

Analysis on the Present Situation and Countermeasures of Marketing Management in the View of Network Economy

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Abstract: In the 21st century, Internet platform and information technology have become the key elements of the development of the dominant era, which have changed the operation mode of the whole financial market, especially the change of marketing mode. The rise and vigorous development of e-commerce has brought considerable benefits to China's national economy, greatly improved work efficiency and saved relevant costs. However, the current situation of marketing management in the view of network economy is not great. The phenomenon of transaction risk, information leakage, unfair competition and non-standard management in internet marketing is common. Therefore, this paper discusses the concept of network marketing and its basic characteristics, analyzes the current situation of the management of the internet marketing market, and puts forward the relevant countermeasures to promote the healthy development of network marketing in China.

1. Introduction

With the help of the broad Internet platform, network marketing reduces marketing costs, broadens the channels of selling, and establishes a market-oriented sales plan, which has become a marketing strategy widely adopted by enterprises in the 21st century. China's internet marketing started late. It was not until 1996 that a Chinese enterprises to try this method, such as Haier Group's networked marketing of refrigerator products. But the benefits of online marketing are unimaginable, especially the market share of online marketing in computer, communication and financial industries is far ahead. Therefore, there are many giants in the field of e-commerce, such as Alibaba, Taobao, Jingdong, Suning, Pinduoduo and so on. It not only enriches and facilitates people's daily life, but also drives the China's economy.

2. The Concept of Network Marketing and Its Basic Characteristics

Network Marketing is the marketing method used to realize the trading activities with consumers that relies on electronic information technology, and gets the overall growth of enterprise economy, such as website advertisement, e-mail, media platform, WeChat and Weibo, bidding promotion and SEO optimization ranking, etc. It together with the traditional offline marketing method constitutes the basic marketing mode of the enterprise. The essence of network marketing is still marketing,

and its potential purpose is to facilitate the transaction between consumers and merchants. This kind of transaction is oriented to achieve the maximization of consumer goals, and does not require the two sides to carry out face-to-head transactions so as to eliminate a lot of unnecessary trouble. In the marketing process, e-commerce service personnel are often able to meet the consumers' pre-sale, sale and after-sale needs of all aspects, which is even more popular than real-world transactions.

Network Marketing has the following characteristics:

2.1 Beyond the Time and Space

Internet transactions can take place all over the world. For example, a housewife in the United States can learn about silk quilts made in China through Alibaba, and Xiao Wang, who is at work, can browse the specialty dishes of restaurants 3 kilometers away by the ele.me APP. Internet technology shortens the space distance between people, saves people's precious time, and enables enterprises to invest more manpower, material resources and financial resources in product research and development, production and processing.

2.2 Personalized Service

The network marketing realizes the one-to-one service between the seller and the consumer, and the network platform will search the resources of the large database to match the relevant goods for the user to browse, so as to stimulate their purchasing desire. At the same time, personalized service is also reflected in that it can select and customize products according to consumers' different practical needs and personal preferences, so as to better meet consumers' purchase wishes.

2.3 Interactive

Network marketing is not the silent browsing process of commodity information, but the happy negotiation between the two sides. The tasks of network marketers include collecting market intelligence, providing consumers with web links and consulting services for related products. On the same time, it can make customer satisfaction surveys, build their own customer base through the establishment of QQ group, send red envelopes, and open video living broadcasts, and form good business relations with them, in order to playing the role of occupying the market.

2.4 Multimedia

Although network marketing is not a face-to-face transaction, it can also be vivid and impressive. The reason lies in its adoption of modern multimedia technology, which creates a relaxing and interesting buying atmosphere through GIF, video, film, animation and other forms. Surrounded by pictures, texts and sounds, consumers can have a more detailed understanding of product information and features, and know its usage environment and usage method, especially when consumers do not need the product, which can stimulate consumers' purchasing desire.

3. The Current Situation of Internet Marketing Management

Compared with the developed countries, the network marketing level of Chinese enterprises is not mature enough, so there are some problems and unreasonable phenomena that restrict the development of China's network marketing market and security maintenance. The salient problems are as follows:

First of all, there are some problems in network marketing, such as information security and low

credit degree. The Internet environment has great concealment and unknowable, so that illegal criminals and some profiteers can use the information technology they have mastered to invade the Web page, crack the payment password, or use electronic mail and other means of telecommunications for fraud. At present, the maintenance of the network transaction environment lacks the guarantee of the relevant legal system, which makes the network marketing show a disorderly and dangerous state, and makes the vital interests of many merchants and consumers suffer, which is not conducive to the establishment of a harmonious network trading environment.

Secondly, the market share of network marketing is insufficient, and the distribution is not balanced. In terms of region, e-commerce enterprises are mainly distributed in first-tier cities such as Beijing, Shanghai, Guangzhou and Shenzhen. Although the products of enterprises in remote areas are of high quality, their products are still unsalable due to little knowledge. From the product category, large-scale e-commerce enterprises are concentrated in home appliances, automobiles, manufacturing, communications software, books and other industries, while for food, clothing, daily necessities products, there is a lack of specialized, large-scale e-commerce marketing means. In recent years, the development of Jingdong, Taobao, Tmall and other e-commerce platforms has driven the online marketing of such products, which shows a better development trend.

Finally, the network marketing means lag behind. There are also some enterprises in the country actively and diligently learning network marketing knowledge, but the operation level is still in the basic exploratory stage. In particular, small micro enterprises, want to use mobile phone QQ plug-ins, Tencent social advertising platform, and Baidu search engine that large advertising system to participate in the promotion, whether in strength or brand resounding can not be achieved. At the same time, because of the backward ability of management and marketing of enterprises, there is a lack of compound talents who can combine product marketing with network operation technology. For example, a large number of enterprises lack relevant talents to write soft articles, and even if they have the resources, they do not know how to promote their products in an appropriate way, and they are even more confused about the use of CPA. Many online stores because they do not understand the promotion of credibility and ranking of the specific methods, resulting in no one would buy products, and end with collapse. These factors make its network marketing level lag behind, unable to create greater economic benefits, but also wasted a lot of resources. The one reason caused above phenomenon is that some enterprises not fully aware of the era of electricity market competition is fierce, also don't know relying on scientific and technological means to carry out product marketing and promotion, and lack of relevant technical personnel and marketing talents. It leading that the network marketing and planning scheme is not established and practice, so delay the sales of our products. On the other hand, the network marketing concept of most enterprises is generally not strong. Without the establishment of consumer-oriented marketing strategy, the channels to get marketing information became less, and it is impossible to establish a high market fit marketing program. Even some enterprises do not have their own website, only stay in the vicious competition with the surrounding rivals. Moreover, China's network coverage is limited, the number of households with network resources in rural areas and special terrain areas is not large enough. And there are problems such as expensive usage of network, slow network speed, imperfect network payment system, and great pressure on logistics distribution, which limit the improvement of China's network marketing level.

4. Relevant Countermeasures to Promote the Healthy Development of Network Marketing in China

4.1 Enterprises Should Independently Establish Innovative Marketing Concepts

Under the constraints of the change of market supply and demand and the direction of market

development, enterprises should realize the advantages of Internet marketing and its significance in grabbing market activities. Enterprises should grasp the opportunities brought by the Internet, and vigorously develop the e-commerce economy in order to realize their own modernization transformation. Enterprises must change their own marketing ideas that have a farewell to telephone calls, leaflets, open trade fairs and other traditional marketing means, and should make full use of modern information technology for enterprise publicity and promotion. Not only to enhance the core competitiveness of their own brands, but also to improve the quality of enterprise products, characteristics, performance, uses. Meanwhile, the enterprises should make use of the Internet platform to fully display products.

4.2 Enterprises Should Accelerate the Cultivation of Network Marketing Talents and Innovate Marketing Means

Talent is the key factor to tackle the problem of network marketing. Enterprises should actively hire compound talents who master professional marketing management knowledge and electronic marketing technology means in order to improve the service and management level of marketing personnel. Encourage employees to learn advanced forum marketing, new Media marketing, word-of-mouth marketing, and SEO marketing technology, establish a harmonious and intimate customer relationship. Then they should have scientific analysis of customer resources and enterprise sales data; formulate a reasonable marketing management strategy. Thus the enterprises can establish a good image of the company's website.

4.3 The Government Should Strengthen the Assistance and Supervision of Network Marketing

The state should formulate relevant laws and regulations to ensure the marketing activities under the network environment and provide a fair and standardized market environment for the healthy and orderly development of network marketing by strictly implement the censorship system of the network market, vigorously carry out supervision and management activities, anti-fraud, oppose all illegal acts. At the same time, the state need improve China's network infrastructure construction, adjust the telecommunications tariff standards, improve the overall level of the network environment, optimize the allocation of resources, change the distribution status in local area of traffic and logistics, to ensure that the economically underdeveloped areas can also enjoy advanced scientific and technological achievements.

5. Conclusion

Establishing an efficient operation mode of marketing in the network environment is conducive for enterprise to enhancing the overall strength and level, realizing its own modernization transformation, and helping it gain absolute advantages in today's increasingly fierce market competition and preserve the exuberant vitality. However, while making full use of the Internet platform to obtain economic benefits, we should pay attention to the current situation of marketing management under the view of network economy, so as to ensure the healthy and sustained growth of the income of the network market, so that the modern market operation order is well maintained. So the enterprises should lead by example, grasp the convenience brought by Internet technology, and actively innovate marketing models and means. The state should also introduce relevant policies and regulations to encourage the development of e-commerce, maintain the marketing order under the e-commerce environment, and promote the development of China's Internet economy together.

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