

Research of the Marketing Tactics for the Enterprise Adaptive to the Market Conditions Under the Big Data

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ABSTRACT

The traditional marketing model is facing more and more challenges under the big data environment. How to tailor it to adapt to the marketing conditions under the big data for the enterprise is an issue needed to be solved as soon as possible. To solve this problem, the paper first disentangles some main traditional marketing models and their features, then expounds the existent challenges faced under the Big Data in China. Finally, put forward the correspondent marketing tactics adaptive to the market conditions under the big data.

Keywords: *Big data, enterprises, marketing tactics, adaptation*

1. INTRODUCTION

With the development of the information and the internet, the data volume produced in the course of production, operation and people's life has been increasing at the speed of the exponential order. The information and data are the core of the marketing of the enterprise. The traditional marketing approaches have been in strained circumstances without the support of the big data technology. How to improve the traditional marketing approaches by combining the big data technology becomes the key step of developing the enterprise. The big data technology can drive the marketing innovation of the enterprise and provide the precise service for the customer. In this way, the big data have been one of the important productive elements and their effective application in the business can make the enterprise a high speedy increase in its productivity and value.

2. MAIN TRADITIONAL MARKETING MODELS FOR THE ENTERPRISE

The traditional marketing model of the enterprise means an operational strategy that the enterprise realizes its marketing target in the conditions of meeting the need of the consumer by using its resource and competency. Its components include agents that include regional agents and sole agency hired by the producer when the enterprise lies at its start in the various regions by which the sub-distributors are constructed, dealers selected by the producer when the enterprise has had a certain synthetic strength so as to better develop the market in the fierce marketplace and direct sales model that the enterprise directly sells its product to the consumer without the intermediaries like insurance business, etc[1]. These traditional marketing models have some common features as follows: in choosing the target customer, it focuses on those with some homogeneity; generally, it has to set up or

rent a brick and mortar based on the off-line customer volume which makes its commodity a higher cost. In managing the product, the enterprise mainly depends on the limited outcome genres to serve the market with some price range. In the distribution, the different sections of the whole supply chain such as production, transportation, storage and sales are short of coordination, which leads to a higher circulation cost.

3. CHALLENGES FACED BY THE TRADITIONAL MARKETING MODEL UNDER THE BIG DATA

3.1. Connotation and Roles of the Big Data

The big data mean those that can't be captured and processed by way of the common software tool in a certain period of time. They belong to the asset and their value can't be found out without the new processing model. Their scale is too big to be precisely measured because of its endless changing sources beyond people's imagination. Their structure is various and composes of texts, audio and video, etc coming from the social media, weblog, internet, cell phone call and all kinds of sensors equipped the plane, ship and train and so on. And this kind of structure is of hierarchy, irregularity and obscure. In the high speedy network times, due to the application of the high speedy processor and server with the optimized software performance, creating the real time data stream becomes a fashion, in which everybody can join if he likes. Briefly, the big data have the features of large scale, complicated structure, high speedy change and valuable, etc.

The extensive existence of the big data now leaves us a deep influence in all fields like economy, politics, culture, etc. Especially for the business, the big data have been playing much more role than ever before whether in production or in operation or in marketing etc. They are

forcing some traditional enterprises re-structured so as to adapt to the market environment. On the one hand, these enterprises have to be engaged in analyzing the big data by using the new big data technology like cloud computation and artificial intelligence, etc so as to find out the information to their operation; on the other hand, some of them, with the help of the professional network company, make a second development of the big data to make new products and provide new service to the market by analyzing the numerous consumers information.

3.2. Challenges Faced by the Traditional Marketing Model Under the Big Data

In the traditional marketing model, the enterprise meets the needs of the customer based on finding out the target consumer and formulating the marketing combination policies by the market investigation [2]. The approaches of the traditional marketing model consist of ads, newspapers, TV and magazines, etc, by which the information of the outcomes of the enterprise is issued to the market for the purpose of raising their popularity and promoting the sales. The marketing tactics of the traditional marketing model can't precisely reflect the actual consumer's demand because of the existence of the hysteresis effect and limited extensiveness of the marketing information. This phenomenon often leads to finite efficiency in the implementation. In fact, besides the market information, many other factors also affect the marketing results, which the enterprise usually neglects, for example, limited customer's cognition, its insufficient resources and market fluctuation, etc. Under the big data, much more affecting factors like the speedy changing market, much coverage of the data and highly scattering of the target consumer, etc make the traditional marketing approach being in strained circumstances. The enterprise has to face the challenges in its marketing work as follows: First, the uncertainties in the market appear at any time. Owing to the economic globalization and new quick technological renewal, the marketing strategy, in spite of its orientation, wholeness and relatively stabilization, has to modify itself at times to adapt to the changing marketing conditions. And every time when the marketing strategy is changed, the market investigation is obliged. The market investigation in the traditional marketing model needs large quantity of the people, finance and materials and gets limited results. What's more, under the big data, the marketing conditions are becoming more and more complicated and the market investigation is much more difficult than ever before.

Second, the varieties of the new media make the target customer scattering. With the progress of the information technology, the media genre is increasing rapidly. The information from vast varieties of the media segments the social public into smaller and smaller group. As a result, it is difficult for a single mass media tool to cover different target customers.

Third, the technology to deal with the data in the traditional marketing model can't be suitable for analyzing the market demand under the big data. Currently, the biggest challenge faced by the enterprise is how to find out the value from the massive complicated data. Under the big data, various data types like pictures, blogs, audios and videos need stronger abilities to process the data. And the data volume is massive, which causes rarefied densities of the value. It is a question for the enterprise how to purify the valuable messages from the magnanimous data by the computer computation, for this requires a much higher speedy and more timely processing rate than before.

4. ADAPTIVE MARKETING TACTICS OF THE ENTERPRISE UNDER THE BIG DATA

4.1. Construction of the Information Platform Based on the Terminal

The information platform where we can release, interact and communicate the messages includes various types of terminal like mobiles, personal computers, TV, office computers, etc. The enterprise can obtain the information needed by using the big data analysis from the platform and the internet of things can connect these messages with the real objects by way of addressing technology [3]. In this way, the enterprise can communicate with the consumer in product design, production, etc so as to meet the personified demand in the market.

4.2. Development of the Skilled Personnel Team in the Big Data Technology

In the big data times, people's acts are shown as data, which forms ocean of the data. How to dig out the valuable data or the needed data is a big challenge in technology & management whether to the enterprise or to the mass media or to any third party service firms. According to the perspectives of Shiding Lin, chief architect of the big data from Baidu Inc., the big data business includes various skilled personnel like data scientist, data architects and data engineer, etc. The data scientist refers to the people able to analyze the data, proficient in various algorithms. The data architect means the person that has mastered not only the data technology but also the business system so that he may well match the business with the relative data. The data engineer is the person who is good at the systematic programming ability and who can set up the data platform on which the massive data can be stored and processed so as to support the operation of the algorithms proposed by the data scientist. The development of this kind of the skilled personnel team should be the co-work of the enterprise and the third party data service company. Their common aims are to be able

to build a bridge between the market demand and the marketing of the enterprise in order to find out the valuable messages and to transform them into outcomes able to meet the need of the customer.

4.3. Innovation of the Marketing Organization Suitable for the Big Data

Under the big data, the enterprise should re-group its marketing department[4] based on the big data technology. First, integrate the big data technology into the marketing business, which requires that the marketing manager should change his traditional marketing concepts and that the staff should be competent in collecting, finding and processing the data. Then downsize the marketing department[5]. In the traditional marketing department, the main marketing forces are the sales people. With the improvement of the marketing staff's ability, it is unnecessary for the enterprise to keep large quantities of the sales people. So, it is inevitable for the enterprise to reduce the employment of the salesmen. However, the reduction of the number of the pure marketing people doesn't mean the weakness of the marketing competency. To keep the marketing competition, the enterprise must provide the data service support for the marketing department. As for the enterprise with strengths, it may set up its own data managing department while the firm without strengths may take the advantage of a third party data service company to support its marketing analysis work.

4.4. Dynamic Adjustment of the Marketing Mix under the Big Data Conditions

In the times of the supply larger than the demand, the market competition is fierce. Who can satisfy the consumer's personified demand may survive. The big data and the correspondent technology have provided the necessary conditions for the enterprise to find out the consumer's preference by tracking his or her individual behavior, which makes the enterprise able to segment the customers dynamically[6]. The marketing mix includes products, price, promotion and place. The precise segmentation of the customer requires that the marketing mix should be adjusted at times needed in order to adapt to the special customer and to maximize the marketing benefits[7]. The dynamic segmentation of the customer in the traditional marketing is too difficult to do because of the quick change of the market demand in products, price, place and promotion and of the unexpected marketing conditions. With the big data and the concerned technology, the enterprise can dig out the valuable information from the massive changing data and offer the individual outcomes based on the customer's consumption habit and preference[8].

4.5. Implementation of the Individual Marketing Approaches under the Big Data

Under the big data, the information from various sources is quite complicated and the enterprise needs to adopt the automatic classification method to filter and clean the data so as to make a real-time adjustment to the market. The manager should change his traditional marketing idea and actively use the big data technology to make a precise marketing position, issue the goods information to the needed customer[9]. To better satisfy the customer, the enterprise may combine the online service with the offline physical store to meet the needs of the customer's experience. In order to reach this aim, the physical store should also be digitized accordingly so that the producer and the operator can follow the dynamic market information, be able to analyze the information flow in time and exactly find out the commercial chance and formulate the precise marketing plan[10]. The precise mastering of the customer's information is beneficial both to the efficient observation of the customer's demand change and to the maintenance of the customer relationship management. All these are the source in which the innovation of the enterprise lies.

5. CONCLUSIONS

Effective marketing tactics must be suitable for the changing market conditions. With the mushrooming of the data and relative technologies under the big data, the traditional marketing models of the enterprise are obliged to be adjusted so as to precisely understand the consumer's demand. The marketing activities are featured with dynamics, wholeness and correlation. The big data have provided rather useful tools and conditions for the enterprise to do valid marketing work. So the enterprise should make a full use of the big data and the concerned technologies to dig out the valuable messages from the massive data for the purpose of precisely serving the customer.

ACKNOWLEDGMENT

The paper is funded by the Discipline Group of the Integrative Management Between Economy and Industry in the City Circle, by the Wuhan Studies Institute, Hubei, China (IWHS20172001), and by Research Center on the Development of the Manufacturing Industry of the Wuhan City Circle, China (wz201607).

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