

The Research on the Marketing Strategies Theory and Empirical Based on the Product Value

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Abstract: The classical 4P theory was born in the demand market, a company to develop marketing strategies aimed to meet customer the differential interest demand. However, with the US-led financial crisis, making the interests focus on customer needs 4P strategic theory of challenges, in the value market, develop strategies to create value investors become the fundamental purpose. This paper is using marketing strategy theory, proposing the commercial value (value-added / loss) -the new mode of thinking, attention to the value-oriented of dynamic profit and losses, for investors to develop differentiated and satisfaction marketing strategies and to construct empirical structural equation model of the real estate market as the object to verify and obtain a conclusion that there is a significant positive correlation on marketing strategy to the product value's upgrading under driven factors- differentiation and satisfaction.

Keywords: Product Value, Differentiation, Satisfaction, Marketing Strategy, Investor

1 Introduction

Jerome McCarthy Professor made 4Ps theory in 1960, which marketing theory and practice had profound impact, becoming a classic marketing theory. In recent years, Stanley F. Slater (2009)^[1] studied that factors influencing the relative importance of marketing strategy creativity and marketing strategy implementation effectiveness. Li Fei, Wang Gao (2006)^[2] on the 4Ps marketing mix models to improve research and so on. These studies contributed to the theory of marketing strategy for continuous improvement, but less the value adopted the materials. Professor Wang Fang-hua guidance on a doctoral thesis examined the combination of marketing strategy for the impact of brand equity^[3]; they make a greater contribution to marketing strategy theoretical research, but has not yet involved in the impact on marketing strategy to the product value. Liu Fang, Yan Jian-ren (2007)^[4] discusses the relationship of product value and marketing strategy for example the noodle business; business marketing strategy for achieving and enhancing product value is essential. They recognize the marketing strategies can enhance product value (focusing on benefits), but how to upgrade are not theoretical arguments and empirical analysis. Although some scholars have tried to study the relationship between marketing strategy and value, but unfortunately, the existing value is mainly the demand value of benefit / cost. The outbreak of financial crisis makes the social transformation, people from the industrial society into the Commercial society, thus much-needed depth to excavate value, restoring the true colors of the value. This study has an important guiding significance to the investor of the entire value market.

2 The Content and Upgrading of Product Value

2.1 The define of product value

In agricultural society, due to low levels of productivity, output restrictions, in order to guarantee the consumer's basic supply must be reduced inputs as much as possible in order to add value. The $value = output / input$. This concept of value is more concerned about the input. In order to meet customer demand for differentiated interests, enterprises provide customers with more benefits in every possible way. This results in the concept of industrial society's value to a lower cost to be more generous benefits, that is, $value = benefits / costs$.

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