

Retraction

Retracted: Problems and Countermeasures Existing in E-Commerce Enterprise Network Marketing under the Background of Big Data

Mathematical Problems in Engineering

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This article has been retracted by Hindawi following an investigation undertaken by the publisher [1]. This investigation has uncovered evidence of one or more of the following indicators of systematic manipulation of the publication process:

- (1) Discrepancies in scope
- (2) Discrepancies in the description of the research reported
- (3) Discrepancies between the availability of data and the research described
- (4) Inappropriate citations
- (5) Incoherent, meaningless and/or irrelevant content included in the article
- (6) Peer-review manipulation

The presence of these indicators undermines our confidence in the integrity of the article's content and we cannot, therefore, vouch for its reliability. Please note that this notice is intended solely to alert readers that the content of this article is unreliable. We have not investigated whether authors were aware of or involved in the systematic manipulation of the publication process.

Wiley and Hindawi regrets that the usual quality checks did not identify these issues before publication and have since put additional measures in place to safeguard research integrity.

We wish to credit our own Research Integrity and Research Publishing teams and anonymous and named external researchers and research integrity experts for contributing to this investigation.

The corresponding author, as the representative of all authors, has been given the opportunity to register their

agreement or disagreement to this retraction. We have kept a record of any response received.

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- [1] L. Xia and X. Lv, "Problems and Countermeasures Existing in E-Commerce Enterprise Network Marketing under the Background of Big Data," *Mathematical Problems in Engineering*, vol. 2021, Article ID 4786318, 8 pages, 2021.

Research Article

Problems and Countermeasures Existing in E-Commerce Enterprise Network Marketing under the Background of Big Data

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With the analysis of mobile clients and artificial intelligence technology, e-commerce is growing faster and faster. In today's daily life, the e-commerce model has even been integrated into human life and has become an indispensable part. In the past few years, in the face of such a large business opportunity, e-commerce companies have sprung up in the capital market. Along with the rise of e-commerce, there have been many problems that have never arisen. The purpose of this paper is to analyze the status of development of e-commerce and its enterprise. This paper focuses on combing the current marketing overview and problems of e-commerce companies and proposes positive countermeasures and some practical solutions. Using the specific analysis method of the specific problem, the data comparison is made to draw conclusions. The results show that national policies focus on the rise of small and microenterprises, from the perspective of current business development, and developing e-commerce is conducive to enterprises to expand business breadth, expand the market scope of enterprises, develop business needs and brand products of enterprise by using Internet technology, and can break the constraints of time and space effectively. Strengthened communication and communication between enterprises and customers reduced the costs of enterprise, saved time, and improved utilization rate of resource. Therefore, solving the marketing problems which is most urgent at present is the primary goal of developing e-commerce companies.

1. Introduction

With the application of mobile Internet, Big Data, artificial intelligence, and other technologies, people's lifestyle has undergone tremendous changes. The emergence of e-commerce has changed people's consumption patterns. Consumers no longer pay face-to-face, hand-to-hand delivery. The whole transaction process can be completed through the Internet. In the face of new opportunities, capital gathers here [1, 2]. The number of registered e-commerce enterprises is increasing year by year. The rapid rise of e-commerce enterprises is due to their low production costs, transaction costs, and management costs, which enhances the profits of the enterprises on the original basis [3]. As an e-commerce model of emerging industries, many enterprises have low entry threshold when entering the field,

but there are more or less problems in network marketing, shop operation, and so on. If these problems cannot be solved timely and accurately, it will not only affect the profits and survival of enterprises but also affect the rise of the whole e-commerce model [4]. Therefore, it is urgent to deal with some current problems in a timely manner.

In today's society, we have entered the era of information technology, which is not only an objective factor of economic development but also our common recognition and judgment of the characteristics of the times we live in. The reason why we think this is the information age is that information has a far-reaching impact on the economic and social life of each of us and has caught up with the influence and change of the natural geographical environment and social interpersonal interaction [5]. Even in some cases, the importance of the intangible power of information has

approached or even surpassed our material needs. We are in the era of information technology revolution, the speed of information development exceeds our expectations, we are also immersed in the convenience of the Internet, and the evolution of Big Data has come to us and gradually affects our lives [6]. Nowadays, Big Data technology (BDT), like computer technology, is a new technological revolution and the best assistant to promote economic development and industrial upgrading worldwide. BDT has been deeply integrated into our lives from a single technology. With e-commerce becoming a new business model, it is the best application of BDT. Due to geographical constraints, global trade mainly conducts foreign trade transactions through trade fairs [7, 8]. At regular trade fairs held in various countries, foreign businessmen from all over the world make inquiries, exchange, place orders, and sign contracts. However, due to the constraints of cost and price, regional differences, and exchange rate fluctuation, the actual volume of transactions reached in this cross-regional time-consuming trade fair is very limited. Businessmen from all over the country are also cautious and have a wait-and-see attitude, mainly to inquire and obtain commodity information, to build a bridge of cooperation. The emergence of Internet technology and the maturity of BDT promote the transformation of trade fairs from offline to online and also provide a broader platform for foreign trade enterprises, especially some small- and medium-sized enterprises in the rising stage. With the continuous maturity of Internet technology and the rapid establishment of cross-border e-commerce platform, the combination of BDT and e-commerce enterprises is closer. The application of BDT in enterprise management is becoming more and more important. Therefore, the use of new technologies to develop our cultural industry is a combination of the times and traditions and also a common progress between them, promoting each other and complementing each other.

In recent years, with the rapid rise of e-commerce, a series of e-commerce enterprises have come into our lives imperceptibly, such as Taobao, Jingdong Mall, Suning Easy-to-buy, and other well-known local network businessmen. By learning the management experience and management methods of foreign well-known enterprises, they have now developed into a world-renowned large e-commerce enterprise [9, 10]. Driven by the Internet and Big Data, many enterprises have also opened the online sales model. For example, Gome Electrical Appliances and Internet-related enterprises jointly launched online sales renamed "Gome Online." At present, in many front-line big cities, in the real stores, the operation is restricted more and more. Land rent, warehouse cost, promotion, and other factors make the daily management and operation expenses of stores we can shop at this stage rise, which leads to the production sold in stores. The cost of products is increasing, and ultimately, the price of products is increasing. On the contrary, in the process of delivery, transportation, distribution, and inventory of products sold online, the cost of management is much lower than that of physical stores. Therefore, the prices of some products on the Internet will be relatively preferential. At the same time, enterprises can communicate with upstream and

downstream platforms in a convenient and fast way by launching e-commerce. However, many real stores in business districts are closed due to competitive pressures, and some e-commerce enterprises are reported to sell counterfeit goods. Therefore, e-commerce has become a double-edged sword for enterprises to develop market competitiveness. How to correctly face the problems and explore the countermeasures for academic researchers is the top priority. Generally speaking, experts and scholars pay more attention to the importance of e-commerce enterprises, mostly concentrated in the analysis of overall advantages. Specific implementation measures, especially the use of BDT, e-commerce network marketing for innovation and development research is relatively small. Secondly, the analysis and rise of e-commerce business conditions, from the domestic factors more research, from the system policy to the enterprise's own innovation and reform ability comprehensive research, and the rise of e-commerce enterprises, not only need our own efforts, but also should have mutual exchanges and mutual promotion process. Foreign scholars should strengthen the study of business enterprises, analyze the problems, put forward feasible strategies, and explore a new path for the healthy rise of e-commerce mode in the light of the current economic situation [11, 12].

Starting with the meaning and characteristics of Big Data, this paper probes into the development process of e-commerce enterprises, expounds the characteristics and operation modes of e-commerce enterprises, mainly analyses the problems existing in e-commerce enterprises' network marketing, finds out the reasonable marketing methods and the balancing basis that accords with the characteristics of Big Data, and combines them organically. On the basis of sorting out the rise of e-commerce enterprises and related theories of e-commerce marketing under Big Data, this paper tries to discuss the problems and countermeasures of e-commerce marketing from the application level and summarizes the reasons of low competitiveness and low cost-benefit ratio in an all-round way, hoping to meet the e-commerce operators. The problems provide theoretical basis and innovate business models and clear solutions. To orientate the current marketing mode, learn from foreign experience, draw the similarities and differences of the rise of domestic and foreign e-commerce enterprises through comparative advantage analysis, learn advanced experience, put forward improved methods and paths, combine with new development methods, and finally put forward a new development mode of Chinese e-commerce enterprises, in order to promote the rise of China's new economy. Exhibit vitality and put forward some suggestions.

2. Big Data and Electronic Commerce

2.1. The Concept and Significance of Big Data. In the information age, as the basic resource for people to communicate, data naturally become the source of people's cultural value. First of all, large data should be collected in a wide range and diversified way. Then, distributed computing architecture is adopted to integrate and analyze data processing through

cloud computing and cloud storage. Futurologist Alvin Toffler first put forward the concept of Big Data in 1980. With the wide application of the Internet, the characteristics of large data, such as high speed, varieties, and value, have emerged. In the virtual network world, we can extract valuable information from a large amount of information and then extract its value from effective information. The use of Big Data in all aspects today is mainly based on its users' precise positioning of the required information groups, accurate point-to-point service, to understand the preferences and habits of target customers and high-quality marketing. Although the process of use has experienced suspicion and criticism, it has been ultimately accepted by the public, survived in the cruel Internet competition, and is getting better and better, bringing considerable benefits to enterprises. Using BDT, e-commerce can negotiate and trade online. Businessmen have a clear view of customers' preferences and habits, browsing time, consumption capacity, and scope. Through data analysis, they can have a comprehensive understanding of customer groups, and precise positioning points can be made according to consumers' consumption preferences, so as to save money. This avoids the tedious traditional marketing methods, information lag, and low efficiency. Adjust the operation mode and marketing strategy of enterprises to maximize benefits. With the deepening of technology, the radiation scope of data analysis has been expanding from enterprises to industries, with some areas expanding nationwide and gradually opening up overseas markets. Of course, there are pros and cons in everything. Quantification, wide dissemination, and publicity of data have brought about many negative impacts on human society. Regardless of the collection and sorting of data, or the analysis and processing, it must follow the principle of "Privacy First" and must not threaten the privacy of the country. Therefore, we need to look at BDT dialectically, make rational use of advantages, and resolutely avoid disadvantages.

2.2. Impact of Big Data on Network Marketing. At present, the social economy has entered the era of Big Data. Whoever is familiar with mastering and using Big Data well will be in the forefront of the times in social change. E-commerce enterprises will be able to better understand consumer needs and achieve the precision and individualization of marketing. Online shopping has been very common in our country and has gradually grown into the main mode of shopping. The number of online shopping accounts for more than 60% of the netizens in our country, and the online shopping market in our country is still in the trend of rapid growth. With the rapid rise of e-commerce, the explosive growth of data in all sectors has occurred. Mature e-commerce enterprises use BDT to extract accurate and valuable information through mining and analyzing a large number of customer data, so as to understand customer needs, grasp market trends, formulate more reasonable marketing strategies, realize the precision and individualization of network marketing, and improve sales level. Therefore, if e-commerce enterprises want to solve the problems of online

marketing correctly, they cannot do without the use of the Internet and Big Data. Combining with the background of the times, it is of great significance to enhance the marketing strategy of enterprises and promote the rise of e-commerce enterprises. With the rise of large data in recent years, the depth and breadth of large data have been improved to a certain extent. It has a wide range of types, a large number, and a fine and complex structure. The popularization and application of BDT has brought great opportunities for the rise of commercial enterprises in China. With the advent of the mobile Internet era, it has brought greater development prospects for e-commerce. It is not only the expansion of scale and the increase of market share but also the effective display of the value of each link in the industrial chain. It has created innovation and construction for network marketing and provided basic conditions for the follow-up development. First, the efficient use of mobile terminal equipment should deal with the construction of cooperative relationship with mobile operators and then correctly select strong technical support for e-commerce marketing activities. If you want to do a good job, you must first use the tools and master the information before you can grasp the market. Second, e-commerce enterprises should enhance cooperation with platform suppliers, build a standardized and effective e-commerce platform, realize the comprehensive integration of the first, second, and tertiary industries in a certain Internet era, and then realize the sustainable rise of e-commerce. Third, in terms of content and service, suppliers of Big Data applications need to pay attention to the in-depth rise of market research, provide a reasonable reference for enterprise development, realize the continuous innovation of marketing mode, and cooperate with the media to make the development mode richer. Fourth, according to the type of mobile phone users, joint network operators provide targeted marketing services to them, not only to ensure the improvement of service quality but also to develop the real e-commerce needs of many people, making the development model of industrial chain more effective.

2.3. Concept and Significance of Electronic Commerce. E-commerce refers to a new business mode that uses the Internet to conduct all trade activities, i.e., to connect information flow, capital flow, business flow, and a part of logistics on the Internet. In the open-network environment of the Internet, based on the server application mode, computer technology, network technology, and remote communication technology are used to realize the electronic, digital, and networked business process. E-commerce is under the background of Big Data. Consumers are directly involved in economic activities through the Internet and online and offline. Farewell to the traditional store marketing, the use of online trading platform reduces the operating costs of enterprises, expands the circulation space, and improves the success rate of transactions. At the same time, it saves customers' time. E-commerce is developing at an alarming speed, covering a wide range of items and even services that can be searched on the Internet. From daily life of food and clothing, books and household goods to high-

end products such as electronic consumer goods and automobiles, it can be said that there is everything. Through e-commerce mode, consumers can acquire what they need without going out to buy products. They can only use the Internet at home to buy what they want.

2.4. Current Development of Electronic Commerce.

Compared with foreign countries, the development of e-commerce in China is relatively backward, but its development speed is higher than that in Western countries. In 1999, the concept of e-commerce began to prevail in China. In 2000, in a short period of 1 year, more than 1,000 e-commerce websites were added. But the survival rate of many small start-ups is very low, and the number of e-commerce enterprises registered to establish and withdraw from the market is comparable. After several years of development, the e-commerce market has basically formed a pattern of sharing the world by several well-known brand websites. Businessmen and buyers are the two sides of e-commerce. From the consumer's point of view, in the process of e-commerce development, there are more and more online merchants, and the types of goods are more and more complete and abundant. However, consumers' choices are diverse, and it is impossible to produce all the favorite goods. On the one hand, the goods consumers choose to buy reflect the choice of merchants but also to a certain extent reflect the goods suitable for online sales. As an ordinary consumer, if you want to buy a product, you will screen it. When purchasing online, consumers can weigh whether to buy the goods according to the description of sellers, e-commerce enterprises, other consumer evaluation positioning, the reputation of sellers, the degree of hot sales of goods, and the service attitude of sellers. This will lead to high sales in more popular stores, which tend to be short-lived. The initial electronics market is dominated by household goods, books, and other daily necessities because these goods can be described by the detailed information attached to them. And the way of online shopping goes deep into the lives of ordinary people, netizens have become commonplace. As long as there are goods available on the Internet, and in line with consumers' purchase needs and desires, there will be consumers willing to pay, but the difference is the degree of hot sales of products. Often, a dozen or even dozens of the same goods are sold at the same time. So it grew into a buyer's market. It is very difficult for small e-commerce enterprises to survive without a set of special and marketable methods to stand out among many businesses. Online shopping brings many conveniences to all parties, but the network is a special platform. Consumers' experience of goods can only come from hearing and vision, and there is no face-to-face selection opportunity. To some extent, it increases the risk of consumers, so to some extent, goods with certain standards and specifications can be more eliminated. The growth of e-commerce enterprises and the promotion of product competitiveness are a guarantee for both businesses and buyers. After the rapid rise of e-commerce in China, it means that the business model has gradually matured. Nowadays, standardized products such

as books and publications are no longer the most valuable subdivisions. At present, the largest categories of sales are apparel and 3C products. At this stage, the main business models of e-commerce can be divided into three types: intangible products and services, physical goods, and comprehensive.

3. The Characteristics and Advantages of E-Commerce Enterprises Network Marketing

3.1. Characteristics of Network Marketing in the Background of Big Data

3.1.1. *Big Data Helps to Achieve the Precision and Individualization of Marketing.* We have entered the era of Big Data. The reason why e-commerce enterprises are different from traditional enterprises is that they will produce a large amount of data in any link of the business process. If we can classify these massive data timely and accurately in the process of network marketing and make rational use of them, we can make the effectiveness of enterprise network marketing possible. The results were significantly improved. Using BDT and Internet platform, e-commerce enterprises can analyze the consumption habits of related customers and potential customers in detail, browse and purchase history, personal preferences, personal information, and conduct in-depth mining. By forecasting the future market development trend and understanding the real needs of customers, we can make precise marketing and personalized recommendation for customers with different needs. At present, Taobao, Suning Easy-to-buy, and other websites use users' clicks to record the goods they browse. These records are actually part of the Big Data. Among them, Taobao's "guess what you like" section is to make full use of BDT to analyze consumers' online browsing behavior, so as to formulate a targeted list of recommendations for different consumers. For example, when consumers browse information about books on the Internet, the website will analyze the behavior of consumers, determine consumer preferences, purchasing power level, and will recommend relevant books or book derivatives and other similar products to them from time to time. Precision and individualization of network marketing not only help enterprises save marketing costs, improve the sales rate of goods and increase profits but also make enterprises better and more accurately understand customers' preferences, provide them with more goods to meet their needs, and enhance customer satisfaction. The analysis of domestic e-commerce business model and operation management mode is shown in Table 1.

3.1.2. *Big Data Helps E-Commerce Enterprises to Grasp Market Trends.* E-commerce enterprises make use of BDT to make marketing decisions more reasonable and efficient. In the traditional network marketing, e-commerce enterprises will generally conduct network surveys on consumers and get the survey results. At the same time, drawing on the historical experience of marketers and offline marketing methods to make marketing decisions, such decisions are

TABLE 1: Analysis of domestic e-commerce business model and operational management model.

Business model	Representative enterprise	Management focus
Value chain integration model	Jingdong, No. 1 Shop, Zhanzhao	Product flow management
Open-platform model	Taobao and T-mall	Platform resource integration
o2o mode	Suning E-commerce	Information flow management

often more perceptual. In the era of Big Data, there is no need for marketers to think of screening and selection. Consumers browse the website. When they buy goods, the traces left behind become important resources for marketing decisions. E-commerce enterprises can get more comprehensive market information and insight into consumers' needs and purchasing motives using BDT to analyze the massive behavior data of consumers, so that they can make more scientific and rational decision-making in the selection of marketing channels, the way of commodity promotion, and the price of products, so as to improve the marketing effect. In addition, e-commerce enterprises can use BDT to get customers' feedback on products and services in a timely and comprehensive manner, find problems in time, and improve products and services, so as to improve customer satisfaction. In short, marketing decisions based on BDT are often more rational than traditional marketing decisions, which can better reflect the development trend of the market and bring more benefits to enterprises.

3.2. Advantages of Network Marketing under the Background of Big Data.

- (1) Cost advantage: in the field of e-commerce production, in order to improve their competitiveness, most enterprises reduce the pressure of e-commerce competition by changing the basis of enterprise competition and reducing the product design and labor costs.
- (2) Transaction cost advantage: in the good environment of e-commerce development, many enterprises will reduce the interaction between consumers and reduce the problem of insufficient personnel in the process of sales. In the process of online sales, we can sort out and summarize the current sales situation and find out the current sales mode in time. Many problems can be solved quickly, which greatly reduces the transaction costs of enterprises to a certain extent, and thus greatly improves the profits of enterprises.
- (3) Management cost advantage: at this stage, the mature development of e-commerce enterprises has brought great convenience to the rise of other types of enterprises and enormous economic benefits to enterprises in terms of management costs. The new mode of e-commerce, farewell to the traditional warehouse hoarding problem, in the process of product sales, directly through the production site or unified warehouse delivery, greatly improves the management efficiency and reduces the cost of management.

4. Problems and Countermeasures of Enterprise Network Marketing

In the rapid rise of e-commerce enterprises in China, there are more or less problems, such as weak awareness of Big Data application, low data quality, and lack of professional talents in Big Data marketing, which hinder the application of BDT in the process of network marketing and affect the effect of network marketing. Based on the characteristics of network marketing under the background of Big Data, this paper makes an in-depth analysis of the problems existing in the network marketing of e-commerce enterprises in China and puts forward some countermeasures, in order to comprehensively promote e-commerce enterprises to formulate more reasonable marketing strategies using BDT and to achieve better and faster development of themselves. With the rise of the Internet, more and more enterprises rely on the Internet for their marketing activities, so there is "network relationship" marketing. The network marketing theory diagram is shown in Figure 1.

4.1. Problems in E-Commerce Enterprises' Network Marketing

4.1.1. Lack of Ability to Use Large Data. With the application of Big Data and mobile Internet, e-commerce enterprises are facing new opportunities for development. Enterprises can push consumers' information through technical processing of consumer information and reduce the cost of market promotion, providing valuable information, providing strong support for the formulation of enterprise direction, and grasping the market more accurately. Big Data application technology can greatly promote the rise of e-commerce. However, in view of the actual development situation, only a few e-commerce enterprises apply BDT to network marketing. Some of the current problems are due to the obsolete concept of the enterprise, the lack of awareness, or the lack of proficiency in using BDT to promote the rise of e-commerce, that e-commerce enterprise development cannot be combined with BDT, and the other part is that e-commerce companies have limited knowledge of Big Data application technology, the practical application of Big Data needs certain financial support, and small micro-e-commerce enterprises have weak ability to process and analyze information. The data in this article come from a questionnaire survey of 100 e-commerce companies on e-commerce platforms, such as JD.com, Taobao, and Suning.com, and use SPSS software to perform statistics and analysis on the data recorded in the questionnaire. The investigation of the problems existing in e-commerce enterprise network marketing is shown in Figure 2.

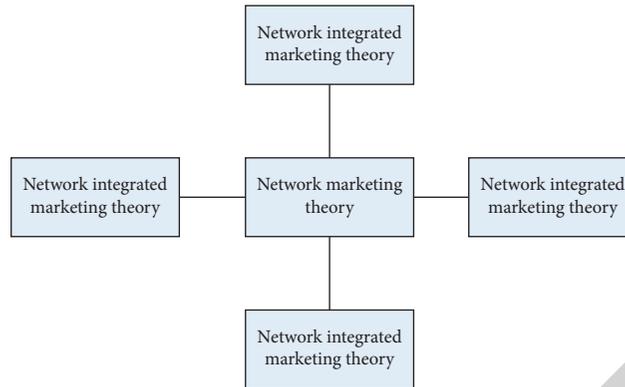


FIGURE 1: Theoretic diagram of online marketing.

4.1.2. Information Screening Technology Is Backward. The advanced point of BDT is to obtain consumer behavior information. By extracting information, deleting data, and analyzing and processing data, we can get valuable marketing information for enterprises. E-commerce enterprises can easily face the massive data on the Internet in Shanghai, but they cannot get timely information in line with the development orientation of enterprises. Some enterprises face a large amount of information and cannot effectively use useless garbage information and low-quality, small-related information. Low-quality data information will not only increase the difficulty of technical processing of e-commerce companies but also affect the processing results, efficiency, and effect of marketing.

4.1.3. There Is a Risk of Leakage of Customer Privacy Information. Consumer personal records and consumption are obtained by e-commerce enterprises using BDT Habit. Consumers' browsing habits, consumers' consumption level, historical transaction volume, and other information cover personal information. Once the consumer's personal information privacy information is stolen, or even illegally traded, it will seriously damage the interests and safety of customers. This requires e-commerce enterprises to strictly adhere to the bottom line of morality, improve the security of their data information, and protect the information security of consumers.

4.2. The Countermeasure of the Problems Existing in E-Commerce Enterprise's Network Marketing

4.2.1. Government System and Policy Norms. E-commerce enterprises make use of network marketing to obtain profits. The government attaches great importance to network marketing and the establishment of relevant network marketing policies become very important. At present, there are still many problems of safety and integrity in the network marketing of e-commerce enterprises in our country. The government should regulate and control the whole from the macro aspect, create a good network marketing environment and system, and strengthen the legislative work. There are no corresponding laws and regulations in the network

marketing of enterprises in our country, which makes the illegal elements gain. It is a good chance. At the same time, we should vigorously strengthen network technology research, improve network infrastructure construction, and improve related services. The survey of the operational support level of network marketing is shown in Figure 3.

4.2.2. E-Commerce Enterprises Should Strengthen Network Awareness and New Marketing Concepts. Failure to improve the marketing effect is a cause for both sellers and consumers. Consumers' shopping concept has not completely changed, and they can only make judgments by pictures and the evaluation of the purchasers, which undoubtedly increases the difficulty for consumers to choose and buy goods and invisibly increases the risk of online shopping. Consumers should gradually change their concepts and accept new shopping methods. As an enterprise, it must first change the attitude of traditional marketing, realize the opportunities brought by network marketing to the rise of small- and medium-sized enterprises, and bring network marketing into the overall marketing strategy of enterprises. We should increase investment in network marketing and attract network marketing professionals. Network marketing is regarded as a powerful weapon to improve marketing level and narrow the gap between large enterprises. E-commerce companies can use brand marketing strategies, integrated marketing strategies, hot spot quick marketing strategies, conceptual marketing strategies, ground marketing strategies, real marketing strategies, and superior marketing strategies to guide their online product marketing strategies. Consumers' survey of online shopping concepts is shown in Figure 4.

4.2.3. To Adopt Reasonable and Effective Strategies of Network Marketing Promotion. Consumers need to search for information when shopping on websites. One of the ways is through search engines. Therefore, in order to expand the effectiveness of online marketing, enterprises must do a good job in search engines, so that users can easily search the relevant information of enterprises, so that enterprises can increase their favor of enterprises and their goods and services and develop users into loyal customers of enterprises.

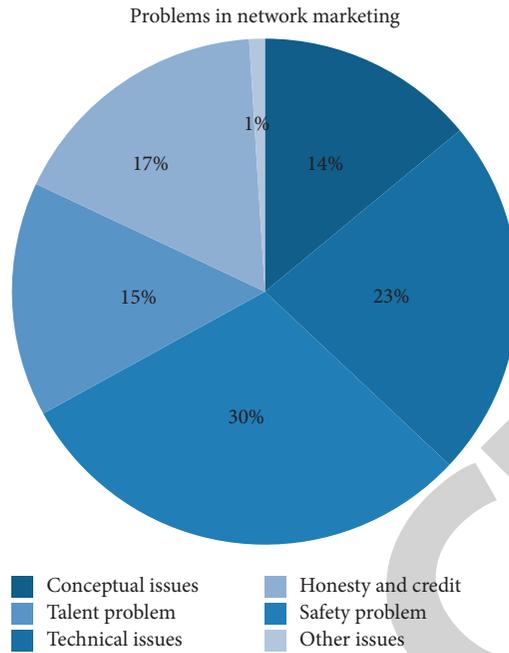


FIGURE 2: Problems in e-commerce enterprises network marketing.

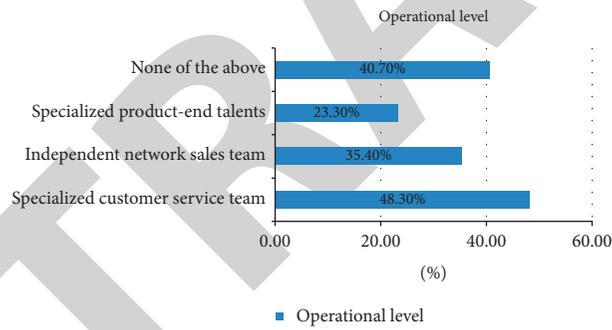


FIGURE 3: Business operation support level of network marketing.

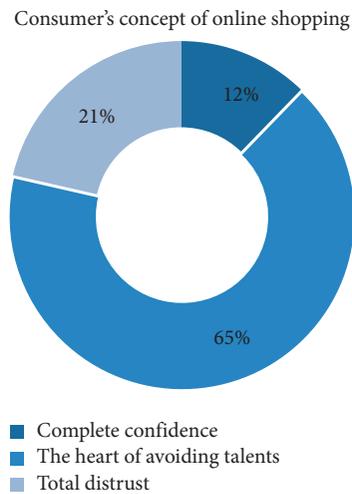


FIGURE 4: Consumers' ideas of online purchase.

5. Conclusion

This paper briefly analyses the problems and countermeasures of e-commerce enterprise network marketing under the background of Big Data. This paper expounds the new opportunities and problems of Big Data application, electronic commerce, and network marketing in the environment of rapid rise of modern economy. The development of e-commerce is the most dynamic economic model at present. This paper points out that under the opportunity of blowout development of Internet Big Data, changing the traditional marketing mode, grasping the law, exploring the new role of Internet application, and correctly recognizing and solving the current marketing mode of e-commerce enterprises are the key breakthroughs to promote the development of e-commerce enterprises.

Through systematic analysis of the meaning and advantages and disadvantages of Big Data and e-commerce, this paper points out that, in the new era, under the background of adjusting economic structure, making steady progress and changing environment of national economic and social system, the development space of e-commerce is enormous, the investment in science and technology is increasing, and a good opportunity for development is welcomed. But at the same time, there are some disadvantages and huge challenges. This requires the joint efforts of the state, government, enterprises, and consumers to promote the transformation and upgrading of China's e-commerce industry and improve the level of e-commerce development in order to promote the further development of China's modern science and technology and economy. This paper introduces the development status of e-commerce enterprises at home and abroad and the ways and classifications of e-marketing, combs the cost advantages of e-commerce enterprises, and analyses the business status model of traditional trade. Combining the characteristics and essential characteristics of Big Data and the experiences and lessons at home and abroad, this paper puts forward a new way out and development motive for exploring the advantages of China's economic market and promoting the growth of e-commerce enterprises.

With the vigorous advocacy of the combination of science and technology with economy and the new direction of modern economic development, small and micro-enterprises, especially e-commerce enterprises, must have the advantages of policy support, study the trend of economic development, seize opportunities actively, and actively respond to challenges, so as to work together to upgrade the level of e-commerce development in China.

Data Availability

No data were used to support this study.

Conflicts of Interest

The authors declare that they have no conflicts of interest.

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