

# Research on the Marketing Strategy of Enterprises Based on the Change of Marketing Environment

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**Abstract.** The existence and development of the enterprise can not be separated from the market environment, and the marketing environment is an important factor for the enterprise to formulate marketing strategies and carry out the marketing activities. The impact of market environment on enterprises is mainly reflected in the two aspects of providing market opportunities or causing environmental threats. How to excavate and grasp the market opportunity, and avoid the threat of environment to the enterprise is the focus of the enterprise and the marketing. Based on the analysis of the relationship between market environment, environmental characteristics and environment and business marketing activities, this paper puts forward corresponding marketing strategies for Chinese enterprises in view of changing marketing environment.

Market environment is the uncontrollable or uncontrollable factors and forces that exist outside the marketing system of enterprises. These factors and forces are the external conditions that influence the marketing activities and goals of enterprises. [1] as a social and economic organization, an enterprise is an important part of the society. Its survival and development cannot be separated from the market environment. It always carries out operation, management and marketing activities under certain market conditions. At the same time, has the characteristics of development and changes in the environment, so the operation, management and marketing activities of enterprises to adapt to the environment, as marketers should pay attention to the environment influence on marketing activities.

There are two main categories of market environment that enterprises face, namely, macro marketing environment and micro marketing environment. The macro marketing environment is the sum of all kinds of social forces that influence the marketing activities of the state and society, such as demographic environment, economic environment, natural environment, political and legal environment, technological environment and social and cultural environment. The macro environment is not controllable environment for enterprises, has indirect effect on the marketing activities of enterprises, enterprises should actively adapt to the macro environment. The micro marketing environment is closely related to enterprises, and can affect all kinds of factors, including internal, suppliers, customers, competitors and all kinds of public. These factors are closely related to the enterprise, and the impact on the enterprise is directly affected, so the marketers pay attention to these factors.

## The Characteristics of the Marketing Environment

**Objectivity.** Objectivity is an important feature of the enterprise marketing environment. The objectivity of market environment is that the marketing environment, such as population statistics environment, natural environment, policy and regulation environment, is mandatory and uncontrollable. It is not transferred by the will of managers and marketers. Two is that the production and sales of enterprises can not exist in isolation, can not be divorced from its market environment, so the market environment in the development of enterprises is an objective existence.

**Changeability.** All elements in the macro environment or micro environment are in the process of development and change, and have the characteristics of variability, and form a dynamic system of enterprise marketing environment. They will change with the development of society, economy

and science and technology, and it will change with the difference of time and space. The enterprise marketing activities should be based on the dynamic changes of market environment and then to adjust the marketing strategy or amendment, grasp is conducive to the development of enterprise market opportunities.

**Difference.** The difference in the marketing environment is mainly due to the differences in the region, the system, the industry, and so on, because the enterprise is located or the geographical environment is different. For example, the environment of the same business in different regions is different; for example, different enterprises in the same area, because of the difference of target consumer groups, will also lead to environmental differences. The performance of environment directly affects the choice and formulation of enterprise strategy. Therefore, enterprises should make corresponding marketing strategies according to their differences.

**Complexity.** The complexity of the marketing environment is also called relevance. The complexity of the marketing environment (relevance) refers to the "relevance of the internal impact of environmental factors." [2] All elements of marketing environment form an integrated system. No matter which factor changes, it will inevitably drive other factors to change. They are mutually influenced and restricted in business marketing, so marketing environment is a whole concept. If a region's economic development level is improved, the implementation of relevant systems will change its social purchasing power, thereby affecting the income and consumption ability of consumers. Therefore, the marketers should attach importance to the relationship and change of many factors in the marketing environment so as to grasp the formation of the new marketing environment in time.

**Uncontrollability.** The composition and changes of the marketing environment are both complex and related, and the changes in the marketing environment are also influenced by many factors. Compared with the enterprise and its managers, the marketing environment is not controlled by the subjective will of the enterprise or enterprise manager. Such as the population growth and population density distribution in a certain region, the stage of economic development, social and cultural customs, and so on, enterprises should learn to adapt to the environment and influence the environment.

**Finiteness.** The marketing environment is also limited. The marketing environment that enterprises face should be in a certain period of time and space. Enterprises in the research and marketing activities carried out in the marketing environment should pay attention to the timeliness and space and make the research in order to effectively guide the decision-making results management, the implementation process can be according to local conditions.

## Marketing Environ Ment and Marketing Activities

To make marketing plan and carry out marketing activities, enterprises must study the marketing environment of enterprises comprehensively and conscientiously, and the continuous change of marketing environment will have an impact on marketing activities.

**Marketing Activities can not be Separated from the Marketing Environment.** As a social economic organization, developing marketing activities is an important part of an enterprise. It plays an important role in improving sales volume and image shaping. To carry out marketing activities, we must face various environmental conditions and factors, which cannot be divorced from marketing environment, and will also be influenced and restricted by many environmental factors such as macro environment and micro environment. The enterprise in order to take time for the change of the marketing environment, we must in-depth research on the market environment, to predict the development trend of the market demand and market, make full preparations, all kinds of challenges in order to better meet the market status and market environment changes.

**Marketing Environment is the Basis and Premise of Enterprise Marketing Activities.** The formulation and implementation of enterprise marketing strategy is not without any basis, but on the contrary, it needs full, reliable and reliable market environment data and conclusions to guide and practice. On the one hand, the marketing environment will change with the development of society, market and economy. Enterprise's marketing activities always depend on its marketing environment

to carry out normally, such as the excavation of market opportunities and the avoidance and reduction of environmental threats. Two is that any scale of enterprise marketing activities need the necessary resource conditions, and these resources must be obtained in the conditions and scope of marketing environment licensing. Such as the demand of the market, the consumer's consumption, the basic needs of the user and so on. Therefore, the marketing activities should be based on the marketing environment and precondition, make the activities adapt to the change of the environment, and seize the market opportunities with good prospects.

**Enterprises Actively Adapt to the Marketing Environment.** Although marketing environment is characterized by diversity, complexity and uncontrollability, it doesn't mean that business and marketing activities can only passively accept the change and impact of marketing environment. To achieve the best effect of marketing activities, marketers should take a positive and active attitude to face the environment and change, so that they can adapt to the marketing environment actively and exert the most beneficial and beneficial influence of environment on marketing activities.

### Marketing Strategy under the Change of Marketing Environment

There are many factors in the marketing environment, but the impact on the marketing activities is mainly through the provision of market opportunities and the formation of environmental threats. Market opportunity refers to the "attractive area of business operation, and the possibility of bringing good opportunities and profit to the marketing activities of the enterprise". [3] market opportunities mainly analyze the potential market attraction and the size of the possibility of success. Environmental threats are factors that are not conducive to the marketing activities of enterprises and the development of enterprises. These factors threaten the development and market status of enterprises in different degrees. The impact of environmental threats on enterprises will vary with time, space, and so on. The main analysis of environmental threats is the size of influence and the probability of occurrence. Under the changing marketing environment, enterprises should take different measures in view of different marketing opportunities and threats to the environment, such as ideal business, adventure business, mature business and difficult business.

**Development Strategy.** The development strategy is mainly aimed at the ideal business of the enterprise. The ideal business of an enterprise is favorable, and there are many market opportunities, great potential attraction and great possibility of success. However, the level of environmental threat is low, and its influence degree and probability of occurrence are all small. So for the ideal business, enterprises should understand the rare opportunity, transient, be good at discovering, mining and capture market opportunities to seize development opportunities, make necessary investments and publicity for the purpose and plan, develop, and timely and effectively put into action, to avoid the time delay, thus causing losses to the enterprise.

**Development Strategy.** The development strategy is mainly aimed at the venture business of the enterprise. The so-called risky business refers to the attractiveness of the business market potential is high, the possibility of the success of the enterprise is relatively large, is extremely favorable opportunities for market development, but the impact of environmental threats, but also threaten the probability of the corresponding characteristics of high, making the environment threat level rising. Faced with the high risks caused by favorable market opportunities and high environmental risks, enterprises should take a more cautious attitude and not blindly invest and follow up. We should conduct a comprehensive and systematic investigation into the business, analyze its strengths and weaknesses, identify its shortcomings, identify market opportunities, and strive to avoid and reduce the threat from the environment, create favorable conditions and seek new development.

**Maintenance Strategy.** The maintenance strategy is mainly aimed at the mature business of the enterprise. Mature business is highly recognized in the market, business is basically mature, and market opportunities and environmental threats are relatively low, which is saturated in market demand. For mature businesses, the market development space is not very extensible, so it can be identified as the routine business of enterprises, investment and publicity is moderate, and it should not be too large to maintain its current state by adopting maintenance strategy.

**Abandonment Strategy.** The abandonment strategy is mainly aimed at the difficult business of

the enterprise. The characteristic of the difficult business is that the market opportunity is low, and the adverse impact of the environment on it is high, and the damage is great. Because difficult business is not conducive to the development of many environmental factors and great influence, enterprises must first try to change the current state of the business, so that they can develop in a good direction and help them out of difficulties. But if the current difficult state cannot change, managers and marketers should act decisively, the business of the harvest, to recover the cost, to achieve short-term benefits after the choice to give up, the limited resources to invest in better development business.

## Conclusion

With the development of social economy, the market environment that enterprises are facing is also developing and changing. The enterprise wants to survive in the increasingly fierce market competition environment and the development, must pay attention to including the macro environment and micro environment, market environment, to analyze and study the market environment, to grasp the dynamic changes of the environment and influence, actively create a good market environment, avoid and eliminate threats caused by environment in time, formulate effective marketing strategies to achieve the goal of marketing.

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