

## **THE CHALLENGE AND OPPORTUNITY OF MODERN MARKETING TRANSFORMATION**

**He Lichao**, student  
**Bieliaieva O.**, PhD in Public Administration, Senior Lecturer  
Sumy National Agrarian University, Sumy, Ukraine

Under the background of digitalization and globalization, the traditional marketing model has been unable to meet the needs of modern consumers. Consumers are more focused on personalization, experience and interaction, and companies must quickly adjust their marketing strategies to remain competitive. This article will explore the challenges of modern marketing transformation in terms of technological developments, changing consumer behavior, increasing competition, and data privacy concerns, and analyze how companies can seize opportunities to achieve successful transformation.

The transformation needs to face the following challenges: 1. The rapid development of technology. With the rapid development of artificial intelligence, big data, social media and other technologies, enterprises are faced with the challenge of how to effectively utilize these new technologies. Nokia's case shows that companies that fail to keep up with technology trends risk losing market share. 2. Changes in consumer behavior. Modern consumers are increasingly focused on personalization and experience. Walmart failed to adjust its strategy in time for the rise of e-commerce, resulting in its market share being seized by Amazon. This phenomenon illustrates the need for companies to quickly adapt to changes in consumer demand. 3. Competition intensifies. Globalization and digitalization have made the market more competitive. A typical example is the competition between Coca-Cola and Pepsi, which successfully attracted a new generation of consumers by introducing healthy drinks. 4. Data privacy issues. The issue of data privacy has become increasingly important, and Facebook has been widely criticized for user data breaches, leading to a decline in user trust. The incident is a reminder that companies must be more careful and transparent about how they use consumer data.

However, in today's environment, there are also many opportunities, mainly including the following aspects: 1. Precision marketing. With big data and artificial intelligence, companies can do precision marketing. Netflix provides personalized recommendations by analyzing viewing behavior to improve customer satisfaction and retention. 2. Multi-channel integration. The diversity of digital platforms offers businesses more opportunities to reach consumers. Nike has increased brand awareness and

sales through a seamless online and offline shopping experience. 3. Enhance customer relationships. Businesses can build closer connections with customers through social media and mobile apps. Starbucks' mobile app not only enhances the user experience, but also enhances customer brand loyalty. 4. Innovative products and services. In the process of transformation, enterprises can meet the market demand through innovation. Amazon's "Amazon Fresh" service has successfully expanded its market to meet consumers' demand for fresh food.

Modern marketing transformation faces both challenges and opportunities. Businesses need to respond flexibly, innovate continuously and actively embrace change in order to achieve sustainable development. By making the best use of technology and data, building good customer relationships, and constantly innovating products and services, businesses can succeed in the modern marketing world. In the future, enterprises should continue to pay attention to market dynamics and adjust strategies in a timely manner to remain invincible in the competition.

#### Reference

1. Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson.
2. Chaffey, D. (2020). *Digital Marketing: Strategy, Implementation, and Practice*. Pearson.
3. Smith, A. (2021). *The Future of Marketing: How to Adapt to Changing Consumer Behavior*. Harvard Business Review.

## **THE MANAGEMENT OF NETWORK MARKETING UNDER THE BACKGROUND OF INTERNET+: A CASE STUDY OF TCL GROUP**

**Liu Chaoqun**, student

**Bieliaieva O.**, PhD in Public Administration, Senior Lecturer  
Sumy National Agrarian University, Sumy, Ukraine

In the contemporary digital age, characterized by the dominance of the Internet+, the landscape of marketing has undergone a profound transformation. Network marketing has emerged as a vital tool for enterprises to thrive and gain a competitive edge. This paper examines the management of network marketing within this context, using TCL Group as a case study.

The Internet+ era has brought about numerous changes in the business environment [1]. It has enabled businesses to reach a wider audience at a lower cost and with greater precision. Network marketing, as a result, has