

Marketing under the Background of Internet in The New Era

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Abstract: The rapid development of society, the rise of the Internet era, and the development of new media have provided new ways of marketing. Enterprises are constantly keeping up with the times in their marketing methods, increasing unlimited market vitality. This article will analyze the marketing model in the context of the new era of the Internet, and delve into its related internal characteristics, advantages and disadvantages.

Keywords: Marketing management, The Internet Age.

1. Introduction-what Is Marketing

Marketing as a discipline of the word, began in the early 2000s. Some experts and scholars have many different ideas about what it means. In the 1980s, the American Marketing Association again defined marketing as an individual or an organization, the planning and execution of ideas, goods, and services, pricing, and promotion channels to create exchanges that achieve individual and organizational goals.

1.1. The core of marketing

The core of marketing is to clearly understand the unmet needs of customers, so that the products provided by enterprises can meet the needs of customers, so that customers come to buy actively. The main task of marketing is to find an unsatisfied market, develop products and price them reasonably according to the characteristics of the market, then through advertising and other promotional means and appropriate distribution channels will be delivered to the consumer side.

1.2. The characteristics of marketing

Taking the consumer's demand as the center, carrying out the target marketing, using the marketing combination means, fully satisfying the consumer's demand, establishing the whole product concept, stimulating the new product development, satisfying the consumer's whole demand; The marketing department becomes the center to direct and coordinate the whole production and operation of the enterprise.

2. The Evolution of Marketing

2.1. The development of the field of marketing

The field of marketing is expanding with the development of society. At first, it was in the production of food, washing supplies, cosmetics and other bulk consumer goods companies and formed the concept of marketing, and now it is these industries companies in the market leading position, companies such as Nestle, Danone and Procter & Gamble. And then the marketing gradually extended to automobile, home appliances, furniture and other durable goods production industry and for the public services of banking, tourism, cultural industries and large stores, supermarkets,

chain stores and other commercial circulation enterprises; Later, the machine, equipment and other industrial production enterprises have also accepted the concept of marketing and more and more use of marketing.

For a long time, it seemed that marketing could not be applied to non-commercial or non-profit organizations, but in recent decades, we have seen such organizations adopt marketing methods, for example, political parties in Western countries have developed marketing for elections, and social organizations, religions and charities have used marketing to try to change public habits, raise funds, or attract followers, even public authorities and government agencies have used marketing from time to time. In short, marketing has expanded into non-commercial areas.

As the application field expands, the marketing gradually diversifies and professionalizes, because, after all, the way to sell refrigerators is different from the way to sell banking services, selling to individuals differs from selling to organizations; persuading someone to vote for someone differs from persuading someone to donate to charity. Therefore, marketing can be specifically developed into consumer marketing, industrial marketing, service marketing, political marketing and public marketing.

2.2. The development of marketing model

Compared with the expansion of the field of marketing, the continuous development of innovative marketing mode gives people infinite imagination space, from the traditional marketing mode to the new marketing mode under the background of the new era of Internet, the multi-channel marketing makes the market economy of our country develop more rapidly. In our country, there are mainly two modes of marketing: traditional marketing and internet marketing

2.2.1. Traditional marketing model

In the traditional business model, the process is producer-agent-retailer-consumer. In the traditional business model, goods are visible and tangible, consumers can judge the quality of their own goods to choose the right to buy goods, some goods can also be bargaining transactions, can better meet the psychological price of customers.

The advantage of the traditional marketing model is that customers can get in touch with the actual products and realize the face-to-face communication between people. In the traditional marketing model, customers can choose their

favorite products in the market, understand the quality of goods, and more easily contact with the sales staff to explain the product description and explanation. The traditional marketing model is a long-standing marketing model in our country, the residents of our country can realize the price negotiation through the very simple purchase method, through the comparison between the actual commodities, can choose better quality products.

In addition, in the traditional marketing model, the sales personnel and customers of the computer ability requirements are low, for people who do not understand the computer, do not understand the network can also freely choose to buy. But in the Internet marketing model, business personnel need to master the computer knowledge. In addition, customers have to make their own online shopping, which is a big challenge for most Chinese who do not know how to use the computer.

2.2.2. Marketing model under the background of New Era Internet

Internet marketing is characterized by its rapidity and convenience. The new media era brings new opportunities and challenges to enterprises. In this context, the marketing methods of enterprises have also been adjusted and no longer rely solely on the products themselves, start to take advantage of the new media technology to transfer product information to users. Based on the new media situation and the background of the Internet, the major enterprises are also making adjustments, formulating brand-new marketing strategies and marketing goals, accurately docking the target customer groups, choose a new and rational internet marketing technology.

Faced with different forms of marketing, we need to integrate the two, contrast differences, follow the market principles, adjust the marketing model, maximize the marketing effect. Enterprises should make the most of the advantages of the internet, combine the characteristics of their own traditional marketing, explore the traditional marketing model in line with their own development requirements of the transformation and upgrading of new methods, off-line sales can be mainly targeted at peripheral consumers, customers in the product visual comparison and experience of relatively stable, intuitive.

With the innovation of Science and technology, there are more and more social networking platforms. wechat, QQ, Weibo, douyin and many other social networking sites have brought people closer to each other and provided a strong foundation for the spread of information. Therefore, we will discuss the internet background of new marketing and its significance, practice.

3. The New Marketing Model Under the Background of Internet

Since the 21st century, the progress of science and technology, the development of the network has made a huge change in people's life style, provide more opportunities for further development of enterprises, and build a new platform for marketing. While the quality of life of the masses is improving, their consumption needs are also constantly changing. Therefore, we should keep up with the times, constantly understand new forms of marketing and innovate marketing means, take meeting the needs of consumers as the development goal, skillfully using new media technology to create more benefits for themselves and society.

3.1. The development of new media has stimulated market vitality

The rapid development of society, the rise of the Internet era, the development of new media to provide a new way of marketing. Enterprises in the way of marketing is also constantly evolving, increasing the infinite vitality of the market. On the one hand, many enterprises have brought into play the technical advantages of new media, and disseminated their own brand influence, so that the society has a deep understanding and understanding of the enterprise, and increased the sales of the enterprise's products, on the other hand, enterprises are constantly abandoning the traditional single marketing model and combining it with new media by means of enterprise wechat public accounts, short videos, etc. , it enriches the communication channel and mode of products, enriches the user experience from the visual and auditory angles by means of diversified ways, and makes them understand the products more comprehensively, and then enhances the customers' willingness to purchase.

The most common form of new media marketing today is through short video sales and live tape.

The rise of all kinds of network live broadcast with goods promotes the development of market economy and opens up a wider way for marketing. During the 2020 epidemic, closed management and strict epidemic prevention policies made it more difficult to sell goods. In this context, CCTV host Zhu Guangquan and internet celebrity Li Jiaqi, set up a "Small Zhu Peiqi" combination debut, the use of wheat way, air "Cloud Live", together for the agricultural and sideline products in Hubei province with goods. Two people from different professions came together and created a wonderful "Chemical reaction" in this live broadcast. Almost all of the 15 products recommended by the two were in seconds. According to a CCTV report, this public service live broadcast attracted 10.91 million viewers, with a cumulative total of 122 million views, 160 million likes in the live stream, and two hours of live streaming, a total of 40.14 million yuan worth of Hubei goods were sold, greatly improving the unsalable goods at that time.

3.2. Online shopping protects consumers' right of independent choice

With the advent of online shopping, people's shopping methods and channels are constantly changing. Consumers are not only buying goods from brick-and-mortar stores and supermarkets, but can also buy goods on various platforms, according to the type of information, independent purchase and selection. Moreover, the consumer also has a certain dominant position, can participate in marketing activities to the greatest extent, not only can choose the information of interest independently, but also can use the platform to communicate with the enterprise, inform companies about their needs and actual products for customization. This kind of marketing way, on the one hand can maximize to meet the needs of consumers, let them enjoy sufficient independent choice. On the other hand, it can also provide a basis for corporate reform.

"618" "Double 11" as a new era of the background of the sales day, by the major merchants touted. In 2022, the 618-year promotion, jd.com hit a new high, the cumulative amount of orders under the 379.3 billion, an increase of 10.3% ; Douyin Mall scene-driven sales growth of 514% year-on-year, the number of businesses involved in the activity increased

159% year-on-year; Pinduoduo home appliances, daily cosmetics, cosmetics sales have doubled growth, the overall sales of daily chemicals category increased 110% year-on-year. Thus, under the background of the new era, online shopping has already entered people's lives, and the new marketing model is gradually accepted by everyone.

3.3. Co-branded sales enhance consumers' desire to shop

Cross-border joint name is the product of the development of the times, is a new type of marketing, brand through cross-industry joint name to launch new products, can let the product more quickly into the eyes of consumers and thus be concerned about. At the same time, it can not only stimulate the desire to buy, but also increase the visibility and influence of the brand, in addition to brand new and related products to channel. For example, the recently very popular Maotai and Mengniu ice cream series of Baijiu products, which borrow the heat of the hot summer ice cream to better promote Baijiu products, this is not only in line with the current general consumer sentiment, but also help to increase single-item sales.

In the internet age, cross-border marketing not only needs to strengthen the innovation of marketing promotion methods, but also needs new products to meet the actual needs of consumers, otherwise, no matter how good the marketing is, it won't work. How to refocus the distracted attention of consumers through cross-border syndication, then as a brand needs to use contrast, or by creating public opinion, in order to occupy the minds of mass consumers. For example, Red Star Erke and Samsung Heap launched a series of products, is the use of Samsung Heap itself has a wide range of attention and popularity. Brands in Weibo cross-border joint brand new topics, through the curiosity of the audience and explore the psychology, to attract their attention, for joint publicity. This not only can expand the impact of the brand, but also in a relatively short time to achieve broken circle.

4. The Significance of The New Marketing Model Under the Background of Internet

4.1. For consumers

4.1.1. It is beneficial to satisfy various needs of consumers

There is a popular saying in marketing: "Where there is demand, there is growth." In the social network platform, use the big data function to promote the marketing work to collect the information, take the social network platform as the benchmark, collect the consumer demand, the consumer preference, to satisfy the general consumer demand, design high-quality marketing programs scientifically and rationally. No media can understand the actual needs of consumers more directly than social network media, and bring the relationship between enterprises and consumers closer. In addition, enterprises can also build "Member communication group, member Welfare Group" in the social network platform, regularly collect the actual needs of consumers, real voice, not only can optimize the product modification marketing plan, but also timely capture the actual needs of consumers, do a good job of product marketing coordination, in order to meet the actual needs of consumers on the basis of practical, to achieve the maximum efficiency of enterprise management.

4.1.2. More convenient choices for consumers

In the new era of internet background, Taobao, jd.com, Pinduoduo, the emergence of a variety of shopping apps so that people can get the goods they need without leaving their homes. Generally speaking, the convenience of shopping is one of the first considerations for consumers to choose shopping. When consumers choose online shopping convenience, a time convenience, can not be time constraints and save time; on the other hand, is the geographical convenience, can stay at home in a large range of choice of goods. At the same time, in the network sales platform, you can compare a variety of products of the same type, more convenient to do shop comparison, so that consumers can better choose the best cost-effective products. The continuous development of online shopping also makes its after-sales service more perfect, seven days no reason to return, including postage has become almost every merchant's standard, which also makes consumers buy products more secure.

4.2. For merchants

4.2.1. Lower marketing costs.

With the development of technology in the network era, many modes of information transmission have been realized, so that every person, every enterprise and every organization can be their own media accounts, and have strong interaction to promote information exchange. With the increasing number of social network users, more and more users are willing to share information through social network platforms. In this context, marketing work is more simple, in the product marketing, only with the help of the internet information transfer function can achieve product information promotion, save high advertising costs. For example, some companies have set up "Public accounts and official accounts" on their microblogs and wechat accounts, so that they can regularly post advertising messages on social networking platforms and "Advertise themselves". In the social network platform, enterprises can not time, space, space constraints, detailed to the majority of users to introduce their products, let consumers understand the product details, enhance the recognition of the enterprise brand, effectively reduce the cost of marketing, and marketing effect is better.

4.2.2. Help identify the target audience.

Big data analysis can effectively help enterprises to identify the target groups, make marketing work more targeted, so that marketing work better results. In the era of social networks, there are relatively many internet users, and in the process of purchasing goods, users will generally fill in the real information, under the support of Big Data Information Technology, can screen out potential target groups for enterprises, with the help of this information on the target audience to carry out accurate marketing work. It can be tailored to the tastes and incomes of different audiences. Geographical location, carry out some accurate online marketing and offline publicity, clear the characteristics of specific audience groups, develop high-quality, targeted marketing content, to achieve maximum marketing efficiency.

4.2.3. Expand marketing channels.

In the era of social network, the sharing of marketing channels on the Internet is realized, and enterprises can place advertisements on multiple social network platforms at the same time, effectively expanding marketing channels. Traditional marketing channels are relatively single, only with the help of television, radio, newspapers for product

publicity. Traditional Media's publicity resources are relatively fixed and need to be in television stations. Under the coordination of newspapers and radio stations, the timing of product marketing campaigns could be determined. However, in the era of social networks, advertising information can be published anytime and anywhere, and can achieve multiple social network platforms to promote content delivery. In addition, with the continuous development and progress of short video and live broadcast platforms, enterprises can not only use web pages to promote their products, but also use diversified social network platforms for marketing, we have effectively expanded our marketing channels to maximize marketing efficiency.

5. Summary

In the context of the new era of the Internet, innovative

marketing is a requirement of the times and a necessity to meet the challenges of the new century and adapt to environmental changes. Therefore, we should follow the trend of the times and better promote and assist the development of marketing in the context of the Internet.

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