Research on Marketing Strategies of Food Companies in the Era of Big Data

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Abstract: With the continuous development of economy and technology, people's living standard is also improving, food safety has always been a topic of concern for consumers, and the market environment of food enterprises in the context of big data era has undergone great changes. This paper studies and analyzes the marketing strategies of food enterprises in the era of big data. Firstly, the importance of food enterprise marketing in the era of big data is explained. Secondly, by analyzing the impact and points of food enterprise marketing in the era of big data. Finally, the current development status of big data is combined with targeted rationalization suggestions, hoping to provide reference and practical guidance for domestic food enterprises in the future healthy development.

Keywords: Big Ata Era; Food Companies; Marketing; Strategy Research

1. Introduction

In the context of the big data era, food safety has become a hot topic of concern, some well-known enterprises at home and abroad have started to use big data for marketing strategy research. As a result, more and more businesses are realizing the huge impact and value added of the Internet on traditional industries. The domestic food industry is also actively applying this wave of the big data era to create a business model more suitable for the development and needs of the industry, so as to be invincible in the fierce competition.

In the context of the big data era, the importance of marketing strategy research in food enterprises is self-evident. However, there is no systematic and complete theoretical elaboration on this issue in China. Foreign scholars have already conducted in-depth analysis on this aspect, while China's research on the food industry started late, although the development speed is relatively fast, there are also some shortcomings and loopholes to be improved and improved. Undeniably, in the background of the era of big data, the traditional enterprise marketing methods and concepts have been greatly impacted, which can no longer meet the development of enterprises and consumer needs, so it is important to study the marketing strategies of food enterprises in the era of big data [1].

2.The Importance of Marketing for Food Companies in the Era of Big Data

With the advent of the era of big data, food companies are facing unprecedented opportunities and challenges, and in this case need to constantly improve themselves. Marketing is a complete process, on the one hand, through the analysis of consumer buying behavior, consumer psychology and other factors, to find its existing problems and put forward corresponding solutions and suggestions for these shortcomings, which has a vital role in improving the quality of enterprise products. On the other hand, the food industry can also obtain more profit opportunities, thus promoting the level of China's economic development and the deepening of social civilization, which also largely promotes the sustainable and stable development and progress of China's socialist market.

The advent of the Big Data era has led food companies to use advanced information processing technologies to analyze, integrate and make decisions about their markets. In this process, traditional areas such as production and sales will be affected, but not for large multinational companies. First of all, in terms of product quality, big data allows consumers to learn more about food health issues through online platforms. Second is the rationalization of price setting, food enterprises can customize the price and services according

to the consumer groups in different regions. Finally, the integration of channel resources and information sharing, big data can allow more effective communication between enterprises and consumers, timely understanding of consumer feedback on food products, so as to improve production methods or sales forms [2].

3.Analysis of the Impact of Food Business Marketing in the Era of Big Data

3.1 Enrich Marketing Channels

The traditional marketing channel is a relatively closed and independent environment outside the enterprise, and this environment is not very suitable for the food industry. And consumers in the era of big data have more and more demand for online shopping. In this context it becomes necessary to study the purchasing behavior, psychological characteristics and product characteristics of different customer groups. By analyzing the consumption habits of users in the Internet platform, product information and other related records, and comparing them with the traditional sales model in conjunction with the actual situation, it is found that the two have obvious differential advantages. On the one hand, it can provide personalized services for enterprises, on the other hand, it can help the food industry better adapt to the marketing methods in the big data environment.

3.2 Provide Data Mining and Analysis Capabilities for Food Companies

In the marketing process of food companies, data is not the only factor, but it is an important one, so data analysis is needed to identify the shortcomings of new products and services.   First of all, we need to use large database for precise targeting, such as to develop corresponding strategies for special consumer groups or older consumers. Secondly, we can use the third-party platform to collect relevant customer information, sales and other information to do detailed investigation and understanding of consumer needs. Finally, the use of large databases to establish internal models and statistical aggregation, in order to provide effective data analysis for future food enterprises, improve marketing effectiveness and efficiency, but also to lay a solid foundation for the future development of food enterprises.

3.3 Improve Customer Satisfaction

Customer satisfaction is the foundation of marketing, improving consumer perceptions of product and service quality can help companies effectively control costs. The era of big data has arrived, in which customers will have more opportunities to participate in the decision-making process ,thus choose the brands, prices and other product attributes that meet their needs and preferences to make purchases. At the same time, the Internet platform can also collect a variety of information feedback to the business, so as to make timely risk response strategies, improve customer satisfaction, etc., so as to improve the level and efficiency of corporate marketing.

In the context of the big data era, the marketing approach of food companies should also keep pace with the times, because the needs of consumers change over time, for the food industry its product range and taste need to be adjusted according to the different needs of customers.For example, some customers like imported fruits, meat, etc. or love to eat egg white juice food, to improve their satisfaction can be done in the following ways. The first is to make changes in the purchase channel. The second is to innovate the traditional marketing methods to meet the needs of consumers so as to attract more consumers. The third is to integrate new technologies into the marketing strategy to meet the needs of consumers [3].

4.The Key Points of Food Business Marketing in the Era of Big Data

4.1 Market Demand Analysis

Market demand refers to the consumer's desire and requirement to buy a certain food product within a certain period of time, that is, the product or service needs to make the consumer feel satisfied with the results. For a company to quickly occupy the market, it must understand the advantages of other homogeneous players in its own industry. With the development of Internet technology, mobile Internet and other emerging information technology, coupled with the gradual improvement of e-commerce platform

construction, China's food consumption began to show a trend of diversification, consumer awareness of food safety gradually increased, the level of demand for food is also increasing. Therefore, how should China's food enterprises seize the opportunity in the background of the big data era, using market opportunities and their own advantages to rationalize their operations has become an important issue to be solved.

4.2 Market Risk Analysis of Food Companies Based on Big Data

Marketing risk in food companies based on big data refers to the deviation of actual revenue from the expected sales target due to various uncertainties, which results in the loss of their sales and final results. There are two specific manifestations. One is the rise in production costs or product quality failures caused by low consumer awareness of food safety and inadequate regulation of the legal system, resulting in food price wars. The second is the failure of businessmen to keep abreast of relevant policies and regulations and standard regulations, which led to business difficulties or even bankruptcy and collapse of the event.

In the era of big data, the market risks of food companies are diverse, individualized and varied. For food companies that produce and operate well, they need to make some analysis of the potential crisis that exists in the industry before making decisions. However, most of the food and beverage industry in China is not yet aware of this problem, so people focus more on price and quality and ignore the impact of other factors, which is very detrimental to the healthy development of the food industry.

4.3 Scientific Management of Commodity Dynamics in Food Companies

In order to achieve scientific management in the context of the big data era, food companies need to first ensure the dynamics of commodities. The market environment is changing rapidly, so companies should keep abreast of changes in consumer demand in order to make corresponding adjustments to their strategies ,so that they can cope with the impact of market competition and volatile events. The second is to improve product quality and safety supervision and strengthen the level of after-sales service, so as to protect the rights and interests of consumers. Finally, to establish and improve the relevant laws and regulations to regulate the behavior of business norms, but also in the food industry to develop a series of strict, specific, perfect and effective punitive measures.

Changes in the market environment affect the operation of food business goods, so it is necessary to manage products in the food industry scientifically. For a production, sales and consumer service company, the main challenge is to keep abreast of consumer needs and purchasing desires. The first point in this regard is to use the information collected on customer needs as an important reference basis. The second point is to develop a rational marketing strategy by analyzing the existing market environment, so as to improve the competitiveness of their own enterprises in the market.

Conclusion

In this paper, the marketing strategy of food companies is studied in the context of the big data era and combined with marketing theory. After understanding the changes in consumer demand and the development direction of enterprises in the big data environment, the analysis is made from marketing, market risk, consumer demand and the products of the food industry to optimize the competitive advantage of China's food industry. Through the improvement of relevant laws and regulations, the establishment of a sound regulatory system to reduce the degree of food risk to protect the rights and interests of consumers. In short, the marketing strategy of food enterprises needs to be adjusted with the actual situation in order to adapt to the development of China's economy in the new era and improve their competitiveness.

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