

## Research on the Innovation and Reform of Automobile 4S Store Marketing Model Based on the Background of Internet Era

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**Abstract:** In the actual operation and management process of the automobile 4S shop, which is a service marketing oriented unit, how to improve the service marketing strategy is an important problem and task facing the automobile 4S shop, even related to the corporate brand image and survival. Based on the actual operation of 4S stores under the internet background, this paper analyzes the current situation of service marketing of 4S stores under the internet background, and puts forward targeted service marketing strategies and improvement suggestions based on customer satisfaction.

### 1. Introduction

With the expansion of China's automobile industry, China's automobile categories are gradually rich, and consumers have enough space to choose the vehicle categories. Under the background of Internet, even as the leader of domestic automobile enterprises[1], with the incentive competition of domestic and foreign automobile brands, they are also facing great challenges. 4S shop is one of the important marketing modes in the automobile industry. Under the background of Internet, 4S shop also has the problems of high operating cost, inventory retention and low customer satisfaction. Therefore, by analyzing the current situation of service marketing in 4S stores under the background of Internet, this paper puts forward effective service marketing strategies aiming at the existing problems and deficiencies

### 2. The Importance of Service Marketing in Automobile Marketing

With the development of economy and the times, customer psychology is constantly changing, from the simple pursuit of quality at the beginning to the pursuit of quality and beauty at the later stage, even to the current demand for the added value of products - service is becoming higher and higher, so the original single system model of agency sales has been unable to meet the needs of the market and consumers, automobile 4S stores should be shipped And born[2].

China's automobile sales system determines that the quality of the vehicle is controlled by the manufacturer, and the dealers and agents can only add their own services to the automobile circulation and carry out marketing activities. Since the 4S shop has no direct decision-making power on the quality and function of the vehicle, the competition focus of the 4S shop is the service products attached to the vehicle. With the upgrading of consumption[3], consumers are not satisfied with a single product and put forward higher requirements for services. There are more and more types and functions of vehicles, and service is an essential part of the sales process. Automobile service marketing should take service marketing theory as the guiding ideology, take customer satisfaction as the goal, and establish service marketing with full participation in the whole process. At present, there are some problems in automobile 4S stores, such as nonstandard service process, unitary marketing form and backward service concept. 4S stores should make efforts to improve the service marketing quality of 4 stores. As shown in Figure 1

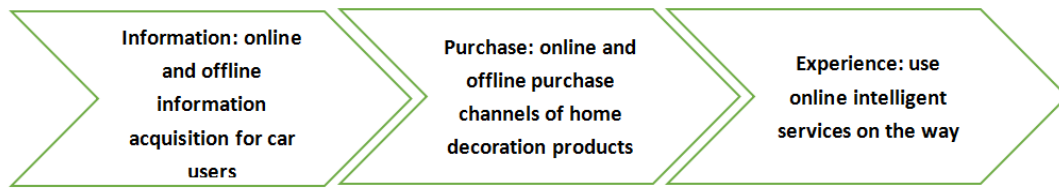


Figure 1 Information decision in the era of mobile Internet

### 3. Service Marketing Analysis of 4S Shop Under the Background of Internet

#### 3.1. Overview of 4S Shop in the Context of Internet

Compared with marketing, the whole starting point of service marketing is service. In the production and manufacturing, packaging, advertising and publicity, sales and after-sales of enterprises, the concept of service runs through all the time, and this concept is also deeply rooted in the people's mind. With the guidance of this service marketing concept[4], enterprises need to care not only about whether the products they produce are sold, but also about whether the customers feel the tangible and intangible products they consume in the process of this transaction. Enterprise sales personnel pay attention to the customer's emotions when selling, and ask for more opinions from customers. After the completion of the transaction, we will make a return visit to customers in time to understand their feelings after use and evaluate the services they feel. After data integration, the results of the data are reflected in the development of new products and the improvement of services to further improve its service marketing. When carrying out service marketing, the automobile industry should also let the concept of service marketing run through all the time, take the pursuit of customer satisfaction as the goal, and create a service atmosphere of all employees, all-round and whole process. Automobile service marketing is committed to providing the best service and increasing the added value of products in an all-round way[5].

#### 3.2. Problems in 4S Shop Service Under the Background of Internet

There are many automobile brands operating in China, and 4S stores are all over major cities and even towns. However, the overall brand awareness of domestic automobile service industry is low, the service awareness is not high, and the professional level of sales personnel is not high. Secondly, there are some problems in bundling sales, such as the low level of consumer technical knowledge. In order to obtain the real data of car purchase experience and 4S service level under the internet background, in 2018, many mainstream media of automobile industry, such as aika automobile, Pacific automobile, friends of automobile, Sina Xi'an automobile, jointly visited and investigated the pre-sales service under the internet background, and divided its pre-sales service into "Parking" and "entering the store" "Test drive" and "other" four main parts, with a total score of 100 points[6].

There are few featured products. Free car washing for life used to be an advantage feature of 4S store, but when the number of competitors surged and occupied various market segments, free car washing has become the standard service of 4S store, which can not attract more users. Therefore, under the background of Internet, 4S stores urgently need to launch new characteristic services to attract consumers' attention and improve the purchase rate of customers and potential customers. In addition, we can launch different services according to different models, design service plans for different customer groups, make services "live", and use services to attract customers who buy the whole vehicle and even other brand automobile customers to the store for automobile maintenance project services. Product design research is weak. Under the internet background, 4S stores strictly divide the work in terms of personnel setting. Most of the employees only do the work within the scope of responsibility. No special personnel are arranged for centralized sorting and analysis of product design and customer feedback, which will lead to the disconnection between the design team and the needs of customer groups under the internet background[7]. The design team is responsible for the design of innovative products without direct contact with customers, resulting in the products can not fully meet the needs of consumers, and then lose part of the market. In addition,

without the centralized arrangement and discussion of service products, it is difficult to make service marketing become a constantly updated marketing system.

Customer perceived value is low. Under the background of Internet, consumers pay more attention to the safety and practicability of vehicles in the choice of vehicle models, so a lot of resources will be put into the quality of vehicles, and the interior and exterior design of vehicles are slightly inadequate compared with the brands in developed countries. If consumers can not fully understand their own needs and vehicle performance, they will often choose some brands with beautiful appearance. From the perspective of consumers' psychology, products with good-looking appearance and various functions are more valuable. On the other hand, with the improvement of urban traffic, the requirements for vehicle safety performance are relatively reduced, which require flexible pricing in the context of the Internet, reassure consumers and attract potential customers.

#### **4. Service Marketing Promotion Strategy of 4S Shop Under the Background of Internet**

##### **4.1. Service Marketing Strategy to Meet Customer Expectations**

Maintain the authenticity of product related information. Customer expectations largely depend on how well the customer understands the product. Today's society is an information explosion society, information update is very fast. Customers' knowledge of products mainly comes from the introduction of others, the promotion of this product and other similar products, as well as various network channels to obtain relevant information, such as the use experience of a large number of people, etc. Customers know more about the products, but due to too much information, the customer's resolution is greatly limited. Therefore, if the publicity of the product is true and effective, and the same as the customer's expectation, it will bring unexpected results. Excessive publicity that does not conform to the real information of the product will bring high expectations to customers[8], and then cause feelings of deception after using the product, which will have a bad impact on customer satisfaction.

##### **4.2. Service Marketing Strategy to Strengthen Corporate Image**

Weaken the unfavorable factors to the corporate image and improve the surrounding environment of the 4S store. 4S stores can't change or have little impact on the external environment, so they can establish corporate image by improving their internal environment. Enterprise environment has an important impact on customers' judgment of the quality of products. If the internal environment of the enterprise gives a sense of comfort and vitality, customers will also have greater information about the quality of products, and they will be more confident and satisfied with transactions. Therefore, 4S stores should start to reduce the adverse impact of their internal environment, improve the internal environment and enhance the corporate image.

##### **4.3. Service Marketing Strategies to Improve Customer Perceived Quality and Value**

Dredge communication channels with customers. There are generally three ways of communication between employees and customers: written, oral and non-verbal. The three ways of communication have different forms, and different forms of communication in different occasions will have different effects. Employees should skillfully use these ways of communication in the whole process of transaction to make the channels of communication with customers smooth and strengthen the mutual communication and understanding between customers and enterprises. The 4S shop can train the staff's communication skills and improve the overall service level of the 4S shop.

Specifically, it can be divided into five steps:

First, clarify the purpose of communication. Employees should first communicate with customers to clarify the needs of customers and the effect they want to achieve after communication.

The second is to choose the right way of communication for different customers. Customers can usually be divided into passive type, that is, they are unwilling to speak out their own needs actively and rely on employees to explain products; belittled type, in the face of your introduction of product

information, always maintain a skeptical and disdainful attitude towards the explanation; positive type, can correctly see the introduction and service of employees, but always conservative about the purchase decision. No matter what kind of customers employees meet, they should adhere to the service concept of "customer is God" in their hearts, use positive communication methods after understanding customer needs, patiently explain to customers, answer customers' doubts enthusiastically, and maximize customer understanding and support[9].

Third, learn to listen. The most important thing in people to people communication is to learn to listen carefully. When communicating between employees and customers, we should not only introduce product information in detail, but also observe the expression and action of customers at all times. When necessary, we should stop at the right time rather than blindly infuse product information, so as to avoid customer's antipathy. Secondly, when customers express their needs, they should carefully wait for customers to express their needs clearly. In the middle, they should properly guide customers to fully express their expectations for products, give customers a sense of respect as much as possible, and increase customers' trust and dependence on the enterprise.

Fourth, we should have the same sense. When communicating with customers, we should consider problems from the perspective of customers and put ourselves in the interests of customers so as to find common understanding between both parties. No matter with customers or strangers, with the deepening of communication, it will be found that both parties will have a lot of the same understanding and consideration. Employees should seize these common points and promote the transaction in a win-win attitude. In this way, the customer is also advantageous. The customer will slowly put down the prejudice and doubt about the salesmen, and then can accept the recommendation and suggestions of the salesmen, so that the customer satisfaction is higher.

Fifth, timely feedback. The completion of a transaction is far from the end of the transaction. In addition to the after-sales service, the customer's feedback should be obtained in time to further improve their service according to the feedback. It is an important content of 4S shop management to collect customer feedback and evaluate customer satisfaction objectively and reasonably through customer feedback information management system. Collecting customer feedback information also needs to be collected through multiple channels. Through customer feedback information, you can know whether the information of 4S shop has been correctly transmitted to the customer's heart, and you can also know the latest needs of customers, and adjust marketing strategies to adapt to market changes in a timely manner.

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