

Marketing Strategy Shift Based on the Internet Economy under the Background of 5G

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Abstract: With the rapid development of the Internet, the mobile communication technology is upgraded from 1G to 5G and breakthroughs are made in technological revolution one after another. Furthermore, the application of 5G technology has been and will be gradually realized in many fields at present and in the future, which is even related to the development of business and ecology. The unique advantages of 5G technology are virtually changing the direction of social development and people's understanding of the Internet, in contrast, traditional marketing is unable to meet the needs of practical work and many enterprises are faced with unprecedented opportunities and challenges. In order to better enhance the competitiveness of enterprises to create economic benefits, the marketing strategy transformation under the background of 5G technology will be discussed and analyzed in this paper.

1. Introduction

Nowadays, in the context of 5G technology, the marketing of many developing fields is fundamentally changed, and higher and stricter requirements are put forward for the consumer market, besides, the change of business philosophy and marketing strategy of various industries results in the change of consumers' consumption behavior. Therefore, in order to cater to the market development trend and keep a foothold on long-term survival, marketing must innovate ideas and promote marketing activities so that to bring greater economic and social benefits¹.

2. Necessity of Marketing Strategy Shift Based on the Internet Economy under the Background of 5G

In the new era, the shift mode of marketing strategies is particularly important and key, which requires fundamental changes in the traditional marketing environment, marketing ideas and methods, at the same time, better qualified modern experience and services should be provided to the society on the basis of not increasing the production and operation cost, which will not only give full consideration to the interests of consumers, but also create a variety of marketing opportunities for the market, so that more enterprises and entrepreneurial groups can provide a fair market environment and enhance the competitiveness in core market.

3. New Features of Marketing Strategy Shift Based on the Internet Economy under the Background of 5G

3.1 Expand the Market Demand and Scope

The virtual network economy is characterized by openness and inclusiveness, which breaks the restriction on the opening hours of physical stores. Marketing can take advantage of this feature to extend network economic services and realize 24-hour operation, which not only reduces the time cost of marketing, but also improves the growth point of profit. The open and inclusive 5G network technology breaks through the physical space limit and broadens the market demand and scope, so the consumers can get access to commodity information anytime and anywhere through various apps, web pages and other Internet channels, besides, big data can also automatically screen and classify consumers according to their preferences, making it convenient for consumers to buy the

products they need, making purchasing more time-saving and convenient, and increasing fun to shopping . In the 5G environment, the marketing and publicity channels are further broadened, reducing the cost of advertising and other publicity, increasing the commercial value of commodity brands, and making the publicity more diversified and humanized².

3.2 Diversified Payment Ways

Under the background of 5G network technology and economy, new payment way emerges at the historic moment. Commercial Banks, network software manufacturers and credit card institutions all actively promote electronic payment ways, besides, WeChat payment, Alipay and other online payment apps support online shopping, providing a more secure, convenient and efficient payment method. Although online payment is convenient for the public, people should always be on guard against online fraud, and relevant departments should timely carry out effective supervision and control over the market economy.

3.3 Change Life and Consumption Pattern

In the context of 5G network technology and economy, the change of thinking mode virtually promotes the change of marketing thinking, ideas and methods, which undoubtedly seriously impacts the traditional marketing system, meanwhile is accompanied by an opportunity and challenge. 5G network technology economy has epoch-making characteristics. Each market field should carry out in-depth investigation in the early stage, grasp the changing trend of the marketing environment and actively cater to the market demand to expand channels, innovate technologies, and strive to occupy a greater advantage in the fierce market competition. At the same time, the innovation of marketing concept should be combined with the selection of marketing strategies suitable for their own development, for example, various platforms can be established and rational and scientific Internet technology means can be used to help promote the reform of marketing and increase greater economic and social benefits³.

4. New Way for Marketing Strategy Shift Based on the Internet Economy under the Background of 5G

4.1 Innovative Marketing Environment

For marketing, marketers need to change marketing methods, marketing concepts and marketing strategies by combining the characteristics of network economy development, besides, integrate enterprises' internal and external advantageous resources according to the actual situation and understand enterprises' market development needs with the help of the enterprises' market space and modern information technology. Only by abandoning traditional marketing methods, innovating marketing thinking, adapting to the development of the Times, learning and mastering advanced marketing technologies, understanding the trend of network marketing, and mastering advanced network knowledge, can we occupy a larger market share in the network economic environment and seek long-term survival and development.

4.2 Diversified Marketing Patterns

Implement differentiated marketing strategies to meet the diversified needs of consumers. It is necessary to pay real-time attention to the market development trend under background of network economic environment, collect market transaction information, and meet the diversified demands of consumers through diversified marketing technologies. Consumers are the main body of marketing, so it is necessary to deeply analyze the market development status, collect and analyze consumers' information demand data, and adopt the network marketing mode more in line with the economic development according to the actual situation. Furthermore, under the guidance and support of more targeted marketing mode, further expand market share and create greater economic benefits. In addition, in the current network economic environment of buyer's market, modern technology can be used to encourage consumers to directly participate in product design, face to face communication or network communication, to further improve consumers' acceptance of products,

and further broaden the scope of marketing. Through the agile manufacturing system, merchants can organically combine the production of goods with the market demand, and gradually converge. Besides, combined with the characteristics of 5G Internet technology, the supplier and buyer of products and services can fully negotiate and discuss product prices. In combination with product cost, consumers' purchasing power and market demand, scientific pricing can be carried out for products, so as to meet consumers' consumption demands more flexibly and enhance market competitive advantages⁴.

4.3 Technology Innovation Broadens Marketing Channel

Under the background of 5G network technology and economy, traditional marketing channels can no longer meet the actual needs, so the market should further optimize and innovate the multi-layer structure of the traditional channels, simplify the complexity and adopt the plane sales mode, on which basis, promote technological innovation and enhance the market competitive advantage. From this perspective, all fields should vigorously promote network marketing channels, establish interactive network marketing channels, provide users with product information query, payment and after-sales service, break the time and space restrictions, shorten the distance between consumers, and reduce operating costs through direct transactions, meanwhile, the establish a long-term stable relationship between supply and demand to promote the steady growth of market economy. Product marketing gradually becomes diversified. Through the increasingly diversified publicity and anti-corrosion publicity on the Internet platform, the direct communication mechanism on the Internet is established to communicate with consumers, which helps to enhance the feedback of consumers' demands, in addition, on the basis of fully understanding the needs of consumers in various fields, further promote the innovative products, stimulate innovation awareness and provide support for product innovation. Apart from that, the marketing mode of 5G Internet technology can also release product marketing information, disseminate it in countries around the world, meet the consumption needs of different consumer groups, effectively grasp product information in a timely manner, and realize the rapid circulation of products⁵.

4.4 Mobilize Reasonable Deployment of Resources

In the context of 5G network technology and economy, the market should also keep up with the pulse of The Times and actively cultivate innovative talents to contribute to technological innovation and development. By applying more cutting-edge science and technology to the product production process, we can give full play to our resource advantages, enhance our marketing operation ability, and occupy a position in the fierce market competition. More important is the shift of old service concept in past time. To explore a brand-new service way, service attitude, change from passive to active and from indifferent to friendly, improve the quality of the marketing personnel's professional knowledge and skills and fundamentally improve the commodity sale service quality and level so that to meet the diverse needs of the masses. In this way, while promoting the increase of enterprise economic benefits, shaping a good corporate brand image and improving the core competitiveness of marketing on the basis⁶.

5. Conclusion

To sum up, in the context of 5G network technology and economy, the marketing concepts, marketing strategies and marketing methods that are difficult to change in the past can no longer meet the rapidly developing market environment and the actual needs of the masses, therefore, the change of marketing concept and marketing strategy is in line with the development requirements of 5G Internet technology revolution. The gradual improvement of the network platform provides a fertile ground for the development of innovative marketing ideas, which is the icing on the cake for promoting the development of socialist marketing activities.

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