

RESEARCH ON ENTERPRISE MARKETING STRATEGY INNOVATION IN THE ENVIRONMENT OF "SHARING ECONOMY"

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ABSTRACT

The application of cloud computing, mobile Internet, the Internet of Things and big data technology has given birth to a new economic form in the era of information technology, namely the sharing economy model.

In the sharing economy environment, people can distribute or transfer the accumulated idle goods through the sharing economy platform without using the traditional middlemen, so as to improve the allocation efficiency of excess resources. As a subversive business idea, sharing economy is the focus of academic research. At present, the sharing economy has penetrated into many industries, such as the outbound industry, catering industry and tourism industry, etc. The vigorous development of the sharing economy also brings great challenges to the marketing activities of enterprises. The traditional marketing methods and means of enterprises cannot adapt to the current market development situation, which seriously restricts the development of enterprises.

Taking the era of sharing economy as the background, this paper formulates the new situation of innovation through the exploration of problems, provides reference for the innovation of enterprise marketing strategy, realizes the transformation of enterprise marketing, and promotes the sustainable development of enterprises.

Keyword: Sharing economy, marketing strategy, innovation, and the Internet

INTRODUCTION

1. Background

The rapid development of Internet information and mobile application technology has driven the accelerated integration of technological capital and economic activities, and gave birth to a new economic form, one sharing economy (Sharing Economy). Sharing economy refers to the sum of economic activities on the basis of the separation of use right and ownership, relying on the Internet information and mobile application technology, and the decentralized idle resources are integrated into allocation and meet the diversified needs of users. As a new form of business spawned by the new round of technological and industrial revolution, the sharing economy is accelerating the innovation of

employment and consumption patterns. In recent years, China's sharing economy has developed rapidly, showing great development vitality, and has become a new force for economic development. According to the China Sharing Economy Development Report (2021) released by the State Information Center, the transaction scale of China's sharing economy market in 2020 is about 3,377.3 billion yuan, with a year-on-year increase of 2.9%; the number of participants reached 830 million, including about 84 million suppliers, with a year-on-year increase of 7.7%. The sharing economy plays an important role in fostering new drivers of economic development and promoting the construction of a new development pattern dominated by the big domestic cycle.

2. Problem statement

2.1 The traditional marketing model does not adapt to the rapid changes of the market environment of the sharing economy

With the advent of the "sharing economy" and the "Internet +" era, the competition between enterprises is becoming more and more fierce. The traditional marketing methods and means of enterprises can no longer adapt to the current market development situation. Enterprises must adapt to the development and change of The Times, grasp the development trend of marketing, take the network environment as the focus of reform and innovate marketing strategies.

2.2 Outdated marketing concepts

In the process of applying the traditional marketing concept, Because the enterprise marketing concept is more conservative, Enterprises have a certain lag in the efficiency of receiving market feedback information, As a result, the marketing model of the enterprise is unreasonable and feasible, In this case, one side, It is difficult for enterprises to effectively understand and grasp the changes in the market, Flexible adjustment of the marketing structure, on the other hand, Seriously affected the improvement of the core competitiveness of the enterprise market, Thus to the health and sustainable development of the enterprise has brought bad effects, besides, Due to the traditional marketing concept in the process of application, It is prone to a disadvantage, Is not based on the actual needs of consumers, Blind promotion of products, Not only does it not stimulate consumers' interest in buying, Instead, it makes consumers feel bored, In this case, It has brought a serious impact on the improvement of the economic benefits of enterprises.

2.3 Traditional marketing mode

In the traditional marketing mode, enterprises first conduct market adjustment to determine the target market and marketing strategy, and then focus on the available resources to better meet the needs of customers. However, it ignores the influence of customer immaturity and limited enterprise resources on marketing; the focus of target market, trying to achieve the limited market network construction cost, but in the actual marketing strategy, the traditional market is limited by geographical conditions and transportation, to build a broad market network company requires a large cost, and the traditional marketing model to meet the market demand.

2.4 Marketing network, with low efficiency

In the future Internet environment, the production and sales of enterprise marketing will be directly influenced by consumers. Therefore, it is very necessary for enterprises to increase the sales opportunity to expand the scope of sales and to establish an efficient marketing network. But the current enterprise did not establish efficient marketing network, usually enterprise production, processing, storage, sales and service are independent, and production cannot meet the market demand, extensive sales mode,

service business cannot meet the diversified needs of customers, marketing each link of disconnect, lead to marketing in a state of inefficient.

3. Study Purpose

The vigorous development of the sharing economy also brings great challenges to the marketing activities of enterprises. The traditional marketing methods and means of enterprises can no longer adapt to the current market development situation, which seriously restricts the development of enterprises. The purpose of this paper is to provide references for the innovation of enterprise marketing strategy, realize the transformation of enterprise marketing, and promote the sustainable development of enterprises.

OBJECTIVE

Based on mobile Internet, third-party payment, big data, cloud computing and other technologies, as well as idle resources, the economy entering the new normal, leading to the emergence and development of the sharing economy. As a form of "new economy" and "new business" under the Internet, sharing economy temporarily transfers the right to use idle resources of the supply side with the help of third-party platforms such as the Internet, creates value for the demand side by improving the use efficiency of stock assets, and promotes the sustainable development of social economy.

1. Sharing economy

The concept of the sharing economy ", first proposed by Felson and Spaeth in 1978, has now grown into an important component of the digital economy. Sharing economy is a new economic form that integrates and shares a large number of idle resources with the help of Internet information and mobile application technology. Labor, capital, goods and services are the objects of sharing 8), the original intention of sharing economy is to reduce transaction costs and improve the social utilization and recycling efficiency of resources, and the separation of ownership and use right is the most important form of sharing economy.

2. Marketing strategy

Marketing strategy is to take the customer needs as the starting point, according to the experience of customer demand and purchasing power information, the expectations of the business community, and organize various business activities in a planned way. It is a series of measurable and controllable activities aimed at improving the sales and the reputation of the manufacturer for a certain target market. It is a combination of various marketing methods such as products, prices, channels, promotion and public relations strategies.

3. Marketing innovation

Marketing innovation refers to the new marketing concept or marketing strategy that the enterprise has never been used before, mainly involving product (service) design or packaging, product (service) promotion, product (service) sales channel, product (service) pricing and other aspects. Excluding seasonal, cyclical changes and other conventional marketing changes.

METHODOLOGY

This paper mainly adopts the method of combining literature method and interview method and uses a large number of theoretical literatures by referring to sharing economy, various books related to

sharing economy, platform, business model and experts and scholars on platform business model innovation under the sharing economy to obtain sufficient theoretical support.

The purpose of these two ways of information collection is to obtain research from multi-channels and multi-dimensions.

The problem is understood as deeply as possible, so as to help study the research problem more truthfully and reliably, and closer to the essence and core of the research problem.

RESULTS

1. The importance of marketing innovation

In the modern market economy environment, enterprises have to pay attention to the vital role of marketing in the development of enterprises. The market is the battlefield of enterprise struggle, who first do a good job in marketing, attract enough flow, occupy a larger market share, expand the territory, stabilize the existing market section. Then the enterprise can ensure that it will not be eliminated by the cruel market and can effectively survive and develop.

1.1 Solve the basic problems in the development of enterprises

Marketing enables enterprises to constantly adjust their marketing concepts and strategic decisions, and guide enterprises to establish correct marketing decisions. It also helps to guide companies to create a competitive advantage and provide a whole set of competitive strategies for their growth. In the strategic and decision-making level, marketing attaches great importance to the research of enterprises to meet the demand as the center, to form their own business characteristics, to ensure the market position of enterprises.

1.2 Improve the production efficiency of enterprises

Help enterprises to establish a modern management concept, better optimize the allocation of enterprise resources and meet the needs of social development. The marketing concept emphasizes the role of the market and pays attention to the experience of consumers, which is conducive to promoting the optimization of enterprise resource allocation and better meeting the real and potential needs of consumers.

1.3 Promote the international operation of enterprises

The market economy is an open economic system. It is the basic requirement of social and economic development to adhere to the strategy of opening up and development and expand international trade and international economic and technological cooperation. At present, the international market situation is complex, the demand is changeable, and the competition is fierce. Only by mastering marketing theories and skills, carrying out market research and understanding the target market, can we develop corresponding international marketing strategies and develop the international market more efficiently and smoothly.

2. Suggestions on innovation of enterprise marketing strategies under the background of sharing economy

2.1 Marketing channel innovation

In order to adapt, sharing the development of the economic era, enterprises to realize the traditional marketing concept to innovative marketing concept, first of all, to the Internet thinking and marketing

thinking effective fusion, to fully realize the Internet marketing channels, enterprise marketing brand common development has very important practical significance, and help enterprises to realize the optimization of marketing channel and innovation. The following two methods can be used specifically:

First, expand marketing channels through search engines. Usually, consumers can enter certain keywords or keywords, but the information is quite complex, and it takes a lot of time to find the information they need. The marketing model supported by search engines is displayed after sorting the sorted information, and then the order of the keywords is adjusted according to the fees paid by the enterprise. Users can find and pay attention to the product information of related enterprises very quickly, which greatly improves the attention of enterprises in the network market.

Second, expand the marketing channels through the microblog platform. In the network environment, more and more people like to communicate through microblog, and enterprise marketing can use microblog to carry out activities. The effect of microblog marketing channel is particularly obvious, because it is closely related to the daily life of the majority of consumers. Enterprise marketing staff can use the microblog platform to pull the distance between customers and strengthen the benign interaction between the two sides. They can not only share and feedback various information of products with customers, but also help enterprises to further optimize and improve the relevant performance of products. In addition, the enterprise can also on the weibo platform to release product important information, through positive slogan extensive publicity and promotion, get more weibo users browse and attention, maximize product awareness and influence, so as to improve the reputation of the enterprise in the industry, bring greater economic benefits for the enterprise.

2.2 Innovation of marketing concepts

In the Internet era, the scale of TikTok, wechat, Weibo, QQ and other social media is getting bigger and bigger. The development of smart phones has greatly changed people's way of life. People's fragmented time can be used, and the large number of users and the huge amount of information dissemination have become the biggest characteristics of today's era. The content characteristics of social media are also very significant, especially in the user participation in consumption, user creation of content and user sharing of content. It is based on the vigorous development of social media that the speed of network communication is far beyond the imagination of traditional promoters. If you want to stand out in the fierce competition, innovative marketing concepts will become the only way for enterprises.

Global marketing concept: In order to adapt to the development and change of the world economic environment and strengthen their competitiveness in the international market, large groups gradually close the industry to the global economic market step by step, and the global marketing concept is slowly born. Global marketing refers to the behavior of enterprises developing marketing strategy layout on a global scale in order to obtain global competitive advantage. Global marketing is mainly developed from the objectives, positioning, strategies and means. When evaluating the global economic market and developing global marketing strategies, enterprises should broaden their horizons and focus on the global market, rather than limiting the national boundaries.

Emotional marketing concept: the enterprise brand marketing focus on meet the emotional needs of consumers, through the aid of emotional packaging, emotional promotion, emotional advertising, emotional reputation and emotional design to emotional marketing strategy and purpose, arouse consumer emotional demand and spiritual resonance, let consumers get psychological satisfaction, help

enterprises to marketing to emotion, stand out in the fierce competition. With the development of market economy, people's living standard is getting higher and higher, and enterprise marketing has risen from the traditional rational level to the emotional level. Emotional marketing is playing an increasingly important role in enterprise marketing, and emotional marketing is also more and more concerned by consumers.

2.3 Marketing mode innovation

Maker model: The sharing economy brings new opportunities for personal innovation. Maker

(Maker) became the new personal identity label, and gradually became a major driving force for economic development. The concept of maker is derived from the experimental project of MIT. It takes innovation as the concept and personal design and personal manufacturing as the core content. In China, makers have been linked with "mass entrepreneurship and mass innovation". With the development of the sharing economy, individuals' ability to use shared resources is even comparable to that of enterprises, making it easier for individuals to make innovation and entrepreneurship. Sharing knowledge brings the source of innovation, crowdsourcing and shared skills bring efficient cooperation mode; crowdfunding brings cheap funds to innovation and development, sharing physical resources such as office space; computing power provides development guarantee, such innovation power will bring new enterprises, new business plans, and finally start the era of makers. The sharing economy provides the basic guarantee for the arrival of the era of makers, and the era of free development for everyone will bring a wave of innovation and promote the progress of The Times.

2.4 Innovation of network marketing strategy

Under the background of the Internet, enterprises should implement network marketing strategies from consumer demand. First of all, study the needs of consumers, formulate product strategies according to the personalized needs of consumers, and customize the products for consumers to meet their needs. In order to meet the cost that consumers are willing to pay, the cost paid by consumers takes as the starting point to determine the corresponding production cost and commercial cost, so as to reduce the risk of product development and price setting in the market. Finally, strengthen the interaction and communication with consumers, through winning the trust of consumers, to cultivate loyal customers for enterprises.

CONCLUSION AND FUTURE WORK

With the development of Internet technology, more and more sharing economy platforms have gradually emerged to participate in People's Daily life. The development of sharing economy can not only meet the growing social and cultural needs of the people, but also fully mobilize all kinds of social resources, promote the optimal allocation of resources, save production costs, and facilitate the life of residents. Facing the increasing development of sharing economy, marketing innovation is more and more the only way for enterprises to cope with market competition, and also the fundamental for their survival and development. Small and medium-sized enterprises should develop innovation strategies according to their own advantages and disadvantages, constantly improve their innovation ability and achieve innovation goals, so as to seek development in the fierce competition.

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