

Marketing in the Era of Data Change

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Abstract: *If we do not carry out the construction of modern system and without the help of informatization, it will not only waste time, but also be prone to errors. Using information technology, we can achieve three scientific and modern requirements. One is scientific process. Through information technology, all links of sorting, sorting, and receiving, distribution and transportation packaging are implemented in place, and automatic scanning instrument is used to ensure that the products are free from pollution, odor and wrong taking, and the one-stop process service is realized. The second is scientific operation, through information technology to integrate the collaborative supply chain, constantly analyze and improve their own problems, learn from each other to realize integrated supply, real-time information sharing, and promote all aspects of logistics into a higher level. Similarly, in this process, enterprises are no longer simply playing the role of logistics, but also should be introduced into modern science and technology industry, establish research bases within logistics, introduce information facilities, and contribute to the promotion of corporate culture.*

Keywords: Big data technology; Marketing; Marketing channels; Marketing environment.

1. INTRODUCTION

The development of Internet technology gave birth to big data technology. In the context of big data, economic and social development and people's lifestyle have been changed, which represents the great changes in the marketing market environment. Marketing mainly includes the development of marketing market and the satisfaction of consumption demand. The application of big data technology makes marketing personnel have a reliable basis in analyzing the development law of market changes. Therefore, in order to keep up with the trend of the times, it is necessary to have a deep understanding of the current development of world bank marketing [1-2]. in endlessly. Through this collaborative atmosphere, we can promote the improvement of logistics behavior culture, so as to formulate the goals of each link of logistics enterprises To achieve these links, we need to restrict behavior from inside to outside. For example, timely cleaning up the garbage in the warehouse is the basis of ensuring the timely classification of the warehouse. The third is the scientific division of labor, through the coordination of supply chain management, strengthen the cooperation between employees, obtain learning opportunities, improve work efficiency, and increase the number of jobs. Enterprises can transfer information with suppliers through the network, which can avoid the phenomenon of information transmission not timely and information transmission missing or missing, and ensure the normal operation of enterprise production line. It can also improve the service quality of suppliers. Through the collaborative logistics management of supply chain, the inquiry and quotation subsystem, supplier evaluation subsystem and Collaborative Procurement subsystem can be better connected. With the continuous development of information technology, people's life has officially entered the information age. In the information age, people need to process many data in their work and life. Not only the amount of data, but also the timeliness and accuracy of data processing are required. Big data technology emerges with this demand. Nowadays, big data technology has been widely used in common fields, and the marketing environment has changed a lot. Based on this, this paper studies the transformation path of marketing in the era of data transformation.

Mr. Wu believes that there are two central ideas throughout the history of mathematical development; one is axiomatic thought, and the other is mechanization thought. the former, represented by Euclid's Elements of Euclid, occupies a dominant position in modern mathematics, especially pure mathematics. Mechanization thought is the characteristic of ancient mathematics. Represented by the Nine Chapters on the Mathematical Art, it has influenced and guided the development of mathematics for more than 2, 000 years. It reflects East and West with Elements of Euclid. So, what is the mechanization of mathematics? Wu Wenjun said, "my personal understanding is that the so-called mechanization is nothing more than rigidity and standardization. " Mathematical classics are generally presented through question and answer, including "question", "answer", "technique" and "annotation", among which "technique" is the most noteworthy. Although the questions and answers appear in specific numerical values, and sometimes the art, it is not difficult to see that all the art texts have universal significance. They are the universal methods of the same type of problems, which is equivalent to the "algorithm" in computer science. It can be seen that traditional mathematics is a system that starts from practical problems and extracts

general principles and methods through analysis, so as to finally solve a large class of problems. In Wu Wenjun on Mathematical Mechanization, he points out that the thought of mathematical mechanization is the essence of ancient mathematics and runs through the development of traditional mathematics.

2. THE CURRENT STATE OF MARKETING IN THE ERA OF DATA CHANGE

Mr. Huang Kan once said: "the intention of the text is to publicize and think about the theory and outline the whole text. If it is compared to the object, it will still be like the Feng. If the text has words, it will be written in the mind, clear and consistent. If it is compared to the object, it will still be like the Gu. We must know that Feng is the meaning of the text, and Gu is the word, and then we will not suffer from the disadvantages of emptiness." [1] Later, scholars regarded this passage as unpublished, so they understood "Fenggu" as rich in content, powerful in words and reflecting the profound spirit of realism. In fact, this is a misunderstanding of the word "Fenggu".

One of the most popular and influential misunderstandings is to decompose its connotation into two parts: content and form from the two aspects of text and meaning and diction. the limitation of simply understanding "Feng" as "literary meaning" and "Gu" as "diction" is self-evident: in a sense, any work is the unity of content and form, and expresses a certain "literary meaning" with a certain "diction". Therefore, it seems that any work has "Feng" and "Gu". "Feng is the meaning of the text, and Gu is the diction" only roughly defines the scope of the concept of "Fenggu". Mr. Fan Wenlan also made a more appropriate interpretation of Mr. Huang Kan's "character", "if words are to bones (Gu), words are real and bones are empty. Words that are straight are words, while too abstract words are complicated. But the former is called literary bone, and fat words are not empty. " [2] It can be seen that "bone" belongs to "diction", but only those "diction" with "straight end" are "literary bone"; "Wind" belongs to "literary meaning", and only those "literary meaning" of "junshuang" are "literary style". "Fenggu" is related to diction and literary meaning, but to think of it as diction and literary meaning itself is undoubtedly to simplify and blur its meaning.

We believe that "Fenggu" is a complete concept and can not be interpreted separately. Of course, it is not that "Fenggu" can not be said separately, but that it is one-sided to simply regard the theory of separation and combination as opposing each other. the proposition of "Fenggu" is an aesthetic ideal, an aesthetic ideal dominated by the powerful and creative power, related to the writer's personality and appearance, and related to the natural smoothness of expression.

2.1 Changes in The Marketing Environment

The advent of the era of data change has changed the marketing environment dramatically. The traditional marketing market belongs to the unilateral selection process, enterprises will use the soft index of market research to determine consumer demand and consumer preferences, products in the marketing process will also meet the needs and preferences of consumers, so that enterprises occupy a relatively active position. In the era of data change, there have been two-way choice changes in the marketing market, the application of big data technology not only facilitates enterprises to analyze consumer shopping behavior data, consumers can also through big data on product quality and services to judge, some over-packaging publicity is no longer applicable. Moreover, the biggest change in the marketing environment in the age of data change is the stability of the customer base. The high development of the Internet and the popularity of big data technology have led to a qualitative change in the number of customers, the scope of customers can also spread throughout the world, and the resulting competition has become more intense. Overall, the current marketing environment is changing towards transparency, visualization, and competition.

2.2 Changes in Marketing Methods

Marketing method is with the changing marketing environment, the advent of the era of data change makes e-commerce become the mainstream marketing method. It is also the popularity of big data technology, all kinds of products production, packaging, diversion and transportation and other details, will be recorded and displayed to consumers. Enterprises face such a transparent marketing path has to change the marketing methods. Celebrities, anchors with goods is the most popular marketing method, the use of fan effect to the product wearing a layer of a star halo filter, coupled with various discount activities, product sales will become very impressive. Many enterprises have a preliminary awareness of the exploration of supply chain collaborative integration, but because of the limitations of the enterprises themselves, they can not be really implemented in place, and the connection is not smooth, and the management cannot be completed. The limitations are mainly reflected in two aspects. One is

that the technical means and processes of coordination management are not deep enough in the enterprise, and technical training and specific operation are not available, which leads to the error of coordination management. Second, the enterprise is small in scale, the department system is not perfect, and the information equipment is not introduced, the cooperation with other enterprises can not be completed, and the logistics entity search cannot be carried out [2].

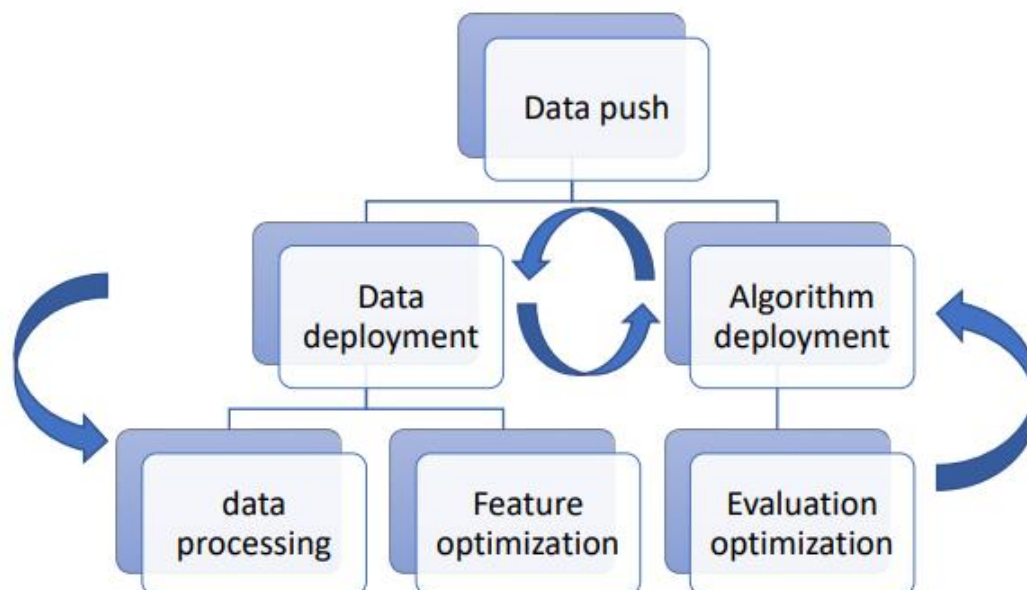
3. THE DIRECTION OF MARKETING IN THE AGE OF DATA CHANGE

The eastern and western cultures are not well known in the world. But in the field of science and technology, the ancient eastern culture taking as an example has been popular with a kind of mechanization thought, which is rarely discussed. the author believes that this is a major feature of ancient science and technology, which is worthy of in-depth exploration and attention to its practical value. the paper just takes mathematics and medicine as examples to talk about this thought and its characteristics.

In the study and interpretation of ancient mathematics, Mr. Wu Wenjun is unique and summarizes the thought of mechanization. He is a mathematician in the early days of the founding, a member of the academic department of the Academy of Sciences and a winner of the first national Highest Science and Technology Awards. From 1974 in the "Cultural Revolution", Mr. Wu put down the research of mathematical theory and began to study the history of mathematics. This study made him realize that ancient mathematics not only achieved brilliant achievements, but also had its unique feature, that is, it contained rich mechanized ideas. It not only played a significant role in the development of mathematics at that time and later, but also would make a great contribution to the modernization of mathematics in the information age.

3.1 Personalized Development of Marketing Products Products

They have always been the key to marketing, is the core competitiveness. In the traditional marketing environment, the enterprise is concerned with the quality of the product and the degree of matching with the customer's needs. With the advent of the era of data change and the continuous development of science and technology, enterprises in the same industry can rely on big data technology and advanced technology level to achieve high quality requirements and customer matching degree. Therefore, more enterprises to focus on marketing to the personalized development of products, the pursuit of product status and big data analysis under the consumer needs to be fully fit. In the process of supply chain collaborative logistics management, most enterprises can not reach an agreement due to the differences in logistics service direction and basic process. However, the law can guarantee the logistics service information. If the contradiction between enterprises cannot be reconciled, it is difficult to share the information in real time.



3.2 Diversified Marketing Channels

In order to highlight the characteristics of personalized development of marketing products, it is necessary to expand the marketing channels flexibly and realize the diversified development of marketing channels. Diversified marketing channels are conducive to enterprises to fully express the value of products, expand the impact and visibility of products. For example, KFC and McDonald's, in addition to store and mall-wide poster promotion, will also be in WeChat public platforms and store app to release a variety of preferential activities, in order to expand the scope of publicity, increase marketing channels. Through a variety of marketing channels will not only increase the customer base, but also enhance brand influence, so that the subsequent marketing decision-making more smoothly. In the process of collaborative logistics management in the whole supply chain of manufacturing enterprises, due to the existence of some practical problems, part of the management business can not be informatization. There are also different levels of informatization among enterprises in the same supply chain. Due to the existence of "short board effect", the efficiency of the whole management system can not be improved.

3.3 Data Development of Marketing Decisions

The advent of the era of data change makes marketing decisions have to evolve into data. Internet companies are particularly good at experimenting with massive amounts of data to determine which factors increase product sales and user engagement. For example, each year, Capital On organizes financial analysts and IT experts to conduct up to 65,000 tests of the company's marketing department selling up to 65,000 data that affects product marketing, most accurately discovering the high-quality information in the vast amount of data and using that information to guide marketing decisions. In addition to operation communication, as a more important part of logistics enterprise procurement, it also needs to achieve enterprise collaborative management. The quotation of the logistics industry is determined according to the market demand. After the information exchange, the logistics service is changed.

4. THE DEVELOPMENT PATH OF MARKETING IN THE ERA OF DATA CHANGE

In order to realize the long-term development of marketing, it is necessary to realize the innovation of three aspects according to the development path of marketing under the era of data change, namely, product innovation, channel innovation and organizational innovation. Collaborative communication subsystem is a kind of systematic management technology internal function, using this subsystem can achieve centralized management of enterprises. In the subsystem, it presents grid management, builds a high-end radiation platform, and radiates outward. In this grid, we can judge by comparing and analyzing the services of similar logistics enterprises, search for relevant information, and then expand more functions of similar logistics entities through the information. This kind of system has high efficiency, can let each department of the enterprise and each supplier carry on the equal cooperation and the communication, get rid of the malpractice of the traditional information exchange way. Only one subsystem can realize the information interaction of all suppliers, without one-to-one contact, thus reducing the cost of collaborative management. In addition, the subsystem only needs a main network to run, has super smooth-running speed, and can timely and effectively match different information for enterprises. Through the subsystem information exchange platform, the supplier's requirements can be timely fed back to the enterprise, realizing the interconnection between the two sides.

4.1 Innovative Technologies for Product Innovation

In order to realize the personalized development of marketing products, we need to innovate the products by innovating the existing technical level. Although a good marketing method can bring more profits to enterprises, but from the long-term development of enterprises, or need to rely on the hard strength of products to obtain greater market competitiveness. Therefore, enterprises must take technology as the first productivity, attach great importance to the renewal and development of production technology. In addition, big data technologies provide a comprehensive analysis of customer needs and add such elements as product design and production innovations are made. In this way, not only can avoid the marketing process of the phenomenon of false big empty, but also increase the degree of customer trust in the product, with purposeful innovation is also easy to attract more user groups.

4.2 Mining Data for Channel Innovation

Mining data for channel innovation is to innovate the idea of marketing, make full use of today's consumer public

favorite forms of publicity, through online marketing, drive offline marketing can effectively realize the Internet and physical marketing linkage. At present, the more popular business models are B2C, C2C, O2O and so on. Among them, O2O consumption mode is the emergence of innovative marketing channels with the development of warehouse management logistics technology in recent years.

The traditional teaching concept and mode have no chance for students to think and analyze problems, while the discussion method needs teachers and students to actively interact. In the process of specific interaction, teachers should pay attention to control the rhythm and atmosphere in the classroom, and avoid students' aimless discussion without thinking. If there is a lack of thinking, then students will not express their own opinions and suggestions for the issues to be discussed, but only carry out analysis and discussion based on the surface, unable to go deep into the essence of the problem, so the effect and quality of the discussion will not be affected. Therefore, in the process of application of discussion method, teachers should be able to create opportunities for students to think and analyze problems, so that students can apply discussion method to study [7].

4.3 Effective use of other teaching technology and equipment

Discussion teaching method in the specific application process, as a teacher should effectively use other teaching technology and equipment, such a combination of a variety of teaching methods, and scientific and reasonable application can promote the improvement of efficiency and quality of discussion method. If the discussion teaching method is simply applied, it will lose the unity, and will affect the development and implementation of teaching work, and ultimately affect the improvement of teaching effect.

4.4 Optimize the Team for Organizational Innovation

In addition, it is necessary to carry out organizational innovation by optimizing the team. It is difficult to obtain enough quantity and quality data information by means of market survey. The marketing team must fully master the method of big data analysis. This provides the most powerful data support for the formulation of marketing means and marketing strategies, and further realizes the transformation of enterprise marketing organization structure. From the current point of view, China's supply chain collaborative logistics management information construction is still in the primary stage, need to continue to explore and improve, enterprises in the system design, from the actual situation of enterprises, comprehensive consideration, to establish its own development of information management platform, for the better and faster development of enterprises to lay a solid foundation.

5. CONCLUSION

With the advent of the era of data transformation, the environment and methods of marketing have undergone earth shaking changes. Enterprises should focus on the personalized development of marketing products, the diversified development of marketing channels and the data development of marketing decisions, and actively use big data technology and various advanced science and technology to innovate products. In addition, it is also necessary to mine data for channel innovation and optimize the team for organizational innovation, to make the enterprise's marketing more in line with the trend of the times and create more considerable profits for the enterprise. Accordingly, the procurement work is needed to maintain this service. The purchase price needs to be adjusted according to other management and coordination enterprises, to protect the economic interests of enterprises. Therefore, we should build a Collaborative Procurement subsystem to realize the collaborative cooperation of procurement and distribution scope, to standardize the behavior between enterprises and suppliers.

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