Strategies for Enterprises to Cope with Changes in Marketing Environment in the Internet Era

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[Abstract] Nowadays, the marketing environment is constantly changing and the competition of enterprises is becoming increasingly fierce. A series of development trends have put forward new requirements for the marketing strategy of enterprises. In order to meet this challenge, it is important for enterprises to create a new marketing situation and improve their competitiveness against the new environment. Theoretical and practical significance. By studying the new trend of marketing environment development, this paper puts forward relevant strategies that enterprises should take. It helps enterprises to cope with the new challenges brought about by the change of marketing environment in the market competition.

Key words: market environment change, enterprise coping strategy, developing new trend

The trend of the market development in the new era is the network economy, the knowledge economy and the development of the technology economy. However, it is not invariable to meet the needs of consumers as the core. On this basis, the development of the market environment presents an overall trend of market integration, the digitalization of enterprise survival, and the internationalization of commercial competition, and the innovation of marketing strategy is formally established. To adapt to this macro environment. The competition and marketing strategy of enterprises is based on the understanding of the past enterprise marketing environment. Therefore, once the environment changes, the marketing methods of enterprises should also change. The following are the new trends of the marketing environment and the new strategies that enterprises should take.

First, the new trend of marketing development
(1) Transformation of "Pyramid" marketing organization to "flat" marketing organization.
The traditional marketing strives to serve the most advanced customers with the best product, and the modern marketing organization is as close to the consumer as possible, reducing the marketing level by the way of regional or joint distribution, and the development of modern information technology and e-commerce technology also provides convenience for the flat marketing organization. Formed a network and synergy of the economic community.
(2) The transformation of "short term" marketing concept to "sustainable development" marketing concept.
The traditional marketing concept is based on performance, and the core concept of modern enterprise marketing pays more attention to creating business characteristics and emphasizing the concept of sustainable development. The performance is to meet the needs of consumers as the center, to maintain the customer group, to adhere to cooperation as the center in the marketing process, to establish a win-win concept, and to increase the investment of human resources and the accumulation of knowledge capital.

(3) The transformation of the "independent" marketing field to the "mixed" marketing field.
The most obvious manifestation of this change is the internationalization of the domestic market and the trend of internationalization of the international market. With the expansion of the free trade area, the traditional independent marketing field has gradually merged and gradually penetrated into the non traditional field. This has become a new trend in the development of modern marketing.

(4) The transformation of "positive" marketing strategy to "reverse" marketing strategy. The traditional marketing strategy tends to focus on product technology, focusing on the marketing of the product itself, and the modern marketing strategy is to turn to the customer's angle and strive to achieve a win-win situation. This kind of reverse thinking inject new vitality into the interaction between the enterprise and the customer.

(5) The transformation from "rigid" marketing management to "flexible" marketing management. Traditional marketing often lacks communication management, while modern marketing emphasizes two-way communication. It not only establishes a more flexible employee management model to give full play to the creativity of employees but also attaches importance to customer relationship management. Finally, it can establish a long-term economic relationship with customers, thus ensuring the long-term interests of the enterprise.

(6) The transformation from "partial" marketing strategy to "systematic" marketing strategy. Most of the traditional marketing strategies have no definite long-term planning and only pay attention to local interests. The impact of the sustainable development idea of modern marketing ideas on enterprises is to promote the combination of enterprise marketing and long-term strategy in order to ensure the full play of the role of marketing and the integration, differentiation and customization. The emergence of many modern marketing strategies.

Two, the driving factors of the new trend of marketing development
The strategy of enterprise marketing is changing with the change of external environment, thus showing different development trends. The study of the driving factors implied in various development trends can help enterprises to understand and grasp the context of trend development objectively, thus obtaining favorable opportunities in the market competition. In theory, the driving factors of modern marketing development mainly include two aspects and
external aspects: the external driving force lies in the consumer preference transformation. The internal driving force is the innovation of the enterprise system.

**Three, enterprises should adopt strategies in changing marketing environment.**  
(1) the strategy of macro environment change  
Generally speaking, the macro environment changes slowly, such as the national policy, the law, the population geographical distribution and so on, which only affects the long-term development strategy of the enterprise. But sometimes, as the state strengthens or relaxes the management of some commodities, it may make the enterprise in a passive position. At this time, enterprises should take corresponding measures in time to avoid unnecessary losses. Specifically, there are the following strategies:

1, Coordination strategy. The so-called coordination strategy is the use of its own potential force to resolve the adverse impact on the enterprise caused by environmental changes, and make the marketing activities of the enterprise and the pace of the macro environment change harmonically, also called change strategy.

2, The boycott strategy. Enterprises seek to restrict or reverse the change of macro environment that has adverse effects on enterprises, also called confrontation strategy. It should be pointed out that the implementation of antagonistic strategies must have considerable strength and social impact. In general, small and medium enterprises and large enterprises with strong strength are not suitable for this strategy.

3, Diversification strategy. When the changes in the macro environment have adverse effects on the enterprise, the products that will be adversely affected or threatened will temporarily or permanently suspend production, stop selling or transfer to other markets, or reconsider their own market positioning, or transfer their own funds to other industries or departments to produce other products.

(2) strategies to cope with the changes in the microenvironment. The micro environment of enterprises includes two main factors: internal and external factors. The internal factors of an enterprise are controllable factors of an enterprise. Its changes can be solved by strengthening the management of enterprises and adjusting the internal relations of enterprises. Therefore, there are five countermeasures that enterprises should take when the changes of the external marketing environment in the micro environment have adverse effects on the enterprises, which include the development strategy, the synchronization strategy, the changing strategy, the adaptability strategy and the transfer strategy. Through these strategies, the enterprises can be more effectively promoted. Its own progress and development.

**Conclusion:** the change of marketing environment has a double impact on enterprise marketing, and the adverse effect is that there are many challenges and even difficulties in the change of marketing environment. If the treatment is not good, it will bring a threat to the enterprise. And the favorable factor is that when the marketing environment changes, it will also bring some opportunities to enterprises, which will help enterprises create a new business situation. As for the advantages and disadvantages of the environmental change, it depends on the coping strategies adopted by the enterprise. Therefore, we should carefully plan and formulate a good strategy to create the beginning of success.
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