Customer Group Description of Chinese Artwork Market Based on User Portrait Theory

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ABSTRACT. *User portrait theory is a set of management tools that classify and abstract the objects of products and services, and describe their typical characteristics. The basic action of this theory is "labeling", and the main technical path is to construct story. This theory can be applied to the current customer groups in the Chinese artwork market. Based on its basic idea and technical path, this paper described a set of user portraits in artwork trading scenarios, which is composed of four roles: Afa, Da Luo, Xiaowen, and Lao Sun. Their main identity tags are arty person, art investor, sincere art lover and elegant briber. According to their different core demands, we can formulate targeted service strategies and product supply to improve the efficiency of artwork trade in market.*

KEYWORDS: *User Portrait, Artwork Market, Identity Tag, Collector*

At present, with the maturity of Internet technology and the popularization of the so-called "big data thinking" concept, more and more industries and people accept and apply this thinking mode and relevant technology to help their development. In the marketing field or the broad service, many derivative concepts and applications have been further expanded due to big data technology. To a certain extent, it does make marketing more efficient, provide services more targeted, and make relevant service processes more accurate and controllable. Among many theories, the user portrait theory is a set of effective and highly operable marketing concepts and tools, which is suitable not only for internet platform marketing, but also for offline marketing. This theory could quickly locate users' needs and preferences, and further provide suitable products and accurate services for users in marketing. This article just explores how to apply the user portrait theory to the classification and positioning of customer groups and to further develop targeted service strategies in the current Chinese artwork market.

1. Basic Theoretical Framework and Technical Path of User Portraits and its Application Scenarios

In the contemporary era, the Internet has become an important infrastructure, and the word "users" is used to refer to the supply objects of all products or services. Not only those, who download and register social software, are called users, but purchasers of various commodities can also be called users. Therefore, the understanding of users is necessary for the marketing of various products. The user portrait theory came into being under this background. This theory can solve the problems of user classification and positioning management effectively, with the help of big data statistical analysis technology. And it has rapidly expanded to various fields. Even in some fields that some big data technology applications have not been popularized, we can still draw on its basic theoretical framework and technical paths to design user portraits within the industry, which indicates the universality of the theory, to a certain extent.

According to the definition in the book of "Digital Library Forum" edited by Mr. Zeng Jianxun, "User portraits refer to information related to user needs, such as professional background, education level, knowledge acquisition habits, interest preferences, special tasks, and so on, which are used as a basis for modeling representation, and making specific labels for users. By analyzing user labels, users with certain attributes and characteristics are classified into some category. Users' information is classified, summarized, and compared, and descriptive label attributes are constructed in multiple dimensions for users…… In this way, we can grasp the characteristics, preferences and needs of different users, and indirectly discover the structural changes and information needs of users. User portraits facilitate the construction of intelligent recommendation systems, personalized recommendations, and help achieve precise services." [1] It can be seen that the basics thinking of user portraits is a process of abstraction and generalization, which uses a number of indicators and statistical classification to distinguish and model user groups, and then puts concise and recognizable labels on different types of users, and makes their products more accurately deliver to specific user groups, so as to improve service efficiency.

"Labeling" is the basic action of the so-called "portrait". A certain type of user will have several tags according to different indicators. The collection of these tags could distinguish one type of user from other users. "User portrait refers to the collection of all information tags of a single user, that is, by collecting and analyzing the user's demographic attributes, social interactions, behavior preferences and other main information, all tags of the user are integrated to outline the overall characteristics of the user. "[2]

The rule of story construction is the main technical path for user portraits. "User portraits based on fictitious perspectives mainly use virtual story construction methods. Through the subjective imagination of the portrait personnel, assumptions are made on the characteristics, background, needs and time of the characters, and then the story plot is constructed based on one or more segments, and the portrait is completed according to the plot"[3]. In other words, the so-called "portrait" is not

really using brushes to create a portrait painting, but a combination of trade scenes in a specific industry to "make up a story" and create a character in a specific background and plot. A series of a person's labeled features form a "portrait" of a certain type of user.

We can illustrate this theory with a set of classic user portraits in the internet community:

Someone planted a meadow and raised sheep on it. He tried to introduce one sheep first. If the first sheep could survive on this meadow and have a good time, then more sheep would be adopted. If there were too many sheep, he had to select some bellwethers which could manage many other sheep, and could also take care of new born lambs. With the bellwethers, the sheep could gather and multiply in an organized manner. When there were too many sheep, wolves would be attracted. When there were too many wolves, you can fold the sheep and charge the wolves.

This is a virtual story, which is constructed based on the context of the internet society. Actually the "first sheep", "bellwether" and "wolf" in the story are the descriptions of different types of user images, which respectively represent the first batch users of products, community self-organizing leaders, and merchants who purchase traffic. These are the portraits of several types of users. With this set of user portraits, there will be a clear understanding of the operation and management of the internet community, and the development and profit models of the internet community. And we could also have an explicit recognition to the behavioral characteristics and value functions of several types of stakeholders, so that product operations can be carried out effectively. According to this application scenario, we can extend the user portraits theory to other areas where products need to be operated to grasp users, and build scenes, stories and character images, which will help marketing management in this industry field.

2. Trying to Describe User Portraits of Current Customer Groups in Chinese Artwork Market

As we discussed in the first part, "User portraits can describe users qualitatively and quantitatively, through abstraction and generalization of the characters of users, and statistical analysis and calculation of user data to achieve core user value mining. Therefore, user portraits have been widely used in many fields and industries." [4] After understanding the basic theoretical framework, technical paths and application scenarios of user portraits, we could try to use this methodology to build a set of user portraits in the customer base of the current Chinese artwork market. And we will observe which types can be distinguished by analyzing these collectors or consumers of these artworks, and the characteristics and identity tags of each type, which are used to guide the marketing of artworks.

Before trying to build virtual stories and construct portraits, it is necessary to define the application scenario of "artwork market". In view of the fact that "art" is a relatively broad concept, it includes both material form of plastic art and non-material form of performance art. Therefore, the concept of "artwork" is

introduced and limited to the material form of plastic art in this article, such as calligraphy and painting, sculpture, ceramics, antiques, and so on. Correspondingly, the "artwork market" is a market where the legal circulation and trading of such artworks can be profitable. In this particular market, business entities are all kinds of galleries, antique shops, auction houses, art firms, and so on; and customer groups have mixed identities and different purchase motives. The purpose of constructing a set of user portraits for them is to try to appropriately refine and classify this large and complex group, so as to facilitate analysis and differentiate treatment. Here we will use the four roles of Afa, Da Luo, Xiaowen, and Lao Sun to try to make a concise and vivid description of the current Chinese artwork market customer groups, and construct a set of user portraits in the artwork trading scenarios.

AFa might be a favorite customer of the owners of galleries and art firms. He is a decent, generous, and successful businessman. He often spends a lot of money in galleries and competes for price increases at auctions. However, Afa's ability of artistic appreciation is average, and his main purpose of buying artworks is for others to appreciate, rather than for himself. The main motivation of his art collection is to show off his taste and spending power. Therefore, his first consideration is whether a work of art or its creator has enough fame and whether it is "really valuable".

Da Luo is a regular visitor to galleries, antique markets, and auction houses. Compared with Afa, Da Luo's appreciation ability can be regarded as the first-class level, and he also has the same purchasing power as Afa. However, the purpose of Da Luo's purchase of art is to sell it again at a higher price, which different from Afa. Therefore, Da Luo is more concerned about the appreciation potential of artworks. He will also pay attention to the fame of artworks and their creators, the scarcity of a certain artwork, and the quotations of the artwork market. He often goes to the antique market to "collect leaks" or "practice stalls", and may do serious research before an auction. Although he is rich, he is generally very cautious in bidding, and likes to lower the price of potential artists' new debut. In short, he is a person who makes the art trading circle love and hate.

Xiaowen is also a collector with a high level of art appreciation. Unlike Da Luo, Xiaowen's purchase of artworks is sincere appreciation and passion; his obsession is the glittering beauty in every calligraphy and painting, and the heavy history and culture accumulation of every antique. Xiaowen cherishes every piece of art he has bought, and he knows about their aesthetic value rather than economic value. He is a true art collector, and believes that these artworks are wealth and treasure that can be passed on to future generations. He seldom resells his art collections, and had never thought about making a profit. In fact, Xiaowen often feels that he is not as wealthy as Afa and Da Luo, otherwise he could buy and collect more artworks.

Unlike Afa's high profile, Daluo's shrewdness, and Xiaowen's obsession, the figure of Lao Sun is somewhat evasive and half-concealed in the artwork market. Strictly speaking, Lao Sun is not an art collector, although he purchases the expensive artwork. The only purpose that Lao Sun buys artwork is to give away. Some people want artworks, but they don't want to buy them themselves. These

people may feel that art can enhance their taste, like Afa; they may want to change hands after receiving the artwork, like Da Luo; or they really love art and want to collect it, like Xiaowen. However, these people are not willing to invest by themselves, and they want to use the (mostly public administrative) resources in their hands in exchange, so Lao Sun comes on stage, and sends them artworks what they like, which seems to be more tasteful than money or jewellery. This is why Lao Sun has repeatedly appeared in the artwork market. But Lao Sun has had a hard time recently, and the increasingly strict "anti-corruption" measures have reduced the number of people receiving "elegant bribes". But Lao Sun still needs to buy art as gifts to send new or old friends, business partners, children or teacher who need to contact favors. Art is still an excellent emotional lubricant, and Lao Sun is still a regular visitor in the artwork market.

The above are the portraits of four relatively clear-cut customer groups in the artwork market. As revealed by the user portraits theory, they are representatives of a certain type of typical customers in the art market, and have distinctive and unique labels. With this group of portraits, we can provide them with corresponding artworks and services in a more targeted manner according to their respective characteristics.

3. Different Service Strategies for Several Types of Portrait Customers in the Artwork Market

"The method of behavior-based user portrait helps to analyze the characteristic behavior, change process and motivation elements that are shown in different stages of the user's decision-making behavior, so as to further discover what group the user belongs to, and the differences between this group and other user groups. Based on this, we could build a perfect user portrait model, and provide unique accurate services for different groups of users." [5] After outlining a set of the user portraits represented by Afa, Da Luo, Xiaowen, Lao Sun, it can be inferred the core demands of consumer based on their respective behavioral characteristics and purchase motives. And then we could formulate corresponding product supply and corresponding service strategies, further prosper the artwork market and increase transactions efficiency.

The Afas' basic behavior can be defined as "arty." However, users like Afa should never be underestimated in a fair trade market; on the contrary, they should be provided with more thoughtful services and guidance because of their strong purchasing power. Their core demand for artworks is "high value"; therefore, we should provide them with more professional knowledge about the best artworks and art creators, so that they can understand the relationships among popularity, artistic value and price of artworks, which dialectical relationship between them is both synergistic but not completely consistent. The introduction of knowledge on artwork makes his collecting behavior more rational. In this way, a good customer relationship can be established and help increasing the repurchase rate.

The main tag of Da Luos' user portrait is "art investor". For professional investors, their core demand is "value-added expectation ", and they expect the price increase of the artwork purchased by them again after a period of time. The users, like Da Luo, enjoy to pick up leaks and are keen to explore the value of certain types of artworks. We should fully realize their psychology and actively recommend or introduce them some unknown young artists and their potential artworks, and some heating-up art categories. In view of the fact that users, like Da Luo, are experts in art appreciation, knowledge introduction services need not be overly enthusiastic. Meanwhile, because they conduct transactions frequently, we could provide some supporting financial services for them. This should be deeply appreciated by the users, like Da Luo, and the artwork market will be more prosperous because of their participant.

The portrait description of users, like Xiaowen, is "sincere art lover". Such users are the foundation for the rapid development of the artwork market. Their aesthetic taste and spiritual appeal of such users should be respected fully, so that their hobbies can be satisfied. Considering the differences of purchasing power of this type of users, most of them are in short supply because of "only in but not out", so they should be given the greatest concession of artwork price. At the same time, more platforms should also be built for them to appreciate and communicate, and more thoughtful information services should be provided for them. Some service strategies include organizing some collection exchange meetings, providing some professional exhibition information in time for them, and so on. Only when the spiritual demands of users like Xiaowen are fully satisfied, the potential of the art market can be fully released.

The user portrait of Lao Sun can be defined as "a briber". This special kind of users has rational reasons for its existence. Their core demand of such users is to "preserve value". When the recipient of the art they give out as a gift is re-appraised or sold in the art market, the quotation should be basically the same as the value that Lao Sun originally bought. Therefore, for users, like Lao Sun users, we should provide them with some art products that are well-known, stable in market value, and have features of "hard currency". We can provide buy-back service for the original artwork for Lao Sun if necessary, so as to eliminate his worries. For some users with obvious motives for bribery, we should obey national laws and regulations, give kind reminders or even refuse to provide products and services. While for normal human relations, they should give full understanding and support. After all, Lao Sun is a booster of artwork circulation, and an existence that cannot be ignored in the Chinese artwork market.

Table 1. Use a concise table to present the main points of the full text

Portrait Name	Description of User types	Strategies of Targeted Services
Afa	Arty person	Providing artworks with high social evaluation and art appreciation counseling to them
Da Luo	Art investor	introducing new artists and artworks, and providing relevant financial services
Xiaowen	Sincere art lover	giving greatest concession in price, and providing

		information services and communication platforms of artwork
Lao Sun	People who give gifts with artworks	providing artworks with clear prices and stable values, and promises to recycle them conditionally

After giving a brief description of different service strategies for several types of customer portraits in the artwork market, it is necessary to point out that user portraits are just a theoretical tool to facilitate the classification of users in a specific field. Its main function is to simplify details, sort out thinking and clarify goals. However, it does not mean that this tool is omnipotent. As some researchers have pointed out, "User portraits reflect the high probability behaviors of contextualized users, which do not represent the inevitable behaviors of users in the real context." [6] We must be good at using theoretical tools flexibly to make them beneficial and convenient, but not relying on these tools blindly, which is the ultimate goal of our theoretical research!

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