

The Transformation of Marketing Strategies in the Era of Internet Economy

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Abstract: With the advent of the era of Internet technology, China's enterprises have undergone tremendous changes in their business models. People's lifestyle, likewise, has also gradually changed in this environment. For example, the original cash payment has given way to the current online banking payment. The marketing environment of enterprises, as influenced by its integration with the Internet, has gradually become market-oriented. The close integration of enterprises' marketing concepts with the trend of the era of the Internet economy, make modern consumer needs easily met. The products of enterprises become gradually diversified, and consumers are given chances to compare and choose among a variety of products, which promotes the continuous development of enterprises and the transformation of their marketing strategies.

1. Introduction

In the 21st century, information technology, as represented by computer and network technology, has gradually become mature, and has invaded every corner of the world. China's market economy model has also undergone tremendous changes under the storm of the Internet economy era. The modern network economy, which takes the Internet as the carrier while taking into account both the digital economy and the informatized economy, narrows the distance between enterprise services and consumers in a most direct way. Consumers can consume in a more convenient way. The development mode of the Internet economy era has been adopted countrywide to form a marketing mode featuring openness and systematicness. The application of network technology has upgraded the traditional business model, enabling enterprises to develop in a new direction.

2. The Changes in Corporate Marketing Environment in the Era of Internet Economy

The traditional marketing model of enterprises, has assumed a new face in the marketing environment; for example, marketing environment and decisions have gradually changed. The transformation of the marketing environment can effectively reduce the production cost of modern enterprises and broaden their sales channels. Consumers also have more choices in this novel marketing environment. Both parties, enterprises and consumers, are beneficiaries in the changes brought about by this era of internet economy.

2.1 The Diversification of Consumer Demands and the Homogeneity of Enterprise

Technologies

With the rapid economic development and the substantial increase in people's consumption standards, consumers are no longer satisfied with the undiversified-style commodity consumption. They began to pursue personalized product consumption, and those products with single element gradually died out under such trend. People freely choose products under this network economy model, and companies have also changed their original production models. Due to the continuous updating of science and technology, artificial intelligence has replaced the original manual production, so that enterprises save large quantity of manpower and material resources. With the reduction in the production cost, the prices for consumers to buy products also begin to drop. This marketing strategy heighten the level of national consumption. However, the mass production mode will lead to homogenization of products. Although automated mechanical production can double the production speed, the old products will quickly be replaced by a newer one. If the speed of product update is too fast, it will greatly increase the cost of product research. When the knowledge and technology concerning the new products cannot be protected, they will soon be imitated by other companies, and finally, a vicious circle of product renewal will be formed.

2.2 The Emergence of New Marketing Methods for Enterprises

China's traditional production model is characterized by a relatively simple sales process. Faced with this undiversified sales process, consumers can only choose a product that is barely satisfactory. However, when it comes to the sales in the Internet economy era, consumers can customize what they want based on their personal preferences. Firstly, customers perform the material selection and processing on online platform. After the finalization of production, the product will be directly sent to customers by mail. Such a novel sales model allows consumers to experience the quality of the goods at a close range. While being supervised and evaluated by consumers, companies feel motivated to continuously update their products. The marketing method in the era of the network economy has greatly shortened the sales process and increased the speed of commodity circulation, while promoting the rapid development of China's economy.

3. Innovation of the Marketing Concepts of Enterprises in the Era of Internet Economy

Under the influence of the internet economy, the needs of customers are considered as the basis of innovation for the production of enterprises. The vast number of consumers have their own subjective knowledge on the Internet, which reduces their need to follow the trend of offline buying, and they can intuitively feel more about the product on the online shopping platform. If there is no product that suits the taste of a customer, he or she can also choose a private customized service on the platform. In this way, consumers also become a participator in the manufacture of the product, which makes them better realize their consumer rights. This also lay a solid foundation for the market to provide diversified and personalized products. Consumers are the main body of the market, and the latter must be adjusted based on the needs of consumers in order to rejuvenate the market and promote the rapid circulation of commodities. In the future, enterprises will definitely tend to become a challenger to consumers' attitudes. They must always consider consumers' consumption levels and changes in their consumption concepts. In the context of the Internet economy, modern enterprises seldom rent some shops for selling products. Instead, they generally use the online platform for sales, which saves a lot of additional costs for the companies, and the money saved can be used to invest in product update services, which can help them better satisfy their customers.

Under the impetus of the network economy, corporate marketing methods are gradually

transforming to how to better satisfy consumers' needs. Enterprises can add advanced technologies into the original production model to realize the innovation of consumers' future consumption needs. Modern enterprises want to update the products that customers have been yearning for but are not available, and that they haven't conceptualized but they do need, so that consumers make consumption in line with corporate innovations. By doing so, enterprises forge their unique advantages, which will help them survive and boom in the competitive environment. Nevertheless, there are technical limitations arising in the process of satisfying consumer needs; in this case, customers will have to buy some products in a conservative way. Enterprises can only increase investment in technological updates, allowing consumers to fully utilize their imaginations, so as to realize the connection and communication between enterprises and consumers.

In this era of rapid economic development, enterprises must overcome the mentality of pursuing self-interest through pure expansion, and instead truly understand that the growth of companies is inseparable from consumers. Also, enterprises need to get rid of traditional ideas, to achieve technological breakthroughs and developmental transformation. While producing traditional goods, enterprises must also create the value of their own products. Production is not the first purpose of enterprises. We need to increase the value of products to get higher profits instead of reducing the production cost of products. Low-priced but low-quality products can only be popular for a while; once the consumers understand what kind of products they really are, the enterprises who produce them will suffer. For sustainable development, enterprises should first survive long before they get more benefits, whereas the short-term blind pursuit of benefits will only accelerate the pace of enterprises' demise.

4. Transformation and Development of Marketing Strategies in the Era of Internet Economy

In the traditional way of business management, market is the orientation of enterprise development, and in it, enterprises will form up a cluster effect. In a market, there are often same or similar products for customers to choose from. This does have certain advantages. It allows consumers to shop around when they want to buy a particular product. They can choose a relatively cheap and high-quality one. However, this traditional economy will be restricted by the lag in information dissemination and large differences in resources and space, which often leads to vicious competition among companies in the market. They will try to reduce the quality and the prices of the products they sell, and consumers will probably buy some poor-quality products in such a backward market, and market opportunities will gradually decline. In the era of internet economy, enterprise can broaden the channels and speed up the dissemination of their product information. To enable enterprises to truly share resources, they may carry out forward integration and backward integration strategies, so that companies in the market will survive longer. However, do not blindly follow the trend of mass-producing products, because this will cause the product technologies to be homogeneous and cause the products to be indistinguishable from each other. Therefore, by doing so, you are infringing on others' interest, because when are harming the interests of others, it will also cause your business to go down.

In the era of the Internet economy, enterprises should focus on using high technology to break through the flaws in production technologies. A reasonable use of technology can improve the quality of products and largely increase sales. Therefore, the era of the network economy provides an inexhaustible driving force for the advancement of enterprises, who should capitalize on the convenience of the network economy to adjust their business models, thus gradually increasing their benefits. Besides, the network economy is a double-edged sword for enterprises. Enterprises should make use of its advantages to facilitate their business while staying away from its possible disadvantage, in order to stand out in the ever-increasing competition in the market.

5. Conclusion

In the new environment of the era of Internet economy, enterprises must continuously further their innovation of corporate philosophy and broaden their rationale of corporate management. Enterprises must seize the opportunities and face up the challenges of the new era, harbor the urge to never shrink from new problems, examine themselves after breaking through difficulties, boldly innovate business capabilities, and use the interaction between economy and technology to drive them move forward. In such business operations, consumers are also offered with more choices and new experiences.

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