

LITERATURE REVIEW

The development of marketing theory

The marketing ability of an enterprise is often the guarantee of its profit, and the full understanding of the marketing principle is the foundation of the success of the marketing work. In fact, today's social life, "marketing" everywhere, and the definition of marketing in the core content of the same premise, the presentation form has different emphasis on style.

The American Marketing Association gives the definition "marketing is an organized activity that includes earning ' value ', communicating ' value ' to customers, and maintaining relationship between management company and customer, A series of processes that enable the Company and its stakeholders to benefit. Philip Kotler Philip Kotler, a world-renowned marketing expert and professor of marketing at Northwestern University, summed up a representative definition in his book Marketing Principles (Principles of Marketing), " The process of creating customer value and establishing firm customer relationship in order to obtain benefit from customers. This definition emphasizes two aspects of work, one is the value-oriented analysis of marketing, and the other is the process management of marketing behavior. (Philip, 2007)

The definition given by Professor Philip Kotler, emphasizes the purpose of marketing, "marketing is in the interests of the exchange and commitment to establish, maintain and consolidate relationships with consumers and other actors to achieve the goals of all parties." (Philip, 2007)

The development of marketing theory has several stages:

initial stage: Marketing at the end of 19th century to 20 worlds in the 20 generation in the United States, originated from the development of industry, at this time, the scope of marketing research is very narrow, just research advertising and commercial network settings. Under the guidance of this concept of the market is generally considered to be heavy production, light market period, that is, only focus on the development of production, do not pay attention to the changes in supply and demand situation. (Philip, 2007)

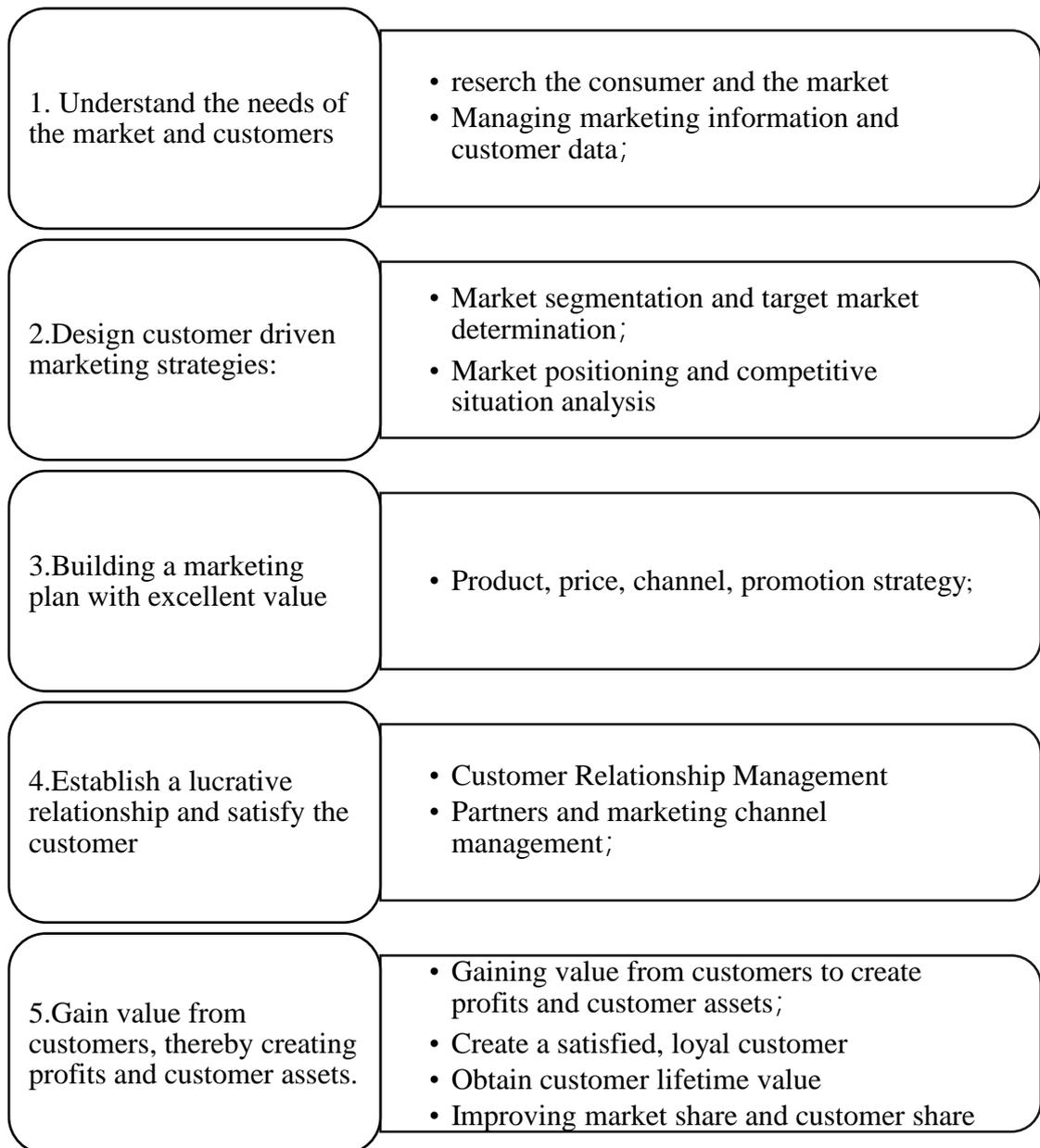
Application stage: The 1920s to the end of the Second World War as the application phase. At this point, the U.S. domestic enterprises began large-scale use of marketing to operate enterprises, open overseas markets, European countries have followed suit.

Formation and development period: From the 1950s to 80, the development stage of marketing science. This period of the enterprise began to plan, strategically formulated marketing plan, hope to be able to correctly and quickly meet the target market desire and demand, in order to suppress competitors, realize the dual purposes of enterprise efficiency.

Mature stage: The 80 's so far, for the mature stage of marketing. This period, the marketing concept of "social long-term guidance", also known as the social marketing concept period, with the long-term interests of society as the central stage, enterprises began to consumer satisfaction and consumers and the long-term welfare of the public as the enterprise's fundamental purpose and responsibility, the promotion of corporate social responsibility (SCR). At present, China is still in the primary stage of socialist market economy, because of the development of social productive forces and market trends, the state of economic system reform and the income of the general population, China's business concept is still in a marketing concept, the coexistence of a variety of ideas.

To decompose Philip Kotler into the "behavioral process" of its stated marketing definition, you can draw five steps:

Figure 2-1 Behavioral process



Theory of international marketing

International Marketing refers to the process of goods and services flowing into the hands of consumers or users in more than one country. In other words, international marketing is a cross-border social and management process, which is an activity in which enterprises create products and values and exchange them in international markets to meet the needs and profits of multinational consumers through planning, pricing, promotion and guidance. The basic Principles and methods of international marketing do not differ much from the basic marketing. Many guiding principles and methods of domestic enterprise marketing, such as marketing research, consumer behavior analysis, selecting target market, Marketing mix strategy, marketing strategy

plan, marketing management, etc., can be used to guide international marketing activities. Overall, the formation and development of international marketing has gone through three stages. These three conceptual stages are export operation stage, transnational international marketing stage and global marketing stage respectively. (Qun,2013)

Export operation stage: Generally referred to the 1960s ago. "World War II" before, for each enterprise, mainly engaged in sales of the location in the domestic market, the only business scope for the enterprise, for these enterprises, the international market operation is only as a supplement to the original domestic market, at this time the enterprise mainly to domestic consumers for sale, At the same time in the international market to sell a small number of similar products in the domestic market. After World War II, developed countries began to attach importance to the international market, according to the needs of different countries, organize marketing activities, but export-oriented. (Qun&Sousa,2013).

Transnational international marketing stage: Activities that plan, price, promote, and guide the flow of goods and services into the hands of consumers or users in more than one country for profit. General the 1970s. Japan and Western Europe developed rapidly in this period, with the United States for large-scale overseas investment, export-oriented international marketing to the international market-oriented stage, the domestic and international markets are viewed as a whole, focusing on the discovery of international market opportunities, often in the form of investment, production and marketing in the host country.

Global marketing stage: Generally, refers to after the 1980s. Due to the rapid development of science and technology in this period, the homogenization trend of the markets of various countries has been strengthened, and the global outward FDI has increased sharply. In this case, international marketing has entered the global market stage. The market concept of global marketing means that in today's technological and economic conditions, the marketing activities of enterprises break through the boundary of the country, and apply the principles of marketing target, Choice target market, marketing positioning and marketing combination flexibly. The emergence of international products is the result of global marketing concept. Through global distribution and coordination, enterprises integrate their marketing activities around the world to gain a global competitive advantage. Global marketing has three key characteristics of global operation, global coordination and global competition. This unified standardized marketing strategy in the world, the application premise of global marketing is the similarity of each country market, have the advantage of scale economy.

(Baimbetova,2014)

With the progress of science and technology, the development of traffic and communication, the frequent exchanges between countries, the trend of world economic integration further strengthened, all countries and regions in the world have more and more commonality in many aspects. (Zhou,2015). There is also a growing similarity between the needs of countries ' markets. For some products. The differences between countries ' markets will even disappear altogether. In order to win the survival and development in the fierce competition of the fittest, enterprises must take the world market as the guide and adopt the global marketing strategy. (Azaze, Wong&Jennifer,2008).

The difference between international marketing and domestic marketing

International marketing is an enterprise's cross-border marketing activities, its activities can generally be summed up in two categories: One is the market operation of goods and services across national boundaries; The other is engaged in sales and production of multinational companies in foreign markets, a business activity. The basic Principles and methods of international marketing do not differ much from the basic marketing. Many guiding principles and methods of domestic enterprise marketing, such as marketing research, consumer behavior analysis, selecting target market, Marketing mix strategy, marketing strategy plan, marketing management, can be used to guide the international marketing activities, in fact, international marketing and domestic marketing compared to a significant difference. (Philip,2007).

Mainly in the following areas

Different marketing environments

Although the external environmental factors of enterprises in implementing international marketing activities and domestic marketing activities are political, economic, cultural, technical, legal, social and other aspects of the factors, but because of various countries and regions of the political and economic and other specific circumstances, so the factors that constitute the above factor is very different. Generally, when enterprises engage in domestic marketing activities, they are confronted with only the external environmental factors of individual countries. In the international marketing activities, enterprises in addition to face the domestic macro environment, but also face the marketing activities of the various target countries and regions of the uncontrollable environmental factors, such as legal environment.

The company not only understand the laws and regulations on foreign sales and

export control, but also the laws and regulations of the country, and understand the legal provisions of the country in terms of product quality, technical requirements and environmental protection when an enterprise organizes the export of its own goods. Only by making full use of the differences of laws and norms in different countries can the interests of enterprises be realized in international marketing.

The complexity of the marketing management process is different

In the international marketing activities, it is more difficult and more complicated for the enterprises to plan and control the marketing activities than the domestic marketing management. According to the specific situation of different countries, the control methods and procedures of their marketing plan are different. For example, Strategic plans and marketing management for international marketing must be based on the needs of consumers in the international market, taking into account the situation of international market competitors and the opportunities offered by national markets. International marketing products, prices, advertising is to adopt a standardized strategy, or localization strategy, and how to put it into practice in a country or region to achieve successful marketing experience with the actual situation of another country or region to promote, and to what extent. All this is a problem that domestic marketing will not encounter.

Different Marketing mix Strategies

International marketing activities are influenced by dual environment, especially, environmental impact of countries, it makes marketing mix strategies much more complex and more difficult. First in terms of product strategy, International marketing faces the choice of product standardization and differentiation strategy: Second, in the pricing strategy, international market pricing not only to consider the cost, but also to consider the different national market demand and competition, costs also include transportation costs, tariffs, foreign exchange rates, insurance, etc. In addition, the regulation of price regulation by Governments, in terms of distribution channels, it increased management difficulty because of the difference of marketing environment, different distribution system and distribution channel, different countries ' distribution agencies form and scale. Finally, in the promotion strategy, because of national culture, political law, language, media, production costs and so on, so that enterprises in the choice of promotional strategies more complex. (Robert&John, 2002)