

Based on the Analysis of Business Big Data in e-Commerce to Promote the Listing of Enterprises

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Abstract: Based on the Role of Big Data Analysis in Promoting Marketing in e-Commerce, This Paper First Analyzes the Definition of Big Data, and Points out the Existing Problems in e-Commerce Marketing, Then Puts Forward Effective Strategies for Big Data e-Commerce Marketing, Expounds the Role and Significance of Big Data Analysis in Promoting Marketing in e-Commerce, and Finally Analyzes That Big Data Brings the Greatest Benefits to Enterprises to Promote the Sustainable Development of e-Commerce Enterprises.

1. Introduction

With the Rapid Development of Internet Technology, Big Data Has Been Applied by More and More People. At the Same Time, People Began to Present Their Behavior Habits, Personal Hobbies and Social Relations in the Form of Text, Video and So on, Which Naturally Formed Real-Time Dynamic Update Big Data, People Can Get the Most Accurate Information in the Fastest Time. with the Continuous Development of e-Commerce, the Use of Big Data Has Provided Effective Help for the Analysis and Acquisition of Marketing Data, Which Can More Accurately Grasp People's Consumption Preferences, and Accurately Divide the Market According to People's Behavior Habits, to a Certain Extent, Make the Marketing More Accurate, Bring Maximum Profits for e-Commerce, and Promote the Sustainable Development of e-Commerce Enterprises.

2. Overview of Big Data and Marketing

2.1 Big Data Definition

Big data is a variety of user behavior data accumulated in the daily operation of an enterprise. Due to the rapid growth of data, it is difficult to analyze the database effectively[1]. Therefore, big data technology is used to collect, store, analyze, process and share data. Big data can bring great economic benefits to e-commerce enterprises by collecting real-time information and data in various forms, including various websites and platforms. The arrival of the era of big data has changed people's lives. Big data covers a lot of things, involving all aspects of various fields, especially in e-commerce, which presents a new marketing model and management for people. Not only big data is used in business, but also big data is widely used by the government to provide convenient services for people from all aspects[2]. In fact, owning big data is to improve their market competitiveness. Big data analysis will bring great changes to marketing in e-commerce, and the value to people is immeasurable. Big data has a large scale and a wide range of data types. There are a lot of unstructured data, such as audio, image, geographic location and other data. The data processing speed is fast. Through big data to predict the degree of consumers' preference for products, positioning the products, so as to make targeted product publicity and attract more consumers.

Table 1 Loan Risk Classification of Commercial Banks

Classification standard	classification	concrete content
Based on the cause of loan risk	Credit risks	Use of bank deposit by debtor in default
	market risk	Economic loss caused by market price fluctuation
	Operational risk	Lack of bank liquidity
	Liquidity risk	The bank failed to fully understand the legal provisions
	Legal risk	Market interest rate fluctuation

2.2 Overview of Marketing Proposal

Marketing is not sales, it is a normal operation of the company, is a need for more accurate high return on investment marketing means. The marketing theory system has strong representativeness. It is necessary to realize personalized customer communication service based on the definition of marketing, and improve the measurable low-cost expansion of e-commerce enterprises. Therefore, if e-commerce enterprises want to do a good job in marketing, they need to do a good job in accurate market positioning and make use of the market to bring huge profits to e-commerce enterprises[3]. Combine quantitative and qualitative analysis, adhere to personalized service, achieve low investment and high return, and promote the sustainable development of e-commerce enterprises.

3. Marketing Overview of Big Data Analysis in e-Commerce

3.1 Problems in e-Commerce Marketing

E-commerce marketing is to promote business to business, business to individual transactions through Internet and continuous innovation. First, the traditional e-commerce marketing model is more dependent on subjective promotion, lack of in-depth understanding of the market and customer needs, with greater blindness, and the content of promotion is not customized for customers, or even required by customers. For example, in the e-commerce marketing website, you can sort the sales rules for merchants and products according to the customer search, hoping that the promoted products and products will rank first, but will not further consider the relevant attributes[4]. Such subjective promotion needs to understand consumers' preferences, but it is not analyzed according to the actual situation. Second, in the traditional e-commerce marketing process, most of them are one-way communication, unable to achieve the precise positioning between e-commerce products and customer products. Moreover, due to the lack of value analysis of user related data and the lack of consideration of consumer behavior and demand, the designed preferential activities are meaningless to consumers. Because of these reasons, the cost of e-commerce marketing is increased, and the effect of e-commerce marketing mode is not ideal.

3.2 Privacy of Big Data e-Commerce Marketing

Although the high-tech of the Internet has brought economic benefits to e-commerce, it also brings some privacy concerns. The relevant data collected by marketing personnel, including the purchase record, purchase time, purchase address and contact information of consumers, most of the collected data are not supervised and managed by the appropriate regulatory authorities, resulting in a large number of consumers against this commercialized behavior[5]. The laws related to consumers' privacy and intellectual property rights have not been improved and innovated in a timely manner, and cannot keep pace with the development of information technology, collect and use part of data in violation of regulations, even sell personal information data about customers, disclose consumers' personal privacy, which seriously affects the development of e-commerce marketing.

4. Effective Strategies to Promote Big Data e-Commerce Marketing

4.1 Management of e-Commerce Marketing

The management of big data e-commerce marketing needs to select the market target, obtain the

customer source by creating value, and collect, sort and analyze the customer data. At present, e-commerce enterprises attach great importance to data marketing. In order to make big data analysis better promote marketing in e-commerce and bring more profits to e-commerce enterprises, e-commerce enterprises should manage marketing reasonably so that big data can effectively improve the market competitiveness and operation efficiency of enterprises as a whole. First of all, e-commerce enterprises should improve the operation mechanism of enterprises, ensure that all links can be carried out in a regular and orderly manner, and use special database technology and special data storage equipment[6]. Secondly, e-commerce enterprises should form a standardized construction standard, realize the sharing of information resources at all levels, and better integrate fragmented data. At the same time, an enterprise sharing platform should be built to exchange data effectively. Finally, big data needs e-commerce enterprises to cultivate an excellent and comprehensive marketing team, which can break through the traditional structure and analyze a large number of data theoretically, bringing huge benefits to e-commerce enterprises.

4.2 Technology of e-Commerce Marketing

If e-commerce enterprises want to make full use of big data to analyze marketing data, they need to have specific development tools to effectively manage the collected data, and have certain analysis software to deeply mine the meaning behind the data. Marketing in e-commerce enterprises is to analyze consumers' various consumption behaviors, habits and preferences through massive data, so as to accurately predict consumers' next consumption plans. In order to describe the consumer's consumption characteristics, we first search the user's browsing process on the Internet, or analyze and organize these data according to the stay time of the web page[7]. The marketing of e-commerce enterprises needs to effectively mine the data to ensure the exchange, analysis and integration of the data, and bring greater benefits to e-commerce enterprises.

4.3 Problems in e-Commerce Marketing

In the process of marketing, e-commerce enterprises should pay attention to group consumption, be good at finding all kinds of valuable groups, and ensure accurate advertising. At the same time, we can use membership card and other purchase methods to obtain the personal information of consumers, carefully study the purchase behavior habits, and promote consumers to start a new shopping through timely advertising and coupons. With big data, e-commerce enterprises can track what consumers discuss on the forum, describe consumers in detail, integrate these data with the data of marketing department effectively, and set up accurate and targeted promotional activities. In addition, we should use big data to subdivide different consumers and realize personalized marketing, so as to analyze the data of e-commerce marketing activities in the early stage, adjust and modify appropriately according to the marketing effect, improve the sales performance, and bring more economic benefits for e-commerce enterprises.

5. The Promotion and Significance of Big Data Analysis to Marketing in e-Commerce

5.1 Information Security Services

If e-commerce enterprises want to develop stably in the market, they need massive data resources to maintain their competitive advantage with other enterprises[8]. Therefore, for information security services, we need to do a good job in data security protection, so as to ensure that data will not be lost. The privacy of personal information involved in the Internet platform is easy to leak, so improving the security service of information is very important.

5.2 New Marketing Model

In the era of big data, e-commerce enterprises need to change the traditional marketing mode. Therefore, according to the accurate data analysis results of big data, e-commerce enterprises should judge the marketing mode, innovate the marketing mode, improve the production efficiency, and realize the accurate marketing[9]. The effective use of big data analysis in e-commerce can make marketing further promote the development of enterprises, thus driving the development of

the whole e-commerce industry, providing people with a new service, making people like this consumption and improving marketing performance.

All kinds of data collection and analysis in e-commerce marketing need big data technology. Therefore, the marketing department should constantly improve its comprehensive ability, including the ability to cope with changes and handling capacity, to bring more development opportunities for e-commerce enterprises. The marketing of e-commerce enterprises should bring satisfactory services to consumers and maximize the economic benefits of enterprises through continuous efforts and innovation.

5.3 Improve User Experience

Big data analysis of marketing data in e-commerce is based on consumers' personal consumption preferences and consumption habits, so that every consumer can achieve the most satisfactory state and bring different user experience to consumers[10]. Therefore, e-commerce enterprises should divide the market according to the needs of consumers, and expand new visitors and markets, so that enterprises have been in the stage of continuous profit rise, and promote the sustainable development of enterprises.

6. Conclusion

Big data analysis of e-commerce can promote marketing. E-commerce enterprise marketing relies on big data technology, which can analyze consumers' various consumption behaviors, habits and preferences through massive data, accurately predict consumers' consumption plans, so as to effectively integrate these data with the data of marketing department, set accurate and targeted promotional activities, and bring maximum economic benefits to enterprises, Promote the sustainable development of e-commerce enterprises.

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