The Relationship between Enterprise Integrated Marketing and Enterprise Management from the Perspective of Communication Science

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Abstract: From the perspective of communication, enterprise integrated marketing is regarded as an important measure to achieve corporate management objectives. This paper establishes relevant models to select consumer changes, competition changes, competition intensity, sales changes, market share changes, profit changes, and enterprises. Seven indicators of performance, using empirical methods to explore the relationship between enterprise integrated marketing and corporate management, in order to provide a useful reference for the realization of corporate management objectives.

1. Introduction

1.1 Integrated Marketing Concept

Integrated Marketing is a systematic combination of various marketing tools and means, based on the dynamic correction of the environment, so that the exchange parties can realize the value-added marketing ideas and methods in the interaction. Integration is the integration of independent marketing into a whole to produce synergies. These independent marketing efforts include advertising, direct marketing, sales promotion, merchandising, packaging, events, sponsorship, and customer service. Strategically review the integrated marketing system, industry, products and customers to develop an integrated marketing strategy that is consistent with the company's actual situation. Including tourism planning marketing, event marketing and other related categories. In the integrated marketing communication, consumers are at the core position, and the company uses various media to integrate and use it as a means to spread, keeping up with the development trend of mobile Internet, especially after the Internet extends to the mobile Internet and the mobile terminal is intelligent. It has brought unprecedented disruption and impact to the original PC interconnection. In this process, we should pay close attention to market demand and integrate existing resources, including horizontal and vertical resources. To become an integrator and communicator of mobile marketing value, the core of integrated marketing communication is to cultivate a true "consumer value" concept and maintain long-term close ties with the most valuable consumers.

1.2 Enterprise Management Concept

Enterprise management is a general term for a series of activities such as planning, organizing, directing, coordinating and controlling the production and management activities of enterprises. It is an objective requirement for large-scale social production. Enterprise management is to use the human resources, material resources, financial resources, information and other resources of the enterprise as much as possible to achieve the goals of multiple, fast, good and provincial, and to achieve maximum input and output efficiency. Enterprise management greatly enhances the operational efficiency of the enterprise; enables the company to have a clear development direction; enables each employee to fully realize their potential; make the company financially clear, the capital structure is reasonable, investment and financing is appropriate; provide customers with products and services that are satisfactory Establish a corporate image and make more practical contributions to the society. . It is generally believed that the formulation of corporate management objectives needs to consider factors such as consumer changes, competitive changes, competition

intensity, sales changes, market share changes, profit changes, and corporate performance.

2. Relationship model creation

Examining enterprise integrated marketing from the perspective of communication, it applies the concept and method of the system to the marketing activities of enterprises, and uses the characteristics of communication to systematically plan all aspects, various links, various stages, various levels and various strategies of enterprise marketing. And integration, so that before and after the line, vertical and horizontal network, improve the efficiency and efficiency of business operations, it has a significant beneficial effect on the realization of corporate management objectives, in order to truly realize the value of enterprise integrated marketing for business management, It is necessary to understand the impact of the reference factors in the development of corporate management objectives on the implementation of integrated marketing, and know what factors hinder the application of integrated marketing strategies to serve the corporate management objectives. Only in this way can the company help the company to avoid disadvantages and thus facilitate the successful introduction of the enterprise. Integrate marketing communication strategies and achieve corporate management goals to pave the way. This paper demonstrates the relationship between enterprises integrated marketing and enterprise management through empirical methods by establishing relevant models.

2.1 Enterprise integrated marketing and its influencing factors conceptual model

The use of each marketing strategy is based on a certain situation and is affected by various relevant factors. Throughout the emergence and development of enterprise integrated marketing, it is also bred and grown with the pulse of society and the changes of the environment. It is also inevitably affected by various factors, and whether it can play the role of enterprise integrated marketing in enterprise management. To a certain extent, it depends on the grasp of various influencing factors. Marketing is the most challenging part of business management. The main factors affecting marketing strategy are: the characteristics of consumers, the characteristics of products, the status of enterprises, and the factors of market environment. The final marketing strategy is marketing cost and marketing benefit factors. As part of the corporate marketing strategy portfolio, integrated marketing is bound to be influenced by these factors in the implementation process.
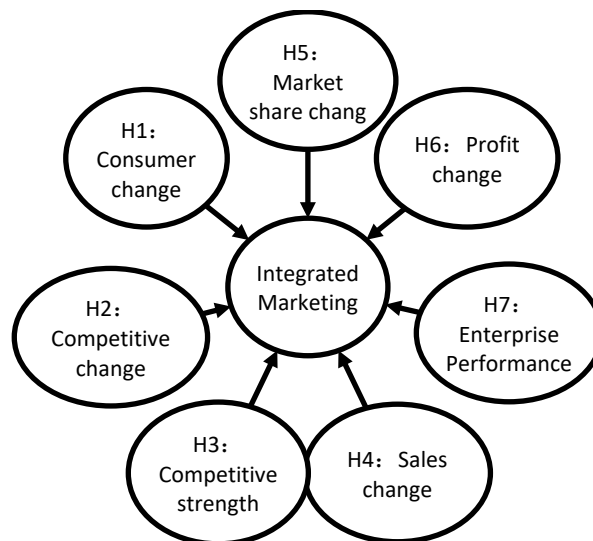

Figure 1 The influential factor test model of enterprise integrated marketing

The arrow indicates the causal relationship between various factors. The enterprise integrated marketing is the dependent variable, the consumer change, the competition change and the enterprise performance are independent variables, and the tail part connected with it is external. This model is mainly used to indicate the interrelationship between enterprises integrated marketing

and its influencing factors. The meanings of the variables of the model are described as follows:

(1) Enterprise integrated marketing and consumer changes. In order to conduct close and organic communication activities for direct stakeholders such as consumers, practitioners, investors, competitors, and indirect stakeholders such as the community, the mass media, the government, and various social groups, marketing communication managers should understand them. The demand is reflected in the business strategy of the company and consistent and consistently put forward appropriate countermeasures. The purpose of marketing is to cater to and meet the needs of consumers. Due to various psychological, social, moral, political, economic and other complex factors, consumers will continue to change, and these changes are also affecting the formulation of corporate marketing strategies. With the development of social trends, consumer information orientation is developing in the direction of individualization and diversification. People's self-awareness is getting stronger and stronger, trying to express their own unique personality and taste through brand consumption, showing their own charm, and consumer behaviour is also diversified. Therefore, the company's investment in the brand must focus on the differences between consumers' continuous development and change, rather than treating consumers with long-term homogeneity. The faster consumers change, the higher the requirements for communication with enterprises. The more difficult it is for enterprises to integrate marketing communication to deliver the same voice, so we assume that consumer change is negatively related to enterprise integrated marketing.

(2) Enterprise integrated marketing and competition changes. Competition is one of the marketing environments that affects the marketing ability and effectiveness of enterprises. Enterprises must not neglect the existence of competition if they want to establish themselves and develop in society. Instead, they should always pay attention to the changes in competition in order to formulate appropriate response mechanisms and countermeasures. In particular, marketing strategies require adequate research and analysis of the market competition environment. Competitive changes bring new products to the market, leading to uncertainty in competition. When companies respond to changes and try to use a variety of marketing communications, this uncertainty is in opposition to corporate integrated marketing. In contrast, the intensity of competition is more predictable. The combination of competitive factors is changing, and companies must evolve. The environment for the survival and development of enterprises is highly variable, the speed of technological progress is accelerating, and the market becomes more uncertain. All of this indicates that changes in the competitive landscape will be mainly triggered by strategies. To adapt to this environment, enterprises must master the methods of strategic competition. In order to cope with constant competition, the desire for information consistency has become stronger and stronger. Therefore, when the competition intensity is high, enterprise integrated marketing is more likely to be realized. From this we assume that the intensity of competition is positively related to corporate integrated marketing, and that competitive change is negatively related to corporate integrated marketing.

(3) Enterprise integrated marketing and corporate performance. The company's marketing strategy is not only to attract consumers to buy the products they produce to meet the needs and desires of consumers, but also to a large extent to enable companies to achieve better corporate performance. One of the main drivers of integrated marketing communications is cost cutting, which can be achieved through integrated marketing communications. Enterprise integrated marketing can generate stronger information consistency and greater performance impact. It gives people responsibility and never has the responsibility to improve the company's adoption of the right information, at the right time, at the right place. The ability of the customer to ensure that the company's brand image and information remain consistent throughout the company's thousands of marketing activities. Integrated marketing can enhance the brand value of the company, enhance the consumer's awareness and loyalty to the company based on the interaction with the consumers, thereby increasing the sales of the company and expanding the market share of the company. Therefore, we assume that the trend of market share changes is related to enterprise integrated marketing. The trend of sales changes is related to enterprise integrated marketing. The trend of

profit change is related to enterprise integrated marketing, and corporate performance is related to enterprise integrated marketing.

According to the above analysis, the research of this paper mainly studies the influence of relevant factors on the integrated marketing of enterprises from the following aspects. The corresponding assumptions are as follows:

H1: Consumer change is negatively related to corporate integrated marketing

H2: Competitive change is negatively related to corporate integrated marketing

H3: Competitive strength is positively related to corporate integrated marketing

H4: Sales trends are positively related to corporate integrated marketing

H5: Market share trends are positively related to corporate integrated marketing

H6: The trend of profit change is related to enterprise integrated marketing

H7: Corporate performance is related to corporate integrated marketing

2.2 Variable design

(1) Enterprise integrated marketing. Because there is no indicator to measure the integrated marketing of enterprises, we follow George's measurement method and use the five-level scoring rules to test the following two indicators: 1 In the integrated marketing communication activities, the same marketing manager is responsible for planning various marketing. Communication tools; 2 In the integrated marketing communication activities, the various marketing communication activities carried out by the enterprises are strategically consistent. The scoring rules range from 1 to 5, from "extremely agree" to "extremely disapproval", and the median 3 is "neither objection nor disapproval".

(2) Corporate performance. Through factor analysis of three indicators of sales change, market share change and profit change, it is decided to use market share changes and profit changes to measure corporate performance and use it for future analysis. The variable of profit changes adopts a 5-level scoring standard, which is sequentially changed from 1-"significantly reduced" to 5-"significantly improved", and the median 3 is "unchanged". The market share variable also uses a 5-level scoring standard, which is in turn from 1-"significantly reduced" to 5-"significantly improved", with a median of 3 being "unchanged".

(3) Consumer changes. This variable is measured by three indicators: 1 the behavior of the consumer has changed; 2 the lifestyle of the consumer has changed; 3 the interest of the consumer has changed. Scoring rules from 1 to 5, in turn from 1-"extremely disagree"to 5-"extremely agree", and the median 3 is "neither objection nor endorsement".

(4) Changes in competition. This variable is measured by two indicators: 1 product category competition changes faster; 2 product form competition changes faster. The scoring rules range from 1 to 5, from 1-"extremely disapproval" to 5-"extremely endorsed", and the median 3 is "neither disagree nor agree".

(5) Changes in competition intensity. This variable is measured by three indicators: 1 the ability of the buyer to bargain for a faster change; 2 the ability of the supplier to bargain for a faster change; 3 the intensity of competition among existing competitors changes faster. The scores range from 1 to 5, followed by 1-"extremely disapproval" to 5-"extremely endorsed", and the median 3 is "neither objection nor endorsement".

3. Relevant influence factor test

3.1 Variable factor analysis

In the social sciences, factor loadings greater than 0.4 are considered valid, and these variables are considered effective when the proposed factor's overall interpretation of the variables studied is 30%. After calculation, the factor load of all index factors in this paper is at least 0.530 (greater than 0.4), and the cumulative interpretation degree of each selected variable is 55.37% (more than 30%), which indicates that each variable is selected in this paper. The factor is valid.

3.2 Sample statistical analysis

In order to test the impact of relevant factors on the implementation of enterprise integrated marketing, the first step of the analysis is to test the correlation between enterprise integrated marketing and other variables, and apply the Bivariate process to analyze the correlation between enterprise integrated marketing variables and other variables. The analysis identified variables that were significantly associated with firm integration marketing (p<0.05, one-tailed) without controlling other variable effects. Then call the Linear process, with enterprise integrated marketing as the dependent variable, other influencing factors as independent variables, and Enter (force entry method) multiple regression to analyze all the influencing factors related to enterprise integrated marketing. This approach more closely mimics the complex interactions between organizational power, market power, and corporate integrated marketing in the real world. This analysis allows for the control of changes in corporate integrated marketing caused by all important independent variables, resulting in a more complete It demonstrates the relationship between corporate integrated marketing and these influencing factors, and allows us to further identify the strengthening and weakening factors that influence the implementation of corporate integrated marketing based on this analysis. In addition, in order to verify the mutually reinforcing relationship between enterprise integrated marketing and corporate performance, the Linear process is called again, with enterprise performance as the dependent variable and enterprise integrated marketing as the independent variable, and one-way regression is carried out to further the relationship between the two.

Table 1 The analysis results

Variable factor analysis result indicator						
Variable	Number of indicators	KMO value	Bartlett sphere test value	Significant degree	Minimum factor load	Cumulative interpretation of variation
Integrated Marketing	2	0.500	16.228	0.020	0.755	56.99
Enterprise Performance	2	0.500	42.748	0.000	0.904	81.80
Consumer change	3	0.600	41.406	0.000	0.697	60.12
Competitive change	2	0.500	20.439	0.000	0.857	73.42
Competitive strength change	3	0.473	39.200	0.000	0.530	55.37

Firstly, the correlation between enterprise integrated marketing and other variables is analyzed successively. The factors affecting the implementation of integrated marketing are determined (p<0.10) without controlling the effects of other variables. The analysis results are shown in Table 1. Then, with enterprise integrated marketing as the dependent variable, other related factors are independent variables using multiple regression analysis to analyze a set of factors that affect the implementation of enterprise integrated marketing. This method can more closely simulate organizational strength and market power and enterprise integrated marketing. The complex interactions between the real worlds allow us to control the changes in the integrated marketing of the enterprise caused by the simultaneous changes of all important independent variables, thus more fully showing the existence of these influence relationships. Order Y_1＝enterprise integrated marketing, X_1＝consumer change, X_2＝competition intensity change, X_3＝profit change, multiple regression equation $Y_1 = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + e_1$.

Before performing multiple regression analysis, this paper first calculates the correlation coefficient between each independent variable to determine whether there is a multicollinearity problem and affects the estimation of the regression model. For the multicollinearity problem, it is generally considered that if for any two the absolute value of the sample correlation coefficient of

the variable is greater than 0.7, then multicollinearity may have an impact on the estimation result. However, the correlation coefficient between the independent variables involved in this regression model is much smaller than 0.7, so it can be considered that there is no multi-collinearity in the whole regression model to influence the interpretation of the model. Therefore, regression analysis can be continued. The regression model explains the 24.6% change in corporate integrated marketing. Finally, this paper takes the enterprise performance as the dependent variable, and the enterprise integrated marketing as the independent variable to do the regression analysis to further confirm the relationship between the two. Let Y_1 ＝enterprise integrated marketing, Y_2 ＝ corporate performance, one-way regression equation: $Y_2 = a_0 + a_1 Y_1 + e_2$, the analysis results support the conclusion in the correlation analysis, that is, the two have a strong positive correlation ($R_2 = 0.039, F = 3.395, p < 0.10$).

4. Conclusion

The analysis results support the hypothesis H7, that is, enterprise integrated marketing is related to corporate performance. In the correlation analysis, two of the three indicators used to measure the performance of the company have a significant positive correlation with the integrated marketing of the enterprise. Among them, the most relevant is the current profit trend (b=0.209), followed by Current market share trends (b = 0.150). Although there is no certainty based on these results that there is a causal relationship between corporate integrated marketing and market share and profit, these results indicate that efforts to improve the integration of marketing communications are worthwhile. At the same time, considering that some related factors in this research and enterprise integrated marketing are likely to have two-way causality, especially between enterprise integrated marketing and corporate performance, that is to say, improving the integration degree of marketing communication activities is beneficial to corporate performance. The improvement, and the improvement in performance, in turn will help companies to make decisions to implement integrated marketing communications, that is, the relationship may be mutually reinforcing. Therefore, after multiple regression analysis based on enterprise integrated marketing as the dependent variable, this paper takes enterprise performance as the dependent variable, and enterprise integrated marketing makes a one-way regression for the independent variable (b=0.198). The analysis shows that the two regression analyses performed illustrate the mutually reinforcing relationship between the two. This analysis reflects the value of integrated marketing communication to business management to a certain extent, and provides strong support for encouraging enterprises to adopt enterprise integrated marketing. Through the above correlation analysis and regression analysis between integrated marketing communication and enterprise related factors, this paper draws the favorable factors that need to be utilized in the application of integrated marketing communication and the unfavorable factors that need to be circumvented, and puts forward corresponding suggestions as follows: There is no significant relationship between integrated marketing and environmental conditions (including changes in consumers, changes in competition, and changes in competition intensity). Therefore, the first thing that needs to be addressed in the promotion of enterprise integrated marketing in China is the internal problems of the company. The first is the organizational structure. If enterprises want to successfully use integrated marketing communication to serve enterprises, they should first carry out organizational transformation, business process adjustment and business model correction. Secondly, the existing marketing level of the company is too low, and it is necessary to change the marketing concept, carry out marketing learning and the construction of a basic and scientific marketing system. Pay special attention to product and brand building, and regard product development and brand building as the benchmark for enterprises to carry out integrated marketing communication activities. This will not only facilitate the development of business and integrated marketing communication activities, but also help enterprises to go beyond excessive marketing and simplicity. Competing for market share status, in line with international marketing, can help companies win in the international market competition.

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