

Discussion on the Development Trends of Marketing

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Abstract: The trend of economic globalization is becoming increasingly fierce, which also means that the connections between various countries are becoming increasingly close. For each country, backward economic development not only has a negative impact on its long-term development, but also hinders the rapid development of the global economy. This article attempts to further explore the development trends of marketing. In the modern era of knowledge economy, there is an increase in knowledge-based marketing personnel, and production and operation no longer rely on large-scale and centralized management to improve their level. Knowledge workers need to communicate more with corporate leaders, transforming the traditional command based marketing management model into a two-way communication model. Enterprises must make good use of the "double-edged sword" of economic globalization, effectively seize opportunities and meet challenges, find the combination of information technology and marketing in the process of innovating marketing models, and continuously optimize and improve the marketing system with the help of information technology, in order to improve the modernization level of China's economic development.

1. Introduction

30 years ago, people had no concept of marketing. With the deepening of the market economy system, people's understanding of marketing theory has gradually deepened. Today, with the rapid development of information technology, marketing has also undergone major changes with the changes in people's lifestyles and consumption patterns. The trend of economic globalization is getting worse, which also means that countries are increasingly closely linked. For each country, backward economic development will not only adversely affect its long-term development, but also hinder the rapid development of the global economy [1]. For enterprises engaged in marketing, whether they are willing to set foot in international marketing or not, their marketing strategy will be seriously challenged in the face of the rolling economic globalization [2]. The marketing environment has changed, affecting all aspects of marketing, and a new marketing revolution storm with the theme of marketing innovation has set off at home and abroad. Whether you have an accurate marketing mix will directly affect the profits obtained by enterprises. Every enterprise participating in the competition needs to focus on and study and analyze marketing, correctly grasp the correct development trend of market economy, and then correctly guide enterprises to carry out corresponding revolutionary marketing plans [3-4]. In today's situation, with the continuous advancement of economic globalization, the marketing environment in today's era has also undergone tremendous changes, and marketing is constantly innovating and breaking through to better adapt to economic and social development. Chinese enterprises must optimize and adjust the marketing model, and strive to enhance the innovation and development momentum of enterprises, but also provide powerful help for improving China's international influence [5]. For developing new products and new markets, experienced marketing consultants must be hired to conduct feasibility studies on new markets, and decisions cannot be made according to feelings or expert opinions. There is a fundamental difference between market feasibility study and self-perception or expert opinion. The difference is that it reflects the objective market and potential customer demand, which is irreplaceable by anyone. Enterprises must make good use of the "double-edged sword" of economic globalization, seize opportunities and meet challenges, find the combination of information technology and marketing in the process of innovating marketing models, and constantly optimize and improve the marketing system with the help of information technology, so

as to improve the modernization level of China's economic development [6]. Based on this, it is necessary to explore the development trend of marketing in order to promote the scientific development of enterprises in line with the development trend of marketing.

2. The Current Development Status of Enterprise Marketing in China

2.1. The concept and methods of marketing have not yet fully integrated with the market-oriented economy

Although modern marketing theory has penetrated into China's economic activities, the rooted traditional marketing concepts have made it difficult for many domestic enterprises to quickly change their marketing concepts and models, resulting in product sales being fully managed by the sales department, and the sales focus is generally concentrated in the pre-sales and during sales stages, neglecting the importance of after-sales service. The comprehensive role of marketing personnel is becoming increasingly prominent, relying more on various information systems such as the Internet to provide customers with various problem-solving solutions. Therefore, marketing personnel should not only adapt to the ever-changing needs of the information society, be full of insightful insights, comprehensively grasp and understand the development trend of market globalization, and respond to the marketing concepts and more rational purchasing behavior of consumers brought about by technological innovation[7]. The traditional marketing management concept is obviously incompatible with the new economy, that is, marketing management lacks internal and external coordination. Traditional marketing management either only attaches importance to the management of internal products and personnel, or only attaches importance to the development of external public relations, without organically combining internal and external marketing management. Marketing will develop towards globalization and internationalization, becoming an inevitable direction for the development of enterprise marketing. At the same time, after China's accession to the World Trade Organization, the pace of Chinese enterprises' marketing towards internationalization is also constantly accelerating. Due to changes in the supply and demand relationship of goods, it is easy for enterprises to have no way to start in the economic market, especially in the context of increasing competitive pressure, which leads to a lack of clear concepts for product promotion[8]. The specific manifestation is that due to problems in the marketing of enterprise products, there is a backlog of products. For some small and medium-sized enterprises, they face difficulties in capital turnover, and in severe cases, they may face production stoppage.

2.2. Lack of accurate positioning in marketing

Many enterprises have yet to improve their theoretical understanding of marketing, and it is difficult to formulate scientific marketing strategies according to the current development status and product characteristics of enterprises, and at the same time, they lack effective marketing methods and means, resulting in the effective value of marketing work not fully reflected [9]. Most of the sales staff in enterprises have not received professional training and study in marketing, let alone mastered the theory of market economy and applied professional knowledge. The limitations of enterprise marketing work can be imagined. The new economy emphasizes sustainable development, which will hinder the long-term development of enterprises. The purpose of marketing is to meet the needs of customers, so enterprises should pay attention to internal marketing management and shift their focus to external customer service, paying special attention to achieving external customer satisfaction goals by strengthening internal management. Every department and individual of an enterprise has its own marketing function, but when the top management is absent, only the marketing department plays a role. However, at present, many enterprises usually regard marketing as a short-term profit-making means, and do not accurately and scientifically position it, which leads to the weakening of the promotion of marketing work to enterprises and ultimately reduces the effectiveness of marketing [10]. On the one hand, the market competition faced by some enterprises comes from their own countries, on the other hand, more

importantly, they must face the challenges of powerful international competitors. In addition, the global strategic alliance will further accelerate the internationalization of marketing, especially the strategic alliance between countries, regions and multinational companies, which can shorten the differences and distances between international markets.

2.3. Ambiguous marketing objectives

Marketing goals are of great significance for the development of enterprises, and some companies may promote them on a small scale due to a lack of courage. The ambiguity of marketing objectives is mainly caused by the lack of expansion of business scope and the spirit of independent innovation in enterprises. By comprehensively examining the market share, profit margin, sales growth rate, and other aspects of the product. In terms of sales, analyze the sales organization, sales performance, sales channels, and other aspects of a company's sales capabilities. Based on the above two abilities, market decisions can be made. In addition, companies limit their product development to a certain field, and lack strategic vision will inevitably lead to marketing failure. Enterprises are transitioning from transactional marketing to network organizational marketing, and the traditional external boundaries between enterprises and their market environment are becoming increasingly blurred. Enterprises are constantly developing strategic marketing partnerships with suppliers, distributors, and customers to replace traditional competitive models. The trend of marketing management is mainly reflected in the "three transformations", as shown in Figure 1.

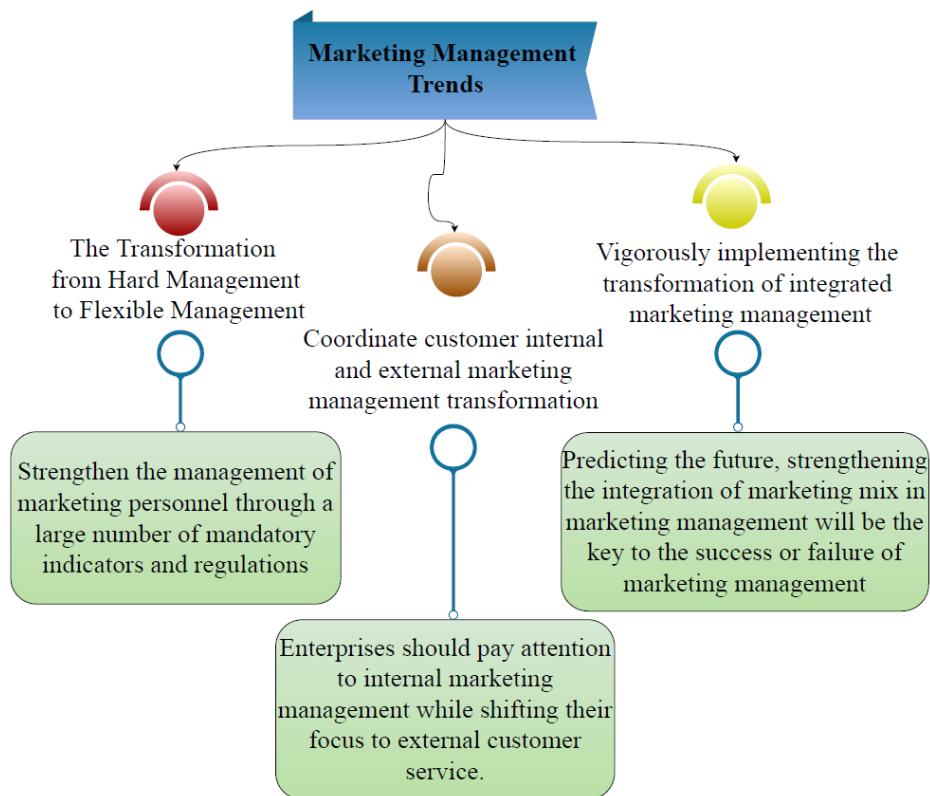


Figure 1 Marketing Management Trends Reflected

In the current process of enterprise development, marketing work is generally completed by sales department and marketing department, and other departments such as finance department and personnel department are not involved, which will weaken the internal motivation of marketing to a great extent. Under the background of limited resources, in order to gain the greatest advantage in the competition, all partners only keep their most critical functions, and integrate other functions through various forms with the help of external forces to make up for them, give play to their synergistic advantages and build a strong strategic competitive alliance. At the same time, the attitudes of the financial department and the marketing department are different, which are generally subjective and arbitrary. Therefore, once an unexpected situation occurs, it is difficult for

the two departments to take timely measures, which will eventually cause huge economic losses to enterprises.

3. The Development Trend of Future Marketing

3.1. Service marketing

In essence, service marketing is to show the added value of service concept to target customers, increase their sense of identity and loyalty to service brands. Undeniably, with the deepening of product homogeneity, the role of service marketing will become more and more prominent in the mature China market, and manufacturers should be prepared to reshape service marketing in advance. In this economic community, under the background of limited resources, in order to gain the greatest advantage in the competition, all partners only keep their most critical functions, and integrate other functions through various forms with the help of external forces to make up for them, so as to maximize the synergy and construct a strong strategic competitive alliance. From the consumer's point of view, with the development of economy and the improvement of people's income level, the benefits of consuming material products themselves are no longer the main goal pursued by consumers. On the other hand, the progress of science and technology has narrowed the quality gap of similar goods to a negligible level.

3.2. Cultural marketing

Compared to cultural marketing, traditional marketing models generally focus on products or service centers, producing durable and cost-effective products. With the continuous improvement of the national economy and living standards, more emphasis is placed on the cultural connotations of products. In this regard, enterprises can only rely on their own products and compete in the economic market based on cultural differences in differentiated marketing strategies. In the modern era of knowledge economy, there is an increase in knowledge-based marketing personnel, and production and operation no longer rely on large-scale and centralized management to improve their level. Knowledge workers need to communicate more with corporate leaders, transforming the traditional command based marketing management model into a two-way communication model. People who grow up in different backgrounds have different beliefs, so cultural marketing can consciously achieve business goals by discovering, screening, cultivating, or creating certain core values of products.

3.3. Brand marketing

In the marketing mode of contemporary enterprises, more and more attention is paid to brand marketing. The main reason is that the marketing of enterprises is not limited to a certain module or industry, but more often it promotes a value concept. Enterprises continue to develop strategic marketing partnerships with suppliers, distributors and customers to replace the traditional competitive model. In western countries, marketing exchange companies, marketing joint companies, virtual companies and other forms of network organization have emerged. Through the development of the network, network members have provided a core capability that other members lack. Network members are connected with each other through highly complex information and decision support systems to form a value-added system, which brings advantages to enterprises. If an enterprise wants to develop better, it should take the overall situation into consideration, and should not give up because one or two products are not promoted in place. It should increase product sales from brand people. Under the background of the continuous development of science and technology, it is very difficult to gain a place through product value, so we have to create global brands, strengthen brand marketing concepts and obtain international market passes.

4. Conclusions

In summary, in the context of the increasing trend of economic globalization, the important position of marketing work in the enterprise management system is becoming increasingly

prominent. At the same time, marketing is also facing new development trends. After analyzing the current situation of enterprise marketing in this article, it can be seen that green marketing, service marketing, and online marketing are the future trends of enterprise marketing. In addition, the development of marketing methods and content is the most fundamental and effective way to improve the market competitiveness of enterprises. Online marketing has become an important means of marketing, and consumers are increasingly paying attention to brand quality. These new changes have a profound impact on the development of various enterprises around the world, urging enterprises and marketing personnel to continuously develop themselves, improve products for consumers, and create greater benefits for enterprises. Customers can see online product displays anytime and anywhere if they need them. This reduces personnel, material and other expenses, while also maintaining a certain degree of contact with customers through the internet to provide personalized product recommendations based on their consumption preferences. By combining the characteristics of different enterprises themselves, they can continuously adapt to new economic situations, thereby creating new situations in enterprise marketing work, promoting the development of enterprise marketing work towards a better direction, and ultimately ensuring that enterprises obtain the most profits in marketing.

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