Analysis on the Transformation of Marketing Strategy and the Countermeasures Under the Network Economic Times

Yan Zhang

Abstract

In this paper, we theoretically analyze the transformation of marketing strategy and the countermeasures under the network economic times. Network marketing is based on the network technology, including the whole process of marketing activities as a new form of marketing. In this paper, we analyze the issue from the listed perspectives. (1) Ultra space-and-time. The traditional marketing has very strong boundedness to the region, and this boundedness displays, the specific transaction can only be closed in the specific region, if the enterprise wants to expand the market share, only then establishes the retailing organization. (2) Interactivity. Network as a media, with the one-on-one interaction, this feature allows companies to basic communicate with consumers, and strengthen consumer participation, to determine the product form, function and the price. (3) The symmetry of information. Consumers can find all kinds of that related products on the Internet information, there are plenty of time to judge the various products and prices. Companies will also be released in a timely manner on the Internet the company’s latest product information. Under this basis, we propose the new idea on the network marketing development direction that will help to build up the more efficient marketing system.

Keywords: Marketing Strategy; Transformation; Network Economic; Countermeasures.

Introduction

The marketing is creates, communicates and transmits the value give the customer, and manages the customer relationship in order to let the organization with one organizational function and procedure that his benefit sponsor profits that is individual and collective through the creation and with other people exchanges the product and value to satisfy the demand and desire one society and process. Marketing strategy is based on customer needs as the starting point, according to the experience of customer demand and purchasing power of information, the expectations of the business community in a planned way to organize various business activities, through coordinated price strategy, product strategy, promotion strategy and channel strategy, to provide customers with the satisfaction of goods and services to achieve the ultimate goal of the enterprise process. In the figure one, we demonstrate the systematic architecture of the marketing.

1Jiu Jiang University, EC. Institute, Jiang, Jiangxi, 332005 China
For the study of the enterprise marketing competitiveness, although the academic community has published a lot of literature, so far has not seen a relatively complete and operational evaluation index system and therefore, the establishment of the enterprise marketing competitiveness evaluation index system is the pioneering system engineering. Marketing theory true formation time was in the 1920s, at that time the research that constantly deepened along with the US to basic marketing theory, the marketing foundation also gradual established, and appeared in the form of teaching material. At the time of marketing is the main function of its research, that the main function of the marketing is the auxiliary, physical distribution and the exchange, which constitute the then marketing theory system. Under this basis, in the later sections, we will propose our unique methodology.

**Our Research and Methodology**

**The Data Marketing and the Features.** Compared with the traditional marketing emphasizing creativity, strategy and coverage, in the context of the large data, the leading marketing idea is a technology-driven, mass data mining as the prerequisite for the specific audience of the personalized advertising. In the massive data, how to collect, analyze and use of data is the problem faced by each enterprise. Along with the maturity and the popularization of the information application data bank technology, the production, management and the sales size rapid expansion enterprise, concomitantly data in the campaign unceasingly inflates, such as the customer purchases the historic record, expense and post-sale service record, and so on.

The enterprise urgently needs to obtain the valuable information from mass data of accumulation, with carry on the sale analysis, the market forecast and product decision-making gained the profit increment. However has the commonly used data analysis tools in some information process systems not to be actually able to give the accurate answer, these systems can realize data the input, inquiry, statistics and other functions of highly effective, but is unable to discover the relations and rule that in the data has that are unable according to the existing data forecast future development trend, the intrinsic information that also cannot contain to the data withdraws.
Under this basis, we should consider the data mining methodologies. Data mining is the initial knowledge discovery, refers to the network database, huge data warehouse or the other information repository, using specific technology will be large, incomplete, fuzzy and random data extraction and integration, to explore, to obtain the commercial value of the content of knowledge, in short, is to extract knowledge mining. The data based marketing can be organized as the listed aspects.

- **Build database.** Precise marketing is based on data collection, data analysis, enterprises need to use diversification and flexibility of information channels, will be scattered in the internal system of data and external data sets, these data sorted, converted to focus on the collection Database, as a precision marketing strategy implementation, mining customer demand data research foundation.

- **Analysis of differential demand.** Big data precision marketing more attention to customer demand for differentiation. Building a consumer database can help companies find ways to promote the economy, and the key is to accurately locate the basic target consumer group. Companies can avoid the use of expensive public media can use the network to promote more economic way, thereby reducing costs and enhance the competitiveness of the enterprise.

**The Internet Economy.** The rapid growth of the information technology, making the Internet economy gradually forms and develops globally. Many countries including our country have formed the traditional economy ingredient and Internet economy ingredient fuse and conform with, the aspect of common development mutually unceasingly. Compared in the traditional economy, the most major characteristics of the Internet economy presented the competition and monopoly in the information industries of Internet economy simultaneously strengthened situation in pairs. The rapid development of the Internet, which is a fundamental change in the human society from the traditional way of information dissemination, information dissemination is a type of general distributed network and the communication is replaced while the human society entered the era of information revolution. The information revolution has led to the development of network economy, network economy with its unique patterns changed people blindly to the traditional economic theory doctrine, the theory of the finance and financial markets are undergoing profound changes.
The definition of related products market in the network economy can be listed as follows. (1) The relevant product market refers to basis product the performance, use and price that can exchange or all products and services of mutual substitution from the angle of the consumer mutually. (2) Network effects are sometimes referred to as network externalities or economic effect, the mainstream view tends to consumers in the market main body level to recognize it: when the value of a product to the user with the same product or compatible products was increased with the user, in the network effect. (3) The network effect also displays for "user locks". So-called locking refers to for various reasons, causing the consumer to shift from a network to another network will have the huge transfer cost. (4) Part of the definition of the relevant market is aimed at concentrating economic analysis on those related but limited products and the competitors. Compared with the unilateral market, the network enterprises with bilateral market characteristics are confronted with much more complex competitive constraints. The change of one market will cause the feedback effect of the other party and affect the competitive situation of the network platform.

The Network Marketing Methodologies and Suggestions. At present, the network marketing theory research is still in the development stage has not yet formed the unified definition. Under this condition, we can analyze the Internet marketing to the influence that the traditional management brings from the listed perspectives.

1) The interactive information supply and demand way of Internet marketing, demonstrates the commodity all-around, to traditional sale forward travel introduced that the pattern of the essential commodity has the huge impact. Consumers and users can achieve sound, pictures and images, the integration of the multi-dimensional information sharing in broader areas, in order to analyze the largest range of product performance and price, to search for any goods they interested in.

2) The impact of traditional pricing strategies. In the traditional model, according to the specific circumstances of enterprises, different practice of different pricing strategies are common, is in the era of network marketing, if a product price standards are not uniform or change, the customer will be recognized through the Internet and this price difference does not lead to actual dissatisfaction.

3) It makes customer relationship in traditional sale need to reconstruct. The Internet marketing broke through the commodity original sale scope and the customer segment, the different nationality, sex, age and in the religious belief even scale disparate companies can the equality free trades.
4) Network marketing new time and space advantages, breaking the traditional marketing by time, space and the limit of the scope of the earth. On the Internet to carry out marketing activities can be put aside time, space and geographical restrictions.

Internet marketing as a means of promoting the exchange of goods business is clearly based on the Internet business e-commerce activities in the most basic important business activities. Network marketing is a special form of market operation and its development is carried out in the virtual space through the network. It's not just advertising online. Network marketing has its own unique, in line with the requirements of Internet technology, to the greatest extent possible to meet customer needs and to open up the market to increase profitability of the operating means.

**The Marketing Development Suggestions and Advices.** In recent years, on the basis of the 4CS theory, the originator of the American integrated marketing communication theory, Don Schulz, has proposed a new marketing theory of the 4RS (association, reaction, relationship, return), which is expressed as follows: First, establish the association with customers. And consumers to form a mutual, mutual relationship; second, improve the speed of response to the market and in today's mutually permeable, interactive market, the most practical problem for the operator is not how to plan and implement the plan, but how to stand in the customer's point of view to consider the problem to meet their needs. Third, focus on interaction with customers. Fourth, focus on return is the source of the marketing. For enterprises, the return is the enterprise for some other management activities, the fundamental, but also to carry out the basis for day-to-day business. Therefore, based on the theory development, we propose the listed predictions on the marketing pattern.

- The modern market marketing advocates to adapt to the way development management of the market demand and competition characteristics and sells, stressed that the market demand characteristics reflected to enterprise operation level decision-making, no longer only pursues the enhancement of internal sole function activity efficiency, but pays great attention to internal function activities as well as coordinates the enhancement of the efficiency with the exterior collaborators.
- The future of marketing mode and perhaps today there are differences, but the future is still the dominant market power of the buyer, and the buyer may have market power will be more and more strong, so even if there are differences, behind the pattern of future marketing reflects the management concept and the concept of consistent still today.
- As the market environment changes, especially with the market dominance from the seller to the buyer in the transfer process, production-oriented, product-oriented and sales-oriented type of these three business and sales model, inevitably neglect market demand. And difficult for enterprises to create a good market performance.

The future of marketing needs to pay attention to green that reduces to the consumption and to environment the pollution of resources, satisfies the customer at the same time transmits the value, to have the profit. Although the marketing pattern can lead the environmental protection adaptation time request, the high cost high price that but its back hides is also worth paying attention. Personalized needs in the various branches of management from time to time be presented, edge marketing will show its unique value, as long as the ready to fully grasp the opportunity, small perspective may open up the market, but we cannot ignore the high-risk. So we need to look at both the unique and cautious step by step managers, we believe more theories will be analyzed in the future.
Conclusions
In this paper, we theoretically analyze the transformation of marketing strategy and countermeasures under the network economic times. It is centered on the satisfied customer demand. The customers are eternal, the key of market is makes the consumer satisfied, only then with the sharp insight understood that their demands to meet their needs and the enterprise operation can succeed. In the Internet marketing, consumer's rules of changes to the demand and to thing the cognition rule is consistent with the marketing, even if when the Internet marketing, analyzes the behavior rule of consumer that can profit from the rules in the certain traditional off-line marketing. Network marketing is a direct marketing, it is not through the middle of the distribution channel, but through the network of the enterprises and consumers directly connected to the customer through the network directly to the enterprise orders for payment and direct contact, we can more clearly understand the preferences of the different consumers. This paper proposes the novel paradigm of the perspective that will influence the further development of the related theory.

References


