Research on Using Big Data Marketing to Promote the Development of E-commerce under Information Management Mode

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Human and Social Science Research Subjects in Jiangxi Province: Research on the Marketing Tactics of Small and Micro Businesses under the Context of Big Data

Abstract: Under the background of the rapid development of information technology, the analysis and application of big data has been paid more and more attention to the development and application companies and enterprises. Electronic big data has become an important strategic resource. Has played a pivotal role in the IT Internet. Big data marketing has become an important marketing strategy for company sales. From the basic connotation and concept of big data and big data marketing, this paper extends how to make full use of big data marketing in e-commerce industry.

1. Introduction
The development of information technology makes the application of big data in communication, banking, transportation, insurance, education and so on more and more frequently. At the same time, with the popularity of cloud computing, mobile devices and the rapid development of e-commerce industry, big data marketing has attracted more and more attention. In this context, based on the perspective of big data marketing, this paper fully discusses the application of e-commerce industry in data collection, analysis and so on, in order to further promote the development of e-commerce industry marketing model.

2. The basic connotation of big data and big data marketing
What is big data, big data is actually a new type of system processing ability which is different from the traditional database processing ability. The processing ability of data volume is more than 10 TB. In general, big data is generally regarded as an electronic technology. Based on the current database data, combined with the external market of all kinds of data, and fully mining it, the seemingly meaningless data information into the company's valuable wealth behavior.

So, as a new change of traditional marketing mode, big data marketing is a kind of communication based on deep-level consumers, which uses data to analyze and answer consumers' consumption interest, life habits, types of products purchased, and the channels of information acquisition to infer the products and brands recognized by consumers. The important point of big data marketing is to understand the big data information behind consumers, fully tap the needs of consumers, and provide personalized marketing programs that meet the taste of consumers[1].

Big data marketing has the following obvious functions for the development of enterprises:
First of all, it can improve the marketing efficiency of enterprises. On the one hand, big data can optimize the marketing channels of enterprises, because consumers often find and obtain product and service information through mobile and socialized channels. Big data can effectively capture this information and communicate it to enterprise managers in the form of report analysis to help enterprises achieve channel optimization. On the other hand, big data can realize the accurate push of enterprise marketing information, and big data can obtain the information of consumer's product browsing information, purchase record, evaluation record, purchase demand and so on in the first time. Then according to the needs of enterprises marketing data summary and push.

Secondly, big data can effectively improve customer experience and satisfaction. Industrial production makes the quantity and variety of products diversified, which makes consumers have more choices in brand, price, quality, efficacy and so on, but it also makes it more difficult for consumers to distinguish product performance, price level and so on. It is difficult to make a purchase decision in the first place. The advantage of big data is that it can push the product information and service that potential consumers and users really need through the accurate division of consumers and users[2].

Finally, big data can realize the interconnection between e-commerce platforms and enterprises.

To sum up, big data marketing provides many valuable sources for many companies and provides convenient shortcuts and methods for the rapid development of e-commerce companies. But no matter what kind of technology is used, the company must provide support in all aspects. E-commerce companies must have certain strength and foundation to make use of big data marketing in order to carry out all kinds of marketing activities in depth and effectively.

| TABLE 1. Big data marketing Ideas for e-commerce |
|-----------------------------------------------|
| How to Make Full Use of Big Data Marketing in E-commerce Enterprises | How to Apply Big Data Marketing to E-commerce Enterprises |
| E-commerce to carry out big data marketing necessary conditions | Big data mastery and application ability |
| | Uninterrupted development of new big data information |
| | Streamlined organizational management model |
| | Marketing of Consumer Consumption Behavior |
| | Do a good job of consumer personalized customization marketing |
| | Do a good job of big data grid marketing |
| | Do a good job of consumer regional marketing |
| | Do a good job of consumer related product marketing |

This paper will combine the above table to carry out big data marketing for e-commerce enterprises.

3. E-commerce to carry out big data marketing necessary conditions

3.1. Big data mastery and application ability

In order to influence big data, e-commerce enterprises must have certain data application ability and application idea. For e-commerce enterprises, the problem of collecting effectively available data is not very big, but too much data makes it difficult to filter and process. Therefore, this requires a strong data analysis ability. E-commerce enterprises must improve their thinking ability and consider how to
analyze and organize the massive consumer data, market information, sales information and service information, and finally obtain a fully effective big data marketing plan. This requires the executives of e-commerce companies to constantly enhance the understanding of big data marketing, but also to establish and improve a strong electronic information database, a large number of recruitment of excellent big data analysts.

3.2. Uninterrupted development of new database information
On the one hand, a large amount of big data information ensures that e-commerce enterprises can fully obtain the convenience of consumer behavior, but at the same time, these changing big data information will cause great difficulties to marketers, because big data information is not static and isolated. On the other hand, according to the results of electronic marketing and the changing behavior of consumers, we should adjust and update the big data information base in time to ensure the effective updating of big data information, so as to help e-commerce enterprises to make correct marketing decisions.

3.3. Streamlined organizational management model
The rapid and effective analysis of big data can fully help big data electronic marketing and effectively help the dynamic adjustment of electronic marketing. Under the background of big data electronic age, consumer consumption changes are rapid and dynamic. E-commerce enterprises must transmit valuable information quickly and correctly, which poses a higher challenge to the organization and management of e-commerce enterprises. The simplified organizational management model can speed up the dissemination of electronic information and reduce the error rate of electronic information in the process of communication. More importantly, the streamlined organizational management model can be more conducive to e-commerce enterprises to respond quickly and effectively to the consumer behavior of developing consumers. In addition to streamlining the organizational management model, big data electronic marketing must also require e-commerce enterprises to be innovative and active groups. Can quickly receive and apply big data information. E-commerce enterprises should dare to accept new knowledge under the background of big data era and constantly surpass themselves in dealing with various challenges.

4. How to Apply Big Data Marketing to E-commerce Enterprises

4.1. Marketing of Consumer Consumption Behavior
In the process of using big data information for marketing, e-commerce enterprises should fully and effectively judge and analyze the consumer's consumption behavior and consumption discipline, and constantly produce the consumer's consumption habits. It provides the basis for the analysis of consumer consumption behavior in e-commerce enterprises. Marketers can use consumers to view the specific goods of shopping websites online to understand consumers' consumer psychology and consumer demand, and to find out the consumer customers of e-commerce enterprises. In order to these consumer customers targeted advertising, effectively improve the value of e-commerce advertising. In addition, e-commerce enterprises can also use search engines to stimulate consumer demand, constantly optimize and improve the types of goods.

4.2. Do a good job of consumer customized marketing
With the progress of the times and the development of economy, the consumer's customized consumption demand is also increasing day by day. This is a challenge full of opportunities for e-commerce enterprises. Under the background of big data marketing, e-commerce enterprises should not only meet the general commodity needs of consumers, but also carry out electronic marketing of personalized customized products. Use big data platform to do information statistics and screening, and invite some consumers to click and save the products they are interested in. With more and more consumption for personalized customization, more consumers can be driven to personalized
customization, forming a virtuous interactive cycle, but also stimulate e-commerce enterprises to constantly update and create big data marketing database.

4.3. **Do a good job of big data grid marketing.**
With the continuous development of information technology, more and more consumers can spread and develop their shopping needs through social self-media and financial media. The speed of development is beyond imagination. Based on the current big data marketing, the current grid media must also be deeply understood. Therefore, e-commerce enterprises to carry out big data grid marketing activities is an indispensable marketing method in the future. In the daily marketing activities, e-commerce enterprises must quickly and effectively use the big data platform to analyze the media communication mode of social grid, apply all kinds of sharing activities to big data marketing, and increase the way of data dissemination. Optimize communication methods and improve the efficiency of big data marketing.

4.4. **Do a good job of consumer regional marketing.**
A major advantage of big data marketing is that by analyzing the geographical location of consumers, we can effectively comb out consumers' consumption interest and consumption patterns, thus facilitating e-commerce enterprises to formulate appropriate big data marketing strategies for different consumers. Improved marketing efficiency. A considerable number of e-commerce enterprises invite consumers to fill out and confirm their mailing address when they enter the shopping website, which is helpful for e-commerce enterprises to carry out regional marketing mode based on big data platform. Find out the difference and the same consumption, recommend the goods of interest, perfect the goods and services according to the local customs, serve the consumers better in detail and grasp the consumer's consumption psychology.

4.5. **Do a good job of consumer related product marketing.**
The purpose of big data marketing is to master the consumer's consumption demand and way through big data platform, so as to associate with each related data and use the related information to create more marketing information. In the concrete application of e-commerce enterprises, we should constantly analyze and judge the consumer's data, build data networks with each other, form a large network association layout, and let consumers purchase a commodity. Can immediately recommend to consumers related goods, stimulate consumers subconscious consumption desire, thereby constantly buying related products. Big data marketing provides accurate and clear ideas for e-commerce enterprises. This is the previous e-commerce enterprises can not do, but also e-commerce enterprises must grasp the key points in the future.

5. **conclusion**
With the continuous progress of science and technology and the continuous development of the times, the application of big data marketing in e-commerce will continue to mature and develop, forming a strong marketing force. In the future, it occupies a more and more important position in the development of e-commerce enterprises, and constantly excavates the consumer's consumer psychology, but at the same time, we must protect the privacy of consumers. This is also the future e-commerce enterprises in big data marketing learning "compulsory course ".

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