

E-Commerce and Marketing in Business Administration

Qun Liu

Xishuangbanna Vocational and Technical College, Yunnan, 666199, China

Keywords: E-commerce, Marketing, The relationship and difference between e-commerce and marketing

Abstract: With the development of information technology and network technology, e-commerce has gradually appeared in people's daily lives. The rapid development of e-commerce has put forward new requirements for marketing. Marketing is actually based on computer information. It is a business activity that combines information development and product development. E-commerce is still in the incubation period. Therefore, traditional marketing strategies cannot better assist the development of e-commerce. This article will focus on the e-commerce and marketing issues in business administration.

1. Introduction

With the rapid development of China's economy and the increasing national strength, China's e-commerce industry has gradually entered a stage of rapid and effective historical development, which has opened a new curtain for the development of Chinese commerce. And the development of e-commerce has also led to the development of marketing. E-commerce has many advantages, but e-commerce is still in the incubation period, and traditional marketing strategies cannot better assist the development of e-commerce. Enterprises need to take into account the advantages of both and make new marketing strategies that are more suitable for the development of e-commerce.

2. E-Commerce

E-commerce refers to business activities centered on commodity exchanges by means of information network technology. It is the electronic, networked, and informatized aspects of traditional business activities. Commercial activities using the Internet as a medium belong to the category of e-commerce. E-commerce involves the world. Compared with traditional media, it is more global and efficient, and it also relies on the Internet. For example, various online shopping platforms and various business activities are all within the scope of e-commerce. E-commerce is the target of the development of network technology applications. The globality, high efficiency, and openness of the Internet have also become the inherent characteristics of e-commerce. At the same time, it has laid the foundation for the development of e-commerce. For e-commerce, the Internet is its inner core. Only with the Internet can e-commerce have a way of development, which greatly surpasses the value of e-commerce as a new form of trade. The Internet provides an extremely broad development space for e-commerce. For enterprises, it has changed the production and business development model of the enterprise, and its outstanding superiority is simply unmatched by traditional media means.

3. Marketing

Marketing belongs to the category of business management. Marketing is based on meeting customer needs, exploring how companies can meet market needs, seeking business methods and business model innovation and other market laws. In the traditional sense, marketing is to achieve economic development through the sale of goods. At the same time, marketing can exercise all aspects of its abilities and bring economic value to customers and partners. The so-called marketing is to satisfy consumption in a changing market environment. The process of business activities that require and achieve corporate goals, including a series of market-related corporate business operations such as market research, selection of target markets, product development, and product promotion.

4. The Relationship between e-Commerce and Marketing

Traditional marketing is the foundation of e-commerce, and it is also an important part of e-commerce. The emergence and development of e-commerce has had an important impact on marketing. A correct understanding of these effects is necessary for the development of enterprises and for making better plans. At the same time, it can help enterprises refine their strategies and develop e-commerce. There is a mutual sympathy between e-commerce and marketing. E-commerce is actually trade on the Internet. Generally speaking, it is to publish one's own products on the Internet in order to obtain more views. For example, Taobao is a shopping platform. Taobao itself is an e-commerce company. E-commerce is a digital transaction, which saves many steps. Traditional marketing is labor-intensive and material-intensive. At the same time, the scope of marketing is relatively narrow. The only way to find customers is through the company's constant publicity. Marketing is also the basis of e-commerce. When carrying out traditional marketing, the risks encountered by enterprises can be avoided in e-commerce, and the two cannot be separated or compared.

5. The Difference between e-Commerce and Marketing

The service objects of e-commerce and marketing are different. Marketing serves traditional marketing enterprises. E-commerce puts goods online through the Internet for consumers to choose. It shows people a huge amount of information and uses the Internet, including the Internet. The computer network realizes the purchase, sale and exchange of goods, services or information. Starting from the definition, you will find that marketing and e-commerce are activities of different categories defined from the same perspective. There are intersections between them, and there are more differences. Simply put, e-commerce has more customers, while marketing does not have many customers. This is the advantage of e-commerce, but it also has disadvantages, because its after-sales service is not as popular as traditional marketing. Business is a new type of digital trade, so after-sales service must be paid attention to. The disadvantage of marketing is its small scope and lack of publicity. If a company wants to follow the trend of the Internet, it must combine the advantages of both to develop a better marketing strategy. Companies that can seize the opportunity and adapt quickly will not be abandoned by the Internet. Just like Alibaba, it is the darling of digital trade. Jack Ma seized this opportunity to make Alibaba one of the world's Top five hundred.

6. Success Stories of e-Commerce

Haier is the first company among large domestic enterprises to enter the e-commerce business, and is the first to launch an e-commerce business platform. Haier is not for the hype of concepts and

themes, but to enter the integrated world economy. Haier has invested more than 100 million in total. Yuan has established its own IT support platform to serve e-commerce.

Taobao is also a successful case. The use of the huge amount of information on the Internet to realize the digitization of goods has become a legend in the industry. There are many successful cases of e-commerce. I have to say that this is a very promising means of trade. The success of Alibaba and Haier all herald the broad development prospects of e-commerce.

7. How to Formulate a Marketing Strategy Suitable for the Development of the Enterprise

To formulate a marketing strategy suitable for the development of an enterprise, it is first necessary to clarify the current status and development direction of the enterprise, start with advertising planning and publicity methods, and cultivate talents who understand marketing strategies and e-commerce development. Secondly, we must formulate corresponding plans. Marketing must be based on the purpose of serving customers. It must not only stabilize old customers, but also recruit new customers. This depends on whether the publicity method is novel or not, and it must learn to capture the attention of customers. The enterprise can have a fixed flow. Finally, after marketing in the traditional sense is done, you can start to enter e-commerce, publish your products on online shopping platforms, and use the huge amount of information on the Internet to attract more customers. Now that the Internet has created this platform for us, we must seize the opportunity to realize the digitalization of goods. E-commerce is extensive. It can promote products all over the world, which is also a good way of publicity. At the same time, we must always pay attention to the development of e-commerce, formulate appropriate sales strategies, and formulate plans based on actual conditions. E-commerce is still in its infancy and there are many variables. Enterprises must learn to adapt to changes and keep pace with the times. E-commerce is inseparable from appropriate marketing strategies, so a good marketing strategy is an indispensable and important link for the development of e-commerce.

8. Conclusion

The rise of e-commerce is one of the important reasons for the reform of the times. If companies want to develop, they must seize this opportunity. After all, the benefits brought by the huge amount of information on the Internet are immeasurable. At the same time, with the development of science and technology and the increasing strength of China, there will be many opportunities similar to e-commerce in the future. And companies that rely on the Internet to become powerful are also very powerful. The development of science and technology will only make the Internet stronger and stronger, and industries that rely on the Internet to grow will also be sheltered by the Internet, because the world has always been just the fittest survive.

References

- [1] Huang Chongzhen, Du Rong(2004). *Research on third-party logistics under e-commerce*. Information Technology. vol.28, no.11.
- [2] Editor-in-Chief Cui Jiehe(2002), "E-Commerce and Logistics", China Materials Publishing House, first edition in April.
- [3] Zhang Xiaoyan(2005). *Exploration of China's B2C e-commerce development ideas*. Market Modernization. vol.443.
- [4] Fu Zhening(2019). *Research on the Classification and Development Model of "Taobao Village"*. Nanjing University.
- [5] Li Qian(2019). *Research on the profit model of C2B e-commerce enterprises*. Hebei University of Economics and Business.
- [6] Ju Haili(2017). *Talking about e-commerce and marketing in business administration*[J]. China Science and Technology Investment. vol.2, pp:347.
- [7] Liu Shuxing(2016). *Analysis of e-commerce and marketing in business administration*. Dagan.