

Brief Discussion on New Marketing Strategy of Cross-Border E-Commerce In the Era of Electronic Commerce

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Abstract: As the further development of the Electronic Commerce, cross-border e-commerce, a new commercial form, has played an important role in international trade. In the era of the Electronic Commerce, the market form and consumer's consumption tendency have been changed a lot. Therefore, how to realize the new marketing strategy of cross-border e-commerce in the era of electronic commerce, and to seize more market shares, has become a hot research issue of the enterprises which specialize cross-border e-commerce. Based on the developmental features of cross-border e-commerce in the era of e-commerce and combined the "4P" theory, this paper analyzes the shortcomings in the current marketing strategy of cross-border e-commerce in the era of the Electronic Commerce, and puts forward some innovative countermeasures.

1. Introduction

The development of electronic commerce has brought about the new transaction mode --- cross-border e-commerce, and also has changed the conception of traditional marketing. In the era of electronic commerce, because of the unique spatial and temporal characteristics of electronic commerce, the lag of information circulation in traditional marketing has been eliminated relatively, the circulation scope of the products becomes wider, and the marketing channels are more. At the same time, the consumers' propensity to consume and consumption custom have also undergone great changes, which requires cross-border e-commerce to combine the background of e-commerce, so as to realize the positive change of the marketing strategy. In marketing theories, "4P" represents product, price, place and promotion. Under the background of the era of e-commerce, the marketing strategy of cross-border e-commerce must also be combined with the characteristics of e-commerce, so as to actively adopt a new marketing strategy.

2. The Characteristics of the Era of e-Commerce

2.1 The Characteristic of the Times is Remarkable

E-commerce has changed the traditional marketing idea. At present, e-commerce has become an important market behavior, and plays an important role in marketing. According to the survey, in 2018, e-commerce sales have accounted for more than 90% of the total sales in China, and more than 95% of the consumers use e-commerce for shopping. At the same time, as the development of e-commerce, China has enforced a number of legal policies to ensure the interests of the sellers and the consumers in e-commerce activities, and the government's support to e-commerce enterprises is also increasing. Therefore, it can be seen that e-commerce already has a very strong characteristic of the times, and in the future, e-commerce will also process greater shares in the market and play a more important role.

2.2 The Characteristic of Information Technology is Obvious

E-commerce is a compound word which derives from the words "electronic" and "commerce". "Commerce" refers to business behavior, while "e-commerce" refers to "business behavior based on electronic". That is to say, the commercial behavior in e-commerce relies on "electronic", which reveals the obvious characteristics of information technology. Different from the traditional market

behaviors, e-commerce uses information technology to change the way of information circulation in the market, breaks the space restriction of the consumer's purchase behavior, widens the market channel of commodity circulation, and activates the circulation and interaction in the business transactions. At the same time, with the application of big data technology, internet of things technology and other new technologies in e-commerce, e-commerce also realizes the targeted marketing which based on consumers' propensity to consume and their consuming behavior. Taken consumers as the center, e-commerce has realized targeted production, marketing and promotion for the consumers. For e-commerce, the characteristic of information technology is obvious.

2.3 The Individualized Consumption Concepts and Consumption Behaviors Have Come into Being

Consumers are an integral part of the market, and the development of marketing is also based on consumers. In the era of e-commerce, consumers' individualized consumption concepts and consumption behaviors come into being rapidly. With the disappearance of the spatial and temporal restrictions, consumers in the era of e-commerce can buy one product out of more than one hundred optional products rather than choose a best product out of quite few options, which greatly broadened the choice of the consumers. At the same time, foreign commodities and those products that are full of regional characteristics have been losing their traditional advantages in the market, which also contributes to the formation of consumers' individualized consumption concepts and consumption behaviors.

3. Shortcomings in the Marketing of Cross-Border e-Commerce in the Era of e-Commerce

3.1 The Product Homogenization is Serious

In the era of e-commerce, information of the market is not only delivered among consumers, but also among the cross-border e-commerce enterprises, which leads to serious homogenization of the products of many cross-border e-commerce enterprises in China. Some of these products lack innovation, which also blocks the efficient marketing activities of the cross-border e-commerce enterprises.

According to some investigations, most of the enterprises of cross-border e-commerce in China are small and medium-sized enterprises, these enterprises lack of innovation consciousness and innovation ability, many of them rely on "plagiarizing" the products of the famous brands, which brings about serious product homogenization in China, so the products are lack of competitiveness in the international market. For example, since the liquor brand ---- "Jiang Xiaobai" becomes famous in the market, there are dozens of small bottled liquor brands come to the cross-border e-commerce platforms, which not only disrupts the market order, but also damages the brand image of these brands in the hearts of foreign consumers.

3.2 It is Lack of Competitiveness in Price

At present, many cross-border e-commerce enterprises in China lack the analysis on the international market, as well as their understanding on the international market, which leads to the lack of competitiveness of the product price in the international market and has a negative impact on their marketing activities.

Specifically, first, the pricing is not reasonable enough. Some cross-border ecommerce enterprises lack the understanding of the life cycle of the products. They do not use low price to seize the market at the beginning, in the middle of the life cycle, the prices of the products are not adjusted according to the market quotation, so that the prices of the products are inflexible, which is bad for the enterprises to hold more market shares. Second, value-added services are too rare to put up price. The price consciousness of some cross-border e-commerce enterprises is not professional enough in pricing and increasing the value of the products; in addition, the value-added services are rare, which leads to the low value of the products, and which affects the sustainable marketing of the products

3.3 The Choice of Place is Not Comprehensive

In the place design, many cross-border e-commerce enterprises in China lack the ideas of e-commerce and cross-border e-commerce, and the design of the marketing channel lacks unique features, so that the information that is good for the enterprises is not propagated comprehensively. For example, the e-commerce platform of the enterprise has only the brief information of the products and the contact information of the enterprises, some other important information is blank, such as the detailed description of the products, the enterprise's culture, the after-sale service and guarantee, and so on. What's more, the information in the marketing channel is not comprehensive, the consumer can't really know the information about the products or the enterprise.

In the choice of the place, the traditional web is still used. It lacks of the application of big data technology, the type of marketing place is too simplex to play a role in promoting the marketing activities efficiently in an all-round way.

3.4 The Choice of Promotion Method is Not Reasonable Enough

Under the background of cross-border e-commerce, many cross-border e-commerce enterprises in China choose the unreasonable promotion methods in the process of marketing. For example, the positioning of some enterprises is not clear enough, some enterprises' promotions are lack of precision and so on. In terms of enterprise positioning, most of the cross-border e-commerce enterprises in China are small and medium-sized enterprises, so they lack a clear market positioning and development direction, their sustainable development strategy of enterprises is not clear enough, and they are lack of advantages in the process of cross-border e-commerce business. Secondly, the choice of promotion methods is not scientific enough. The promotions of some enterprises are lack of precision, it is difficult to accurately convey the promotion concepts and promotion contents to the consumers, which negatively affects the development of the cross-border e-commerce marketing.

4. Analysis on New Strategies for Cross-Border e-Commerce Marketing in the Era of e-Commerce

4.1 Producing Differentiated and Innovative Products

Products are the basis of the development of cross-border e-commerce. Under the background of e-commerce, cross-border e-commerce enterprises need to consider their current shortcomings so as to achieve differentiated product innovation, and then lay a solid foundation for their further marketing activities.

First of all, cross-border e-commerce enterprises should strengthen the innovation of their products, actively update their concepts, introduce new technologies and cultivate more talents. In the specific method, first, to achieve the integration of all kinds of resources. The cross-border e-commerce enterprises can rely on the strength of the government and the industry to form the layout and upgrading of the whole industry, give full play to the advantages of China's cross-border e-commerce industry, develop differentiated products, and supplement the existing shortcomings. Second, to carry on the individualized innovation, give full play to the characteristics of the products, highlight the present advantages of "made in China".

Second of all, take the market of cross-border e-commerce and the consumers as the center to achieve innovation of the products. Combined with the actual needs of consumers, the cross-border e-commerce enterprises should analyze the different consumption tendencies and habits of different consumers under different market conditions, and designs the differentiated products that are for different consumers. For example, clothing for Indian can be designed with the patterns which represent Indian culture, food can be developed with the food habits and taste of a certain country, so as to change the serious problem of product homogenization and enhance the competitiveness of the products.

4.2 Formulating Scientific Price Strategy

The price is the foundation of the successful marketing activities. In the light of the present situation of the cross-border e-commerce marketing in China, the cross-border e-commerce enterprises in China need to develop a scientific pricing strategy to improve the competitive advantage of their products in the international market.

First of all, the cross-border e-commerce enterprises should scientifically design the price changing curve according to the product life cycle. For those Primary products, the enterprises can adopt the low price strategy, so that the consumers in international market can realize that these Chinese products are good quality but cheap price, so as to promote consumers' attention and recognition to these products; in the middle of the life cycle, it is necessary to closely combine the price changes of the products in the market so as to make scientific adjustments to the prices of the products, and to ensure the constant price advantages of the products on the basis of profitability.

Secondly, increasing the value of the products by means of offering relevant value-added services and improving after-sales services.

In this process, cross-border e-commerce enterprises should carry out comprehensive market research, understand the degree of consumers' satisfaction with their products in international market. At the same time, the enterprises should observe the price changes of the competitive goods in time, so as to achieve the accurate of making a price.

4.3 Constructing Perfect Place

The place here means the medium through which the products can be circulated in marketing. Under the background of e-commerce, the marketing of cross-border e-commerce needs to constantly improve the place construction, so as to further improve the marketing activities.

In view of the existing problems, the cross-border e-commerce enterprises in our country need to improve the construction of the e-commerce platform. Except for the information of products and the enterprises' contact information, the enterprises also need to add comprehensive introduction of the corporate culture, after-sale guarantee policies, product advantages and so on, so that the consumers can fully understand the goods and the producer. By these means, the enterprises can strengthen the consumers' sense of trust to them and their products. At the same time, it is also necessary to achieve targeted promotion by using big data technology, Internet of things technology etc., and by combining with the consumers' consumption tendencies and consumption preference. The enterprises also can perfect the marketing places by means of precise marketing, B2B, the industry association, and other useful marketing measures to improve the construction of the places.

4.4 Ensuring Precise Promotion

In the process of promotion, cross-border e-commerce enterprises first need to create a differentiated brand image. By the establishment of good brand image to make the consumers trust and understand the enterprises and their products. Cross-border ecommerce enterprises can set up marketing teams with excellent business ability to create all-round marketing propaganda, enhance the reputation and market influence of the enterprises, and realize the positive influence of the brands, enterprises and products in the international market.

Secondly, targeted promotion is very important. Combined with the different characteristics of different products and different consumer groups, choose different promotion channels for different products and different consumers. For example, cultural products can be promoted on "Amazon" and other websites, processing and manufacturing products can be promoted on "Alibaba", electronic products can be promoted on social media such as "Facebook", and so on, so as to ensure the pertinence of the promotions.

5. Conclusion

In a word, under the background of e-commerce, the marketing of cross-border e-commerce must combine the characteristics of electronic commerce, so as to realize the innovation of marketing strategy and ensure that the marketing countermeasures are more scientific and targeted, and finally to promote the sustainable development of cross-border e-commerce in China.

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