

# Marketing Strategy Simulation Model and Its Consumer Behavior Computer Software Design

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## Abstract

Marketing is a business model born with the rapid development of Internet technology and economic form. Relying on cross-regional advantages and the continuous progress of mobile terminals and communication technologies, marketing has brought convenient consumption experience and high-quality products and services to the Internet. The influence of brand is the solid foundation for the long-term development of marketing. Win consumers is to win the market, reasonable use of advantages to establish their own brand, brand loud enough not worry about development. Quality in the heart, brand in the hands, responsibility on the shoulders, quality win reputation, reputation win benefits.

**Keywords:** Marketing, Strategy Model, Consumption Behavior, The Computer, The Software Design;

## 1. Introduction

With the continuous advancement of global economic integration, China's contemporary companies are changing with each passing day. Especially in the 21st century after China's accession to the WTO, China's marketing has developed rapidly, and the development of marketing has made a very great contribution to the promotion and development of China's national economy. Whether the marketing can maintain the "rapid" momentum of continuous development also has an important impact on the stable and healthy operation of the national economy and the stable development of the financial economy<sup>[1, 2]</sup>. The foundation of all of these lies in the management effect of the company's new economic system and the talent foundation in the company's construction and development. Only by strengthening the communication and development between marketing and consumption, can the company stand firm and forge ahead in the tide of The Times and the market, and effectively improve the cooperation efficiency of "marketing + consumption".

## 2. Research background and purpose

### 2.1. Research background

B2C marketing under the wave of the Internet has become an important part of the domestic marketing market. In the first quarter of 2017, the total amount of China's B2C market reached 740 billion yuan, among which Tmall and jingdong, two marketing giants, jointly occupied 86% of the market share of B2C marketing. Overall, China's B2C market saw a total output value of 1,033 billion yuan in the first quarter of 2018, up nearly 40 percent compared with the same period in 2017. By analyzing the market share in more details, it can be found that in the first quarter of 2018, Tmall platform increased by 45.7% compared with the same period of 2017, and GMV value reached 559 billion, accounting for more than half of the B2C market share in the same period of 2017, while the market share of 51.8% increased to 54.1% compared with the same period of 2017. In the first quarter of 2018, jd platform increased by 30.4% compared with the same period of 2017, and GMV value reached 330.2 billion, accounting for 30% of the national B2C market share in the same period,

while the market share decreased from 34.2% to 32.0% compared with the same period of 2017.



**Figure 1.**Market volume distribution in China's B2C market in the first quarter of 2018

After more than ten years of rapid development, China's marketing market has gradually turned from a high-number growth trend to a stable one. Although the growth rate has been gradually stable, the growth percentage of the marketing market in the past three years still remains at 30%~50%. While B2C marketing platform is greatly convenient and improves people's life and shopping, with the continuous improvement of national income level and great material enrichment, users of marketing platform have changed their demands for services. The characteristics of consumers are different from those in the past. They not only pursue the data and function of goods, but also pay more attention to the quality of life and better shopping experience. Quality upgrading has become the key word of the year for B2C marketing platform market in 2017.

## 2.2. Research purpose

This paper analyzes the user experience and feedback during the application and development of China's marketing platform in recent years, conducts corresponding research on user experience, and summarizes the characteristics of user experience and the advantages and disadvantages of different evaluation methods. After literature reading and data analysis, the research purpose of this paper includes the following two aspects: one is to explore the existing problems in marketing; Second, the new economic system management and marketing under the condition of considering the strategic benefits of win-win development and its ways.

## 3. Overview of marketing development

### 3.1. Development status of marketing

Marketing co., LTD. (hereinafter referred to as) was

established in January 2018, 12, business has been radiation in hunan, hubei, jiangxi, guangdong, sichuan, chongqing, guizhou, fujian, shaanxi, hebei, shandong and other 11 provinces city, and 300 room city (county) level, initiative and strong leading Chinese community marketing, slowly to be near industry leading companies. At present the company's stores in more than 11 m, its location is reviving the stores, each community's mom-and-pop stores, convenience stores are they will object, the development of the stores are still growing, now is growing at a speed of 2, each month, is expected by the end of this year, the company's stores will reach more than 20 m at least. In January 2019, the transaction volume successfully exceeded 370 million yuan, and it is expected that the target of 10 billion yuan will be achieved in 2019.

### *3.2. Problems in marketing*

#### *3.2.1. The company has a short establishment time and insufficient brand influence*

With the rapid development of marketing, most marketing companies have defects in the internal personnel management system, which leads to problems in the internal management of the company. Take the development of Marketing Co., LTD., which was officially established on January 12, 2018. The company was founded in a short time, and now the radiation range is expanding. All the company's systems are being perfected. Employees have been working together to promote products, but failed to effectively expand the influence of the brand, resulting in the brand crisis. No matter how good the quality of the goods provided and how high the level of service, consumers will not "see", "hear", "do not feel".

#### *3.2.2. Low efficiency of sorters*

Relying on manual management of business flow and information flow, the workload is large and complex, prone to errors, affecting the transmission of information, reduce work efficiency. For example, when the sorter is searching for goods, extracting, loading and unloading, placing and counting, he cannot quickly find the goods he needs due to the

chaos of stacking division. These links are too complicated, the operation of time cost loss. There are also problems such as unreasonable warehouse layout and disordered stacking and partitioning, which lead to different kinds of scattered commodities occupying a large area, reducing the utilization rate of the warehouse and increasing the burden of the sorter.

#### *3.2.3. Potential rural market to be developed*

At present, the main positions are located in the communities of major cities and the physical stores, convenience stores, mom-and-pop stores around the community. The company is deeply rooted in the community, with more than 6.8 million community convenience stores, through the "pre-sale + self-pick-up" method, the cost of customer acquisition is very low. Under the impact of marketing, the traditional store has become a pick-up point for online shopping. Through online sales, customers can pick up the goods by themselves, so that consumers can enter the physical store and drive the business of the physical store.

The market of the future is the remote areas that have been forgotten by the city. First of all, the local labor cost is low, and the development of community group-buying platform in the urban market is lower than the market in terms of labor cost and logistics channel cost. Secondly, the profit of the place of origin is higher. The urban market is often the place of origin of many fresh fruits and vegetables, and has more advantaged conditions in packaging and transportation compared with the city.

## **4. The impact of new economic system management on marketing**

### *4.1. Enhance the market value of marketing*

The market value and p/E ratio of the research firms have improved significantly since the implementation of THE NEW economic system in 2019 (see chart 2). A company to maintain long-term stable development, is to use fine management to ensure product quality. If unqualified products are put into the market, it can get more profits in the short

term, but in the long run, it is not feasible<sup>[3]</sup>. When consumers put forward questions in terms of quality, the commodities as marketing, first of all to analyze problems, responsibility division, analysis of consumers' feedback is true, this allows the company to master the market in the first time for the recognition of the product, in a timely manner according to the customers' willingness to control the market, ensure the quality, make the products better promotion, obtain higher returns.

Management in 2019, more and more people understand that the company's capital recovery rate has also improved significantly (see figure 3 below).It is a marketing platform, which is too virtual. By setting up websites in every town and township and establishing more websites, consumers can experience that they can buy fresh fruits, vegetables and daily necessities at home without going to the supermarket to queue up.Send posters of detailed operation steps of how to operate small programs to place orders to each site, guide more consumers to register members, log in small programs to select preferred commodities to place orders, and develop a lot of potential consumers around.



**Figure 2.** Profit incomes (ten thousand Yuan) from January to June, 2013.

At the same time, the effective incentive and restraint mechanism of new economic system management is also the guarantee of effective operation risk management<sup>[4]</sup>. Company staff and other management personnel of different positions, different incentive mechanism is very important, namely, to establish multivariate comprehensive incentive mechanism, from the short-term, medium-term and long-term considerations for the development of the company, through the salary adjustment and equity allocation ways of combining to employee motivation, let the company to the company's employees have high enthusiasm, to raise their sense of responsibility, so as to achieve better operation risk management goals.

*4.2. Expand brand influence and improve the profitability of the company*

After the implementation of NEW Economy



**Figure 3.** Analysis of marketing models and consumer behavior

Traditional company management tends to pay more attention to the results, rather than the "process", marketing new economy system management includes the control of the company's management and development process.From planning to implementation and then to summary, the project has been managed and summarized step by step. Only by doing a good job in each part can we get the best operation.At the same time improve a series of work management security system, enhance the marketing platform new economy system management cost management awareness.

At the same time, on the premise of quality assurance, the new economic system management objectives include marketing to help farmers.Live

broadcast with goods in small programs to help consumers promote agricultural products while enriching the variety of goods, and solve the problem of slow sales caused by insufficient brand influence; Also through the advertisement in the TV station, set up the WeChat small program in the process of product growth, picking, packaging and other small video, so that consumers have a better understanding of the product source and other basic information; In addition, according to the management concept of the new economic system, make promotion plans and make annual promotion plans. In particular, fresh and other price sensitive goods promotion, with preferential prices to attract consumers from far and near, to point with the surface to drive sales. Owning an independent brand is also a reflection of the company's strength, and it is necessary for the company to own an independent brand if it wants to become the leading company in the industry. Implementing brand strategy and building brand influence are the key points of influence construction. Independent brand is also one of the important supporting forces of the company<sup>[5, 6]</sup>.

#### *4.3. Introduce automatic sorting equipment to improve efficiency*

The sorting of goods includes the picking, conveying, sorting, mixing and merging of goods. For a warehouse in such a large logistics distribution center, it is impossible to complete such a large-scale sorting work according to quality and quantity only by manual sorting. In order to improve sorting efficiency and accuracy and save labor and working time, automatic sorting equipment should be adopted.



**Figure 4.**large automated sorting equipment.

For example: the application of barcode technology sorting, barcode automatic identification is based on computer technology, photoelectric technology, communication technology for the basis of comprehensive science and technology. It is an important method and means for automatic identification and input of information data. Two different parallel lines of black and white stripes are used to match each other, and the lines are pasted on the packaging surface. The lines are automatically read by scanning code reader, so that the commodity information can be grasped accurately and quickly, and the sorting efficiency can be improved. In the automatic sorting system, the main process of the sorting is that the goods enter the identification area sequentially through the conveying equipment. After the identification, the sorting machine is controlled according to the identification information, and the sorted goods are sent to the designated location. The introduction of this technology has optimized the sorting of goods, alleviated the working pressure of employees to a great extent, reduced the probability of misshipment and missed shipment, and increased the profits of the company.

#### *4.4. Actively develop rural market and ensure quality*

A company to maintain long-term stable development, is to ensure the quality of products. If unqualified products are put into the market, it can get more profits in the short term, but in the long run, it is not feasible. When consumers put forward questions in

terms of quality, the commodities as after-sales department, first of all to analyze problems, responsibility division, analysis of consumers' feedback is true, this allows the company to master the market in the first time for the recognition of the product, in a timely manner according to the customers' willingness to control the market, ensure the quality, make the products better promotion, obtain higher returns. Quality assurance is conducive to the expansion of territory. There are three points to develop the rural market:

The first point is that cooperation with local supply and marketing cooperatives can not only create products with regional characteristics, but also promote local economic development, which will benefit and do no harm to the interests of local residents.

The second point is: under the condition of ensuring normal supply, we should investigate local fruit supply bases and vegetable supply bases, select suitable suppliers and cooperate with each other, so as to provide consumers with high-quality commodities.

Thirdly, the local distribution team can be established by using the local cheap labor force, which can save costs and provide employment opportunities for local residents, and also help to maintain a close relationship with consumers.

With the rapid development of cities, there are a lot of labors in the countryside working in cities. At this time as long as he opened WeChat small program, in the distance he can taste the taste of his hometown at any time. Whether the marketing can maintain the "rapid" momentum of continuous development also has an important impact on the stable and healthy operation of the national economy and the stable development of the financial economy. The foundation of all of these lies in the management effect of the company's new economic system and the talent foundation in the company's construction and development. Rural residential dispersion, small scale, poor transport infrastructure, different types of agricultural products, high logistics costs, low efficiency. To achieve the goal of the country "the last

kilometer", meet people sit at home, to the door to "goods", the construction of rural two-way logistics system, the company needs to build more sites in the country, based on the integration of resources, to build "the unity of" third-rate logistics system, the rural commodity flow, logistics, express delivery flow integration, by combining the "c" logistics cost base cover, and realize the high efficiency low cost of logistics. Only by strengthening the management of the new economic system of marketing itself, can the company stand firm and forge ahead in the flood of The Times and the market, and effectively cope with and solve the risks of different companies.

## **5. Comparison between the business model of "marketing + consumption" and the development of start-up enterprises**

### *5.1. The first stage: the seed stage of the enterprise*

The so-called seed stage of an enterprise is the early stage of entrepreneurship, which means that the enterprise is still in the development stage of technology, management and business model. Entrepreneurs will start to research and develop new ideas and then become new products of the enterprise. However, when a start-up enterprise is in urgent need of capital at the initial stage, it is in great need of capital support from venture capital institutions. "angel investment" is the investment invested by venture capital institutions in the start-up enterprise during this period, so that the start-up enterprise can start a new career. Venture capital institutions should also consider the situation of start-ups and then decide whether to invest, such as whether the entrepreneurs have made a detailed investigation and forecast of the market, and whether the products developed by the enterprises can occupy the market share and the market potential of the products. Alibaba established Taobao.com after receiving the angel fund in the early days of its venture, and launched tradelink communication software that same year. Alibaba received \$82 million in strategic investment the following year.

### *5.2. The second stage: the introduction period of the enterprise*

In this stage, the business model, management model and innovative products of entrepreneurial enterprises gradually take shape and step into the market. In the process of constantly exploring products in the market, entrepreneurs also continuously improve products according to the requirements of consumers. And in the meantime, entrepreneurial enterprises need more venture capital to cope with management, market and technical aspects of risk, venture capitalists will focus on whether the product fit the market and has the potential to take market share, at the same time also will focus on the competitiveness of the enterprises in the market, on this basis to decide whether to invest. Alibaba set up Alipay, a secure transaction service, in 2004 with financial backing from Japan's SoftBank and TDF Ventures. This round of financing promoted Alibaba's development in various aspects and enabled the company to apply for and successfully go public on the Hong Kong Stock Exchange the following year. The huge development prospect of the company is favored by many investors. SoftBank and Alibaba set up a joint venture company in Japan in 2008 to manage Alibaba's business in Japan, which further expands the business of the company.

### *5.3. The third stage: the growth stage of the enterprise*

In this stage, the enterprise focuses on the development of enterprise technology and the expansion of production scale. Compared with the previous two periods, the capital demand of the enterprise is further intensified. In this stage, part of the capital is used to expand the business scale, and the other part is used for the research and development of new technology and the development of production mode, with the common purpose to further occupy the market share. The capital needed in this stage, namely growth capital, has various channels, which not only comes from the profit of enterprises, but also from the financial support of traditional financial institutions. In 2011, Alibaba

Group formally divided Taobao into three independent companies, and in 2012, Alibaba withdrew from the Hong Kong stock market and was formally privatized. It was also because of a series of management decisions made by Alibaba with the support of venture capital that Alibaba gained a firm foothold in the Internet enterprise platform.

### *5.4. The fourth stage: the maturity stage of the enterprise*

At this stage, the enterprise as a whole has gained a certain scale and started to enter the stage of large-scale production. Although the enterprise is in the stage of reducing venture capital, it still needs a large amount of capital. Due to the mature business model and relatively advanced technology of the enterprise, the production and operation of the enterprise in this stage can obtain a large amount of operating income, and has the ability to finance from financial institutions or even go public. Investors began to pull the plug on funding as the profit margins of venture capital plummeted. At this stage, Alibaba continues to develop advanced technologies and develop better strategies to make it invincible in the hotly competitive Internet market. Alibaba has taken deep roots in the Internet market, financed by venture capital, and the original venture capital has begun to exit Alibaba.

## **6. Conclusion**

With the continuous improvement of Internet penetration rate in China, domestic marketing also develops rapidly, and "marketing + consumption" rises rapidly in the marketing industry. At the same time, the new economic system management is gradually applied to the major marketing. Moreover, it plays an important role in the development of marketing in various aspects. Only after the implementation of new economic system management can we find opportunities more accurately, manage companies, and optimize the combination of development and management elements. At the same time, China's current new economic system management in the application of

insufficient, and there are some problems. At the same time, whether the marketing can maintain the "rapid" momentum of continuous development also has an important impact on the stable and healthy operation of the national economy and the stable development of the financial economy. The foundation of all of these lies in the company's new economic system management effect and the talent foundation in the company's construction and development. Only by strengthening the management of the new economic system of marketing itself, can the company stand firm and forge ahead in the flood of The Times and the market, and effectively cope with and solve the risks of different companies.

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