

# RESEARCH ON RELATIONSHIP MARKETING STRATEGIES BETWEEN COMPUTER SPORTS LOTTERY OUTLETS AND LOTTERY BUYERS IN SHANGHAI

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As lottery buyers take increasing initiative in the lottery market, how to handle the relationship between lottery outlets and the buyers has become a crucial issue to the survival and development of computer sports lottery outlets in Shanghai. Based on the study of marketing strategy of relationship between computer-sport-lottery outlets and buyers, this research aims at increasing sales profit of computer-sport-lottery outlets in Shanghai, enhancing sport lottery's position in market competition and providing theoretic and evidential support for further step of broadening market share of sports lottery in Shanghai.

## METHODS

This study employs both qualitative and quantitative methods. Both interviews and archival study are to be conducted to explore the management and programs of the computer sports lottery outlets in Shanghai. At the same time, a survey study of some outlets in Shanghai will be made to learn about their strategies. The research objects will refer to 1686 lottery buyers, 907 outlet managers and 907 sales people in 57 computer lottery outlets in 19 districts and counties in Shanghai. Questionnaires are sent out randomly in 57 lottery outlets, with each no less than 30 copies. Questionnaires of salespeople and outlet managers are sent out through sports lottery offices in every district with the help of Shanghai Sports Lottery Center.

## RESULTS

The theme of the thesis is explored from two aspects. First, the thesis has analyzed the content and division of lottery outlet-lottery buyer relations, and studies the relation's nature from the perspective of relationship marketing and institutional economics. Second, on the basis of the above theoretical analysis and some empirical materials, it points out that value, commitment and communication are three key factors to lottery outlets – lottery buyers relation, and eventually it proposes relationship marketing strategy between computer-sport-lottery outlets and lottery buyers in Shanghai.

## DISCUSSION

Lottery outlets-buyers relationship marketing can be explained as follows: under suitable circumstances, the objects of different parties can be realized in marketing activities through identification, establishment, maintenance and enhancing the relationship between lottery buyers and outlets and honest exchange and commitment. Relationship with lottery buyers is actually a long-term cooperation on the basis of mutual commitment, value increase and intercommunication. The three basic elements are value, commitment and communication, which are also the basis to establish and maintain the relationship. The marketing strategy of relationship between computer sports lottery outlets and buyers in Shanghai should include: reasonable and detailed division of lottery buyers, enhancing communications with them, creating larger value for them, improving trustworthiness in the process of marketing in sports lottery outlets and forging the relationship between sports lottery outlets and buyers to a higher level — structural change.

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