A Study on Marketing Strategy for Vitalization of Eyeglasses Industry

Hyun-chang Lee[1*], Chan-yong Jin[1], Seong-yoon Shin[2],

[1] Div. Of Information and Electronic Commerce, Institure of Convergence and Creativity,
Wonkwang Univ. #460 Iksan-daero, Iksan city, Jeonbuk, 570-749, Korea
[2] Dept. Of Computer Information Engineering at Natl. Univ. San 68, Miryong-Dong,
Kunsan, Jeonbuk, 573-701, Korea
hclglory@wku.ac.kr, s3397220@kunsan.ac.kr

Abstract. Among various forms of online shopping with the development of online shopping and the rapid growth of IT technology, the intense competition also more deepen. The movement of the market from offline market to online market has been occurred and processed concurrently. Market entry and competitiveness of small companies is becoming very difficult because larger companies have been formed national market networks. Therefore, in this research, we suggest ways to enhance the services in the eyeglasses industry to the market from the top ranked site analysis, market situation analysis and service strategy plan for the activation of the online eyeglasses market.

Keywords: services, eyeglasses industry, marketing, site building

1   Introduction

Since the start of data communication through network, an internet-based e-commerce in the late 1990s has rapidly increased and spread. As a result of spreading, the amount of information about the product in addition was increasing rapidly [1][2]. The differentiated sales strategies of the competitors need to be provided good services to customers for purchasing products [3][4].

On the contrary to this, the customers purchasing products through online sales have been getting the benefits from the good services of the companies. Although there are good points providing good information to the customers, it is the drawbacks that the customers are in a flood of information because of providing sales information of online shopping companies. Therefore, it needs to be accompanied with selective information offers to the customers through analyzing the customer base and object oriented information analysis [5] .

The stored data is used to develop the improved services for the customers and provide more appropriate services to them who logged [2]. Reflecting this, according to the recent emergence of smart phones, data management using IT devices is one of

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[1]   First Author : Hyun-Chang Lee
[2]   Corresponding Author : Seong-Yoon Shin

essential surviving strategy elements of electronic commerce companies and used to take advantage of a variety of business strategies [6]. In an online-market, eyeglasses industry is one of active fields to start out using customer data. In case of eyeglasses industry recently, glasses become a fashion item more than just means of glasses for vision correction. Those who wear glasses than when not wearing glasses appear to give a gentle impression look smart or give effect on appearance. As mentioned earlier, consumers tend to use the current glasses as a role of accessory. Therefore, in this paper, we analyze the services for the glasses industry, develop marketing strategy, suggest ways of vitalizing marketing and show the result of building a site for glasses.

2   Related Industry

In online commerce environment, the evaluation of e-commerce properties contains contents of products as information and services providing the information to customers.[7] For instance, owing to the data for investigation of Easyday, the most important things of making decisions of customers purchasing products through online market is low price, a variety of products, detailed information about products and convenient of click and mortar [8] .

We analyze representative glasses online sites operating based on the above mentioned. The following is about commercial sites for glasses. The stylehorn site shows an impression that logo image and the site domain name seems like a polished site [11]. On the other hand, it is hard to find an originality of the products in the site. The departure site shows that we can feel clean and friendly atmosphere through the site [12]. The site, however, does not show which product is important or competitive products compared with price.

On the perspective of website structure, the eye31 site is likely to be a unified look [13]. The site has an advantage of coming in at a glance the style of the product by placing 12 best items on the main screen. But the price in the site is high relatively. In retromarket site, it seems like to be merits that various events exposed to the main page are attracting attention.[14] The site, however, looks empty because of so simplicity compared to another sites. The vividmocha site seems to be a unified look and stable [15] However, the site shows a lot of similar products and is able to make customers be confused.

3   System configuration for building a web site and services

Configuration required for web development environment necessarily refer to web server, web parser and database management system (DBMS) to store and manage data. Block diagram for building a web site in this paper is shown in figure 1 [9]. On the perspective of bring about the interest of customer, this reserved service is one of useful marketing methods to produce a sales strategy or to lead to the specific customer base.

A membership system could be used as a way to improve sales by providing differentiated strategies to customer base classified with loyal customers.[10] A community service is one of generally operating services in sites. According to the utilization method and purpose, it is a useful form of having competitiveness in marketing fields by going convergence of opinion.[10] As a another service, there is a blog marketing connected with individual blogs to promote of goods and increase sales.

4   Marketing service analysis

In the previous chapter, we looked at the general services and elements for marketing strategy for vitalizing of glasses industry. Services such as reserved points and community service could be used to invigorate internet trading by seeking opinions of customers as well. The following is differentiated strategies.

In this research, we propose services needed as marketing strategy in the glass industry online market field. First, a community service is needed for gathering opinions of purchasing customers and providing places to exchange up-to-date information about glasses. Next, it is needed for linking social network services such as twitter, facebook etc. One of the main functions for using SNS is to increase customer's concern about the web site and marketing.

From a designed web site point of view, it needs to be designed to target at teenager persons. They have strong personality and tend to like unusual site menus and going well with glasses. Based on these reasons, the components of menu needs to be simple and dynamic feeling.

A reserving point system needs to be served for marketing. Although this service is a kind of usual service for customers, it makes the customers revisit and new plan realized. In addition, it needs to be expanded markets such as open market and social commerce. Through the connection to the open market, it needs to collaborate with them.

The following table shows a summarization of the services mentioned above. Of course, we will build a web site based on the services in table 1.

Table 1.   Summarization of the services

services	Stylehorn	Departure	Eye31	Retromarket
community	◎	X	X	△
application	△	○	X	X
price competitiveness	△	X	X	○
Affiliation with other	△	X	X	◎

5   Conclusion

With the development of information and technology, e-commerce market is getting larger and various rapidly [10]. The movement of the market from offline market to online market has been occurred and processed concurrently. Market entry and competitiveness of small companies is becoming very difficult because larger companies have been formed national market networks.

In this material, we suggested ways to enhance the services in the eyeglasses industry to the market from the top ranked site analysis, market situation analysis and service strategy plan for the vitalization of the online eyeglasses market. We can expect to strengthen eyeglasses market activation and competitiveness through the service enhancement.

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