to build China's green furniture brand strategy.

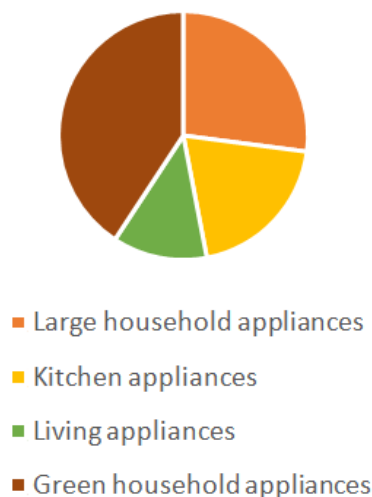


Figure 1 Comparison of sales volume of various household appliances

### 2.1. Enrich the Connotation of Green and Help Green Development

The report of the 18th National Congress of the Communist Party of China put forward the grand idea of building a "beautiful China"[5]. The only way to build a "beautiful China" is to implement "energy conservation and emission reduction" and develop a green and low-carbon economy. In addition, during Xi Jinping's survey in Chongqing in early January 2016, the joint study emphasized the development concepts of innovation, coordination, green, open and sharing.

### 2.2. Provide Powerful, Scientific and Effective Response Strategies for the Brand Construction of Green Furniture to Reduce Risks

China's furniture industry began to compete in 2000, from the design and competition in 2004 in 2006 to the brand competition. Before that, the furniture brand competition was officially held. "Internet +" era is the era of media integration, brand communication is interactive, personalized, empirical. In this context, all kinds of furniture companies have established the main website through the digital media on the Internet, and produced electronic magazines, open microblogs, wechat, etc[6]. The era of "Internet plus" brings unprecedented challenges to furniture brand communication, and also brings important opportunities. The vigorous development of green furniture is the general trend of furniture development. Today, the way to create the brand image of green furniture has become the top priority of furniture companies. We, the characteristics of green furniture brand and the construction and development of green furniture brand, in order to promote and build the brand image strategy of green furniture, in order to investigate the characteristics of brand communication in the era of "network +", try to combine. We are looking forward to attracting the attention and research of the industry [7].

## 3. Construction of Green Furniture Brand Image Strategy in the Era of "Internet +"

Furniture brand communication is the practical goal and product, service, advertisement, propaganda and marketing of furniture brand reputation and modern subjective communication. In the "network +" era of green furniture brand communication, the product "text", service satisfaction,

advertising, publicity, marketing and other dialogue and communication techniques are encapsulated to find the interaction and personality of communication, which should be ensured. Moreover, the experience characteristics of building green furniture brand image strategy.

### **3.1. The Communication Strategy of Product Itself is the Fundamental and Basic Guarantee for Building the Brand Image of Green Furniture**

The product communication strategy of green furniture brand is to convey the efforts of products to protect natural resources[8]. In order to promote the green attribute of the green furniture brand, please adopt a comprehensive cross media communication strategy. Professor Wu Zhiyi also said that the establishment of a unique green furniture brand is how to make furniture products from the selection of raw materials, design concepts, production and processing, sales, use and recycling. How to make the system realize the concept of green and show the friendly relationship between products and environment to consumers clearly. First of all, products should conform to the specifications of green products[9]. The materials are non-toxic, harmless and pollution-free, and the most advanced production technology is used in the production process to release harmful substances and gases into the air as much as possible. At the same time, new processes and technologies have been developed to replace the release rate of existing materials, relatively healthy materials or harmful substances. The production concept is to manufacture all materials as much as possible, simplify the whole production process and industrial chain, and balance the relationship between "production and resources, design and raw materials". For example, the concept of green furniture, environmental protection and protection is reflected in the production of products. The structure of the product shall be as simple as possible, and the function shall not be deteriorated. The consumption of raw materials should be as small as possible without affecting life. Without affecting its efficiency, the energy used in production is as small as possible. Match environmental protection conditions. In the end, consumers participate in the production and circulation cycle with the permission of direct means. In such a design, consumers have a certain kind of personal interaction and the climax of interaction, which is the characteristic of the behavior of mutual consumers in the new media environment.

### **3.2. Service Satisfaction Communication Strategy is an Opportunity to Build the Brand Image of Green Furniture**

Service satisfaction includes second-hand sales, sales and after-sales service. Under the new media environment, the use of second-hand sales of accurate network database for logistics services, the convenience of logistics services provided by after-sales services, the installation, maintenance and repair of furniture. In the fierce market competition environment, many furniture companies promote the market with large-scale and extensive publicity mode, but the market response is not satisfactory. As we all know, consumers in the Internet plus era are increasingly demanding personalization. In particular, green furniture brands are not products that can be sold all the time because of green. In addition, the concept of green management and marketing encapsulates the consumer's awareness and image of green furniture brand, so it is necessary to strengthen it. Service is not only the front line of direct contact between consumers and product brands, but also the hotbed of cultivating brand reputation and loyalty. In the new media environment, customers tend to communicate, consumers are the center, consumers' Okinawa is service-oriented, mass communication, and interpersonal communication can be used to achieve the purpose. This is the cost saving of traditional media publicity, not only for the establishment of consumers' awareness of green political publicity.

### **3.3. Advertising Strategy is the Necessary Means to Build the Brand Image of Green Furniture**

Advertising strategy is indispensable for building green brand image. Specifically, the new media environment promotes the integration of media. This is inevitable. When formulating the advertising strategy, it is necessary for the traditional media not only to use the green brand image of the green furniture brand, but also to use various new media to convey the flame fuel. Online and

offline advertising is communication. In order to improve the brand awareness of traditional media, not to use, use wechat and other gestures, brands and consumers, in order to improve the trend of app like media development, green furniture brand publicity features from various angles and images. Advertising strategy reflects brand communication interaction, personalization and experience in the new media environment, and also shapes the green communication mode of furniture brand.

### **3.4. Public Relations Strategy Accumulates Reputation Capital of Green Furniture Brand**

The publicity strategy is mainly to find the publicity form that conforms to the furniture brand temperament, and accumulate the reputation capital of the enterprise through the public welfare action of disseminating the good environment of the enterprise. In order to accumulate the green reputation capital of furniture enterprises, it took a long time to promote the concept of green environmental protection, and actively advocated the concept of resource protection and recycling. On the other hand, promote the implementation of the concept of environmental protection in the manufacturing and processing of enterprise furniture products, and release the monitoring of environmental impact. Through the enterprise performance and fermentation of the main nodes, the green brand image of the general furniture brand is created.

### **3.5. Green Marketing Strategy is the Strong Support of Green Furniture Brand Image**

In the era of "Internet +", interactive experience brings consumers behavior. SECAs model deeply analyzes the consumer behavior in the digital era. The SICAS model is composed of five stages: consciousness (grade), interest and interaction (interest) formed by the interaction of brand users, interaction communication of brand merchants, action generation purchase (action), experience, total market share, niche market, increasing demand and combination. In the new "Internet + era green furniture brand image building strategy", we should consider the relationship, perception network and other marketing processes. Dialogue and experience sharing is the key to improve the marketing cost efficiency of brand companies. In the era of "Internet +", brand marketing should have breakthroughs. That is, in order to form a dialogue, we must grasp the functional and emotional needs of consumers. It is not only the green marketing strategy, but also can meet the emotional needs of consumers and meet the needs of consumers for furniture functions. However, green attribute is a trust attribute that consumers can't recognize directly. However, the attribute of green can be indirectly recognized by consumers through the green mark of a trustworthy third party. Therefore, the green logo strategy is the focus of the green furniture brand marketing strategy, and strengthen the support for the green brand image of furniture.

## **4. Conclusion**

To create a green furniture brand image in the era of "Internet +", we first need to integrate the green attributes of products based on the unique communication strategy of products, so as to enhance the brand differentiation. In addition, please use the publicity strategy to accumulate the capital of brand reputation and improve the relevance and reverence of the brand. Strengthening and strengthening the four pillar brand elements, such as difference, relevance, respect and cognition, will indeed strengthen the green image of furniture brand in the hearts of consumers. Gregory unlun and others believe that only companies that really focus on the overall sustainable development of the company and the performance of green products can successfully achieve green growth. Therefore, to create a green brand image, as long as the use of products, services, advertising, publicity, marketing and other means - to achieve strategy, we can create a good brand image of green furniture.

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