

THE DEVELOPMENT TREND OF PHYSICAL MARKETING IN THE INTERNET ERA

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Currently, traditional marketing and online marketing are the two most important ways of promotion in the market. However, with the widespread use of the Internet, online marketing has had a great impact on traditional marketing, and traditional marketing is gradually falling behind in marketing concepts, which has resulted in a decline in market share. This article analyzes the current situation of traditional marketing and provides some marketing strategies, which gives useful thinking for enterprises to improve their marketing methods.

Keywords: physical marketing; internet era; enterprises; strategies; development trend.

ТЕНДЕНЦИЯ РАЗВИТИЯ ФИЗИЧЕСКОГО МАРКЕТИНГА В ЭПОХУ ИНТЕРНЕТА

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В настоящее время традиционный маркетинг и интернет-маркетинг являются двумя наиболее важными способами продвижения товаров на рынке. Однако с широким распространением интернета онлайн-маркетинг оказал большое влияние на традиционный маркетинг, и традиционный маркетинг постепенно отстает в концепциях, что приводит к снижению доли рынка. В данной статье анализируется текущая ситуация в традиционном маркетинге и предлагаются некоторые маркетинговые стратегии, что дает полезные идеи предприятиям для улучшения маркетинговых методов.

Ключевые слова: традиционный маркетинг; эпоха интернета; предприятия; стратегии; тенденция развития.

The current main dilemma of physical marketing is being impacted by online marketing. According to data, as of January 2023, there were 5.16 billion internet users worldwide, which is 64.4 percent of the global population. Of this total, 4.76 billion, or 59.4 percent of the world's population, were social media users [1]. In 2022, almost five

billion people worldwide accessed the internet through any kind of mobile device. In 2026, this figure is projected to amount to over 5.8 billion mobile internet users. As of June 2022, approximately 60 percent of the global internet traffic worldwide was mobile traffic [2]. Online marketing has covered most of the mobile users, as the mobile phone has become a necessity in people's lives. E-commerce has quickly occupied market share by leveraging this lifestyle. In 2021, the consumer electronics e-commerce market reached an overall value of approximately 343 billion U.S. dollars. This industry is expected to reach a market size of 511 billion U.S. dollars by 2025, with a forecasted compound annual growth rate (CAGR) of 10.5 percent [3]. Therefore, it can be seen that online marketing is showing a growing trend, which has brought a strong impact to physical marketing.

Compared to online marketing, physical marketing has a high labor cost and expensive rent. Some physical stores are located on busy commercial streets or large shopping centers with high rent, which results in the price of physical store products often being higher than the price of online products.

However, physical marketing also has its own advantages, and the author provides the following physical marketing strategies.

1. In the era of the internet, online marketing has strong competitiveness, reducing the market share of physical stores. However, consumers still need an experiential consumption method, so the existence of physical stores is essential. To better develop physical stores, enterprises can introduce O2O marketing model, that is, sales through both online and offline channels. If physical stores want to better implement online and offline sales, they need to adjust and innovate their traditional marketing methods. Physical stores need to segment and accurately target their customers, improve their pricing strategies, and make adjustments in promotional means. For example, a clothing physical store can try the O2O marketing model, which will attract consumers to come to the store for clothing trials. The O2O marketing model can increase the visibility of the physical store, thus increasing sales.

2. Physical stores should make every effort to reduce operating costs. Compared to e-commerce, physical stores have higher operating costs. Physical stores can reduce their operating costs by reducing rent, reducing advertising costs, etc. For example, unmanned supermarkets can reduce the cost of hiring employees, can combine online and offline to reduce rent, and can use new media for promotion to reduce marketing costs.

3. The strategic focus of physical marketing should shift towards «aggregation». physical businesses should primarily consider the threat of substitutes, where «substitutes» refer not only products, but also to the phenomenon of replacement caused by differences in marketing channels for the same product. Price advantage is often an important factor that affects customer choice of the same product. Therefore, in future development, the development focus of physical marketing will shift towards "aggregation", this aggregation strategy includes the aggregation of specific customer groups and the specialization of product production and sales. On the one hand, physical businesses can rely on their advantages of reliability and directness to focus on serving fixed customer groups and to meet customers' requirements for product quality and convenient consumption through such advantages; on the other hand, physical businesses can also focus on enhancing product professionalism, in some special fields,

consumers attach more importance to the specialization and individuality of product services to meet individual special requirements. In the process of aggregation trend development, physical businesses will also invest more effort in reducing costs and expanding market coverage, constantly narrowing the gap with e-commerce.

Although physical marketing is currently greatly impacted by online marketing, the experiential shopping style will not disappear, so physical marketing remains an essential and important part of market development. In the trend of market development, physical marketing can transform sales strategies, innovate service methods, combine physical and online marketing, and provide customers with a better consumer experience from a customer-centric perspective.

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