

## Analysis of Marketing Mechanism Innovation in China's Media Industry: Postprint

**Authors:** Li Lingjia

**Date:** 2023-10-08T00:00:00+00:00

### Abstract

Over the past two decades, China's media industry has continuously developed. To better expand the market for the media sector, innovation in marketing mechanisms has become an important component of industry development. However, the emergence of new media has brought about changes and new challenges to the traditional media industry.

### Full Text

#### Abstract

Over the past two decades, China's media industry has continuously developed. To better expand the market of the media industry, innovation in marketing mechanisms has become a crucial component of media industry development. However, the emergence of new media has brought changes and new challenges to the traditional media industry.

**Keywords:** Chinese media industry; marketing mechanism; innovation

**CLC Number:** F274

**Document Code:** A

**Article ID:** 1671-0134(2017)12-099-02

**DOI:** 10.19483/j.cnki.11-4653/n.2017.03.021

**Author:** Li Lingjia

### 2.2 Competition Between New Media and Traditional Media

Development and innovation in marketing mechanisms play a vital role in an organization's overall strategic planning. Currently, traditional media is facing a series of issues, including rapid market changes. As an indispensable factor in the media industry, marketing mechanisms must undergo continuous innovation

and development. How to innovate existing marketing mechanisms to adapt to the new media environment, enhance the competitiveness of the media industry, and strengthen its influence and appeal worldwide are questions that require diligent exploration in the development of China's media industry. Additionally, China's economic system development in recent years has been evident to the world, becoming an indispensable element. Therefore, how to innovate the marketing mechanisms of the existing media industry to improve the competitive advantages of China's media industry in the global environment and enhance the influence of Chinese media worldwide is an unavoidable issue in the development process of China's media industry.

In today's society, where high technology and new technologies are developing rapidly, China's media industry is undergoing tremendous transformation. The rapid rise and development of new media have become mainstream, accompanied by competition between traditional and new media. With the continuous influx of new media, China's media industry has entered a new stage of development. New media is essentially a product of scientific and technological development, accessible to almost everyone, and offering various forms of communication. Every individual can have the right to disseminate information using text, video, audio, and other elements. Consequently, whereas the public previously passively accepted content limited by media, the emergence of new media has enabled the public to become providers and creators of media content. This new production model has, to a certain extent, eliminated the boundaries between traditional senders and receivers, allowing media platforms to advance further in their direction of expression.

In terms of advantages, traditional media possesses strong brand appeal, authoritative content, relatively stable customer bases, and stable profit models. However, it lacks interaction with the public and cannot satisfy users seeking a comprehensive media experience. This is where new media emerges to provide the public with a full range of experiential services. New media's advantages lie in its strong interactivity, highly original content, massive customer traffic, and diverse profit models. Yet, in terms of content authority and profit stability, new media still lags far behind traditional media. Therefore, to further innovate the marketing mechanism of China's media industry, new media and traditional media industries must integrate and promote each other to achieve a win-win effect.

## 1. Definition of Media

Media primarily refers to all forms of intermediaries that carry and transmit information between the sender and receiver during the information dissemination process. Its main function is to disseminate information, bringing great convenience to people's lives, work, and studies, while also enriching citizens' leisure lives, promoting socio-economic development, narrowing the distance between people, and broadening interpersonal relationships. Thus, media plays a crucial role in information dissemination.

## 2.1 Emergence of New Media Marketing Mechanisms

With the continuous development of social economy and science and technology, numerous social media applications have emerged in the market, gaining widespread popularity among the masses. As expected, marketing mechanisms in the context of new media have gradually attracted public attention. Nowadays, many print media and television programs feature QR code scanning, which creates interaction with the public and allows consumers to learn more detailed product information or content of interest. This breaks the limitations of planar media forms in traditional media.

New media industries have mushroomed rapidly, causing many young consumer groups to shift their consumption targets. They believe new media industries can provide them with more convenient services. Moreover, they can utilize advanced technologies to establish their own media brands, such as the currently popular WeChat Official Accounts. Many businesses use QR code scanning and other methods to attract consumer attention. Compared with traditional media products like television, new media products can not only disseminate timely information but also enable more people to have their own media products, where they can actively share information rather than passively become recipients of information. This, to a certain extent, provides space for mutual information dissemination among the public, creating an interactive effect.

However, from a brand benefit perspective, traditional media industries still occupy a certain position in the market, possessing greater credibility and a mass foundation in information dissemination. Therefore, the integration of new media and traditional media is an essential innovative form that can organically combine the two, elevating China's media industry to a new height with broader prospects for development, thereby promoting the innovative development of marketing mechanisms.

## 3. Measures for Marketing Mechanism Innovation in China's Media Industry

### 3.1 Diversifying China's Media Industry

Diversified development primarily refers to operating multiple businesses across many fields simultaneously within the same time period. Diversified development can ensure rapid expansion of the media industry's market space in a relatively short time, enabling swift development and scale expansion. Overly singular business operations hinder the media industry's development. On the one hand, media industries with related content can cooperate with each other, integrating their content, brands, and technologies to form better operational capabilities.

For example, Ma Huateng of Tencent, one of the founders of QQ, has consistently adhered to a diversification strategy. QQ has always used online messaging as its development foundation while expanding into other new business

areas, giving QQ broader development prospects and greater competitiveness in the same media industry sector. This is also why QQ has been able to continuously develop. Therefore, for China's media industry marketing mechanisms to pursue innovation, China's media industry must achieve diversification.

## **3.2 Maximizing Marketing Mechanism Benefits Through Differentiation**

To innovate China's media industry marketing mechanisms, it is possible to provide long-term product information and services to customers to meet their special needs. In other words, this is the core content of differentiation strategy. This approach, while competing with other media industry rivals, on the one hand enhances competitiveness and elevates the industry's position, and on the other hand satisfies customers' special requirements for the media industry, reducing the threat of substitutes. So, what aspects should be implemented for a differentiation strategy? It can be broadly divided into three parts—enhancing media product credibility, reducing customer price sensitivity to media products, and making media products distinctive.

### **3.2.1 Enhancing Media Product Credibility**

Integrity is extremely important for any industry, and the media industry is no exception. Over a certain period, the media industry has a fixed consumer group. By enhancing its own integrity, the media industry can create incomparability, reducing the likelihood that fixed consumers will compare the media industry with other industries, thereby innovating China's media industry marketing mechanism.

### **3.2.2 Reducing Customer Price Sensitivity to Media Products**

To achieve differentiation, the media industry must actively improve its ability to negotiate prices with suppliers regarding related products. On the one hand, media industries can minimize costs to maximize profits. On the other hand, this reduces the possibility of customers bargaining when consuming products, enabling better development of media products. This not only promotes the development of China's media industry but also innovates its marketing mechanism.

### **3.2.3 Making Media Products Distinctive**

Enhancing product distinctiveness is an essential factor in achieving differentiation for media products. If media products possess their own characteristics, they not only improve the competitiveness of the media industry but also enable deeper innovation in the media industry's marketing mechanism.

### 3.2.4 Concentrating on Targets

The target market should be concentrated on specific segmented markets, providing specific media products and services to particular customers to make the marketing process more targeted. This not only improves efficiency but also saves resources, making the entire media industry more attractive.

### 3.2.5 Strengthening the Integration of New Media and Traditional Media

Today, as new media continues to develop, it will inevitably impact traditional media to a certain extent. So how can mutual benefits and symbiotic effects be achieved? First, traditional media industries, including newspapers, magazines, books, television, and radio, play an irreplaceable role in people's lives due to their significant influence and substantial consumer base. However, with the rapid growth of new media industries, many young consumer groups have shifted their consumption targets. Therefore, strengthening the integration of new media and traditional media is crucial for the innovative development of China's media industry marketing mechanisms.

## 4. Conclusion

In the 21st century, continuous technological development and innovation have filled the world with information. To further develop China's media industry, its marketing mechanisms must be better innovated. Currently, China's economic development has already occupied an indispensable position in the world economy. In China's media industry, the emergence of new media is undoubtedly a milestone in the development path of China's media industry. In the operational environment of new media industries, it is also essential to focus on continuous innovation in traditional media and organically combine the two to promote their common development and fundamentally innovate China's media industry marketing mechanisms.

## References

- [1] Xiong Bo. Research on the Development of China's Television Industry in the New Media Era [D]. Wuhan University, 2013.
- [2] Yang Dan. Marketing of Chengdu Cinemas in the New Media Environment [D]. Chengdu University of Technology, 2016.
- [3] Wang Guoping, Yi Yao. Research on Marketing Mechanism Innovation in China's Media Industry [J]. Jiangxi Social Sciences, 2007(11): 252-256.
- [4] Yi Yao. Research on Marketing Mechanism Innovation in China's Media Industry [D]. Hunan University, 2007.

(Author's Affiliation: Shanghai Jiao Tong University)

*Note: Figure translations are in progress. See original paper for figures.*

*Source: ChinaXiv — Machine translation. Verify with original.*