

# *Analysis of Enterprise Marketing Strategy in the Internet Era—Take the W Large Supermarket as an Example*

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**Abstract:** In the Internet era, the data support required for the development and application of enterprise marketing strategy is increasing. Data based consumer analysis is the key to the success of enterprise marketing. This paper takes W hypermarket as the research object, analyzes the advantages and disadvantages of the marketing environment and opportunities of the hypermarket in the Internet era, and discusses how to formulate marketing strategies for enterprises such as W hypermarket in the Internet era to ensure the overall profitability of enterprises.

## 1. Introduction

In the Internet era, online platforms supported by information technologies such as big data, cloud computing and artificial intelligence have become a new field for the development of all walks of life, and consumers' consumption behaviors have also changed accordingly. Taking the purchase of daily necessities as an example, e-commerce platforms such as Taobao, Tmall, Pinduoduo, and live shopping platforms such as Tik Yin broadcast room and Taobao broadcast room have become the main channels for contemporary young people to fill their needs and stock up on daily necessities. Because these channels can let young people stay at home to buy the items they want to buy, but also through Courier delivery personnel door-to-door delivery without picking up trouble. Online shopping has a great impact on the supermarket whose main marketing position is offline stores. Changing the traditional marketing strategy is an important transformation step for large supermarket enterprises to meet the challenges of The Times at this stage.

## 2. Analysis of marketing environment of W hypermarket in the Internet era

W large supermarkets have experienced great changes in the marketing environment after the advent of the Internet era. The daily shopping traffic has decreased significantly, the sales volume of stores has shrunk, and the effect of price promotion in supermarkets is often lower than expected, which affects the market competitiveness of enterprises. The marketing advantages and disadvantages of W hypermarkets are as follows:

## 2.1 Marketing advantage environment

W hypermarket is a well-known enterprise in the local area, and has stores in major business districts and remote areas of the city. It is one of the primary choices for local people to purchase daily necessities in large quantities in the past decade. In large supermarkets, fruits and vegetables, meat, eggs and milk, fish, shrimp, seafood, daily necessities and other necessities of life are sold, and the sales price is low, the variety of materials is complete, and the quantity is rich, many people would rather take a bus, drive to buy large quantities of life materials. W hypermarket has established a long-term cooperative relationship with local agricultural and sideline products enterprises, and is the first choice for local agricultural and sideline products to enter the market. With the support of the source of product origin, it is the root of the advantage of fresh goods and low prices in the supermarket. The fruit and vegetable planting base reached cooperation with enterprises covers an area of more than 150,000 mu, more than 50 producing cooperatives, and has established warehousing and distribution centers in many surrounding cities, with more than 1,000 units of cold chain transport vehicles and normal temperature transport vehicles, with an annual capacity of more than 2 million tons, and strong upstream and downstream cooperation in the industrial chain ensures the product supply of enterprises<sup>[1]</sup>.

## 2.2 Marketing disadvantage environment

W large supermarkets have a small number of stores in the local area, unless the people living near the business district, the people who do a small amount of shopping are less likely to come to the supermarket to consume. In the Internet era, consumers generally tend to shop online, which can supplement daily life needs anytime and anywhere, and the situation of mass procurement is less and less; Consumers are accustomed to the convenient experience of Courier delivery or door-to-door delivery point to pick up goods, and less choose to take a bus or drive to the supermarket to purchase goods. Although W hypermarket also opened online marketing channels, due to inadequate platform maintenance, many items were not timely replenished after being sold out, product information with low price promotion was not timely disseminated, and it did not cooperate with online social platforms such as Douyin Kuaishou. As a result, enterprises were at a disadvantage in the market competition of online marketing. Moreover, short-term shopping concessions often appear in online shopping and live shopping channels, which are directly pushed to consumers based on big data analysis, and the price promotion information is seen faster than the price promotion information of large supermarkets. Supermarket promotions are difficult to attract real needs, interested consumers into the store, but also reduce the sales of goods in the store, did not really play the value of promotional activities. The online marketing channels of enterprises lack efficient consumer complaint feedback channels, and it is difficult to deal with and give feedback to the received consumer complaints in the first time, which leads to consumers' poor sense of using online channels and affects consumers' satisfaction. Due to limited preferential efforts, the gap between member prices and ordinary consumer prices is small, the value of member points can not be effectively reflected, and the experience of member consumers is limited<sup>[2]</sup>.

## 2.3 Marketing opportunities in the Internet era

Although consumers are generally accustomed to online shopping and live shopping in the Internet era, in recent years, there are often news that fresh products have been rotten when they are received, and a certain anchor sells fake goods, indicating that the competitiveness of online shopping channels is insufficient in terms of fresh product marketing and product quality fidelity, and it is a market space that large supermarkets can fight for and develop offline. W large

supermarkets have long-term cooperation with local agricultural and sideline products enterprises, and the quality of fresh products is guaranteed when they are put on the shelves, which can be vigorously promoted as a selling point to attract consumers who care about the freshness of fresh products to make supermarket procurement their first choice. W hypermarkets themselves provide regional delivery services for consumers who purchase more than a certain limit. On this basis, they can further develop and cooperate with platforms such as Meituan and Ele. me to provide door-to-door delivery of fresh products and retail goods, or cooperate with local small chain supermarkets, individual supermarkets and community supply and marketing cooperatives at the edge of delivery areas. As a pickup point near the consumer's address, it meets the short-distance pickup needs of contemporary consumers. In the Internet era, there are already many mature channels for online sales and online drainage to offline. W large supermarkets can directly use these mature channels to expand their own publicity channels, send promotional information and fresh information to consumers, and attract consumers to consume online or offline<sup>[3]</sup>.

### **3. Marketing strategies available to large supermarket enterprises in the Internet era**

In the Internet era, although the convenience of online shopping has brought a greater impact on offline stores, it has also brought opportunities to broaden sales channels and open up new marketing situations for large stores that rely on high cost investment. The Internet era not only means that large supermarket enterprises can use online channels to sell goods, and use online channels for offline drainage, but also means that large supermarket enterprises can imitate other marketing models in addition to wholesale and retail to improve the marketing structure. In addition, the Internet era also provides large supermarket enterprises with the opportunity to optimize the talent team and product structure, seizing the convenience of The Times is the key to the transformation and upgrading of large supermarket enterprises<sup>[4]</sup>.

#### **3.1 Refine consumer portrait and stratify marketing strategy positioning**

The development of marketing strategy of an enterprise should be based on the detailed positioning of the existing main consumer demand and the target consumer demand, so as to fully realize the expected effect of marketing strategy and ensure the quality of marketing<sup>[5]</sup>.

##### **3.1.1 Consumers are divided into monthly income levels**

Consumers with a monthly income of less than 2,000 yuan are sensitive to product prices, and the amount of a single consumption is generally not more than 25 yuan, which is easy to be attracted by the low-price promotion activities of supermarkets to enter offline stores for consumption. Consumers with a monthly income of 2000~5000 yuan are the main consumers of W supermarkets, and low-price promotions can attract the attention of these consumers, but they also pay attention to the freshness of products, and have certain requirements for whether the product categories in the supermarket are complete. Consumers with a monthly income of more than 5000 are also the main consumers of W supermarkets. They not only value the freshness of products and the completeness of categories, but also value the service attitude of supermarket staff, as well as the cleanliness of the supermarket environment and the humanization of the infrastructure.

##### **3.1.2 Consumers are divided into age and habits**

Consumers born in 1983 have reached the age of 40, and 40 years old is used as the dividing line of young and middle-aged consumers. Young consumers under 40, due to the pace of life, like to consume popular seasonal fruits, semi-finished processed dishes, vegetables purchase frequency is

low, meat, egg and milk packaging products more than bulk. But at the same time, young consumers are the main group of online shopping, and the online shopping mini program of W large supermarket and the consumption data of Meituan hungry me platform are mainly provided by this part of consumers. Middle-aged consumers between 40 and 60 years old prefer fresh vegetables, fruits, bulk meat, eggs and milk, and buy some small snacks when they bring their children in and out, and basically do not consume packaged products at other times. Middle-aged consumers prefer offline shopping, value the cost performance of products, and rarely sacrifice the quality of goods because of the pursuit of low prices. Elderly consumers over the age of 60 are price sensitive, and low-priced, promotional products are their main consumption objects. If large supermarkets can provide fruits and vegetables, meat, eggs and milk and other commonly used ingredients and daily necessities at lower prices than the local market, and send the low price information to them, a large number of consumers will take the bus to buy.

### **3.1.3 Consumers are divided according to the motivation of consumption**

Daily consumers are mostly those who live near supermarkets or prefer to take buses to go shopping, preferring to buy local vegetables and fruits in pursuit of freshness. Non-holiday one-time purchase of more than 100 yuan of goods consumers, either there are guests at home need to entertain, or relatives, children reunion, or collective procurement, the attitude of promotional prices is more casual, encountered low price promotion, buy and send will also buy. Consumers who purchase one-time holidays usually use membership cards for large amounts of consumption, or directly buy gift boxes used for gifts, the former pursues fresh quality, rich categories and large quantity, and the latter pursues the appearance of gift boxes.

### **3.1.4 Classification of consumers by brand**

Consumers who value corporate brands and product brands are often experienced in shopping, and value quality over price, and large supermarkets with guaranteed brands are the first choice for purchasing. Consumers who only look at corporate brands tend to be male consumers, and the consumer product categories are more daily necessities, small household appliances, and less vegetables and fruits. Consumers who only value the product brand are often shopping experts, have a set of rules for screening products, and favor healthy, green products. Consumers who do not value the brand and only value the price are often the elderly, and the quality is not too bad and the bulk products displayed in large areas are very popular.

## **3.2 Optimize the marketing strategy of the enterprise by combining the consumer portrait**

The consumer groups of large supermarkets are mainly consumers with a monthly income of 2000-5000 and more than 5000. They have the habit of regularly purchasing a large number of consumables and holiday supplies. They value freshness, optional categories, shopping distance and consumption environment, and have certain requirements for brands, but they value quality more. Consumers with a monthly income of less than 2,000 yuan, office workers who come and go in a hurry, groups accustomed to online shopping, and consumers who are very sensitive to prices are not the main daily consumption of W supermarkets, and belong to potential consumer groups that can be won.

### **3.2.1 Publicity and maintenance of online shopping channels**

The promotion and maintenance of online shopping channels in large supermarkets mainly targets those who are used to online shopping instead of daily purchasing. The main methods

include: (1) Open the Douyin and Kuaishou accounts of W supermarket, and push the stream for local users with the help of Douyin and Kuaishou live streaming platforms. Account works and live streaming are mainly to introduce fresh, excellent quality, rich variety and brand guaranteed products, and make full use of the traffic of Douyin Kuaishou platform to expand online profit and online publicity effect. The products in the account can be attached to supermarket vouchers, group purchase coupons and other offline consumer products, and the live broadcast can be carried out at the supermarket site, and the online drainage for the offline stores.② Build and maintain the supermarket online mini program, increase the registration amount of mini program with the offline store non-members enjoying the membership price as a gimmick, and attract members to use the single purchase full reduction and full delivery. Supermarkets should also set up professional teams to maintain small procedures, timely processing of sold out items, timely processing and feedback of consumers' online needs.③ While online shopping channels are well maintained and given feedback, the offline distribution industry should ensure accurate distribution time, distribution location and excellent service attitude, so as to avoid dragging down online channels, while offline good service will also become the word-of-mouth publicity of online channels.

### **3.2.2 Do a good job in fresh quality assurance and loss management**

Fresh is an indispensable product category in W supermarkets, and it is also an important part of ensuring the popularity of supermarket stores. The quality of fresh food is guaranteed, which can attract consumers who pay attention to quality and value quality over price for W large supermarkets, and can win online consumers who like fresh food in the prosperous online shopping market. The main methods include: ① The fresh products that have not been sold in the W large supermarket on the same day can be processed at special prices in offline stores and small programs 1 hour or half an hour before closing the store every day. It can not only avoid the impact of fresh squeeze in the supermarket on quality, attract price-sensitive consumers to buy through online and offline channels, but also make consumers who do not like to pile up fresh food and like online shopping to become regular users. This way of special treatment of fresh products is inspired by a meat brand's daily treatment of unsold products, which can leave an important impression on consumers of fresh products and attract office workers who leave work late.② Using the mini program of W supermarket, the Douyin Mall can sell coupons for fixed goods, such as juice made from damaged but not spoiled fruit, fruit cutting, fruit dredge, and semi-processed pure vegetables made from damaged but not spoiled vegetables. Such fresh loss products are not always available, and special areas can be set up near the checkout counter in the supermarket for on-site processing and on-site production. Fixed commodity shopping coupons hanging online are mainly used to attract the attention of consumers, attract some interested consumers, extend the shelf life of fresh food, and maintain the sales value of fresh food after damage.

### **3.2.3 Increase the categories and rights of members' online activities**

The traditional member rights and interests of W hypermarket only include member price, member points and points exchange during the store's celebration period, which have limited stimulation for members' daily consumption. It is more difficult to enrich the membership activities and rights of offline stores, while it is less difficult to enrich the online membership activities and rights. The use of information technology to improve the online membership service is conducive to the improvement of the marketing effect of enterprises. The main methods include: ① online member zone. In the special area, the fixed time every week is the member day, to provide members with more preferential products, a limited number of first come first served. In the non-member day, the special area mainly promotes the rights and interests of members, such as launching a short

video to shoot the preservation skills of a certain vegetable in a fixed area, and emphasizing the date of the member day at the end of the short video to publicize and pave the way for the next member day activity.② Hyperreality mini program promotes the upcoming launch of new seasonal fruits and vegetables, members can order in advance, if the order quantity meets the requirements of home delivery, the supermarket can provide additional services such as can retain the delivery time, ice pack preservation. On the new order object can choose excellent quality, fresh, high price type, such as mangosteen, blueberries, strawberries and other fruits, the taste of these fruits is closely related to freshness, members can order in advance in the first time to receive goods, fruit removal shelves, selection, home process, freshness is higher.

### 3.2.4 Borrow star traffic to promote the enterprise's own publicity

W In large supermarkets, a large number of products have their own spokespersons. Some of the stars have large traffic on the network, more fans, and stronger purchasing power of fans, and are strong assistants for corporate publicity online channels. When playing promotional pictures in the store in the online mini program and APP, attention should be paid to shooting some in-store scenes with spokesperson posters and brand establishment; When promoting products, the part of the product map with large flow of spokespersons should be adjusted to highlight the image of their spokespersons and attract potential fans in the consumer group to buy. W Large supermarkets can negotiate with suppliers to obtain a certain number of spokesperson posters, postcards and other materials for the purchase of more than 3 spokesperson products as gifts.

## 4. Conclusion

To sum up, in the Internet era, the marketing strategy of enterprises should be adjusted according to consumer demand and market positioning, the formulation and application of marketing strategy should be centered on consumers, and the role of marketing should be played as much as possible to open online sales channels for enterprises and divert offline sales stores to ensure the overall profit space of enterprises.

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