

Specific Strategies for Innovating Marketing Models of E-commerce Enterprises in the Internet Era

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Abstract: With the rapid iteration of information technology, the internet age has changed people's way of life. Network platforms have become an important component of people's leisure, entertainment, work and other activities. Therefore, e-commerce has been widely applied and developed, which has a lot of impact on people's consumption patterns. Compared to traditional consumption models, the online era provides a more convenient mode for consumer shopping. Online shopping solves the limitations of time and space, providing consumers with a convenient and fast shopping experience. Therefore, traditional marketing models under modern technology are no longer suitable for the requirements of e-commerce enterprises, and exploring innovative marketing models has become a key issue restricting the development of e-commerce enterprises. Based on the current development status of e-commerce, this article analyzes and studies the impact of the new e-commerce environment on the marketing of e-commerce enterprises in the network era. Based on the challenges faced by e-commerce enterprise marketing model innovation in the network era, specific strategies for e-commerce enterprise marketing model innovation in the network era are proposed, in order to provide certain assistance for the development of e-commerce enterprises.

Keywords: Internet era, E-commerce enterprises, Marketing

1. Introduction

In recent years, the e-commerce industry has rapidly risen around the world, and the market environment is gradually maturing. To increase the share of e-commerce in the market environment, e-commerce enterprises must find ways to improve themselves. Among them, innovation in marketing models has become the most concerned topic for e-commerce enterprises. Creating innovative e-commerce marketing models can occupy an advantage in the marketing process, increase the marketing volume of the enterprise, thereby improving the operational efficiency of the enterprise and promoting its sustainable development [1]. The marketing environment is constantly changing, and e-commerce should seize the opportunity to better adapt to the modern market environment through changing and optimizing marketing strategies from a marketing perspective, in order to provide conditions for the long-term development of e-commerce enterprises.

In the new era, the emergence of e-commerce platforms has comprehensively promoted the rapid development of the consumer market and also achieved a comprehensive reform of enterprise marketing models [2]. Using online platforms as an important carrier, it can achieve interactivity and real-time marketing activities, break traditional spatial and temporal limitations, and achieve barrier free marketing. From the perspective of e-commerce marketing models, compared to traditional consumption models, consumer behavior, needs, and psychology have also undergone significant changes. In the traditional marketing process, consumers attach great importance to the value of goods. However, with the emergence of e-commerce, consumers pay more attention to their own needs when carrying out consumption activities, and pursue the interactive and real-time characteristics of e-commerce marketing models. In order to comply with the development trend of the times, the development of e-commerce marketing activities not only focuses on products, but also grasps the latest consumer consumption ideas and concepts, emphasizes the "crowdsourcing" marketing model with consumers as the core, actively carries out diversified and multi-channel marketing methods, and utilizes the network environment to carry out e-commerce marketing activities, achieving the creativity and personalization of e-commerce marketing.

2. The impact of the new e-commerce environment on e-commerce enterprise marketing in the internet era

2.1 It promotes the dissemination and application of service-oriented marketing concepts

The ultimate goal of marketing is to facilitate transactions and satisfy consumers. Faced with the increasingly obvious trend of product homogenization, the concept of service-oriented marketing can better enhance the market competitiveness of products. Accurate service marketing strategies have a dual significance in improving enterprise service effectiveness and maintaining customer interests. In the era of the internet, the concept of service-oriented marketing has been widely spread and applied. On e-commerce sales platforms, enterprises can provide consumers with multi-dimensional communication and physical display with sellers, effectively improving their shopping experience. Consumers can quickly convey their needs to businesses, discuss with merchants, propose their ideas, and enjoy more convenient and rapid services [3]. According to the survey, with the support of mobile connectivity, the Internet of Things and other technologies, it is possible to have a more comprehensive and in-depth understanding of consumers' real needs, and provide consumers with the best and most convenient products and services based on accurate market information. At the same time, enterprises can quickly organize the development of personalized products based on research results, thereby optimizing their products, upgrading their products in a timely manner, quickly meeting changing market demands, and increasing their market share.

2.2 It promotes the continuous expansion of marketing scope

Computer network technology has provided technical support for the development of e-commerce. E-commerce enterprises can communicate with consumers without being limited by time and space, greatly increasing the scope of marketing and providing broad space for enterprises to carry out marketing activities. Enterprises can not only obtain market information through multiple channels, but also achieve 24-hour uninterrupted business operations. At the same time, enterprises have utilized the development and expansion of virtual markets to provide consumers with more consumer experiences, increase channels and methods of communication with consumers, and promote the continuous expansion of marketing scope.

2.3 Promoted innovation in marketing communication methods

In the Internet era, new types of media emerge in endlessly, such as Facebook, Weibo, Tiktok, and B Station, which provide new communication methods for enterprises to carry out marketing. These network media technologies can achieve synchronous communication, meet the needs of information sharing, make information dissemination faster and cover a wider range, and expand the space for enterprises to interact with consumers [4]. Through new media, a piece of information can spread throughout the world in a very short period of time and update very quickly. At the same time, the new publicity media is also rich and interactive. Consumers can get more in-depth information, obtain the information they want to get according to their preferences and experiences, and communicate and exchange feedback with merchants in a timely manner. In this way, the participation of consumers is improved to a great extent, and the sense of experience of consumers is stronger. It improves the pertinence of enterprise marketing, makes sales easier, and can be accepted by consumers.

2.4 Greatly reduces transaction costs for e-commerce enterprises

E-commerce platforms have promoted the overall efficiency of market transactions. Consumers can use the Internet to comprehensively understand product information in various forms such as text, video, images, live streaming, and make the best choices based on their own needs. In the online era of commodity trading, consumers use online platforms to break the limitations of time and space, understand product information comprehensively, from multiple angles, and through multiple channels, and provide a basis for purchasing decisions [5]. Compared to traditional trading activities, real-time and dynamic communication between enterprises and consumers has been achieved, achieving information equivalence, increasing consumer participation, reducing transaction processes, and reducing transaction costs.

2.5 Promoting the diversified development of payment methods

The development of online banking and third-party payment software has created favorable conditions for the development of e-commerce. At present, e-commerce transactions mainly include WeChat payment, Alipay payment, Huabei payment, etc. These payment methods are mainly online transactions, which can retain online transaction records while completing transactions, greatly reducing transaction risks. The form of currency transactions has developed in many directions, from the original cash transactions to new payment methods such as WeChat, online banking, Alipay, which has provided a convenient environment for marketing innovation in the market and promoted the diversified development of payment methods.

3. Challenges faced by e-commerce enterprises in innovating their marketing models in the era of the internet

3.1 Increased risk of network information security

At present, modern technology provides technical support for the development of e-commerce, but the openness of the network also poses certain information security threats to e-commerce enterprises. In order to deeply integrate sales resources and expand product sales channels, e-commerce platforms need to establish cooperation with multiple sales enterprises. Therefore, in recent years, it has to some extent caused problems such as non-standard management, incomplete services, unstable logistics, and difficult security management. The network environment can lead to risks such as product and user information leakage and distortion, which to some extent restricts the process of optimizing the marketing development of e-commerce enterprises.

3.2 Lack of integrity in e-commerce enterprise marketing

Due to the fact that e-commerce enterprises do not engage in face-to-face commodity transactions and require the use of internet platforms for information transmission, many enterprises are prone to the phenomenon of lacking integrity in product sales [6]. Due to the virtuality of the network environment, many enterprises face problems such as exaggerated efficacy, false publicity, and lack of integrity in information dissemination. Enterprises focus on short-term economic benefits, neglecting their long-term interests, which has a negative impact on the long-term development of e-commerce enterprises.

3.3 Incomplete logistics and transportation system

The service quality of the e-commerce supporting logistics and transportation system is related to whether e-commerce transactions can be carried out smoothly. The transactions between merchants and consumers not only depend on the quality of the products, but also have a close relationship with logistics. Without the assistance of logistics, merchants cannot deliver goods to consumers in a timely and accurate manner. From the current logistics model of e-commerce in China, the transportation process of logistics is still influenced by practical factors such as regions and transportation, leading to a lack of logistics services in some rural areas.

3.4 Lack of professional marketing talents

Currently, many enterprises are severely lacking in marketing talents, especially in the context of e-commerce marketing in the new era. Most enterprises focus on the number of team members in the construction of marketing teams, and have relatively low requirements for the quality of marketing personnel, neglecting the overall quality construction of marketing teams. In addition, many enterprises do not attach importance to vocational training for marketing talents, leading to serious talent loss in their marketing teams. Some marketing personnel in some enterprises have insufficient understanding of marketing methods and concepts in the new era, and have poor practical abilities, which have a constraining effect on the marketing of e-commerce enterprises.

4. Specific countermeasures for marketing model innovation of e-commerce enterprises in the network era

4.1 Change marketing concepts and expand marketing models

In the Internet era, the business ideological needs of e-commerce enterprises should be adjusted accordingly with the development of the era. Enterprises should change marketing concepts according to the requirements of the new situation, use new technologies to deeply understand consumer needs, strengthen brand effect with the help of fans, learn from each other and expand marketing modes through the combination of "online + offline". Constantly optimize the quality of offline products and service methods to enhance the market competitiveness of enterprises.

4.2 Improve the construction of e-commerce marketing infrastructure

The construction of network is very important for e-commerce enterprises to carry out marketing activities. The construction of network infrastructure can improve the competitive advantage of e-commerce enterprises. E-commerce enterprises should strengthen the equipment of computer-related facilities, introduce advanced software, establish a high-quality network environment, attach importance to the procurement link, establish a marketing system integrating production, sales and service, strengthen the construction and maintenance of marketing infrastructure, and promote the effective improvement of work efficiency [7]. First of all, it is necessary to strengthen the guarantee of network infrastructure, improve network coverage and transmission rate, and ensure the effect of online communication with consumers. Secondly, the construction of special marketing website, according to the characteristics of the enterprise, the use of professional and technical team, for e-commerce enterprises to design a unique marketing website or webpage; Finally, pay attention to strengthen the protection of online privacy. In e-commerce, customers' names, addresses, telephone numbers and other information are easily leaked. In order to win the trust of consumers, e-commerce enterprises must strengthen the protection of customer privacy and avoid information leakage.

4.3 Innovate marketing models to improve the competitiveness of e-commerce products

Innovation is the vitality of enterprise development, enterprises should constantly explore the new mode of marketing, promote the promotion of product competitiveness. First of all, enterprises should base themselves on the market, provide consumers with correct guidance by combining various sales channels, attach importance to the maximization of the utility of online marketing channels, take advantage of the wide range and fast speed of network communication, and strengthen the online publicity of products. They can use e-commerce platforms, Weibo, Douyin and other channels to carry out the publicity of products and enterprises, and innovate and adjust marketing strategies. Attract consumers through online promotional activities to improve the scientific nature of marketing decisions. Secondly, enterprises integrate different marketing methods in offline sales, attract customers' attention through 3D display, virtual reality, simultaneous live broadcasting and other technologies, and improve product types based on user feedback to continuously improve customers' consumption experience. Experiential marketing means are adopted to increase the participation of consumer groups and deepen consumers' understanding of the enterprise brand. Improve the competitiveness of e-commerce products.

4.4 Integrate traditional sales channels and e-commerce marketing channels

In the new period, in order to maintain the viscosity of existing consumer groups, expand sales market and improve market share, e-commerce enterprises need to deeply open new e-commerce sales channels and integrate channels on the basis of analyzing existing channels, so as to increase sales volume. The integration of channels should start from the supply chain, optimize the marketing process, realize the unified arrangement of commodities with the help of Internet technology, improve the utilization rate of resources, and build a systematic and complete commodity supply chain. In addition, in terms of logistics distribution, an integrated information sharing platform should be established around consumers, suppliers and distributors, and reasonable distribution should be carried out according to the different sales scope, sales quantity and consumption demand, so as to realize customized marketing management of data.

4.5 Improve the security guarantee ability of marketing information

Network platform has the characteristics of virtuality and openness, enterprises in product marketing, is bound to face the risk of information leakage, therefore, enterprises should attach great importance to information security [8]. When collecting, analyzing and summarizing market information, enterprises should attach importance to the protection of consumers' personal information. According to different security levels of information, marketing personnel should be restricted from information retrieval and use rights. While improving the integration efficiency of information resources, consumers' information security should be guaranteed and the risk of information disclosure should be avoided to the greatest extent.

4.6 Focus on the cultivation of marketing talents and build an excellent marketing team

In order to win a place in the market and have more market shares, it is very important to build a good marketing team. E-commerce enterprises should establish a perfect talent training mode, introduce new media technology into talent management, and improve the efficiency of talent training. First of all, make use of science and technology for talent training analysis, develop talent training plans, use big data analysis to build user demand system, and summarize marketing data on the basis of fully understanding customer demand, so as to develop effective marketing strategies. Secondly, design the content of talent training. Enterprises can make use of big data analysis technology to analyze the content of talent training, reasonably design the relevant content needed for talent training, conduct targeted training, improve the effect of talent training, enhance their marketing means and ability level, and build a professional sales team. Finally, it needs to establish a professional training system, from the information literacy, marketing concept, management thinking, professional ethics and other aspects, to create a full range of high-quality marketing personnel, and strengthen the marketing team training, to provide employees with more foreign exchange activities, the use of network education resources, comprehensively improve the comprehensive quality of sales personnel, to provide talent security for enterprises.

5. Conclusion

Through the above analysis, for e-commerce enterprises, the current correct marketing model and its key, it is related to the business efficiency of the enterprise, but also affects the industry strength and market strength of the enterprise. Therefore, in order to achieve sustainable development of the enterprise, the marketing department of the enterprise should have a forward-looking sense, attach importance to the continuous innovation of marketing mode, make full use of Internet technology, combine the psychological characteristics and consumer needs of consumers, and create a humanized, epochal and innovative marketing plan, so as to attract consumers to a greater extent and improve the marketing level of the enterprise, for enterprises to seek higher economic profits, but also for the long-term development of enterprises escort.

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