MARKETING STRATEGIES OF BEVERAGE CHAIN ENTERPRISES IN THE NEW MEDIA ERA -- A CASE STUDY OF CHINA COCA-COLA COMPANY

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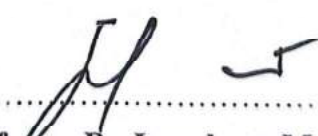
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This Independent Study has been Approved as a Partial Fulfillment of the Requirement of International Master of Business Administration

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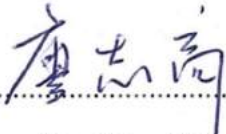
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Title: Marketing Strategies of Beverage Chain Enterprises in the New Media Era – A Case Study of China Coca-Cola Company

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ABSTRACT

New media has promoted the change of traditional business model, among which the biggest change was product marketing strategy and channel, which is especially critical for enterprise marketing. Therefore, how to combine the characteristics of products and the changing trend of the market, and finally determine an effective new media marketing strategy became a realistic problem that enterprises needed to solve. Under this background, the purposes of this paper were as follows:(1) To analyze the marketing strategy and operating status of China Coca-Cola Company.(2) To analyze the strengths, weaknesses, opportunities, and challenges of China Coca-Cola Company.(3) To explore the shortcomings of China Coca-Cola Company in marketing strategy.

This study used the documentary methodology to study the marketing situation of Coca-Cola Company in China, and drew the following conclusions:(1) The current marketing situation of China Coca-Cola Company was that few consumers knew about its products through new media, its brand's marketing on online media was poor, and its marketing content on new media was insufficient.(2) The outstanding advantage of China Coca-Cola Company was that its product brand had a good reputation, a new media marketing system had been initially established, and it also had the support of national policies. The society had gradually accepted the opportunities of new media and technological reform, but its disadvantages were uneven multi-platform communication, lack of a perfect sales management and control system, popularization of products and services, and the threat of increasing communication subjects and contents and uncontrollable factors in communication.(3) The shortcomings of China Coca-Cola Company's new media marketing strategy were that the brand communication form was not effectively combined with new media, the content of new media communication was not rich enough, the new media connection with consumers was not effective, and the consumer demand was not fully met.

The marketing strategy of China Coca-Cola Company has somewhat improved the enterprise's sales performance. However, there is still significant room for improvement. Based on this, the sales market can be opened by combining sales channels and new media. Enriching the content of new media is also important. Strengthening communication with consumers is necessary to meet their demands. The enterprise must take responsibility for this. These measures will ensure that the sales performance of the enterprise continues to rise.

Keywords: new media era, China Coca-Cola Company, marketing strategy

ACKNOWLEDGEMENT

Declaration

I, Jinzhao Zheng, hereby certify that the work embodied in this independent study entitled *"MARKETING STRATEGIES OF BEVERAGE CHAIN ENTERPRISES IN THE NEW MEDIA ERA -- TAKING CHINA COCA-COLA AS AN EXAMPLE"* is result of original research and has not been submitted for a higher degree to any other university or institution.

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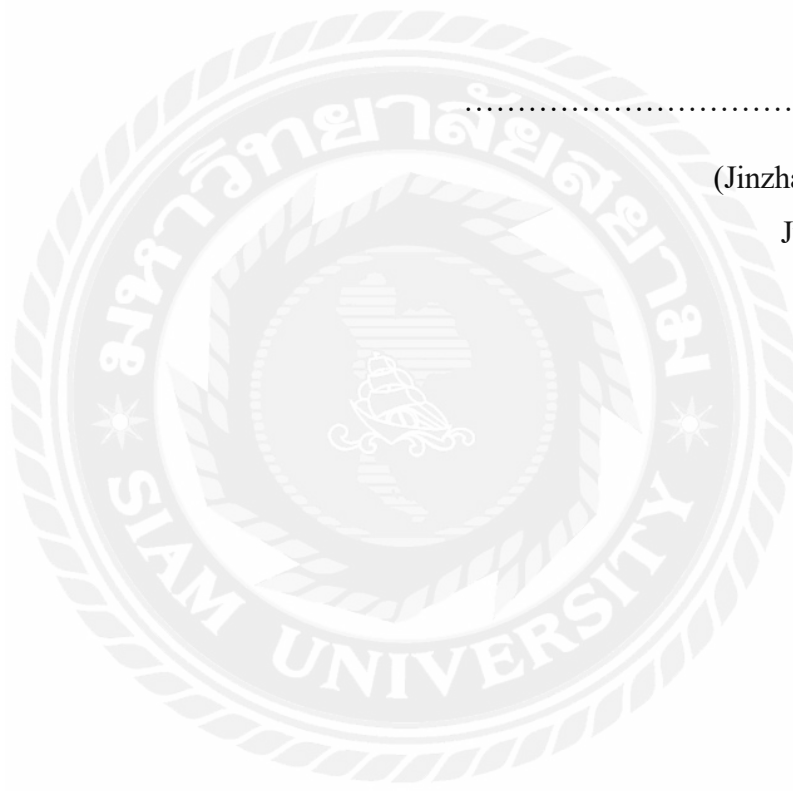
(Jinzhao Zheng)

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CONTENTS

TABLE CONTENTS

Chapter 1　Introduction

1.1 Background of the Study

In 2020, China's annual beverage production exceeded 160 million tons, with the beverage industry's sales of about 30.07 billion yuan and total profit of about 42.9 billion yuan, up 0.5 percent yearly. According to Yang & Xu (2007), the market size of soft drinks in China is expected to reach 1,323 billion yuan in 2024, and carbonated beverages rank sixth in the soft drinks market in terms of market share, with a vast number of consumers. In the early stage, China's local carbonated beverage brands were immature and missed the development opportunity. Therefore, in China's carbonated beverage market, China Coca-Cola and Pepsi formed the dominant pattern of two multinational enterprises. Coke, a carbonated beverage, has a history of 135 years. China Coca-Cola came into being before Pepsi, occupying a larger market. The primary consumers of carbonated drinks are under 30 years old. In this case, China Coca-Cola aims to target young people for their love of carbonated drinks and their potential purchasing power. Coca-Cola's 2020 net revenue was $70.372 billion, according to data released in the company's financial results. In 2020, China Coca-Cola was ranked among the top 30 companies in the world.

Wang & Peng (2017) discussed the marketing strategy of Coke brand in the new media era in their research. They analyzed the brand positioning and communication strategy of China Coca-Cola Company on social media platform, and evaluated its impact on consumer behavior. Chen(2018) conducted a detailed study on the marketing activities of China Coca-Cola Company on social media platforms, and analyzed its effect on brand image building, consumer participation and sales performance.

In the current market, commodities are becoming more and more abundant, leading to more and more homogeneous products, which has a significant impact on many fast-moving consumer goods. McCarthy (1972) advocated that If every enterprise wants to occupy a larger market share, it must break through the current barriers, which is the so-called product homogeneity problem. The products of enterprises must be innovative to win the favor of more consumers in the market. If the popular products follow the trend, there is almost no big market in the whole market, and it is elementary to be replaced by other products. Therefore, for the existing enterprises, how to carry out differentiated product design is particularly important. On the other hand, because product innovation is relatively tricky, if an enterprise wants to occupy a larger market share and maintain a relatively low cost, it needs to carry out differentiated creation in marketing, and the creation of marketing strategy is an essential link. With the development of the new media era, many traditional marketing methods are no longer applicable, more need to carry out product marketing strategy innovation in the new media era. The traditional marketing channels are vibrant, including some conventional TV, newspapers, magazines and so on. However, the big problem with these traditional marketing methods is that they are not sensitive to changing information, and it is difficult to find a breakthrough from the changes. That is

to say, in such changes, many traditional marketing models can not adapt to the dynamic market changes, is entirely behind the market. In addition, there are still many problems in the standard marketing model. First of all, the overall content is straightforward. Due to the few forms of presentation, there is no way to present more diverse range to the public. Secondly, the introduction and explanation of products are dominated by manufacturers. For consumers, most of them passively accept the information. Third, under the traditional marketing model, its coverage is limited, unable to achieve a broader scope.

With the continuous development and progress of science and technology, many marketing models are also changing. The rise of 5G network and the popularity of smart phones enable more and more consumers to enjoy the convenience generated by the whole technological change, and also allow more consumers to make choices in such a market. So how to sell enterprise products in this environment is a huge problem that enterprises must face. Many enterprises have no way to adapt to the ever-changing market and do not adopt the most advanced marketing methods so that such enterprises will be eliminated by the whole market. And those who can grasp the changes of The Times, The use of the most advanced means of enterprise product marketing, will help enterprises to a large extent to gain more favor.

1.2 Problems of the Study

The awareness and acceptance of Coca-Cola in China market is relatively low. Although Coca-Cola has become a household name worldwide, its recognition and acceptance in China market is relatively low. This is mainly because there are many local brands and foreign brands competing with Coca-Cola in China market, and the cultural characteristics and consumption demand of China market are also different from those of other countries. Therefore, Coca-Cola needs to make more efforts in brand promotion and promotion in the Chinese.

The brand image and marketing strategy of Coca-Cola in China market need to be further optimized and consolidated. Although Coca-Cola has made some sales achievements in the Chinese, its brand image and marketing strategy need to be further optimized and reduced to enhance its brand awareness and market competitiveness. Especially in competition with local brands, Coca-Cola must pay more attention to the localized brand image and marketing strategy.

Coca-Cola's product strategy in the Chinese market needs to meet the needs of local consumers more accurately. Consumers in the Chinese market have high consumption power and various special needs, so Coca-Cola needs to develop products that better meet the tastes and needs of local consumers according to the regional market characteristics and consumption needs

1.3 Objectives of the Study

There are three main points in analyzing the research objectives of this paper:

1. To analyze the marketing strategy and operating status of China Coca-Cola Company.

2. To analyze the strengths, weaknesses, opportunities, and challenges of China Coca-Cola Company.

3. To explore the shortcomings of China Coca-Cola Company in marketing strategy.

1.4 Significant of the Study

The central research perspective of this paper is the formulation of marketing strategies for beverage enterprises in the era of new media. Wu, Q. X. & Kim, Moonhong. (2019) showed that traditional marketing strategies, the marketing of products under new media, especially for FMCG products, needs to develop specific executive strategies and select them according to the characteristics of enterprises. Based on the existing theories and combined with the research of this paper, The specific marketing methods under the new media are analyzed, and a very fruitful conclusion is obtained, which provides a solid support for the existing theory.

Aiming at the environment of China Coca-Cola Company and the current marketing situation of the company, this paper analyzes and sorts out how China Coca-Cola Company should carry out marketing strategy under the environment of new media and many current problems of China Coca-Cola Company according to the existing theoretical research, and further proposes solutions according to these problems. To help China Coca-Cola Company in the new media environment should be how to carry out the analysis of product marketing, has a particular practical significance.

Studying the marketing strategy of beverage chain enterprises in the new media era can help enterprises better understand the market demand and formulate targeted marketing strategies. Through in-depth study of consumer behavior and preferences, enterprises can better meet consumer needs, increase sales and market share, and thus achieve profit growth. In the new media era, beverage chain enterprises must improve their brand image and reputation through continuous innovation and marketing activities. Studying its marketing strategy can help us understand how to effectively use new media platforms such as social media, establish a positive brand image, and improve the brand's awareness and reputation in the eyes of consumers. Studying the marketing strategy of beverage chain enterprises can help enterprises find the

optimization points in the operation process and improve operation efficiency. By analyzing data and consumer feedback, enterprises can adjust product mix, pricing strategy and channel selection in time to improve sales efficiency and profitability. In the new media era, beverage chain enterprises face a rapidly changing market environment and fierce competition. Studying its marketing strategy can help enterprises find potential market opportunities, seize market trends, carry out targeted product innovation and market expansion, and ensure enterprises maintain their competitive advantage in the competition.

To sum up, it is of great significance to study the marketing strategy of beverage chain enterprises in the new media era for the development of enterprises, which can help enterprises better understand market demand, enhance brand image, optimize operational efficiency and tap market opportunities. These research results will provide strong support for the future development and competitiveness of enterprises.

1.5　Limitation of the Study

When conducting research, firstly, there may be significant differences in product marketing strategies of different industries. Therefore, the marketing strategy of beverage chain enterprises in the new media era is not necessarily applicable to enterprises in other sectors. The audience in the new media era also has specific characteristics, such as age, region, gender, consumer cognition and so on. Therefore, the marketing strategy needs to be adjusted according to the features of the target audience.

Secondly, the competition in the beverage industry is fierce, and it is often difficult for enterprises with minor market share to stand out. Therefore, enterprises must fully understand the competitive environment when formulating marketing strategies. In the new media era, marketing strategies need to rely on many technical means, such as social media, mobile applications, voice recognition and so on. However, some enterprises may find it challenging to implement efficient marketing strategies due to technical limitations. Moreover, consumers' demand for products and their reactions are different under different cultural backgrounds. Therefore, the effect of transnational marketing may be affected by cultural differences.

1.6　Scope of the Study

Taking China's Coca-Cola Company as an example, this paper mainly studies the marketing strategy of beverage chain enterprises in the new media era. Based on the marketing theory and integrated marketing communication theory, through consulting 33 related literature, this paper understands the benefits brought by new media marketing to enterprises. It provides more favorable suggestions for the future development of the company.

Chapter 2   Literature Review

2.1   Introduction

The research of new media marketing should be based on a clear definition of concepts and a clear theoretical basis. This chapter starts with the concept of new media and new media marketing, introduces the characteristics of new media marketing, and introduces the integrated marketing theory and SICAS model needed for the research, which lays the theoretical foundation for the study.

2.2   Literature Reviews

2.2.1   New Media Marketing

1.Concept of New Media Marketing

After the emergence of the term new media, many scholars have expressed their views on how to define its concept, but at present, there is no unified explanation that can convince most people. Based on Anshu Saxena Arora. (2019), in some communication journals, a particular column of "new media" has been set up, the articles published in the column also involve a wide variety of research content, including mobile TV, IPTV, mobile media, blog and so on. This paper collates the interpretation of new media in the relevant literature. The following are several mainstream views, as shown in Table 2.1.

Table 2.1 Related Concepts of New Media

Serial number		Connotation interpretation
1	Wired magazine	Defining new media as "all to all communication"
2	UNESCO	A medium for the dissemination of information based on digital technology and the carrier of the Internet
3	Chu Zhiheng	Compared with old media, new media is a dissolving force -- dissolving traditional media (TV,Radio, newspapers and communications), borders between countries, communities and industries, and boundaries between information senders and receivers

According to the above research on the concept of new media, it can be found that due to the differences in research perspectives, the interpretation of researchers is different, it can also reflect the other characteristics of new media. After referring to the existing research results, this paper gives the following interpretations for the concept of new media under the view of Wu, Q. X. (2020). For traditional media, new media is a new media form emerging in the future development of traditional media such as

television, newspapers and periodicals, and radio. It is a communication form that provides users with information and entertainment through network technology, digital technology, Internet and other channels, as well as computers, mobile phones and other terminals.

New media marketing comes into being with the emergence of new media. Kotler(1967) believed this is a way to complete marketing work with the help of new media platforms. This way adds the link of new media to the scope of traditional marketing, and tries to guide customers' psychology based on the conceptual appeal of specific products, to achieve better marketing effect. Therefore, this paper will explain the concept of new media marketing: "New media marketing is the media with the help of new media platform.

It uses it to complete the communication and purchase functions. It provides targeted psychological guidance to consumers based on the conceptual appeal of the product, to let the target masses grasp more information about the product, and achieve marketing activities to enhance brand awareness and product sales."

2. Characteristics of New Media Marketing

Compared with traditional marketing, new media marketing has the following characteristics:

(1) The enterprise publicity cost is reduced. The emergence of new media has led to many free open platforms with transparent information, which have a large amount of traffic and can share resources on them. For example, wechat corporate official account, Douban interest community, video website brand video, etc., the use of these platforms either do not need to pay, or only need a small cost. Moreover, the communication cost required by new media marketing is also relatively low. Becatien Yao et al (2019) thought it only needs to create high-quality and engaging content in the platform, so that the recipient can feel the value of the content or have a sense of resonance. The recipient will spontaneously forward the content, so the communication chain begins to lay. All the enterprise has to do is produce quality content and publish it, and the rest is left to the users to complete spontaneously.

(2) Rapid and extensive information transmission. In essence, new media marketing is a parallel trend, in which all marketing processes are carried out simultaneously. Market information collection and research, new product research and development, feedback, and other work are parallel. There is no need to spend a lot of experience to complete detailed typesetting, sophisticated post-production, and editing, and technological progress enables information to cross the limitations of time and space and realize real-time dissemination.

(3) Accurate target customer positioning. In new media marketing, whether it is keyword advertising in search engines or button advertising in some websites, compared with traditional marketing methods, it is more targeted. Because in new media marketing, there are no blind and random advertising Settings, the advertising information pushed to the user is based on the user information and its network, with the help of artificial intelligence technology to calculate, and analyze the user's consumption desire or potential demand, and reflected in the website advertising.

(4) Two-way interaction of customer communication. Wang, S. et al. (2016) believe the interaction between enterprises and customers would be easier to achieve, and will become more frequent. It will be easier for enterprises to obtain factual feedback information from users, and according to this information to complete the product upgrade and customer group positioning, to provide customers with better services to meet their needs. This kind of interaction can promote the relationship between the two becomes closer, so that consumers' loyalty to the brand is improved. Once consumers become loyal customers of the brand, they will become a "virus carrier," which can help enterprises complete the marketing work.

(5) The content is rich and the function is diverse. Lin, S. (2020) thought the platforms of new media marketing include various websites, micro-blogs, QQ, Wechat, communities, short videos, emails and so on. With the help of different platform functions, it can carry out innovative marketing, such as community marketing, viral marketing, and so on. New media communication also breaks through the limitations of time and region, allowing users in different regions to obtain information simultaneously.

The first concept of "New Media" was put forward by an American research institute on radio and television networks. This concept appeared in the middle of the last century, but it has only been gradually known and understood by people in recent years. When the idea was first put forward, it was derived from research on an American commodity project, and then the idea was applied by more people, and then it has a broader meaning. In 1969, the Communication Commission of the United States began to introduce this term, that is, the so-called "New Media", and then this concept was widely accepted by the public, so that it was circulated in the United States at that time. With the rise and development of the Internet in the 21st century, more and more convenient communication, a lot of concepts also began to be popular in the world. The word new media also started to go out of the United States in the world to get familiar with the public, but also gradually become one of the objects of academic discussion.

Regarding the concept and characteristics of new media marketing, Becatien (2019) believed that the so-called new media is to integrate popular content on the Internet and then use the most advanced technological means and the best way to spread

views. This kind of communication is two-way to a large extent, rather than one-way communication in the traditional sense. Therefore, it is more readily accepted by the public. Wu (2019) studied the content and feedback time of new media, and found that, at present, the feedback time of new media is much smaller than that of traditional media, so it is more likely to receive feedback from users. Yao (2019) believed that the development of the Internet is closely related to the development of marketing, and the improvement of each kind of marketing mode cannot be separated from the progress and development of the Internet. Therefore, if it need to achieve further result of new media, it must put forward higher requirements for the Internet technology. Anshu (2019) pointed out that new media will have a significant impact on the marketing of every enterprise, which can be precisely divided into many aspects, including different development environments of new media, which have other implications on the marketing of many brands. If the channels for disseminating further media information are different, The influence on many brand marketing is also other. If the audience of new media is diverse, it will have a differentiated impact on other brands.

Regarding enterprise brand marketing strategies in the new media environment, Cui(2020) pointed out that under the traditional marketing model, it is very unfavorable for many small and medium-sized enterprises, which will have no development prospects. However, if the product marketing strategy is formulated in the new media environment, for many enterprises, Undoubtedly, this is a very effective way to reduce marketing costs. Ji (2020) believed that under the current state of technological development, the best way to achieve the most compelling new media marketing is to obtain the best marketing model according to the core competitiveness of each enterprise, which must be able to show the core competitiveness of each enterprise. This is the best new media marketing. At the same time, the marketing under the new media model must be able to convey specific corporate values and corporate culture to consumers, otherwise, the whole marketing under the new media will appear very empty and inappropriate.

Wu (2020) pointed out that at present, many users' needs have been fully considered, but a large part of what has not been considered is users' individual needs. A significant feature of new media is that advanced Internet technology and many big data algorithms can be used for research, so users' data can be fully considered. Then, users' needs can be taken into account to a large extent, so enterprises can provide customers with more personalized products. Xu (2020) believed that the ultimate task of new media marketing is to clarify the goal. Once the destination of new media marketing is determined, many problems can be solved smoothly.

Abhishek(2010) pointed out that it need to change the way of attracting customers and integrate ourselves into their daily lives. Kevin(2014) pointed out that the new media marketing communication cost is low, the information coverage is

comprehensive, and the regional influence is excellent, which can stimulate the vitality of enterprises. Clay (2015) pointed out that the characteristics of new media are to pay attention to the emotional connection with users and draw closer. Distance from consumers. Philip and Kevin(2016) pointed out that new media can send customized information to consumers, and such information can attract consumers. Jin(2019) believes that new media marketing can improve the marketing efficiency of enterprises and reduce the marketing cost. Marcos(2017) believes that all walks of life should use new media technology to optimize business projects, upgrade industries, and create their characteristic business strategies.

The reason why enterprises want to carry out new media marketing and are willing to invest some human and material resources in it is based on specific investment advantages from the perspective of economics. That is, enterprises have certain benefits in implementing new media marketing, and Western academic circles believe that these advantages are concentrated in the following aspects: First, the brand awareness and corporate image of enterprises can be enhanced through implementing new media marketing; Second, the implementation of new media marketing can provide support for the product sales activities of enterprises, thus improving the marketing effect of enterprises; Third, the implementation of new media marketing can spread the values and culture of enterprises, spur enterprises to continuously improve their products and services to maintain the established brand image, and thus promote the sustainable development of enterprises. Riasi(2015) and Levin(2017) put forward that the most direct advantage for enterprises to develop new media marketing is to enhance the brand awareness of products, thus supporting the marketing activities of enterprises and shaping their good social image with high visibility. Therefore, the acceptance of enterprises in the consumer market can be improved. Kurniawan(2019) believes that new media marketing belongs to the category of enterprise marketing, and its advantage lies in that by enhancing the speed and breadth of product sales information dissemination. More consumers can form cognitive and psychological acceptance of products, thus providing support for subsequent enterprise product sales activities. Therefore, the author believes that the core advantage of new media marketing for enterprises lies in its ability to help better enterprises to promote their product sales brands. Brennan(2020) believes that the edge of implementing new media marketing is not only to directly enhance the brand awareness of enterprises, but also to better promote the spread of corporate values through new media marketing, and the spread of corporate values can guide the public to recognize enterprises, thus allowing consumers in the broader range to identify corporate cultural values and therefore extend their products.

With the rapid development and rapid rise of the Internet industry in our country, many new media have also obtained more rich and rapid growth, thus the product of new media marketing is also gradually increasing.

Many studies also gradually begin to affirm the positive role of new media marketing, so that in the entire academic community, there are more and more people began to study this topic, that is to say, for Internet marketing, in many cases, new media plays a very crucial role. For example, Xie (2018) combines the characteristics of new media marketing to carry out targeted promotion and use of new media marketing. For many fast-moving consumer goods, new media marketing is relatively appropriate, but for many other industries, the mode of new media marketing is not necessarily very reasonable. Xiao (2020) mainly elaborated on the concept of new media and the promotion of the entire media industry. In the whole process of new media marketing, the most important thing is that the popularity of many brands will be significantly improved through such marketing methods, which also has a tremendous positive impact on the visibility of enterprises. At the same time, one of the significant advantages of new media over traditional media is the increase in interactivity. In many cases, consumers can choose their products select and give feedback. That is to say, in this way, many consumers can make effective choices. Feng (2019) mainly explains and elaborates on marketing from the marketing perspective, especially how to carry out marketing through microblogs. The main content is that with the deepening and enhancement of the Internet, many traditional marketing methods are no longer applicable. Still modern Internet products will produce higher marketing effects. Therefore, in brand building, new media marketing is a vital aspect. Su(2019) believes that enterprises must attach importance to new media marketing, because, in the current environment, even if many enterprises do not choose new media marketing, they may be affected by the overall development trend. After all, the development of new media is indeed very fast, which has a considerable impact on many industries and products. The best choice for enterprises is to seize this opportunity, use the advantages of new media to carry out effective product marketing, and then facilitate the development of the whole marketing strategy.

It is because of the positive role of new media in enterprise brand marketing that some scholars put forward specific strategies for enterprise brand marketing for the new media environment. For example, Bao (2019) gave a very targeted description according to the aspects of new media. That is to say, new media has the characteristics of rapid communication. Therefore, if you want to get the fastest marketing, new media marketing is undoubtedly one of the best ways. Fan (2020) combined specific marketing methods, that is to say, public accounts are used to publish media articles to explain the forms of communication, to describe the advantages and disadvantages of new media marketing, and help enterprises to make a more practical choice in the process of new media marketing.

Chen(2010) pointed out that enterprises should integrate with new media to break the bottleneck. Liu(2019) pointed out that enterprise managers must introduce marketing schemes suitable for their enterprises based on understanding users' needs.

Li (2019) through the research of WeChat marketing, pointed out that WeChat marketing enhanced the user's stickiness and loyalty, and achieved the marketing effect of new media. Pan(2019) summarized the new media marketing theory based on the accuracy of data analysis, the usage of users in the new media market, and the channel marketing in the new media environment. Wang(2019) believes that new media marketing is a marketing method for accurately mining and positioning big data on the Internet. Liang(2019) thinks that new media marketing should improve consumers' satisfaction with products, and she puts forward that community marketing should stimulate product producers' innovative consciousness and enhance corporate brand recognition. Zhao(2018) proposed that the value of new media marketing is to build product brands, to conduct precise marketing and to conduct real-time marketing. Peng(2019) suggested that in interactive marketing, enterprises can collect consumers' information in time, and consumers can also make comments and suggestions on products.

The research by Huang & Cao (2017) explored the psychological factors in the process of consumers' purchase decisions. They found that consumers are influenced by personal needs, cognition and emotional factors in the purchasing decision process, which in turn affects the formation of purchasing behavior. Chen's (2016) research analyzes the relationship between consumers' evaluation of product features and their purchase intention. He believes that consumers' evaluation of product characteristics will affect their purchase decisions, and further affect market competition and brand strategy. Li & Chu (2015) studied the influencing factors of consumer loyalty and brand relationship. They believe that brand image, trust and satisfaction have an essential impact on consumer loyalty, which in turn affects brand market performance and competitive advantage.

Blackwell et al. (2006) studied the process and influencing factors of consumer decision-making. They believe that consumer decision-making is influenced by personal needs, product characteristics, communication information, and social and cultural factors. Oliver(1997) studied the relationship between consumer experience and satisfaction. He pointed out that consumers' satisfaction is influenced by their knowledge, and consumers' experience is influenced by factors such as product quality, service quality, and shopping environment. Prahalad & Ramaswamy(2004) studied the concepts of consumer participation and co-creation. They believe that consumer participation and co-creation is a new market trend, and consumers are no longer just passive buyers, but participate in product design, marketing and service innovation.

The research on enterprise new media marketing content is one of the key directions Chinese scholars explore when discussing enterprise new media marketing problems. Because there are some differences in research directions, emphases, and professional backgrounds of different scholars, there are also many discussions on the

content of new media marketing. The existing research mainly thinks that there are the following principal contents: First, the brand marketing of new media in enterprises, that is, how to realize brand marketing in new media marketing, to attract consumers with characteristic brands and finally facilitate transactions; Second, enterprise new media product marketing, that is, the implementation of enterprise specific product marketing in new media, thus forming a fundamental support for new media marketing; Third, enterprise new media advertising marketing, that is, how to promote product exposure through advertising in the process of new media marketing, so that product information can be recognized and remembered by more consumers; Fourth, enterprise new media promotion marketing, that is, pushing promotional information in the process of enterprise new media marketing, thus forming an attraction to consumers. Li (2014) pointed out that implementing new media marketing involves many specific contents, but mainly focuses on brands, products and promotions, among which brands and products are the essential marketing contents. Enterprises need to focus on promoting product brands in new media channels, to make their brands have higher exposure and "topic"; in addition, they need to strengthen product design to provide consumers with novel products or products with better quality, to win the recognition of new media consumers finally. Bai (2019) analyzed the content of product pricing in an enterprise's new media marketing. The author constructed Nash equilibrium model to diagnose the problem of balanced pricing of new media marketing products, and put forward that product pricing must be designed reasonably in the process of new media marketing, to balance the relationship between product price and consumer demand and improve the sales effect of new media. Yu (2020) put forward that in the process of new media marketing, it must pay close attention to the role of brand marketing in the process of brand value creation. In the brand marketing of enterprise new media, the marketing of each brand dimension directly affects the marketing effect, and enterprises need to focus on brand characteristics, brand communication, and brand management.

Compared with traditional media, "new media" is in the process of constant change and development. Therefore, the connotation of new media is also constantly extending and expanding. The communication mode of new media is constantly growing and rising with the development of information technology. This change is continuously having a considerable impact on many traditional communication modes. Therefore, it is a good research topic and content for researchers at home and abroad. At present, many scholars at home and abroad have researched how enterprises should develop marketing strategies under the new media, and obtained very controversial results. These theoretical studies have laid an excellent theoretical foundation for the subsequent development of this paper.

2.2.2 SWOT Analysis

The so-called SWOT analysis, that is, the situation analysis based on the internal and external competitive environment and competitive conditions, is to list the main inner strengths, weaknesses, external opportunities, and threats closely related to the research object through investigation, arrange them in a matrix form, and then analyze them by matching various factors with the idea of system analysis, from which a series of corresponding conclusions are drawn, and the decisions are usually decision-making. By using this method, we can make a comprehensive, systematic and accurate study of the situation where the research object is located, to formulate corresponding development strategies, plans and countermeasures according to the research results. S (strengths) is an advantage, W (weaknesses) is a disadvantage, O (opportunities) is an opportunity, and T (threats) is a threat. According to the complete concept of enterprise competitive strategy, the strategy should be an organic combination of what an enterprise can do (that is, the strengths and weaknesses of the organization) and what it can do (that is, the opportunities and threats of the environment).

1. Strengths

In SWOT analysis, "Strengths" refers to the advantages within the enterprise. It is generally believed that the internal benefit of an enterprise is one of the critical factors for its success. Literature shows that the internal edges of enterprises come from different sources, which can be obtained through inherent resources (such as organizational structure, employee skills, proprietary technology, etc.) and organizational capabilities (such as innovation ability, marketing ability, operational efficiency, etc.). In addition, the advantages within an enterprise are closely related to its strategy and business model.

2. Weaknesses

"Weaknesses" refers to the internal disadvantages of enterprises. Literature shows that the internal disadvantages of enterprises are mainly related to the organization and management of enterprises, such as management loopholes, backward technology, insufficient production capacity, and lack of market competitiveness. Enterprises need to identify and correct internal disadvantages to improve their competitiveness and long-term development.

3. Opportunities

"Opportunities" refers to the external opportunities faced by enterprises. In SWOT analysis, option relates to all factors that can promote the growth and development of enterprises, such as technological progress, market changes, new product launch and policy support. Literature shows that enterprises should seize the opportunity and constantly adjust their business strategies to adapt to the changes in the market environment.

4. Threats

"Threats" relates to the external threats faced by enterprises. In SWOT analysis, threat refers to factors that may harm the business, income, or profit of an enterprise. Literature shows that the dangers faced by enterprises mainly come from bad market environment, fierce competition, policy changes, and backward technology. For enterprises, to effectively deal with threats, it is necessary to adopt corresponding risk management strategies.

In a sense, SWOT analysis method belongs to the internal analysis method of enterprises, that is, analysis is carried out within a given period according to the conditions of enterprises themselves. SWOT analysis has its foundation. The competitive theory put forward by Michael Porter, a famous competitive strategy expert, thoroughly analyzes and explains the "possible" aspects of an enterprise from the perspective of industrial structure. At the same time, competency-based management scientists use the value chain to deconstruct the value creation process of the enterprise and pay attention to the analysis of the company's resources and capabilities.

SWOT analysis, based on synthesizing the former two, combines the internal analysis of the company (that is, the research orientation concerned by the management authorities in the mid-1980s) with the external analysis of the industrial competitive environment represented by the competence school (that is, the central theme concerned by earlier strategic research, represented by Andrews and Michael Porter) to form its own structured, balanced system analysis system. Compared with other analysis methods, SWOT analysis has prominent structural and systematic characteristics. As far as structure is concerned, first of all, in form, SWOT analysis method is to construct a SWOT structure matrix, and gives different analytical significance to other areas of the matrix. Secondly, the primary theoretical basis of SWOT analysis also emphasizes the analysis of the external environment and internal resources of enterprises from the perspective of structural analysis.

As a qualitative analysis method, the essence of SWOT does have subjective defects. Scholars constantly try to revise and improve it, such as combining it with quantitative methods such as analytic hierarchy process and expert consultation, which makes its application more extensive and its conclusion more objective. Su (2006) combined the utility theory with SWOT theory, and put forward a solution from the quantitative analysis perspective. Wu (2006) found significant subjectivity and blindness in the study of strategic planning of characteristic industries. Combining it with Delphi's quantitative method, he made a SWOT analysis of the development environment of county typical industries. Huang & Jiang(2009) were inspired by dynamic economics. In their research, they introduced analytic hierarchy process (AHP) and Delphi method into the improvement of SWOT strategy research

process, established a dynamic supplementary model, and built an analysis-aided decision support system based on it, thus improving the effectiveness of SWOT analysis. Nie (2018) combined triangular fuzzy numbers with the analytic hierarchy process (AHP) to improve the SWOT analysis model, in which the importance of the same level factors was compared in the form of expert scoring, and a triangular fuzzy number judgment matrix was constructed. The applicability and scientificity of the improved SWOT model based on fuzzy AHP were verified by an example analysis.

At first, SWOT theory was born to help enterprises make strategic decisions. When making significant decisions, enterprises need to use systematic methods that are objective and logical enough to integrate quantitative and qualitative data information and make effective decisions under uncertain conditions. Zhang (1993) systematically introduced the SWOT theory with cases, and explained the concrete steps of applying SWOT theory and its practical application in strategic management.

The application scope of SWOT theory has gradually expanded from micro-enterprise management to industry and industry level, including medical industry, education industry, agriculture, handicrafts and so on. Chen (2012) analyzed the characteristics of instant messaging products represented by WeChat based on SWOT theory, and discussed its future development trend. In modern teaching, the application of SWOT analysis covers a wide range, covering college teaching, primary and secondary school courses, and education of various disciplines. Dai (2020) used the SWOT analysis method to explore the application of the flip classroom teaching mode.

The objectivity and rationality of SWOT theory determine the correctness and feasibility of the final strategic direction. In decades of development and application, its universality and logic have been proved. It can play a guiding role in the formulation of strategies in different industries and fields, handle complicated internal and external environmental information, provide a concise and clear logical framework for it, and clarify its development ideas.

2.3   Introduction to China Coca-Cola Company

As early as 1927, Coca-Cola established bottling plants in Tianjin and Shanghai, China. In 1979, with China's reform and opening up, it returned to the China market. Since 1981, it has established joint venture bottling enterprises in Beijing, Dalian, Nanjing, Xi'an, Wuhan, Hangzhou, Guangzhou, and other places. It set a Coca-Cola concentrated solution factory in Shanghai in 1988. In addition to eliminating the use of imported concentrated solution, Chinese mainland bottling plant has also been exported to Southeast Asia. The company's website is www.coca-cola company.com/cn/. The company spends a massive amount of money every year to advertise through newspapers, television, radio, and other propaganda media, making Coca-Cola a world-famous beverage and selling it worldwide. In 1992, the company's total assets were US$ 11.052 billion, ranking 106th among the 500 largest industrial companies in the world that year. It is headquartered in Atlanta, Georgia.

As early as the early 20th century, "Coca-Cola" appeared in Asia, first produced in the Philippines, shipped to China for sale, and sold in Shanghai and other cities. In 1927, Coca-Cola set up factories in Shanghai and Tianjin, and later, it was produced in Qingdao and Guangzhou. In 1933, the Coca-Cola factory in Shanghai was the most prominent "Coca-Cola" factory outside the United States. In 1948, it was the first factory outside the United States with an annual output of more than one million boxes. Coca-Cola returned to China in 1978 and has invested $1.1 billion in China. After more than ten years of development, Coca-Cola Company has established 42 canned beverage factories in China, forming a production base and sales network across the country, with annual sales of nearly 10 billion yuan. It was announced in the "1999 National Urban Consumer Survey" that Coca-Cola again topped the list of similar products, winning three laurels: market share, best brand, and popularity.

Coca-Cola Company has permanently attached importance to advertising, and its entry into the China market is no exception, and it invests tens of millions of yuan in publicity every year. However, Coca-Cola's advertising and brand positioning are strictly limited. In the past, it was controlled and planned by Atlanta headquarters. Consumers in China always see the bright red color and energetic shape of Coca-Cola, and Coca-Cola impresses consumers in China with the most typical American style and American personality. For more than ten years, the advertising campaign adopted the American TV advertising version with Chinese explanations, and this strategy was adopted until 1998. With the vigorous development of national beverage brands in China, the marketing strategy of Coca-Cola changed significantly in 1999. Its TV advertisement launched in China was filmed in China for the first time, designed by China advertising company for the first time, and invited China actors to shoot advertisements for the first time, they gave up the American identity that has been consistent for many years. To gain more market share, Coca-Cola is making great strides in China localization. As we all know, Coca-Cola has always adopted the strategy of undifferentiated market coverage, and its target customers are relatively extensive. From the beginning, Coca-Cola focused its advertising audience on young friends, and the advertising screen was dominated by energetic and healthy young people. "Vitality is always Coca-Cola" has become its latest slogan.

Chapter 3 Research Methodology

3.1 Introduction

Taking China Coca-Cola Company as the research object, this paper analyzes the actual situation of China Coca-Cola Company. This study adopts documentary research methodology to analyze this paper. Firstly, according to the SWOT analysis, this paper analyzes the marketing strategy operation of China Coca-Cola Company and points out its marketing environment. Then on this basis, the possible problems are analyzed, thus laying the foundation for Coca-Cola's marketing work. In the conclusion part, the conclusion is summarized and the corresponding strategies to solve the problem are given.

3.2 Research Methodology

This study adopted the documentary research methodology. Data collection is mainly carried out by consulting previous literature. By reading a lot of literature, including many fields, involving knowledge of communication, knowledge of new media and many consumption theories, it provides an important reference for the investigation and formulation of the company's internal brand strategy. Secondly, it analyzes the research status of SWOT theory and summarizes the strengths, weaknesses, opportunities and challenges of China Coca-Cola Company. This provides a reference for this paper to study the SWOT situation of China Coca-Cola Company, and also lays a foundation for this paper to analyze the relevant situation of this company. Based on the previous research conclusions and the internal data of China Coca-Cola Company's marketing status, this paper analyzes its marketing status. The existing marketing theory and new media marketing theory are systematically summarized and combed, which lays the theoretical and methodological foundation for the writing of this paper.

3.3 Research Design and Process

Firstly, this study used the documentary research methodology to summarize the previous research on marketing strategy and lay a preliminary research foundation; Then, it studied the current situation of the company's new media marketing, which provides a research basis for the analysis of problems and strategies, and then introduced SWOT analysis to analyze the marketing environment of China Coca-Cola Company, which further lays a concrete situation for the research.

Chapter 4   Findings and Conclusion

4.1   Introduction

This chapter takes China Coca-Cola Company as an example, analyzes the marketing status of enterprises in the new media era in detail, and makes a SWOT analysis. It can be seen that China's Coca-Cola Company has established a new media system and achieved specific results and good performance. However, because the disadvantages still exist, there are still some problems in the operation of China Coca-Cola Company. This paper analyzes the issues and provides some improvement measures for the company's future development.

4.2   Marketing Status of China Coca-Cola Company in China

According to the marketing theory and new media marketing theory, this paper analyzes the marketing status of China Coca-Cola Company, and the results are as follows:

1. Brand Perception

The core mode of consumers' basic cognition of China Coca-Cola Company is to rely on traditional media forms. Its initial cognitive way of products is helpful for us to determine high-quality media, and it can also reflect the current core marketing form and effect of products to a certain extent. The core mode of brand recognition of consumer groups is TV advertising and print media, and there is little difference between them. Many people rely on TV advertisements to understand products; Secondly, depending on print media advertisements to understand effects. New media is a common form of media in current society, but few consumers know products in this way, which requires in-depth thinking.

2. Concern and Interaction

Consumers still rely on past channels and media to get relevant information about China's Coca-Cola Company. The simple cognition of the brand belongs to the low-level dimension. In contrast, the deep comprehension belongs to the high-level size, and only the consumer groups who often buy such products will pay attention to this information. The overall proportion of TV advertisements and print media is relatively high. But only a few people know it through the internet. Many people see the company information through TV advertisements; Secondly, I know it through the internet. This also means the brand's marketing work on online media is poor.

From the content of China Coca-Cola Company's publicity model, consumers expect it to increase the release of practical applications of new media, among which consumers have the highest expectation of new media publicity forms, followed by advertising in printed matter. In addition, the remaining few people expect to participate in active events. It can be seen that the brand's marketing content about new media is still insufficient, and China Coca-Cola Company should make effective use of this well-recognized publicity model that consumers like.

3. Consumer Behavior

Consumers often choose China Coca-Cola Company in their usual consumption process, so it is crucial to know the frequency of their product purchases. At present, most people buy Coca-Cola from time to time, the most of which is occasional purchase, followed by those consumers who buy from time to time. This means that Coca-Cola products have penetrated people's daily lives.

At present, consumers mainly buy the products of China Coca-Cola Company through the Internet. At present, the forms of purchasing products are primarily divided into three categories, among which online shopping is the most widely used way, which is related to the penetration of online shopping into people's daily lives and its widespread use under the rapid development of the Internet. In online shopping, consumers generally choose convenience stores and supermarkets to make purchases. Network media and new media have penetrated people's daily lives. At present, these two channels are mainly used for brand promotion activities.

4.3 SWOT Analysis of China Coca-Cola Company

1. Strengths Analysis

(1) A New Media Marketing System Has been Initially Established

Looking at the whole country, the most popular and active social platforms are WeChat, Post Bar, etc. China Coca-Cola Company has also followed the pace of the market, not only founded WeChat official account, but also successively entered QQ, Weibo and other platforms to avoid being out of touch with the market. With unremitting exploration and efforts, the company has achieved remarkable results, successfully brought its products into the vision of more users, and built a mature and systematic marketing model. Take Weibo as an example; there are hundreds of millions of active users on this platform, and the release of news will not be restricted, enabling enterprises to communicate with customers easily.

(2) It Has Achieved Certain Results in New Media Marketing

China Coca-Cola Company insists on putting all kinds of information on WeChat's official account fans, including preferential benefits, company planning, etc., so that customers can get the most accurate and authoritative information, thus narrowing the distance between them and bringing powerful help to marketing work. Not only that, the company also flexibly organized several rounds of lottery activities, so that customers can actively participate in each other's exchanges and confide their own opinions and opinions in detail and accurately, thus creating a transparent and sunny marketing atmosphere. Of course, the company has not limited its eyes to online. It will also organize offline activities as appropriate to create more opportunities for contact with customers, to maintain a solid and close cooperative relationship with each other, to consolidate customer viscosity, expand core user groups, and enable enterprises to gain a foothold under substantial competitive pressure and gain ideal benefits.

The reading volume of the company's WeChat articles is increasing, and the reading volume is increasing year by year, which is several times more in just a few years, which means that the company has been favored and concerned by more users. Not only that, sharing and forwarding data is also rising. I believe it is not difficult to see that new media users are very keen on interaction, and enterprises can take this opportunity to eat more market share and let products enter more users' horizons, to accept the challenges of the market with the best attitude and not be afraid of the challenges of competitors.

2. Weaknesses Analysis

(1) Multi-Platform Communication is Not Balanced

With the development of society and science and technology, there are also brand-new reforms in media operations. The new media operation mode of China Coca-Cola Company has been significantly innovated. The primary social media are WeChat official account and Weibo, and an official sales website has also been established, which is slightly involved in platforms such as Taobao, Tmall, JD.COM and Suning.cn. However, the communication effect of these new media methods is not ideal. At present, only the sales of e-commerce platforms have achieved the expected results, which greatly benefited from the purchase of many users, which has extensively promoted the dissemination of goods. The rest of the WeChat official account and Weibo do not have much influence, so we conclude that the promotion of social media platforms is slightly inferior to that of e-commerce. The company also has some publicity in QQ Enterprise, but the effect is very unsatisfactory, and it has hardly been used. This is mainly because the users of QQ are primarily from 1980s to 1990s. They are the main consumers in the future, and QQ has gathered many potential users.

Among many new media communication modes, the WeChat official account is the best one. This is mainly because WeChat software is widespread, almost everyone uses it, and the number of active people is very high, but there are few enthusiastic people in Weibo. The China Coca-Cola Company currently has 667,000 fans on Weibo, and a few are active. And every time a Weibo is published, the number of retweets, comments, and likes is small. This has formed a huge gap with the WeChat official account. The effect of WeChat official account of China Coca-Cola Company is excellent, and the number of active people has dramatically increased through offline fans' code scanning concessions. This is mainly due to the promotion of coupon activities, which can stabilize many loyal fans.

(2) Lack of a Perfect Sales Management and Control System

With the development of market economy and the operation mode of new media, China Coca-Cola Company has been involved in Sina Weibo, WeChat WeChat official account, corporate websites and many other platforms. However, because the new media platform it operates on is partially outsourced, this has led to many problems. In the product promotion process, there is no complete control system, which directly leads to the different promotion points of each platform. There are also many differences in styles, and there is very little correlation. This is because there is no complete control system at the beginning of each platform.

Although the company's development speed and state are stable, there is no perfect management regulation in many aspects. There is also less investment in sales expenses and innovation, which is a fatal problem, so these aspects should be continuously strengthened. Through strict analysis and calculation, the weight proportion of each factor evaluation index in the future enterprise development process is summarized, and a complete control system is set up. The most important thing for the development of an enterprise is the innovation of technology and products, and it should learn from the sales experience of domestic and foreign peer companies.

(3) Marketing Services and Products are too Popular

By analyzing the current development strategy and operation mode of China Coca-Cola Company, it is found that there are problems in product packaging, taste, real feelings of consumers, marketing, and service. The current marketing strategy of China Coca-Cola Company still has many drawbacks, such as the repeated use of the same marketing strategy, which directly leads to no innovation in its products and services. Without innovation, it will not retain loyal fans and will be eliminated by society. Although conservative marketing methods are stable to a certain extent, no invention will limit the development of its products and enterprises. Enterprise managers should strive for progress in stability and make innovations in steady progress, which will form a specific corporate culture in slow development.

Coca-Cola's products are almost the same as those of other companies in the same industry in packaging methods and materials, and the taste of the products is not too bad. The actual experience of consumers is not perfect, and the handling of some unexpected situations is not very good. The update speed and market share of each product are also shallow, even at a lower level in the same industry in China. This series of problems are pointing to a spearhead, that is, the backwardness of sales concept should be changed from customer orientation to customer loyalty.

3. Opportunities Analysis

(1) The Support of National Policies

Under the changes of the times, the curtain of globalization has been wholly unveiled, which has caused earth-shaking changes in the market structure. Under the guidance and regulation of the government, a large number of foreign companies have entered the domestic market, which has continuously injected fresh blood into the FMCG industry and brought no small threats and challenges to local enterprises, thus creating an atmosphere of healthy competition and making the market glow with exuberant vitality. Thanks to the ideal policy conditions, the local market is also unprecedentedly active, showing a broad room for growth.

Under the ever-changing social conditions, information technology is also constantly innovating, bringing a broad and fertile living soil to the e-commerce industry, rising rapidly and being loved and recognized by people. To eliminate the market atmosphere, consolidate the network order, and let the industry move forward on the right track, the government has also successively implemented many decrees, such as the Regulations on the Implementation of Online Commodity Trading Services, to play a guiding and standardizing role and create a harmonious and sunny trading atmosphere, to avoid the situation getting out of control and bringing irreparable losses. It is believed that it is not difficult to see the government's attitude and position towards O2O and other modes, which has got strong support to the industry.

(2) The Society Gradually Accepts the New Media

Obviously, under the ever-changing market conditions, the domestic economy is unprecedentedly prosperous, and people's consumption concepts are constantly innovating. They no longer focus on the price of products, but are more keen on spiritual satisfaction. This requires enterprises to establish a correct marketing concept, take products as the starting point, and leave the deepest and clear impression on people, to impress customers, occupy more market share, stand out from the competition and be invincible. Moreover, the active e-commerce platform has also mobilized people's enthusiasm for consumption and generated a steady stream of shopping power.

Companies should pay close attention to market trends, be good at absorbing advanced ideas, properly coordinate online resources, and explore more scientific and mature marketing models to avoid being out of touch with the market and putting enterprises in a passive position. Looking at China, new media has also become a very mainstream and popular marketing channel, and marketing models such as WeChat and forums have emerged one after another, which are highly praised and affirmed by enterprises. It is not difficult to foresee that there is still much room for growth in new media marketing.

Various media platforms have also changed the market structure, and users can learn information from more channels. In mid-2018, the total number of domestic netizens was 802 million, and 98.3% were mobile phone users. Of course, the media mode that people contact has also changed in essence. Authoritative organizations have made statistics, and new media is more sought after and favored by people, squeezing the living space of traditional media. The most active and mainstream media forms are nothing more than video websites and apps. In just five years, the ratio has climbed from 7% to 9%. The usage rate of news clients, Internet TV, and other platforms is also rising. However, the utilization rate of publications, television, etc., has declined.

I believe that it can clearly and intuitively be seen that the pattern of the media industry has been wholly subverted under the ever-changing market conditions. Compared with traditional media, users are more keen on new media. The latter allows users to access the vast sea of smoke easily.

The information is no longer limited by distance and time, incomparable to the former. As far as the actual situation is concerned, new media users are young people. Their thinking is very active. They can keep up with the pace of the times, use new media tools flexibly, and get all kinds of information in the shortest time. Not only that, the right of communication is no longer firmly locked in the hands of enterprises. Thanks to the characteristics of two-way communication, ordinary netizens also have more freedom to speak, and they can fully and clearly express their opinions and opinions, thus creating a more active and transparent network atmosphere. This means that if the enterprise still focuses on the rigid and rigid marketing framework, it will be challenging to attract enough users, be out of touch with the times, significantly reduce the marketing level and become the market eliminator. Endless content and faster update frequency make new media more loved and recognized by users. It can be asserted that new media will be the central theme of FMCG marketing in the future.

(3) The Rapid Development of Technological Innovation

Over time, the curtain of the network era has been ultimately unveiled, and information technology has been constantly introduced, which has injected brand-new vitality into the market and brought powerful help to marketing work. New media is

active in every corner of society, and people are keen to learn about hot events on Weibo and choose their favorite unique products from Taobao. Not only that, with the support of big data and other technologies, it can also correctly identify valuable information from massive data, bring powerful reference to enterprises, and smoothly understand customers' ideas and demands, to conceive more targeted and operable marketing planning, to get twice the result with half the effort and let enterprises gain a foothold under substantia competitive pressure and maintain abundant vitality. From the standpoint of users, various e-commerce platforms have also brought them more choices, and merchants can shift their marketing positions online and let products enter the vision of more customers. Communication around the network platform will help to draw closer to each other, gain insight into customers' views and attitudes, thus bringing more thoughtful and intimate service and maintaining a harmonious and trusted cooperative relationship with them, to consolidate customer stickiness, expand core user groups and bring rich benefits to enterprises.

4. Threats Analysis

(1) The Infinite Increase of Communication Subjects and the Quantification of Communication Content Lead To a High Degree of Distraction of Consumers.

Undeniably, a lower threshold of communication will lead to the emergence of many different communication subjects, disrupt the market order, cause horrible consequences, make customers worry, no longer have enough trust in merchants, and cause great trouble to marketing work. As far as statistics are concerned, at the end of 2018, there were 2.878 million websites registered by domain name registrants in China, and the number of websites increased by 91.4% compared with last year, which attracted worldwide attention. The endless stream of communication subjects will make it impossible for users to distinguish the authenticity accurately, making it difficult for merchants to grasp the user's sight. Herbert Simon, a well-known scholar, once expressed the concern that too much information would distract users' attention, which undoubtedly sounded the alarm for us. You know, in a metropolis, users are exposed to more than a thousand advertisements daily, leading to resistance and exclusion. Various marketing activities make it strenuous to impress customers, meaning enterprises can't leave a deep and intuitive impression on customers, and they can't mobilize their consumption enthusiasm and awaken their desire to buy.

(2) Consumer Dominance Is Enhanced, and Uncontrollable Factors Increase in the Process of Marketing Communication.

Many advertising companies have noticed that people's consumption patterns have changed, which has wholly subverted the previous cognition and laws. Users are no longer satisfied with passively receiving messages, but will actively collect and browse

various materials, and thanks to the network, they can easily find out the expected content. Not only that, but before planning to shop, it will also consult the commodity information with many merchants to make all-round considerations and trade-offs, to select the most favorite products. Users will trust their own decisions more than the promotion of merchants. As far as the actual situation is concerned, no matter how excellent the slogan is, it is difficult to dispel users' concerns. Many customers will read the comments left by others when shopping online. If there are too many nasty comments, they will ruin their enthusiasm for consumption and no longer have confidence in the products. This means that the advertisements carefully conceived by enterprises are even less convincing than a brief evaluation by old customers. The concept of bipolar communication also explains this law accurately and systematically for us, and the influence between audiences is hard to compare with that of traditional media. Based on this, the marketing activities prepared by enterprises with a lot of resources and energy, perhaps as long as a bad review, can make all the efforts and funds wasted, damage the reputation of enterprises and pay a painful price.

5. The SWOT Matrix of China Coca-Cola Company's New Media Marketing

The most important thing for developing sales-oriented enterprises is products and customers. Products represent the social and market competitiveness of enterprises, and customers represent the future operation and development of enterprises. Therefore, these two aspects are the top priority of business. Enterprises should keep innovating products, retain old customers, increase new customers, and seize potential customers while ensuring product quality. Moreover, in terms of sales channels and product types, it is necessary to improve constantly, and there must be no shortcomings in the development of enterprises. Moreover, various new media platforms should be developed for publicity. Furthermore, it is necessary to conduct a comprehensive analysis of the company and get an optimal marketing strategy. The SWOT analysis matrix of China Coca-Cola Company is shown in Table 2.2.

Table 4.1   SWOT Analysis Matrix

	superiority (1) the product brand has a good reputation and influence. (2) A new media marketing system has been initially established.	disadvantaged (1)　　　　Multi-platform communication is not balanced. (2) Lack of perfect sales management and control system (3) marketing services and products are a too popular
opportunity (1) the support of national	SO1:　　Designing　and Managing　　Multimedia	WO1: With the help of social platforms, set up a

policies (2) The society gradually accepts the new media. (3) the rapid development of technological innovation.	Integrated Marketing SO2: Enhancing the Value of Product Marketing Content SO3: Take different plans to publish news for different audiences.	community to discuss public topics and expand the team of experts. WO2: Use the new media e-commerce platform, strengthen customer service return visit and establish product supervision system. WO3: Open stores in several new media e-commerce sales platforms and increase promotion efforts.
threaten (1) The infinite increase of communication subjects and the quantification of communication content lead to a high degree of distraction for consumers. (2) Consumer dominance is enhanced, and uncontrollable factors increase in marketing communication.	ST1: Strengthen the team's training on industry and new media operations. ST2: Differentiate operation with competitors in new media marketing strategy. ST3: Improve the reputation of the expert team and enhance the reputation of users through the new media audio-visual platform.	WT1: Strengthen the comprehensiveness and professionalism of the expert team and interact regularly on the new media platform. WT2: Create brand image through the operation and promotion of new media platform and new media account. WT3: Relying on the new media social platform, developing offline channels, and strengthening cooperation among enterprises.

Based on the above analysis, China's Coca-Cola Company needs to make great efforts in marketing if it wants to occupy a place in the fierce competition and maintain its growth trend, and marketing through new media is the best solution. And the company already has a good internal environment for developing new media marketing. Combined with the results of the SWOT analysis, this paper puts forward that the company should seize the opportunity to use the existing advantages and take the growth-oriented SO strategy as the leading factor to improve the existing marketing strategy. To improve the strategy, it is necessary to understand the current situation of consumers' cognition and demand for China Coca-Cola under the guidance of this strategic direction, and further find out the shortcomings of the recent new media

marketing strategy through the analysis of consumer behavior, to provide a basis for improving the strategy.

4.4 Shortcomings of China Coca-Cola Company's New Media Marketing Strategy

Combined with the current situation analysis and SWOT analysis of the company and its products, it is considered that the company's current marketing strategy has the following problems.

4.4.1 Brand Communication Forms are Not Effectively Combined with New Media

Based on the above-mentioned practical investigation and analysis, it can be found that China Coca-Cola Company adopts traditional and backward communication methods, lacks innovative consciousness and has not yet established a diversified communication system. Most market consumers get information about China Coca-Cola through conventional media, which are mainly divided into TV advertisements and print media. However, with the development and change of society, new media began to appear and became an essential part of the media. The data show that only 15% of consumers use this method to get product information, which needs scholars' attention and thinking.

Over the past few years, the online marketing of China Coca-Cola Company has and passively relied on shopping festivals such as "Double Eleven" to increase sales. There are almost no independent and innovative activities and advertisements for brand sales and promotion, and the marketing strategy is relatively passive. The essential contents of new media marketing, such as word-of-mouth marketing, value marketing and interactive marketing, are hardly involved, and there is a lack of personalized new media marketing activities with brand characteristics, which can attract customers enough and show their labels. This is not only a misinterpretation of the concept of innovation and development of China Coca-Cola Company, but also a misinterpretation of new media marketing strategies.

In reality, the managers of China Coca-Cola Company are not aware of the development of brand communication during business operation, and the brand communication mode is relatively backward and has not achieved remarkable results. In particular, the traditional marketing model often occupies a large number of superior resources within the company, which leads to the continuous increase of the company's operating costs and directly affects the profit level. China Coca-Cola Company's new media marketing and application started late, and the construction of marketing channels was at a standstill. Therefore, it can only adopt the traditional marketing model,

which cannot enhance the influence and popularity of products. However, with the development of the market economy, the competition within the industry is becoming more and more exciting. Enterprises must improve the brand marketing system, attract more customer groups and ensure their position in the market competition. As the manager of China Coca-Cola Company, it must establish a long-term development concept, keep pace with the times, blaze new trails, establish a diversified marketing system, and achieve sound and rapid development.

With the rapid development of the Internet and the growing maturity of new media platforms, China Coca-Cola has optimized and upgraded its marketing methods under this trend, and given full play to the advantages of network new media to promote the development of new media marketing, including using social platforms such as Weibo and WeChat to promote marketing. The establishment of an enterprise brand website and the use of search engine marketing and a series of new marketing methods. The core mode of consumers' basic cognition of China Coca-Cola Company is to rely on traditional media forms. The initial way of comprehension of products is helpful for us to determine quality media, and can also reflect the current core marketing forms and effects of products to a certain extent. Therefore, it is necessary to take the following measures to improve.

(1) Search engine marketing. China Coca-Cola and some famous search engines, including Google, Baidu, etc., put advertising pages or design product publicity columns in the search pages provided by them, in this way to provide more exposure for the company's products and get a more significant number of potential users' clicks, hoping to get more attention and achieve sound marketing effects. The product column considers the use of search mode to integrate text, pictures, short videos, live pages, and other content. Potential users in the search at the same time can find promotional information associated with the product, and can see the direct link to the product's official website, but also can carry out regular promotional activities in it, can let consumers get more intuitive and straightforward product information. For example, the use of Baidu search engine to visit the company's website is the most significant number of users, and is far more than the other three channels. Thus it can be seen that consumers are more willing to use the Baidu search engine to search and consult the product information of China Coca-Cola company, can consider establishing deeper cooperation with Baidu search, on which for the company's products for more publicity.

(2) micro-blog platform marketing. In the current environment of rapid Internet development, every brand fan is a potential marketing customer of the company. To complete marketing work through the Weibo platform means that the company will use Weibo to promote products to complete marketing work and attract more potential customers. On the Weibo platform, consumers can consult the product information provided by the enterprise, learn more details, and experience the brand culture

advocated by the enterprise. Whereas enterprise and consumers in the middle of the micro-blogging platform for real-time interaction, and can get more feedback, to grasp the customer's demand. The most critical part of this marketing method is to be able to to position the customer base accurately, and to complete the dissemination of information through interactive means, make good use of graphics and videos to promote product publicity, and finally establish a good relationship with consumers. The China Coca-Cola company is using the Internet platform, use micro-blogging marketing means, arouse consumers more passion for their products.

(3) Media cooperation. Various media and advertising companies should reach a cooperation mode, unify the internal media, and combine personnel and non-personnel communication channels and specific communication channels through cooperation. In this way, marketers can maximize their interests, so that media cooperation can also influence their influence in the same industry, which is a double shot. This kind of collaboration across media categories is self-evident. If China Coca-Cola will promote on TV, radio and new media platforms, and unify the style and content of the promotion, the effect should be pronounced. One of the things to pay attention to is that it must reasonably distribute the proportion of its communication methods.

(4) Implement integrated marketing communication. Now, many large agency advertising companies have formed a very perfect way of marketing communication. Its principal is to carry out an integration of all kinds of marketing communication, providing a one-stop service. Mainly, the acquisition of promotional agencies, public relations companies, packaging design consulting agencies, etc., the website developers and direct mail agencies will also make acquisitions. After this series of integration, there will also be a perfect marketing communication method, which is also the new significance of media communication companies. This kind of company with a scientific and unified management model can help customers improve the overall communication effect. In recent years, many international companies have come to rely more and more on this new type of agency, which provides one-stop services. Facts have proved that their choice is not wrong, this integrated marketing communication method is meager cost, in the communication process has a scientific sales concept and unified cultural style. China Coca-Cola Company requires such an integrated marketing communication channel at this time. Such a large advertising agency can accurately position China Coca-Cola Company, indeed proceed from the interests of operators, and create a suitable development and operation mode for its company. This kind of integrated marketing communication has excellent advantages. It can convey the information to all customers at the right time and place, to establish a specific brand image. At the same time, when it comes to data analysis and calculation, due to limited resources, this can be left to the agency to solve.

4.4.2　New Media Content is Not Rich Enough

From the development history of China Coca-Cola Company, it has been developed in the domestic market for many years. Under the influence of brand marketing, product positioning, and brand value dissemination have been recognized by consumers, and the market influence has been steadily improved. However, with the rapid development of the market economy, there are more and more similar enterprises, which brings severe pressure and challenges to the development of China Coca-Cola Company and further affects its market share. Based on this, the company should seize the opportunity for market development, establish a diversified brand marketing system, ensure the market competitive advantage, and accelerate the realization of product marketing objectives. In reality, brand marketing is a long-term and complicated process. China Coca-Cola Company should further enrich its communication content and improve its marketing effect based on the actual development and market environment factors. Most consumers think that it is the primary function to recover physical fitness in a short time, but it should also have the tasks of providing vitamins and relieving thirst. It can be seen that consumers put forward new requirements for drinks, which need to arouse the thinking and attention of company managers, improve product development capabilities, improve product systems, and gain the trust and recognition of customer groups.

It is not difficult to find that there are significant differences in the cognitive degree of different brands among market consumers, and the direct reason for this phenomenon is that the content of brand communication is additional. For example, some manufacturers attach great importance to enriching brand communication content, which often brings new content to consumers and attracts the attention of consumers. At the same time, rich brand communication content can also enhance product influence and awareness, which is of great help to product marketing. Since the domestic development of China Coca-Cola Company, the managers have always adhered to the brand marketing development strategy, and the product market influence has been significantly improved, always occupying a leading position in the market. In recent years, China Coca-Cola Company's product marketing is facing severe pressure and challenges, the sales target is difficult to achieve, and the company's market position is gradually declining. First of all, the brand communication content is relatively simple, which leads to the visual fatigue of market consumers and the lack of fresh brand communication content. Secondly, many similar enterprises have impacted the product marketing of China Coca-Cola Company, and it is difficult for China Coca-Cola Company to formulate a diversified publicity system for drinks, which has a high degree of product recognition and support. In the end, the original market share of China Coca-Cola Company has been carved up continuously. The market occupancy rate has been decreasing year by year, and the product marketing has encountered significant troubles.

To strengthen enterprise publicity and expand the economic effect of enterprises, many enterprises begin to use diversified new media tools, such as the establishment of enterprise official website, the registration of Weibo account, the opening of Wechat public platform and so on. To have the ideal communication effect, we must make these platforms bigger and stronger. If the website is always in a cold state, naturally, it can not be bigger and stronger.

Change the cold state, the enterprise can not only promote the product on the website, because this kind of information is often ignored by users. The information that interests users is bound to be closely related to them and their vital interests. Therefore, enterprises can start from the point of view of optimizing services, lower their posture, and provide users with service information through new media platforms. Only in this way will the public be willing to pay attention to the enterprise website.

(1) Soften the Content of News Information and Enhance the Authority of Reporting

In many people's impression, the official website is often grave, and the content inside is primarily the overall introduction to the enterprise, as well as the recent dynamics of the enterprise. If the enterprise still gives the audience such a feeling in the brand promotion, it isn't easy to get the audience's attention. Therefore, the information on the website must be relevant to the audience and arouse their attention. The official website is like the front of the enterprise, to do an excellent job of the act, to let the audience have an impression. When the audience opens a website, the purpose is to obtain useful information, such as product information. Enterprises should attach importance to editing product information, writing original articles, and improving the quality of papers. The reason is that when the audience is browsing information, they want information increment. If all the pieces are the same, they will not achieve this effect. Especially if the articles on other brand websites are the same, it will reduce the image of the enterprise in the eyes of the audience. Therefore, enterprises need to capture the internal dynamic highlights timely, timely release information, increase the article new ideas, with the help of text, pictures and users to communicate, to attract more audience attention.

Standing in the perspective of advertising to analyze the product information of enterprises, in addition to the novelty, but also need a specific authority. If an enterprise often participates in academic activities, is committed to public welfare undertakings, and is often mentioned by CCTV, then it is often more straightforward to be trusted by the people, and its brand image is easy to establish. Take Nongfu Spring (a Chinese drink company)as an example. Nongfu Spring has been emphasizing that it is not a producer, but a porter of nature, giving people a feeling of being close to heart, on this basis to participate in world photography competition, to publicize the water source

landscape, as an essential site for collecting wind. In this way, professional photographers can be attracted to take photos and promote the beauty of the Nongfu Spring source. This not only relies on the authority of the World Photography Competition, but also strengthens the brand communication effect with the help of professional photographers. Thus, it can be seen that the promotion of enterprise brands and products, sometimes do not need to invest heavily, the key is whether the skillful force, the formation of a keen sense of news, take a more hidden way of advertising transmission, and finally achieve the effect of advertising.

(2) Cater To the Audience's Reading Interest, and Push Articles Close To the Audience's Life

If the articles on the enterprise website are cookie-cutter propaganda of the enterprise, then the audience is not willing to open them. To this end, when writing an essay, we must have information increment, such as a small story to join the enterprise, enterprise dynamics, will cause audience attention. Only when the audience is interested in the article, they are willing to open and read it. Therefore, the article preparation must pay attention to the interest.

Consumers pay different attention to corporate information because of their different levels of education and age. The same browsing websites, choose to read articles are not the same. Nowadays, in addition to news media, individuals can also write articles with the help of We-media platforms. In the age of information explosion, if you want to catch the audience's attention, you must push some topics closely related to the audience's life. For example, we should actively respond to the national poverty alleviation policy, establish the production base of enterprises in poor areas, and solve the employment problem of local people. These practical actions not only contribute to the development of enterprises, but also produce significant social effects, help to establish a good brand image of enterprises and form a specific authority. The products produced are ultimately consumed by the public. Therefore, when writing product information, we must take into account the acceptance degree of the people. Using simple language, vivid description of the product is more conducive to public acceptance.

(3) Make Use of Social Hot Spots to Enhance the Interest of the Article Content

When enterprises register a microblog account and release information on the microblog platform, they must consider the emotional factors of users. Starting from life, they should let the audience feel not only the simple sale of products, but also the humanistic care contained in it. Doing so can not only achieve the purpose of product publicity, but also establish the brand image of the enterprise. Take China Coca-Cola Drinks as an example. The company's promotional content tells the story of getting rid

of poverty with the masses, and drinks are implanted in the story. This way, the company can show its social responsibility and establish a positive image. At the same time, the audience will naturally see the product when they read the propaganda content. If a company's propaganda article is well written, it will also give the company extra points, so that the audience will feel that it is a trustworthy company, so that they are willing to buy the company's products.

In the article, the China Coca-Cola Company talks about achieving safe drinking and answers the questions posed in the title with detailed plans. The use of questions as the title can arouse the audience's curiosity, and then use the complex safe drinks plan to answer the audience's questions, so that the audience can feel the professionalism of the enterprise, and help to build trust between the enterprise and the audience. At present, many enterprises have adopted this way to write brand publicity articles, and the platform will also push the reports targeted to the audience interested in the field's content. After reading the report, the audience can also interact with the enterprise through comments, likes and forwards, and the reply from the enterprise can help the audience to have a deep understanding of the product and related knowledge. Such effective interaction can let the audience feel the sincere service of the enterprise, but also lay the foundation for the enterprise to convey a good reputation. When an enterprise's reputation is effectively improved, it will naturally attract more sticky customers and enhance business volume. To this end, many enterprises also realize that quality service can improve the added value of products, but also can help enterprises to establish a solid relationship with users, help enterprises to continuously expand the scale, improve efficiency, and achieve steady development.

4.4.3   There is a Lack of Effective New Media Connection with Consumers

From the perspective of development process, China Coca-Cola Company did not establish online sales channels at the beginning, and new media marketing was used less, so it was impossible to establish an effective communication mechanism between brands and customers. In the long run, market customers are not aware of product advantages, and it isn't easy to improve product influence and market visibility. Some consumers think that convenience of purchase is more important, even higher than the function of drinks. However, the managers of China Coca-Cola Company did not realize this, lacked practical market research and analysis, and ignored the specific psychological needs of consumers. This will affect the fit between enterprise marketing strategy and customer psychology, fail to reflect the role and value of marketing strategy, and gradually lose the initiative in market competition.

New media can establish close and convenient communication between people, and product marketing should widely use diversified media and platforms to narrow the distance between venues and consumers and found a suitable communication mechanism. In this way, we can ensure the rapid flow and sharing of superior

information resources, get customers' ideas and opinions in time, make clear the omissions and deficiencies in real work, and make scientific and reasonable development plans. In reality, China Coca-Cola Company's marketing strategy has not established diversified communication channels with consumers, and consumers' inner needs can't get timely feedback, which is not conducive to managers formulating reasonable business strategies and product routes, resulting in a continuous decline in sales.

It has been emphasized above that qualified products should be favored and recognized by customers. If they cannot be approved by customers, they will undoubtedly bring irreparable losses to the enterprise. This requires enterprises to always pay attention to customers' ideas and attitudes, starting from age, position, economic conditions and other elements, detailed and accurate definition of the target user, to avoid deviation, let enterprises pay a painful price. Only around the target customers, make a systematic and thorough analysis, to plan the most reliable and comprehensive marketing planning, to play the effect of twice the result with half the effort.

(1) Establish a Good Brand Image for the Enterprise

The author mentioned above, the company's website users cover different groups, customers will focus on the product information, peers will look at the company's management data, which requires the enterprise to classify the data, to facilitate users to read, to leave them the best impression. Of course, it can also make a scientific and systematic analysis around the browsing history of the user, to accurately identify the target audience, to facilitate the release of information. In the author's opinion, it should be good at absorbing advanced ideas, no longer limited to the framework of one-way communication, and mobilize the enthusiasm of users to interact, to create an active and sunny marketing atmosphere, to consolidate customer loyalty, expand the core user group, for the follow-up marketing.

Lay a good foundation for the work. At the beginning of setting up the website, China Coca-Cola Company should conceive the most mature and scientific planning to ensure that there is enough interaction in the website, to facilitate users to leave their views and opinions, and bring them more intimate and thoughtful service. Only by doing this, can it maintain a trusted and harmonious relationship with each other, help to improve the enterprise's reputation, and accept the challenges of the market with the best attitude. Obviously, in the changing media conditions, the evaluation given by customers will be more reference value and persuasive, but also an indispensable link on the road of brand construction.

(2) Improve the Audience's Sense of Closeness to the Brand

Coca-Cola's marketing policy has always been small activities and significant communication, insisting on organizing various small activities to identify target customers, to achieve twice the result with half the effort. Compared with significant movements, this marketing idea can immediately reduce the cost burden, will not bring substantial financial pressure to the enterprise, to gain the broadest profit space. Micro marketing is the most popular, the mainstream of a marketing approach, it may as well take this as a starting point, find the most attractive topic for users, let the brand into the line of sight of more users. To achieve this goal, enterprises should constantly try to figure out the mentality and ideas of customers, start from small activities, from the point to the surface, so that the smooth implementation of marketing planning, do not have to worry about the increase of capital burden.

Of course, with market feedback, it can also reveal the shortcomings and weak points of the marketing link. Take the well-known Haier enterprise as an example. It has explored its marketing style and narrowed the distance with customers by relying on more down-to-earth content. Every hot event, it is not difficult to see the active traces of Haier on the significant network platforms, and do not miss any opportunity, to leave a more profound impression on users. Obviously, with its unique style, Haier successfully stands out under heavy competition and stands at the top of the industry, which is favored and affirmed by customers. Not only that, Haier will also take seriously the ideas and insights given by users. Weibo users have asked Haier whether it can develop cold box products. This is easy to ignore the message, but the enterprise with keen eyes to perceive business opportunities, opened a new way of business, and organized a meeting, around the concept of the product launched a system, thorough analysis. Haier is not a closed car, research, and development of new products, but the inspiration and ideas given by the users of integration, by the research and development department, to develop more excellent, popular products, a steady stream of fresh blood for the enterprise, gain rich benefits. In fact, at the beginning of the product launch, it quickly cut down the sales volume of 500 units, continue to consult users' views and attitudes, improve the production process, so that the enterprise gets rich harvest and returns.

(3) Maintain Consumer Loyalty to the Brand

The author has repeatedly emphasized above that flexible use of micro marketing not only helps to strengthen customer cohesion, but also can impress a large number of new customers, eat more market shares, so that enterprises can stand firm under substantial competitive pressure and fear threats and challenges from peers. Only by accurately and scientifically defining the target users, can the marketing work be carried out smoothly. With the support of wechat, it can also break the constraints of

distance and time, and help the company and customers to form a closer and firm cooperative relationship, so that each other in the same pace forward, to achieve a win-win situation. Take Dong-e-Ejiao, for example, which has always been at the top of the industry, but in just ten years, the price of its products has been raised 16 times, from the initial 800 catty to about 2,000 per jack. Here, I believe it can be seen that the enterprise has devoted itself to the high-end market, completely abandoned the middle and low end market, and shifted its strategic focus. The enterprise is not blindly to impress customers with quality, cost performance, let itself into the quagmire of price war, even at the cost of some customers, but also to open up the situation in the high-end market, for the enterprise to bring ideal harvest and return. In the author's opinion, the enterprise did not start from the quality to impress customers, or make concessions and compromises on the price. Still, it continued to increase the price, to find out the demands of customers, to give them more intimate, excellent service, such as on-site cooking, by the user's unanimous support and affirmation.

The China Coca-Cola Company brings culture and beverage to its customers. The former can immediately strengthen customer cohesion and consolidate its position, thanks to the gains and returns brought by cultural marketing. It can also mobilize the enthusiasm of customers to share, generate a steady flow of communication power, let customers introduce products to more relatives and friends, and bring strong support for the marketing work. Of course, the company should also adhere to the concept of excellence, strictly do an excellent job of control work, to avoid the management order into chaos, disrupt the marketing plan, cause irreparable losses.

4.4.4　Consumer Demand is Not Fully Met

With the continuous development of the market economy, consumers' product demand has apparent differences in different periods. If a single traditional product marketing strategy is adopted, it will inevitably lose the support of market customers and lead to a further decline in market share. Managers must establish a brand-new development concept, update product marketing strategies based on changes in consumer demand, and accelerate the realization of product marketing goals. The China Coca-Cola Company did not meet the diverse needs of consumers. It can be seen that online purchase channels are well-received and loved by consumers and have broad development prospects. Based on this, it can also be seen that online media and new media have a profound impact on people's daily lives and will become the critical channels for brand promotion in the future. However, China's Coca-Cola Company has never established its own online sales channel. Its product awareness can't be improved, and it can't give customers enough choice space, so product sales are in a passive situation.

At present, the sales volume of domestic products of China Coca-Cola Company is decreasing year by year, and the market share is decreasing year by year. The fundamental reason is that the diversified needs of customers can not be met, the viscosity of customers drops, and the resources of superior customers are gradually lost. With the development and progress of information technology, it has brought unprecedented changes to various industries in the market. Many well-known brands have fully used new media marketing and achieved good development results. At the same time, it can also help to understand their market positioning and environmental factors, grasp customer needs, and then establish target customer groups and adopt targeted marketing strategies. China Coca-Cola Company has not used new media marketing effectively, and can't grasp the psychological changes of customers, which leads to the deviation between marketing strategy and customer demand, and reduces the brand's cognitive level in customers' minds.

Enterprises should allocate enough funds to research and development projects and prepare the most abundant funds to avoid the interruption of research and development, to speed up the pace of research and development, impress customers with more reliable and excellent products, and win their pursuit and favor. The Marketing Department should also bear in mind the product's advantages and strive to leave the most apparent and most profound impression on customers, dispel their concerns, and have enough trust in the product. First, the company should adhere to the concept of excellence, strictly do an excellent job of checking the work, seriously treat the quality control process, leave no blind spots and loopholes, kill the fluke mentality, eliminate hidden dangers from the source, to avoid defective products, so that the reputation of the enterprise is damaged; Second, do an excellent job of promotion, let customers understand the nutritional content of the products, wake up their desire to buy; Third, in case of rumors and malicious comments, it should also make a strong response, so as not to let the situation get out of control and bring irreparable losses to the enterprise.

Mindlessly raising the price of drinks by enterprises is not the most ideal marketing means, but will lose customers. Only by taking categories, nutrition, taste, and other levels as the entry point, can the products be favored and affirmed by more customers. This requires the company to pay close attention to the market trend, impress customers with greener and healthier food, to eat more market share, stand firm under the vast competitive pressure, and maintain full vitality.

According to statistics, customers will not only buy Coca-Cola's drinks in malls, but also buy drinks in supermarkets and grocery stores. If convenience stores can transform smoothly, it will undoubtedly open a brand new door for marketing. In 2015, for the first time, the domestic hypermarkets suffered a failure. Their performance declined, but the convenience stores were not affected, and their benefits continued to

increase. In the author's opinion, this situation is no coincidence. Although the latter is not as significant as the former, it is favored and recognized by people thanks to its advantages of convenience and time-saving. With the support of advanced technology, the business of convenience stores will be more complete and no longer limited to all kinds of commodities. It will also launch the functions of newsstands, restaurants, and so on, showing a broad space for growth, completely replacing the mall's position and subverting the market pattern.

Chapter 5 Recommendations

Under the ever-changing information conditions, marketing concepts are constantly innovating, and new media platforms such as live broadcast and short video are emerging in large numbers. The funds and resources of enterprises are limited, so it is obviously impossible to cover everything. However, the author can assert that new media marketing will be the main theme of the market in the future, and traditional media will never have a chance to turn over. Obviously, the advent of new media has brought more choices to enterprises. Only by starting from the content and value, making comprehensive choices and exams, flexibly coordinating resources, and impressing customers with more sincere marketing planning can it stand out from the competition and gain ideal benefits.

Obviously, integrated marketing is the most mainstream and popular marketing mode in the future. From the standpoint of China Coca-Cola Company, only by keeping a good marketing attitude, persistently figuring out customer demands, constantly summing up practical experience, drawing lessons, and exploring the most scientific and mature marketing plan can it keep up with the pace of the times and accept market challenges with the best attitude.
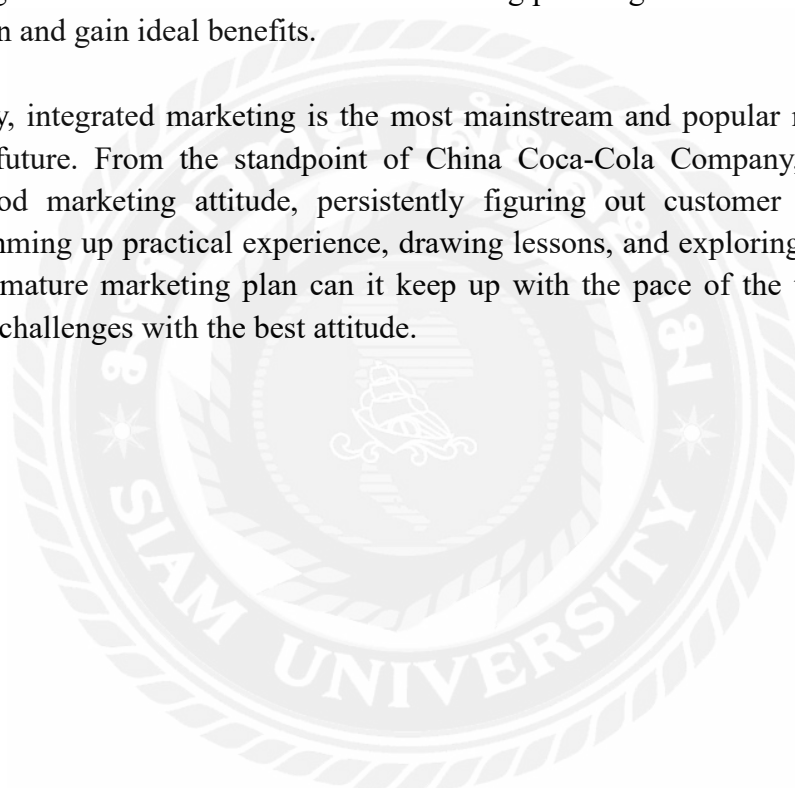
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