

Marketing Strategy Transformation and Future Development of Chinese Enterprises

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DECLARATION

I hereby declare that the case study is based on my original work except for quotations and citations that have been duly acknowledged. I also declare it has not been previously or concurrently submitted for any other degree at Universiti Tun Abdul Razak (UNIRAZAK) or other institution.



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Abstract of the project paper submitted to the Senate of Universiti Tun Abdul Razak in partial fulfillment of the requirements for the Master of Business Administration

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By

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ABSTRACT

With the rapid development and changes of the Chinese market, the transformation of marketing strategy has become an important challenge that Chinese enterprises must face. This article deeply synthesizes the reality of marketing development of Chinese enterprises in the past five years, and discusses the trend and practice of China's marketing strategy transformation. Through market research, we found that digital marketing, social marketing, differentiated positioning, precision marketing, brand building and integrated marketing strategies are important trends in China's current marketing strategy transformation. Among them, digital marketing and social marketing have emerged with the rise of Internet technology and social media, which can meet the individual needs of consumers and improve the brand awareness of enterprises. Differentiated positioning and precise marketing are effective means to deal with the highly competitive market, which can make Chinese enterprises stand out among homogeneous products. Brand building and integrated marketing strategy are important ways to improve corporate brand image and market competitiveness. In addition, the paper also discusses the challenges faced by marketing strategy transformation, such as constant changes in consumer behavior and preferences, intensified market competition, improvement of corporate culture and employee quality, etc. In order to cope with these challenges, enterprises need to focus on market research and analysis, actively innovate marketing strategies, strengthen brand building and cultural construction, establish effective internal management mechanisms, and improve employee quality and service levels. To sum up, the transformation of China's marketing strategy has become an inevitable choice for the survival and development of enterprises. Enterprises need to constantly innovate marketing strategies and management mechanisms according to market changes and development trends, improve brand competitiveness and market share, and achieve sustainable development.

CHAPTER 1

INTRODUCTION

1.1 Background of Study

With the continuous development of China's market economy and the deepening of China's market-oriented economic reform policy and advance, in the increasingly fierce market competition, Chinese enterprises themselves face marketing pressure and market opportunities and challenges, in order to further consolidate the Chinese enterprises in the fiercely competitive market environment, as a Chinese enterprise must innovate enterprise marketing strategy, gradually improve enterprise marketing management level, speed up the formation of Chinese enterprise marketing innovation ability.

However, the current Chinese marketing strategy management is still facing the dilemma of internal market breakthrough and the challenge of external market competition. Combined with the constant changes of internal and external market environment, it is difficult for some Chinese enterprises to grasp the market opportunities, market trends and the market demand of related consumer groups. In the increasingly fierce marketing environment, Chinese enterprises are unable to meet the traditional marketing model. In addition, the internal management of enterprises and the quality of employees also need to be continuously promoted and improved through learning and training, so as to improve the marketing level and brand image of Chinese enterprises, and gradually enhance the market influence of Chinese enterprise brands.

First, Marketing strategy is one of the basic functions of the development of a business group (or economic collective and company), Is the market organization responsible for providing enterprise products and related supporting service facilities, Is an effective way to adjust the market by directly facing the market customer groups

and the competitive environment, Therefore, marketing is a prerequisite for commercial groups to implement the overall market planning, The main role is to do a good job of market research on the premise of, Consolidate the marketing foundation of the enterprise, Enhance the market influence of the enterprise's marketing strategy, And for the formulation and implementation of the subsequent marketing strategic planning of Chinese enterprises, Provide a strong market business environment support and guarantee.

Secondly, the significance of the planning of marketing strategy for business organization: it is a long-term and main marketing strategy behavior activity of business organization. How can China's business organizations reasonably face the market competition in the market opportunities and challenges, Develop and implement reasonable marketing strategies, Is the key to the success of a business organization, For Chinese companies, How can, in the marketing process, Create and maintain the competitiveness of the enterprise and further maintain and expand its own marketing links and advantages, How can Chinese enterprises target different business competitors, market environment, customer groups, With the appropriate personnel allocation, For most Chinese companies that are eager to be deeply involved in the world market competition, Marketing strategy is a complex and long process.

Therefore, how to formulate and implement the effective marketing strategy management level has gradually become an urgent problem to be solved in the marketing management and development of Chinese enterprises. Only through the continuous cultivation and development of the enterprise's innovation ability and the continuous innovation and improvement of the marketing management level in the market competition of the enterprise, can the enterprise win in the market competition.

In recent years, scholars at home and abroad have made some research achievements in the marketing problems of Chinese enterprises. For example, some

studies focus on exploring the behaviors and needs of Chinese consumers, such as Li Hui (2021) on the influencing factors of Chinese consumers' shopping decisions, and Zheng Guichun et al. (2021) on the cognition and behavior of Chinese consumers on green products. Some studies also focus on the marketing strategies and practices of Chinese enterprises, such as Xu Xudong et al. (2020) on the digital marketing of Chinese enterprises, and Shen De et al. (2021) on the application of Chinese corporate social responsibility in marketing. These studies provide useful enlightenment for us to deeply understand the marketing problems of Chinese enterprises. However, there are still many unresolved questions and areas requiring intensive study. Therefore, the purpose of this study is to continue to explore the marketing problems of Chinese enterprises, especially the practice and application in new fields such as digital marketing and social responsibility marketing, and to provide strong support for Chinese enterprises in the new market competition.

1.2 Problem Statement

In terms of marketing management, Chinese enterprises need to pay attention to the creation of consumer experience and brand image, establish a differentiated and competitive marketing strategy, and at the same time strengthen channel construction and optimization of sales network, improve product quality and service level, so as to increase market share and user loyalty. "(Quoted from "Innovation and Practice of Marketing Management Model of Chinese Enterprises")

"In the context of globalization and internationalization, Chinese enterprises need to strengthen their understanding and adaptation to the international market, focus on localization and strategic innovation in cross-cultural marketing, and at the same time strengthen the construction of international brands and the expansion of marketing channels to improve the company's presence in the market. The competitiveness and influence of the international market." (Quoted from "Research on the International Marketing Management Model of Chinese Enterprises")

It is pointed out here that Chinese enterprises have multiple market factors in the development of marketing management models, and it is necessary to gradually improve the innovation capabilities of corporate brand building, channel construction, and marketing strategies.

"Chinese enterprises need to strengthen the shaping of brand image and brand value in terms of marketing management, and at the same time pay attention to the expansion and operation of social media and e-commerce channels, improve user stickiness and conversion rate, so as to enhance market competitiveness and user experience." (Quoted from "Innovation and Practice of Marketing Management Model of Chinese Enterprises")

These quotations show that the challenges faced by Chinese enterprises in marketing management in the past three years have become more diverse and complex, and they need to strengthen the improvement and improvement of digital technology application, brand image building, consumer experience, localization and internationalization marketing strategy innovation, etc. Upgrade to cope with market changes and improve competitiveness.

1.3 Research Objectives

"The research goal of the marketing model of Chinese enterprises is to explore how enterprises can improve brand awareness and image through marketing activities, meet consumer demand, increase market share and profitability, and achieve sustainable development." (Quoted from "Chinese Enterprise Marketing Model Innovation and Practice")

Chinese enterprises are facing the challenges and tests of multiple factors in the practice of marketing management. Among them, the important factors are the prominent market contradiction factors such as the lack of market development

awareness of related enterprises, the weakness of corporate brand building links, and the insufficient development of product market channels. This caused the company to have inaccurate product positioning and insufficient marketing in the corresponding market competition, which led to a disadvantaged position in the competitive market. In order to further optimize these factors, enterprises need to improve their research capabilities on consumer demand and market trend development, gradually establish a competitive brand strategy based on the research results, and further maintain their And promote the balance of online and offline market channels to improve the development of enterprise survival.

The research direction of this article is based on market research, focusing on how to effectively improve the Chinese enterprises' marketing goals from the five aspects of Chinese enterprises' marketing goals, enterprise brand building, market channel construction, marketing innovation and the strategy of insisting on talent introduction. Marketing's ability to influence the market. The research objectives are as follows:

- a. On how to expand the market product scale of Chinese enterprises through effective marketing mode
- b. Discussion on how to realize the construction of Chinese enterprise market brand ability and market channel construction
- c. Discuss how to realize the innovation of marketing ability of Chinese enterprises
- d. Discuss how to improve the talent introduction ability of Chinese enterprises market

1.4 Research Questions

The contemporary market situation is unpredictable, and the traditional corporate marketing strategy has been unable to give full play to its due functions, and its value for corporate development has shown a trend of continued weakening. In order to obtain channel advantages and good opportunities for sustainable development, contemporary enterprises must improve the refined management and pertinence of marketing strategies. On the one hand, enterprises can use the application of network technology to establish a material database system to improve the timeliness and integrity of supplier information collection and customer information collection, and on this basis to improve data and information in the form of electronic media, e-mail, telephone interviews, etc. . On the other hand, enterprises must realize the induction and analysis of this kind of data through cloud computing technology, grasp the current hobbies and hidden needs of customers, formulate targeted marketing strategy plans, and provide customers with special tracking services to ensure the future market.

Targeted and efficient marketing efforts. For example, current consumers are accustomed to searching for target product information on the Internet to understand it, and companies and companies summarize and analyze the customer's browsing records to understand his consumer behavior and provide them with targeted products and services. At the same time, companies can also use data analysis to understand consumers' awareness and expectations of products, and use them as a basis to improve products and marketing strategies. (Gao Ming - Electronic Communication and Computer Science, 2023).The continuous application of Internet information technology at the enterprise level is conducive to the improvement of enterprise productivity through the improvement of technical efficiency. On the one hand, the digital transformation of an enterprise can integrate internal and external information of the enterprise, so that it can provide information support for the enterprise's production decision-making and optimization of the production process, and promote

the specialized production of the enterprise. Specialized production means that the enterprise can fully allocate resources in products with high production efficiency. When the internal factor input of the enterprise changes from low efficiency to high efficiency due to specialized production, it will produce obvious resource optimization. The configuration effect effectively improves the production efficiency of the enterprise. Therefore, we believe that the digital transformation and upgrading of enterprises can improve the production efficiency of enterprises by promoting the professional production of enterprises, optimizing the allocation efficiency of factors, and finally broadening the channels for enterprises to obtain economic income. (ZHOU Xiao, GUO Shu-hua, 2023)

By fully combining the current marketing situation of Chinese enterprises with the analysis of the above content, five key marketing strategies are obtained, aiming to help enterprises better understand consumer needs and market trends, and formulate more effective product positioning and promotion strategies based on this information. First of all, strengthening market research and consumer insight can help enterprises better understand the needs and preferences of consumers, and formulate corresponding product strategies according to the information, so as to improve the competitiveness of products. Secondly, the emphasis on brand building and brand image building can help enterprises establish a better brand image, improve brand awareness and brand loyalty, so as to enhance the competitiveness of enterprises in the market. Actively improving the construction of market channels, establishing long-term cooperative relations with dealers, and actively promoting the balanced development of both online and offline channels can improve the coverage and efficiency of channels, so as to better meet the needs of consumers. In-depth exploration of research on new marketing means, and active development of social media marketing, content marketing, word-of-mouth marketing and other programs can not only better meet modern consumers' demands for personalized, diversified and interactive, but also fully enhance the exposure and influence of enterprises and further improve the talent echelon of the market through

talent training and introduction channels of relevant enterprises. Cultivating talents with marketing expertise and rich practical experience can also improve the marketing level and ability of enterprises to fully cope with the market challenges and opportunities.

1.5 Significance of Study

To sum up, the significance of research on the development of marketing models of Chinese enterprises can be roughly analyzed from the following perspectives:

From the perspective of enterprises, the transformation of marketing mode can not only fully improve the market competitiveness and profitability of enterprises, but also change with the development of commodity market competition and the change of consumer demand orientation. The market is moving forward, when the traditional marketing mode cannot fully meet the needs of enterprises. At this time, enterprises need to fully grasp the market opportunities in the competitive market environment through transformation and upgrading and marketing model innovation, and effectively improve the product market ownership and marketing income.

The research from the academic circle shows that the transformation of the marketing mode of Chinese enterprises can provide a new research field for the academic research of management. With the continuous transformation of enterprise marketing environment and the continuous innovation and evolution of marketing theories, how to explore and develop the mechanism, strategy and effect of the transformation of Chinese enterprises' marketing mode will have epoch-making significance for theoretical research in related disciplines.

From the interpretation of government policies, it can be found that attaching importance to the transformation of marketing mode of Chinese enterprises can help the government actively and effectively promote the adjustment of economic structure and industrial upgrading. By investigating the practical experience of enterprises' marketing mode transformation, the government can provide policy support and

guidance for enterprises, improve the marketing level of enterprises and stimulate the upgrading of the productivity of market economy.

Finally, for the society, studying the transformation of marketing mode of Chinese enterprises can promote the improvement of marketing environment and social benefits. By promoting the transformation of enterprise marketing mode, it can improve the quality of products and service level, meet the needs of consumers, and promote the development of social economy.



CHAPTER 2

LITERATURE REVIEW

2.1 Marketing model innovation

Marketing innovation refers to the process of introducing new ideas, technologies and methods in product design, pricing, promotion, channel selection, etc., in order to meet market demands and gain competitive advantages. Marketing innovation is one of the important driving forces for the continuous development and growth of enterprises. It can help enterprises develop new markets, attract new customers, improve brand value and sales, and maintain a leading position in the competitive market. Marketing innovation requires constant attention to market trends and customer demands, and innovative thinking and practice combined with the actual situation of the enterprise, so as to improve the market competitiveness and profitability of the enterprise. (Yu Zhenglu, Ma Zheng, Jiao Yidan, Tian Ruiqiang. et al., 2023)

Through the use of marketing theory, combined with the actual situation of domestic automobile service enterprises marketing, put forward a series of suggestions and countermeasures. Firstly, the relevant concepts are summarized. Secondly, the marketing status quo of Chinese automobile service enterprises is analyzed from the marketing mode and marketing characteristics. Thirdly, based on the marketing status quo of Chinese automobile service enterprises, the problems existing in the marketing strategy of Chinese relevant service enterprises are analyzed. To improve the implementation level of automobile promotion advertising strategy and improve the quality level of automobile promotion personnel, so as to bring some practical significance to the research of this paper.(Zhou Yujiang,2023.)

Marketing is an activity or action. As for the concept of marketing, Philip Kotler (1997) believes that marketing is the management process of exchanging products

produced by individuals or organizations with others in an equivalent way so as to meet people's realistic needs .

Macro environment analysis usually refers to the analysis of external factors affecting enterprises, including six aspects: The macro environment analysis of an enterprise usually needs to analyze the situation faced by an enterprise from six aspects: politics, economy, society, technology, population and nature (Wang Yuehui et al., 2017).

Many experts and scholars have defined marketing, with different views. In a word, the market is a starting point and a destination in commodity marketing activities. In fact, marketing is not only a function, but also a way to create, communicate and deliver customer value for self-benefit. Through marketing, goods can be delivered to consumers, partners, etc. Marketing is an activity, a process of sales behavior, and the art of creating and satisfying customers (Qin Yong, 2013)

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2.2 Enterprise market influence

Market influence is a concept of market position put forward by The office of Telecommunications of the United Kingdom, which derives from the "Significant market" in the Interconnection Directive of the European Union in 1997 "power" means significant market power. Market influence is proposed to restrain the behaviors of the dominant operators, prevent anti-competitive behaviors in the Internet, and promote the fair access of emerging operators to the market to promote effective

competition. In the UK, market power is defined as "the ability to consistently maintain prices above competitive levels in relevant markets without loss of profit due to reduced volume". To prevent possible abuse of market influence in the UK, market influence clauses are written into all PTO licences, forcing operators to provide information to Oftel while regulators can control operators' behaviour to ensure fair competition in the market. Oftel believes that only when an enterprise has market power can it be identified as having market influence. The British Competition Law Guide holds that an enterprise has market power if it cannot be effectively restrained by competition. In practice, a firm with market power can maintain prices above the competitive level for a long time and make profits, or it can provide services of lower quality for a long time than if there were competition. Market power is a description of the extent to which the operator has market power in the relevant market. This influence allows operators to raise prices to an uncompetitive level in the market without losing profits. (You Wuyang, 2003).

In this paper, the classification bidding decision-making method of power generation enterprises based on market influence evaluation is studied. (Wang Gaoqin, Shen Jiong, Liu Xishan, First of all, two market influence indicators are constructed to measure the power generation market influence based on the power generation cost capacity share and other characteristics of the enterprise. The market influence of the power generation enterprises is comprehensively evaluated, and the profit-maximizing bidding behavior of the enterprises is analyzed under different market influence. The price of the power generation enterprises is based on marginal cost when the market influence is small It accepts bidding strategy and market influence, and constructs corresponding optimal bidding strategy scheme based on marginal opportunity cost. In the electricity market, power generation enterprises pursue the maximization of their own profits by choosing optimal bidding strategies. When the market influence is different, the market environment they face is also very different, and the bidding decision-making methods are also very different (Ding Junwei et al., 2003; Wu Zhiyong et al., 2002; Cramton,2004).

Chinese marketing enterprises with weak market influence, due to the influence of product price adsorption capacity is low, generally can only reduce the cost of production and operation, follow the market price trend, to ensure the realization of marketing profit transformation of enterprises, while the production enterprises with strong market influence, can only influence the price to a certain extent, prefer to formulate a higher market price, and finally obtain profits.

The economic theory has made a specific and strict definition of the impact of marketing. The general definition of market power in economics is that market power is the ability to change market prices to deviate from the price level under full market competition. Generally, it also means that in oligopolistic market, monopolists are easy to influence or control the market price of an industry by their monopoly position, make them deviate from the cost of products or services to obtain super profits and maintain their monopoly advantage (Rajal et al.,2002; James) US Energy Regulatory Commission in "State of the MarketS2000" The report gives their definition of market power as the ability of certain members of a market to intentionally limit their power generation and services in order to create and maintain high market prices in order to prevent new competitors from entering the market or to increase the costs of competitors. These market members raise the market price without increasing their own cost or value. Domestic scholars have made a similar definition. For example, Liu Jichun believes that market power refers to the ability of market participants to make their benefits exceed those obtained under fair competition by means of their own strength or collusion, or make the market price exceed the level of perfect competition From the perspective of market economics, market power is the ability of enterprise producers to make profits by deviating from the normal level of competition. Although different literatures have different definitions, they are basically included in the basic definition of economics and different groups of researchers simply optimize it from different market rules or market analysis.

2.3 Marketing channels

Marketing channels refer to all enterprises and individuals involved in the process of producing and selling a product, such as suppliers, manufacturers and various middlemen (distributors), including wholesalers, distributors, retailers and agents. Auxiliary suppliers are warehousing, transportation, finance and advertising agencies that support distribution activities. The difference between marketing channel and market distribution channel lies in the concrete way or channel of the process of transferring goods and services from producers to consumer groups. They are various types of intermediaries in the process of commodity circulation. However, the distribution channel is the path for the transfer of goods and market services from producers to consumers. All enterprises and investors who acquire the ownership of products and services or help the ownership transfer must resell products through intermediaries or agents. There are a series of auxiliary ways for market circulation. In the large market environment where we media technology is widely used, the rapid transformation of social media has changed the marketing environment of enterprises.

A large amount of information is converted into data and stored in the database, which reduces the burden of enterprise employees. The staff of the Marketing Department can quickly search for data, extract data content according to needs, and analyze data information related to marketing strategies. With the help of "we media", we can further expand the scope of publicity and enhance the effectiveness of marketing strategies. At the same time, the search term information linked to the enterprise platform can be integrated in the database to increase the content related to the good quality and credit of the enterprise. When users browse the relevant terms, they can understand the situation of the enterprise, timely analyze the publicity materials related to the commodity information, expand the exposure rate of the relevant enterprise brand, and further optimize and improve the marketing efficiency. In addition, sales department staff can promote products to fixed group users through a variety of

channels to achieve multi-group, three-dimensional and all-round publicity. (Jiang Lingyu, Wang Lubei, Yang Yan, Wang Zhennan, & Lv Shenjin. 2023).

Through the deep integration with the new media publicity, the cost of marketing activities is gradually reduced. The enterprise Marketing Department can set up a network marketing team with corresponding enterprise characteristics, and make use of the fast speed of information transmission on the Internet to further broaden the marketing channels of the market, expand the scope of information transmission, so that the product information can be timely transmitted to the intended users, realize the barrier-free communication between the enterprise and the user group, and constantly break the restrictions of time and space on the market. At the same time, enterprises can also quickly receive feedback from users and adjust product functions in time. On the basis of meeting the product needs of different types of consumer groups, they can optimize product functions, expand product use ways, establish special marketing networks between consumers and manufacturers, and actively build two-way interactive channels for product information. For example, wechat group chat can be used to gather users who have purchased products before, and some enterprise platform benefits can be issued regularly. New products developed by enterprises can also be promoted in wechat group, so that the information of products can be integrated into People's Daily life. This way has the advantages of low publicity difficulty, novel form and low cost, which can further improve the application efficiency of e-commerce resources and make the marketing strategy effective. Marketing channels also include the following modes: Direct sales, which is the shortest and most direct channel, manufacturers directly control the marketing of products, so as to quickly get customer feedback. Such as trade fairs, telemarketing, vending machines, home delivery, mail order, operator owned stores, Internet marketing, etc., all belong to this form. Single link direct selling type. Manufacturers sell products wholesale directly to retailers, who then sell them to customers. That is, producer -- retailer -- consumer. (Yu Chuan-ying, Ding Xiao-qiong, Chen Chang-hua et al. 2023)

Multi-link sales type. The products produced by the manufacturer are sold to the user through multiple levels and links, generally in several forms: producer - wholesaler - retailer - consumer; Producer -- agent -- retailer -- consumer; Producer - Agent - wholesaler - retailer - consumer. (Yu Chuan-ying, Ding Xiao-qiong, Chen Chang-hua et al.2023)

2.4 Enterprise reputation

At present, Chinese enterprises are in a market economy environment with diversified economic forms. The era of digital and intelligent economy has arrived. Knowledge and digital information play an important role in this new economic model. Through the new digital marketization marketing mode, the economic level of the marketing market development of Chinese enterprises has been significantly improved. Digital marketing enables more and more Chinese enterprises to promote information technology through "Internet +", short video platform; Different media forms have gradually formed an economic and market pattern of diversified innovative marketing model with Chinese characteristics, which has also established a more comprehensive connection between enterprises and users. This has brought new opportunities for the multi-polarization development of marketing methods of Chinese related enterprises and the consumer market. Meanwhile, it is also a new challenge for the development of Chinese listed enterprises in different forms (including joint-stock companies, state-owned holding companies and sole proprietorship companies, etc.). Therefore, we need to innovate marketing models in the market under the digital background. To provide a platform and impetus for economic and social development. (Gaoming. 2023).

Emerging markets have diversified marketing models and a very keen market foresight. The disadvantages of the traditional marketing model include high marketing cost and low cost-effectiveness ratio. In the traditional marketing model, enterprises need to find agents and distributors or different companies of Party B to jointly complete marketing events when carrying out and preparing marketing activities. (Liu Zhiqiang, 2023.)

In this process, enterprises need to spend manpower, material resources, financial resources and other resources, management costs and regional optimization costs are virtually wasted. Therefore, enterprises need relevant personnel to manage and reasonably allocate marketing funds and apply them in different channels. If there is any mistake, poor cost control will affect the overall economic structure of the enterprise, or even break the capital chain. Secondly, the ultimate purpose of marketing activities in the market is to improve the economic benefits of enterprises, control the cost within a reasonable range and give full play to the maximum value of marketing benefits. At present, in our economic environment of relatively fierce competition of enterprises, enterprises need to increase investment in products, prices, channels and other aspects in order to sustain healthy development, which will make enterprises' capital more nervous. Traditional marketing mode does not have advantages in information promotion and channel management, so it is unable to enable enterprises to gain more exposure through marketing activities in the market. Planners lack the speed and ability to respond to market changes. As a result, enterprises are limited by some conditions of daily development and cannot obtain stable customer sources. If an enterprise wants to develop at a high speed, it is more important to seize the best marketing time point of the product. On this node, it is necessary to quickly carry out product research and development, launch and other work. However, the traditional marketing model is more restrictive, and the systematic sorting and classification of information cannot be followed up in time, which will make the enterprise miss this marketing node and make the product unmarketable, affecting the overall development of the enterprise. (Liu Yi 2023).

If enterprises want to carry out marketing activities smoothly, after-sales service is an essential link. The most important role is to narrow the distance between customers and enterprises. When product problems occur, they can solve the problems in the first time to improve customers' sense of experience and satisfaction, which will play a crucial role in the periodic maintenance of customers. However, in the traditional marketing mode in the past, when the marketing scale is large and the product coverage rate is high, the one-to-one after-sales service management cannot be realized. At the same time, many small enterprises do not value after-sales service, involving specific after-sales work will have the psychology of lag. Therefore, in many cases, consumers cannot get the due protection, and the reputation and trust of enterprises will be affected, which will hinder the normal development of enterprises.(Jia Ruo. 2023)

In the emerging marketing mode, we should actively expand the market resources of the enterprise, put advertisements or send leaflets, and spread the product content and service concept of the enterprise through the Internet and digital marketing mode through the way of ground pushing. Gradually improve the publicity effect of Chinese enterprises in market development, carry out targeted, accurate product services for effective customer groups, actively improve and enhance customers' sense of product experience, expand customers' channels of market selection and enhance customers' sense of experience, and on this basis, gradually establish the brand image and market reputation of the enterprise in the eyes of customers. (Regent LAN.2023)

2.5 Training of marketing personnel

The marketing in the era of big data has undergone profound changes from the concept to the model. It is difficult for traditional marketing theories and marketing talents to adapt to the changes of the market environment in this era. Based on the analysis of the influence of big data era on marketing and the connotation and composition of big data marketing ability, this paper puts forward a talent training mode of cultivating big data marketing ability to build professional brand characteristics,

reconstruct knowledge system, train teachers, deepen the practical activities of the integration of production and education, innovate assessment methods, and cultivate the innovation ability of big data marketing.

In the era of big data, the psychology and behavior of consumers, as well as the concept and model of enterprise marketing are undergoing profound changes. With the help of big data and other information technologies, enterprises can achieve measurable low-cost expansion by obtaining and analyzing massive customer data and using precision marketing. But the traditional marketing theory and marketing talent can hardly adapt to the change of the market environment of this era. According to the survey, in the past 10 years, the marketing major of each higher vocational college has entered a period of deceleration or decline, and some higher vocational colleges even began to reduce the marketing major. The graduates of machinery, materials, chemical engineering, accounting and other majors are competing for and occupying the traditional basic marketing positions, while the graduates of marketing major do not have much competitive advantage. Therefore, the reform of marketing personnel training is urgent. Training innovative talents based on big data marketing ability is in line with the needs of The Times.

While many marketing talents are still sticking to the 4P theory, the rapid development of information technologies such as the Internet, big data and cloud computing as well as mobile communication tools and developed transportation tools has prompted consumers' personalized needs to become increasingly prominent. In the era of traditional media, consumers can only passively accept the top-down, one-way and linear transmission of information. The traditional marketing theory with enterprise as the center has undergone many changes. From 4P to 4C, and then to 4R, 4S, 4V, 4I, 4E, etc., the general trend is the transformation of information transmission from single to multiple and interactive. The explosive growth of network we media makes the enterprise-centered marketing theory shift to consumer-centered. The rapid

development of the theory is due to the continuous emergence and wide application of big data and other technologies. In particular, big data technology can deeply mine and accurately analyze consumers' personalized needs from the constantly growing and changing mass low-value-density data from different sources and in various forms, so as to realize precision marketing. This provides a solid technical guarantee for the rapid development of marketing theory. (Zeng Tiandi 2022.)

Secondly, Chinese enterprises should carry out innovation in the cultivation of innovative marketing talents and carry out school-enterprise cooperation with colleges and universities, namely the cultivation mode of marketing talents integrating industry and education. Actively focus on the basic elements, systematically research and explore the cultivation mode of technical skills talents integrating industry and education and school-enterprise cooperation for innovative professional. We will gradually deepen the institutional reform of school-enterprise cooperation, in which we jointly formulate personnel training plans, jointly develop courses, jointly organize teaching, jointly evaluate the quality of personnel training, and jointly organize employment and entrepreneurship. Actively participate in the work of "1+X" and "credit bank", explore and improve the recognition, accumulation and exchange of different learning results such as vocational skill certificates and vocational skill competitions, and create a distinctive vocational college market professional talent training mode based on school-enterprise cooperation and deep integration of industry and education. To cultivate three-dimensional and all-round high-quality marketing mode and technical talents in the field of commercial circulation. (Su Feng. 2022,)

Under the establishment of the new talent mode training system integrating marketing production and education, the new business forms and technologies that actively strengthen the construction of curriculum standard system and curriculum resources and actively promote the development of digital industry put forward different requirements on the knowledge structure of practitioners. How to realize the

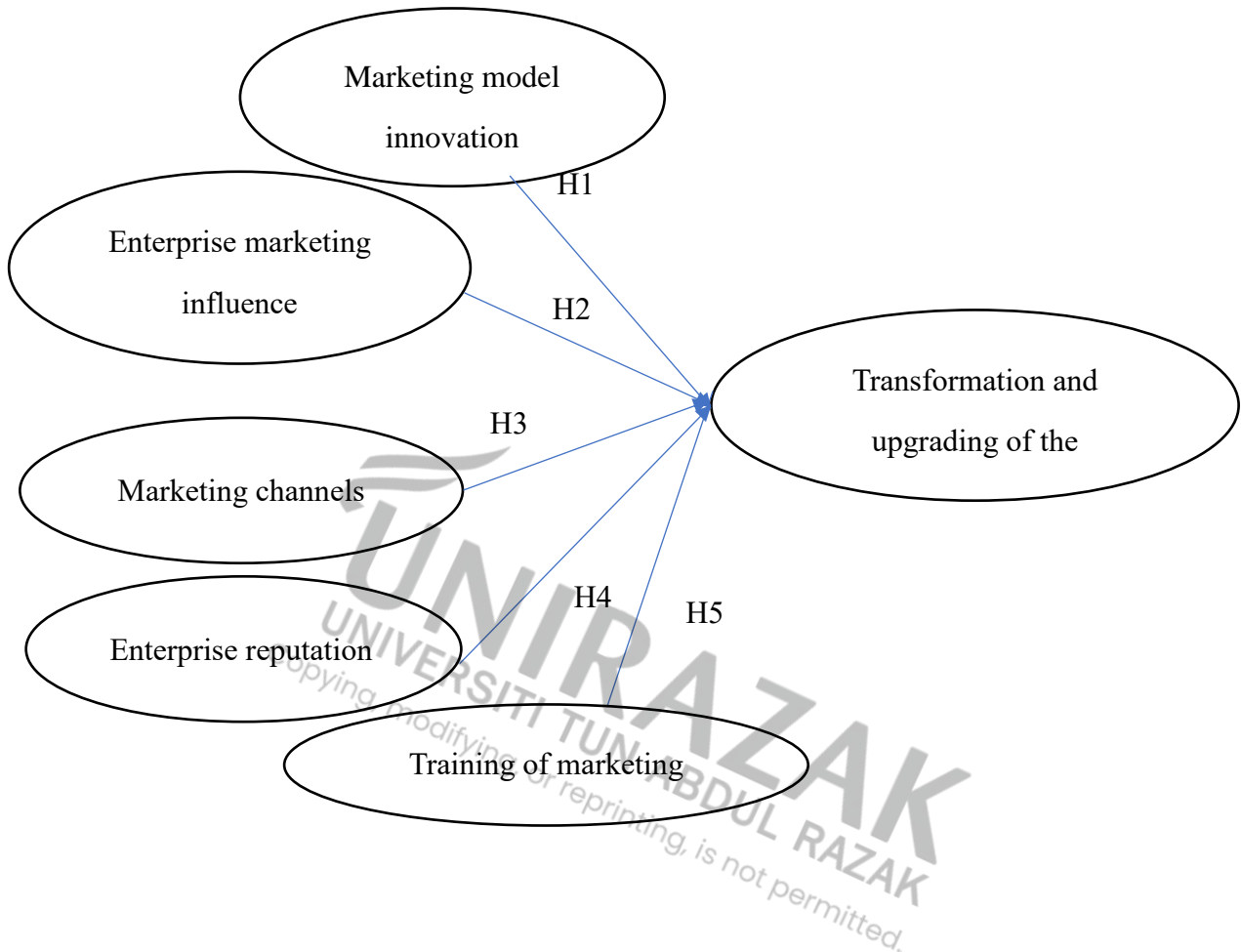
construction and innovation of digital curriculum resources? First, it is necessary to develop digital module courses. Second, in order to meet the needs of digital marketing under the background of digital economy, "Internet +" marketing and diversified marketing modes of marketing organizations, the marketing major, relying on the establishment of school-enterprise collaborative education platform, constantly integrates the teachers of both schools and enterprises. To make overall plans for the construction tasks of local skilled universities, quality improvement and excellence construction projects, provincial quality engineering projects, double-base and medical reform construction, and actively promote the development and construction of curriculum standard system and high-quality shared curriculum resources.

Complete and promote the construction of quality course resources in various forms such as provincial MOOCs, provincial curriculum ideological and political demonstration courses, provincial double-base demonstration teaching activities, provincial excellent online teaching courses, provincial demonstration gold courses, etc., to provide theoretical guarantee and support for the mechanism construction of cultivating more innovative marketing talents and the characteristic cultivation concept of enterprise marketing talents. (Ma Jie, Zhao Tianyuan, Pastoral, et al. 2022.)

2.6 Conceptual Framework

The following is an overview of the conceptual framework of this research:

Figure 1: Conceptual Framework



2.7 Research Hypothesis

The research hypothesis in the research is formulated as follows:

H1: The innovation of marketing mode has a significant influence on the transformation and upgrading of the enterprise market behavior mode.

H2: The transformation of the enterprise marketing mode has a driving effect on the enterprise transformation

H3: The expansion of marketing channels will increase the market source of enterprises and the transformation and upgrading of the industry

H4: The good reputation of the enterprise has a positive and far-reaching impact

on the enterprise business environment.

H5: Accelerating the cultivation of innovative talents in the introduction is an effective way to help enterprises accelerate transformation and upgrading and enhance market competitiveness.



CHAPTER 3

RESEARCH METHODOLOGY

3.1 Population, Sample & Sampling Technique

This questionnaire is based on the innovation of the marketing model of the network platform. The survey group is mainly the network consumer group, and the empirical research and data collection are carried out through the questionnaire. The participants in this questionnaire are all the consumers of the network platform, who are the witnesses of online shopping marketing and represent the success of the innovation of network marketing. They are the first group of beneficiaries of marketing model innovation and the final evaluation group between stores and consumers. Through them, we can intuitively see the advantages and disadvantages of marketing model innovation on life from the perspective of dialectical materialism.

In this study, a quantitative approach is adopted to fully analyze the statistical data obtained from the survey results and to describe them. This survey was conducted from March to April 2023 for consumer groups marketing on Chinese online platforms.

3.2 Accessibility and Ethical Issues

Data for this study was collected from four online questionnaires. I conducted a survey experiment in which respondents were randomly assigned to one of four different conditions. It has 9 themes, I manipulate (1) marketing product selection factors (price factors) and (2) consumer orientation (consumer-oriented and market-oriented placement). This manipulation is to measure the premise and willingness of consumer groups to choose online platforms for shopping. Each respondent will decide or accept the marketing means of the two platforms according to the consumers' market choice and positioning. This design was repeated in the first topic, but in the second question, respondents had to decide which platform to choose or accept. This second

design ensures that a general conclusion can be made about which marketing approach is best suited to consumers' perceptions and related innovative recommendations. The researchers controlled for questions such as age, income and education. Gender was asked to use a moderating variable. Respondents were asked to fill in the reasons for their preference for online shopping platforms and the market channels they were aware of when purchasing. They were also asked to indicate how much they preferred this type of marketing.

The questionnaire was compiled by Thesistools.com. From there, the questionnaire was randomly placed online via a redirected url link, so respondents filled out a questionnaire without knowing they had filled it out. Collecting respondents was done by direct mail and promoting Web links on Facebook, Twitter and linkedin. The first random questionnaire was filled out much more than the other three, because the url link for the questionnaire was copied rather than redirected. I don't think it hurts the results because the respondents to the questionnaire were used for the analysis.

3.3 Measurement of Variables

This questionnaire is to fully combine China's national conditions, the development characteristics of Chinese marketing enterprises and the current situation of the development of enterprise market models, and collate the literature and materials for research. The questionnaire is roughly composed of three parts: the first part is revised according to the consumption view questionnaire of shopping platforms and the behavioral factors of marketing. The scale analyzes from three perspectives: marketing publicity effect channels, platform access and usage, and consumer group consumption concept survey, with a total of 10 topics. The second part is to investigate 5 aspects such as marketing methods, marketing innovation, market channel construction, and market brand effect of enterprise transformation and upgrading, with a total of 10 topics. to analyze, Random questionnaires are relatively high, because the URL link of this type of questionnaire is copied, not the redirected URL link.

I do not expect this to have an impact on the relevant study summary, as the survey process and results of the relevant questionnaire are only used as part of the topic analysis.

3.4 Data Collection Method

According to unified standards and requirements, this study conducted a survey and collection of specific marketing enterprise practitioners online through the relevant data collection platform WJX. WJX is affiliated with Changsha Lanxing Information Technology Co., Ltd., which was established in 2006 to provide questionnaire based data collection, storage, and analysis tools. A total of 136 questionnaires were distributed and 121 questionnaires were collected, with an effective rate of 92.5%

3.5 Data Analysis Technique

Descriptive statistics show that: in the valid sample, Males accounted for 36.7%, Women accounted for 63.3%; age distribution, 18 and under 1.4%, 18 to 25 years, 41.1%, From 26 to 30 years, 18.5%, From 31 to 35 years, 6.7%, 36 to 50 years, 26%, 51 to 60 years, 5.5%, 1.2% were aged 60 years and above; Distribution of the educational level, High school / vocational school / technical schools were 16.8%, Junior college accounted for 30.7%, Undergraduate students accounted for 46.7%, Master's degree or above, 6.5%; In the years of contact with online shopping, 6.3%, 1~2 years (including 2 years), 5.3%, 2~3 years 3 years (including 3 years) accounted for 10.1%, 3~5 years (including 5 years), 8.7%, 5~8 years (including 8 years) accounted for 39.4%, 8 to 10 years (including 10 years) accounted for 19.7%, 10~15 years (including 15 years) accounted for 7.7%, 15-20 years (including 20 years), 3.8%, 20-30 years (including 30 years), 1.9%, 0.5% in 30 years or more; From the perspective of the distribution of the survey respondents, The marketing model of online shopping platform has achieved remarkable results, and the focus of consumer groups is gradually inclined to the elderly and high-quality and highly educated people, This just

proves the success of the transformation and upgrading of the marketing model of the relevant enterprises from the side.

Table 7: Basic information about the survey object

Variables	Categories	Frequency	Percent(%)
Gender	Male	47	36.7
	Female	74	63.3
Age	Under the age of 18	2	1.4
	18~25	50	41.1
	26~30	22	18.5
	31~35	8	6.7
	36~50	31	26
	51~60	7	5.5
	Over 60	1	1.2
Education	High School/Vocational/Technical Secondary/Skill Worker School	20	16.8
	College	37	30.7
	Undergraduate	57	46.7
	Postgraduate and above	8	6.5
In the years of contact with online shopping	1 year or less	4	2.9
	1~2 years(including 2 years)	6	5.3
	2~3 years(including 3 years)	12	10.1
	3~5 years(including 5 years)	11	8.7
	5~8 years(including 8 years)	48	39.4
	8~10 years(including 10 years)	24	19.7
	10~15 years(including 15 years)	9	7.7
	15~20 years(including 20 years)	5	3.8
	20~30 years(including 30 years)	2	1.9
over 30 years	1	0.5	

Department	Retail Store	43	20.7
	Sales and Operations Department	49	23.6
	E-Commerce Department	35	16.8
	Business Development Department	34	16.3
	Marketing Department	23	11.1
	Customer Service Department	24	11.5

The risk is analyzed from the macro perspective of the Chinese enterprise market. Enterprises recognize the impact of international macroeconomic trends and domestic macroeconomic trends on enterprises, and believe that there is no impact or little impact, indicating that environmental risks have a great impact on enterprises, and enterprises should pay attention to the trend and changes of macro economy at any time.

Market share analysis. Many Chinese companies have recognized the importance of market share and have always been focused on the biggest competitors. However, it is difficult to find effective measures to improve the market share. Among the survey objects, only 48.57% have relatively high customer loyalty, and the other choices are as high as 51.43%, as shown in Table 1. This shows that the market consolidation is not enough, to increase the barriers and costs of customer conversion, increase the investment to customers, in order to ensure their market share and customer loyalty.

Once the market share falls below a certain value, the enterprise is quite dangerous. Therefore, enterprises should focus on the market every moment, maintain and expand the market share, and pay attention to the change of market share.

Secondly, the analysis of the macro risk. Enterprises recognize the impact of international macroeconomic trends and domestic macroeconomic trends on enterprises, and 46.43% consider a proportional relationship; few enterprises consider no impact or

small impact, as shown in Table 1-3. It shows that environmental risks have a great impact on enterprises, and the marketing transformation of Chinese enterprises should pay close attention to the trend and changes of the market macroeconomic development at any time.

Table 2 Market share survey data Table

Subject		For the online shopping platform selection survey			
Option		Customer psychology occupancy	Customer emotion occupancy	Customer loyalty	
Select select frequent rate	very high <input type="checkbox"/> VH <input type="checkbox"/>	18.87%	14.02%	6.67%	
	Superior	53.77%	40.19%	41.90%	
	Just like	23.58%	38.31%	40.0%	
	lower	2.83%	5.61%	8.57%	
	Droop	0.95%	1.87%	2.86%	
Title A	Less than the market share is dangerous				
Option	20%	15%	10%	5%	
Selection frequency	21.30%	16.67%	43.52%	18.51%	
Title B	The active market share is dangerous				
Option	80%	60%	40%	20%	
Selection frequency	4.67%	16.82%	42.99%	35.52%	
Title A	You think of the international macroeconomic trends (good or bad)				

Option	Is proportional to the relationship	Just like
Selection frequency	46.43%	40.18%
Title B	On the benefit (or development) of the enterprise	
Option	lesser	There is not
Selection frequency	13.39%	0
Title C	You think the domestic macroeconomic trends (boom or bad)	
Option	Is proportional to the relationship	Just like
Selection frequency	62.83%	32.74%
Title D	On the benefit (or development) of the enterprise	
Option	lesser	There is not
Selection frequency	4.43%	0

Customer risk analysis. An important risk in the customer risk is the lost customer risk. There are many reasons for the loss of customers, among which the customer complaints are not paid attention to and solved. The main internal reason for the complaint is the product quality, and the external reason is the responsibility of the dealer or agent. However, there are two views on whether customer complaints are beneficial to expanding the market share: one is that customer complaints are inversely

proportional to the market share expansion; the other is that customer complaints are conducive to the market share expansion. The latter view is that through complaining to customers, we further understand the enterprise and its products, and the enterprise also further understand the needs of customers, and strengthen the feelings and business communication with customers through service, which is conducive to the improvement of market share. But no matter which kind of view, but the complaint rate cannot be too high, too high inevitable danger. Survey data are presented in Table3 is shown.

First, at the design level of the questionnaire. Through detailed market research and research, further clarifying the transformation and development of The marketing model of Chinese enterprises, the questionnaire is designed from the structure of the collected data, the way, wording and order of the questions, the questionnaire is sent to relevant experts and peers for review, and then distributed within a certain range. Partial modifications were made after understanding the attitude and response of the respondents. It adopts closed questioning, namely multiple choice, rank method, comparison method and equal distance scale method, etc.

Secondly, in the selection of survey methods, the method of random sampling survey was actively adopted to further ensure the quantity and quality of samples. Two printed copies were issued, and the number of people on the platform reached 121, which had high credibility and good recovery rate.

Table 3: Customer risk survey data sheet

Subject	The main internal willingness to cause customer complaints			
Select project	Quality of product	Service department	Channel of distribution change	Price adjustment
Select frequency	76.47%	11.76%	3.92%	7.84%
Subject	Customer complaints about expanding market share			

Select project	In direct	Irrelevant	An inverse ratio	Not very clear	
Select frequency	16.96%	13.39%	62.50%	7.14%	
Subject	The main external cause for customer complaints				
Select project	Dealer or agential Liability	improper compete	Customer care The enterprise	Customer requirements	Cannot drag
Select frequency	48.48%	26.26%	7.07%	9.09%	9.09%
Subject	It is very dangerous when the rate of complaints is as high				
Select project	1%~5%	5%~10%	10%~15%	15%~20%	More than 20%
Select frequency	17.76%	47.66%	18.69%	4.67%	11.21%

Analysis of the price risk. As for the formulation of the price strategy, the surveyed enterprises not only think that the competitors are the most sensitive to the price changes of the enterprise, but also believe that the behavior of the competitors' own price is lower than that of the competitors. However, the main way in developing the market is "high quality price, quality" of 40.00%, as shown in Table 1-4. This shows that in the price risk enterprise understanding is relatively backward, the strategy is conservative, easy to fall into the passive, did not fully understand and use the price of this weapon.

Market share analysis. Many companies have recognized the importance of market share and have always focused on the biggest competitors. However, it is difficult to find effective measures to improve the market share.

Among the survey objects, only 48.57% have relatively high customer loyalty, and the other choices are as high as 51.43%, as shown in Table 3. This shows that the

market consolidation is not enough, to increase the barriers and costs of customer conversion, increase the investment to customers, in order to ensure their market share and customer loyalty.

Once the market share falls below a certain value, the enterprise is quite dangerous. Therefore, enterprises should focus on the market every moment, maintain and expand the market share, and pay attention to the change of market share.

Table 4: Marketing price risk survey data sheet

Factor analysis	Network platform in recent years in the market development to take the main marketing mode				
Select project	Small profits but quick turnover	High quality Price to quality win victory	Nationwide unify selling price	First, low prices Occupy a certain Market surface, The ground, beat The opponent, again huff	For different markets The face is different marketing mix
Select frequency	11.82%	40.00%	7.27%	0.91%	40.00%
Factor analysis	Main factors to expand product sales				
Select project	Sell number of people	Product price	Pay a sum of money condition	Advertisement put into	Competitor quantity
Select frequency	2.06%	76.29%	4.13%	5.15%	12.37%
Factor analysis	Market behavior caused by the competition of the market-dependent variable				

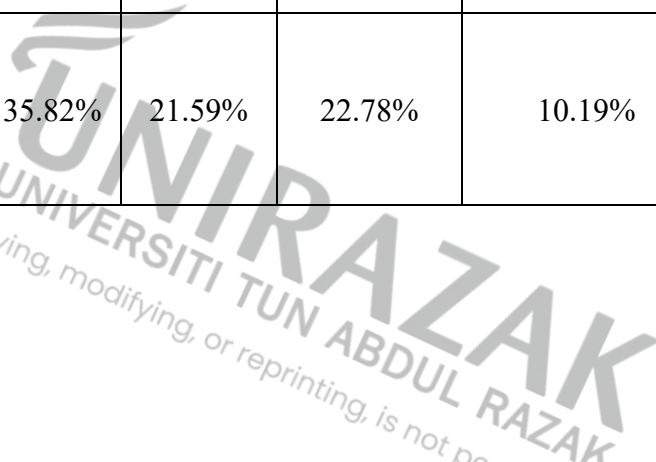
Select project	New product	High quality	Price change	High quality serve	Promote sales means
Select frequency	4.76%	1.97%	80.95%	10.48%	1.90%
Factor analysis	When the price of their products changes, competitors react strongest (take action)				
Select project	More than the opponent The price is high About 10%	With the opponent's The price is the same	More than the opponent The price is low About 10%	More than the opponent The price is low About 20%	
Select frequency	5.45%	26.36%	37.47%	30.72%	

3.6 Reliability Test

The surveyed online shopping platforms mainly include more than 40 large-scale marketing platforms with the fastest economic growth in China in recent years, including Taobao, Jingdong, Pinduoduo, and various small and medium-sized platforms. The nature of the enterprise to private holding as the main body, also have enterprise platform, individual wechat business platform, and consumer age involves youth, middle-aged, old and other more than 10 different consumer groups and network platform of market share, market influence, marketing ability, marketing channel selection five factors for the perspective of the detailed analysis. The survey covers Shaanxi province, Inner Mongolia Autonomous Region, Shandong Province, Jiangsu Province, Zhejiang Province, Hunan Province and many other Chinese provinces and municipalities, so the survey results are very representative and universal. The details are shown in Table-5.

Table 5: Survey form on the use of paid services on the respondent platform

E-commerce platform	Taobao	JD	Pinduoduo	Individual wechat business	Other platforms
Market size (market share)	19.44%	47.22%	22.22%	13.89%	8.33%
Market (commodity) marketing scale	20.67%	30.56%	40.81%	5.41%	2.55%
Market channel(terrace) selection	27.78%	25%	40.22%	4.6%	2.4%
Market influence	35.82%	21.59%	22.78%	10.19%	10.62%


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CHAPTER 4
RESULTS AND DISCUSSION

4.1 Introduction

Using the information collected from the questionnaire and age, education level, work experience and department by Oneway, as shown in (Table 6). The significance is greater than 0.05, indicating that there is no significant difference in gender, age, education level, online shopping years, total consumption, consumption conversion rate, role of marketing, brand market influence, and innovation of marketing model. That is, the different groups shown in the demographics do not affect the various dimensions involved in the questionnaire.

Table 6: Number of Customers by Region

	Sig. Independent Sample Test	Sig. ANOVA			
	Frequency	Age	Percent	Vald Percent	Department
Vaid East	0.707	0.393	0.342	0.411	0.411
Middle	0.611	0.052	0.295	0.360	0.076
West	0.402	0.504	0.194	23.4	0.00
Total	1.720	0.032	0.083	1.00	1.00
Missing System Missing	0.350	0.216	0.169	0.00	0.389
Total	2.070	1.197	1.00	0.00	0.389

As can be seen from Table 3, about 29% of the customers have existed for more than 10 years, and almost half of the customers have been more than 7 years. Next, we ask, "What motivates consumers to consume?" The best customers are certainly the most profitable customers, or those who spend the most for the organization.

In order to obtain the accurate customer life cycle value, a prediction model is established based on the early purchase and customer behavior to predict the future purchase.

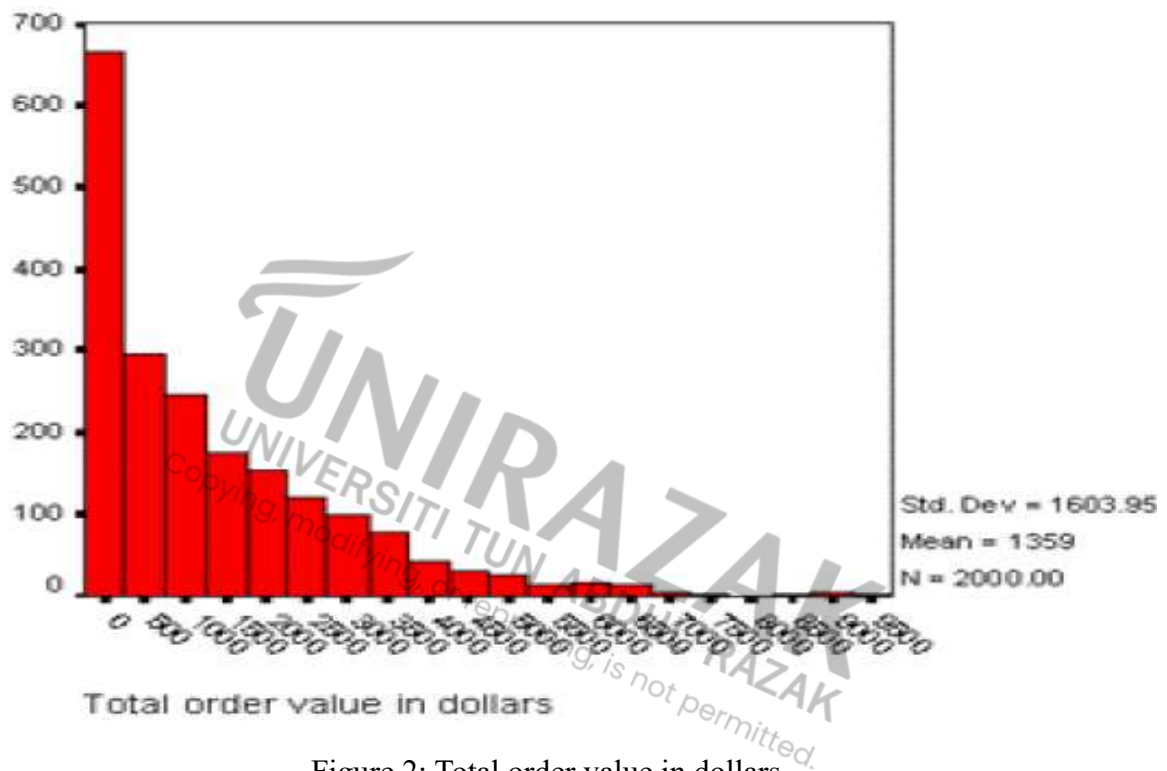


Figure 2: Total order value in dollars

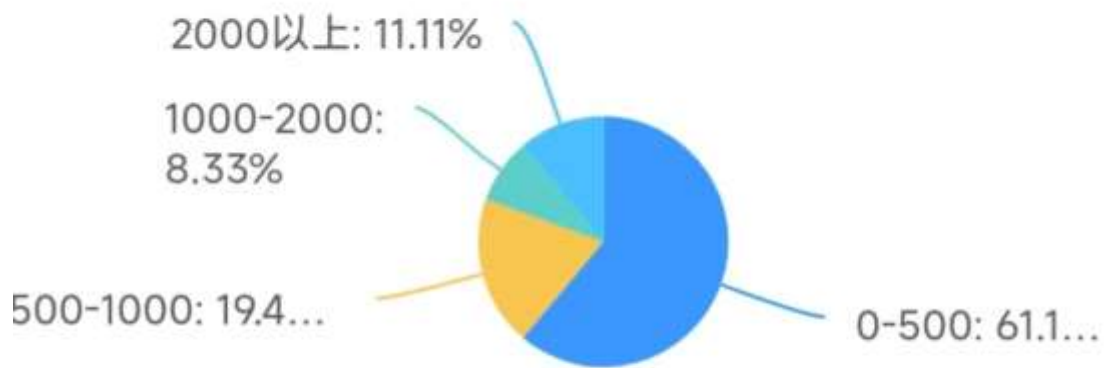


Figure 3: Fan chart of per capita monthly consumption

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4.2 Descriptive Analysis

Through this survey, we learned that the innovation contribution rate of Chinese enterprises in the marketing transformation in the special period is 3.70, and the innovation is at the peak. The enterprise has expressed its satisfaction and support to the relevant enterprises in terms of market channels, market influence, marketing means and enterprise integrity. This survey and the above showed 0.707 between perceived usefulness and perceived ease of use, 0.402 between perceived enjoyment, 0.611 between perceived enjoyment and perceived usefulness, 0.601 between user satisfaction and perceived usefulness, and 0.350 between user satisfaction and perceived enjoyment. Between perceived usefulness and user satisfaction was 0.216, perceived ease of use and user satisfaction was 0.194, perceived enjoyment and user satisfaction was 0.083, and user continued willingness to use was between 0.169 and user satisfaction.

Table 1: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Marketing model innovation	121	1.13	4.93	3.6987	0.82156
Enterprise marketing influence	121	1.2	5	3.8375	0.82704
Marketing channels	121	1	5	3.6269	0.96691

Interactional Justice	121	1.2	5	4.0615	0.79203
Training of marketing personnel	121	1.2	5	3.9827	0.79009

For the test of hypothesis 1, the innovation of marketing mode has a positive and significant impact on the transformation and upgrading of the market behavior mode of enterprises.

The competitive advantage of an enterprise stems from the company's unique resources, which are valuable, rare, and unmatched (Barney, 1991). Corporate resources include assets and capabilities. Assets are observable and quantifiable, such as brand equity and proprietary technologies. In contrast, capability is unobservable, difficult to quantify, the adhesive that bring assets together and deploy them favorably. Capabilities are deeply rooted in tissues and difficult to imitate or replicate, making them the most likely source of competitive advantage (Ketchen, 2001; Hult et al., 2005; Zhou et al., 2005). For a long time, a market-oriented culture has enabled enterprises to pay close attention to the current and future needs of customers for better customer value and excellent performance (Slater and Narver, 1998). In the past few decades, market orientation, as a mature research field in marketing strategy research, has had sufficient research to prove its causes and consequences, and better reveal its role in the organization (Kirca et al., 2005).

For the testing of Hypothesis 2, In the management of marketing requires special attention to flexible management. At present, Chinese-funded enterprises should pay attention to improving the quality training of employees, strengthen the communication and coordination ability of managers, so that employees can actively put forward opinions and suggestions based on the development of enterprises, further improve and mobilize the enthusiasm of employees through the implementation of flexible

management, and promote the efficient development of production work.

Secondly, we should actively pay attention to integrated management. Marketing enterprises need to optimize and adjust the marketing mode in time in combination with the market development trend, and take the market demand as the leading role in innovation to improve the integration effect of marketing and optimize the quality of marketing management. Thirdly, sublimate the internal and external relationship of the enterprise. Marketing innovation needs the combination of internal and external. Therefore, relevant Chinese enterprises should not only strengthen the ability of production management, but also pay attention to external marketing management and strive to achieve synchronous development. In order to further enhance the level of marketing and improve the future market competitiveness, Chinese enterprises should actively innovate marketing methods; specifically, symbiotic marketing strategy should be established. Due to the limited marketing competitiveness of some Chinese enterprises, if they do not do their own management well, it will affect the survival and development of enterprises. Secondly, the virtual marketing strategy should be actively adopted. It is to minimize the difficulties, enterprises use the advantages to make up for the shortage, through this way can confuse rivals. Innovative marketing mode has a protective effect on the development of enterprises, and can leave more space for the development of enterprises. Finally, the satellite-marketing strategy. Compared with large-scale listed enterprises, there is a significant gap between Chinese enterprises in many aspects. However, world-renowned enterprises also need the support of Chinese enterprises to achieve the long-term development of the world's factories, such as product supporting, parts and personnel services. In this model, large enterprises are equivalent to stars, and small and medium-sized enterprises are equivalent to satellites. The two are inseparable. Only small and medium-sized enterprises can achieve better development around large enterprises. In this regard, small and medium-sized enterprises should avoid the sharp edge of large enterprises, 60 Marketing marketing scientific use of the existing resources, grasp the opportunity and opportunities, to promote their own development.

At present, the market competition is intensifying, and the living environment of small and medium-sized enterprises is also changing constantly. In order to achieve sustainable development, enterprises should pay attention to innovation, so as to better adapt to the changes of market development. The innovation of marketing concept will be affected by the market environment, which requires enterprises to conform to the development trend of The Times, actively innovate the concept of marketing, and optimize the effect of marketing.

For the testing of Hypothesis 3, Strengthening the marketing concept is beneficial to the construction of a good corporate culture, guide employees to establish a strong sense of risk management, and optimize the effect of marketing. If enterprises want to improve their competitiveness, it is necessary to change the previous marketing concept, take the market demand as the guidance, in the marketing activities, they should establish the concept that customers are not only god but also, but also a partner, actively expand their ideas, take large enterprises as partners, and regard them as the biggest consumers. In addition, but also to build a good atmosphere, and then affect and infect all workers, stimulate the potential and enthusiasm of workers. Deeply aware of the significance of marketing in the development of the enterprise, and then deeply explore the advantages and potential of the enterprise, through the small fight to win the big victory.

Secondly, actively adopt diversified marketing mode in the past, small and medium-sized enterprises had the problem of single marketing methods, which limited the effect of marketing. In this regard, enterprises need to build diversified marketing models, such as the use of 4P marketing model measures (channel, price, promotion, product strategy), to improve the risk resistance ability and competitive advantage of enterprises. First, the product strategy. Enterprises should actively develop new products, innovate reasonably, and ensure that the products can reflect the characteristics of their own enterprises. Products are the carrier of trading, and buying

and selling is the center of marketing. In the marketing strategy, enterprises need to strengthen product innovation and enhance its characteristics. Because the overall ability of small and medium-sized enterprises is limited, they cannot adopt the way of high cost publicity and low price for marketing, but they can be used to pay attention to occupy the personalized market, improve the differentiation and advanced of products, and then adapt to the personalized needs of consumers. Secondly, the sales promotion strategy and the channel strategy. Channel marketing should pay attention to selectivity, specificity and innovation. In promotional activities, we can focus on the relationship and human nature promotion in a flexible way, strengthen the interaction with consumers, and improve the effect of marketing. In order to improve the effect of marketing, small and medium-sized enterprises should strengthen the training of marketing talents to provide talent guarantee for the development of marketing work. First of all, improve the talent incentive mechanism and optimize the effect of human resource management. At present, talents are the main aspect of the competition among enterprises. The quality, quantity and structure of talents are related to the competitiveness of enterprises. Based on the improvement of the incentive mechanism, it can better retain talents, while attracting more professional marketing talents, and reduce the problem of talent flow. Combining the development of employees with the enterprise can enhance the enthusiasm and creativity of employees, tap their potential deeply, and achieve win-win results. On the basis of marketing investment, we should increase the investment in talent training. Many large-scale enterprises have built a sound talent training system, and the competent and ambitious marketing personnel can give systematic training, which can further improve their marketing ability. Corporate culture is an important soft power, which is related to the competitiveness of enterprises. If small and medium-sized enterprises want to achieve long-term development, it is necessary to combine their own situation and characteristics, build a corporate culture, and then positively influence and infect workers, adjust, move their work enthusiasm and initiative, tap their potential, restrain their work behavior, let all.

Fombrun (1990) believes that the reputation of the company is the long-term comprehensive evaluation of the company. They explore the relationship between corporate social responsibility and reputation by building reputation models. The conclusion shows that the expectations of the stakeholders can be fully realized, which is the only way for enterprises to obtain public recognition. The current market research situation shows that the performance of social responsibility by enterprises can promote a good supply and demand relationship (Brammer2004) with the stakeholders (that is, the enterprise market and the consumer groups). Thanks to corporate social responsibility, accelerate the process of "enterprise", in the process of identification, stakeholders can feel their personal values and corporate values (Dowling, 2004). Various stakeholders are hoping to attract the attention of the enterprise, when enterprise marketing development to certain market expectations, will be very willing to continue to pay attention to the enterprise's own development, it is very beneficial to the development of related listed companies. Corporate social responsibility has a constructive role in adapting to the requirements related to interests. In this way, corporate social responsibility can adapt to the market expectations of internal operators and stakeholders, thus having a positive impact on the reputation of the company. The good performance of social responsibility will undoubtedly help the company to win more affirmation and high satisfaction from consumers, and the market benefits (economic benefits and social benefits) will help the company to establish a good reputation in the industry (Brammer and Hillenbrand2006).

In turn, the market behavior and reputation of the enterprise will restrict the business activities that the enterprise will carry out, and promote those companies that pay attention to their own reputation to make good performance and implement more pay behavior in fulfilling their social responsibilities. In the research of corporate reputation, domestic scholars also prove that corporate social responsibility has obvious influence ability. Through qualitative research and experimental research, Fei Xianzheng (2009) believe that public cognition can promote the good development of social responsibility performance and finally form the company reputation. At the same time, the public perception of other companies in the industry can also affect it. Zhou Yanfeng et al. (2007) also focused on consumers, and found that there were three aspects of corporate social responsibility: donation to charity, environmental protection and treatment to employees well, which had a significant impact on consumers' evaluation of corporate reputation.

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CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

To sum up, the research results show that marketing innovation, marketing talent training, broadening market channels, market brand benefits and market reputation of enterprises have significantly improved and influenced the innovation of the marketing management mode of enterprises. During the study of this paper, I also actively into the market thorough investigation and study visited many individual marketing businesses and related large state-owned enterprises and field discussed, China usually adopts relatively single marketing management mode to solve the marketing policy helps to form a unique marketing management mode to fully adapt to the premise of market macroeconomic policy requirements and under the background of economic globalization, marketing work in a lot of Chinese enterprise management system is increasingly prominent, at the same time, the enterprise marketing is also facing a new development trend. This requires enterprises to change the traditional management concept and marketing mode, on the basis of clarifying the direction of marketing management problems, effective solutions to the marketing management problems to actively explore, so as to open up new channels for enterprise marketing work, so as to help the high-quality development of China's social economy.

Due to the important role of marketing in enterprise management, as well as the existing problems and key strategies in enterprise marketing management. As an important part of enterprise management, Marketing can help companies to have a clear understanding of the market situation, Analyze and predict the future development trend of the market through scientific means, Clarify the direction of enterprise management improvement, Expand market share; next, Marketing can strengthen the collaboration among various departments, Let the overall operation of the enterprise be more efficient

and stable, Promote the development of enterprises to adapt to the rapidly changing market environment; And in comprehensively improving the core competitiveness and comprehensive management level of enterprises, Ensure that enterprises have a dominant position in the market competition, The particularity of the strategic goal of promoting enterprises to achieve sustainable development, More and more wage structures take the arrival time as the basic standard. First of all, the marketing work directly affects the future development of enterprises, Innovative marketing strategies can further increase market share, Provide the necessary space for the survival and development of enterprises. Therefore, modern enterprises should, in the aspect of marketing innovation, synthesize the market changes, constantly promote the standardization and scale development of marketing mode, system and talents, accelerate the integration of marketing resources, and then improve the marketing level, enhance the market influence and competitiveness of enterprises, and promote the better development of enterprises.

In short, in the face of rapidly changing market development opportunities, Chinese enterprises only do a good job in marketing strategy innovation, can usher in greater development opportunities. On the premise of following the laws of the market and respecting the diversification of the individual nature of the market, we should flexibly improve and innovate the marketing strategies and develop more customer resources. Sincere and effective communication will help to build a two-way trust relationship. As the management of the enterprise, he has a marketing strategy, also should perform the corresponding management work, actively improve the original marketing management mode, combining with the characteristics of the market economy to develop scientific and effective marketing management mode, marketing work for the enterprise to provide institutional guarantee, for the long-term development of related enterprises lay a good foundation.

5.2 Recommendation

With the concept of innovative marketing, as the focus of the research of this paper, the concept of green marketing has been widely introduced into various marketing activities of enterprises under the dual prospect of energy saving and carbon reduction in China. Compared with traditional marketing, green marketing not only focuses on the interests of consumers and enterprises, but also considers the interests of the whole society and links; second, green marketing more emphasizes the enterprise pursuing its own interests rather than destroying the environment and sacrificing ecological development; finally, green marketing is based on green technology, green demand, green products and green marketing combination. In addition, with the development of economic globalization, the supply chain system constantly improve, more enterprise business model has been from "production driven" to "demand pull", enterprise market and related departments through the Internet and offline channels to collect related product sales data, grasp the market situation, structure, to change, through the product function, quality, evaluation, demand, further analysis of consumer demand preferences, and transfer the information synchronization to product research and development department and marketing department, predict the future product function and demand. By timely grasp the consumer demand trend, the company and marketing departments to cooperate with each other, develop a more scientific, more applicable, more creative marketing strategy and scheme, not only can reduce the marketing cost, improve sales level and service, level, stimulate customer purchase desire, enhance consumers to the enterprise and product viscosity, also let consumers to the enterprise and product brand has a more profound cognition, eventually form the brand effect, help enterprises to obtain excess profits, realize the strategic goal of enterprise development.

5.3 Limitations and Future Research Direction

Related enterprises in the future work of marketing, the indispensable is a group of high-quality, high-quality professional marketing talent team support. So if you want to further improve the marketing performance, realize the long-term development of enterprises, you need to strengthen the marketing personnel training education, not only from the aspects of the marketing personnel professional marketing ability, the business ability training, also need to focus on marketing personnel professional quality training education, enable it to adapt to a variety of different business environment, understand business etiquette and emergency response methods, this can not only to provide marketing personnel broader learning platform, can also greatly improve the comprehensive quality of the marketing team. besides, In order to better adapt to the development trend of the new era, Companies also need to strengthen the information literacy of marketers, Help them to master the advanced marketing methods and means, In order to provide a reliable guarantee for realizing the optimization and innovation of the marketing mode; Secondly, the support of an excellent .

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APPROVAL PAGE

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NAME OF AUTHOR: SONG YUXUAN

The undersigned is pleased to certify that the above candidate has fulfilled the condition of the project paper prepared in the partial fulfilment for the award of the degree of Master of Business Administration.

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