



Exploration of the Reform and Development Ideas of Enterprise Marketing in the Environment of Economic Globalization

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Abstract: With the acceleration of economic globalization, the marketing environment of enterprises has undergone profound changes. This paper aims to discuss the challenges, change trends and the corresponding development ideas of enterprise marketing under the background of economic globalization. By analyzing the opportunities and challenges brought about by globalization, combined with the latest market trends and cases, we put forward the innovation and practice direction of enterprises in the marketing strategy. This paper aims to provide theoretical support and practical guidance for enterprises to cope with the global competition.

Keywords: economic globalization; marketing; change

1. Introduction

Economic globalization refers to the deepening of economic interdependence, interconnection and mutual influence among countries and regions in the world. This trend has not only promoted the global flow of production factors, such as commodities, capital, technology and information, but also profoundly changed the ecological environment of enterprises marketing. In the face of increasingly fierce market competition and diversified consumer needs, enterprises must change the traditional marketing thinking and innovate marketing strategies to adapt to the challenges and opportunities brought by globalization.

2. The challenge of economic globalization to enterprise marketing

2.1 Increased competition in the global market

With the improvement of market openness, enterprises no longer only face the competition in the local market, but need to face the global competition. The entry of multinational companies has intensified the intensity of market competition, requiring enterprises to continuously improve product quality, price, service and other aspects to meet the needs of global consumers. Different countries and regions have differences in cultural background, consumption habits and values, which puts forward higher requirements for the marketing strategy of enterprises. When carrying out transnational marketing, enterprises must have a deep understanding of the cultural characteristics of the target market, avoid cultural conflicts and misunderstandings, and ensure the effective implementation of marketing strategies.

2.2 Personalization and diversification of consumer needs

In the background of globalization, consumer demand presents a trend of personalization and diversification. Consumers are no longer satisfied with standardized products and services, but pursue more personalized and customized consumer experience. This requires enterprises to pay more attention to the differentiation and personalization of consumer needs in the process of product development, design and promotion.

3. The change trend of enterprise marketing under the economic globalization

3.1 The rise of digital marketing

With the popularity of the Internet and mobile Internet, digital marketing has become an important means of enterprise marketing. Social media, search engine optimization, email marketing and other means have become important tools for enterprises to carry out international marketing. Digital marketing can not only improve marketing efficiency, but also accurately locate target consumer groups through big data analysis to improve marketing effect. With the shortage of global resources and the increasingly serious environmental pollution, green marketing and sustainable development have become the new trend of enterprise marketing. Enterprises need to pay attention to the environmental friendliness of products and

services, actively participate in social responsibility activities, and establish a good image of enterprises. Green marketing can not only meet consumers needs for environmental protection and sustainable development, but also win more consumers trust and support for enterprises.

3.2 Customized marketing and personalized service

Under the background of increasingly personalized and diversified consumer demand, customized marketing and personalized service have become an important direction of enterprise marketing. Enterprises can understand the needs and preferences of consumers through data analysis, and provide customized products and services to meet the personalized needs of consumers. This marketing method can not only improve consumer satisfaction and loyalty, but also create more market opportunities for enterprises.

4. Development ideas of enterprise marketing

4.1 Change the way of thinking and establish a global perspective

Faced with the challenges and opportunities of economic globalization, enterprises need to change their way of thinking from the traditional local perspective to the global perspective. Enterprises need to look at the global market, understand the dynamics and trends of the global market, and develop forward-looking marketing strategies. At the same time, enterprises also need to pay attention to the cultural differences, consumer needs and market trends of different countries and regions, and develop targeted marketing strategies.

4.2 Pay attention to brand building and reputation management

Brand is one of the core elements of enterprise market competitiveness. In the context of economic globalization, enterprises need to pay more attention to brand building and reputation management. Through advertising, public relations, promotion and other means to strengthen the market promotion, improve brand awareness and reputation. At the same time, enterprises also need to pay attention to the feedback and opinions of consumers, constantly improve the quality of products and services, and enhance the brand image and reputation.

4.3 Strengthen supply chain management and channel construction

Supply chain management and channel building are crucial in international marketing. Enterprises need to choose the appropriate sales channels and logistics methods to ensure the quality of products and the stability of supply. At the same time, enterprises also need to strengthen supply chain management, improve the transparency and synergistic efficiency of supply chain, and reduce costs and risks. By strengthening supply chain management and channel construction, enterprises can better cope with the challenges and opportunities brought about by globalization.

5. Case analysis — Alibabas globalization strategy

As a leading e-commerce platform in China, Alibaba has successfully expanded the international market through its globalization strategy. Alibaba takes advantage of its technological advantages and market influence to help Chinese companies go global through cross-border e-commerce platforms. As a global cross-border e-commerce platform in the core business field, Alibaba provides opportunities for global SMEs to reach the global market through its cross-border e-commerce platforms, such as AliExpress and Alibaba B2B International Station. These platforms serve more than 47 million small and medium-sized enterprises in more than 190 countries and regions worldwide, helping them to effectively connect their brands to the market. Data show that through platforms such as AliExpress and Alibaba B2B International Station, small and medium-sized enterprises can reach more than 300 million active consumers around the world. Retail and wholesale business, Alibaba not only owns retail platforms such as Taobao and Tmall in the Chinese market, but also lays out cross-border retail and wholesale business worldwide. These businesses have contributed significant revenue to Alibaba and driven the deep implementation of its globalization strategy.

With the globalization of logistics and payment system, Alibaba provides one-stop logistics services and supply chain management solutions covering both domestic and international countries through the establishment of Cainiao network. The layout of Cainiao network in the global logistics field has provided an important support and guarantee for Alibabas globalization strategy. Cainiao is committed to building a world-leading smart logistics network, and has a solid layout in domestic and international logistics. In fiscal year 2023, the average volume of cross-border and international parcels exceeded 4 million per day. Alibabas Alipay business not only occupies an important position in China, but also expands its payment services worldwide. While Alipay may not be as global as it is in e-commerce, it is still an integral part of Alibabas globalization strategy.

Technological innovation and global technological innovation of digital economy, Alibaba has been increasing investment in research and development to promote business model and technological innovation. Alibaba has made remarkable achievements in advanced technologies such as artificial intelligence, cloud computing and big data, and has applied these technologies to various business areas. For example, it provides intelligent customer service through the artificial intelligence assistant "Ali Xiaomi", and provides efficient and stable cloud computing services for enterprises through cloud computing technology. As a cloud computing service provider under Alibaba, Aliyun is also actively expanding the market in the global scope to provide support for the digital transformation of enterprises. Alibaba is committed to building a more open, inclusive and sustainable digital economy ecosystem. Through technological innovation and service upgrading, Alibaba promotes small and medium-sized enterprises to share the dividends of trade globalization, help them overcome regional, language and cultural obstacles, and achieve more efficient and convenient international trade.

6. Conclusions

Economic globalization has brought unprecedented challenges and opportunities to enterprise marketing. In the face of these challenges and opportunities, enterprises need to change their thinking style, strengthen cross-cultural communication skills, pay attention to brand building and reputation management, innovate marketing strategies and means, and strengthen supply chain management and channel building. Through the implementation of these measures, enterprises can remain competitive and achieve sustainable development in the global market. In the future, with the continuous progress of science and technology and the in-depth development of globalization, enterprise marketing will present a more diversified and personalized characteristics. Enterprises need to pay close attention to the market changes and the changing trends of consumer demand, and constantly adjust and optimize their own marketing strategies to adapt to the new market environment and development requirements.

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