The Transformation of International Marketing Strategy under the Background of Big Data

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Abstract: The emergence of big data has brought many opportunities to all walks of life, but it also faces enormous challenges. In order to improve the competitive power of international trade, companies need to actively respond to the development trend of large data, the advantage of the characteristics of big data, raising the level of competition in international trade, improve the international marketing strategy, promote the all-round development of international trade and industry. With the technical support of big data, we can dig deep into data information, gain insight into consumers' buying behavior, and inject innovative power into the marketing of enterprises. Combining big data technology with a marketing strategy can also help enterprise marketers to adapt to the market development trend, collect data, analyze data, reduce risks, and enhance the quality of enterprise development. The advent of big data has brought about significant changes in the field of international marketing, forcing companies to adapt their marketing strategies to suit the new realities. This paper examines the challenges faced by international trade in the era of big data and explores how companies can transform their international marketing strategies to take advantage of the opportunities presented by this new technology. The paper concludes that companies that are able to harness the power of big data will be better positioned to compete in the global marketplace.

Keywords: big data, international trade, international marketing, international marketing strategy

1. Introduction

In recent years, big data has become a major force driving changes in various industries, including international marketing. With the increasing availability of data and advanced analysis tools, the company now can analyze large amounts of data, with a thorough understanding of consumer behavior, market trends, and other important factors affecting its marketing strategy. The use of big data in international marketing has significant implications for companies operating in the global marketplace [1]. By leveraging data-driven insights, companies can better understand customer needs, preferences, and behavior in different parts of the world, and develop marketing strategies that are more effective and efficient.

The paper will explore how the use of big data is transforming international marketing strategies, and how companies can leverage data-driven insights to improve their global marketing efforts. This paper mainly uses the method of literature review to analyze the existing research, academic journals, books, and other publications related to the use of big data in international marketing. The literature

review will provide knowledge of the subject of a comprehensive overview of the current state, including the field of the latest trends, challenges, and opportunities.

This paper mainly studies the reform of international marketing strategy under the background of big data. The paper will examine the current state of knowledge on this topic and identify the latest trends, challenges, and opportunities in the field. The paper will also provide practical insights and recommendations for companies looking to leverage big data in their global marketing efforts. This article will contribute to the field of international marketing. By exploring the use of big data in international marketing, the paper will provide valuable insights and recommendations for companies looking to improve their global marketing strategies. The paper will also contribute to the academic literature on this topic by synthesizing existing research studies and identifying key research gaps that need to be addressed in future studies. Overall, this paper has the potential to inform and guide both academic research and the practical application of big data in international marketing.

2.   Development Status of International Marketing

The development of international marketing can be traced back to the beginning of the 20th century when the company began to explore the opportunity to sell their products in foreign markets [1]. Initially, international marketing was focused on exporting products to other countries, but with the advent of globalization, companies began to expand their operations to other countries through foreign direct investment, joint ventures, and licensing agreements [2].

Today, international marketing has become a critical component of the global business environment, with companies of all sizes and industries competing in the global marketplace [3]. International marketing growth can be attributed to several factors, including the progress of communication and transportation technology, the liberalization of trade policy, and the strengthening of global economic integration.[3]

One of the key trends in international marketing in recent years has been the shift toward a more customer-centric approach [4]. Companies are increasingly focusing on understanding customer needs and preferences in different parts of the world and developing marketing strategies that are tailored to the local market. This led to the development of a series of marketing strategies, such as global marketing, international marketing, and international marketing [5].

Another important trend in international marketing is more and more use of digital technology, such as social media marketing, search engine optimization, and mobile [4]. Digital technologies have enabled companies to reach customers in different parts of the world more easily and effectively, and have also provided new opportunities for customer engagement and brand building.

However, despite the many opportunities offered by international marketing, there are also significant challenges that companies face [5]. These challenges include cultural differences, legal and regulatory differences, logistical challenges, and political instability. In order to succeed in the global market, companies need to develop effective strategies to deal with these challenges.

Overall, the development of international marketing push by a series of factors, including technical progress, global trade policy changes, and the growing integration of the global economy [1]. While there are many opportunities in international marketing, companies need to be aware of the challenges and formulate effective strategies to manage them so that they can succeed in the global market [6].

3.   Challenges Faced by International Trade in the Era of Big Data

With the support of big data technology, data has been widely used in various industries, including health, education, military and other fields. Especially in international trade activities, big data technology can play a higher role. The growth of data marks the arrival of productivity growth and the surplus of consumers. Under the background of social development, people's awareness level is

also constantly improving, which can give full play to the important role of data in enterprise development [7]. Big data can liberate people's ideas and people can also learn from data research. In the context of big data, the amount of data is very large, so it is necessary to thoroughly clean the chaotic and complicated data to ensure that the data is clear and effectively grasps the internal causal relationship between things. With the support of big data technology, the advantages among trading entities can be rapidly expanded, and data as the carrier of information is also an important driving force for improving the efficiency of enterprises. From the analysis of the relationship between international competition, big data technology brings new development opportunities for the enterprise, can improve the comprehensive competitiveness of enterprises, and provide important support for the comprehensive development of international economics and trade. [8].

In the past, the main contents of international trade included service trade, commodity trade, etc. People also paid more attention to the information exchange between trade subjects, did not deeply realize the important role of information exchange and commodity service, and even generally merged international trade with service commodities and traded commodities. The era of big data can reverse this situation, which can not only provide information about the international trade industry but also provide an important reference for the development of enterprises [9]. It can also quickly process information such as information trade, market positioning, and consumer behavior, and help enterprises to gain a foothold in the fierce market competition by using this information.

With the support of information technology, the form and content of international trade have changed significantly. The main reason is the application of big data technology to the logistics industry, manufacturing industry, and sales industry. Before commodity sales, many countries sell semi-finished products like other countries and export these products to other countries to realize value-added. In the context of economic globalization, companies need to actively promote the application of the big data technology quality, develop brand-new development models, and use more efficient steps to enhance the all-around development of the logistics industry. Only by grasping the trend of data development can we accurately judge the causal relationship of things and make big data technology improve the development quality of enterprises.

4.   The Transformation of International Marketing Strategy in the Data Age

To address these challenges, companies need to transform their international marketing strategies to take advantage of the opportunities presented by big data. This needs to be shifted from traditional marketing methods to data-driven marketing, it involves using data analysis and other tools to have a thorough understanding of customer behavior and preferences.

Use big data precise marketing to predict and analyze user needs:

Data-driven one of the key elements of the marketing strategy is to use forecast analysis, which involves the use of the statistical algorithm and machine learning techniques to analyze large data sets and identify patterns and trends. This can help us better understand their target audience, and make more effective marketing campaigns [10].

With the support of big data technology, we must actively judge the actual needs of consumers, adjust the products of enterprises and enhance the overall quality of marketing. The application of big data technology can help enterprises to fully grasp the actual needs of users and truly take everything as the center.

Supported by big data technology, accurately push marketing information. Marketing for consumers is the most direct marketing model, but it's hard to do a precise marketing strategy, appeared a lot of junk marketing, bothers people. With the support of big data technology, can detailed accurate analysis of the user data characteristics, make advertising precise, and improve the overall effect of data information transmission.

Using big data to analyze user characteristics to meet customer's personalized customization needs:

Data-driven another important element of marketing strategy is to use of personalized marketing, which involves individual customers' past behavior and preferences for their customized marketing and product information. This helps to improve customer engagement and loyalty and increase sales and revenue.

Using big data technology to comprehensively analyze potential user information before product production can make product formulation meet the needs of consumers and improve product sales efficiency. For example, before product marketing, online interactive media can be used to investigate users and marketing activities can be organically combined with consumers, making the marketing effect more targeted.

In the new era, to ensure the rapid development of international marketing, many international markets have stepped up their market segmentation [11]. According to different countries, regions, and cities, such as climate, terrain conditions, according to consumer's gender, age, occupation, income, education level, family, family type, race, and social class, making an international marketing strategy, and meeting the needs of consumers.

Enterprises in the international market also can according to their own business ideas, production technology, and marketing strength determine their service object. It can also make an in-depth analysis of the satisfaction degree of market purchasing power and competition, actively explore opportunities that are conducive to market development, ensure enterprises are put into production in time, improve the technical level of enterprise products, and ensure the overall development of enterprises [12].　In international marketing, we can also concentrate manpower, material resources, and financial resources, choose the target market that suits us, gain the advantage of active competition, and improve the economic benefits of the enterprise itself. Produce marketable goods to meet the needs of target customers, which can also effectively reduce the sales costs of enterprises in the international market and comprehensively improve the economic benefits of enterprises.

To provide valuable users with personalized service, one needs to formulate the corresponding marketing strategy, big data technology allows users to have data that is truthful and accurate. From the user on the social media content or interact with others, can accurately determine the user's consumption patterns, and use of potential data information to help enterprise screening target users.

5.　Conclusion

All in all, under the background of big data international marketing strategic transformation is the companies operating in the global market is an important issue. Through the use of the power of big data, companies can gain valuable insight into customer behavior and preferences, this can help them to develop more effective marketing strategies, and compete more effectively in the international market. However, companies must also be aware of the challenges presented by big data, such as data privacy and security concerns, and adapt their strategies accordingly. Overall, companies that can successfully navigate the challenges and opportunities presented by big data will be better positioned to succeed in the global marketplace.

Although using big data for international marketing strategy has potential advantages, there are still some limitations and challenges to be solved. On the one hand, consumer data collection, storage, and use involve privacy and ethical issues. Consumers may feel uneasy about sharing their personal information with companies, especially if they are not sure how their data will be used. Therefore, companies must build trust with customers and ensure their data is used responsibly and ethically. On the other hand, there are technical challenges related to the collection, processing, and analysis of big data. Companies need to invest in appropriate technology and infrastructure to effectively manage and analyze large amounts of data. They also need skilled people who can understand data and turn it into actionable insights.

Furthermore, the research could investigate the role of artificial intelligence and machine learning in international marketing strategy. These technologies have the potential to improve the accuracy and speed of data analysis and to provide more personalized and targeted marketing messages to consumers.

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