

UNDERSTANDING OF THE PROBLEM AND COUNTERMEASURES OF ONLINE MARKETING FOR SMALL-MEDIUM ENTERPRISE IN CHINA

¹Guo Tingxiu ,²Zhang Dengkai

¹PhD Aspirant,²PhD Aspirant

¹Limkokwing university of creative and Technology

¹Postgraduate center, Limkokwing University of creative and Technology, Cyberjaya, Malaysia.

ABSTRACT: This paper mainly analysis online marketing, and analyzed the status of China's Internet marketing market. Mainly stand in the perspective of Chinese SMEs, using marketing methods to analyze the problems facing the current stage of network marketing, and propose guiding measures. Chinese companies lack a comprehensive understanding and correct understanding of online marketing and have encountered many problems in the process of online marketing. This article focuses on the topic of online marketing and regards solving the problems faced by China's SMEs as a primary goal in network marketing development.

Keywords: SMEs; online Marketing; Market Status; problem and Countermeasures

1.INTRODUCTION

1.1 Online Marketing Overview

In the era of information networks, the application of network technology has changed the distribution and reception of information, changed the way about people to learn, work, live, and the environment for cooperation and communication. Enterprises are also using network technology to promote the rapid development of enterprises to meet consumer demand. (Xu, 2015) Network marketing implements marketing activities in new ways, methods and concepts, and more effectively promotes the realization of personal and organizational transaction activities.

Internet Marketing refers to the use of Internet technologies, modern communications technologies to achieve marketing goals. Internet marketing is a marketing activity conducted on the Internet. (Guo,2010) Its primary marketing purposes, thoughts, and marketing tools are consistent with traditional marketing. However, online marketing is different from traditional marketing methods, methods, and methods in the process of implementation and operation. Compared with conventional marketing, online marketing has distinct advantages in many aspects, which brings about a revolution in marketing concepts. What's more important is that it is imperative for companies to improve the sales environment, improve product competitiveness and market share.

Online marketing should aim at the emerging online virtual market, timely understand and grasp the changes of the online virtual market's consumer characteristics and consumer behavior patterns, and provide reliable data analysis and marketing basis for companies to conduct marketing activities in the online virtual market. At the same time, network marketing relies on the network to carry out various marketing activities to achieve business goals, while the system is characterized by freedom of information exchange, openness and equality, and the exchange of information is inexpensive and direct and efficient, so marketing activities on the Internet must change traditional marketing methods and the way.

Internet marketing and e-commerce are developing along with the development of information technology. The development and application of network technology have changed the way information is distributed and accepted in the economic system and changed the environment in which people live, work, learn, cooperate and communicate. (Liang, 2012) Enterprises must actively use new

technologies to improve the business philosophy, business organization, and operations accordingly — Ways and methods of operation. The development of information technology, especially the development of communication technologies, has made the Internet a stronger and newer medium. Analysis of this type of media can be a beneficial factor for the use of the business and make it a new strategy for all companies in the new economic era (Yang, 2015).

Many domestic scholars have defined network marketing. From the perspective of marketing, Internet marketing is the primary means of the Internet, to achieve the overall business objectives, through a series of online operations. The process of activities to meet consumer needs. What needs special note is that network marketing, and traditional offline marketing activities are all part of the overall marketing strategy of the company (Li, 2012).

1.2 Problem statement

SMEs are generally in a weak position in the market competition. No matter whether the brand, financial strength, or production capacity are comparable to large-scale enterprises. Because many factors such as the foundation of enterprise development, economic vitality, and business strategy have caused many SMEs to temporarily lose ground in the market, and even have a big gap with their competitors, it is difficult for such enterprises to compete by their conventional tactics. There is a significant improvement (Gao, 2017). Given this reality, the emergence of network marketing has brought hope to many enterprises. Network marketing has the characteristics of low investment, quick returns, and high revenue, which brings another blue market to the development of SMEs. However, how to properly use network marketing to expand the development of enterprises has become one of the topics that current business decision makers should ponder and need to take seriously.

1.3 Objectives

To assess the current status of online marketing in Chinese SMEs.

To determine the factors that affect online marketing in Chinese SMEs.

To identify the correlation between a dependent variable which is online marketing in Chinese SMEs and independent variables which are promotion methods, website design, and talent support.

1.4 Research question and hypotheses

Research question: What problem influence the online marketing of Chinese SMEs?

H1a: Network promotion method have no significant relationship on online marketing of Chinese SMEs

H1b: Network promotion method have a significant relationship on online marketing of Chinese SMEs

H2a: Website development has no significant relationship on online marketing of Chinese SMEs

H2b: Website development have a significant relationship on online marketing of Chinese SMEs

H3a: Talent support have no significant relationship on online marketing of Chinese SMEs

H3b: Talent support have a significant relationship on online marketing of Chinese SME

1.5 Research conceptual Framework

- 1) To clarify concepts and propose relationships among the concepts in the study.
- 2) The Independent variables are Network promotion method; website development; talent support.
- 3) The dependent variable is the online marketing of Chinese SMEs.

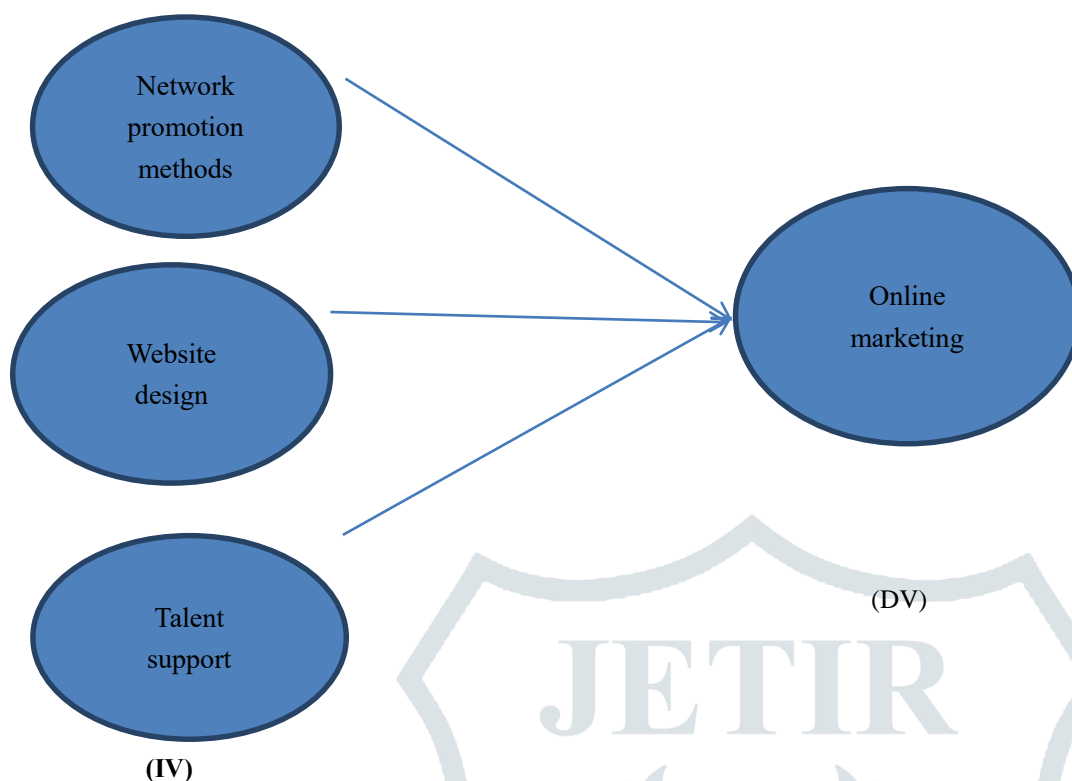


Figure 1.1 Research conceptual Framework

1.6 Significance of the study

This research has a definite practical meaning for the review of the SMEs development of online marketing. The purpose of this paper is to analyze the current status of China's SMEs' network development, study the problems existing in SMEs' network marketing, and find out the existing problems, and put forward some suggestions for SMEs' network marketing. Provide valuable opinions and suggestions for the healthy development of Chinese SMEs.

2.LITERATURE REVIEW

2.1 Introduction

This chapter aims at exploring detailed information on essential domains of the dissertation topic by reviewing past research, books, and related articles. Modern studies and previous theories concerning these domains are presented. These theories will be the foundation for the dissertation. Since the significant areas of research topic are Chinese SME online Marketing. The review of literature will revolve around these. Besides, the information of the three independent variables is referred to the website design, network promotion method, and talent support.

2.2 The theoretical basis of online marketing

The generation of internet marketing is a new marketing method that comes with the internet's emergence and development. Network marketing is different from the traditional marketing methods, not the simple marketing network, but it does not entirely abandon the traditional marketing theory, but with conventional Marketing integration. Internet marketing is a new form of marketing. (Liu,2013) directly speaking: Internet marketing refers to the use of the Internet and other electronic means of marketing activities.

Zhang and Wang (2011) mentioned in the "Internet Marketing and Strategy Research" that the Internet is not only a kind of media but also a kind of marketing tool. The network has solved the problem of time, space, information, price, and There is an inconsistency between the product and the consumer. The interactive nature of online marketing allows consumers to make close contact with manufacturers and businesses and apply practical strategies to the real world.

Li (2015) mentioned in the "Internet Marketing Cost Analysis" that enterprises can use network marketing to reduce marketing costs as a whole, but they must also implement appropriate cost management controls to make use of the advantages of online marketing for their profit. The network marketing cost has two aspects in a broad sense: one is the seller's cost, and the other is the seller's cost. The former includes the value of the company's website construction, website promotion, logistics, customer service, etc. The latter consists of the consumer's time and energy, browsing costs, and unknown risks. Enterprises should not only consider their costs but also should start from how to save consumer costs and further optimize website design and marketing methods.

The nature of the network and the personalization of consumer demand are the fundamental reasons why online marketing differs from traditional marketing. Under the new marketing environment formed under the influence of both, the conventional marketing theory cannot fully meet the unique requirements of online marketing (Behrooz,2015). Therefore, it is essential for the traditional marketing theory to evolve from these two perspectives, and to perform a new interpretation and construction of the marketing theory. However, Internet marketing theory is still the subject of marketing, and it is a continuation and innovation of the original marketing theory (Zhang,2015).

2.3 Research on Network promotion method

Network promotion has also become a significant new topic in online marketing for educational and training institutions. This article provides research and a reference value for education and training institutions in the implementation of mobile network marketing through the research on network promotion strategies under the background of mobile Internet.

Dr. Feng (2012), an e-commerce doctor at Xi'an Jiaotong University, believes that the focus of online marketing is on the network marketing function. He pointed out: "Its functions achieve the main content of network marketing. The functions of network marketing are specifically grouped into eight areas: website promotion, online branding, information release, online research, customer relationship, customer service, sales channels, Sales promotion".

Li (2015) analyzed the value of the online marketing model, combined with the problems and influencing factors of brand network promotion, and put forward the promotion strategy of applying the company's official website, direct sales, network propaganda and multiple network marketing modes under the network marketing mode. Ding (2013) analyzed the advantages and disadvantages of network promotion, combined with the problems in the process of brand network promotion, proposed brand promotion strategies using official corporate websites, search engines, online advertising, and personalized services. According to the current status of the brand, Wang (2013) proposes strategies for network research, online advertising, corporate websites. Zhao (2013) analyzed the characteristics of network promotion and suggested promotion methods such as network research, news marketing, celebrity effects, and sports sponsorship.

From the above documents, we can propose targeted network promotion measures based on the analysis of the features and problems of network promotion. This has implications for the research ideas and promotion strategies of this article. However, none of the above documents systematically analyzes the development of a particular brand of networks, including brand competition analysis and user value analysis, and proposes a simple promotion strategy, does not form a regular brand promotion system, and the promotion system also lacks safeguard measures (Shen,2015). The system must be analyzed and combined with the actual situation of the company to build a real dragon brand value promotion system to ensure the realization of real dragon brand promotion goals.

2.4 Website development

In the traditional network planning technology, Zhang et al. (2012) proposed a variable-length flexible network model to reflect the randomness of the construction process itself. Zhong (2015) applied flexible network computer simulation in the construction of large-scale enterprise websites, combined the network planning simulation technology and risk analysis technology, and analyzed

the completion probability and risk of the project's multiple simulation schedules, using "process criticality ") Characterize the results of the probability distribution of key lines, which can better describe the uncertainty of the construction schedule.

Wang et al. (2013) used project management to obtain the statistical distribution of the total construction period at the project level, calculated the project completion probability or completion risk for a planned construction period, or set a reasonable construction schedule for a given completion probability or risk level; At the process level, through the calculation of process key probability (ACP) and key indicators (ACI), master key lines, principal process distributions, and identify high-risk processes.

Liu (2017) mentioned in the "Application of Corporate Websites in Internet Marketing" that websites are not merely a window for enterprises to conduct brand promotion, information and product launches, but also an essential tool for companies to lead network marketing. Enterprises can use corporate websites effectively. Extend the connotation of corporate culture and improve the effective management of corporate resources.

Wu(2012) mentioned in "On the Establishment and Promotion of Small and Medium-sized Enterprises' Websites" that corporate websites can use multimedia means (including color pictures, text, and sound) to introduce the world's products and services to the world and obtain many Peer's information.

Shen (2016) mentioned in the article "Reflections on the Informatization Construction of Chinese Enterprises" that, since informationization has become the central theme of the times, information technology has been taken seriously by the international community as an excellent tool for enhancing global competitiveness. Under the new situation, how Based on strengthening enterprise information construction and information resource management, comprehensively strengthening the competitiveness of Chinese enterprises and realizing the strategy of using IT to drive industrialization, it has become a focus topic that people are paying close attention to.

2.5 Talent support

There are many explanations for the definition of talent. In ancient Chinese society, generally speaking, the ideal person is a person with both ability and political integrity. This has become the consensus of most thinkers and politicians. This is the purest definition of the talent definition. Modern thinkers emphasized that Germans should serve thousands of people. They must learn to be useful, and their effects must be blessed. This reveals the essential attributes of talents: the moral nature of people, the practicality of knowledge, the ambiguity of abilities, and the advancement of skills.

Yang (2013) pointed out that the Chinese government has long realized that the "digital divide" widely existing between developed and developing countries is due primarily to the number and level of information technology talents. With the development of China's informatization construction, the demand for skills in computer technology, network technology, and software engineering will increase dramatically. Taking software development talents as an example, there are 150,000 people in China and 2 million people in the United States. The gap is pronounced. The Chinese government attaches great importance to the cultivation of IT talents. In the crop of IT talents, it is not confined to the traditional education model and personnel training method, but it is combined with the strategy of rejuvenating the country through science and education and takes the path of reform and innovation. Actively adopt advanced teaching methods, teaching methods, teaching tools, improve and improve the professional settings in modern information technology, encourage the intersection of disciplines, persist in the combination of production, learning, and research, and combine school education with continuing education and social education.

Mr. Zhang (2015) of Tsinghua University believes that the personal training model of institutions of higher learning refers to the content and requirements of training, training specifications, training systems and training methods, not just the school system. The East China University of Metallurgy, General Engineering University's talent training model group believes that the talent training model includes the talent training target model, training plan, implementation conditions, and environmental construction. Jiang (2015) a Canadian education scholar, believes that the model includes "guiding ideology, educational goals, the motivation for running schools, academic systems, and curriculum and teaching principles."

From the perspective of the researchers as mentioned earlier, it can be seen that companies everywhere have a large number of talents for e-commerce, and only adapting to market demands is the way out for e-business talents.

2.6 Research Gap

From the above literature review, it can be seen that there are few data analysis on the network marketing of small and medium-sized enterprises in China. This paper uses powerful data analysis and uses quantitative analysis to demonstrate assumptions, supplementing the network marketing data analysis on small and medium-sized enterprises.

3.METHODOLOGY

3.1 Introduction

In this chapter, I discuss the research design, area of study, population, a sample of the people, sampling technique, an instrument for data collection, validation of the questionnaire, administration of the apparatus and method of data analysis.

3.2 Sampling Methodology

The dependent variable of our primary research: For the 19th question, do you think your company will develop internet marketing related work in the future. The dimension of the analyzed data is 2 or 3.

Sampling method Choose simple random sampling. For the known data is absolute, we generally calculate the required sample size according to the following steps. It is understood that the expected accuracy of the survey results (E), the confidence level of the predicted survey results (L), and the specific data of the overall standard deviation estimate σ , the total number N of units. $n = \frac{\sigma^2}{(e^2/Z^2 + \sigma^2/N)}$ It is hoped that the average error of network marketing will be between plus and minus 0.03. The survey results are within the 95% confidence range. The 95% confidence level requires that the Z statistic be 1.96. According to the estimation, the standard deviation of the population is 0.234, and the total number of units is 192.

Sample size: $n = \frac{0.234^2}{(0.03^2 / (1.96^2 * 192) + 0.234^2 / 192)} = 105$.

The following table 3.1 is the descriptive statistics of the mean value and standard deviation of the dependent variable (19th question) in the selected sample. It can be seen that of the 192 overall data, the selected 105 samples have a mean value of 2.94. The difference is 0.234.

Table 1 Descriptive statistics of the mean value and standard deviation

		Develop online marketing
Number of cases	Effective	105
	Missing	0
average value		2.94
Mean standard error		.023
standard deviation		.234
variance		.055

3.3 Data collection instruments used

The questionnaire is a method and method for collecting data in social surveys. It is divided into online surveys and offline surveys. Quizzes in the questionnaire are just one form, divided into online virtual questionnaires and offline paper questionnaires. This kind of questionnaire only collects the views of the target group on a particular thing or phenomenon, and there is no difference between right and wrong. When a researcher wants to investigate a specific matter or phenomenon, he or she can use a questionnaire to complete it. It can also use interviews to complete the analysis of the collected data and information to conclude.

From the perspective of the practical application, questionnaire surveys can be divided into academic studies and applied studies; from the perspective of the use of questionnaires, they can be divided into two types: commercial surveys and public opinion surveys; Divided into paid surveys and free surveys.

The questions in the questionnaire are also varied. According to the types of answers, they can be divided into open questions and closed questions. The open problem is that the answer to the problem is not fixed, but the respondent answers the solution according to his understanding and understanding. The closed question is to give several solid answers after the question is asked. The respondent can make only the choice among these answers can be multiple choices or single choices.

3.4 Data analysis-statistical tools used

SPSS is the world's first statistical software that uses graphical menu-driven interfaces. Its most prominent feature is the extremely friendly interface and beautiful and beautiful output. It will display almost all functions in a unified and standardized interface. It uses Windows' window method to display various tasks of managing and analyzing data. The dialog box displays various function selection items. As long as the user masters specific Windows operating skills and is proficient in statistical analysis principles, he can use the software to serve specific scientific research tasks. SPSS uses an EXCEL form similar to the input and management data, the data interface is more general, and it can easily read data from other databases. The statistical process includes commonly used and more sophisticated mathematical procedures, which can fully meet the work needs of non-statistical professionals. The output is wonderful. When it is stored, it is a unique SPO format that can be saved as HTML format and text format. For those users who are familiar with the old version programming and operation mode, SPSS also specially designed the syntax generation window. Users only need to select each option in the menu, and then press the "Paste" button to generate the standard SPSS program automatically. Hugely convenient for medium and advanced users.

3.5 Research approach

On the one hand, it can be known from the Chinese and foreign literature research that the research on export-oriented small and medium-sized enterprise network marketing has not been involved, and collects the essential achievements of the former on international market network marketing. Through literature research, we understand the issues involved in the expansion of Internet marketing and the theoretical basis of related disciplines. It is through the statistical investigation method or experimental method, the establishment of research assumptions like the natural sciences, the collection of accurate data, and the statistical analysis and inspection of the research process. Its advantages are quite noticeable compared to the qualitative study. It defines things in the range that humans can understand, and is quantified.

4.DATA ANALYSIS AND FINDING

4.1 Introduction

In this chapter, SPSS analysis was used to analyze the relationship between independent variables and dependent variables, and through data analysis, some conclusions were drawn.

4.2 Reliability and validity test

Table 2 shows the results of the reliability analysis of the questionnaire. The Alpha coefficient is 0.61, and the value is between 0.6 and 0.7. This indicates that reliability is acceptable.

Table 2 Reliability analysis

Reliability statistics

Clone Bach Alpha	Items
.61	1

Table 3 shows the results of the reliability analysis of the questionnaire. The KMO value is 0.63, and the cost is between 0.6 and 0.7. This indicates that the validity is acceptable.

Table 3 Validity test

KMO and Bartlett test		
KMO sampling suitability measure		.63
Bartlett sphericity test	Approximate Chi-square	410.605
	Significant	.000

4.3 Descriptive statistics

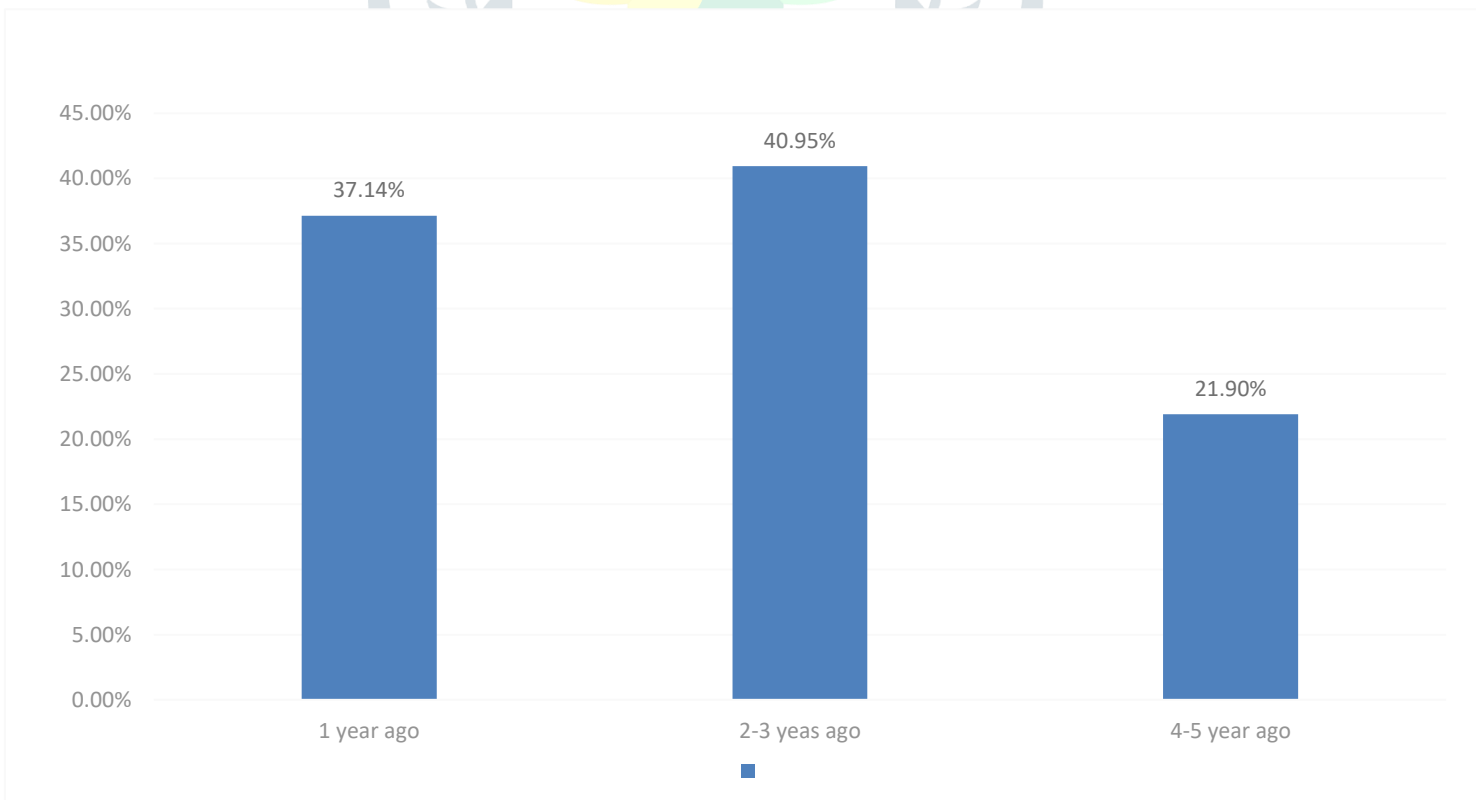


Figure2: Histograms of the beginning years of business implementation of network marketing.

From the Figure 2, most companies started to implement online marketing three years ago, indicating that in the last three years, with the rapid development of network technology, companies have paid more and more attention to network marketing.

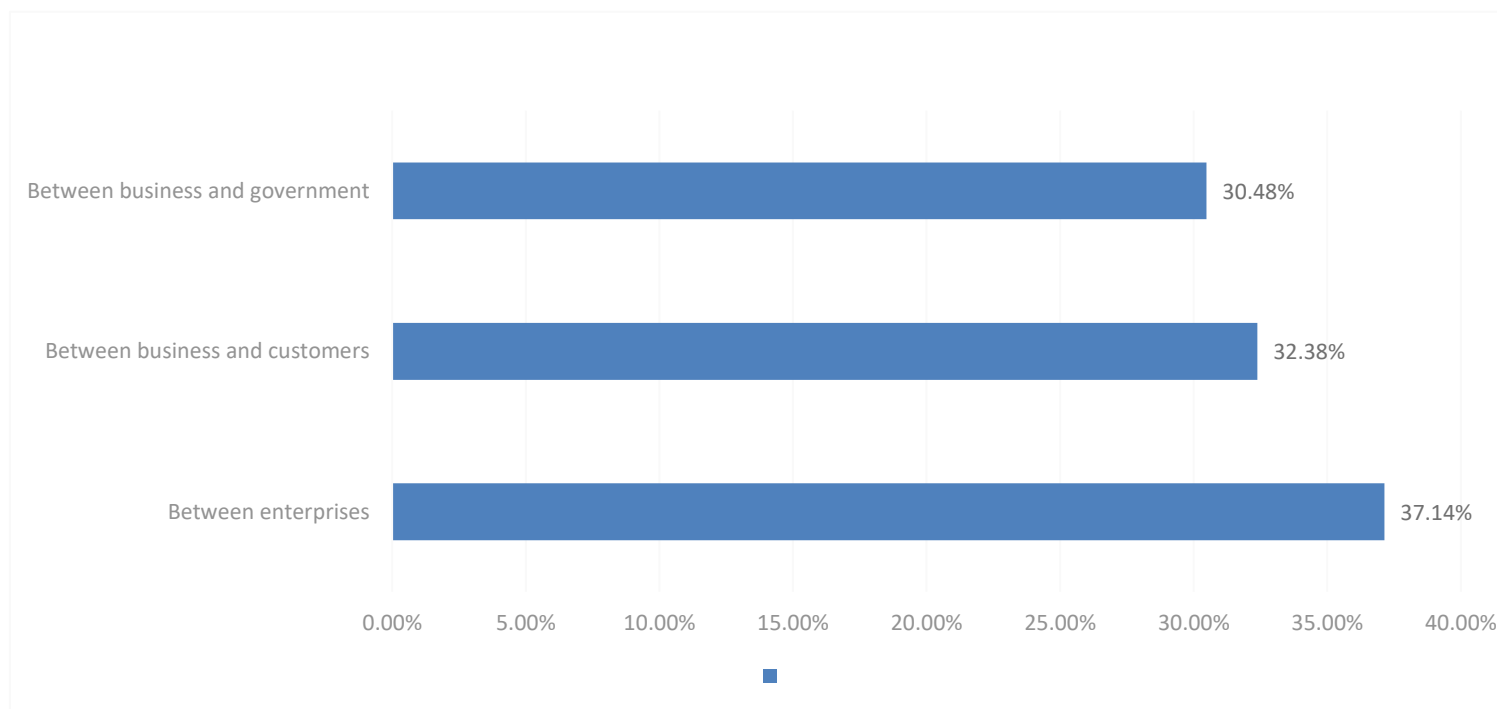


Figure 3: Bar graph of the distribution

From Figure 3, it can be seen that the largest proportion is between enterprises, followed by enterprises and individuals, and finally between enterprises and government. It shows that our domestic market environment is still relatively open and free. Due to the special nature of the government, the network marketing model between the enterprise and the government is still slightly inferior.

4.4 Analysis of Variance

Table 4 Analysis of Variance

		Sum of square	Degree of freedom	Mean square	F	Significant
Online marketing talent	Inter-group	7.783	3	2.594	2.446	0.068
	Intra-group	107.131	101	1.061		
	Total	114.914	104			
Policy support	Inter-group	0.178	3	0.059	0.233	0.873
	Intra-group	25.67	101	0.254		
	Total	25.848	104			
Financial support	Inter-group	0.542	3	0.181	0.746	0.527
	Intra-group	24.449	101	0.242		
	Total	24.99	104			
Support on technical solutions	Inter-group	0.218	3	0.073	0.313	0.816
	Intra-group	23.439	101	0.232		

	Total	23.657	104			
Support for marketing programs	Inter-group	0.203	3	0.068	0.267	0.849
	Intra-group	25.644	101	0.254		
	Total	25.848	104			
develop online marketing	Inter-group	0.185	3	0.062	0.678	0.568
	Intra-group	9.205	101	0.091		
	Total	9.39	104			
Views on online marketing	Inter-group	1.429	3	0.476	1.606	0.193
	Intra-group	29.962	101	0.297		
	Total	31.39	104			
Internet marketing is not obvious	Inter-group	1.973	8	0.247	1.039	0.413
	Intra-group	22.789	96	0.237		
	Total	24.762	104			
Online Marketing Expenses	Inter-group	0.96	8	0.12	0.468	0.876
	Intra-group	24.602	96	0.256		
	Total	25.562	104			
Not accepted by the market	Inter-group	1.368	8	0.171	0.786	0.616
	Intra-group	20.88	96	0.217		
	Total	22.248	104			
lack of knowledge and talent	Inter-group	2.061	8	0.258	1.023	0.424
	Intra-group	24.167	96	0.252		
	Total	26.229	104			

According to Table 4. At the level of significance of 0.1, only the level of demand for internet marketing talents among companies has significant differences among different industries. There are no significant differences between other companies in various forms of ownership. The critical issues encountered by the research company in launching network marketing, the company's level of demand for online marketing talent, and different aspects of support in the implementation of online marketing, Whether or not it will develop related work on internet marketing, view on the development prospects of internet marketing whether there are significant differences between different industries. The company encountered four critical issues in the development of network marketing, the company's level of demand for online marketing talents, and various aspects of the process of implementing online marketing. Whether the support, whether it will develop related work on network marketing or the outlook for the development of online marketing does not have a statistically significant difference between different industries.

4.5 Correlation analysis

Correlation analysis refers to the report of two or more variable elements that are relevant to measure the relative closeness of two variable factors. There must be a specific link or probability between the features of the correlation before correlation analysis can be performed

Table 5 Correlation analysis

		Website Design	Beginning time	Main area	Percentage of company	Revenue and profit	Talent Support.	Promotion Method	Views of the Future
Website Design	Pearson Correlation Significant	1	.196*	0.063	-0.164	0.024	-0.032	-0.019	0.031
			0.045	0.526	0.094	0.81	0.747	0.844	0.751

Beginning time	Pearson Correlation	.196*	1	-	0.061	0.011	-.197*	-0.009	-0.008
	Significant	0.045		0.057	0.535	0.909	0.045	0.925	0.934
Main area	Pearson Correlation	0.063	-0.186	1	0.128	0.084	0.058	0.057	0.011
	Significant	0.526	0.057		0.194	0.395	0.558	0.564	0.909
Percentage of company	Pearson Correlation	-0.164	0.061	0.128	1	0.046	-0.027	.199*	-0.026
	Significant	0.094	0.535	0.194		0.642	0.781	0.042	0.79
Revenue and profit	Pearson Correlation	0.024	0.011	0.084	0.046	1	-0.094	.228*	.209*
	Significant	0.81	0.909	0.395	0.642		0.339	0.02	0.032
Talent Support	Pearson Correlation	-0.032	-.197*	0.058	-0.027	-0.094	1	0.072	-0.054
	Significant	0.747	0.045	0.558	0.781	0.339		0.464	0.586
Promotion Method	Pearson Correlation	-0.019	-0.009	0.057	.199*	.228*	0.072	1	0.135
	Significant	0.844	0.925	0.564	0.042	0.02	0.464		0.169
Views on the Future	Pearson Correlation	0.031	-0.008	0.011	-0.026	.209*	-0.054	0.135	1
	Significant	0.751	0.934	0.909	0.79	0.032	0.586	0.169	

*. At the 0.05 level (two-tailed), the correlation is significant.

The Pearson Correlation analysis in Table 5 was performed on the questions related to the research questions contained in the original questionnaire. According to the p-value less than 0.05, the first reject the original hypothesis (the two variables do not correlate), that is, there is a significant correlation between the two variables. Conclusion: The more extended companies start online marketing, the more professional websites of enterprise websites are designed, the lower the level of demand for online marketing talents; the higher the proportion of companies that offer online marketing in companies, the more influence network marketing has on corporate revenue, the easier it is for companies. Open network marketing; Internet marketing has more impact on the company's income, the company's development prospects for network marketing are more optimistic;

4.6 Regression analysis

Regression Analysis is a method of statistical analysis of data to understand whether two or more variables are relevant, related to direction and strength, and to build mathematical models to observe specific variables to predict variables of interest to the investigator.

Table 6 Regression analysis

Model	R	R ²	After adjustment R ²	Standard estimate error	Durbin-watson	Significant F change
1	.296a	.087	.070	.290	.009	2.001

Table 7 Regression analysis

Model	(constant)	Unstandardizati on coefficient	SE	Standardization coefficient BATE	t	Significant	Colinear statistics	
							Tolerance	VIF

1	2.624	.100			26.128	.000		
Q14		.063	.027	.219	2.313	.023	.998	1.002
Q10		.048	.024	.189	1.994	.049	.998	1.002
a Dependent variable: SMEs online marketing								

From the table 6 and 7 The regression equation model between the proportion of companies that are willing to open online marketing and the number of companies that open Internet marketing in the company and the impact of network marketing on the company's revenue is summarized in the above table. These two independent variables can differ by nearly 1% of the dependent variable. , indicating other unknown factors are waiting to be explored. Coefficients are close to 0, showing that this regression equation has significant statistical significance. The linear regression expression for this equation is: $y=0.063$ The effect of network marketing on revenue and profit $+0.048$ The number of network marketing conducted on the company. The comparison shows that the impact of network marketing on revenue and profit is increased by one unit per unit, and is expected to grow by an average of 0.063 units in online marketing. The number of online marketing companies that increase the number of online marketing companies is expected to grow by an average of 0.048 units.

4.7 Result

Table 8 Result

Hypotheses	Result
H1a: Network promotion method have no significant relationship on online marketing of Chinese SMEs	Reject
H1b: Network promotion method have a meaningful relationship on online marketing of Chinese SMEs	Accept
H2a: Website development has no significant relationship on online marketing of Chinese SMEs	Reject
H2b: Website development have a significant relationship on online marketing of Chinese SMEs	Accept
H3a: Talent support have no significant relationship on online marketing of Chinese SMEs	Reject
H3b: Talent support have a significant relationship on online marketing of Chinese SMEs	Accept

5. CONCLUSION AND RECOMMENDATION

5.1 Conclusion

This paper analyzes the current situation of research on internet marketing at home and abroad, the importance of small and medium-sized enterprises, and explains the actual condition of SMEs' network marketing based on questionnaire surveys and data. It analyzes the problems in the development of online marketing for SMEs in China and proposes further promotion of SMEs.

As an essential development direction of the company's future marketing, network marketing is a fact. As a brand new business transaction activity, it has shown vigorous vitality in the past 20 years. Only by marketing through small and medium-sized enterprises can SMEs break through various resource constraints and start the fair competition with large companies to achieve long-term development and progress.

Although SMEs in China are faced with many problems and limitations, we must realize that the development of network marketing is a systematic project that cannot be separated from the linkage of government, business, and society. On the one hand, the government must regulate and control from a macro perspective, focus on building good network infrastructure, open and

flexible fiscal policies, and improve and strengthen policies and regulations. On the other hand, enterprises should start with the transformation of understanding as a starting point and restructure their management structure as an opportunity to focus on improving their network marketing. Finally, various social organizations, especially industry organizations and network operators, should also cooperate with the development of their network marketing to form a social atmosphere conducive to the growth of SMEs.

SMEs are an essential cornerstone of social stability. In China, SMEs are an indispensable channel for solving current employment, narrowing the gap between urban and rural areas and the region, thus ensuring social stability and economic development. SMEs are the strengths of technological innovation

In today's increasingly fierce market competition, massive potential for change is the basis for survival and growth of small and medium-sized enterprises. The innovation of SMEs is mainly reflected in the two aspects of institutional innovation and technological innovation. First of all, in the element of institutional change, China's SMEs have created a brand-new system-- the cooperative stock system in practice. This is different from joint-stock companies and traditional partnerships. This kind of company system has been widely applied, and the economic and social benefits generated are considerable. The internal organizational structure of small and medium-sized enterprises not only has strong flexibility and adaptability but also accelerates the transformation of technological inventions and achievements. Therefore, our country's technical innovation force is small and medium-sized enterprises. In terms of technological innovation, SMEs have completed 70% of China's invention patents and more than 80% of new product R&D designs each year. SMEs play a significant role in promoting technological innovation and accelerating the process of marketization. They play a critical role in our national economy.

SMEs are an essential force for export. SMEs have the characteristics of a flexible operation mode, low organization cost, and convenient entry and exit. This determines that SMEs can better adapt to the ever-changing international market environment and become an active participant in international trade. In today's freer external environment, SMEs have turned their eyes to foreign markets and combined their products.

The talents required to develop online marketing are sophisticated, and they must both understand network technology and marketing knowledge. For a large company, it is possible to build a dedicated technical department, and this is precisely the problem of SMEs. Information technology talents such as network support, website construction, and web design access are often unable to attract, retain, or afford to support the majority of SMEs. The general approach is temporary employment or outsourcing. To the production companies on the market, on the one hand, the subsequent maintenance of the network could not keep up, and on the other hand, the cost is significantly improved.

Internet marketing must be integrated with traditional marketing to build a company's overall marketing strategy. Although online marketing has become an essential part of the overall marketing strategy, it still cannot be separated from the support of traditional marketing activities and is always subject to resources from conventional marketing. The effect of the advantage. In traditional marketing. The marketing resources of large enterprises are better than those of small and medium-sized enterprises.

5.2 Limitation of the study

Due to the specific limitation of this research, further findings, as well as new study, are required for the future. This study assists in obtaining information about online marketing in Chinese SMEs. Therefore, the research is demanded to be clear of the limitations of this study to improve the research quality. One of the limitations is the size of the sample. It was evident in the thesis that only a small amount of sample sizes involved. Also, the places mentioned in this study are limited. The sample size might not accurately have represented.

Furthermore, some people refused to answer the questionnaires. So, it is very time-consuming for the researcher to complete the

surveys. The researcher had to find other people to collect all 105 valid respondents.

From another point of view, there are also some other problems the researcher met when they were using the SPSS to key in data and analyze them. This is mainly due to the carelessness of the respondents who did not take the questionnaires seriously. There is thus a weak connection between the dependent and independent variables of the data.

5.2 Recommendation for future research

Due to the above limitations, suggestions and suggestions are made for future research. The data for this study comes from the Chinese SME region. First, future researchers should have more responses. Select surveys from different locations to ensure that the information is more accurate and reliable. Therefore, future research requires a large number of samples and should be more selective.

Second, for inappropriate results, researchers should provide appropriate data collection techniques when exploring this topic in the future. For example, interviews can improve prejudice and inaccurate outcomes, helping to obtain accurate results further.

The final suggestion is that the Internet can serve as a new technology to issue questionnaires. Because now the Internet has become more and more important in people's lives. This method allows researchers to obtain valid data and results.

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APPENDIX II

Sampling table

Question 1 What is your gender [single choice]

Options	Subtotal	Ratio
male	55	52.38%
Female	50	47.62%
This question is valid for filling out people	105	

Question 2 Which of the following is your age? [single choice]

Options	Subtotal	Ratio
18-30 years old	0	0%
30-40 years old	46	43.81%
40-50 years old	36	34.29%
50 and over	23	21.9%
This question is valid for filling out people	105	

Question 3 Your role in the company [single choice question]

Options	Subtotal	Ratio
Senior manager	2	1.9%
Middle Manager	10	9.52%
General staff	93	88.57%
This question is valid for filling out people	105	

Question 4 Enterprise ownership form is [single choice]

Options	Subtotal	Ratio
State-owned	8	7.62%
collective	6	5.71%
private	78	74.29%
other	13	12.38%
This question is valid for filling out people	105	

Question 5 The industry to which the business belongs [single choice question]

Options	Subtotal	Ratio
I.T and the communications industry	14	13.33%
Finance, Securities, Insurance	15	14.29%
Medical food	8	7.62%
Internet or internet marketing	10	9.52%
Real estate or construction	15	14.29%
Media advertisement	11	10.48%
food	9	8.57%
clothing	9	8.57%
tourism	14	13.33%
other	0	0%
This question is valid for filling out people	105	

Question 6 Number of Employees in Your Company [Single Choice]

Options	Subtotal	Ratio
50 or less	12	11.43%
50-100 people	37	35.24%

100-300 people	43	40.95%
More than 300 people	13	12.38%
This question is valid for filling out people	105	

Question 7 Is your company's website professionally designed [single choice question]

Options	Subtotal	Ratio
Yes	89	84.76%
no	16	15.24%
This question is valid for filling out people	105	

Question 8 Your company's implementation of online marketing begins with [single choice]

Options	Subtotal	Ratio
One year ago	39	37.14%
2-3 years ago	43	40.95%
4-5 years ago	23	21.9%
no	0	0%
This question is valid for filling out people	105	

Question 9 What are the main areas of your company's network marketing activities?

Options	Subtotal	Ratio
Between enterprises	39	37.14%
Between business and personal customers	34	32.38%
Between business and government	32	30.48%
This question is valid for filling out people	105	

Question 10 According to what you know, how many of the companies that have business dealings with your company have

conducted online marketing? [single choice question]

Options	Subtotal	Ratio
More than 80%	28	26.67%
60%-80%	20	19.05%
20%-40%	25	23.81%
Less than 20%	32	30.48%
This question is valid for filling out people	105	

Question 11 What are the Internet marketing methods you use in your company? [Multiple choice questions]

Options	Subtotal	Ratio
Social network promotion	19	18.1%
Search engine promotion	56	53.33%
Email promotion	49	46.67%
Website advertising promotion	40	38.1%
Online store	37	35.24%
Forum Marketing	55	52.38%
other	0	0%
This question is valid for filling out people	105	

Question 12 The purpose of your company's online marketing mainly includes [multiple choice questions]

Options	Subtotal	Ratio
To guarantee the delivery date and product quality	33	31.43%
Reduce operating costs	55	52.38%
Developing new business and new markets	54	51.43%
Close coordination with suppliers, distributors, and customers	46	43.81%

Increase product sales	45	42.86%
Increase company awareness	37	35.24%
This question is valid for filling out people	105	

Question 13 What impact does the company have after implementing online marketing? [Multiple choice questions]

Options	Subtotal	Ratio
The company's operating costs are low	38	36.19%
The chart is highly capable of adapting to market changes	55	52.38%
Promote the development of enterprise market economy	50	47.62%
Change the competitive landscape of SMEs	54	51.43%
Increase product sales	28	26.67%
Expand company awareness	30	28.57%
other	0	0%
This question is valid for filling out people	105	

Question 14 What impact does the company have on the increase in revenue and profits after the implementation of network marketing? [single choice question]

Options	Subtotal	Ratio
Very significant	39	37.14%
More significant	35	33.33%
general	16	15.24%
no effect	15	14.29%

This question is valid for filling out people	105	
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Question 15 In your opinion, the main reasons that restrict your company's online marketing requirements include [multiple choice questions]

Options	Subtotal	Ratio
Internet marketing environment is not mature	51	48.57%
The insufficient ability of the enterprise	63	60%
Lack of funds	68	64.76%
Lack of talent	51	48.57%
The quality of employees is low	33	31.43%
other	0	0%
This question is valid for filling out people	105	

Question 16 What do you think are the key issues that your company has encountered in carrying out online marketing? [Multiple choice questions]

Options	Subtotal	Ratio
Network marketing is not obvious	40	38.1%
Excessive online marketing costs	61	58.1%
The market does not accept	73	69.52%
The scarcity of professionals, lack of staff knowledge	51	48.57%
other	0	0%
This question is valid for filling out people	105	

Question 17 Your company's level of demand for online marketing talent is [single choice]

Options	Subtotal	Ratio
Advanced (can formulate strategy and implement)	9	8.57%

Intermediate (Working and completing tasks under the guidance of superiors)	41	39.05%
Low level (can perform daily business operations)	41	39.05%
Multidisciplinary knowledge and multiple skills	14	13.33%
This question is valid for filling out people	105	

Question 18 What kind of support does your company hope to receive the implementation of online marketing? [Multiple choice questions]

Options	Subtotal	Ratio
Policy support	46	43.81%
Financial support	64	60.95%
Technical plan support	69	65.71%
Marketing program support	46	43.81%
This question is valid for filling out people	105	

Question 19 Do you think your company will develop internet marketing in the future? [Single Choice]

Options	Subtotal	Ratio
meeting	98	93.33%
will not	6	5.71%
Not yet considered	1	0.95%
This question is valid for filling out people	105	

Question 20 Views on the Future of Online Marketing Development [Selected Questions]

Options	Subtotal	Ratio
Very promising	90	85.71%
General development prospects	8	7.62%
There is no big prospect	7	6.67%

This question is valid for filling out people

105

