The Influence of E-Commerce on Marketing Channel Management in the Background of Big Data

Feng Lin

Haojing College of Shaanxi University of Science & Technology, Shaanxi Xi 'an, 712000

Keywords: Big Data, E-Commerce, Marketing Management.

Abstract: With the development of modern information technology and the widespread use of the Internet, the era of big data has come. The advent of the era of big data has brought about changes and shocks in human life, work and thinking. The scale and quantity of e-commerce in China are developing at a high speed, and e-commerce marketing requires continuous innovation. In the context of the era of big data, precision marketing is a powerful step, and big data brings better tools and perspectives for precision marketing, enabling the potential business value behind data to be tapped and leveraged for greater precision targeting and marketing. Precision marketing based on the background of big data in the field of e-commerce research, has innovative significance and very important role.

1. Introduction

In the current era of big data, business competition between enterprises is transformed into a data war between enterprises, during this period, enterprise-owned data management also has a blowout development, data for enterprises to say is hidden wealth, for consumer consumption habits of the corresponding analysis, is the process of enterprise wealth mining, and we can foresee that in the near future, big data must be like land and forest-like wealth, in the economic development will certainly play a role in the economic development considerable role [1]. In the current market-oriented economy, to ensure the development of e-commerce marketing model, get the best marketing program, with the smallest cost to maximize the benefits of enterprises, in the long time after this, the use of big data will certainly become an important aspect of enterprise competition, become an important resource of the market [2].

2. E-commerce Overview

Generally speaking, e-commerce is the use of information technology, electronic technology to build a network business platform, in the information technology support, from the network to earn benefits [3]. Face to the background of Internet openness, information means can be very good to close the enterprise, suppliers, customers, partners, to create information sharing platform. Business exchanges between enterprises and enterprises appear in an electronic mode, in the role of computer technology [4]. Internet technology, the future of e-commerce content and models will be further expanded. Both parties can use the Internet to complete the transaction without contact [5]. At present, a variety of domestic third-party payment platform more mature, so that China's e-commerce become more robust, the emergence of many classic e-commerce platform. These e-commerce platforms have high integration, excellent coordination, good security, significant convenience, excellent universal value [6].

3. Characteristics of the current e-commerce service model

(1) Convenience

The biggest feature of e-commerce is convenience, and e-commerce can break the time and space limits, only need to have a network can complete the corresponding configuration [7].

(2) Integrity

Although e-commerce breaks through the time and space constraints, but the lack of corresponding market supervision, the need to develop the corresponding system strategy, so that it is carried out in an orderly manner.

(3) Coordination

The core of e-commerce lies in effective communication between customers and merchants, which requires the implementation of the corresponding platform.

(4) Security

Network technology e-commerce is a virtual platform, customer privacy is very important, security is the core of its technology [8].

4. The current problems facing e-commerce

(1) Information sharing platform is not high security

Information sharing will enable communication and sharing between departments and information products, so to speak, information sharing is particularly important in the development of former e-commerce [9]. However, in the current development of e-commerce in China, information asymmetry occurs from time to time [10]. In addition, in the process of implementing the relevant e-commerce policy, it is inevitable that there will be information communication between the information departments is not timely, the audit process of various departments is complicated, the market mechanism is not perfect and so on, which will lead to the implementation of e-commerce policy is not effective [11].

(2) The policy and the law are not perfect.

Perfect and sound legal system can guarantee the barrier-free communication between users and objects to the greatest extent, but the current rule of law of e-commerce in China is not perfect, which will lead to the e-commerce market is not standardized, imperfect, and not conducive to the corresponding supervision department door on the detection and examination of e-commerce activities [12].

(3) The operating e-commerce mechanism is not perfect

In general, the Internet is to provide a platform for the financing of e-commerce enterprises to communicate and operate information, the platform's management body needs to fully collect and excavate the information of the participating subjects, so that these massive, scattered information standardization and transparency. If the management of the platform is not standardized, it will have a significant impact on financing. Therefore, it is urgent to form the corresponding normative measures.

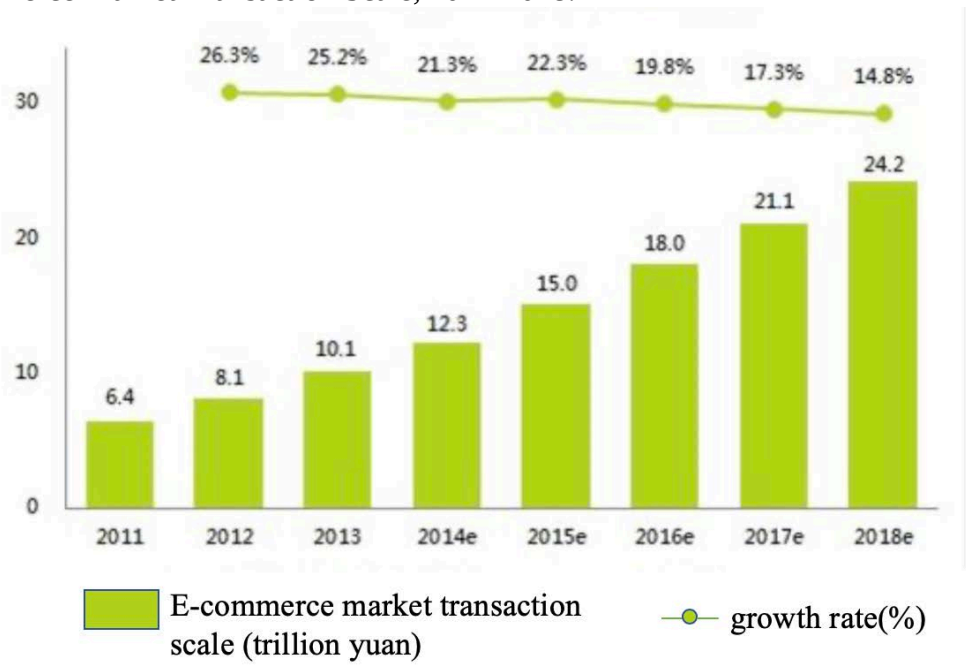
(4) The lack of big data in large numbers of talents is constantly strengthening, and the demand for talent in the market is increasing.

Today, companies as big as the world's top 500, BAT, and small to start-ups, need data talent, and it's hard for less than half a million big data practitioners on the market to meet the needs of more than a million people. As a result, big data is bound to be a new opportunity for practitioners to grow rapidly in 2019. Specific major data application direction s: industry, agriculture, business, commerce, gold, medical treatment, education, communication, intellectual life, sports, tourism, urban construction, etc. , big data is the real coverage of the whole industry. In parallel with the various industries, it is doomed to have more jobs in the future.

5. E-commerce Marketing Management in the Age of Big Data

At present, most of the domestic e-commerce enterprises are relatively small in size, except for a few enterprises, most do not have big data prediction ability, or said that the forecast level is relatively backward, lack of research and consideration of big data technology. And this obviously will affect the future development and progress of enterprises. In the process of economic development and social progress, China's economic structure has undergone dramatic changes, which directly affect the marketing strategies and marketing methods of e-commerce. And e-commerce enterprises will also be affected by the inequality of spending returns and other factors, the development of

enterprises is very detrimental. Malignant competition is a very common situation at present, the lack of good enough people will limit the further development of the e-commerce industry. Figure is the china's E-commerce Market Transaction Scale, 2011-2018.



Source: Comprehensive corporate financial report, calculated based on iResearch statistical model

Fig.1 china's E-commerce Market Transaction Scale, 2011-2018

6. The Upgrade and Transformation of Precision Marketing in the Age of Big Data

(1) Precision marketing is more in-depth in consumer research.

Customer-centric is the core of precision marketing, in order to achieve accurate marketing, understanding customer consumer groups, the traditional way is through sampling survey methods to study the consumer market, so as to map the market through local data. Compared to big data, the data obtained by this random sample survey is called small data. In the absence of big data technology at that time, the use of sample surveys to obtain market research data, is a temporary choice at that time. In the era of big data, consumer portraits have more data sources, and enterprises are able to further refine the consumer market, so that consumer portraits from single to diversified, and the ability to locally adjust market changes, which makes the enterprise market operation more flexible. Compared to small data, changes to consumer portraits in the age of big data can be discussed in many ways.

(2) Precision marketing is more precise in content promotion.

In the era of big data, in order to promote the products of enterprises, enterprises can analyze and Dig, target potential consumers and target customers, and promote content for this group. The precise promotion of this content will not cause trouble and trouble to the target group, but will benefit the potential target customers to deepen their understanding of the enterprise.

7. Measures to Address the Development of E-Commerce in the Age of Big Data

(1) With the continuous development of the Internet, the advent of cloud computing provides a certain guarantee for the security measures of customer data, first of all, the collection of data information, processing security issues. Second, through third-party audit, so that the data has a certain degree of effectiveness, so as to ensure the credibility of the data.

(2) Health electronics operating machine system With the increase in the volume of e-commerce transactions, transaction disputes also increase, in order to solve the issue of disputes in the transaction, it is necessary to constantly improve the trading mechanism according to the new

situation. First of all, e-commerce should make full use of big data for data shopping, customer browsing footprint, consumption amount, purchase of goods, transaction time and other information analysis, the store's customer base for a refined analysis, according to the analysis of the customer group personalized services, in order to meet customer needs. Secondly, the use of e-commerce platform, mobile platform to establish all customer information, and then through the processing of cloud computing and big data technology, to tap the customer's potential needs and customers' hobbies, analysis of these customer groups of product demand. Achieve zero-distance convergence of business and customer needs. Finally, according to the needs of enterprises to develop new products, to a large extent to respond to customer demand, to achieve tailor-made production, which is mainly to make full use of big data and cloud computing, will be personalized customization speed to be enhanced.

(3) Customer information security customer information not only contains the basic information of the customer, but also contains some of the customer's privacy information, and the security of this information is of great concern to every customer, customer information security is mainly achieved through cloud computing, and cloud computing security is a way to protect the number of customers, With the continuous improvement of cloud-based information security, the information security of customers can also be guaranteed.

(4) Strengthening the training of large numbers of talents with the emergence of Internet of Things, cloud computing, 5G and other technologies, Internet data. The scale is growing geometrically, and big data technology is designed to deal with this kind of large-scale model and complex structure data, which is bound to provide new impetus for the development of digital economy. As the main institution of big data talent training, colleges and universities, while full of new development opportunities, also bring new challenges, mainly in: lack of access to big data; Lack of mature big data talent training program sedation, especially lack of experience in big data talent thinking training; Lack of professional big data technology teachers. As an education worker of data science and big data major in e-commerce universities, we should train talents who can master both the application of data science and data engineering technology, but also have the ability of communication and understanding with relevant application fields. Therefore, we should continue to explore and innovate the training mode of talent application ability, and cultivate talents welcomed by the times and the market.

8. Summary

Big data will bring opportunities for e-commerce while also War. With the continuous development of Internet technology, e-commerce will gradually move into the era of big data, especially for brand enterprises should think about the operation of e-commerce from the perspective of large data.

References

[1] Fu Lei. Discussion on the optimization strategy of e-commerce marketing management under the background of big data [J]. Modern Marketing (Late Issue), 2019 (04): 192.

[2] Li Jiayuan. Research on the Application of Big Data in B2C E-commerce Precision Marketing in China——Taking Jingdong Mall as an Example [J]. Modernization of Shopping Malls, 2018 (01): 44-45.

[3] Li Binhan. Analysis on the development trend of e-commerce in the era of big data [J]. China Business Review, 2017 (33): 16-17.

[4] Zhao Mingmei, Song Ziyu. Research on marketing strategies of Chinese e-commerce enterprises under the background of big data [J]. Modern Marketing (Late Issue), 2016 (11): 64-65.

[5] Duan Xiaochen. Research on China's e-commerce marketing strategy in the era of big data [J]. Journal of Xi'an Shiyou University (Social Science Edition), 2016, 25 (04): 48-53.

[6] Huang Jialiang, Gu Bin. Big Data-based Supervision System of E-commerce Industry [J]. China Science and Technology Forum, 2016 (05): 46-51.

[7] Yang Chunhua. Research on the Application of Big Data in B2C E-commerce Precision Marketing in China——Taking Jingdong Mall as an Example [J]. SME Management and Science & Technology (Late Issue), 2016 (03): 104-107.

[8] Hu Yanhui. New Features of E-commerce Development in the Era of Big Data [J]. Reform and Strategy, 2016, 32 (01): 118-122.

[9] Huang Yijun, Wang Lin. Design framework and empirical analysis of risk assessment models for e-commerce retail customers in commercial banks in the era of big data [J]. Investment Research, 2014, 33 (04): 16-26.

[10] Liu Zhichao, Chen Yong, Yao Zhili. Innovation of e-commerce service model in the era of big data [J]. Science and Technology Management Research, 2014, 34 (01): 31-34.

[11] Gan Lixin, Tu Wei. Discussion on the opportunities and challenges of e-commerce in the era of big data [J]. Science and Technology Plaza, 2013 (03): 137-140.

[12] Chen Yunhai, Huang Lanqiu. Research on the impact of big data processing on e-commerce [J]. Telecommunications Science, 2013, 29 (03): 17-21.