

Discussion on the new Concept of Enterprise Marketing Strategy under the new Economic Background

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Abstract: Along with the social economic system reform, competition among enterprises, but also brought new opportunities for the development of enterprises, only to seize the opportunity, according to the economic situation to adjust the marketing strategy, in order to occupy a space for one person in the fierce market competition, to realize the sustainable development of enterprises. This paper expounds the concept of traditional marketing strategy, analyzes the influence of new economy on enterprise marketing, points out the existing problems in enterprise marketing, and new ideas of enterprise marketing strategy under the background of the new economy are discussed, in order to improve the market competitiveness of enterprises to create favorable conditions.

Keywords: Enterprise; Marketing; New economy; New concept

1. Introduction

The new economy is put forward in the process of economic globalization. It refers to the purpose of achieving sustained economic growth by using advanced information technology and various innovative methods. The new economy has the characteristics of continuous, healthy and rapid development, which has become the main direction of the world economic development. Enterprise marketing strategy is the specific planning of the enterprise development goals, to take the market economy as an important reference, to promote enterprise development as the basic principle in the new economic situation, enterprises must adjust the marketing strategy, in order to meet the needs of the times, to provide a strong guarantee for the development of enterprises. The traditional marketing theory mainly includes the enterprise products, price, channel, promotion four aspects, in the manufacture of products, very few companies according to the consumer groups, adjust and innovation corresponding to product form, the product form is single, only to meet consumer demand for basic shopping. Traditional marketing theories pay too much attention to the reduction of production costs. They think that packaging, service and cultural connotations of products are all a way to increase production cost. They only create products based on conventional needs without giving them any color connotations. The sales channels of products are relatively simple. They often use the way of sales promotion, vigorously publicize products, lack of research on market conditions, and do not take consumers as the main body of sales. In the traditional marketing

theory, it is generally believed that the purpose of marketing is to seize the market and bring more profits to the enterprise. Take marketing activities as the core content of marketing strategy, and use the way of sales promotion to achieve the purpose of broadening the scope of business marketing.

2. The Influence of the new Economy on the Marketing Strategy of the Enterprise

2.1. Promote the network development of marketing

The new economy to pay attention to the application of network information technology, enterprise marketing increasingly in the network, using the network platform, can quickly spread out product information, expand the range of products, sales of products will not be limited by time and space, to achieve rapid promotion, product sales, increase product sales efficiency, expand the range of sales of the products, to achieve better sales results, has important significance in reducing the cost of enterprise marketing. At the same time, consumers become more convenient when they know the goods. In addition, it can also help consumers to collect information better with the help of network platform, investigate and analyze consumer's consumption concept, and divide consumer groups into a more targeted marketing plan.

2.2. Meet people's diversified consumption demand

With the rising level of consumption, people's consumption demand more and more diversified, goods in the basic use function at the same time, also need to meet the consumers' pursuit of individuality, enterprises need ac-

According to different consumer demand, product innovation, increased research and development of new products, the use of lower production cost, realize the diversification of production. Then through a comprehensive survey of consumers, the consumer groups were clearly divided, according to different consumer consumption concept, manufacturing to meet the needs of different consumer groups of products, to meet consumer demand diversification of consumption, attract consumer with comprehensive products, expand the influence of products in the market, improve the market competitiveness of enterprises and bring more economic benefits for enterprises.

2.3. Intensifies competition among enterprises

Under the development of economic globalization, the styles and types of products are more diversified, providing consumers with wider space for choice. Consumers can choose products that are more satisfactory by comparing different products according to their actual needs. In this consumption mode, the competition between enterprises becomes more intense, only high quality and low price to attract more consumers, enterprises only consumers as the core content of marketing strategy, according to the actual needs of consumers, innovative production technology, fully tap the advantages of enterprises in market competition, establish a good the corporate image in the minds of consumers, to create distinctive products, expand the market influence the use of brand to talent shows itself in the market, to attract more consumers.

2.4. Improve people's awareness of energy conservation and environmental protection

With the increasingly prominent environmental issues, the development of new economy emphasizes the coordination between economic development and environmental protection. People are also pursuing green life more and more, and the awareness of energy saving and environmental protection is constantly increasing. Enterprises in the development of the marketing strategy, to meet consumer demand, seize the opportunities for development, production process improvement products, create a good performance of energy saving and environmental protection products, so that consumers in the purchase of goods, to be able to experience the green life, conformed to the current economic development, conducive to the realization of sustainable development, at the same time to win more consumers for enterprises to increase business revenue, so the economic efficiency of enterprises is more ideal.

3. Problems Existing in the Current Marketing of Enterprises

3.1. Lack of innovation in marketing methods

Many enterprises in the development process, due to the lack of innovation of marketing methods, resulting in reference to the marketing method of outstanding enterprises, just blindly imitate, not the actual situation with their own proper adjustment to the market, improve the marketing method, reference to the marketing mode not only cannot meet the needs of the development of the enterprise itself, and will also bring adverse effects to the development of enterprises, the pace of development of enterprises hinder. The marketing approach is not immutable and frozen, the need for the corresponding dynamic change according to the situation of the market, many enterprises in the formulation of marketing strategy, the lack of research on the market, not according to the dynamic market to adjust marketing methods, marketing methods cannot meet the changing demands of the market. In order to win more consumers in the market, some enterprises deliberately lower the price of products instead of innovating marketing methods, which greatly reduces the economic benefits of enterprises and is not conducive to the better development of enterprises.

3.2. Marketing channel model and market disconnect

If products want to achieve better marketing results, they need to establish efficient marketing channels, expand product marketing scope, and make more people contact with the products of enterprises, so as to improve the sales probability of products. The rapid development of science and technology, the old products are eliminated faster and faster, the introduction of new products faster and faster, in such a market situation, the enterprise wants to get better development, it must be for their own marketing channel mode is improved, the situation in line with market sales channels, will better promote products. A lot of enterprises seriously out of line marketing model and the current market situation, the sales channel is single, while sales of products, distribution capacity is obviously insufficient, the enterprise can quickly occupied the market, small market influence, in the current market situation, expand marketing channels, to establish a diversified marketing mode, has become an important part of enterprise in marketing strategy.

3.3. Lack of marketing ethics

Enterprise marketing morality refers to the integrity of an enterprise. As the saying goes, "man does not believe and does not stand." Honesty is more important for business development. Only by having good corporate ethics, ensuring product quality and guaranteeing the legitimate rights and interests of consumers can we get the full trust of consumers, establish a good corporate image in the public mind and get a good reputation from consumers. Many enterprises in the pursuit of greater economic benefits, beyond the moral bottom line, the product quality cannot be guaranteed, consumers can not get the same

quality product after spending a certain amount of money, there is no equal partnership between consumers and businesses, infringe the legitimate rights and interests of consumers. Some enterprises in order to reduce the competitiveness of the unfair competition, false negative news about competitors, malicious mislead consumers, using social media to expand its influence, causing a serious impact on the reputation of other enterprises, the construction is not conducive to the harmonious market order.

4. New Concept of Marketing Strategy under the new Economic Background

4.1. Change the concept of marketing

Facing the current economic situation, changing marketing concepts and innovating marketing methods has become a job that must be done well in the development process of enterprises. The enterprise can establish relations of cooperation, to jointly develop new markets, at the same time, enterprises should exclude the disadvantages of traditional marketing concept, vigorously carry out the B2B marketing model, establish a consumer oriented service concept, marketing to consumers as the core, through the in-depth investigation and understanding of consumers, making marketing plan more scientific and reasonable, to meet the the actual needs of consumers, the competitive focus on product features and customer service service. To strengthen the study on the market with advanced network technology, dynamic information on the market are always grasp, understand the dynamics of the market, accurate positioning of enterprise products, expand the influence of enterprise products in the market, the brand effect, bring more economic benefits for enterprises.

In the process of making enterprise marketing strategy, we should fully understand the law of the industry and grasp the development of the industry. The modern economic market has a strong cyclical nature, which is often accompanied by price fluctuation. This market rule has great influence on consumers' purchase intention. Therefore, in marketing, if we ignore the macroeconomic rules and situations, blindly marketing propaganda will not only achieve the desired results, but will also backfire a lot, and waste a lot of money and energy. Throughout the modern domestic economic market, the buyer's market has basically been formed. When marketing, we must not ignore this market structure. We must discard the traditional marketing concept and stimulate the market vitality and satisfy the needs of consumers through various ways. Enterprises should focus on satisfying the needs of the customer, take the market as the center, according to market orientation and customer needs, develop the most appropriate marketing strategies according to different people and different consumer preferences to be arranged,

targeted services, follow the market, innovative marketing ideas and marketing methods, accurately grasp the needs of customers, through the stage of marketing promotion, improve the marketing level, reduce the cost of marketing. In the process of business operation, marketing expenses have been occupying a large proportion. By grasping the market hot spots and quotations, we can better enhance the marketing efficiency of enterprises, improve the business profitability and promote the rapid and healthy development of the whole industry. In the grasp of market trends, enterprises should not only focus on the changes in consumer psychology, for national fundamental policy will have a more accurate grasp. In the modern market economy system, enterprise management by the state regulatory impact is relatively large, the market and interest rate changes are closely linked, so in the process of marketing strategy, consider a variety of factors to marketing enterprise, improve marketing efficiency, accurate hold the latest trends in the market and consumers, according to the state plan and guide the direction of scientific and accurate marketing work.

4.2. Setting up the concept of network marketing

The rise of network technology has brought development opportunities to business marketing. Because online shopping is convenient and fast, more and more people choose to buy products online. Online shopping has become a very important way of shopping nowadays. Enterprises should seize the opportunities, set up the concept of network marketing, make full use of the network platform, open up e-commerce channels, expand the scope of the impact of enterprise products, and expose more consumers to products. Compared to the chain store sales, factory direct sales, to obtain the network product sales profit is relatively low, but the sales network with other sales methods have many advantages, its sales scope is not restricted by time and space, product sales cycle is relatively short, will not cause the goods inventory, reduce the retailer sales crisis.

In the field of modern enterprise marketing, there is a phenomenon of not paying attention to advertising quality. Many enterprises have very vulgar marketing strategies, which do not meet the needs of modern market and consumers. From the marketing advertisement itself, it is to let the customer know the commodity better, and at the same time, he understands the pleasure in the process of knowing the goods, and realizes a more comfortable enjoyment process. In the process of marketing, we should pay attention to the quality of business marketing, attract the most suitable consumers through the high-end advertising, and play the role of advertising itself. In the process of marketing, a lot of enterprises often don't pay attention to the shaping of cultural brand. They merely emphasize the concept of luxury and make many consumers feel disgusted. Therefore, we should use corpo-

rate culture to lead business marketing and create high-end advertising. Many enterprises in the process of advertising, eager to please star, buy time popular advertising, while ignoring the effect of advertising itself, do not pay attention to advertising to enhance quality, have not been able to achieve marketing results, but wasted a lot of money, cannot achieve the desired communication effect. Therefore, in the practice of corporate marketing, advertising business according to customer psychology, make full use of big data analysis technology, enhance the quality of advertising, to create high-end products, and thus attract the right of consumers in the smallest investment situation, to achieve the optimal effect of publicity.

4.3. Adopt a diversified marketing strategy

In order to achieve better sales effect and expand product sales channels, we need to adopt diversified marketing strategies, so that products can be sold more conveniently and quickly through different sales channels. For large enterprises, manufacturers can choose direct way to reduce intermediate links in the sales process, maximize the economic benefits of the enterprise, and can set up their own product chain, can effectively avoid the impostor phenomenon of other commodities. By increasing the middleman's method, we can make the product circulate quickly, reduce the tedious links in the sales process, shorten the product's marketing cycle, and at the same time, reduce the marketing cost and increase the economic benefits of the enterprises. Network sales is also an important way of sales, enterprises should make full use of the advantages of the network platform, and vigorously develop e-commerce. With the rapid development of modern information technology, Internet technology and all walks of life are beginning to merge deeply, and enterprise marketing is no exception. In modern marketing, "big data" has been widely used. Using big data can accurately grasp users' information and understand users' needs, and big data reflects a precise marketing concept. In the process of marketing, we must fully implement the concept of "precision marketing", and make precise positioning according to the needs of customers, and provide targeted products. With the deep development of China's economic system, the diversified market demand has begun to emerge, which also poses a greater challenge to the marketing of enterprises. Many enterprises do not pay

attention to the needs of customer groups, do not pay attention to precision marketing, the marketing strategy is not correct, and the marketing effect is not ideal. Therefore, in the process of marketing, to choose the proper marketing strategy, fully understand the target customers' demand, not only from the advertising links, but also from the aspects of design and construction, to meet the diverse needs of different buyers, marketing advantage into competitive advantage, realize the enterprise product customization, integration big data thinking in the marketing process, improve marketing efficiency.

Concluding remarks

The new economy is a double-edged sword for enterprises. It is both an opportunity and a challenge. Only when we are good at catching opportunities, keeping pace with the market development situation, facing the challenges bravely and innovating marketing strategies, can we face the fierce market competition with a better attitude. Under the new economic background, enterprises must change their marketing concept, set up network marketing concept and adopt diversified marketing strategies, so as to achieve sustainable development of enterprises.

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