Research on Selective Strategy of Enterprise Network Marketing Channel——Take Leaf Tableware as an Example

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Abstract. With the continuous development of Internet information technology and the improvement of market economy, the competition among enterprises is becoming more and more fierce. Therefore, it is the primary task for major enterprises to find and perfect effective marketing strategies. With the rapid development of network information technology, more diversified network marketing channels have been created for the marketing work of enterprises. Therefore, through the correct combination of the relevant factors of market environment, enterprise resource conditions and development status, choosing the network marketing channel suitable for the survival and development of enterprises can become a favorable competitive advantage for enterprises to occupy the market. On the basis of combining the network marketing channel design of leaf tableware, summarizing and analyzing the current situation of enterprise network marketing channel, this paper is aiming to help the enterprise select a reasonable and effective network marketing channel and ensure the smooth implementation of the marketing strategy through decision tree and CART algorithm.

Keywords. Internet marketing; channel; selectivity.

1. Introduction
The maturity of network technology has prompted the arrival of the era of e-commerce. Marketing channels can become a favorable competitive advantage for enterprises to occupy the market. Enterprise network marketing channels are mainly based on dual-channel supply chain, namely network direct distribution channels, traditional retail channels, network indirect distribution and traditional retail channels. Data retrieval shows that most small and medium-sized enterprises will choose by retaining the traditional retail model while building different network distribution channels, the life cycle of the enterprise can be extended to some extent.

2. Current Situation
The choice of product marketing channels plays a vital role in the survival and development of enterprises, which means enterprises are required to pay more attention to channel conflicts and channel behaviors rather than the traditional channel structure. The network marketing channel involves information communication, fund transfer and commodity transfer. Modern mature network marketing channels should have a complete organization that undertakes the ordering function, settlement function and distribution function. Through game theory analysis, it is found that in the current market, no matter what industry, what products or services, the marketing channels are nothing
more than direct distribution or indirect distribution, but the specific forms are different [1]. Due to the marketization of economic products, the products are sold to both inside and outside the world. Therefore, among them, operators and agents are indispensable. According to the game theory, the operators and agents are divided into the degree of product intervention and control. There are four market channels, namely traditional distribution channels, strategic alliances, primary stages and operators’ control channels. Leaf tableware naturally reflects the innovation side of the network channel in the process of commodity flow. The leaf tableware currently relies on offline entities and network marketing channels for goods flow, and is completed by direct distribution and indirect distribution [2]. Through the analysis of the conclusions, the leaf tableware adopts a new perspective to consider the choice of product sales channels (as shown in figure 1). At present, it mainly relies on the following forms for product sales.

![Game analysis chart of operators and agents.](image)

**Figure 1.** Game analysis chart of operators and agents.

2.1. Self-Built Network Direct Sales Channels
Through the assessment of the existing new media usage traffic, the current traffic registration users ranked first in the WeChat and self-built network platform to achieve network direct sales. In the micro-store and official website names and domain names are obtained through careful design, in the design of the shop’s internal interface and the entry point of the product, with reference to the psychological characteristics of the consumer and the confirmation of the field investigation and analysis, the conclusions are applied.

2.2. Cross-platform Indirect Distribution Channels
Multi-platform sales can increase the level of brand and product involvement in the society, increase product visibility, and save operating costs. Cross-platform sales have multiple advantages. On the one hand, the target customers can be locked by the accurate positioning of the platform, and different platforms can be collected. Customer data can be used to accurately market customers through data, thereby increasing customer loyalty and product sales.

3. The Analysis of Existing Problems
In light of China’s development characteristics and the large population span of the region, there are still problems in the network marketing channel.

3.1. Network Marketing Credit Problem
First of all, China’s socialization system is not perfect enough. The relevant legal mechanisms for online marketing channels are not sound enough, which leads to the existence of credit crisis between enterprises and consumers [3]. From the perspective of enterprise development, the enterprise side
believes that the network marketing mechanism is not mature enough. Now, rushing to join will increase the risk of business operation. For consumers, online shopping is a transactional product that needs to be virtualized as a transaction. Satisfy the security of the consumer’s heart, worry that the company gives consumers far less than the price-performance goods, and harm consumers.

3.2. Problems in the Concept of Online Consumption

From the perspective of enterprises, some enterprises have become the reference experience of other enterprises after failing in the process of network marketing, which leads to deviations in the understanding of network marketing channels. Therefore, the potential benefits brought by network marketing channels to enterprises are neglected [4]. There is no motivation to proceed. Of course, some companies still insist on doing online marketing, but they only stay in online advertising and information promotion. There is no regular update and adjustment of the company’s name, website domain name, and page layout, and there is no targeted enterprise and product image.

On the consumer side, based on the traditional shopping consumption habits, the quality of the products is identified by touching and seeing the contact operation. In the online shopping, only the product information and parameters transmitted by the merchant to the consumers can be selected. Commodities, it is difficult to eliminate the doubts generated by consumers during the shopping process, and online shopping is difficult to give some consumers the pleasure of shopping and entertainment.

4. Comparative Analysis

After the analysis of the structure of the leaf tableware network marketing channel, we analyze the cost structure, channel length and width, and marketing effects of various network marketing channels currently applied to the leaf tableware, and compare the drainage method with platform structure [5]. It is found that whether it is a micro store, a website or a corporate service number, it can reduce marketing costs, make full use of the interactivity and selectivity of modern information technology, and let consumers experience a new consumer shopping experience, and these models can fully utilize the creativity of the network. Features, the core propaganda point to convey the corporate culture concept and products to consumers; in the marketing positioning, the user information can be collected and processed, combined with big data applications for customer analysis, to achieve accurate product positioning and target customer lock-up. It can greatly improve the return on investment, and use relatively low cost to increase sales and maximize profits (as shown in figure 2).
However, the difference among three ways mentioned above is still very large. The micro store mainly uses the B2B2C model to conduct sales. WeChat, who is responsible for promoting and maintaining, brings merchants and a large number of third-party platforms and then sells the products to consumers. In terms of role, WeChat as a mobile device's super APP, mainly rely on the function of itself and mutual understanding, which makes the transaction can be established. Additionally, rules in WeChat are unconfirmed, merchants can only passively accept. The self-built website is maintained and promoted by the merchants themselves. In terms of initiative, it seems to be much free, and the website is operated in the B2C mode, that is, the merchants build their own platforms and then sell the products to the consumers. There is no need to use other platforms to design your own product style. It is a separate platform for the merchants and several of payment method can be choose.

5. The Optimal Program Selection

5.1. Decision Tree
The decision tree is a probability that the expected value of the net present value is greater than zero by constructing a decision tree in the case where the probability of occurrence of various situations is known. It can be used for project evaluation and feasibility analysis, and is an intuitive use probability analysis. Firstly, the leaf tableware network marketing channels are listed one by one, and the profit and loss values of various channels are obtained on the right side of the node, and the probability of the corresponding plan is calculated on the probability branch of each alternative. Finally, each is obtained. The expected value of a scheme is compared. Three expected values are obtained by calculation, $E_1=140$, $E_2=437$, $E_3=252$. By comparing the expected values of each expected point, $E_2>E_3>E_1$ is found (as shown in figure 3), so according to the decision tree analysis method, the self-built website and enterprise service number are finally retained.

5.2. CART Algorithm
The CART algorithm is a machine learning algorithm that mainly applies the principles of discrete label classification and continuous feature regression. The main ID3H and C4.5 algorithms are used in the calculation process. When applying the CART algorithm, it is divided into two steps, the generation of the decision tree and the pruning. The first step is to use the collected training data to generate the branches of the decision tree. To ensure that the generated decision tree is large enough, the final result can be representative, and then establish the node from the root of the decision tree from top to bottom. Select a good attribute when selecting each node to split, so that the final node training set is purer. In the second step, the pruning of the regression tree first finds the left and right
values of each leaf node, then takes the mean value of the left and right values, merges them into one node, compares the values of each part of the leaf nodes, and cuts the low eigenvalues. You can leave the optimal solution. After the analysis of the regression tree by the online marketing channel of the leaf tableware, the characteristic value of the micro store is cut off at the left and left, and the pure training set left behind is the self-built website. Therefore, it can be concluded that the website is more suitable by analysis. The choice of network marketing channels for leaf tableware [7].

6. Conclusion
In summary, according to the above analysis algorithm, the leaf tableware is suitable for self-built website sales plus enterprise WeChat service number as an auxiliary way for product marketing.

On the one hand, it is necessary to establish a comprehensive network marketing system [8]. First of all, when designing the ordering system, the corresponding process should be simplified, simplifying the consumer’s operation of browsing, retrieving and placing orders. The easy and simple ordering process is the core competitive element of the modern website. Secondly, the order system should ensure the security of privacy, a variety of payment methods should be provided for consumers to choose, or they can set up confidential payment directly. In addition, the most concerned issue for consumers in the process of online shopping, that is, logistics. For distribution services, enterprises should establish a complete and complete delivery system to allow consumers to receive the purchased goods in the fastest time.

On the other hand, it is essential to build complex credit mechanism. There are two ways for online sales, which is BB enterprise docking enterprise sales and BC enterprise docking consumer sales. The former purchases less times, but more quantity in single time, alternatively, the latter purchases frequently, but single purchase is low. Regardless of the type of online sales, it should evaluate the credit level of previous purchases or the credit rating of other websites, and then set up different payment operations. For high-credit customers, they could be provided a simple payment process and special distribution service for enterprises. Consumers should also improve the credit and then implement special distribution services. It can also improve the characteristics of enterprise services and deepen the impact on society. Therefore, whether it is BB or BC, only the complex consumer’s credit mechanism can achieve the further development of online marketing channels.

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