The current situation and development of China's marketing based on computer network

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Abstract. With the deepening of economic globalization and the accelerating progress of science and technology, the market competition is becoming more and more fierce. In order to gain a place in the market, enterprises must deepen the research and analysis of marketing methods. Based on the current situation of marketing in China, this paper makes a detailed study on the development trend of marketing.

Key words: marketing, current situation, development trend, market economy

1. Current situation of marketing in China
With the further development of economic globalization and science and technology, China's economic construction is further integrated with the world, which effectively promotes the development and progress of China's economy. In such an economic environment, China's marketing faces challenges as well. This paper will make a detailed study of China's marketing from two aspects: the current situation and development trend of marketing [1]. Such marketing personnel have low scientific and cultural quality, no professional marketing knowledge reserve, one person as the center, ignore the role of the team, regard marketing as a random sales business, and have weak organizational awareness China's cosmetics market scale and growth rate in 2001-2011 refer to figure 1.
1.1 Lack of professional high-end marketing management talents.
Throughout the domestic enterprises, the staff engaged in marketing are relatively inadequate in professional quality and ability. The general examination of work experience, the mastery of scientific and cultural knowledge is very limited, and the education background is relatively low, most of which are below the university diploma. As a result, there are fewer professional and high-end marketing personnel, and the marketing organizations of enterprises are scattered, unsystematic, strategic and random [2].

1.2 The marketing concept is backward, and the marketing methods and strategies are not targeted.
At present, China's enterprises are relatively backward in the concept of marketing. They still think that product sales is only the business of the enterprise's sales department. They simply think that marketing is the sales of the past, and do not need to contact with the design and production links. All departments in the enterprise work in accordance with the organizational structure of the linear function system, and they do not interfere with each other. In particular, they isolate the sales department and separate the production from the actual demand, which makes it difficult for modern marketing [3]. In addition, the marketing methods adopted by enterprises are lack of pertinence. When determining the marketing strategies, enterprises often directly copy the excellent cases of other enterprises and make the fake marketing strategies after modification and arrangement. However, these strategies are often inconsistent with the actual situation of enterprises, resulting in poor sales performance.

1.3 The strategic positioning of marketing is not accurate.
The development time of marketing in our market is not very long, but it is gradually accepted by most enterprises. However, most enterprises still have defects and deficiencies in the positioning and understanding of this concept, and the positioning is not accurate. The concept and method of marketing is a long-term planning and design. It is not a short-term promotion activity that many enterprises think of as marketing, which can gain more profits in a short period of time [4].

1.4 The prospect of marketing is broad. China's marketing has huge to be opened
Since ancient times, the world has made China the largest consumer goods market in the world. In our country, the concept of marketing has just developed, and a small part of the knowledge market has been opened, and a large market is still waiting to be developed. From the perspective of China's rural market, 70% of China's rural population is useful, but the consumption of the consumer groups who are more than half of China's population only accounts for 43% of the total consumption of the
country's population, which shows that China's rural market is a huge market to be developed.

2. Development trend of marketing in China
Analyzing the current situation of China's marketing, we can find that although there are many problems in China's marketing, the general trend is good. Marketing has a huge market prospect and strength. After all, marketing has great development and progress in China. Computer network in recent years refer to figure 2.

![Figure 2. Computer network in recent years](image)

2.1 Comprehensive innovation of marketing concept.
From the above analysis, it can be seen that the current marketing concept of our country still maintains the traditional sales concept and wins with price, which is not suitable for the economic development in the new era. If modern enterprises want to survive and develop, they must follow the modern marketing concept, deeply tap the real needs of customers, regenerate products that can deliver value to customers, induce customers to have desire to buy, so as to realize the sales of products, so as to obtain market share and survival opportunities. The modern sound effect idea should be to pay attention to service, from product design to sales, from after-sales to final scrapping, customer service enterprises in every link should be based on the real needs of customers, truly treat customers as God, and realize the marketing idea of "people-oriented".

2.2 Training and reserve of professional high-end marketing personnel.
In the future, in order to achieve their own rapid development with the help of marketing, enterprises must strengthen the training and reserve of marketing staff. First, strengthen the theoretical knowledge training, so that the marketing personnel of the enterprise can master the basic professional knowledge of modern marketing; second, strengthen the quality training of marketing personnel. At present, most of the marketing personnel in the enterprise are low educated personnel with relatively low quality. In the future, the enterprise will be more inclined to recruit high educated and high-quality marketing management personnel, but the recruitment of basic business personnel is the same as in the past. However, the enterprise will establish a sound quality training plan to strengthen the training and promotion of the quality of the grassroots personnel.

2.3 The market share of online marketing will be higher and higher.
The arrival of the information age has greatly changed people's production, life, work and learning, and put people into a completely modern information world. With the information age is not only
these changes, but also network marketing, a new marketing method, and not only in the future, the market share of network marketing will be higher and higher. Internet marketing has many advantages that other marketing methods do not have. First, Internet marketing breaks the limitation of time and space, and consumers can shop through the Internet whenever and wherever they want. Second, Internet marketing greatly reduces communication costs.

All in all, modern "marketing" and simple "sales" in the past are not a concept at all. Modern marketing is people-oriented, customer-centric, considering the real needs of customers, and the concept of service marketing is becoming more and more strong. Marketing is a systematic and perfect marketing system, which is not a short-term sales behavior like promotion in the past, including every link from product design to final scrap. The successful marketing plan will effectively promote the realization of the enterprise strategy, enhance the market competitiveness of the enterprise, and improve the economic and social benefits of the enterprise. The development prospect of marketing in China is very broad, which can bring great benefits to the development of market economy. In the future, Chinese enterprises will gradually understand and accept the concept and method of marketing, regard it as an important driving force of enterprise development, and constantly strengthen the research and analysis of marketing to make it adapt to their own development.

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