

Research on the marketing mode of China's retail enterprises under the background of "Internet plus"

Yina Feng

School of Business Administration, Sichuan Finance and Economics Vocational College, Chengdu, 610101, China

Keywords: "Internet plus"; Retail enterprises; Marketing model

Abstract: At present, with the continuous development of China's economy and the gradual development of enterprise economy, an enterprise can't do without enterprise marketing if it wants sustainable development. Only by knowing the role of enterprise marketing in detail and making rational use of marketing methods can it increase enterprise value. In recent years, Internet e-commerce has been a subversion for the whole business community. With the emergence and development of e-commerce, Internet companies have mastered a large amount of user information, used software technology, tapped users' preferences for commodities and provided users with diversified products and services, which poses a great threat to traditional offline marketing. Only in this way can enterprises develop and progress continuously. In addition, the development of society is no longer suitable for using the old marketing model, nor can it meet people's more and more development needs. Nowadays, Internet technology is developing rapidly, so the marketing model of enterprises should be adjusted appropriately. If the adjustment is not timely, it will not keep up with the pace of the market. Based on this, the marketing mode of "Internet plus" is necessary to carry out reasonable innovation so as to promote the long-term development of enterprises. This article discusses the innovation strategy of "Internet plus" marketing mode combined with the actual characteristics of marketing.

1. Introduction

With the proposal of "Internet plus" strategy in China, the development of Internet plus has brought new opportunities and challenges for the future development of Chinese enterprises. In the era of global e-commerce economy, the supporting point of the fate and development of enterprises depends on different business operations and mutual information channels between users, users and enterprises, according to the network and its norms. In today's society, the application of e-commerce in enterprises has gradually changed from basic theoretical research to practical development. Many companies have been recognized by the capital market and successfully listed. All kinds of e-commerce platforms also operate in a good operation mode. The traditional business structure and trade mode have changed due to e-commerce, and the enterprise marketing model has also changed [1]. The research on e-commerce marketing model between enterprises is also constantly increasing, which makes the e-commerce marketing model more and more mature, thus making it have remarkable development and innovation. Enterprise marketing and e-commerce are inseparable, among which enterprise marketing pays more attention to communication and feedback with customers. Under the background of "internet plus", the previous marketing environment of enterprises has been changed, and only through continuous integration and connection can the marketing data of enterprises be further strengthened, so that the marketing model of "internet plus" can be applied [2].

The Internet has brought consumers decentralized choices, interactive sharing, prominent personality, real-time realization, economic value-added and fast time. Its impact on the market has acted on marketing in an unprecedented form and strength. The market has not only entered the "consumer centered" based on the enterprise concept, Moreover, it has entered a new marketing era of "consumption determines production and marketing" based on the user's position. Enterprise marketing pays more attention to communication and feedback, and even thinks that marketing and

communication are inseparable. The development of information and communication technology has promoted the development of enterprise marketing practice to a great extent [3]. China has become the largest country based on users of modern network media. In the process of development, China has not copied things from other countries, but has broken some imbalances and gradually changed some unique things of China. This requires enterprises to fully realize the new changes, new features and new ideas brought about by the Internet, and carefully study the new trends of future development, so as to make the marketing model more targeted, identifiable, scientific, practical and performance [4].

2. Research on marketing mode of "Internet plus" enterprise

2.1. Definition of marketing model

The marketing mode of an enterprise is a set of organic whole integrated with each other. Its content includes three aspects: marketing organization, concept and strategy. The relationship between them is complementary and symbiotic. This is not an ordinary concept to improve the sales mode or optimize the market organization form. After a lot of research and combined with work experience, the marketing modes of domestic Internet enterprises are divided into three types: the marketing mode relying on advertising, the marketing mode relying on search, the marketing mode relying on sales and the marketing mode relying on channels [5]. The marketing mode relying on advertising is the main way of traditional media. After the emergence of the Internet, portal websites appear in an endless stream and become the representative of new media in the new era. Relying on the marketing mode of search mode to search the search results ranking of keywords sold by Internet companies makes enterprises profit. Relying on sales to obtain revenue is also a major marketing method of Internet enterprises. Unlike relying on search for profit, relying on sales revenue is more intuitive and active. Internet companies that make use of channels to obtain revenue will build a bridge or channel between them and their customers. The organization and marketing strategy all depend on the marketing concept, and the root of these models lies in the ideas advocated in the concept.

2.2. Traditional marketing and its disadvantages

With the rapid development of China's economy, China's market economy is gradually in line with the world, and enterprises are gradually facing the test of the world market. Facing more and more opportunities, the market environment of enterprises is relatively more and more complicated, and enterprises are facing more and more problems. Due to the influence of market management and the influence of the old market structure and marketing concept, there are many problems in marketing, which fundamentally hinders the development of enterprises and makes their marketing relatively backward. In the past, the management departments of the old enterprise marketing were scattered, and there was no clear division of labor, and various departments could not coordinate with each other, which led to a lot of work not being carried out normally, which directly brought difficulties to the enterprise marketing, and greatly reduced the enterprise's market share [6]. In the traditional marketing model, the ideas of the leadership will directly determine the final effect of enterprise marketing activities, and will also have a very serious impact on the future development of enterprises. In the process of marketing activities, it is very necessary to have a perfect organization and management system, especially in the marketing activities under the traditional media, a perfect organization and management system is needed to play a supporting role. However, there are some loopholes in the organization and management system of marketing mode under the traditional background, this affects the overall quality of enterprise marketing.

2.3. Internet business sales model

The income of major Internet business enterprises obtained through advertising will become the main body of real content. The success of advertising lies in whether it attracts customers' attention. For the Internet, customer click through rate is the foundation of its life development. If a website

has a high click through rate, naturally many enterprises are willing to advertise on the website. The research of marketing model changes according to the development of marketing theory. Its development track can be divided into two lines: one is the application and development of the model under a certain marketing concept, and the other is the application of different marketing concepts. According to different forms, we divide the marketing model into the following types: brand marketing; One to one marketing; Global marketing; Relationship marketing; Chain marketing; Network marketing. In today's situation of strong players in the IT industry, Internet enterprises must enrich the real content of their network products. Only in this way can they improve the click through rate of customers. So what does the real content of network products determine? First, the entry conditions are low. Any Internet enterprise can take the real content as the main body of network products, and the difference among enterprises lies in whether the real content is good or bad, more or less, and how to provide the real content [7]. Secondly, the production and operation costs are high. If the cost reduction factor is considered, we can easily find out why Sina has arranged links to blog posts on the homepage. Finally, the time span for obtaining income is large. It takes a long time for a website to gain popularity among the people. Figure 1 shows the manufacturer's online direct selling mode.

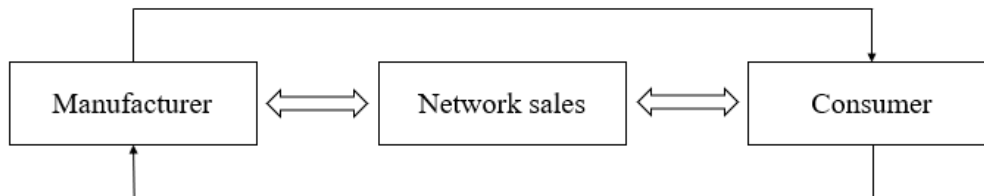


Figure 1 Manufacturer's network direct selling mode

3. The Influence of "Internet +" on Enterprise Marketing

3.1. The influence of "Internet +" on traditional marketing

Adopting the "internet plus" marketing model can largely replace the market research in traditional marketing, which reduces the sales channels in traditional marketing. In the traditional marketing process, enterprises occupy a great position, but it is customers who occupy an important position in the marketing of "internet plus" enterprises. The product information sent by customers only needs the enterprises to make orders according to the information. "Internet plus" has a great influence on the old marketing model, and it also brings changes to the future marketing of enterprises. "Internet plus" enterprise marketing model greatly simplifies the old marketing process, which effectively reduces the marketing cost and correspondingly improves the marketing efficiency [8]. At the same time, through the Internet, we can increase the communication of marketing mode, improve the status of customers in marketing, and integrate it into the research of enterprise marketing. China's information technology is developing continuously, and the level of information technology is becoming more and more mature, which will help the progress of Internet technology, support the development of Chinese enterprises to a certain extent, and obtain endless power while enterprises operate towards the specified objectives. For the traditional marketing model, it has encountered some challenges, which makes the enterprise face a severe social environment, and virtually enhances the pressure of the enterprise.

3.2. Advantages of marketing under the background of Internet

At present, in the context of the Internet, the scope of marketing can be increased accordingly. Generally speaking, the marketing method under the background of the Internet is to publish the product information on the network. Each business can also be consumers who can browse the detailed information of relevant commodities on the Internet, so as to achieve the purpose of information sharing, which can broaden the marketing in a large range. When purchasing the goods they need, customers can reasonably screen by Internet technology, and can choose the products they want to buy worldwide in combination with their purchasing ability and purchase intention. At

the same time, before purchasing, customers can connect, communicate and communicate with marketing enterprises according to Internet technology, in this way, we can effectively understand the actual situation of the product and obtain the cost performance information of the product [9]. With the continuous development of Internet technology in China, it has greatly helped to promote the rapid development of e-commerce. To a certain extent, it can simplify the basic process of marketing, further broaden the ways and scope for customers to buy goods, and thus provide customers with diversified service activities. The emergence of networking provides an opportunity for enterprises to integrate into the global market. Enterprises should make full use of the Internet, scientifically innovate their own marketing models, promote their contact with consumers all over the country, and promote the effective realization of their marketing goals.

3.3. The general trend of enterprise marketing under the background of "Internet plus"

Internet marketing model can meet the needs of customers to a great extent and provide personalized service to customers. The obvious feature of "internet plus" enterprise marketing is that it can be more closely linked with customers. Only when the products produced are suitable for customers can the fundamental purpose of sales be achieved. Target market demand is the primary content of enterprise marketing strategy. This requires that we should not only find out the diversified consumer demand connotation of the target consumer group, but also pay attention to the demand changes of the same target consumer group in different time and space situations with the times, so as to analyze the real consumer demand of the target customer group in detail and formulate diversified product and service marketing strategies. The reason why the Internet marketing model is liked by people is that the way of Internet marketing is simpler and more convenient, and it has gradually become an important way of enterprise marketing. Marketing under the Internet mode is more customer-centered, and transmits the detailed information of products to customers through the Internet, so as to establish the brand image of the enterprise. Therefore, "Internet plus" marketing is of great significance to the establishment of brand image and promotion of products. [10] Benchmark marketing takes the marketing objectives and marketing measures of the leading enterprises in the industry as the standards of the enterprise. We must carefully analyze the gap between the enterprise and the industry leaders, find out the reasons and methods for the success of the leaders, reengineer the marketing process of the enterprise, and gradually form the unique marketing model of the enterprise.

4. Conclusions

The development of "internet plus" brings new challenges to the marketing of enterprises, and it is a brand-new marketing method. Faced with competition, many Internet companies have adopted rash marketing and communication strategies, resulting in negative social problems and business difficulties. Therefore, it has fallen into the bottleneck of marketing model. Faced with such confusion, how to change the business model of Internet enterprises and promote their sustainable development has become an urgent problem to be solved. Enterprises should enhance the awareness of the Internet, innovate the marketing model, and make the marketing plan according to the specific situation. At the same time, we should also pay attention to the transformation of marketing concept, continuously improve the effect of marketing through multi-party innovation, and better achieve the purpose of marketing. This paper studies the marketing mode of "Internet plus" enterprise and introduces the influence of "Internet plus" on enterprise marketing. According to the social development, the old marketing mode has been gradually replaced. The new "Internet plus" marketing mode is developing more and more rapidly. Its innovation brings about a kind of upgrading and a change. Enterprises should attach importance to the change of the "Internet plus" marketing mode and adopt a positive attitude. Only in this way can the enterprise develop smoothly and promote the progress of the society.

References

- [1] Li Hua. Innovative Research on Marketing Mode under "Internet +" [J]. China Business Review, 2017(33):2.
- [2] Zhang Beihua. Innovation Research on Internet + Marketing Model [J]. China Business Review, 2017(15):2.
- [3] Wang Lixia, Wu Haibo. Research on innovation of marketing model under the background of "Internet +" [J]. Chinese Market, 2017(29):2.
- [4] Wang Liang, Zhang Penghui. Thoughts on the Transformation of Tea Enterprise Operation and Management under the Internet Marketing Model [J]. Fujian Tea, 2017(1):2.
- [5] Zhang Rongrong. Innovative research on enterprise marketing model under the background of "Internet +" [J]. Managers, 2017(20):267.
- [6] Duan Zhixia, Li Wanchen. Research on anti-customer-oriented marketing model under the Internet economy [J]. Enterprise Economics, 2017, 000(001):122-126.
- [7] Dang Jianghui. Research on the influence of Internet on enterprise product marketing model [J]. China Business Review, 2018(7):2.
- [8] Kang Ping. Research on innovation of marketing model under the background of "Internet"+ [J]. China Strategic Emerging Industries, 2018, 000(048):91.
- [9] Chen Layer. Transformation strategy of e-commerce enterprise marketing mode under the background of "Internet +" [J]. Modern Marketing, 2017, 000(012):85.
- [10] Zhu Jian. Research on Internet + Marketing Model Innovation [J]. China New Communication, 2017, 19(4):1.