



TV MARKETING BASED ON BIG DATA: A REVIEW

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ABSTRACT

The advent of the era of big data has brought many revolutionary changes to human society. Whether it can actively meet and adapt to the various challenges of the era of big data has become a key factor that determines a media to take the lead in the competition. Undoubtedly, TV media will face more severe challenges and tests in the era of big data, and new development opportunities will also appear. From the perspective of marketing, the role characteristics of TV media have changed, from an effective marketing channel to a subject with urgent marketing needs. Exploring how to effectively apply big data technology to the field of TV media marketing has also become an urgent task. In order to focus and in-depth explore the possibility of TV media marketing innovation in the era of big data, and to explore effective ways to achieve it, this article reviews the current research status of TV marketing in the era of big data, and discusses the challenges and opportunities brought by TV media. Finally, the research on marketing strategy based on the principle of interest, interest, interaction and personality is prospected.

Keywords: TV marketing, Big data, 4I, Marketing strategy.

1. INTRODUCTION

The impact of digital technology on human society continues to deepen. The development of communication technology alone has caused unimaginable changes in the global economy and culture in just a few decades. In recent years, new technological forms such as the Internet of Things and mobile Internet have pushed human production and life to a new state, and people's thinking habits, living habits, and information usage habits will undergo new changes. The trend of "knowledge explosion" and "information explosion" has become more and more significant after entering the new century[1, 2]. The amount of knowledge and information produced by humans has shown an extremely high growth trend, which makes it difficult for many people to adapt. Now, governments, enterprises, and individuals have fully realized the importance of data and invested a lot of energy to promote the development and popularization of data-related technologies. Data will play an increasingly important role in human life. Because data is produced in the process of human production and life, and is a direct product of human behavior, it must contain "regular codes" closely related to the behaviors and patterns of different groups of people. Can it be combined with certain technical means? The method to discover the "secrets" in the data is of great significance for guiding human production and life practices and improving the scientificity and effectiveness of activities.

The concept of big data has begun to be recognized worldwide. More and more countries have begun to take measures to actively deploy big data applications, striving to seize the new development opportunities given by the times. These significant and rapid changes emerged in the year after long-term accumulation, bringing changes in the way of thinking, production and lifestyles to the world, and was therefore called the "first year of big data." The role of the media in the era of big data will be more prominent. As a bridge to communicate with mankind, media has become an indispensable "accompaniment" in people's lives in the mobile, social, and intelligent today. People continue to generate massive amounts of data through media use, and these data will become the era of big data. At the same time, media is also a link between various types of businesses and users. Based on data analysis, media can enable businesses and users to establish in-depth, continuous, and stable interactive relationships. Then, as a traditional media TV,

what development opportunities it can obtain and what measures should be taken to achieve innovative development in the era of big data become the key to determining whether it can win the media competition in the future. This article focuses on this cutting-edge topic.

The advent of the big data era has brought many revolutionary changes to human society. The new Internet media has accumulated massive amounts of data that are sufficient to support commercial use. Whether it can actively meet and adapt to the various challenges of the big data era has become a media decision. The key factor to take the lead in the future media competition. Undoubtedly, TV media will face more severe challenges and tests in the era of big data, and new development opportunities will also appear. From the perspective of marketing, the role characteristics of TV media have changed, from an effective marketing channel to a subject with urgent marketing needs. Exploring how to effectively apply big data technology to the field of TV media marketing has also become an urgent task. However, in accordance with the requirements of big data, TV media at this stage have many limitations and deficiencies in many aspects such as technical structure, transmission mode, and operation mode[3-5].

In order to intensively and in-depth explore the possibility of TV media marketing innovation in the era of big data, and explore effective ways to achieve it, this article summarizes the challenges and opportunities brought by TV media under the current research status of TV marketing in the era of big data. After analyzing, finally put forward the marketing strategy research prospect based on the principle of interest, interest, interaction and personality.

2. RESEARCH STATUS

2.1 The Impact Of Big Data On Marketing Activities And Its Strategies

The impact of big data on business is a key point, and many researchers have discussed it, including different industries such as finance, medical care, etc., but most of them are problem-oriented research by industry practitioners, and the academic nature needs to be strengthened. In this type of research, the impact of big data on marketing activities and their strategies account for a large proportion. Marketing activities have undergone significant changes due to the application of big data technology, and different industries are actively exploring how to use big data technology. Promote the innovation and upgrade of the marketing model. The impact of big data on marketing activities and the related literature on the corresponding strategy research are summarized and reviewed here. It is pointed out that the wave of big data is not only a revolution in the field of information technology, but also accelerates marketing changes and leads social changes on a global scale. As a weapon, companies must seize the opportunity of big data, expand marketing into the field of big data, and tap its potential great value to achieve great development. Some scholars believe that the "marketing value" in data can also gradually become prominent in the context of the application of big data technology and market progress. The fundamental feature of big data is the mirrored world expressed by data features. Mass, diversity, and high speed are the most important. The three characteristics constitute the powerful ability of big data to accurately reflect the real world, which reflects extremely high research value, which can be developed into people's marketing activities and improve competitiveness. Some scholars also believe that this will become a mainstream marketing direction in the future, and advertising can be made more effective by relying on highly relevant big data marketing. Research points out that in the marketing system, big data deconstructs the traditional marketing system from four levels: media, consumers, advertising and marketing strategy planning, and effect evaluation, but it also reconstructs the all-media marketing system under the background of big data[6-8].

It can be seen that both academia and the industry have fully realized the impact and changes of big data on marketing activities, and have a clear understanding of how to deal with this new situation, and some scholars have also made it academically from a theoretical perspective. Speculation. Even so, the application of big data to marketing activities is still in its infancy. How to effectively apply and promote on a large scale requires long-term practice and exploration. Therefore, it is necessary to have a clear understanding of the problems that may arise in this process. The reality that companies only use the collected data inefficiently to make business decisions, and further pointed out that the current lack of data analysis capabilities restricts big data marketing. On the whole, there are relatively few studies in this area. The degree of integration with marketing practices and marketing is not close enough and needs to be strengthened.

2.2 The Impact Of Big Data On The Media Industry And Its Response Strategies

Media is a data-intensive industry, especially various new media developed based on digital technology. At present, it has accumulated a large amount of user and information data, and it has the basic conditions for the application and promotion of big data. And data analysis has always been applied and played a role in the media field. Big data technology has brought different challenges and opportunities to different types of media. How to achieve innovative development in the era of big data has become a hot topic in the media industry. Some scholars have discussed the impact of big data technology on the existing news production models and mechanisms, and pointed out that big data technology can penetrate into the core links of news production, further enhance the value of audience feedback, and expand the breadth and depth of user analysis. Some scholars have also analyzed the huge impact of big data on traditional media management methods, and pointed out that media management needs to innovate in news production, audience surveys, and effect research, and through the use of big data in three online media, Tencent and Taobao. The analysis leads to

the conclusion that media management managers can quantify everything so as to fully grasp the organization's business, thereby improving the quality of decision-making and performance.

In addition, this category of research is more concentrated and has more results. It is a combination of different media types, combining big data with specific media types and businesses such as newspaper publishing, television media, new Internet media, and advertising. , Analyze mutual relationships, changes, trends, innovative methods, etc. It is believed that building a large database that adapts to market development and using big data technology is an effective way to create regional newspapers suitable for the urbanization process. At the same time, in the era of big data, transformation and upgrading have become a strategy related to the sustainable development and future destiny of the publishing industry To make a choice, it is necessary to study and solve the new and old problems that affect the long-term development of the industry and prescribe the right remedy, correctly handle the relationship between "government" and "enterprise", "mother" and "child", "transfer" and "reform"; take advantage of the new situation The characteristics of big data and the mobile Internet have reconstructed newspaper channels, enriched the connotation of newspaper operations, and closely integrated them with the original resources of the newspaper industry to realize a series of ideas for transformation from content to advertising, distribution, and planning; Data will promote the re-optimization of the editing process of sci-tech journals, the multimediaization of sci-tech journal publishing formats, and the diversification of sci-tech journal evaluation rules, but big data is also a "double-edged sword", sci-tech journals face a profit model and a transparent competitive environment. Challenges such as increased workload, and government legislation and international cooperation are also facing new issues. Big data has rewritten the news production and dissemination pattern of traditional media, triggering a crisis of survival of traditional media. The current period is an opportunity for traditional media to get rid of the predicament. It can seize the audience's demand for high-quality and deterministic information under the environment and seek a strategic breakthrough. , To make breakthroughs at the three levels of concept, strategy and technology.

In a nutshell, part of the research results focusing on newspapers and publishing industries are exploring how traditional media can cope with the challenges of the big data era. Television media is also one of the focuses, and the research results are relatively rich, but because the center of this article is " The marketing research of TV media in the era of big data", so the research results of this part are reviewed. In addition to traditional media, the research results of the application of big data technology in new media are also relatively rich. Because new media has inherent advantages in the application of big data technology compared with traditional media, the research and discussion in this area are relatively more in-depth[9-12].

The research results on new media and big data are relatively rich, and I will not do too much here. However, one of the directions has direct reference for the next research on the marketing of TV based on new media platforms in the big data era, and that is big data. Discussion of audience relationship in the context.

2.3 Research The Impact Of Big Data On TV Media And Its Countermeasures

Big data has also brought a great shock to the TV media industry. Many scholars and industry professionals have reflected on how TV media can simultaneously deal with the challenges brought by big data in the fierce competition with new media, because the TV media industry has traditional businesses. The development of new media also includes innovations in the new media section. Therefore, a certain degree of diversification is also reflected in the research on big data coping strategies. Here is a brief summary. First of all, researchers think about the development direction of TV media and the innovation of traditional TV media business through the perspective of big data. The future of TV depends on content, data and user experience, and issues such as immediacy challenges, privacy concerns, and talent dilemmas are discussed; the era of big data is a very important opportunity for the TV media industry, and it may be the last opportunity If you seize the opportunity, the TV media industry will usher in a new spring, otherwise it is possible to eliminate TV media; the viewing of authoritative TV media in the era of big data is more advantageous to a certain extent, but it also shows that TV does Transformation: The impact of big data on the media field is becoming more and more prominent, especially the impact on the TV news industry is extremely obvious. On the one hand, big data penetrates into the important links of TV news production, constructing the realistic context and historical propositions of TV news production; On the one hand, big data enhances the dissemination effect of TV news and expands the depth of TV news production. It further points out that TV news needs to face the context of the era of big data production and leverage media integration to achieve cross-border production. Secondly, some researchers focus on the development of big data technology for TV evaluation, ratings surveys, and research on audience relations, which has practical significance for improving the efficiency of TV communication; in recent years, domestic cable digital TV, online video, and other new services have gained scale The TV industry is undergoing an unprecedented shock and transformation. The limitations of the traditional ratings survey born in the analog era are highlighted, and the voice for innovation in ratings surveys is increasing. Under this background, The global ratings survey also shows a trend of innovation and evolution driven by "big data". Thirdly, the competition between TV media and new media has been going on for many years, and the academic research results in this area are also very rich. TV media has also explored many development paths for innovative operations on new media platforms. After the arrival of the big data era , Researchers have also begun to examine the innovation of television media in the field of new media from this perspective, and have achieved many insightful results[13, 14].

Combining with the key elements of economic activities such as survival and development standards and finance, conduct an in-depth analysis of the media economy, and explore the development path of my country's smart TV industry from the perspective of big data, and point out that big data will promote the development of smart TV industry and realize consumption Demand traction, and the application of data mining methods to analyze the profit model of the smart TV industry, and also focus on the green data center to support the sustainable development of smart TV information consumption, which has strong guiding significance.

2.4 Research OnTV Media Marketing Activities

With the increasingly fierce media competition, TV media have also begun to explore how to conduct more efficient marketing activities in order to obtain a higher audience share. The research results on TV media marketing can be understood from the following aspects. What needs to be explained here is that, unlike big data, the research on TV media marketing has accumulated for many years, so the following research results are not concentrated in the year, but retrieved from the research results of the past ten years.

First, recognize the importance of marketing to the development of television media, and discuss how to deal with the market and innovate marketing strategies. It is pointed out that the buyer's market structure of China's TV industry has been formed, market competition is becoming increasingly fierce, and domestic and foreign competitions are intensifying at the same time. Discuss the current problems and how to deal with them. Television should establish customer orientation, conduct detailed and sufficient market research, achieve the unity of ratings and social benefits, and conduct in-depth analysis of audience research and professional channel settings.

Secondly, examine TV marketing activities from the perspective of different marketing theories and methods. The TV industry belongs to the experience industry. The fierce competition in the TV industry and the changes in viewers' viewing behavior requirements all determine that the TV industry should implement experience marketing strategies to obtain new development space. There is no additional investment in the three aspects of media, audience, and brand, but there is an excellent marketing method, but it still needs to be explored continuously in the application. As a new marketing concept, integrated marketing is being used by the media. Television media should determine the target audience, make full and reasonable use of resources, and achieve integrated marketing. The important feature of TV media operation is to fundamentally break the original advertising model, develop event marketing through media activities with careful planning, and then build an industrial chain to achieve the purpose of TV content innovation and advertising share increase. TV media word-of-mouth marketing has the characteristics of humanization, weak commercial atmosphere, high credibility, and lasting effect. It is worthy of application. However, the current obstacles to the promotion of word-of-mouth marketing in the TV industry are also analyzed[15, 16].

3. CURRENT SITUATION ANALYSIS

3.1 The Main Characteristics Of The Era Of Big Data And Its Profound Impact On Society

"Big data" is a very new topic for the whole world, and various industries have not yet formed an inherent overall development model, and the same is true for television media. Therefore, this article first needs to grasp a large amount of research materials and cutting-edge trends, analyze the main characteristics of the big data era, grasp the ins and outs of the development of the big data era, and briefly comb the generation and development process of "big data". On this basis, study the profound impact of the arrival of the big data era on all aspects of society and the economy, and then analyze the changes it has brought to the media industry, and discuss the importance, feasibility and feasibility of the innovative development of the media industry in the era of big data prospect. It also briefly analyzes the policies, market environment, external opportunities and competition, internal advantages and disadvantages that the media industry faces in the era of big data, and conducts forward-looking research on the problems that TV media will encounter in the future development process. Lay the foundation for the exploration of TV media marketing development[17-19].

3.2 Big Data Development Experience And New Media Deployment In Big Data

The United States, Europe and other developed countries have strong technical strengths. There have been many successful cases in the application of big data. Many well-known companies such as Amazon, Microsoft, Google, etc. have made a lot of efforts in the application of big data technology and new media marketing. Beneficial exploration has yielded fruitful results. Many large TV media groups in Europe and the United States have accumulated certain experience in the application of big data, business innovation, and marketing based on this. This article needs to pay attention to and learn from them, and use the essence of my country's TV media big data. Exploration of marketing strategies. In addition, grasping the development status and trends of new media has always been an important task for television media. Because of various reasons such as communication mode and technical foundation, new media has inherent advantages in the application of big data technology, and has a clear, comprehensive and in-depth understanding of new media. The changes in media communication characteristics in the era of big data are critical to the development of television media. At the same time, an in-depth analysis of the difficulties faced by TV media and new media from the perspectives of communication modes, development trends, and audience acceptance will also help identify the bottleneck in the development of TV media, and help

tap its own superior resources and opportunities, and identify The breakthrough point and path of TV media marketing, exploring effective ways of win-win cooperation between TV media and new media[20-23].

3.3 Sorting Out TV Media Marketing Methods

In the era of traditional media, TV media has a media influence that other media can't match, and it is also the preferred channel for many businesses to promote marketing. However, after the rise of new media, the "dominance" of TV media has been weakened. Content competition has also shown an unprecedented fierce state. In order to be able to win the market, TV media have also begun to actively carry out marketing activities, on the one hand, strive to obtain a higher advertising share, on the other hand, to obtain higher ratings for their program content. In this process, TV media have tried many types of marketing methods, and accumulated rich experience. A review of TV media marketing methods can reveal the problems existing in the current TV media marketing practices. It can also be compared with new media marketing methods. A thorough understanding of the advantages and disadvantages of TV media marketing can lay the foundation for exploring how to combine big data technology with TV media marketing[24, 25].

3.4 How Does TV Media Apply Big Data Marketing

This part is the focus of this article. This research has a certain level of hierarchy. The first is the analysis of the possibility of TV media applying big data marketing. Based on the research of TV media marketing methods and big data marketing characteristics, it seeks to effectively combine the two Possibility; second is the exploration of TV media big data marketing methods. At present, TV media has overcome the limitations of one-way communication in the past through many innovative explorations, showing an all-media development trend, and initially has the application of big data marketing However, how to make big data play a role in TV media marketing requires a lot of exploration, which is also the core issue of this article; the third is how to discover the problems in the process of applying big data to TV media marketing in time Problems and solutions are essential to promote TV media big data marketing; the final analysis is the prospect of TV media big data marketing[26-28].

3.5 The Impact Of The Innovation Of TV Media Big Data Marketing.

Media is an important part of human life. The change of media communication will affect people's living habits and even thinking. Big data marketing has "revolutionary" changes compared with traditional marketing methods. It can not only become a product The effective pusher of "information" can also become the shaper of the audience's "information environment". Therefore, the marketing of TV media big data marketing is not limited to TV development and media competition, but is closely related to audience growth, cultural shaping, and social benefits. Therefore, the impact of TV media big data marketing needs to be Thinking and analyzing from multiple angles, in order to have a comprehensive understanding of TV media big data marketing, and then take effective measures to make it play an active role in the development of TV media and social progress[29, 30].

3.6 Discussion On Big Data Marketing Strategies For Specific TV Media Program Types.

Because the application of big data in the production and dissemination of TV media is still at a relatively early stage, and the industry has not yet formed a relatively mature model or method, the research in this article focuses on macro-rational analysis and specific case analysis from the overall perspective. , Empirical research is relatively weak. But this is an indispensable part of the research thinking of this article, so in writing, it is also necessary to analyze the actual cases of various explorations made by TV media application big data marketing. This problem will be discussed in the discussion of different issues[31, 32].

4. OUTLOOK

4.1 TV Media Marketing Innovation Research Based On The Principle Of Fun

Focus on analyzing the marketing innovation of TV media based on the fun principle in the big data era, and dig out the problems encountered in the process of playing the traditional fun advantage of TV media in the context of big data, and then quickly and accurately identify the "interesting points" with the help of big data technology "Scientifically forming network integrated marketing strategies, timely monitoring of marketing effects in real time, more precise realization of audience positioning and relationship maintenance, etc., have examined the possibility of TV media marketing innovation based on the principle of fun in the era of big data. Demonstration, on this basis, describe the process of developing TV media big data marketing based on the principle of fun[33].

4.2 Research OnTV Media Marketing Innovation Based On The Principle Of Interest

In the discussion based on the principle of interest, it analyzes the problems encountered by the TV media in the process of network integrated marketing based on the principle of interest, and then explores the interest relevance between different subjects,taps the relevance of the audience's different interest dimensions, and simplifies marketing. Methods and other different angles to demonstrate the possibility of TV marketing innovation based on the principle of profit in the era of big data, and to accurately locate

marketing scope and goals, explore new markets and marketing space, and track the development of audience benefits. Explore the path and finally interpret the characteristics of TV media marketing innovation[34].

4.3 Research OnTV Media Marketing Innovation Based On Interactive Principle

In the discussion based on the principle of interaction, to understand the evolution of the interactive form in the field of TV media marketing, to understand the role of the principle of interaction in promoting TV marketing from different stages, and to address the trends and problems embodied by the TV media's integrated network marketing based on the principle of interaction. It discusses the marketing innovation path of TV media with the help of big data technology from several aspects such as tapping the audience's interactive potential, improving the utilization efficiency of interactive channels, and expanding the interactive space[35].

4.4 Research OnTV Media Marketing Innovation Based On The Principle Of Individuality

In the discussion based on the personality principle, the scope of the personality principle in TV media marketing activities is defined, and its role is interpreted from the marketing subject and the marketing object, focusing on the analysis of TV media based on the personality principle in the big data era Marketing innovation, combined with the misunderstandings in the integrated marketing of TV media networks, focuses on the analysis of the path of marketing innovation from four aspects.

4.5 Research On The Integrated Marketing System Of TV Media In The Big Data Era

Based on the analysis of TV media marketing innovation in the era of big data based on the four principles of interest, interest, interaction and personality, combined with the current situation and development stage of the application of big data technology in TV media, it aims at some problems and development requirements in practice , To discuss how to build an integrated marketing system for TV media in the era of big data[23, 26, 36].

5. ACKNOWLEDGMENTS

The authors gratefully acknowledge the support from the science and technology research project of the education department of Jiangxi province (Grant Numbers: GJJ180773, GJJ180754) and the Jiangxi culture and art science planning project "Research on TV media marketing based on 4I principle of network integrated marketing under the background of big data".

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