

Research on Network Marketing Strategy—Based on Case Studies of Hongxing Erke, Misue Ice City and White Elephant Instant Noodles

Yang Qian

Guangxi University, Nanning, Guangxi, China

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Abstract: In recent years, with the rapid development of the Internet in China, consumers understand more and more commodity channels, and how to stand out in a wide range of Internet information has become a problem that every enterprise needs to consider. At present, there is no fixed online marketing model, so companies need to not only pay attention to the quality of their products, but also need to find ways to let consumers see. In our analysis of Red Star Erk and honeysuckle, we found that consumers were more likely to be attracted to quality, innovative, and emotionally related content. In the next few years, network marketing will be professional and intelligent, e-commerce will become the mainstream, reduce transaction costs, improve the government's investment in e-commerce, promote the development of Internet technology, and become the leading role in the future. That is why it is important for companies to provide thoughtful and insightful information to consumers through online marketing.

1. Introduction

With the rapid development of science and technology, today's world has completely entered the Internet information age, which has also significantly changed the marketing methods, greatly enhanced the efficiency and speed of information dissemination, and made the development of marketing models more diversified. On this basis, a perfect and sound marketing platform has been established. In the era of new media, if enterprises want to maintain their competitive advantages and ensure their long-term and stable operation, they need to keep up with the pace of The Times and constantly innovate network marketing strategies under the new development background, so as to better adapt to the development trend and trend of society and promote them to obtain higher comprehensive benefits.

2. Research background and significance

2.1 Research Background

In February 2022, the China Internet Network Information Center released the 49th Statistical Report on the Development of the Internet in China in Beijing, which recorded the status of Internet

penetration in China. According to the report, as of December 2021, the number of Internet users in China reached 1.032 billion, an increase of 42.96 million over December 2020, and the Internet penetration rate reached 73.0%. This shows that the number of Internet users in our country has reached a new high, and the Internet penetration rate in our country has expanded further, which further shows that the frequency of network is becoming higher and higher, playing a more and more important role in people's lives, and also has a more and more heavy impact on people.

The traditional marketing methods of enterprises are relatively simple, such as newspaper advertising, TV advertising, high-speed advertising, search engine advertising, and industry catalogs. In the early stage of advertising development, these marketing methods are very effective, because consumers are exposed to relatively simple information channels, the number of products they know is relatively small, and the number of competitive products is small, corporate brands and products are easy to attract consumers' attention through these ways, and then achieve their own marketing purposes. However, with the gradual development of network technology, the drawbacks of these marketing methods are gradually revealed. Because these marketing methods are mainly accepted by the older generation of people, and the current expanding consumer group is the younger generation of millennials, for them, the newspaper, TV viewing times are less, the opportunity to be affected by these marketing is very little. Therefore, enterprises should also follow the development trend and find marketing methods that are more suitable for the younger generation. The development of network technology has ushered in new ways for enterprise marketing, and the channels of enterprise marketing will become more diversified, and there are more marketing methods and means. In this case, enterprises will also face greater opportunities and challenges.

However, at present, the enterprise marketing strategy does not have a fixed model, the network marketing environment is relatively chaotic, there is no corresponding policies and regulations to restrict, so the marketing methods on the network are varied, and more and more competitive brands. How to stand out from the complicated and more complex market has become the information that enterprises pay more attention to at present. Therefore, this paper will focus on how to conduct more effective marketing in the Internet, hoping to provide a new direction for the marketing strategy of enterprises.

2.2 Research significance

First of all, network marketing enables enterprises to achieve marketing objectives in a short period of time, reducing the waste of time caused by traditional marketing methods in all aspects of communication, but it does not reduce the marketing effect. It can quickly convey the characteristics and advantages of its own products to consumers and reduce the cost caused by intermediate links ^[1]. Secondly, for enterprises, this direct delivery method reduces the intermediate links, Narrows the distance between enterprises and consumers, and enables enterprises to more conveniently understand the needs of consumers and their own shortcomings, so as to more effectively improve the product according to the needs of consumers, which is conducive to the product update of enterprises. Finally, network marketing can let enterprises know more information, so as to better grasp the direction of network development, conform to the trend of The Times, conducive to the enterprise's own reform, more stable development, but also to create a better marketing environment.

For the current development trend, product marketing is essential for enterprises. Therefore, this paper will further explain the necessity of network marketing and how to carry out more effective network marketing through comparative analysis of some marketing cases. Through this study, we hope to provide the direction for the future marketing planning of enterprises, reduce some ineffective marketing and false marketing on the Internet, and purify the marketing environment on the Internet.

2.3 Literature Review

2.3.1 Foreign research status

Network marketing in developed countries started earlier, so the research results on enterprise network marketing strategy are relatively rich. Mohammad Taleghani and Mehran Mahdi Zadeh (2016) discussed the moderating effect of network marketing on the relationship between enterprise marketing competence and performance. To a large extent, network marketing can regulate the impact of marketing ability on enterprise performance^[2]. Jarvenpaa and Todd (1996) believe that the market environment and social development make online shopping significantly different from physical shopping. They point out that the construction of online shopping mall is particularly important, and consumers pay more attention to the convenience, clarity, security of online payment and comprehensive types of goods in the search process of online shopping mall. It is an important consideration for the construction of online shopping malls, and it is not so concerned about the shopping process and after-sales process^[3]. Jennifer et al. (2003), through a comparative study of network marketing and business development in 10 countries, pointed out that the role of network marketing depends on the popularity of the Internet in a country, and the development of Internet marketing can be effectively promoted by developing Internet infrastructure and penetration and stimulating the increase of the number of Internet users^[4]. Kamboj (2015) mainly studied the relationship between marketing ability, operation ability and corporate financial performance. Research has found that there is a significant correlation between marketing and operational capabilities, and it has a positive impact on financial performance. Companies with marketing capabilities have higher financial performance compared with companies that only focus on operational capabilities^[5]. According to the study of Eid et al. (2013), network marketing helps enterprises to achieve value enhancement mainly from two aspects: the effectiveness of internal organization and coordination and external customer relationship. From the internal point of view of the enterprise, network marketing helps to integrate the marketing information of the enterprise, and integrate and match the customer information, so that the information communication within the organization can be executed more effectively. From the external perspective of enterprises, through network communication and information dissemination, network marketing will enable more potential consumers to obtain more valuable corporate information, thus helping consumers to make consumption choices, and at the same time establish closer customer relationships through network communication^[6].

2.3.2 Domestic research status

Huang Jia (2021) believes that under the environment of new media, enterprises should not only pay enough attention to marketing, but also timely change their concepts of marketing management and learn to consider the needs of consumers from the perspective of new media development, so as to narrow the distance between enterprises and consumers^[7]. Marketing management strategy innovation research is an indispensable link to complete comprehensive cooperation. Enterprises and new media are reasonable, integrated, common development and win-win. Pan Weizheng (2021) proposed that with the increasing application of Internet technology, enterprises should continuously expand online customer resources in order to expand product sales channels. Traditional physical marketing means have fallen behind the current development of information technology, and Internet technology-based network marketing mode provides a clear direction for the development of small and medium-sized enterprises.^[8] According to Yang Liqing (2020), through online marketing, enterprises take the needs and value orientation of consumers as the starting point, and change from commodities-centric to consumer-centric to meet consumer needs in an all-round way. Now, they

develop to create consumer-centric online digital marketing, and enhance the market competitiveness of enterprises through changes in online marketing ^[9]. Xie Guohua (2021) points out that in the Internet era, if enterprises want to achieve sustainable development, they need to change their marketing strategies, combine the characteristics of the Internet era, study the problems in the current marketing work, and improve their marketing models. Enterprises can choose the online + offline marketing model to improve their marketing level ^[10]. Hao Wenyi (2015) mentioned that in the era of mobile Internet, enterprises must actively guide consumers to participate in the marketing process, continuously adopt consumers' suggestions on product design and performance improvement, constantly improve event marketing capabilities, and cultivate comprehensive talents with both marketing knowledge, mobile Internet knowledge and communication knowledge ^[11].

To sum up, there have been some studies on enterprise network marketing strategies in various countries, but most of them are qualitative analysis, and there are few literatures for specific analysis of some cases. Therefore, this paper will study Hongxing Erke, Misue Ice City and other timing cases to explain the correct way of network marketing.

3. Case Analysis

3.1 Case study of Hongxing Erke

On July 21, 2021, a massive flood broke out in Zhengzhou, Henan province, and people all over the country were worried and praying for Zhengzhou. Many enterprises have contributed their own strength to help Henan overcome difficulties. And Hongxing Erke, is one of them. On this day, at 17:45, Hongxing Erke released a message on the official Weibo: "Help each other, the wind 'Yu' and 'Zhou', we are together!" Hongxing Erke is concerned about the disaster area, through the Zhengzhou Charity Federation, One Foundation emergency donation of 50 million yuan of materials, rushed to help Henan disaster areas, Henan refueling! Henan holds on and we are coming # ^[12]. On the same day, the story quickly spread and became a hot search on Weibo.

This matter itself has a positive significance and can resonate with people across the country, but why has Hongxing Erke aroused the attention of many netizens? Although Hongxing Erke has the advantages of good quality and simple price in many sports brands, however, due to late entry into the market, and the current anta, Li Ning and other larger sports brands account for more market share, compared with, Hongxing Erke has a competitive advantage that is not strong enough, plus many young people pursue high-end, more inclined to Nike and other foreign products. Therefore, the price of the people's Hongxing Erke sales decline year by year, at this time has been faced with the situation of imminent bankruptcy. In the case of "their own difficulties", they are still willing to give most of their assets to rescue Henan, giving full play to the Chinese people's feelings of "one party is in trouble, the eight parties support", and produce emotional compatibility with our tradition.

Since then, the Hongxing Erke donation incident has been spread through major software, which has further expanded the heat. At the same time, Hongxing Erke in Taobao, Tiktok and other platforms for network broadcast, Hongxing Erke president and other anchors continue to interact with the audience, chat and create a stalk, the number of live broadcast room is also increasing, attracting a large number of consumers, obtained a very good effect. At this time, coupled with Hongxing Erke's own price, excellent quality, no accident, Hongxing Erke's online and offline shopping malls, from clothes, pants to shoes, all kinds of products are enthusiastic users to buy out of stock. Hongxing Erke did not increase marketing at this time, take the opportunity to sell more products, and use everyone's enthusiasm to "promote" themselves, but call on everyone to buy on demand, once again won the praise of users, Hongxing Erke this brand, also "back to life". The quarter's sales far exceeded the \$50 million donated at the time.

3.2 Case of Mixue Ice City

At the beginning of June 2021, Misue Ice City released the MV of its theme song in Station B, which was sought after by the whole people with simple and easy to remember lyrics, cute cartoon shapes, and relaxed and pleasant lyrics. Up to now, the B station has more than 20 million plays, more importantly, this data is more amazing on Douyin, as a large platform with hundreds of millions of daily active users, although the video is only dozens of seconds, but "you love me, I love you, Misue Ice City sweet honey" the lyrics left a very deep impression on everyone, so far, The theme song of Misue Ice City has been more than 3 billion + in Tiktok. The theme song has also inspired netizens to create enthusiasm, using the music to cut different videos, and released on major software. Subsequently, the Misue ice City is striking while the iron is hot, in its official micro released a collection of videos created by netizens, and made the image of the "snow king" deeply rooted in the hearts of the people by frequently making the meme, and the Misue Ice City itself has been loved by the public because of the low and affordable price, through the network communication to make themselves out of the circle again.

Relying on the sales method of "creating a stem" marketing circle is actually very common, just like we heard from a young age that "this year's festival does not receive gifts, only receive brain platinum". However, popular lyrics are rare, so there are only a few successful marketing cases.

Misxue Ice City chose the right marketing method and the most popular marketing channels at the beginning of the activity, so that it is not only active in the major forum post bar, but also to carry out secondary creation, release multi-language versions, and launch peripheral products to sell well, this wave of marketing success. At the same time of the success of online marketing, Misxue Ice City launched offline singing theme song free or ice cream delivery activities, which set off a wave of enthusiasm on Tiktok. This combination of offline and online approach not only gives consumer groups a sense of participation, but also makes the brand image more deeply rooted in the hearts of the people, virtually giving Misxue Ice City a sign. In addition, at the same time of heavy rain in Zhengzhou, Misue Ice City was questioned for not donating money, and later some netizens found that the headquarters of Misue Ice City was in Zhengzhou, itself in the disaster area. At this time, the Misue ice City donated 22 million to the people of the disaster area, and some netizens commented that "This is a few pieces of the snow king saved up!" It was funny with a touch of sadness.

In the case that the milk tea market is gradually becoming saturated, Misue Ice City has left a deep impression on everyone with its "sound marketing".

3.3 White Elephant instant noodles case

At present, China's instant noodle market competition is extremely fierce, mainly by the two major companies that Master Kong, unified monopoly, followed by white elephant, Hualong and other small brands. How to stand out from the extremely competitive market and become the dominant brand in everyone's heart also needs the quality and conscience of the enterprise marketing.

In 2008, Uni-President introduced the innovative Laotan Sauerkraut Beef Noodles, which distinguished itself from other instant noodle offerings by incorporating a novel sauerkraut flavor. This unique taste captured the hearts of numerous consumers, subsequently generating significant profits for Uni-President. Subsequently, several other brands emulated this successful formula, introducing similar instant noodle products.

However, on March 15, 2022, CCTV's annual 315 exposed the unethical production methods of Laotan Sauerkraut. Specifically, it revealed that food enterprises with unethical practices, such as Hunan Puqi Vegetable Industry Co., Ltd., Yueyang Yayuan Pickles Food Factory, Antan Qiao Food Co., Ltd., and Jinrui Food Co., Ltd., were involved in the production of Laotan Sauerkraut. According to the report, Hunan Suqi Vegetable Industry Co., Ltd. (hereinafter referred to as "Suqi Vegetable

Industry Company") sold Laotan Sauerkraut externally, but there was a stark contrast in production standards. The Sauerkraut destined for export was processed in a clean workshop, whereas the product intended for domestic consumption was manufactured in unsanitary conditions in surrounding "dirt pits."

The report further detailed the unsanitary conditions of these pits, including villagers walking barefoot through them and even discarding cigarette butts into the pits filled with pickled cabbage. Given that Suqi Vegetable Industry Company had established strategic with renowned enterprises such as Master Kong and Unified for product processing and raw material supply, the incident sparked concerns regarding the use of Laotan Sauerkraut in other products, including White Elephant Instant Noodles.

In response to these allegations, White Elephant Food issued a clarification on Weibo, reassuring consumers that there was "no cooperation" with the implicated suppliers and that their products were safe to consume. As a result, White Elephant Instant Noodles emerged as one of the few instant noodle companies unaffected by this scandal.

The popularity of White elephant instant noodles didn't happen overnight. As a veteran domestic enterprise, white elephant instant noodles have also been found by netizens more matters of conscience. The original White elephant instant noodle company has about one-third of the employees are disabled, in 2020, there are 237 disabled employees, the number of disabled employees placement in Jining City ranks first, in order to ensure the safety and comfort of the disabled working environment, White Elephant will spend more than one million yuan every year, all the production lines for barrier-free transformation and maintenance: Automatic alarm system, barrier-free access, speed bumps and so on, the canteen is also set up special Windows, anti-slip MATS and so on. Nowadays, there are enterprises willing to fulfill their social responsibilities so carefully, and it is very rare to do their best to take care of the disabled in the society.

What is more valuable is that in the face of the "wild consumption" of netizens, White Elephant issued a delivery announcement advocating rational consumption, saying: "The mountains and rivers are clear, the world is worth it, the five stars shine, all are China." It's so human.

The "good" spirit of the old Chinese brand is the core of its series of actions. Donations and donations, the brand's temperature and softness are more deeply rooted in people's hearts. The openness of "not seeking excessive attention" also shows restraint from the inside out, and it is more circle powder.

Upon observation, it becomes evident that the abrupt surge in popularity of domestic brands is attributable to the exceptional quality of their brand genes, rather than excessive and contrived marketing gimmicks. These brands unanimously embody the upward and benevolent spirit of the Chinese nation to its fullest extent. Whether it manifests as a trickle of benevolence in daily life, unwavering courage in confronting the truth during critical junctures, or relentless efforts in safeguarding the fundamental principles of food safety, each act serves as a testament to their proactive social responsibility. Domestic brands exude a grounded simplicity, and on the foundation of possessing a certain degree of national recognition and popularity, their reputation naturally explodes with growth.

The white elephant in the Laotan Sauerkraut incident lived up to expectations, but also let consumers produce continuous trust in decision-making choices. There is reason to believe that such mental precipitation will make white elephant become the preferred instant noodle brand for many people. Blacksmithing also needs its own hard, how long can the surge in sales brought by the good heat of the white elephant maintain, whether it can help it complete a higher value goal, but also combined with the follow-up action of the white elephant.

3.4 Negative Cases

3.4.1 Cotton Incident

In March 2021, Swedish clothing brand H&M issued a statement saying that the company will no longer cooperate with any clothing manufacturing and processing factories located in, and will not purchase any products and raw materials from. The reason is simply because they are biased and stubbornly believe that cotton is the result of forced labor by Chinese enterprises, and that buying cotton represents support for oppression and exploitation. This bias is ironic, China's cotton has already realized fully automatic machine production, the task of workers is only to control the machine, oppression and exploitation is nonsense. The move quickly drew the ire of millions of Chinese.

By March 31, it issued a second statement again, which was still full of empty words, no sincerity, and no apology, which also made consumer emotions intensified again and spontaneously formed a national boycott. While fabricating rumors to boycott cotton, they want to make money from the Chinese people. Even the official media also came to the next bitter criticism, and then several major domestic e-commerce platforms quickly blocked it.

Of course, we all know that H&M is not the only well-known overseas brand to boycott cotton, and there are Nike, Adidas, Uniqlo, ZARA, GAP and so on.

This kind of enterprise wants to gain the goodwill of consumers in other countries by denigrating, but it does not think that it is lifting a stone to hit its own feet. These sales in China fell to an unprecedented low, Taobao, Jingdong and other software have also removed them, the month these clothing brands' share prices fell sharply, they did not win the support of consumers in other countries. Therefore, marketing should be based on the spiritual quality connotation of its own goods, rather than using this high-profile denigration to elevate themselves.

3.4.2 P&G insults women

A tweet on Procter & Gamble's wechat account put the company at the center of public opinion. This tweet, under the guise of "truth" such as popular science "women's feet stink 5 times as much as men's" and "women also have body odor, and their breasts stink the most", promoted Procter & Gamble products, causing many netizens to feel uncomfortable and criticize its content for allegedly insulting women. As the largest consumer goods company in China, P&G owns more than 20 brands in China, such as Olay, Head & Shoulders, Pantene and Crest, and has a large female audience.

P&g has been fined several times for violations in the Chinese market. For example, during August 2021, P&G was fined 200,000 yuan for highlighting the "removal of 99% bacteria" without sufficient scientific proof. Similar to "women's feet stink" and other sensorism, or deliberately with some gimmicks to cause controversy with traffic is not recommended, this time due to vulgar advertising was heavily fined 700,000 yuan, Procter & Gamble should learn a deep lesson, the future release of marketing advertising must respect public order and good customs, abide by our laws and regulations, if do not repent or "repeatedly change repeatedly", In the end, it may hit its own brand in vulgar marketing and be abandoned by Chinese consumers.

Marketing advertising can not be in order to attract attention to earn traffic, there is no moral and legal "bottom line". On any media published in violation of illegal advertising, should be "zero tolerance" to be severely investigated and severely punished, in order to make an example of others, to put an end to similar "women's feet odor" and other vulgar advertising.

3.4.3 Cotton Age

In January 2021, the Cotton Age magazine publicized an advertisement portraying a young girl

encountering a man dressed in black while returning home late at night. In this advertisement, the girl hurriedly utilized Cotton Age's wet wipes to remove her makeup, presumably transforming into an unattractive appearance, thereby evading the stalker. The advertisement was punctuated by the sound of the girl vomiting, presumably triggered by the stalker's reaction to her altered appearance.

This advertisement swiftly provoked widespread controversy, with the hashtag #Cottonage trending on the social media platform Weibo. Numerous netizens expressed skepticism towards the advertisement, alleging that it insulted women by suggesting a significant contrast between a woman's appearance with and without makeup, implying that women appear unattractive without cosmetics. Additionally, some criticized the Cotton Age for exploiting female fears as a marketing tactic, implicitly perpetuating the stereotype that women are stalked solely due to their attractiveness.

On January 8th, the official Weibo account of the Cotton Age responded to the backlash, clarifying that the advertisement was merely a creative concept intended to highlight the product's cleaning capabilities. However, the advertisement had been withdrawn from circulation. Later that afternoon, the Cotton Age issued a formal apology on its Weibo account, expressing regret for the discomfort caused by the video content and acknowledging its prompt removal from the market.

China Women's News, the official newspaper of the All-China Women's Federation, offered a critical commentary on the incident. The newspaper condemned the use of such a serious and malevolent incident related to women's safety as a mere marketing gimmick, branding it as a display of creativity that glorified the perpetrator while denigrating the victim. The newspaper emphasized that women are consumers, not consumer goods, and any advertisements that insult women will inevitably face public criticism. It further stated that the offended female consumers would refuse to patronize brands that promote insulting ideas.

3.5 Case Analysis

From these two cases, we can see that network marketing is not simply how good their products are on the Internet, and the marketing process is equally important to resonate with the audience. We can also see that in the Internet environment of 1 billion Internet users, the characteristics of mobile social communication - fast speed, large influence, wide coverage, rapid user growth, and strong social mobilization - provide useful enlightenment for the development of network marketing. In the Internet era, information is abundant and no longer a scarce resource, but professional and high-quality content with profound thoughts, unique insights and unique value for users is still scarce. Hongxing Erke spirit and the Chinese people fit, Misue ice city theme divine music to get everyone's attention, this is the hearts of users of quality content. At the same time, this also once again shows the superiority of network marketing, enterprises must pay attention to the importance of the network in the current society. Under the background of network economy, the transformation of marketing strategy is in line with the development trend of The Times. People's consumption patterns have changed greatly due to the Internet, which provides new marketing concepts for the development of network economy and gradually expands the marketing orientation. Enterprise marketing staff need to actively update marketing concepts, track consumer consumption activities, implement new marketing models, establish effective e-commerce operating platforms, and meet consumer demand to the maximum extent.

4. Conclusion

If enterprises want to obtain a more efficient marketing method, they should sink the market, carefully understand the needs of current consumers, and publicize by using the characteristics of rapid communication of the network. The basis of any marketing is the high quality of its own products, its own products are not good, and everything else is empty talk. Secondly, network

marketing should pay more attention to positive energy, rather than the use of a little network hot spots, or extreme vocabulary of the eyes, which to obtain the heat is only temporary, and even may suffer more long-term backlash.

In the context of the micro era, based on the mobile Internet, social media such as Weibo, wechat and SNS are used to tap people's interests, drive people's minds, establish and expand the scope of people (fans and friends), accumulate fans, expand human resources, transform and strengthen customer relations, and realize enterprise value by realizing customer value. The key lies in understanding the living habits and interest points of different groups, skillfully combining marketing elements such as brand culture and product information with the interests, entertainment and hobbies of the target group, so that the audience can actively participate and play an important role in the activity, and even take the initiative to carry out secondary communication and form secondary marketing.

The current network environment is still to be sorted out, the network public opinion is black and white, in this environment, enterprises should be more careful to deal with, any way of advertising should be careful, do not lose their own heart. In addition, network marketing should also be as simple and clear as possible, do not do too much useless work, as well as messy lace modification, reactive advertising is always stronger than the loss of publicity purposes for eyeball advertising.

Position the consumer group of your product, understand the main gender, age and preferences of the consumer group, and carry out network marketing more targeted, rather than blindly and without purpose. Marketing advertising should have correct and positive values, with accurate content and data support, network marketing has opened up a new marketing road for enterprises, it can make small enterprises in the case of reducing expenses slowly development, in such a new marketing way to promote themselves, avoid the shortcomings of insufficient funds, weak brands, so that they continue to grow.

In the development of the next few years, network marketing will become professional, with the increasingly mature network technology, this specialization is manifested in three aspects: First, online electronic shopping malls will thrive. Online shopping malls do not require store rent, which can reduce the pressure of commodity inventory compared with traditional shopping malls. At the same time, the scale of operation is not limited by the venue, which is easy to collect customer information, and the goods of shopping malls or enterprises can be viewed and purchased by global consumers through the Internet through multimedia information. It is the promotion method used by many large shopping malls and large enterprises at home and abroad, which reduces the cost of sales, management, delivery and other links, and so on. Second, the commercial transaction has become the mainstream of the network, the transaction cost on the network is about 1/10 of the traditional marketing cost, although the development of the network began with academic applications, but the most vigorous development is the professional network of commercial transactions, it is reported that after the popularization of the future, the cost ratio will be reduced, so governments all over the world will develop electronic business transaction applications. As the main purpose of investing in the national information network, the number of professional networks targeting commercial transactions will increase significantly in the future, and with the development and improvement of commercial transaction technologies such as electronic money, smart cards, and network firewalls, electronic business transactions will become more convenient and reliable. Due to the huge market benefits of electronic business transactions, this will certainly drive the rapid development of the Internet.

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