

# *Discussion on the Path of the Transformation of Marketing Strategy in the Age of Network Economy*

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**Abstract:** Since the advent of computers, after decades of rapid development, computer technology and Internet technology have become the most important technical fields. The popularity of Internet technology has dramatically changed our way of life, and all aspects of life are integrated with Internet technology. The same is true in the economic field. The combination of the Internet and the economy has created a new space for development and added new impetus to the development of the country. At present, the network economy has occupied a large part of the entire economic field. In the context of this big change, traditional marketing has been unable to adapt to the characteristics and needs of the new network economy. Marketing strategies need to be targeted to adapt to the current economic environment. This paper analyzes the changes and problems of marketing in the age of network economy, points out the significance of changing marketing strategies, and gives specific transformation paths.

## **1. Introduction**

In the 21st century, we have fully entered the Internet age.. With the rapid development and maturity of computer technology, information technology, Internet technology and other related technologies, the network has penetrated into every aspect of our lives and brought unimaginable changes and convenience to our lives. With the groundbreaking invention and the promotion of the revolutionary technology of online payment, the Internet has begun to fully intervene in the economic field. So far, the Internet and the economy have been closely integrated, adding many new economic growth points to the country. It can be seen from the current trend that the combination of network technology and economic fields will continue to deepen, and the future will surely be a highly developed network economy age. In the age of network economy, traditional marketing has been unable to meet the needs of the market. If the marketing strategy is not targeted, so that it can match the trend of the network economy age, it will inevitably lead to the weakening and degeneration of the role and function of marketing. In this context, this paper analyzes and studies the changes and existing problems in marketing in the age of network economy, points out the significance of changing marketing strategies, and gives specific transformation paths.

## **2. Changes in marketing concepts in the age of network economy**

Before analyzing the changes in marketing in the age of network economy, we must first define

what is marketing. In general, marketing is a combination strategy, which includes products, prices, channels, promotions and other links <sup>[1]</sup>. There is no fixed standard for marketing, and it is often necessary to comprehensively consider the market, product, target groups, etc., and choose an optimal solution. In the context of the network economy, the market and customers targeted by marketing have undergone great changes. The specific changes are mainly as follows <sup>[2]</sup>:

### **2.1 Market scope expanded**

The expansion of the market scope includes the expansion of the two dimensions of space and time. In terms of space, the network economy completely subverts the situation that sales must rely on physical storefronts. The emergence of online stores has made the target customers of the merchants come from all over the world. In time, due to the elimination of the narrow customer base and physical store restrictions, online stores can conduct sales activities 24 hours a day, 7 days a week.

### **2.2 Customers take more initiative**

In the network economy, customers have more sources of information and a wider range of choices. At the same time, the consumer's consumption behavior is also facilitated by e-commerce. This change has made manufacturers and sales companies more customer-centric, to meet the different needs of customers, and to enhance the customer's consumption experience.

### **2.3 Track changes in customer demand in real time**

In the traditional economic model, because the time cost of communication and feedback is too high, the merchants generally continue to implement the overall marketing strategy, and will not carry out major strategic changes. In the age of network economy, the cost of communication between consumers and merchants has dropped dramatically. Merchants can get relevant feedback from different consumer groups in real time, so that the marketing strategy can be transformed in real time. Under this change, merchants should no longer simply pursue sales volume, but pursue the value creation brought to customers and treat marketing with a longer-term development vision.

## **3. The problem of marketing in the current age of network economy**

Although the Internet field has developed rapidly, it has been deeply integrated with all aspects of real life, bringing great changes and convenience to our lives. In the field of network economy, due to the continuous growth of e-commerce and Internet finance, the age of network economy has been basically laid. However, in the age of network economy, network marketing is still not mature enough, and there are still many problems <sup>[3]</sup>.

### **3.1 The service awareness and service quality of network marketing are relatively lacking.**

This is because many people today do not have enough knowledge about the importance of the network economy, especially some middle-aged and older people. Without realizing the importance of the network economy, it will not pay attention to online marketing. Because they do not have a correct understanding and attention to online marketing, their network marketing service awareness and service quality are inevitably lacking.

### **3.2 Insufficient supervision and management of network marketing**

The supervision and management of network marketing is also insufficient. Since the main feature of internet marketing is that it has certain virtuality, many enterprises have no good methods for effective supervision. The relevant government departments have no effective reward and punishment methods, which leads to many fake and shoddy products in online marketing. And there are also many non-compliant marketing tools. As a result, consumers generally have certain doubts about online marketing.

### **3.3 Synergistic development of network marketing and other marketing is not enough**

There is not enough synergy between online marketing and other marketing methods. Due to the certain virtuality of online marketing, most merchants only set up and promote the store on the Internet. They did not establish a marketing plan in real life, or did not develop synergistically with the marketing in real life. This single marketing program has weakened the effectiveness of marketing to a certain extent.

## **4. The Significance of the Transformation of Marketing Strategy in the Age of Network Economy**

In the age of network economy, the background of marketing has undergone tremendous changes. In order to continue to develop steadily in the age of network economy, merchants must change their marketing strategies [4].

### **4.1 Change marketing strategy to expand product sales**

One of the biggest features of the network economy is the breaking of space and time constraints. The virtual way of operation allows merchants to face potential customers around the world; consumers can also make purchases around the world. In this context, merchants should actively transform traditional marketing strategies, which will have the basis for turning potential consumers into their own customers, expand their sales range, and expand their profitability.

### **4.2 Change marketing strategy to better enhance competitiveness**

In the age of network economy, due to the connection and intercommunication of the Internet, consumers can obtain the desired information from various channels before making consumption, and have more choices when they consume. The competition between merchants is even more intense. What merchants need to do is to convert potential customers into real customers. In the age of network economy, changing the traditional marketing strategy can promote the promotion of the business to become more successful, thereby enhancing the competitiveness of the business.

### **4.3 Change marketing strategies to promote sustainable business development**

In the context of the age of network economy, consumers have changed their values, ways of thinking, and preferences due to the impact of the Internet on their lives. Consumer demand has also diversified with the diversity of the network. Because the needs of the target customers have changed, if the marketing strategy of the merchants is not changed, it will inevitably lead to the marketing strategy not in line with the actual situation and affect the sales of the products. Therefore, in the age of network economy, changing the marketing strategy will help the merchants keep up with the pace and trend of the development of the times, help the merchants to grasp the changes in

market demand, thereby maintaining the profitability of the merchants and promoting the sustainable development of the merchants.

## **5. The path of marketing strategy change in the age of network economy**

If we want to get good marketing results in the age of network economy, we can improve it from the following aspects<sup>[5]</sup>:

### **5.1 Changing marketing concept and improving marketing service quality**

In the current age of network economy, the market, consumers and other aspects have undergone tremendous changes. Due to the strong ability of Internet technology information dissemination, the phenomenon of information asymmetry in the market no longer exists. There is not much difference in technology and ability between merchants, and the gap in performance of products produced is gradually shortened. Therefore, the competition between merchants is no longer just the product itself. The details of services and after-sales in the product sales process have also become new competition points. Therefore, the merchant must change the traditional marketing concept firstly, pay attention to the customer experience in the whole effect process, and strive to improve the service quality in the product sales process. Merchants must transform from past passive services to proactive services, transform service attitudes, improve the marketing environment of merchants, and provide customers with a comprehensive, detailed and accurate full-service experience. Only by providing customers with diversified value-added services, customers will have a better shopping experience and higher satisfaction, thereby increasing customer loyalty, enhancing the reputation of the merchants, and establishing a good business image.

### **5.2 Identifying the needs and changes of the market and customers**

In the current age of network economy, due to the connection of the Internet, customers can easily obtain information about all relevant merchants in the market and make a comprehensive comparison. The entire market has turned into a buyer's market. Moreover, a major feature of the Internet is the rapid replacement, and the needs of customers in the age of network economy are also rapidly changing. In this context, if the merchants still adheres to the traditional marketing strategy, not to keep up with changes in the market, waiting for customers to come to the door, it will inevitably lead to sales failure. Merchants should actively and in-depthly collect relevant information of customers, and build their own marketing system centered on customer needs and preferences. The Internet technology has greatly reduced the communication cost between merchants and customers, and also provided conditions for merchants to collect target customer information and analyze market demand. Therefore, merchants should pay attention to the overall trend of the market in real time, and actively communicate with customers to reflect the market and customer needs and changes in a timely manner to their marketing strategies.

### **5.3 Expanding marketing methods and channels**

In the age of network economy, the means and channels of marketing have undergone tremendous changes. Compared with the real propaganda media in real life, online marketing has gradually become one of the main marketing channels. Especially for the products whose target audience is the younger generation, such as digital products, online marketing has become the most important marketing channel, and the effect is also the best. Therefore, each merchant should follow the market trend and use the online platform to build its rich and diversified marketing and

promotion methods, and provide product consultation and communication services to potential target audiences around the world. In the network marketing channel, merchants can expand their marketing channels by establishing their own official website, WeChat, Weibo and other network communication platforms. In addition, they can expand their marketing channels with a professional large-scale integrated e-commerce platform. And through the diversified ways of pictures, videos, copywriting and other ways they can establish their own characteristic marketing methods, thereby improving marketing efficiency and reducing marketing costs.

## 6. Conclusions

At present, we have entered the age of network economy. In the age of network economy, the market, consumers and their characteristics have undergone tremendous changes, and are still changing rapidly with the development of Internet technology. Therefore, the traditional marketing strategy has been unable to meet the current changing market environment. In order to achieve better results in the age of network economy, merchants must transform their marketing strategies according to the characteristics of the current market. First of all, merchants should establish new marketing concepts and improve service quality. Secondly, merchants should keep up with market trends and customer needs. Finally, merchants should actively use the Internet platform to expand their marketing channels, reduce marketing costs, and improve marketing efficiency. In this way, merchants can expand their sales range in the age of network economy, enhance their competitiveness, and promote the sustainable development of the business.

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