

Research on the Impact of Big Data Analysis Era on Marketing

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Abstract:

In the 21st century, with the rapid development of computer technology and information technology, mankind has entered the era of big data. How to use big data to better serve market activities is a problem worth pondering for each enterprise. Articles on the data analysis to the discussion of the influence of the marketing times, while knowledge of big data and marketing, the main influence of the era of large data, and the big data era under the background of effective method to carry out the marketing activities of an in-depth discussion and description, hope to be able to further improve the scientific nature and effectiveness of the marketing activities, So that it can more fit the needs of modern social development.

Keywords: *Big data, Marketing, Data analysis.*

I. INTRODUCTION

With the progress of science and technology, big data technology has been widely applied in various fields, which not only promotes the development of modern society, but also has a certain impact on the survival and development of relevant fields. Especially for the marketing field, it has a high demand for information, and good information supply and value analysis can significantly improve the accuracy and effectiveness of marketing. And the development of the era of large data analysis, bringing good development opportunity for marketing at the same time, also brought the certain challenges, in the face of this situation, the market marketing related opportunities have to be effectively, and take effective measures to cope with the challenge of The Times development, to better adapt to the demand of the new era. Therefore, it is necessary to strengthen research on relevant content.

1.1 Analysis of Big Data and Marketing

1.1.1 Big data

The so-called big data, in essence, is actually an overall set composed of massive data, which usually cannot be stored, processed and managed by conventional data processing methods in a specific time and space. It needs to be effectively applied by new technical means and processing modes. On the whole, big data is characterized by complexity, complexity and abundance, with a fast growth rate, and contains a lot of junk information, which needs to be identified and screened by appropriate means. And big data analysis, it is with the aid of related technical implementation effective data processing method, its ability to big data

effectively remove all the garbage data and information, and the valuable data information, thus in the process of the data analysis to get the corresponding conclusions and prepare for the relevant decision-making and plan to provide support.

1.1.2 Marketing

Marketing is actually a series of market-related work carried out by enterprises for production, sales and after-sale activities. Including market research, product design and data analysis, all the work is carried out to make the product more suitable for market demand, so as to achieve the purpose of promoting the healthy development of the enterprise. Marketing features include adjustable, directional, overall and integrity, and in the actual work, not only need to consider the content of the macro level, but also to take into account the content of the micro level, the most important of all, need according to the actual enterprise itself and the market marketing strategy for dynamic adjustment. Effective implementation of marketing activities can strengthen the internal division of labor of enterprises, so that enterprises can better integrate with the market.

1.2 The Impact of Big Data Analysis Era on Marketing

1.2.1 Positive impact

First, it can improve the accuracy of marketing. In the era of big data, enterprises can make more accurate positioning of their marketing management and improve the accuracy of their user services through the effective application of modern information technology. First of all, with the help of big data analysis, enterprises can have a comprehensive understanding of customer needs and carry out targeted product design and promotion activities, which plays a very positive role in improving product features, accurately grasping user needs and effectively promoting products. Secondly, based on big data, marketing activities can effectively shorten product sales channels, reduce sales intermediate links, thus reducing the marketing cost of enterprises. Consumers can also use big data analysis to have an in-depth understanding of products and improve their purchase desire. Finally, based on the technology of data to carry out marketing activities, can deepen the interactions between enterprises and consumers, through the network platform, consumers can inform their own needs, the enterprise in the customer feedback to get at the same time, the adjustment of its marketing strategy can be properly, so as to improve the precision of the marketing mode and personal level [1].

Second, it can promote the innovation of marketing model. With the support of big data analysis, marketing can mine more consumers based on one consumer, so as to build consumer interaction groups and form a new cross-marketing model. In the era of big data, this marketing model can help enterprises further expand their consumption information sources and effectively expand their marketing market scope [2].

Third, it can help enterprises to better create and maintain customer relations. For the marketing work of enterprises, strengthening the construction of good customer relations is one of the most core work content,

but also the key to improve the core competitiveness of enterprises. With the help of big data analysis, enterprises can constantly upgrade and optimize customer relations and achieve excellent management in customer relations. At the same time, through big data analysis, enterprises can constantly improve the characteristics of marketing management mode, so as to attract more consumers, so that one-time consumers can gradually develop into persistent consumers, and achieve the purpose of improving customer product loyalty. This is mainly because in the context of big data, the problem of product homogeneity will become more and more serious. In this case, to ensure its market share and business advantages, long-term and stable customer relations are essential [3].

1.2.2 Negative impact

First, consumer resistance. Everything has two sides, so does the era of big data analysis, which brings opportunities for enterprises and corresponding challenges at the same time. First of all, the era of big data leads to information flooding, which to some extent increases the difficulty of information selection and analysis for marketers. Secondly, in terms of consumers, complicated and changeable data information will make them lose their goals and directions in the process of selection, thus complicating the original simple consumption activities. Thirdly, if the massive information data is used by illegal vendors, it may cause damage to the original marketing pattern. And affected by all kinds of junk information, consumers may have a certain resistance to the marketing behavior of enterprises [4].

Second, lack of brand support. For enterprises, brand effect is conducive to better participation in market competition, especially in the current stage, consumers pay more and more attention to the brand of goods, high brand awareness can lead consumers to consume, so that enterprises can obtain better marketing results. However, in the era of big data analysis, many marketing activities are carried out on the network, and most enterprises fail to establish a good brand effect, which also has a certain impact on the development of their marketing and the increase of market share [5].

Third, there is a shortage of talent. Unlike traditional marketing pattern, on the basis of large data analysis of marketing professional stronger, need to relevant personnel of the basic information for consumers and consumer behavior information in-depth research and analysis, and do a good job in information classification to explore consumer preferences and consumption behaviors, targeted marketing plan. This requires the marketing personnel to have a high comprehensive quality, not only in the information data analysis has a strong awareness and ability, but also to master the corresponding sales skills. However, due to the relatively short application time of big data technology in China, there is a widespread shortage of relevant talents. In addition, enterprises do not implement the talent training work in place, which also affects the quality of marketing to a certain extent [6].

1.3 Big Data Analysis Era Effective Implementation of Marketing Activities

1.3.1 Put consumers at the heart of marketing

For enterprise marketing, the big data involved in it is still consumer-centered in the final analysis, whether in the surface sense or in the deep sense. All data are related to consumers, such as consumers' behaviors and choices, demand preferences, etc. In addition, it also involves consumers' demands for consumption situations, product types and values. Therefore, to carry out marketing activities in the context of big data analysis, consumers must be taken as the core element and people-oriented. The specific requirements are as follows:

First of all, in the process of big data analysis, consumers should be placed in the main position; Secondly, for consumer information data, in the process of its application, we must think and analyze from the perspective of consumers, so as to ensure the scientific and reasonable application of data information. And make sure your marketing campaign is focused around the consumer. For example, to combine information analysis, clear consumer demand, and on this basis to implement product design activities, at the same time to determine the product price according to the product positioning market segment, and product sales channels, to adapt to the market segment. In addition, in terms of promotion methods, we should ensure that promotion planning can fit in with all aspects of the target consumer group, so as to stimulate consumers' interest and willingness to consume. Thirdly, although big data analysis provides a lot of support for enterprises' marketing activities, enterprises should also pay attention to information security in practice, effectively protect consumers' privacy, avoid the adverse impact of information leakage on enterprises' market reputation and reduce the effectiveness of marketing. In this regard, enterprises also need to strengthen the supervision and management of data analysis personnel, so that marketing can make a reasonable application of big data analysis [7].

1.3.2 Improve the accuracy of data capture

Because big data is characterized by complexity, complexity and multiformity, and the amount of data is increasing all the time, in the process of its application, in addition to capturing information data, professionals should apply various data analysis technologies to accurately distinguish junk information from effective information. This is mainly due to the low value density and relatively strong timeliness of big data, which must be combined with specific theories and methods to achieve accurate capture of valuable data. As for the marketing of enterprises, they need more information that can reflect consumers' demand preferences and psychological behaviors. However, in the process of data analysis, massive junk information will cause serious interference to the analysis behavior of enterprises, thus affecting the scientific and reasonable marketing planning of enterprises, and affecting the product marketing effect. In this regard, enterprises should establish uniform standards for data intake based on their own needs. Identify what the core and key data are for enterprise marketing. At the same time, enterprises should do a good job of data classification and storage, which can be used as a reference demonstration to help relevant personnel better

understand and understand the data type, so that it can better identify the data, while eliminating useless data, provide accurate data for enterprise marketing, and meet the needs of enterprise accurate marketing [8].

1.3.3 Strengthen the construction and improvement of enterprise focus mode

Under the big data analytics horizon, most marketing is given priority to with online marketing, online marketing and development need to have the corresponding platform as a support, so the enterprise must strengthen to online platform and the database construction, on the one hand, to take advantage of new media platforms, such as weibo, WeChat and trill, let consumer can understanding of enterprise information and related products to conduct a comprehensive, And with the help of relevant platforms to strengthen interaction with consumers, more clearly grasp the needs of consumers, improve the pertinence of marketing. On the other hand, marketing activities should be carried out on the basis of data processing and analysis mode, and the improvement and perfection of the data platform should be done well. The efficiency of data analysis of the platform should be constantly improved, so that the timeliness of big data can be fully utilized, and the purpose of improving the timeliness of marketing can be achieved [9].

1.3.4 Improve the topic of enterprise

In the development of the era of big data, enterprises want to constantly improve competitiveness, realize effective innovation of marketing mode, still need to pass data to the effective application of information technology, build some consumers are more interested in, and can meet the demand of its interactive topic, for the promotion enterprise's popularity has a very positive role. First of all, enterprises can launch forums on products, strengthen interaction with consumers on product issues, and timely adjust their marketing strategies according to consumer needs, so as to further meet consumer needs and improve their brand image. Secondly, enterprises should constantly improve their own attention to network marketing, through the effective combination of network marketing and big data analysis, increase the mutual understanding of enterprises and consumers, and combined with the product set related topics, so that products can spread faster through the network to meet the actual needs of marketing[10].

1.3.5 Strengthen the sharing of data analysis results and improve the value of the industrial chain

At present, there are many ways to obtain big data, but many enterprises still have a single way to obtain data. It is precisely because of the single data source channel, enterprises cannot comprehensively obtain the data information of consumers, and it is difficult to understand their diversified needs. In this regard, enterprises should strengthen cooperation and share data and data analysis results, especially with upstream and downstream enterprises, so that enterprises in the industrial chain and supply chain can gain greater benefits from big data analysis.

Jingdong, for example, the in the process of operation and development, with its upstream and downstream enterprise data sharing mechanism is established, which not only make the quality improved

significantly with the value chain, but also brought more comprehensive data analysis results for jingdong, make its can use more accurate, comprehensive and detailed data to carry out marketing activities.

Of course, in addition, enterprises should also strengthen the association with social media data, so as to realize the effective collection of peripheral data and continuously improve the information acquisition capacity of enterprises. Finally, the data obtained from various channels and the results of data analysis are fully combined with the marketing strategy of the enterprise to further improve the application value of data, so that marketing activities can accurately grasp the market demand [11].

1.3.6 Do well in the construction of marketing team

In the face of the rapid development of the era of big data analysis, enterprises want to better carry out marketing activities and ensure the healthy and stable development of enterprises, but also need to do a good job in the construction of marketing team. To improve the overall quality of the marketing team, to better adapt to the new era of marketing activities, so as to meet the needs of enterprise modernization development. The construction of the marketing team needs to do the following:

First, high quality marketing personnel should be actively introduced. Introduced to ensure that personnel can have a wealth of marketing experience, solid professional knowledge, thinking, with large data through the effective application of all kinds of big data technology, complete the information collection, analysis, selection and application, in order to impel the effective innovation of enterprise marketing mode, enable it to play a bigger role in the enterprise development.

Second, we should strengthen existing marketing personnel, on the one hand, to strengthen the training education work, to study through expert lectures, learning method, technical exchange and training on a regular basis, to constantly improve their comprehensive quality, enable it to adapt to the developing situation of modern society, the better to carry out the marketing activities. On the other hand, to do a good job of training assessment, through strict assessment, improve the enthusiasm of marketing personnel to learn. Only those who pass the assessment can be issued certificates of employment and participate in marketing activities of enterprises. But for many times, it should be eliminated in time, so as to achieve effective control of the quality of the marketing team, and then achieve the purpose of improving the level of enterprise marketing.

In addition, in order to better play the effectiveness of marketing personnel, enterprises should also do a good job in talent retention, not only through good working environment, reasonable salary and broad space for career development to attract excellent marketing talents, but also to retain and stabilize talents. In the era of big data analysis, enterprises can have more solid talent guarantee, so as to improve the quality and effect of marketing activities [12].

II. CONCLUSION

To sum up, with the wide application of big data technology, big data analysis has gradually become the basic guarantee for enterprises to carry out marketing activities. Reasonable application of big data analysis can help enterprises make more accurate market forecasts, can help enterprises to understand consumers in a more comprehensive and detailed way, the newly developed products can be more targeted to meet the needs of consumers, because of mastering the big data of target consumers, it not only reduces marketing expenses, but also makes marketing more accurate, enhance brand effectiveness through social media.

Provide support for the effective implementation of marketing activities of enterprises. For the promotion enterprise's market competitiveness has a very positive role, therefore, the enterprises must form to adapt to the social development, to keep pace with The Times, through the use of a series of effective measures to improve their ability of big data applications so as to better adapt to the new period of development needs, to ensure a healthy development.

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