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E-Marketing of Virtual Products Based on E-Commerce

A Case Study in Net Game Company

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Abstract

This essay is about the E-marketing of virtual products based on Electronic Commerce. With the development of the network technology, the improvement of Electronic Commerce is necessary. The E-Commerce is become more and more popular with the wide usage of Internet in our daily life. The traditional marketing strategy is not enough. Hence, I think we should pay more attention on E-Marketing strategy and earn profits from E-Commerce.

The foundation of Electronic Commerce and the development of Chinese Electronic Commerce are introduced in the thesis as well. There is also a discussion the some concrete methods how to do the marketing of the virtual products based on the E-Commerce in the thesis, such as software. For the software manufacturers, through the free download and try it attracts users. After the users know about and are familiar with the function of software, or after tasting some useful sweet, the further use of the software should be required to do payment to the manufacturer.

In particular, take the famous net game Mir2, as an example. We elaborate the E-marketing tactics and some related questions of the net game that is a form of virtual products. The typical method is to use New Marketing Group Strategy, “4C” that Customer Want, Convenient, Cost and Communication in the marketing process. I think this case is the typical example to demonstrate the importance of New Marketing Group Strategy compared with Traditional Marketing Group Strategy, Product, Price, Promotion and Place. When you combine 4P strategy and 4C strategy together, it will be effective.

Key Words: Electronic Commerce virtual products E-marketing Internet
Acknowledgment

I have completed this thesis based on the careful and considerable instruction from the professor Lars Huglund, therefore, I would like to express my deepest appreciation for the professor Lars Huglund and all scholars, teachers and staff in CTF. Their profound knowledge has built the solid academic foundation for me during my studying time in Karlstad University.

Besides, the company Shangda gave me much helps as well when I did the case research in this company. The staff of this company cooperates with me well and I really enjoy this short time with them. The interviewee also made a great contribution to my thesis.

But for the help from people who I mentioned above, I have not finished my thesis.

Finally, I would like to express my pure-hearted appreciation to my parents and my teachers in home university, NanKai University, China. I could not have this opportunity without their help and I am pleasure for making a lot of friendly friends in Sweden. I enjoy the time that I have studied in Sweden. I deem this experience will play an important role in my life. Beautiful Sweden and kind Swedish people will be branded on my mind.

See you Sweden.

Thank you very much

Li Yan

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1. Introduction

1.1. Background

Since the 90's of 20th century, the rapid development of Internet network has promoted the network technology to the exponential growth. The peoples all over the world have set off a rush to apply the Internet. The internet is the carrier or platform for the E-Commerce. Therefore, every larger-scale company in the world has provided the information service and expanded its business scope through the Internet, and actively restructured the internal organization structure of enterprise and explored the new marketing management methods in order to get ride of this century train. The 21st century is the information century. This era is known as the time of information network. In the era of information network, the development and application of network technology have changed not only the distribution and acceptance ways of information, but also the people’s life, work, study, cooperation and communion environments. An enterprise must also positively utilize the new technology to change the business management idea, management organization, marketing manner and operative method so as to promote the rapid development of enterprise.

This essay is about the E-marketing of Electronic Commerce theory of the virtual. Virtual products mean some intangible products, information or services and it needs to harness some certain carriers or media to show. With the development of network technology, the improvement of the Electronic Commerce is essential for most of the corporations.

The foundation of Electronic Commerce and the development of Chinese Electronic Commerce are introduced in the essay. These is also a discussion about the Electronic Commerce of the fictitious product, such as the short message of cell phone, immediate chatting to tool, software downloading, E-mail, Internet game etc.

1.2 Purpose

The main purpose I write this thesis is to research how to do the E-Marketing, especially the Virtual Products, with some effective methods or strategies based on E-Commerce. How to earn the profit under the background of E-Commerce? How do the corporations promote the competence? How do the corporations compete with their rivals? I am going to explain the good way to do the marketing and how to earn the profit in the thesis.

I want to communicate with the corporations and introduce the importance of E-Marketing. The marketing strategy of E-Marketing is different with the common
marketing strategy. The E-Marketing is going to be a long trend and developing strategy for the company. More and more corporations have already realized that they need to earn profit from the E-Commerce. Therefore, the managers of companies need to change their current attention into the internet market so as to grasp the market shares in the 21st century.

In the E-commerce background, just doing the traditional market group, 4P, are not enough for the companies. The new marketing group “4C” is very crucial for the companies, especially for the service companies. They should base on customers orientation. “4C” means customer wants, cost, convenience and communication. The companies should understand the “4C” and rationally combine “4C” with the traditional marketing group, “4P”, in order to win the competition and grasp the target markets. I will explain how to combine 4P and 4C in this thesis. Therefore, the new marketing group “4C” should be harnessed widely in E-Commerce situation.

Hence, I research and introduce some basic theories and methods for the corporations to compete in the E-commerce time. They could improve their competence under E-Commerce.

1.3 Research questions

● Virtual product

Virtual product is not the common products in our life. The essential difference between the virtual products and the physical products is invisible, even it shows a certain form, it must also be reflected through its carrier, such as service and software. More and more companies have involved in the virtual product industry currently. I will research and explain what the virtual product is in my thesis and give more examples about virtual product to help the public understand the core of virtual product.

● The methods to do the E-Marketing of virtual product

The marketing strategy under the background of E-commerce is different with the Porter’s Genetic Strategy. The new marketing group should be considered by the CEO, especially for the companies that supply virtual product for the customers. Because the customer orientation is the most important thing for the company and the customer should be the focus for the company. Hence, the methods or strategies should be changed under the background of E-commerce. I will research how to combine the 4P and 4C in the actual case study.
1.4. Structure

The main body of my thesis is divided into follow parts, E-Commerce, Virtual Product, E-Marketing and Case Study.

I think I need to introduce some background information of E-Commerce firstly, because the background can help us understand some basic concept or information about E-Commerce. Maybe some people are familiar with E-Commerce just a little bit. So, the background information is very useful. Then, I will introduce one of main parts in my thesis, Virtual Product. I will let the reader understand some information at Virtual Products part, such as what are the virtual products, the importance of virtual products and so on. The follow part is E-Marketing. My topic is how to do the marking of virtual products based on E-Commerce, therefore, I think I need to answer and explains some methods about how to do the marketing of virtual products at this moment. At last part, I use a concrete case study to demonstrate the practical usage of E-Marketing methods.

To conclusion, I think the structure of this thesis should be E-Commerce, Virtual Product, E-Marketing and case study.
2. Methodology

Research method is simple a technique for collecting data. It can involve a specific instrument. I will do my research with the methods, as follows.

2.1. Case study

Case study is a good way to explain how to combine the theoretical knowledge into the actual case. Maybe the theory is difficult to understand some times, therefore the case study can tell you some actual methods clearly and easily.

Why do I choose the Shengda company as my case study? Because Shengda company is a successive company to supply the virtual product for the customers. The Games Revenue Forecast in 2003, issued by the International Data Corporation (IDC), showed that, the Shengda Company is the biggest online games operator in China now. The Shengda Company offers a range of online games to users for the online entertainment. These games include the products researched and developed by it and operated for the independent agency. Among them, the “Legend of Mir 2” operated by the Shengda Company in the IDC's user survey has been appraised as the most popular online game in China. In addition, the Shengda Company launches its first self-developed online game named as the "World of Legend."

Their product, online game “Legend of Mir”, is a good example to explain how to do the virtual product marketing and how to combine 4C and 4P together into the E-Marketing.

2.2. Data collection

I use three kinds of methods to collect the data, interview, questionnaire and public participation. I combine these three methods because I think this way is better and further to collect the data.

● Interview and questionnaire
I have stayed in Shengda company about one months, and I have witnessed the whole daily operation of the company, such as the operation platform of Shengda company and customers’ service system, so I could feel the actual stuff of this company. On the other side, as a young people, I could be considered as a customer as well, I could be immerged myself into questionnaire to answer some open question well.

The interview is a prominent data collection strategy in both quantitative and
A structured interview, sometimes called a standardized interview, entails the administration of an interview schedule by an interviewer. The aim is for all interviewees to be given exactly the same context of questioning. This means that each respondent receives exactly the same interview stimulus as any other. The goal of this style of interviewing is to ensure that interviewee’s replies can be aggregated, and this can be achieved reliably only if those replies are in response to identical cues. Interviewers are supposed to read out questions exactly and in the same order as they are printed on the schedule. Questions are usually very specific and very often offer the interviewees a fixed range of answer. The structured interview is the typical form of interview in social survey research. (Bryman & Bell 2007).

“In the case of group interviews of focus groups, there is more than one, and usually quite a few more than one, respondents or interviewee.”

When do the survey or research, telephone and personal interviewing really yield a significantly higher than the use of mail questions and the personal interaction in telephone and direct seems to result in generally higher response rates. The telephone interviewing seems to be most efficient in getting response when contacting firms and other types of organizations, while the personal interview seems to be best for the consumer and household surveys. Therefore, I did a telephone to my interviewees. (Bryman & Bell 2007)

How to design a questionnaire or survey is extremely crucial for the researchers to get an ideal response rate and results that they want to obtain. The temporal open questions and close questions is the core for designing the questionnaire in my opinion. The advantages of closed questions are that easier to process answers, easier to complete for the respondent and so on. So, it maybe reduce and save the considering time for the respondents. If the respondents have some tight schedule when you do the questionnaire for them, the closed questions will be the good thing for them and will improve the respondent rate relatively. (Bryman & Bell 2007)

However, the marketing researchers always strive to acquire some information that is personal idea, suggestions or unusual responses from the survey or questionnaire. So, the open questions can gather them. But, the open questions are time consuming for the interviewers as well because the respondents should take much time to answer the questions. (Bryman & Bell 2007)

As for the personal factual questions such as age, educational level, marital status, etc. we should use the close question form. As for some questions, we should use the open question form, such as what are the customers’ suggestions or comments about the product or service, what aspects of product or service should be improved, what are the merits/demerits of the product or service compared with other similar product or service in the current market and etc.

So, the open questions should avoid very general questions, long questions, private questions or some questions easy to answer. It should get some own opinion and
requirement about the product. The open questions are not only obtaining the information from customers, but also the open question should concise in order to improve the response rate.

My interview combines the open question and close question into an appropriate way.

The questions in my interview are shown as follows

1. How old are you?
   Age: __________

2. Have you always played the online game?
   Yes  No

3. Have you heard of online game “Legend of Mir”?  
   Yes  No

4. The average time that you spend on playing net game every week
   Less than 5 hours  5—10 hours
   10—20 hours  above 20 hours

5. What kind of online game have you always played?
   Name: _____________________________

6. What kinds of aspect attack you when you chose an online game?
   Whether time consuming  Easy or difficult to play
   The effect of the picture in this game  The intensity of realistic

7. What do you want to get from the online game
   _______________________________________

8. If the online game suits to your requirements, do you want to experience?
   Yes  No, show the reasons ___________________________

9. What aspects could capture your attention to play this online game?
   _______________________________________

I have interviewed about five people who work for Shengda company to collect the enough information about “Legend of Mir”, such as the history of Shengda company, specialty of “Legend of Mir”, and the condition of their rivalry. Then, I do the questionnaire among fifty some young people, some of them are my friends and some of them are young guys who have always spend much time to play the online games. I do the self completion questionnaire for my friends, and I do face by face questionnaire for the other people, such as what aspect could capture their attention and keep to play it if they choose a net game. I come out the some aspects are very
important for the net game from the interview, as follows. Customers would like to play the realistic and more flexible and diversified operations online game rather than just simple-click game, just like card game. The way to pay the money should be convenient for the buyer; the customers’ personal requirements or needs should be satisfied. The time to solve problems which are met by players should be on time, the rapid time of response should be minimized because the customers do not have the extra time to waste and there is an old sentence in china, Money is time. So, it is essential for company to draw players’ attention. Personalized marketing is much crucial for the company to satisfy the customers. Therefore, the customers would like to experience the brand new game that maybe satisfies their requirements. Hence, the online game, “Legend of Mir”, could get great success in China.

● Public participation

Given the fragility of the situation, Customers engagement and public participation is a critical element of environmental decision-making.

To date, the level of public participation appears to have been more of a public relations exercise rather than a vehicle for meaningful engagement and discussion. I suggest Shengda company design a simple questionnaire at the end of the game to collect the suggestion of customers’ as well. Customers could vote to express their idea to company. Firstly, it is very easy to know what aspect of Mir Legend should improve. Secondly, there is good communication between Shengda company and customers. This has improved significantly since the “Legend of Mir” has been produced. Meanwhile, I put this questionnaire in my personal BLOG to collect the information as well when my friends log in my BLOG.

2.3. Literature and textbook reviewing

Literature review provides the basis on which I justify my research questions and build my research design. The literature review also informs my data in an informed way. The process of reviewing the literature therefore involves making judgements about what to include and exclude from your literature review and then reading what other researchers have written about our subject and writing about it in a way that demonstrates our understanding. (Bryman & Bell 2007)

Why do we need to review the existing literature? The most obvious reason is that we want to know what is already known about our area of interest so that we do not simply “reinvent the wheel”. The literature review is where we demonstrate that we are able to engage in scholarly review based on your reading and understanding of the work of others in the same field as we. Beyond this, using the existing literature on a topic is a means of developing an argument about the significance of our research and where it leads. Whatever different understandings of the literature review process we adopt, it is perhaps easier to be clear about the goal that the process is directed towards achieving. A competent review of the literature is at least in part a means of
affirming our credibility as someone who is knowledgeable in our chosen area. This is not simply a matter of reproducing the theories and opinions of other scholars, but also being able to interpret what they have written, possibly by using their ideas to support a particular viewpoint or argument. (Bryman & Bell 2007)
3. The Virtual Products

3.1. The Brief Introduction of Virtual Products

The essential difference between the virtual products and the physical products is invisible, even if it shows a certain form, it must also be reflected through its carrier. But the nature and performance of the product itself must be demonstrated by the other means. (Yang LI 2005). The virtual products sold on the network can be divided into two categories: the software and the service. The software includes the computer system software and application software. The online software vendors usually can provide a probationary period and allow the users to try to use it and submit his/her views. The good software will soon be able to attract customers, so that customers love it too much to part with it and are generosity to buy it. (Yang LI 2005)

The services are divided into two categories of the general service and the information advisory service. The general service includes the telemedicine, legal aid, booking the air/train tickets, booking ticket, booking hotel and travel services, registered booking of hospital, network friends, computer games, etc. and the information advisory services includes the legal advice, medical advice, stock market analysis, financial consulting, database retrieval, electronic news, electronic media and so on.

For the general services, the customers can not only focus on the earnings, but also concern about their own costs paid off. Through this media of network, the customers can quickly obtain the services they need, eliminate the annoying cost of waiting time of queue up. At the same time, the consumers use the browsing the software to be able to get the more and faster information, improve the efficiency of information transferring process and enhance the effectiveness of promotion.

For the information advisory services, the network is the best kind of media selection. The greatest demand for a user getting on the Internet is to seek the useful information to his own. The information service just provides the opportunity to meet this demand. Through the computer connected Internet, a consumer can get the advisory services, including the legal advice, medical advice, financial advice, stock market analysis, and the information services, including the database retrieval, electronic news, electronic newspapers and periodicals.

3.2. The Virtual Products in Life

I choose some vivid and practical examples in our daily life. We always use these virtual products in our daily life. I think we are familiar to these products and it is
very easy to explain and understand. Hence, it can be said that the marketing of virtual product is very critical for the companies.

1. The short information of cell phone (Yiping ZHANG 2000)

Media experts said that the mobile is a communication tool essentially, but now it goes far beyond this function. It has the character of media prevalence spreading from a point to side, and becomes the fifth media.

The network people said that China's Internet has become a bright spot in the world, among it the short information plays a very useful function.

In 2000, the domestic mobile phone in China had been send one billion pieces of messages, in 2001 it was 18.9 billion pieces, in 2003 it rose to 90 billion pieces.

Mr. Jun FENG, the Project Manager of Integrative Business Department of China Mobile Group, said that in 1999 it was more than 200 million pieces of short information in one month here, but today, it has been up to 4 million pieces every day. It just likes Mr. Xiangning ZHANG’s saying, who is the CEO of 365Agent, that: “At present, China's Internet has become a bright spot in the world, among it the short information plays a very useful function.

Mr. Gang GAO, the editor-in-chief of “Voice of Overseas Chinese” said: “There is such a view that the change from the index finger to the thumb is yet another round of revolution. The index finger means to play the mobile phone, but the thumb is referred to the short information. The service of short information now has been far beyond our imagination, and realized a cross-sector service.” Mr. Dahong MIN, the director of Journalism and Communication Research Network and Digital Media Laboratory of China Academy of Social Sciences, spoke in his own insightful opinion, he said that the mobile phone is the point-to-point voice communication originally and it is a two-way voice communication tool. But now it goes far beyond this function, it has been with the nature of media prevalence. It has become a media tool. The Internet has been considered as the fourth media. A lot of people want to call the other thing as the fifth media originally. After the start of the Iraq war, however, the people have recognized that the mobile phone is the fifth media basically.

Each year there are about 360 billion pieces of short messages around the world. The experts predict that China's short message will even be 150 billion to 200 billion this year. If they are 150 billion pieces it is RMB 15 billion Yuan of incomes.

“The short message has brought not only the happy to people but also the huge profits to the producers who are transferring the short message, at the same time it also has brought the enormous benefits to the country's information industry. Mr. Liqiang TONG has accounted such calculation: there are about 360 billion pieces of short messages around the world each year. And the experts predict that the short message in China will even be 150 billion to 200 billion pieces this year. If they are 150 billion pieces the revenues should be RMB150 billion Yuan. It is apparent that the substantial profits bring the enjoyment to the producers.”
At present the Sina Wireless is already one of major income sources of Sina website. The financial report of NASDAQ of Sina shows that the non-advertising incomes based on the wireless has more than the incomes of network advertising, it is to say that the Internet has found a new way as well. Mr. Tian ZHAO of Sina discloses that the “News Surfing”, pushed out by Sina Network in the first half of 2004, has changed the former mode of one-way providing the news information to the users. The users can send the short messages to order their own need news. The one-way service has been changed into the interactive services. Mr. Yuwei WANG of Sohu website said that our news is required for its quick and accurate, and it is relatively strong in attention and analysis of the newsmaker. The customers’ satisfaction should be higher. Say it in seasoning, a lot of things happened in the midnight, if it is not send by the news editors, the issuing time will be probably too late.

Mr. Wei XIAO, the project manager of the Wireless Business Department of NetEase the technology leading company, said that we serve the web service with the support of China Mobile and combined with the communities. It has brought a lot of the audiences. It focuses on the trainings of current affairs, skills and technology acquisition to their employees, so that its service quality has been ensured. Mr. Xinyu HU, the Deputy President of TOM Group Ltd., said that the income in the first month of starting the short message business was 6,000 Yuan. Aimed at the young people who were the main issuer of short message, TOM Group Ltd. has set up a set of series packaging product services of friend’s message, multimedia message service (MMS) and JAVA. It only spends a few Yuan per month to unlimited download them. At present the user groups have reached about five or six hundred thousand persons. The income of TOM wireless products is accounted at 75% of overall revenues.”

The 365Agent company, which is mainly dealing with the new technology of Internet, has done some applications in the personalized short message as well. At present it carries out the project with its some partners.

Mr. Jun XIE of the Qianlong.com said that the requirements for our editors who edit the short messages are very higher. For electing the point of news, it asks the steady and accurate. Now every piece of short message is produced by the News Center. It is very particular about the editing techniques. In the very short words there, it can provide the more information, which asks the higher quality of editor. Ms. Jia GUO, the Deputy General Manager of Internet dissemination of Ynet Website, introduced that in 2000, Ynet began to contact the short message business, but it was closed in one year because of the limited profits. A year ago, the Short Message Department had once again opened up. At present, the short message has become an important source of incomes, which is accounted for 1/2 of the entire incomes, and its growth is very quick. We prefer this part of businesses. We found that in the market the most popular one is the business of downloading the picture of ring tones, and the second one is like making friends and engagement. China Mobile has promoted the website of Monternet. Since carving out its business, it has provided the short message services over the past three years. It has the more than 600 partners in whole
country, including them it provides the nationwide services to 129 enterprises. In addition it also provides the provincial and municipal services to more than 400 companies. Mr. Xiangning ZHANG believes that the result of China's short message, and the network and short message in particular have the unsung hero, i.e. the China Mobile. China has developed the cooperation model of Monternet that gives the life of whole industrial chain. This is a huge success is this industry. (Yiping ZHANG 2000)

The combination of short message and the network has used the integrative theory of E-marketing. In the Internet marketing, it can play an important role in combination with the 4P's (product/service, price, place and promotion). The traditional 4P's combination with operation and marketing by means of utilization of the Internet could be better combined with the 4C's (customer, cost, convenience, communication), which aims at the customer as the center. (Zeithaml & Bitner 2006)

2. Instant messaging, E-mail and software download

The instant messaging we contact with currently includes: QICO, ICQ, 51UC, MSN, NetEase PoPo, Yahoo! Messenger and TQ, etc.. (Table 3-1 is the introductions of the commonly used instant messaging tools except ICQ and OICQ)

“The Table 1 The introduction of instant messaging tools”

<table>
<thead>
<tr>
<th>51UC</th>
<th>Software Size: 4.76MB</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Interface language: Simplified Chinese</td>
</tr>
<tr>
<td></td>
<td>License for use: Free of charge</td>
</tr>
<tr>
<td></td>
<td>Applicable systems: Windows 95/98/2000/ME/NT/XP</td>
</tr>
<tr>
<td></td>
<td>Developer: <a href="http://www.51uc.com">http://www.51uc.com</a></td>
</tr>
</tbody>
</table>
51UC is the representatives of the new instant messaging software in 2002. Its developers wanted to use 51UC to bring everyone a quite new chat idea: a new generation of opening entertainment platform for instant messaging. 51UC has really given us an unprecedented new sense of chat indeed: the online chat or blending the scenario as well. It uses the human oriented design of freedom transformative scenes and personalized online, etc., with the helps of video phone, mass information, document mutual transfer and online games, so that you can chat while watching and playing.

MSN5.0

Software Size: 3.94MB
Interface language: Simplified Chinese
License for use: Free of charge
Applicable systems: Windows 95/98/2000/ME/NT/XP
Developer: http://messenger.microsoft.com.cn/
MSN Messenger has various versions of nearly 30 different kinds of languages. It allows you to see friends who are online and exchanging the instant messages. You can use the same dialogue window to conduct with a number of persons for chat. You can also use this free program to make a telephone call, replace the input with chat, send messages by the beep-pager, monitor the new e-mail, share pictures or any other document, invite the friends to play the Direct Play, and compatible games and so on. In 2002, MSN launched its version of the follow-up MSN5.0, which has a lot of changes in function and appearance. Its function have has been strengthened further and some more useful functions were increased. In the appearance of the interface, it becomes more vivid than the previous version.

Software Size: 2.46MB
Interface language: Simplified Chinese
License for use: Free of charge
Applicable systems: Windows 95/98/2000/ME/NT/XP
Developer: http://www.163.com/

It is the powerful, convenient and flexible real-time communications tools developed by Netease, which is the China's leading Internet technology company. It integrates many functions of real-time chat, short massage, online entertainment and soon. Except the current general real-time chat software tools, it also has many more thoughtful features demanded by users, such as the e-mail management, self set up the chat room, own skin, etc. Its users have to apply for registration of permits of NetEase or the registered users of the Mail 163 only.
<table>
<thead>
<tr>
<th>Software Size: 2.17MB</th>
<th>Interface language: Simplified Chinese</th>
</tr>
</thead>
</table>

The well-known searching website Yahoo.com has launched the chat tool named as the Yahoo! Messenger. The function of Yahoo! Messenger does not seem to focus on the chat functions, it is more like a free information provider. The Yahoo! Messenger supports the multiple operating systems, and supports the other portable wireless devices. It has the different commercial value with other instant messaging software. You can view not only the news and weather forecast, but also even the stock quotes at any moment; you can also use Yahoo! Messenger to arrange your own schedule planning and detect the new messages at any time.

<table>
<thead>
<tr>
<th>Software Size: 680KB</th>
<th>Interface language: Simplified Chinese</th>
</tr>
</thead>
</table>
The Simplified Chinese version of North go2north.com of Telecommunication Interlocking Chinese Quarter (referred to as TQ) has integrated the information transfer, customizing and making friends to chat into one; except the functions of showing the friends online, real-time transmission of information, real-time chat, instant delivery of documents and etc. shown by the traditional instant messaging software, it has the other functions of the real-time send website, rolling show of news/information, collective alarm, communication of local area network and other joke, etc; its most characteristic is to adopt the 128-bit high-strength encryption algorithm in the communication process and User Datagram Protocol, so that your information in the communication process is with high-speed, security and reliability.


3. ICQ and QQ

ICQ and QQ are the most popular and the most powerful brands respectively in China region and the world-wide instant messaging products. Therefore each one should be taken out for explanation and introduction individually.

ICQ is from Mirabils company of Tel Aviv, Israel (in July 1996). The word of Mirabils is a Latin language which meaning is magic. The letters of ICQ are the short form of English sentence of “I SEEK YOU”. Its Chinese translation meaning is: I look for you. This is an instant messaging network paging software for supporting the functions of chat, sending messages, website and file on the Internet. When you are getting on the Internet you can use ICQ to quickly find your friends. Of course, your friend must also install this software. After bought the ICQ, AOL, the America Online company, has promoted the more powerful versions of 99a, 99B and 2000, etc. It built a searcher inside, and even more the web pages can be produced independently by ICQ. It can be used without looking for another free space. When you use the appropriate equipment your computer becomes a server. The users will access to your computer to visit your Home Page. At present there are more than 2 million ICQ in the world. It is the far more than the users of OICQ which is the domestic messaging software giant! Someone said that the player who really knows how to play the computer can use ICQ. It can be imagined that the ICQ has the so high status in the mind of people. (Yiping ZHANG 2000)

The QQ of Tencent, developed by Tencent Computer Shenzhen Co., Ltd., is a system of Internet-based instant messaging (IM) software (as shown on the Software Interface in Figure 3-1).
We can use QQ to communicate with our friends. It has the very comprehensive functions of sending and receiving the real-time information, voice video and face-to-face video chat. In addition, the QQ also has the functions of chat by mobile phone, BP machine online paging, chat rooms, peer-to-peer HTTP to transfer files, share files, QQ-mail, memos and network favorites, sending the greeting cards and etc.. The QQ is not just simple real-time communication software, it cooperates with many National paging stations, mobile communication companies to achieve the interconnection of short information of traditional wireless paging network, GSM mobile phone. It is the most powerful and the most popular software of instant messaging (IM).

The predecessor of QQ is the OICQ, which is launched after the Chinese localization of ICQ. Later, because of intellectual property right problem, it changed its name to QQ. It likes the other kinds of instant messaging tools, the use and download of QQ and ICQ are free of charge.

Figure 2 The software interface

4. E-commerce

4.1. The Introduction of E-commerce

The E-commerce comes from the English words of ELECTRONIC COMMERCE, which can be abbreviated as EC. As the name suggests, its content consists of two aspects. The first one is the manner of electron; the second is the commercial activity. It uses the simple, fast and low-cost means of electronic communication to let both buyer and seller carry through various business activities without meeting each other face to face. (Kosiur 1998)

An E-commerce can be completed via a variety of means of electronic communication. Saying it simply, for example, you do the business activities with customers through the phone call or sending the fax, these conducts can be called as the E-commerce. But now, the E-commerce discussed by people means that the action is completed by EDI (electronic data interchange) and the INTERNET. Therefore, the E-commerce is a new kind of business operative mode for realizing the online shopping by consumers, the online transactions between merchants and the on-line electronic payment based on the applications of browsers and/or servers under the opening network environment of Internet.

In the point of view of analyzing the trade activities, the E-commerce can be achieved in numbers of aspects. Therefore, the E-commerce can also be divided into two levels. The lower level of E-commerce are the e-commercial information, e-business, e-contract and etc.; the most completive and advanced E-commerce should be able to use the INTERNET network to carry out all of trade activities, that is, all of the activities of information flow, business flow, founds flow and the parts of logistics can be fully implemented through the Internet. It also can be said that through the INTERNET you can complete all businesses in one go from the beginning of looking for customer, and then having negotiations, ordering goods, online payment (collection), issuing the electronic invoice to applying for the electronic customs declaration and electronic paying the tax, etc..

It also involves many aspects to achieve a completive set of E-commerce. The financial institution, government department, certification authority, distribution centre and other institutions have to joint in it except the buyer and seller. Because all the involved parties in an E-commerce do not meet each other physically, the whole process of E-commerce activity is not the replica of business activities of physical world. The E-commerce is the direct product of explosive development of Internet and is the newest developing direction of application of network technology. The characteristics of openness, globality, low-cost and high-efficiency possessed by the Internet itself also become the inherent characteristic of E-commerce and let the E-commerce go far beyond the possessing value as being a new form of trade. It will
not only change the enterprise's own activities of production, marketing and management, but also influence the economic performance and structure of whole society.

2. The Initial Form of E-commerce (Qiang ZHANG 2003)

Electronic contents: it includes the contents of various kinds of graph, words, video and other forms.

Electronic advertisement: it mainly refers to the advertisements produced via the electronic media.

E-mail: it can simplify the process and manner of communication and straighten out the inside and outside contacts of company.

Electronic contract: the contract formulated on line after exchanging the views via the manner of Internet entirely.

E-shop: the commercial "website page" and/or "website" set up on the net.

Online booking: the transportation vehicles, tourism tickets and so on booked through the network.

Transportation tracking: the scheduler of storage and automatic tracking of cargo.

Electronic customs clearance: the E-customs declaration and an E-insurance claim.

Electronic transaction: the trading systems or the special trading system, including the system of electronic data interchange (EDI) and the system of electronic funds transfer (EFT), are completed by using the Internet.

3. The Characteristics of E-commerce (Yin ZHANG 2002)

Universality: as a new type of transaction method, the E-commerce brings the manufacture enterprises, distribution companies and consumers together with the government into a new world lived by the network economy and numeralization.

Conveniences: in the E-commerce environment, it is no longer to let people be restricted by the geographical regions, and the customers can use a very simple way to implement the more complicated former business activities, such as the founds can be deposited or withdrawn round-the-clock and information can be consulted through the network bank. At the same time it allows the quality of service of enterprise to customers to be significantly improved;

Integration: the E-commerce can regulate the work processing of matter transaction and deal with and integrate the manual operated electronic information into an indivisible integration, so that it can improve not only the human and physical utilizations, but also the tightness of system operation.

Security: in the E-commerce, the security is an utmost important core of problem. It requires a network to provide a solution plan of the end-to-end security, such as the
systems of encryption and signature, the security management, access control, firewall, anti-virus protection and so on, which are very different with the activities of traditional business;

Coordination: the business activity itself is a process of coordination. It requires the co-ordination between customers and the internal department of company, manufacturers and wholesalers or retailers. In the environment of E-commerce, it requires to joint force with cooperation by bank, distribution center, communicative department, technical service department and etc..

4. The Network Environment of E-commerce

The computer and technology of network have changed the business world in an alarming speed. The rising of Internet economy marks that the time of business will face a turning point. The companies and enterprises all over the world are facing the enormous challenge and opportunity. It is not difficult to find that the E-commerce is not just a trade, or just a combination of hardware and software as well, but it can crossly link up the buyers and sellers, manufacturer and its cooperative partner tightly in the situation of mutual connections of the Internet, the enterprise intranet and extranet. Thereby it eliminates the barriers brought by time and space. This helps people to determine the form timely by means of using knowledge. Therefore it promotes the development of business. (Haiqun HE 1998)

5. The Advantages of E-commerce

Comparing with the traditional business it has the following advantages:

(1) The E-commerce business changes the traditional flow into numeralization and electronizes, and changes the traditional business procedures into the electron flow and the information flow. It breaks through the limitations of time and space, and greatly improves the efficiency of business operations and effectively reduces the costs. (Qin TU 1999)

(2) The E-commerce is a business activity based on the Internet. (Qin TU 1999). The Internet itself has the feature of worldwide opening. The E-commerce can provide the abundant information resources to companies and individuals and create the more opportunities to enterprises;

(3) The E-commerce simplifies the circulative links between the business and business, or enterprise and personal. It mostly minimizes the cost of circulation and can effectively improve the competitiveness of enterprise in the modern commercial activities. (Qin TU 1999)

(4) The E-commerce is favor to the large and medium size enterprises, because the large and medium size enterprises require many trade transactions. (Qin TU 1999). The implementation of E-commerce can effectively achieve the management and improve the efficiency. It is also favor to the small businesses because the E-commerce enables the enterprises to carry out the on-line transactions at the cost closed to the size of enterprise, so that it lets the medium and small size enterprises
have the same distribution channels and information resources of the large enterprises. It greatly enhances the competitiveness of medium and small size enterprises.

(5) The E-commerce business will move the most business activities to be carried out online. The enterprise can realize the paperless business operation which saves the expenses. (Qin TU 1999)

4.2. “Generation and Development of E-commerce”

1. The Birth Background of E-commerce

At the beginning of nineties, with the development of Internet technology and the application of multimedia information exchange technology of basic World Wide Web (WWW) and the generation of Java language, a new way of business operation had been raised in the North America. Say it in details, it was a manner for implementing the rapid and efficient commercial activities through the existed electronic network environment. This did not only refer to the online service and a variety of online transactions based on the web, but also all of the business activities by means of using the Internet, corporate intranets and extranets to solve problem, reduce cost, add value and create the new business opportunity, including the business operations from sales to market, information treatment and knowledge management. In the early 70's of 20th century, before the abundant use of Internet technology, the electronic data interchange (EDI) and the electronic funds transfer (EFT) had become a rudiment and origin of E-commerce between the business to business. Up to now, it has three different but interconnected network models: the Internet, the internal network (Intranet) and the external network (Extranet).

2. The Scopes of E-commerce

The E-commerce has a wide range of businesses and involves many fields. It uses an unprecedented network manner to link up the customers, vendors, suppliers and employees and quickly transfer the valuable information to people in need. (Jian WANG 1999)

The specific scopes of E-commerce include the following business activities:

Every business-related activity implemented via the internet.

The electronic transactions conducted through the value-added network (VAR).

The purchasing transactions carried out through the electronic Bulletin Board System – (BBS).

The online services of enterprise (Online Services)

Various business activities happened through the connection of computer network of enterprise.

3. Type of E-commerce
The E-commerce business can be divided into the following categories based on the different nature of business groups

(1) Between enterprise and consumer or the enterprise to consumer, it is also called as the merchant to individual or the commercial organization to consumers, i.e. it is also known as B to C (Business-to-consumer). (Rongsheng XU 1999). Its main body is the retail and service industries. The enterprises provide consumers with goods or services through the Internet. The prerequisite for its development is the popularization of buyer’s home computer and network terminal of social groups. The seller improves its commercial charm of “virtual shopping space” and at the same time it uses the utility of credit card online billing to accelerate the progress of “scenario shopping”. This type of e-business mainly carries out the activities of online sales by use of Internet. Because this type of E-commerce can take full advantage of the Internet, it has the enormous potential of development.

(2) Between enterprise and enterprise, the enterprise to enterprise, it is also called as the commercial organization to commercial organization or the commercial unit to commercial unit, i.e. it is also known as B to B (business-to-business). (Rongsheng XU 1999). The E-commerce between enterprise and enterprise should consider the impact of enterprise system and industrial property influence. And it can be further divided into two kinds of “opening network type” and “specific between-enterprise type” relying on its network features. The E-commerce between enterprise and enterprise takes the “integrative management system supported by production, financing and business” and the “information exchange” as its foundation to set up and use the databases and exchange system for promoting the “commercial steps to re-engineering” of agent, distributor and manufacturer and realizing the rationalization of business and cost-cutting. For example, the industrial and commercial enterprises use computer networks to order the goods, receive invoice and do the payment to their suppliers. It is more important to cause many companies to do works in the network economy, and change a lot of conductive rules of the individual enterprise. It saves the potential expenditure, such as the e-mail saves the cost of communication, and the electronic data interchange is significantly saving the management cost. This type of E-commerce has been in existence for many years, especially for the business activities conducted by the enterprises via the private or in value-added computer network (VAN) and using the method of EDI (electronic data interchange).

(3) The business and administration (business-to-administrations) needs to set up a completive e-government system. Through it, the enterprise can implement its business activities of customs clearance and tax payment and etc.. (Rongsheng XU 1999)

(4) The consumer and administrations (consumer-to-administrations) also requires to set up an improve e-government system. Through it the individual can carry out its complaint, pay personal income tax and other activities. (Rongsheng XU 1999)

4. The Level of E-commerce
Although the range of E-commerce is wide, the enterprise is still the core of transportation of E-commerce. We can divide it into three levels according to the operative levels of E-commerce business.

The primary level. (Jian WANG 1999). The primary level means that the enterprise starts to introduce the information process and exchange of computer network in its traditional business activities instead of the traditional methods of storing and delivering the internal and external information of enterprise.

The intermediate level. (Jian WANG 1999). The intermediate-level refers to that an enterprise uses the messaging transfer part of computer networks to replace the certain validity conditions of establishing contract, or some certain obligations composed as the parts of business activities.

The advanced level. (Jian WANG 1999). The advanced level is the ideal development stage of E-commerce. At this level, all the procedures of enterprise business activities will be replaced by the information processing and transmission of computer network. In such way it eliminates the greatest degree of human intervention. In the inner enterprise and between each two enterprises, the integrative information transmission and process of computer networks has been realized by it for all the serves from concluding contract to producing product, supplying the raw materials, transferring documents between the trading partners, liquidating loan, inquiring poor or rich and etc. The implementation of this level of E-commerce will depend on the society-wide acceptance of E-commerce and the improvement of operative environment of E-commerce.
5. Case Study: The “Legend of Mir” Creates the Legend of Online Games

5.1. The Profile of the Shengda Company

The Games Revenue Forecast in 2003, issued by the International Data Corporation (IDC), showed that, the Shengda Company is the biggest online games operator in China now. The Shengda Company offers a range of online games to users for the online entertainment. These games include the products researched and developed by it and operated for the independent agency. Among them, the “Legend of Mir 2” operated by the Shengda Company in the IDC's user survey has been appraised as the most popular online game in China. In addition, the Shengda Company launches its first self-developed online game named as the "World of Legend." (Tao YU 2007)

The games operated by Shengda Company include the large-scale multiplayer online games (including the massively multiplayer online role-playing game, i.e. the MMORPG game), and the leisure games. The interactive form of these games creates a strong sense of society in the users. The huge user groups of Shengda Company’s games not only enhance the loyalty degree of users, but also are conducive to attract the new users. The MMORPG game of Shengda Company allows users to interact communication with other users in the virtual world through playing a particular role or being a particular identity. Along with the continuous developments of the game plots, the user can continuously accumulate the experiences, play the different roles and communicate with the other players in real-time. Because the MMORPG game requires the long time to accumulate experiences and strengthen its capacity of role, this type of games has the more viscous. It means that a user will spend a longer period of time to play these games. Compared with the MMORPG game, the leisure games of Shengda Company are easier. It does not need to spend a long time, so it also attracts a wider range of users, especially the home users. (Tao YU 2007)

Why the games of Shengda Company could be welcome by such a wide range of peoples, except the game itself has the characteristics, the more important reason is the game operative capability and services provided by Shengda Company. These greatly enrich the user's gaming experiences, these aspects include:

Ever kind of Shengda Company’s games has a dedicated team for management. They are responsible for the development of operating plans, the deployment of internal resources and the periodical maintenance of virtual community every hour;

Shengda has not only the capabilities of research and development independently but also the abundant experience in the localization of operation of games;
Shengda has built a nationwide network of sales and charge;
Shengda has set up a set of network of servers all over the country;
Shengda has a comprehensive customer service system, including a 24-hour call center.

The goal of Shengda Company is to maintain and continually improve its position in the Chinese network game industry. The Shengda Company has adopted the following strategies to achieve this goal:

Through the independent research and development, strategic joint ventures or cooperation, mergers and acquisitions, as well as the introduction of agent products to enrich the Shengda Company’s game product line;

Increase the investment to the infrastructure, further enhance the operation platform of Shengda Company’s game;

Use of the existing user group, sales and charges network to further enrich the Shengda Company’s source of income;

Actively develop the other online entertainment platform.

5.2. The analysis of “Legend of Mir”

1. The development experience and performance achievement of “Legend of Mir”

The "Legend of Mir" is a game of the online role-playing game (RPG) based on the Internet. In this game, all of the occurrence of scenarios, the acquisition of experience value and a variety of hunting, mining and other activities are happened at the real-time in network.

In order to give players a sense of the real world, the game of “Legend of Mir” includes the conceptions of daytime, night, trade, goods and etc.. This game can get money through mining, hunting and etc. and then the money can be used for the trade.

The whole of this game is full of magic, and is a great online adventure game with the oriental flavor.

In the South Korea, the “Legend of Mir” is only a second-rate game played by a few players. And in China at that time, the sum of all the online game players is less than the number of one enterprise in the South Korean. The Shengda Company had not the operative experience of online games in the past. Therefore no people concerned about this little-known small company, or concerned this game. At that time a media had its evaluation: a small company at an appropriate time launched a second-class online game!

But after more than a year’s official operation of “Legend of Mir”, the total of registered users has been 60 million per person/time, and the highest single-day online users at the same time are more than 650,000 persons. It becomes only one with more
than 600,000 players of online games in a single region of the world. At a meeting in Shanghai, a CEO of Intel company told all presents: the world's largest online games company is Shengda!

It was only the game of “Legend of Mir” to win five awards in the selection of the Top-ten Online Games in 2002, i.e. the favorite online game; the favorite sci-fi and fantasy type of online game; the best game in the online game setting; the best pictures online game and the best online games of customer service.

2. The usage of 4P and 4C in "Legend of Mir"

(1) PRODUCT: CUSTOMER'S NEEDS AND WANTS (Zeithaml & Bitner 2006)

Picture 3 The Interface of Game


July 2001, Shanghai Shengda Networking Development Corporation officially introduced the Internet game of “Legend of Mir” from Actoz company in South Korea to Shengda. This introduction of the “Legend of Mir” was a wise choice. The game’s quality must be ensured during the selection. The low-quality game’s content is an important factor of hindering the development of the network games. The low-quality game content mainly refers to that the game content has the mediocre creation and lack of characteristics of online games. The similar story, the similar options, the subject matter and circumstances of the game is similar without new innovation in ply of game, or the level of multi-media is lower, the potential of providing services to the broadband network is not strong, these risks will run through the whole operating process of the network company.

Prior to the introduction of the “Legend of Mir”, the domestic online games could be approximately divided into the categories: the MUD-type, the motion type, the real-time strategy, the adventure type, the analog type, the chess and cards, the racing
car, the exercise type and the bout role-playing category. But the “Legend of Mir” is a real-time role-playing game, the fighting scenes of players are no longer by the single mouse-click simple operation, but the more flexible and diversified operations. To win the war, a player has been required to have the perfect skills. The game interface of “Legend of Mir” is also more realistic, and allows gamers to feel more third dimension without thinking that they are the cartoon characters.

The company should supply the product that is to satisfy the requirements of customers rather than sell the product which the company manufactures. Customer-oriented trend is major factor that should be considered by company in service industry.

(2) PRICE: COST AND VALUE TO SATISFY CUSTOMER'S NEEDS (Zeithaml & Bitner 2006)

In the initial promoting the “Legend of Mir” game, the strategy of free of charge was adopted. All the players did not need to purchase the point card or the month card for playing game. This strategy had attracted many players and cultivated a majority of the “true gamer” that laid the foundation for the subsequent development of game. This strategy of free of charge is followed by the most online games now. It is obvious that this strategy of “Legend of Mir” was a wise move. Until now, the players under the 7th level of “Legend of Mir” Game can still enjoy the free of charge policy. And the New Area players can enjoy a week free of charge, which is the major reason for promoting the number of registered users of “Legend of Mir” game.

After playing the game free of charge for some times, “Legend of Mir” began to charge payment. The payment was divided into two kinds, i.e. the 120 hours point card and the monthly contractual card. Each retail price of them is the same of RMB 35 Yuan. At that time, several other charged games adopted the payment method of paying against the point numbers of point card in stead of against the hours, because the player was not easy to master the game time. But the hour point card of “Legend of Mir” game was convenient for accounting time, and it only charged less than 3 cents per an hour, and only more than one Yuan per day. It was easily accepted by players.

(3) PLACE: CONVENIENCE TO BUY (Zeithaml & Bitner 2006)

The sales of “Legend of Mir” game card. Clever Mr. Tianqiao Chen went a road, which let the countless online game companies praise it and have to imitate it. It was the ternary model of "Developer + Operator + Distributor". (See the sales mode of game card on table 2)

Since starting to charge the payment of “Legend of Mir” game, a player entered any Internet bar he could find a heap of the month card and hour point card of “Legend of Mir” game on the boss table of bar. Those cards were scratched already. Some Internet bar also hanged a sign and notified that here is the sale of “Legend of Mir” game card. Upon inquiry, you were able to now that the Shengda company had set up a mechanism of sales agencies for selling game cards all over the country, and
the boss of the Internet bar could get the wholesale game cards with the certain
discount prices from Shengda.

When Shengda company had changed the Internet bars as its own sales terminals
of card stations and developed the owners of Internet bars as its own vendors, the
other online game companies were also confused on how to charge the fee and how to
sell the point card. At that time the e-money was not developed, the on-line payment
means was still scarce. The Internet users were still in the initial stage. In that time a
lot of people just required to have a place to play games (the Internet bar), and could
directly buy the point card (asked the Internet bar’s owner to buy it). It could not
imagine how much patience the players had that time, they often took a bus to go to
some bus stops away to a card sales office to buy the point card after a game required
the payment.

Through the distribution by Internet bars, the “Legend of Mir” had won the 1/2
shares of markets in one year, and created the first legend of Chinese online games
history. After this, every operation of internet game took the Internet bars as its own
sales terminals without exception. Some companies even specifically installed the
recharging system for the Internet bar owners.

After a long period of operation, now the sale of legendary game card is already
diversified. (See the sales mode of game card on table 2)

Table 2 The Sales Mode of Game Card

<table>
<thead>
<tr>
<th>Mode</th>
<th>Characteristics</th>
<th>Profit</th>
<th>Harm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charging fees at the Internet Bar</td>
<td>Every registered internet bar in each area can do. For the month Card / 120 hours card, the price is commonly 31 Yuan.</td>
<td>It is convenient to buy with the cheap price</td>
<td>The user’s name should be provided to the Internet bar. It may cause the loss of number.</td>
</tr>
<tr>
<td>Buying the practical card</td>
<td>The newsstand and other station can sell it. The price of month / 120 hours card is commonly 33 Yuan.</td>
<td>The price is cheaper relatively.</td>
<td>It is not easy to buy it.</td>
</tr>
<tr>
<td>Charging the fee on line</td>
<td>Using the online bank to charge the value with multiple prices and card types. The price of month / 120 hours card is 35 Yuan.</td>
<td>It is easy to buy with the suitable price.</td>
<td>The bank card has to be required, and the transfer accounts service of the online bank should be opened.</td>
</tr>
</tbody>
</table>
**Buying the card by phone call**

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost and Duration</th>
<th>Convenience</th>
<th>Price vs Playing Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dial the phone call to the Shengda Information Station with payment of 2 Yuan per minute and hold line for 3-5 minutes and then to obtain 4 hours of playing game times.</td>
<td>It is convenient for purchasing.</td>
<td>The price is expensive but playing time is a little.</td>
<td></td>
</tr>
</tbody>
</table>

**Charging the fee by short information**

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost and Duration</th>
<th>Convenience</th>
<th>Price vs Playing Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>To send the short information in charge of 2Yuan per piece. Totally sending 3 pieces can get 4 hours game playing times.</td>
<td>It is convenient for purchasing.</td>
<td>The price is expensive but playing time is a little.</td>
<td></td>
</tr>
</tbody>
</table>


In these multi-sales models, the easiest for players to accept are the sales by the Internet bars and in-kind card sales.

(4) PROMOTION: COMMUNICATION WITH CUSTOMER (Zeithaml & Bitner 2006)

Advertising for itself. For each landing a game, or before selecting into a game, you can see the animated advertisement. These long-term ads information of company’s conditions, culture and the latest developments of games, etc. has been transferred to players via the language and visual image and induced to player's mental in a variety of ways to cause the player’s attention and interest and let player pay a long-term attention to the games. While successful using the psychological strategy of advertising, seizing the psychological players to let players become interested in the games the Shengda company has won the sense of confidence by the players. And the player's "loyalty" has been cultivated.

The advertisement is games. At the time when Motorola company introduced the C300 type of mobile phone, in the “Legend of Mir” game there was also new role named as the NPC (it is the character set up in the game, it could not be controlled by players). After clicking on the NPC, there was a tip: what following colors the C300-type mobile phone had? And it provided three answers to players for selection. As long as correctly answering the question, you would have the opportunity to enter a new map to play the game, and you also had a chance to win a mobile phone. As to the players, the new map was very attractive, and coupled with the attraction of wining a new style of mobile phone, it could be imagined that the NPC had won how much the clicking rate. Well then, how are the pros and cons of this kind of integrative marketing?

First of all, as a well-known online game, the “Legend of Mir” could covered only a certain part of groups in the entire network marketing, many groups could not or did not want to contact it because of various reasons, such as the senior citizen and the backward regions of county. But the traditional marketing strategy and means could cover these parts of groups.
Second, it had its own characteristics and advantages to select the channel of network games for public dissemination. The crowd who were able to accept the “Legend of Mir” game, they would also be receptive to the new mobile phone. Moreover, for the fans in terms of playing games, their work and study could be put aside to focus on the games. Therefore, they had no time to concern about the television ads, posters or promotional information. But it could be said that the users of “Legend of Mir” game were the fairly large groups at that time, as a business the Shengda company could not be willing to give up those several millions of consumers.

However, for this mandatory binding advertisement, it may be bound to backfire if the business using the strong traditional means of marketing to develop its marketing activities in the Internet, such as The AOL, a famous company in the United States once sent its E-Mail forced ads to its users. Finally it lead the users were opposed to this activity. Many users had engaged to send the E-mails to AOL together at the same time for retaliation with the result that the E-Mail server of AOL company at a standstill status. Finally AOL company had to apologize for it in order to quell the public indignation. Such manner of attempting to impart the information has impressed in the minds of consumers, regardless of needing and enjoying (or hating) its ads. On the network this kind of strong marketing initiated by the enterprise (whether there is the salesmanship activity with a direct marketing purpose of commercial profit or the active service without direct business goals) is disgustful. It might cause a vast number of players’ offense against Motorola.

This cooperation, the Shengda company made the advertisement for Motorola. It not only won the ads cost, but also create a new map, so the game became the more attractive to the players. But at the same time when Shengda company was vigorously publishing that it could win a prize of mobile phone, no player won this prize. After a certain period of time, the players had to also loss the sense of trusting Shengda company.

The duration of activity did not last long, it might be probably that Shengda woke up bringing the adverse effects to it own by such cooperation. Shengda has paid much attention to the player’s feeling because it knew the fate that the life of game was decided by the players.

When Shengda company relied on the “Legend of Mir” game to earn the first money, Mr. Tianqiao CHEN decisively invested five million Yuan to create the current most comprehensive customer service system – a call center which is comparable to the Telecom-level. The Shengda company based on the attitude of wholeheartedly servicing customers arranges the special staff to answer the call 24 hours per day. The staff answers the more than 3000 pieces of phone call averagely every day. It is this spirit of insisting on the user-oriented service to achieve the today success of Shengda company.

The customer service of “Legend of Mir” game has been developed from the initial finding system for a single password to present providing users with 8 major
categories and 21 kinds of services including the Game Services, the technical services, the self-service, the forum services, the telephone services, the fax service, the reception services and the E-mail services; it averagely helps 170,300 users to solve various problems every day; provides services for 5,320,000 users each day. In 2003, it was summed that it directly provided customer services for 60,349,465 users totally. It has 415 service personnel, the average age of them is 24.8 years old, the ratio of male and female is 1:0.8. The servicing staff who have the university degrees are 345, which is accounting for 83% of total; and who have the postgraduate qualifications are 38, which is accounting for 9% of total; and who have the doctor and above education level are 8, which is accounting for 2% of total. This is a high educated, high-quality, young and dynamic full service team. All year round, they provide 24-hour Shengda online game services for the national players without rest. It is also because of their hardly working and strongly supporting by the players that the concept of Shengda’s services has become consensus in the online game industry. The comprehensive and quick service of Shengda has also become a special landscape in the online games industry.

The marketing mode of Shengda just accords with the theoretical model of e-commercial marketing - the starting point of marketing process is the demand of consumer; the marketing decision (4P) is the maximization of enterprise’s profits in the premise of meeting the requirements; and finally realizing the satisfaction of consumer’s demand and the maximization of enterprise’s profits. Because of the better satisfaction of individuation need of player, he will have a good impression to the form of game services, and he will prefer this game and service, firstly select this game and service; along with the second interaction, the service may be better to meet his demands. In such way to circle the actions, on the one hand, a player's individual needs more and more better to be satisfied continuously to establish a sense of loyalty to the game; on the other hand, because of such satisfaction aims to the individual demand with strong difference, it causes the high barrier of game to entry for the other playing, i.e. even if the other games are similar to the degree of the "legendary of Mir " they can not be as the same degree to meet the consumer personal demands. In such way, the relationship between the games and player has become very close, and even unbreakable, which forms one-to-one relationship marketing. This is our often speaking of the theory of network integrative marketing. It always reflects the features of taking customer as the starting point and interacting continuously by the business and its customers. This decision-making process is a two-way chain.

In the "Legend of Mir" game, what you contact with is a vast virtual world constructed by the computer. In this world, behind every role of the game, there is a real person to operate control. This person’s seven affections and six desires, happiness, anger, grief and joy, temper and hobby, and his value conception are totally parasitized to the role body of game, and affect the process of game. In the game the player can achieve the feel of life what can not be experienced in his real life. You can be a pretty hero who often helps others, but you also can be a big murderous devil, these only rely on the willing of players. As long as you’re like, you
can play any different role. In the world of game there is no end of the game and there is no fixed plot. Here is only a virtual space. All the roles and items are only a reflection of the wish of player. It is both real and illusory. It is just this feeling that dumped the countless players around the world. Every day they create their own dream at the game.

In accordance with the characteristics of virtual society, and in order to make it easier for the communication among the majority players and set up the good relationships, the “Legend of Mir” game sets up the features and functions of making friends, apprenticeship, marriage and setting up a association, etc. in the game.

3. The problems existed in the “Legend of Mir” game

The problems existed in the "Legend" game are also the prevalent questions in many online games, such as the server attack, the game appears BUG, questions of using the illicit plug, the fraud problem in the games and etc.. In many problems, the most difficult problem to be resolved is the problem of pirating the Game number.

In the game, the “virtual property” of "Treasure", "weapons", level, rank earned by players via the hard "exercises", and even paid with money has become the goal of the "network pickpockets". (Greenstein & Scheinman 2000). Take the “Legend of Mir” Game of the network as example, if a beginner wants to "practice" to 38th level, he should not only spend more than a thousand Yuan for paying the Internet accessing fees and buying the point card of game, but also spent a lot of times and efforts. After some players had risen to more than 30th level, his password and account No. were stolen by the hacker. All of a sudden, his investments of funds, time and emotion were disappeared like the "vanish into thin air". Just like losing a your personally raised pet from its quite young age. It is a painful feeling, which could not be described.

Well, these game accounts, "treasures," "weapons" and levels, etc. which are belong to the player's "virtual property" should be protected by the law or not?

The crime characteristics of stealing the role and articles of online game. (Greenstein & Scheinman 2000). Stealing the role and articles of online game is the secret behavior of stealing the role and articles of online game by the active main body for the subjective action and purpose of the illegal possession or sales for profit after stolen goods via taking all the illegal means, or without permission of owner. Its main actions are as follows: First, using the spread download tools of Internet hackers to steal, second, peeping and stealing the writing accounts and passwords when the player is landing at the side, third, getting the account numbers and password from the notebook or other objects where recorded the game’s account numbers, password notes, forth, stealing the disclosure account numbers and password from talking of players. The characteristics of the stealing are that the actor must have the action process(es) of changing the password information and/or modifying the relative data of articles of role in the game and etc. after landing, in order to achieve the purpose of possessing the stolen goods. For example: A is very fond of playing "The Legend", he has spent the more than 2000 Yuan in Internet bar all day long. A plaid the role M of
the game to have become a prominent figure in the game later. When B is learning about it, B uses the unfair means to steal the passwords of A’s role, and then B sells it in the price of 1,200 Yuan to C who is another online game enthusiast.

The “virtual property” in the online games is the player's personal labor achievement. It should be valuable and it should also be protected by law. Furthermore, the value of "Net currency" "installed" in a game is identified, and the corresponding value of RMB Yuan also has the similar values among the players. In other words, the net currency value of a game has the basic fixed "exchange rate" with RMB. If the virtual property can link up with RMB value, of course, it should be valuable, and it should also be recognized by society.

However, under the current laws on the definition of property, the virtual property is difficult to become the "sense of the word" of property in fact. Because there is not the direct legal article of law to abide by, when the relevant authority accept and hear the case it is only limited to aspect of the principle to apply the existing laws, therefore to formulate the relevant laws should be a trend, and the legislature authority should make the specific explanation based on the existing laws.

The illegal use of a player's "property" without the permit should be considered as the action of theft.

The violation of the rights of player stolen by theft can be divided into different priority and the nature of property rights based on the stolen objects of "Level" or "equipment", etc.. According the reason, the Public Security Bureau should control the stolen case of "virtual property", but because of the limitations of its technology, equipment, manpower and other conditions, together with the imperfection of existing laws in this respect, the most of the cases of stolen the "virtual property " will not be entertained.

In that way, how to protect does the player's "virtual property"? On April 13th, 2004, the "Pride" Online Games launched the first "Pride Code" which is the laws and regulations of virtual world, among it there is provision that “the Pride citizen’s virtual property in the Pride world is sacred and inviolable. Any another organization or individual’s occupation and destruction by whatever means or of a disguised form is prohibited." Liking this of Pride, such company is very little to make the acceptance to the player's virtual equipment from the very beginning, and is rarity to provide the good attitude and method finally. Along with launching the "Pride Code", even though it is not a legislative body to establish the rules of the game's network, but it is firstly to get out of the stereotyped register of "Terms of Service", which has be agreed with by players when registering the game, and which is replaced by the "Code" negotiated and prepared by the player and game operator. It is at the greater degree on behalf of the benefits and rights of players.

I believe that in the operation of online games in the future, the similar "Code" may be more and more issued and its contents is more and more perfect.
Although some factors exist such as the imperfection of the legal system relating to network and it is more difficult to obtain the evidence and determine the value of virtual property, etc., the netizen has become a considerable group already. The legitimate rights and interests of players should be protected by law. The virtual property is not only the online games instrument of the game players and the source of a sense of accomplishment, but also one of the important basis of survival of the online game industry. If it is not protected by law it will harm the development of this emerging industry, and is not to conducive the spirit of civilized atmosphere of network.

In order to better solve the existing problems in the games, Shengda company cooperated with the Shanghai Police to launch a nationwide known "spring of action". This action was hitting the illegal acts – such as the illegal plug-ins, stealing the account passwords, fraud of equipment, set up the private service and GM to provide the illegal message and sell equipment to the players. However, it all is not enough to do it only relying on the efforts of game operators. For protecting the network legitimate rights and interests of the large number of Internet users, it is necessary to the formulation of relevant legal basis by country. It is indeed to allow the gamers to see there is the law to be relied on. Only in this way, the players can set their hearts at rest that the online games can be a better developed as well.

In May 2004, CCTV broadcasted a piece of news, so that numerous players are excited and pleased. This news said that our country had drawn up the relevant laws to admit the legitimacy of players’ online games and equipment, class and account number, which should be protected. Along with more and more perfect of laws, the sky of network games will be more and more bride.
6. Analysis

6.1. The contents of E-marketing

The E-marketing stands at the head of changing trend of the world economy and gives a highly innovative and revolutionary attractive prospecting goal for the marketing development of Chinese enterprises. However, the situation of country is difference between China and Western country, especially the United States. The revolutionary role of Internet on the enterprise’s marketing can be achieved in China or not, there are a lot of questions in the business community. Mr. Jinglian WU, an economist has pointed out that the new economy has really created the miracle rapidly in the United States, but the developed countries do not have the conditions like the developing countries. The result of “unrealistically compare” can only be the crude imitation with ludicrous effects. A professor of Peking University Mr. Yifu LIN’s opinion is that we should take the opinion of “comparative advantage” to treat the new economy, we have to make a choice according to our own conditions in the strategic design.

The 21st century marketing will be developed around the latest change of consumer’s behavior and the innovations of technology and media. The first, it is emphasis that the consumers get the right of way in the transactions; the second, the combination of marketing strategy should be from the "4P" to the "4C", i.e. the Consumer, Cost, Convenience and Communication; from the "4P" to the "3P", that is, Retention, Related Sales and Referral; from the "4P" to the "3P", that is, Process, Physical Display and People, and the third, it is the estimation of the ethics of marketing.

The detailed market and fractionized consumer’s personalized demands cause more "fine" for subdivision. The traditional criteria of fractionized targeted market can not be fully effective. Except the traditional standards of subdivision, the aimed consumer should also be segmented by the new fractionizing criteria of the capacity of topping wire, whether or not top wire, the time of topping wire and the language used; because that the consumer behavior shows its significant personality, the marketing should deepen its concept of personality and rules of marketing in the Internet environment with the technical support; At the same time the analysis of environment and consumer behavior should be paid much attention to.

The market research adapted to the environment of Internet. (Ling WU 2006). For the market research methods, both of the reliable degree and speed of using the Internet to collect information have been improved, and their methods have the more diverse ones, such as the statistics on page hits, visit number, visit time, predilection and so on, together with using the database to describe the characteristics of customers and recording the customer's information, etc.
The innovative mode of marketing promulgation. The marketing promulgation theory has been confirmed in the transformative process from the "4P" to the "4C". Its importance even cannot be replaced by some abbreviations. The marketing promulgation has appeared the quite new features. They are summed up as them in the following aspects: First, the new channels of promulgation appears and the cost of promulgation has been reduced or even free of charge; second, the rights between the communicator and the recipient are equal and the complaint might of consumer online is powerful; third, the promulgation is not only the two-way but also interactive; fourth, the information is simultaneously disseminated; fifth, the modes of transmission are diversified; sixth, the contents of dissemination has the personality; and seventh, the dissemination is openness. In the traditional commercial world, the knowledge is power, but in the network society, the dissemination of knowledge is just power. The more the other enterprises know your business, the stronger you command the market to march forward according to your drumbeat. Such as the Web Netscape has released the browser code of World Wide; the Coca-Cola company prints its recipe on the billboard of the Times Square. It shows that welcoming the "piracy" has become one of the means of dissemination.

The participative process in the marketing by consumers or users. (Ling WU 2006). The Internet marketing is no longer a business of enterprise's activity, the consumers will also participate in it, and even more they can definite the purposes of products or services. The theory of customer’s satisfaction shows that consumers defined the purpose according to their own obtaining some sort of satisfaction. For enterprise, in the network marketing, the exchange process has been changed into launch by the consumers and control by the consumers. It is the consumer, not the marketer, to recognize and control the interactive relationship. The marketer and their marketing agent hide themselves behind until the consumer inviting them to join in the exchange. It is even that after the marketer entering the process of exchange, it is the consumer to definite of the rules of game and to avoid harming himself through using the intelligent agency and intermediaries. The consumers decide what information they need, what things they are interested in and what price they are willing to pay. In many aspects, this marketing started and controlled by consumers will completely change the practice of marketing, sequentially it changes the theories of marketing planning, strategy formulation and marketing control, etc.. In the time of Internet, the buyers and consumers are the recipients of full information. The asymmetric information in the traditional economy will be disappeared. The customer has the sufficient capacity and authority to obtain information. The Internet marketing is not only to change the communication between the marketer and customer and form the relationship method, but also to change communication between the employees and supplier and set up the relationship method.

The integrated marketing strategy (IM). (Ling WU 2006). The integrated Internet marketing strategy is a structural method of combining the marketing strategy with the Internet technology. It comprehensively uses a series of Internet technology to sell products and services, and impacts the attitude of stakeholder (especially the customer)
to achieve the goals of marketing. The marketing of integrative Internet has integrated the product, service, public relations, public praise, pop culture, advertisement, personal experience, signs, employee, environment, and even the elements such as e-waste together, and provides a communicative method with such larger numbers of stakeholder groups. Along with the reduction of traditional media advertising by television, newspapers and magazines, and the segmentation of market directly faces to the individual consumers, the Internet marketing will specially produce the individual advertisement for customers. Such advertisement will not only serve as a medium of communication, but also cause the interests of audience to search advertisement. In some cases, “They can even spend money to watch these advertisements.”

The combination with the entity retail and online retail. According to the characteristics of consumers’ consumption behaviors in the new generation, the retail industry will achieve the combination with the traditional retail and online retail under the new economy condition. The entitative retail provides the place for consumers to experience the “shopping feel” of real condition, and also provides the services including the catering, social interaction, entertainment and other non-shopping services. Here the buy is just one part and the sales method in shop will be electronic; but the online retail uses the Internet multimedia features to provide consumers with the interactive shopping experience in the virtual environment to meet consumer’s demands of full selection and low cost. The combination of the two methods can fully meet the different needs of consumers.

The rapid response of time minimization of distribution. In the network society, speed is of God, time is a ghost. The consumers never could tolerate waiting, therefore, in the enterprise, the logistics has been emerged as a strategic level of development of enterprise. On another hand of customers, the enterprise should take the initiative to distribute the use of information technology to the managed place to shorten the delivery time. The speed will be a key element of Internet Marketing.

The low-cost products and services. Because the Internet technology has created an opportunities to reduce the transaction costs, on the one hand the enterprise reduces the unnecessary marketing expenses, such as the cost of salesmen; On the other hand, the efficiency of marketing activities have been improved, in addition that the price can be easily adjusted on the Internet, so that the low-priced products and services can be realized.

The special customer database. The information and media technologies can be used for setting up the data warehouse of customers. In virtue of the technologies and services of data mining and call center, etc. to develop the effective Customer Relationship Management (CRM), and to attract the new customers, retain the old customers, to provide the customers with the merchandise " ordered for a large number according to requirements". To use the database technology to enable interactive, personalized one-on-one marketing can not only vary from person to person, but also varies with time. Royalty Card schemes that was launched in 1995 of
TESCO is a very good way to collect the customers’ personal data. Then, TESCO do the personalized marketing according to the personal information that they collect from the Royalty Card, such as sending the quarterly magazine. For the globalization marketing, the boundaries and partitions between the international marketing and the global marketing or the regional marketing have been gradually decreased. The E-marketing will no longer need to select the method of “expanding one's horizons to the whole world but starting from the local place” or “expanding one's horizons to the local place but starting from the whole world”, but it can only be done by means of “expanding one's horizons to the whole world and starting from the whole world”. The Central contents of Internet Marketing are to realize the one-to-one marketing based on the database and satisfy the personalized demands of customer.

6.2. The Strategy of E-Marketing

At the E-marketing (Internet marketing), the number of enterprise adopt the strategy of implementing the free charge to achieve the purpose of marketing. The people online usually use the “free charge e-mail”, obtain many kinds of “free software” and “free e-newspapers and periodicals”, etc.. This is not a traditional marketing practice of “buy one and free one” in market used by merchant, but is the actual conduct of operation. It is referred to as the "zero-price strategy". This initiative is seemed contrary to the common sense but it is one of online activity strategies of business.

Some people say that the most scarce resource online is attention of people. Therefore to attract the customers, providing the free charge of products and services may be probably the most direct and effective method. (Zhihui SHEN & Ximei ZHANG 2003).This method will cause the demands on the certain kind of product and function, and then it taps the potential market. For example, a website offered the free charge e-mail to attract users. After having accumulated the certain amounts of user's specific information, the operators of website can provide these information documents against payment to manufacturers who need them. In such way it can get the profits. Yahoo has grown up just along with such way since initial development in 1994 and now it has become the world's leading information service. As an ICP, Yahoo offers every kind of free information and free e-mail to attract viewers in order to exchange for the increasing numbers of visitors and expanding the publicity effects of their own website. When it became an important Internet website, Yahoo started looking for the advertisers and funding, and relying on it to promote enterprise’s development and expansion. Now Yahoo website has six million accessing persons/times per day. It obtains the chips in the e-marketing for cooperation with IBM, DIGITAL and the other commercial giants. As the same as that, the development of A0L company, which has more than 10 million users, greatly thanks to its promotion of a series of free service. Now its enormous resources of customers have been selected by a large number of advertising companies. Therefore, the advertisement fees keep coming. In 1998, the Microsoft company acquired the
Hotmail website. Of course it does not take a fancy to the free e-mail system of Hotmail, but settles on its 10 million users. (Jinghua XIAO 1998)

It is not only to the network operators. For the software manufacturers, through the free download and try it attracts users. After the users know about and are familiar with the function of software, or after tasting some useful sweet, the further use of the software should be required to do payment to the manufacturer. This is the most unique "targeting the user" role of software product. Some software makers also sell their software to the clients with very low costs for registration online, and sell their software of terminal service with very high price to the hardware supplier, the system integrator, or website builder, so as to achieve the purpose of getting profits. The main means of online profit strategy of Bill Gates is to integrate its own Internet browser with the other software together, and attach some information free of charge to attract the Internet users in order to achieve the purpose of defeating competitors. If Netscape was not sending the software of Netscape Browser free of charge, it cannot have a strong market share.

Free can make money, especially it is free of charge firstly, but it wins the money later, this is the unique pricing strategy of E-marketing (the network marketing).
7. Conclusion

In the 21st century, the global E-commerce has quietly grown up, and it will become the core of human information society. However, the competition is very cruel as well. Therefore, it become more and more important that how to do the marketing of virtual product under the E-Commerce. The E-commerce of China is still at the initial stage. It can not be compared with the other advanced E-commerce countries.

This paper has done some research on the E-marketing of the virtual products. The virtual products avoid a series of the bottleneck problems of logistics in the entity E-commerce. The E-Marketing is different compared with traditional marketing and it should be involved in some brand-new marketing strategies based on value creation through service. The virtual products of information, service, entertainment and so on can be easily developed in China, which has more such population and the demand is also relatively large. Hence, we should still research how to do the E-Marketing deeply in the future. I think this is a very challenging, momentous and being worth of researching field for the scholars.

Because the speed of economic development is not same in all the regions in China currently, some areas have no conditions for the development of virtual products of E-commerce. However, along with the country’s progresses, the continuous development of society and the continue completion of laws, the development of virtual products will be greatly broken through
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