

Blind Spots and Optimization of Marketing Strategies for Household Appliance Enterprises

Sixiang Shi*

Sichuan Vocational and Technical College

33710422@qq.com

*corresponding author

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Abstract: In recent years, with the development and application of Internet technologies, online marketing of household appliances has gradually become one of the important marketing channels. Especially with the in-depth promotion of product, technology and channel innovation, online marketing of household appliances has shown Great vitality and vitality. With the traditional marketing channels becoming stable, it is foreseeable that online marketing will become the main battlefield for various home appliance companies competing for development and fierce competition. As Internet marketing is a new thing that has only emerged in recent years, there are not many precedents in its development process. Therefore, how to formulate long-term development strategies and marketing strategies, make good use of the advantages of this channel, and occupy more The market share has become an important issue for household appliances companies to study and solve urgently. This article mainly studies the blind spots and optimization schemes of marketing strategies for household appliances companies. This paper explores the blind spots of the marketing strategy of household appliances companies. Based on this, a household appliance company is used as an example to systematically study its successful experience and defects in online marketing. The survey in this article found that only 12.2% of the companies believed that online marketing was important and must be launched, and most ignored the importance of online marketing. Based on this, the article finally proposes an optimization plan for the marketing strategy of household appliances in the network environment from the aspects of brand strategy and pricing strategy.

1. Introduction

Since the 1990s, Internet technology has gained widespread popularity, but as a marketing channel, it is still something new in recent years. As a new marketing model, it has the advantages of low marketing cost, wide publicity, and two-way interaction. Once generated, it has been recognized by enterprises and consumers, and has shown rapid development in a short period of time. It can be foreseen that Internet marketing will become the most influential and competitive marketing channel in the future.

At present, Internet marketing has gone beyond the scope of marketing alone. It is more like a concept and culture that profoundly affects the operation of enterprises, consumer behavior of customers, and people's lives [1]. At present, various industries and enterprises are "rushing to the beach" for online marketing, and using it as a window for selling products, and home appliance companies are naturally no exception [2]. The development of China's household electrical appliances has experienced a development process from scratch, from singleness to pluralism, from simplicity to intelligence, from introduction to autonomy. The domestic appliance market has shifted from domestic to global, and has developed from cities to towns. Global independent brands have a certain market share in the global market [3-4]. With the continuous change of the marketing environment and the development of e-commerce and online marketing, new marketing models have continued to appear, and have greatly impacted the traditional marketing model [5-6]. The

household appliance chain giant has created a chain circulation profit model of "low-price sales-increasing sales scale-getting more rebates and channel fees", and has promoted the rapid expansion of China's household appliance distribution channels. With the expansion, the contradictions and conflicts with the traditional chain marketing channels have become increasingly apparent, and they have begun to compete positively, compete for customers, and fight price wars. China's household appliance marketing channels have shown a coexisting state of multiple competitive patterns [7-8].

Although China's household electrical appliance companies have discovered the development potential of online marketing and started to pay attention to or practice this new model, there are still many problems to be solved due to the lack of relevant operating experience [9]. Therefore, the research significance of this article can be understood from both theoretical and practical aspects [10]. The first is to further deepen the understanding of the principles and operation nature of online marketing, as well as the connections and differences between online marketing and traditional marketing, and to better understand the current status and problems of online marketing for home appliance companies in China; Products, product prices, sales channels, promotion methods, service methods, etc. in the network environment, put forward countermeasures and suggestions to enhance the effectiveness of network marketing, so as to provide countermeasures and suggestions for enterprises to carry out network marketing [11-12].

2.Method

2.1 Internet Marketing

At present, there are different opinions on the concept of Internet marketing in academia. This article adopts a more authoritative statement, and believes that it is a marketing activity that uses a network platform to achieve sales goals. Specifically, there are broad and narrow senses depending on the method. The former refers to all marketing-related activities carried out by merchants using the Internet as a platform; the latter refers specifically to a series of promotional and sales activities conducted by merchants on products or services based on the Internet platform to satisfy exchanges with customers. The whole process of conception, exchange of products, and provision of services. Therefore, it can be seen from this concept that online marketing in the narrow sense is only limited to "means", which is a specific method adopted by enterprises to achieve their own marketing strategies and business goals.

The basis of modern marketing is market research and forecasting. The key to the success of marketing is market positioning. Because production is affected by concepts and backward business methods, the company does not pay much attention to market research and forecasting, which leads to deviations in product design and positioning of the company. After some products were put on the market, market segmentation, market goals, and market demand were not found at the beginning. Careful consideration, resulting in the poor sales of some products, or the customer did not reach the effect of advertising after purchase, new product development failed. Sometimes in order to save costs, even copying the design of other peers, the product can not be differentiated, and effective marketing cannot be carried out.

2.2 Research Methods

The research in this article follows the principle of combining theory with practice, and comprehensively uses a variety of methods such as literature research, survey research, comparative analysis, and case analysis to ensure rigorous, thorough, and scientific research. Specifically, there are four main types.

The first is the literature research method. Through extensive reading of books on household appliance companies and Internet marketing, a large number of related papers and reports have been collected in libraries such as China HowNet and Wanfang Database, in an attempt to grasp theoretically and comprehensively.

The second is the investigation and research method. Adopted the field survey method,

conducted in-depth research on several household electrical appliance companies, conducted discussions with leaders of their product sales departments and front-line employees, and extensively collected first-hand information about Internet marketing of household electrical appliance companies.

The third is empirical research. While qualitative analysis is performed in the article, a large amount of data is also listed, in order to use this to give a more vivid and convincing explanation, thereby achieving the organic unity of qualitative and quantitative.

The fourth is the case analysis method. Based on a systematic explanation of marketing and internet marketing related concepts and theories, an electrical appliance is taken as an example to detail its products, prices, channels, promotion strategies and existing problems in Internet marketing. At present, the reasons for inefficiency in the online marketing of home appliance companies, and based on this, put forward countermeasures and suggestions to enhance the effectiveness of online marketing, and make good preparations.

3.Experiment

From the initial color TV and military production to the diversification of information electronics, a household appliance company has occupied a large market share in integrated fields such as military industry, electronics production, and research and development of core devices. The company is strong, but it also has to face a series of problems such as industrial transformation, marketing upgrade, and brand remodeling.

The marketing methods of home appliance companies are relatively backward, and they still adopt a more traditional marketing model. That is, the headquarters as the brain center hub to formulate the national marketing plan, and local branches to implement. There is a big question, whether the marketing strategy of the central hub is suitable for the needs of various local markets. To give a simple example: When the 11th Golden Week of the year is running, the central hub will issue market operation strategies to local branches, focusing on outdoor advertising in the secondary market, but it turns out that in many coastal areas In cities, more new media operation methods may be more suitable for the needs of the market. "Internet +" and Internet marketing have become the darlings of the times.

This article uses the PEST analysis tool to comprehensively evaluate the political, economic, social, and technological environment of a home appliance company, which is conducive to a systematic and comprehensive analysis of the external facing the home appliance company. Risks and advantages help to plan the company's own development and marketing strategies.

4. Discuss

4.1 Analysis of Household Appliance Companies' Not Paying Attention to Internet Marketing and Awareness

Some household electrical appliance companies think that online marketing is not necessary for the company to carry out marketing activities, and most of them know a little about online marketing, but do not know how to carry out it effectively. As shown in Table 1 and Figure 1, only 12.2% of the companies believe that online marketing is important, and 21.93% do not need to do online marketing. They know a little, but do not know how to do it account for 63.57%. It can be seen that in the process of how to implement network marketing, quite a few household appliance companies do not know how to carry out network marketing activities on the surface. They do not pay attention to the essence, or do not understand the importance of network marketing activities to enterprises. Some companies think that online marketing is to build some corporate websites to promote the company, or that online marketing is to open an online store. From the actual interviews, most companies have established their own websites, but these websites do not have outstanding functions, they do not solve the actual problems, they just set them up.

Table 1. Survey questionnaire statistics

Survey item	Number of questionnaires	The proportion
Must launch internet marketing	33	12.27%
No need for internet marketing	59	21.93%
A little understanding, but I don't know how	171	63.57%
Never thought about launching online marketing	6	2.23%

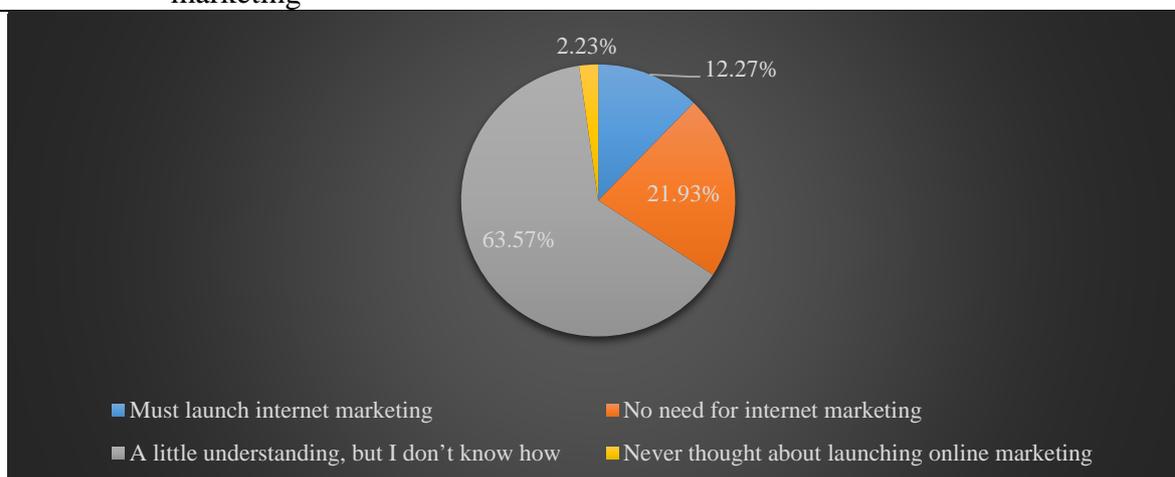


Figure 1. Questionnaire statistics

Some home appliance companies have a late start, slow development, lack of funds, and low product technology, and some are still in the period of primitive capital accumulation. The question of survival is a top priority for many home appliance companies. The general situation of the surveyed household electrical appliance companies is that the enterprise's net assets are small, 85.9% of the enterprises have net assets of less than 40 million yuan, annual net profit of less than 3 million yuan, low main business income, and very low profit levels after taxes. Some mainly rely on tax rebates to maintain their survival. In this case, enterprises have low anti-risk capabilities, poor creditworthiness, fewer mortgageable assets, and make financing very difficult. Insufficient funds have caused enterprises to invest seriously in online marketing. During the visit, I learned that 77.7% of corporate websites are not staffed by full-time personnel, and the website content is not updated in a timely manner. We believe that the corporate website is not only a close link between the company and its customers, but also an emotional point of contact between the company and its old customers. It not only promotes the continued consumption of old customers, but also becomes an important window for companies to develop new markets and expand new customers.

4.2 Proposals for Optimization

(1) Segmentation of the target market

Relatively speaking, consumers of household appliances have a stronger brand awareness, they tend to be more enthusiastic about a certain brand, even if the price is not dominant, it does not matter. This is mostly affected by customer experience, preferences, cultural psychology and other factors. Therefore, the management of household appliance brands must begin with the analysis of consumer customer groups. Network marketing has not only changed the sales model between enterprises and customers, but also changed the competition mode between enterprises. Therefore, enterprises should focus on satisfying the diverse needs of consumers instead of exhausting them. Try to beat your competitors.

(2) Online direct marketing

Online direct selling is the most commonly used method for home appliance companies. This is equivalent to a virtual electronic mall where companies and customers can communicate, order, sign orders, pay, distribute and provide after-sales services. Currently, there are mainly mainstream direct online marketing methods. : Household appliances companies establish their own

independent sites on the Internet, apply for domain names, create homepages and sales webpages, and network administrators specialize in handling sales of related products.

(3) Network low price strategy

Selling products or services over the Internet has a cost advantage over using traditional sales channels, so in general, online sales prices are lower than prices in physical stores. Furthermore, almost all information about online household appliances is publicly available, so how to set a price plays a key role.

5. Conclusion

Household appliance companies should not only have excellent product quality and technological innovation, but also be very familiar with the development trend of grid marketing technology. They should always pay attention to the age, education, work, mind, and other characteristics of the customer base, as well as changing needs as a contact. Consumers, and use "big data" to screen consumers. Secondly, home appliance companies need to select the products and value-added services that they are working hard to do and can provide the most efficient way to target customers based on their own corporate culture and target market positioning through network service research and promotion. Group, formulate corresponding product strategies, so as to ultimately win customer satisfaction with the brand.

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