

# Countermeasures and Suggestions on the Innovation and Development of Enterprises Marketing Mode in China under the Background of E-Commerce

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## Abstract

The arrival of e-commerce era has changed people's life concept and lifestyle, created a new business model, the social economy has been a new development, people's life satisfaction has also been greatly improved. While bringing changes to people's lives, e-commerce also affects the development of enterprises, among which the most affected business is marketing. In order to understand the influence of e-commerce development on the marketing of the enterprise, this paper analyzes from the characteristics and advantages of e-commerce, studies the current situation of the marketing development of e-commerce, discusses the positive and negative influence of e-commerce in the marketing field of the Chinese enterprise. Therefore, according to the existing negative influence, we put forward the countermeasures and suggestions to realize the innovative development of the marketing model of Chinese e-commerce enterprises under the background of e-commerce, so that enterprises can create good benefits and promote the sustainable development of enterprises.

## Keywords

E-Commerce, Marketing, Impact Analysis, Countermeasures and Suggestions

## 1. Introduction

Marketing refers to the process of an enterprise integrating and adjusting its own controllable factors, that is, the process of delivering the goods or services produced by the enterprise to consumers. E-commerce refers to the use of the Internet and websites for business transactions, specifically refers to a new business

model based on the Internet, relying on the network platform, with the help of servers and browsers to complete online transactions. Such a new business model is very different from the traditional business model. It not only eliminates the restrictions of time and space factors on marketing, but also greatly expands the scope of marketing. It is also conducive to the optimal allocation of resources. Traditional marketing methods have been unable to adapt to the current digital age, so enterprises should actively rely on e-commerce to achieve marketing transformation and development, so more and more enterprises have joined the ranks of e-commerce development to expand their own market share, so as to reduce the development risk of enterprises. From the earliest Alibaba, Tencent and Jing Dong to the present Suning Shopping Mall, Mi online mall, Dou Yin Mall and so on, these enterprises have found their own positioning in the development trend of e-commerce and made gains.

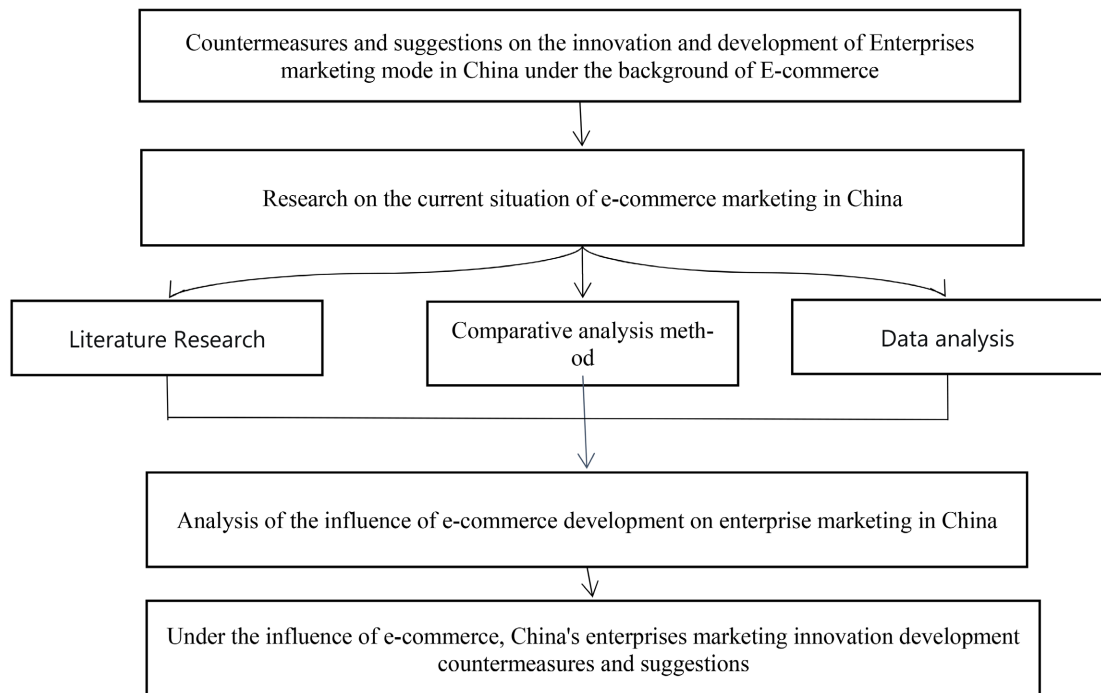
The structure of this paper is shown in the **Figure 1** below.

## 2. Literature Review

### 2.1. The Development of Marketing Theory

McKinsey's influential work in 1964 introduced the "4P" framework that covers the core areas of marketing: Product, Price, Distribution, and Promotion.

Electronic marketing utilizes communication networks to gather and analyze business information, facilitate customer transactions, and nurture customer relationships. It serves as the foundation for establishing new businesses, expanding existing ones, and cultivating customer connections through e-commerce platforms.



**Figure 1.** Conception framework.

Recent literature has increasingly emphasized internet marketing, channel research, consumer behavior, brand management, and service improvement. Scholars recognize that the internet empowers customers, allowing them to actively shape marketing dynamics rather than passively evaluate existing products. The use of “virtual forms” such as electronic advertising, electronic payments, information services, blogs, etc., has seen a significant increase, with internet users becoming the target audience for internet marketing.

These previous studies are aimed at marketing and discussion, this paper is mainly to study the development of Chinese enterprises marketing in the background of e-commerce, make the research more specific, the object is more clear, fill the research gap in this area, I believe this research can be for Chinese enterprises to seize the e-commerce background to carry out marketing and serve. It is believed that the research methods and viewpoints of this paper can provide arguments for existing researchers and future researchers, and it is also believed that the countermeasures and suggestions put forward in this paper can be adopted by Chinese enterprises.

## **2.2. The Characteristics and Advantages of E-Commerce**

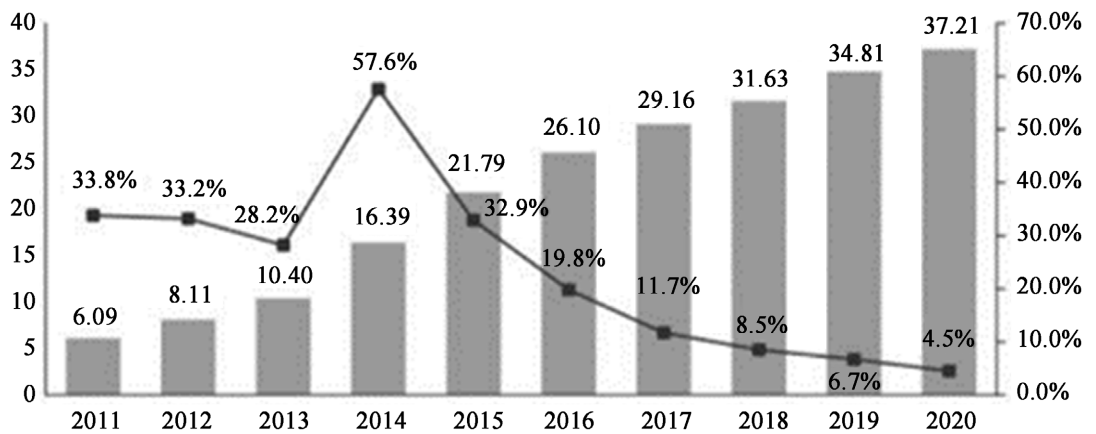
We all know that the traditional business market must have a real place, but e-commerce does not. E-commerce itself is a market space, a new market beyond the traditional time and geographical boundaries, and the development standards of e-commerce technology are universal. Such a general technology connects countries and enterprises in the world together. In addition, in e-commerce, merchants and consumers can have two-way communication. Such direct interaction enables merchants to have face-to-face communication with consumers all over the world through the Internet, through which e-commerce technology can provide personalized and customized services. Finally, e-commerce technology is more social, allowing users to create relevant content and form a social network. For example, Dou Yin, which is used by users all over the world, is a social network platform where people from all over the world can share their videos or make live sales. Direct and effective social interaction is formed. It is based on the unique characteristics and advantages of e-commerce that more and more enterprises have joined this new business model.

## **3. Method (Research Methods and Data Analysis Used)**

Compared with the development of foreign countries, although the development time is relatively short, but because the application field of e-commerce is gradually expanding in China, coupled with the large population, the demand for online shopping is also large, so the current advantage of e-commerce network marketing in China is the market potential is huge. Through data collection, literature analysis and comparative analysis, this paper found that China's e-commerce transaction volume continued to grow from 2011 to 2020. As shown in the **Figure 2**. In 2020, the national e-commerce transaction volume

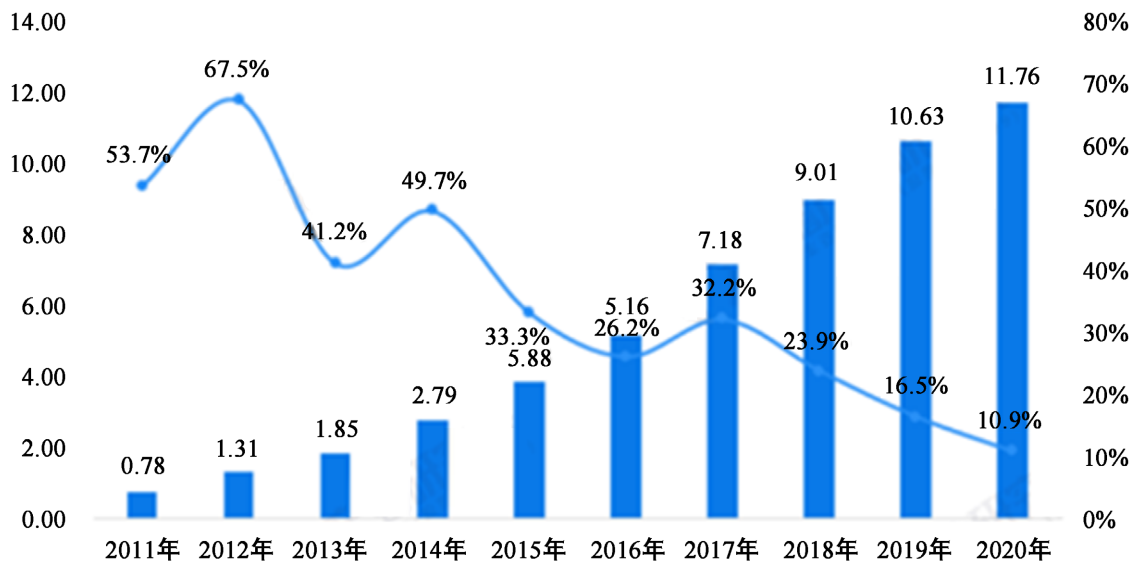
reached 37.21 trillion yuan, an increase of 4.5% year on year (Pan & Zhou, 2022). Among them, the transaction volume of commodity e-commerce was 27.95 trillion yuan, that of service e-commerce was 8.08 trillion yuan, and that of contract e-commerce was 1.18 trillion yuan (China E-Commerce Report, 2020).

As shown in the Figure 3, China’s online retail sales reached 11.76 trillion yuan in 2020, up 10.9 percent year on year, according to the Ministry of Commerce. Among them, the online retail sales of physical goods reached 9.76 trillion yuan, up 14.8 percent year on year. At present, the number of Internet users in China has slowed down in the growth trend, but still maintains a certain number of growth every year. Now China has become a country with a very large number of online users. However, one point is insufficient, according to statistics, more than 90% of enterprises in European and American countries have established their own websites, and our country small and medium-sized



Source: National Bureau of Statistics.

Figure 2. Total e-commerce transactions in China 2011-2020.



Source: National Bureau of Statistics.

Figure 3. China’s online retail sales 2011-2020 (unit: trillion Yuan, %).

enterprises network marketing system is not complete, although this is the development of the insufficient place, but also just showing our enterprises of e-commerce development prospects and development potential is still huge.

## 4. Results and Discussion

### 4.1. Analysis of the Influence of E-Commerce Development on Enterprise Marketing in China

#### 1) Positive Influence

Firstly, the emergence of e-commerce will make the marketing environment faced by enterprises have a great positive change. It can be reflected in the following aspects: the emergence and development of e-commerce promotes the gradual expansion of the scope of marketing, and the online sales channels are more extensive. Such extensibility and universality help meet the diversified needs of consumers and create conditions for enterprises to improve their competitiveness in the market.

Secondly, under the influence of e-commerce, the marketing of enterprises pays more attention to the central position of consumers, so that the marketing of enterprises is more targeted and competitive. It is specifically reflected in the following aspects: Under the influence of e-commerce, the marketing concept of enterprises has changed from the traditional “4P” marketing concept to “4C” marketing concept, and in the process of the gradual development of marketing to “4R” marketing concept. The so-called “4P” marketing concept, that is, product, price, channel, publicity; the “4Cs” are customers, cost, convenience and communication. The “4Rs” are association, response, relationship and reward. From “4P” to “4C” and then to “4R”, it reflects the process that the focus of enterprise marketing management is changed from enterprise products to consumers under the influence of e-commerce. This can make enterprise marketing more respectful to the individual needs of consumers. In the process of marketing, the emphasis is placed on creating lifelong customers, which will make the marketing more targeted and competitive.

Finally, the emergence and development of e-commerce will also have a positive impact on consumer behavior, thus promoting the precision marketing of enterprises. The details are as follows: The background of e-commerce has the function of recording the browsing traces of consumers, collecting the categories of the most popular products among consumers and other information. Moreover, the emergence and development of e-commerce makes consumers no longer limited to the traditional consumption mode, but can make online shopping according to their own needs and aesthetics, which greatly stimulates consumers' purchase desire. For example, the activities to promote consumption carried out by e-commerce platforms such as T Mall Double 11 Carnival and Jing Dong 618 Party have greatly increased the browsing frequency and shopping frequency of consumers. Then, enterprises can analyze the browsing and purchasing data of consumers through big data, cloud computing and other advanced computer

network technologies, so as to find out the potential and personalized needs of consumers. Then, based on this, we will continue to innovate products and improve product quality, so as to better meet the needs of consumers in all aspects and finally achieve precision marketing.

#### 2) Negative Influence

The emergence and development of everything is a double-edged sword, so is e-commerce. While affirming the positive impact of e-commerce on enterprise marketing, we certainly cannot ignore the negative impact of e-commerce, which is reflected in the following aspects:

a) The marketing management of enterprises is more difficult under the influence of e-commerce. Under the influence of e-commerce, the marketing environment, marketing concepts and marketing strategies faced by enterprises have changed accordingly, which leads to new challenges in marketing management. Although some enterprises have developed brand-new marketing management mechanisms in response to the challenges, But because the management concept has not been timely adapt to the changes, resulting in the marketing management mechanism has not been in the implementation of the link to fall.

b) The emergence and development of e-commerce makes the market competition faced by enterprise marketing more and more stimulating. In the context of globalization, with the promotion and application of e-commerce platforms and the rise of domestic and foreign e-commerce enterprises, the competition is constantly intensified, and the development pressure of enterprises is also increasing. For example, domestic JD and T-Mall platforms, foreign Amazon platforms, Airbnb platforms and so on, if enterprises fail to rely on the advantages of e-commerce to achieve innovative development, they are likely to face the fate of elimination.

c) The emergence and development of e-commerce brings challenges to network financial security. In the e-commerce environment, consumers' online purchase behavior is mainly completed by means of electronic payment, so many consumers will store money in the electronic account, and the account has the risk of theft, so it forms the hidden danger of electronic wallet property security. At the same time, there are many deficiencies in laws and regulations regarding online marketing and electronic accounts, which further threaten consumers' financial security.

### **4.2. Under the Influence of E-Commerce, China's Enterprises Marketing Innovation Development Countermeasures and Suggestions**

Based on the above research on the enterprise marketing model under the background of E-commerce and the analysis of data, relevant countermeasures and suggestions are put forward for the negative impact.

1) Establish a reasonable marketing management system, improve the construction of online and offline industrial chain

It has been analyzed above that consumers' shopping methods and approaches have changed greatly under the influence of e-commerce. If enterprises still only follow the traditional offline marketing methods, their sales concepts will not be able to keep up with the changes of consumers, and their sales channels will also be limited. Therefore, enterprises should establish a sound online and offline marketing management system and corresponding responsibility system, and from all aspects to ensure the strict implementation of the system. For example, the management mechanism to comprehensively expand online sales channels can be adopted to develop innovative products suitable for e-commerce platform sales through online sales channels, such as digital goods and audio-video products. Cooperation with T Mall, Jing Dong, Dou Yin (TIKTOK) and other platforms can also be enhanced. In this way, not only can a large amount of attention be gained, but also rapid promotion and publicity can be realized by means of platform advantages. Truly achieve the goal of win-win, to achieve the effective integration of online marketing and offline marketing.

2) Innovate enterprise credit management mechanism, marketing concept and marketing model, and enhance consumers' trust in enterprise marketing

In the process of integrating into e-commerce and developing e-commerce, enterprises should improve and optimize their own credit management mechanism. In the context of e-commerce, consumers pay more attention to the enterprise reputation when shopping. Enterprises should rely on the credit management mechanism and strive to create a good brand image. From the aspects of enterprise management, brand construction, product quality and after-sales attention to consumers, consumers should feel that the strength of the enterprise and their legitimate rights and interests are respected. Enterprises should also create a community centered on brand and brand value to attract and retain long-term and high-influence customers, so as to understand their real ideas and provide a basis for the innovation of marketing models. Meanwhile, enterprises should also pay attention to customer credit management and formulate corresponding marketing strategies according to the credit ratings of different customers to win the favor of consumers. Create lasting brand customers, in addition to these enterprises also need to carry out innovation in the marketing model, since invested in the trend of the era of e-commerce, it can use all the current platforms, procedures, such as search engine marketing, email marketing, telemarketing, small program marketing to achieve interaction with customers. It can also realize the rapid promotion of its own brand by means of WeChat, Weibo and short video platforms, and obtain good marketing effect under the cluster effect.

3) Strengthen the construction of marketing channel system and realize joint innovation in all aspects of enterprises

In the era of e-commerce, the distribution channel diversification is its prominent feature. Only by realizing harmonious cooperation among the main bodies of the channels can the interests of enterprises be maximized together. Nowadays, enterprises are no longer facing a single or specific market, but a global

unified all-weather market. Therefore, they should also pay attention to the construction of management innovation and technological innovation in marketing channels, including the construction of marketing channels (Musso, 2012). Marketing channel construction can be made from two aspects: a) marketing channel culture construction, including the establishment of common values and ideas formed in the process of marketing cooperation, such construction requires all channel participants to share and abide by, channel culture construction can promote the stability of the entire enterprise marketing supply chain and the mutually beneficial cooperation between channel participants; b) The construction of marketing channel management level. The new era needs a new management level, which must also be reflected in the marketing process, including the construction of marketing channel management, execution, resource integration, capital operation, production capacity, talent organization, market adaptation and monitoring.

4) Focus on the introduction and training of e-commerce talents, to build a professional e-commerce marketing team

Talents are always the first resource of an enterprise. Therefore, enterprises should also focus on building an online marketing human resource team in the aspect of e-commerce. Specific practices are as follows: Enterprises should introduce high-quality talents with professional knowledge background of marketing, e-commerce and computer network technology, so that these integrated application-oriented professionals can build, carry out and maintain enterprise online marketing channels, and build professional data management platforms to enhance the security of consumer data and information. In order to promote the flow of information and information sharing, enterprises also need to pay attention to the training and development of these professionals in the process of sustainable development, so that they can constantly accept new knowledge to promote the corresponding transformation of their marketing concepts, and finally form an integrated and united e-commerce marketing team.

## 5. Conclusion and Future Works

Starting from the concept of e-commerce and marketing, this paper analyzes the enterprise marketing under the background of e-commerce through qualitative analysis, literature research and data analysis, and realizes the positive and negative impact of e-commerce on the development process of enterprise marketing, so as to put forward corresponding countermeasures and suggestions for the causes and problems of the negative impact. Hopefully these countermeasures and suggestions can bring certain enlightenment for our country's e-commerce enterprises in the process of marketing.

Enterprises must see clearly the current situation of the development of e-commerce—the rapid development of information technology innovation, the in-depth development of digitization, the wide application of computer technology, have brought opportunities and challenges to the development of enter-



prises, in order to find a foothold in the fierce competition, enterprises must combine the background of The Times and their own development status, embrace the digital era. Scientific and reasonable improvement and innovation of marketing strategy, using the convenience of e-commerce and global marketing research more accurate, guided by market demand, constantly innovate the new thinking of enterprise marketing strategy, make full use of information technology to complete the transformation and upgrading, only in this way can the sustainable development of enterprises be achieved. In the future research, I will adopt the quantitative research method, select 2 - 3 enterprises for investigation and research, including questionnaire survey, interview and hypothesis verification, and use more accurate reasoning and data to discuss the mechanism and path that Chinese enterprises should choose to promote better marketing under the background of e-commerce.

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### Conflicts of Interest

The author declares no conflicts of interest regarding the publication of this paper.

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