

# Research on Evaluation Systems of Marketing Competitiveness for Domestic Internet Enterprises

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**Key words:** marketing competitiveness; Internet enterprises; evaluation system; build competitive advantage.

**Abstract.** Mobile Internet has a profound impact on people's daily lives, mobile Internet market into the high-speed development channel. Since small and medium-sized enterprises play an important part of China's economy, people's livelihood has an important significance due to the rapid development of mobile Internet for small and medium enterprises. However, due to the existence of the current reasons, the majority of small and medium enterprises in the development of mobile Internet marketing status is not optimistic about how small and medium enterprises carry out mobile Internet marketing theoretical research. To provide a good opportunity for marketing is also very hard, since many managers and the industry for mobile Internet marketing understanding is lack of ideas, talent, and funds. Information is not smooth and low level of management seriously affected the development of China's small and medium enterprises mobile Internet marketing.

## 1. Introduction

Mobile Internet (MI) is a smart mobile terminal, using mobile wireless communication to obtain business and service of the emerging formats. It includes three levels: the terminal level, the software level and the application level. Terminal level includes smart phones, tablet PCs, e-books, MID. The software level includes operating systems, middleware, databases and security software. Application layer contains leisure, entertainment, tool media, business finance and other different applications and services. With the development of technology and industry, the future of LTE (long-term evolution, one of the 4G communication technology standards) and NFC (near field communication, mobile payment support technology) and other key technologies of network transmission layer will also be included in the scope of mobile Internet.

In 2013, the size of PC users reached 590 million people, the growth rate of 6.8%; mobile Internet users will reach 500 million by the end of 2013, the growth rate of 19.5%. It is expected that by 2017, mobile Internet users will catch up with PC users and become the Internet's largest user groups. Mobile users will become the most important Internet users. The Internet's accelerated penetration and universal mobile interconnection is expected to be achieved in the next five years. According to "2014 China Mobile Internet User Behavior Insight Report", China Mobile Internet users have an average daily effective media contact time of 5.8 hours. Among them, the use of mobile phones and flat-panel Internet time reaches a total number of 146 minutes, accounting for 42%. It is far beyond the PC Internet (100 minutes, 29%) and TV (60 minutes, 17%), and has been close to the sum of PC Internet and TV media. Mobile phone with 104 minutes of use time to become the most popular mobile media.

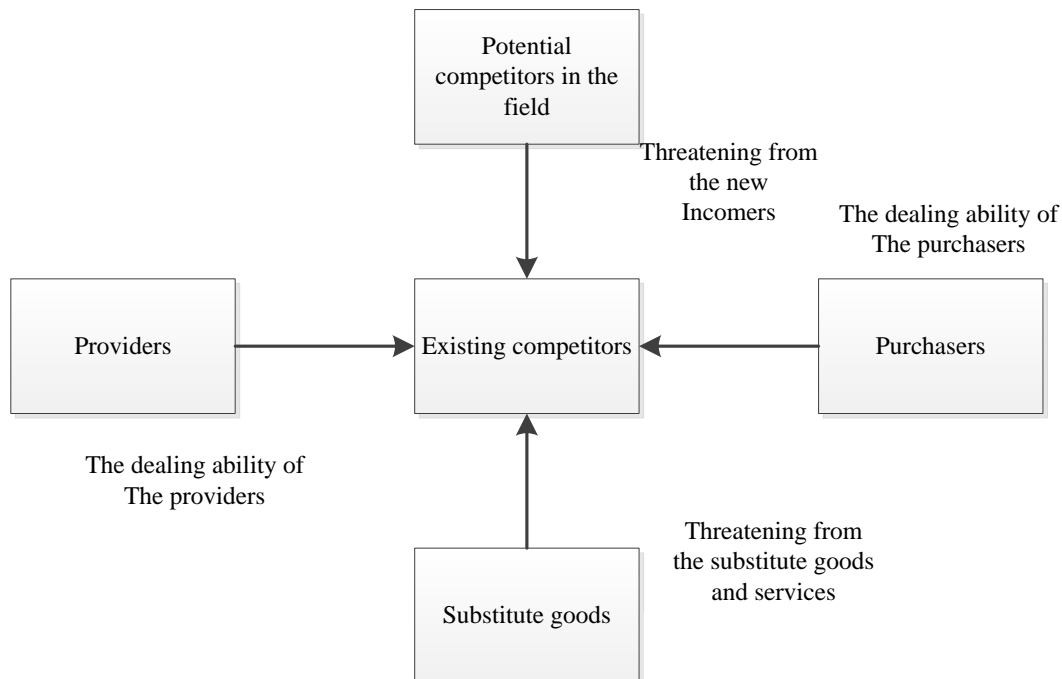
Due to the user phone, text messages do not belong to the media time category, so this part has not been included in the statistics. Mobile Internet has become a trend. The report shows that 9% of China Mobile Internet coverage crowd will be mobile phone as the only Internet tool. 35% of the mobile Internet coverage crowd is mainly calculated through mobile Internet. Mobile Internet has been in the entertainment, information access and communication of three major applications beyond the PC Internet, mobile phone shopping, mobile finance, etc. It will become the explosive growth point in 2014. At the same time, the China Small and Medium Enterprises in 2013 survey shows that SMEs are an important part of China's national economy, creating about 60% of GDP, 50% of the tax

and nearly 80% of urban jobs. It also restricts the development of China's small and medium enterprises when considering Market competitiveness.

## 2. Analysis on Marketing Environment of Domestic Internet Enterprises

### 2.1 Analysis based on macro environment

Relative to the traditional Internet marketing, mobile Internet marketing has advantages and characteristics which Internet marketing cannot match. China Mobile Internet marketing is in the rapid development today and all walks of life are advocating mobile Internet spirit and marketing. In China's mobile Internet markets there are still some problems, especially in mobile Internet marketing of small and medium enterprises. Many companies have been concerned about the importance of mobile Internet marketing, but in practice there are still many problems. Therefore, by analyzing the current situations and problems of mobile Internet marketing in China's small and medium-sized enterprises, it has theoretical and practical significance for the development of mobile Internet marketing in China's small and medium-sized enterprises[1]. The model is described in Figure 1.



**Figure 1. Outline of Porter Five-Force model**

Because mobile Internet marketing theory is just emerging from the theoretical system, many experts and scholars do not define the unified definition of mobile Internet marketing. However, from the analysis of academic roots, mobile Internet marketing is generally considered as a part of Internet marketing. The mobile Internet combines the "online marketing" and "database marketing" theories in the modern network economy. The theoretical basis is the direct marketing theory, the theory of network relationship marketing and the theory of soft marketing. The marketing theory is considered as the potential of marketing. Mobile Internet marketing is through the early conduct of market research and analysis. It segments the target user groups and research target user attributes, through the user's consumer preferences. It develops a comprehensive marketing model and it results in a variety of marketing tools to achieve business sales targets. Mobile Internet marketing is a comprehensive system of solutions and there can be many forms such as SMS, MMS, APP client, WeChat and microblogging.

## **2.2 Analysis based on micro environment**

Network purchase industry has experienced a rapid growth of baptism, consumers in the network to purchase more and more rational, cheap is no longer let them open the purse of the good reasons, business visibility, quality credit, quality of service, etc. become consumers in the group purchase. On the other hand, purchase site is also aware of this problem, and is gradually out of low-cost labels, including wedding photography, high-end dining, cars and commercial housing more and more high-priced products and services to join the purchase Camp, the network purchase to show great potential[2]. This is the existence of more than 3 years of the industry, but showed the Internet industry-specific innovation speed, recently, LivingSocial launched a family version of the Group purchase activities, biased in favor of a single family of special goods or services, such as amusement park and aquarium tickets, Art class and the like. Groupon launched a mobile phone service and high friends store self-service, businesses can launch their own on the site and manage a variety of purchase promotions.

Group 800 related data shows that the main site is the monthly purchase of more than 3,000 yuan, aged 22-35 years old between the white-collar workers, college students, they account for 85% of all users, these people have a very strong spending power and High brand loyalty, the quality of products and services provided by businesses is also relatively high, the pursuit of quality is to enjoy. Consumers online to complete the purchase, to third-party business consumption, satisfaction depends not only on the online purchase experience, but also depends on the actual consumption experience. Because there is no relevant preparation, suddenly the passenger peak so that some businesses caught off guard, consumers in the real experience of the service experience once bad, it is easy to form a negative reputation effect, and then hurt the brand purchase site.

## **3. Evaluation Model of Marketing Competitiveness For Domestic Internet Firms**

### **3.1 principles and methods of marketing competitiveness evaluation system**

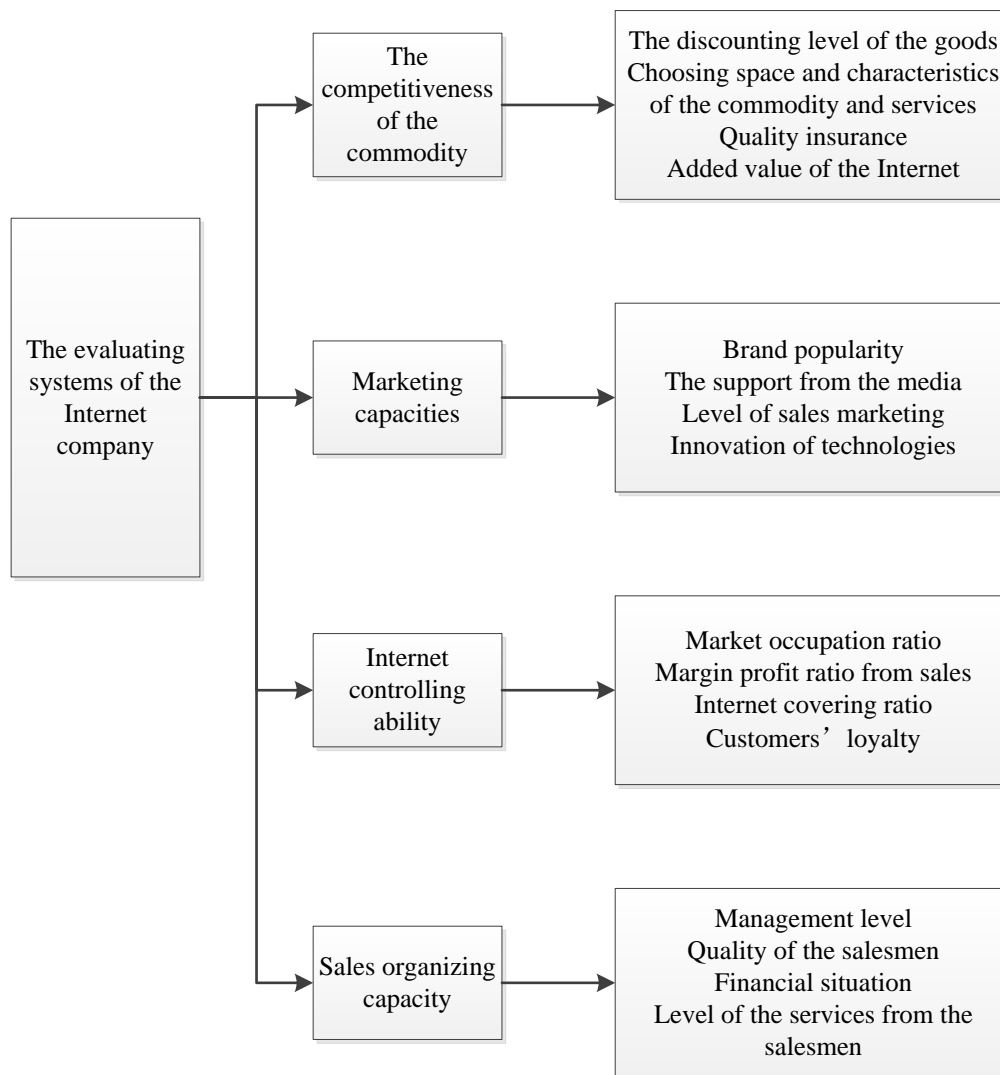
Marketing competitiveness evaluation system is a series of interrelated, comprehensive reflection in the market competitiveness of the overall composition of the indicators. The purpose is to identify and build competitive advantage, enhance the competitiveness of enterprises in the market and promote sustainable development of enterprises. The marketing competitiveness evaluation system principles should obey the following four points[3].

(1) Operability. From the reality, the enterprise needs not only a set of competitive evaluation system, but also the competitiveness analysis of enterprises to determine the status of enterprises in the market competition. Therefore, the design of marketing competitiveness index system should be scientific, accurate and comprehensive. Analysis of their own advantages and disadvantages, problems and opportunities for marketing decision-making advice should come from the perspective of quantitative analysis of quantitative and qualitative indicators of data.

(2) Systematic. It refers to the evaluation system of its own structure, and it has a strong interaction between the various factors, constituting a harmonious whole. Enterprise marketing competitiveness evaluation system is the result of the combination of various factors and elements, which is a complete system. Therefore, to build marketing competitiveness evaluation system can not only consider a certain factor, but should stand on a strategic height. Enterprise marketing activities for all-round analysis should take system factors into considerations.

(3) Early warning. Enterprise marketing competitiveness evaluation system is not only able to assess the status of its marketing competitiveness, but also to find out its marketing competitiveness of the early warning and real-time monitoring. Thereby it succeeds in avoiding or reducing operational risk.

(4) Dynamic. In rapidly changing information age, the emergence of any new technology or new inventions may change the development of business models, thereby affecting corporate marketing activities and making the importance of certain indicators change. Enterprise marketing competitiveness evaluation system must follow the latest marketing practice of enterprises to change, considering the need for dynamic adjustment of the evaluation system indicators, which is shown in Figure 2.



**Figure 2.** Basic principles of evaluating system model

### 3.2 The basic structure of marketing competitiveness evaluation system

This article analyzes the enterprise market marketing force mainly by four indicators of the brand competitiveness, media support, marketing planning level and technological innovation ability.

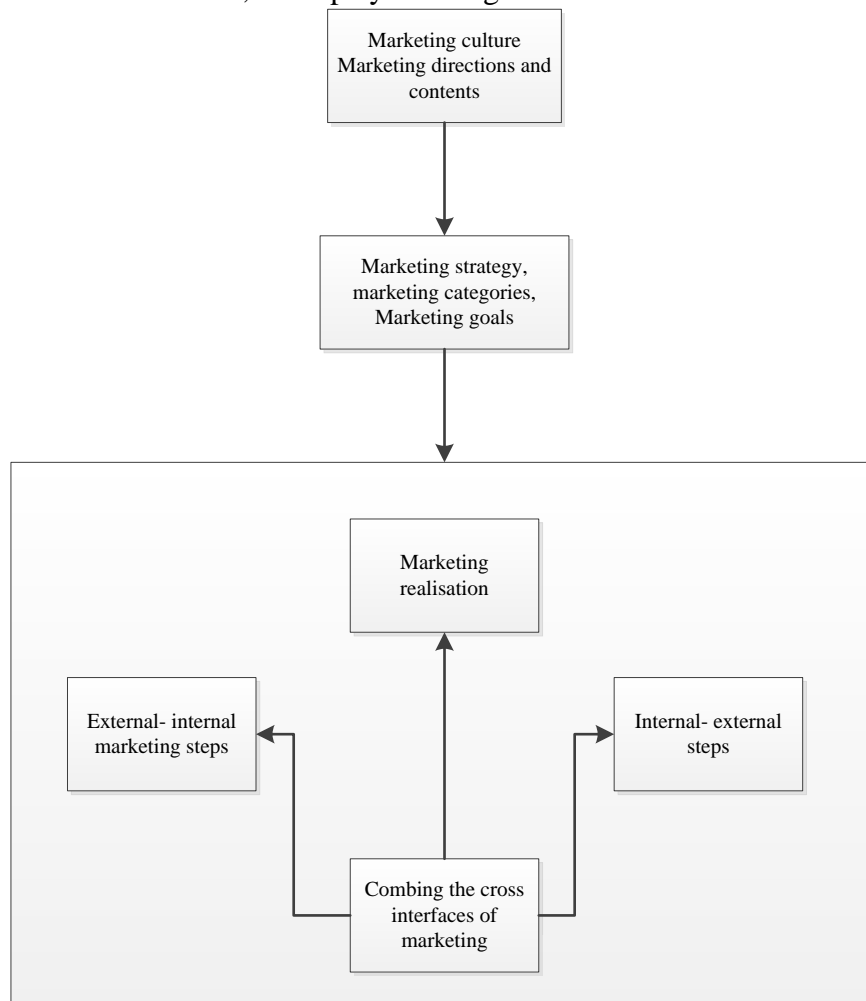
Groupon network is not the same with IBM, Microsoft and Google. It is not based on technological innovation, but on a marketing service model of innovation. In essence, it is neither the core technology nor core products as an intermediary. For the purchasers and sellers to provide services in the face of industry, homogeneous competition is so serious today. How to survive in this fierce competition in the market is relying only on the establishment of brand competitiveness, for consumers is chasing for a media brand. The brand positioning is the focus of the network business work from the domain name to the product, so the market should be carried out around the brand[4].

Since the birth of the network since the birth of the media has been criticized for its existence, all kinds of news become endless. According to the group statistics, the public comment group in 2012 reaches the top five quality of service, which means high level of marketing services. At the same time, the data shows ticks official microblogging in microblogging enterprise. To create reputation for the Group site is an important part of the marketing strategy to provide preferential business and the need to obtain preferential consumer. If the total number of unpleasant customers occupy a considerable proportion, you can imagine the spread of social media will quickly spread the whole industry with saliva.

For the participation of purchase business, the meaning of the site is to give yourself a big advertising, no matter how the model changes. The existence of any model has the same meaning: to create the value of the customer. Therefore, the Group purchase site must be in the technological innovation, commercial value mining development continue to invest, strengthen the R & D capacity to adjust the profit model in a timely manner will not be in the highly competitive market by other people to go beyond.

### 3.3 Marketing competitiveness evaluation method of enterprises

This article confirmed the network purchase enterprise commodity competitiveness mainly by five indicators of the group purchase discounts, the choice of goods and service characteristics, quality assurance and added value, as displayed in Figure 3.



**Figure 3** Process of the Internet marketing effects

Network purchase the beginning to attract the attention of consumption, and then participate in. It is provided by the ultra-low discount goods or services. However, when the rise of the ultra-low discount has been slowly turned to normal, it just relies on low discount which is difficult to attract more people to join the group. The current business needs to improve the gross margin of goods to enhance their profitability, and cannot be the same as the previous two years when the rise of the network just bought a simple income. Therefore, from the discount point of view, purchase discounts are indeed declining. This is because the site is in order to enhance the profitability of the move and contributed to the optimization of the purchase ecological chain.

From the beginning of the introduction of Groupon day group, to the day after the network purchase mode in the continuous evolution, purchase services and merchandise are richer for consumers. The choice of goods are more. For some businesses, they are also beginning to realize that not all products or services are suitable for group purchase. Many of the needs of consumers, in fact, are businesses which can be provided online, and sometimes businesses can provide quality products

or services. It cannot attract the real needs of the target customers, which is online and offline docking. All kinds of problems and network purchase cannot solve this problem. Network purchase business opportunities lie in the service market asymmetry, and then to purchase a platform to attract a large number of consumers will be successful.

#### **4. Summary**

The current network purchase enterprise competition in the industry reshuffle pattern, many purchase site in order to enhance corporate brand value and seek high value-added products, such as: many Groupon-style purchase site launched points service, invite friends rebate, discount cards and benefits Coupons and other participating in the purchase of additional products. The added value of these purchase can increase the possibility of consumers to purchase the second.

In this paper, the marketing innovation of Chinese enterprises is analyzed and demonstrated from the qualitative point of view. Firstly, it focuses on the strategic aspects of marketing thinking. Secondly the paper is aimed to analyze the specific methods and strategies of marketing innovation. The existing theory has been highly integrated, but marketing is a very complex system. In order to do more in-depth quantitative analysis of an industry or a certain type of business, it need other aids, this is the direction of my future research efforts. The following topics can be the renewed information such as marketing innovation for the benefit analysis and analysis of the factors on the impact of marketing innovation.

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