

Research of the store image based on Wechat Public Platform

Yanjun Zhu^{1, a}, Gang Ke^{1, b}

¹ Department of Computer Engineering

DongGuan Polytechnic

Dongguan, Guangdong, China

^a26307320@qq.com, ^b403513673@qq.com

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Abstract. The store image has 8 factors including merchandise image, service image, price image, convenience image, promotion image, atmosphere image, facilities image and reputation image, and the management of store image work is very complicated and inefficient. This paper proposed a solution which optimizes the management of store image based on Wechat Public Platform. Firstly, this paper describes the problems existing in the management of store image work, and introduces the development status of Wechat Public Platform. Then it discusses the design and implementation of solution based on the Wechat Public Platform.

Intorduction

In recent years, the retail market has increasingly fierce competition, and the enterprises pay more attention to their own store image, and realized that the store image has a great influence on the promotion of sales. Store image has three aspects including the store image, store layout, shopping environment. A good store image can effectively attract customer attention, bring the first good impression for customers, and enhance customer trust. The store layout can properly display of goods, and help consumers fully understand the commodity information, and increase the customer's impression of goods, and stimulate customer demand, then increase the enterprise sales profit. A comfortable shopping environment can not only provide added value to customers, can also retain the customer, have a direct effect on customer consumption. Moreover, the store image can also reflect the enterprise image and culture.

At present, the store image management work is still in a relatively backward stage, which managing the store image by two way, one way is to inspect each entity shop's store image ,another way is inspect each entity shop's store image photos in the server by FTP. With the rapid growth of the number of shops, the traditional management mode is gradually showing the following problems:

- 1, The work is very inefficient which need to audit and statistic the status of each entity shop's store image.
- 2, The communication between store image manager and the store staff is inefficient, they can't give an intuitive and complete description of the problem existing in the store image
- 3, The result is not intuitive, store staff can not quickly obtain the result of their store image examination.

With the rapid development of mobile Internet, as a new media, Wechat which has these characteristics of convenient operation and high communication efficiency and rich content and accurate push messages, and it has been accepted and used by more and more people. Until January 15, 2013, the number of users Wechat has exceeded 3 billion. This paper put forward a solution of the store image management based on Wechat Public Platform, to improve the efficiency and real-time of the store image management.

The solution of the store image management based on Wechat Public Platform

Wechat Public Platform is a subscription service platform powered by China's internet giant company Tencent , the user can use various functions on the Wechat Public Platform only by focus on

the platform .In the Wechat Public Platform, corporations can create a Wechat public ID, realizing communication with the particular group; On the other hand, Wechat public platform has functions of QR code subscription, information push, and brand spread, etc, and it provides message interface for developers. Developers can realize their custom function by using the interface.

The store image management system based on Wechat Public Platform has three aspects including Wechat, Wechat Public Platform, store image management system. Store image management system is responsible for dealing with the business of store image management; Wechat Public Platform is responsible for receiving and forwarding message between store image management system and Wechat, their relationship show in Fig 1.

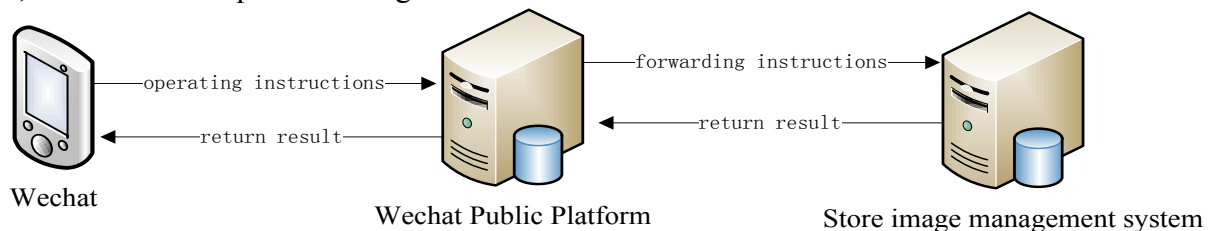


Fig 1 Store image management system message communication mode

Firstly, The manager of store image bind each shop's Wechat number on the store image management system, then the manager can issued notice, and judge each store image status based on the photos, and describe the current store image problems for the store staff by Wechat. On the Wechat client, the store staff can send store image photos to the server, and view notification and the score of store image and problems existing in store image, the interaction process show in Fig 2.

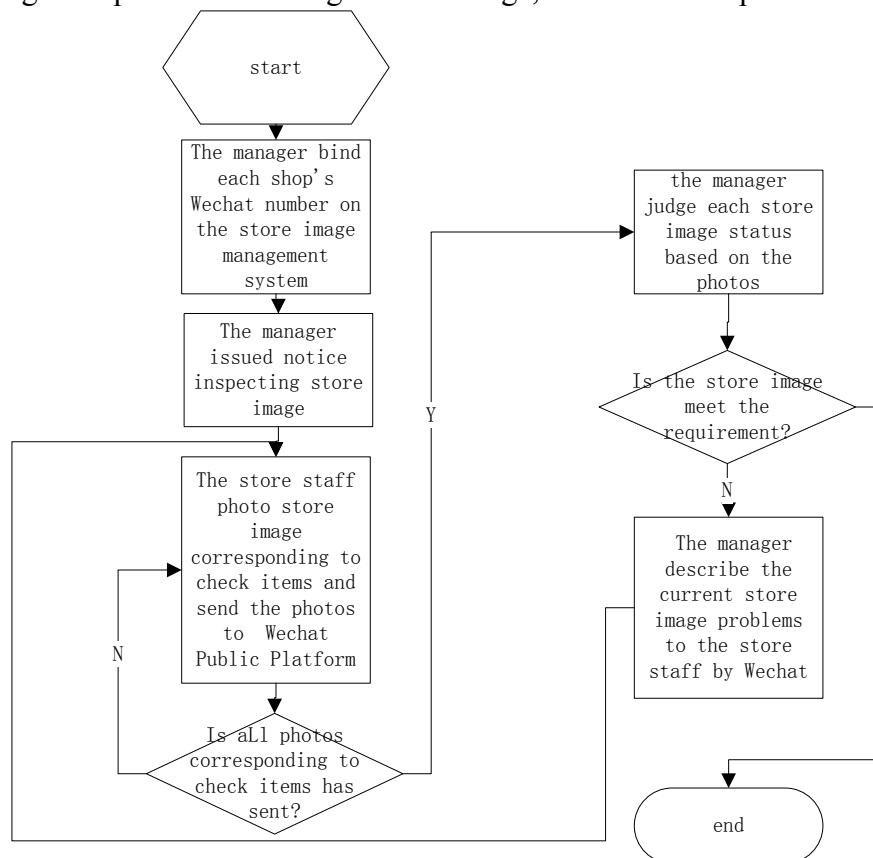


Fig 2 The interaction process between manager and store staff

Store image management system application architecture

The user of store image management system has two roles including the manager of store image and Wechat, the manager can issued notice, and judge each store image status based on the photos, and

describe the current store image problems for the store staff by Wechat. On the Wechat client, the store staff can send store image photos to the server, and view notification and the score of store image and problems existing in store image, the store image management system application architecture show in Fig3.

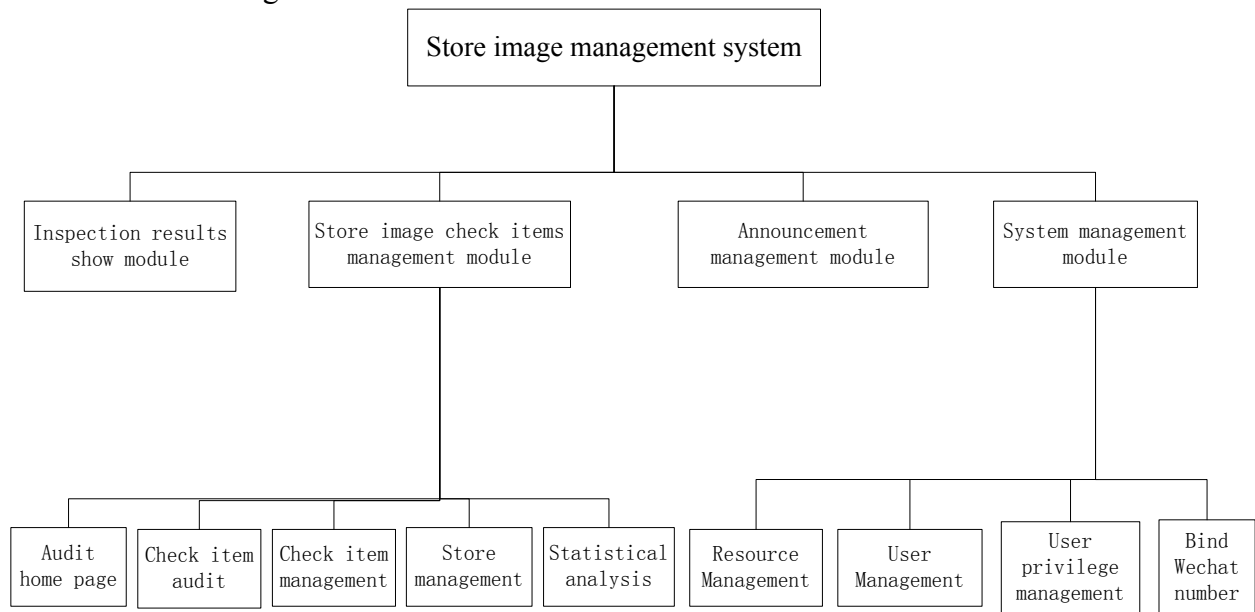


Fig 3 Store image management system application architecture

Inspection results show module provided the result of each store image inspection for the store staff by the way of Wechat.

Store image check items management module provided a convenient operation platform for the store image manager to manage store image, including design image check items according to the business, review image photos, remark the problems existing in the photo, and analysis the status of each store's image and so on.

Announcement management module provided a way which notice can easily push to phone of store staff via Wechat.

System management module is responsible for managing resources of system, including organizational structure management, role management, user management, menu management and Wechat number binding and so on.

Wechat Public Platform application architecture

Wechat Public Platform provided a convenient entrance to operating various functions of Store image management system for user via Wechat. These functions including home page, inspection result and image management etc. The Wechat Public Platform application architecture show in Fig4.

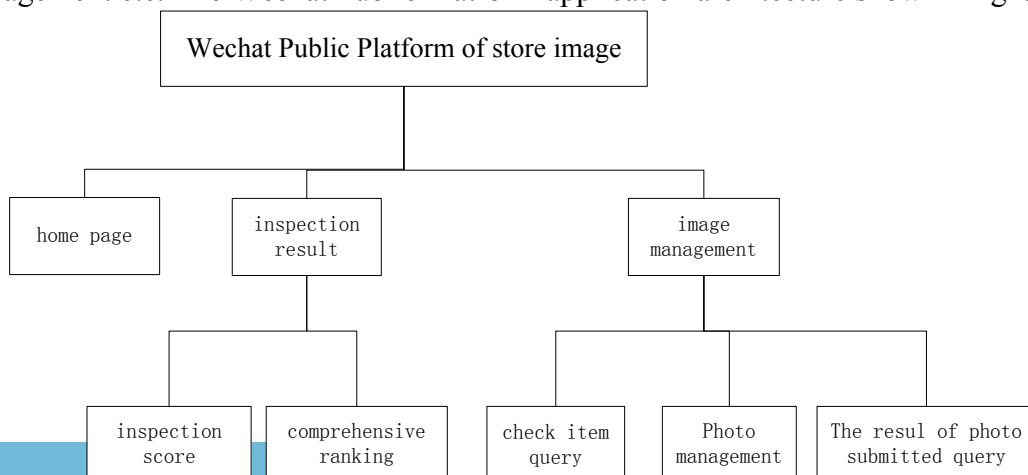


Fig 4 Wechat Public Platform application architecture

The home page is a corporate official micro-site which shows some information about the company and the function of Wechat Public Platform.

The inspection result provided the score of each check item and the ranking in all the stores for store staff.

The image management provided various functions of image management, such as query check items, upload photos corresponding to check item, check the status of each check item etc.

Summary

In recent years, the retail market has increasingly fierce competition, the store image not only reflects the enterprise image and culture, but also it has a great influence on the promotion of sales, the enterprises pay more and more attention to their own store image. But the management of store image work is very complicated and inefficient. This paper proposed a solution which applies the Wechat Public Platform on optimizing the management of store image. For store staffs, they can focus on the platform, having a key to query check items, a key to send photos corresponding to check item, a key message and so on. For the store image manager, they can design image check items according to the business and judge each store image status based on the photos online.

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