

STUDY ON INFLUENCING FACTORS OF MARKETING STRATEGY OF JINAN CITY RENJIA DECORATION COMPANY

Tang Lihong¹

Faculty of Business Administration, Siam University¹
China¹

Email: 273734641@qq.com¹

Received: March 5 2024; **Revised:** March 17 2024; **Accepted:** June 5 2024

Abstract

The building and decoration business is growing, with strong market prospects and huge development opportunities. Although Jinan Renjia Decoration Company, as an industry leader, still achieved positive results, the enterprise marketing risk increased and the marketing strategy needs to be adjusted. This paper aims to study the influencing factors of the marketing strategy of Jinan City Renjia Decoration Company. The objectives of the study were: 1) To explore the influencing factors that affect the marketing strategy of Jinan City Renjia Decoration Company; and 2) To verify whether market segmentation, target market selection, and market positioning affect the marketing strategy of Jinan City Renjia Decoration Company. This study adopts a quantitative research method. In this study, 450 questionnaires were distributed, with 395 valid questionnaires, and the validity rate was 87.8%. The population of this study is the consumers of Jinan City Renjia Decoration Company. Combined with Segmentation, targeting, positioning (STP) marketing strategy theory, this paper found that 1) The influencing factors of the network marketing strategy of Jinan City Renjia Decoration Company include market segmentation, target market selection, market positioning; and 2) Market Segmentation, Target Market Selection, Market Positioning has a Positive Effect on Network Marketing Strategy. Recommendations for network marketing strategies should focus on the following aspects: 1) Optimizing market segmentation; 2) Optimize target market selection; 3) Reasonable market positioning.

Keywords: Influencing Factors; Marketing Strategy; Decoration Company

Introduction

With the increase in income, the continuous improvement of the standard of living of the residents, led to the upgrading of the residents' consumption demand, but also more and more expenses are invested in residential decoration and renovation. Driven by the consumer way of advocating comfort, beauty, and luxury, many new ideas and concepts have been generated in residential decorative design, decorative materials, craftsmanship, soft furnishings, etc., which have created good conditions and demonstrated a lot of advantages for the rapid development of the home decoration industry (Marco Francesco Funari et al., 2021). At the same time, with the prosperous development of the domestic economy as a whole, accelerating the speed of urbanization construction, office buildings, hotels, airports, hospitals, transportation terminals, exhibitions, conference centers and other public buildings construction has also entered a period of rapid development, the design and planning of these construction projects, construction, decoration and put into use, accelerating the overall development of the building decoration industry, but also to make the level of its level upward constantly pull up (Kumari & Singh, 2020).

In 2018, there are 145,000 enterprises in the domestic construction decoration industry, the number of employees is about 17 million (Haibing & Yuyue, 2020), and the total annual output value of the industry is more than 4.5 trillion yuan, with the gradual improvement of the consumption level, the annual growth rate of the construction decoration industry is about 15%, with a good market outlook and huge space for development, which has been favored by many investors and exacerbated the competition in the industry (Li et al., 2019). Marketing strategy is an enterprise in order to achieve its overall planning to reach the strategic objectives in a certain period of time on the overall planning and vision of marketing, is an important support for corporate strategy. With the arrival of the Internet + era, the network marketing era, the deepening of the market further segmentation, more and more attention by the enterprises. Jinan City Renjia Decoration Company as the industry leader, although in these years of development all the way up, achieved good results, in the continuous development and growth at the same time with the changes in the environment.

The marketing performance of the company is single, the capital risk is getting bigger and bigger, the existing marketing strategy gradually highlights the inadequacy, and needs to be adjusted moderately. Therefore, the study of Jinan City People's Decoration Company marketing strategy of the factors affecting the development of enterprises is of great significance.

Research Objectives

1. To explore the influencing factors that affect marketing strategy of Jinan City Renjia Decoration Company.
2. To verify whether market segmentation, target market selection, market positioning affects marketing strategy of Jinan City Renjia Decoration Company.

Conceptual Framework

According to STP marketing strategy theory, market segmentation, target market selection, and market positioning all have an impact on marketing strategy. Market segmentation, target market selection, and market positioning are three key variables of marketing strategy that interact with each other and together shape the final marketing strategy. This means that companies need to evaluate the benefits and costs of different market segments and identify the most suitable market for their products or services.

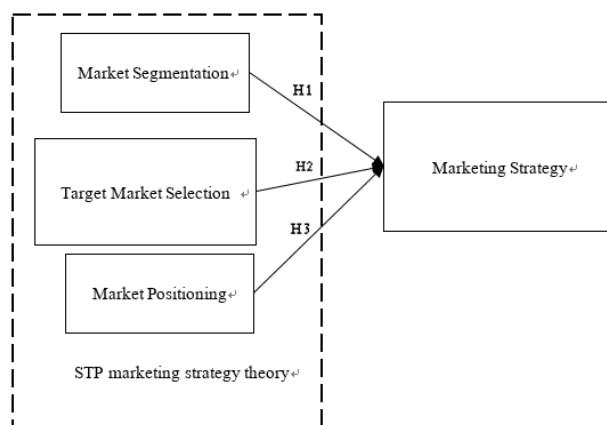


Figure 1: Conceptual Framework Diagram

Hypotheses: Thus, these three variables interact with each other and together they determine the final marketing strategy of the firm. Starting from market segmentation, the most attractive markets are identified through target market selection, and finally, market positioning is used to shape the firm's brand image and competitive advantage in the target market. Therefore, the following hypotheses are proposed based on the analysis:

H1: Market Segmentation significantly affects marketing strategy of Jinan City Renjia Decoration Company.

H2: Target Market Selection significantly affects marketing strategy of Jinan City Renjia Decoration Company.

H3: Market Positioning significantly affects marketing strategy of Jinan City Renjia Decoration Company.

Combined with the above analysis, the hypothesized model of marketing factors of the marketing strategy of Jinan City Renjia Decoration Company is constructed, and the interrelationships among the variables are confirmed.

Literatures Reviews

Marketing Strategy: Currently there are many researchers and literature on marketing strategy, the concept and determination of marketing strategy theory, the content is very rich. Currently on the marketing strategy concept and definition of the expression of the content, the expression also has a lot (Abdullah Saif, 2018). The development of an enterprise marketing strategy is not empty talk, simple symbolic walk process, not directly find a template to perform against, but need to be more precise and highly condensed summary. With the complexity of the economic market environment, the specialization of competitors, consumer savvy, coupled with the development of enterprise marketing objectives and task indicators of the process is extremely complex and cumbersome, which increases the development and implementation of marketing strategy for the impediment to the factors both need to be formulated in conjunction with the changes in the market situation and change, but also in line with the practical and indeed feasible marketing detailed plan. A practical and feasible marketing strategy program is to fully reflect the various advantages of the enterprise's resources to fully meet the needs of the target. Even for different quality customer groups to develop different action strategies, these methods are very realistic and practical significance of this analysis and

implementation process is very worthy of any enterprise to learn and learn from (Alexis, 2021).

According to the relevant strategy and derived more specific marketing strategy of the new triangle model for specific operations, which is divided into the company's strategy, tactics and value of the three dimensions, these three dimensions can be summarized according to the different attributes of the nine different factors, from sales to branding, from the development of strategy to the market positioning, encompassing the entire industry's total production and development chain. Marketing strategy helps enterprises to efficiently combine various internal and external resources, including human resources, financial resources, technical resources, government relations resources and other resources. The ultimate competition of the enterprise is the competition of integrating the comprehensive resource strength, especially in the scarcity of key resources today is particularly important (Alexis, 2021; Slater, 2020).

STP marketing strategy theory: The components of STP marketing strategy content are market segmentation, target market selection and positioning three parts, is the American marketing scientist in the 1950s, the main content and more accurate definition by the American economist Philip Kotler to improve the system to improve the STP marketing strategy theory is mainly aimed at through a reasonable and effective (Wind & Green, 2013), timely analysis of the business situation, the industry market situation, from the market segmentation and then purposeful selection to determine the correct target customer groups, selected target customer groups will be located in the segmentation of the target customer groups, the business will be located in the target customer groups, and the market positioning of the market (Zia & Kumar, 2018). After selecting the target customer group, the enterprise business will be located in the segmentation of the target customer group, and adopt the strategy to firmly lock their own market resources (Kumari & Singh, 2020).

The concept of STP marketing strategy is one of the more widely used marketing strategy theories in the field of marketing theory so far with the professional division of labor, the concentration and aggregation of consumer groups, the obviousness of consumer preferences and the complexity of a variety of products, it is more and more preferred by enterprises and scholars (Ebitu et al., 2018). Therefore, the enterprise focuses on the target marketing is the first to

select a market segment of a certain part of the market or a number of concentrated parts of the main battlefield as the enterprise's future goals, for the selected target market to concentrate all of the enterprise's resources to serve it, in the reliable action measures to implement targeted production and marketing (Qian, 2017).

Market Segmentation: The size of any consumer group is relatively large, if not segmented and directly based on the results to provide differentiated products to meet the needs of consumers, then marketing is not any effect or may even lead to complete failure. Each customer is independent, in the desire to buy, buying habits and buying behavior have different characteristics, different requirements and different trade-offs judgment criteria. These differences form very specific consumer demand, after these consumer demand segmentations according to the enterprise's own advantages of targeted products, so that cooperation is the real way of survival of the enterprise (Kumari & Singh, 2020).

Target Market Selection: The target market is also the market that the enterprise wants to enter and occupy, the enterprise can only satisfy the demand of a particular consumer group requires the enterprise to choose the market that is suitable for its own development to enter, and develop the product input, and then obtain the benefit. Subdivided out of the market there is a link between the main contradictions and differences, this contradiction is the enterprise to choose the standard to be measured (Weinstein, 2019). Therefore, the target market selection refers to the enterprise from the segmentation of the market after the selection of the decision to enter the market segments, the selected market is also the most favorable to the enterprise market components. It consists of two processes, assessment and selection.

Market Positioning: Market positioning, including brand positioning, product positioning and market competition strategy positioning, is the key to the foothold of enterprise marketing strategy (Kumari & Singh, 2020). Enterprises create a distinctive image for their products according to their own competitiveness and the degree of importance that customers attach to the characteristics of the enterprise's products, and convey this image to customers through the marketing process. The choice of market positioning emphasizes the four parts of product differentiation, service differentiation, personnel

differentiation, image differentiation, etc., to determine and disseminate the concept of market positioning of the enterprise, and deepen the influence and recognition of consumers (Jackson, 2020). Therefore, market positioning is the process of marketing activities for enterprises to determine a unique position for their products or services in the minds of target customers. Market positioning is how to publicize themselves and communicate their service consciousness, concepts and advantages to customers.

Advantages of STP marketing strategy: The use of STP marketing strategy theory facilitates the selection of target markets and the formulation of marketing strategies. Enterprises can determine their service targets according to their business ideas, marketing policies and marketing power. Once the consumer demand changes, the enterprise can quickly change the marketing strategy and formulate corresponding countermeasures to adapt to the changes in market demand and improve the enterprise's resilience and competitiveness (Zia & Kumar, 2018). The use of STP marketing strategy theory is conducive to exploring market opportunities and developing new markets. To analyze and compare the purchasing potential, satisfaction level and competition situation of each market segment, to explore the market opportunities for the enterprise (Weinstein, 2019), to make necessary product and technology reserves, and to open up new markets in order to better adapt to the market needs. The use of STP marketing strategy theory is conducive to the concentration of human and material resources into the target market. By segmenting the market and choosing a suitable target market, the enterprise can concentrate human, financial, material and resources to strive for local market advantages, and then occupy its own target market (Wahyudi, 2013). The use of STP marketing strategy theory is conducive to enterprises to improve economic efficiency. Enterprises through market segmentation, to provide appropriate products and services, not only to meet market needs, but also to increase the enterprise's income: reduce enterprise costs, improve the quality of products or services and thus improve the overall economic efficiency of the enterprise.

Therefore, combined with the combing of literature and in the aforementioned theoretical basis can be obtained, find the right market segmentation is half of the success of the marketing strategy, selecting the appropriate target market is to find the enterprise's consumer customer base,

market positioning is to give the customer a long-term strategic partnership reason.

Research Methodology

Quantitative research method was used in this study. This study focuses on the influencing factors of marketing strategy of Jinan City Renjia Decoration Company. The independent variables in the research model are market segmentation, target market selection, and market positioning, and the dependent variable is Marketing Strategy in combination with STP marketing strategy theory. In order to accurately and scientifically improve this study, a questionnaire was designed based on the problems found and suggestions made before collecting information on the current status of marketing strategy of Jinan City Renjia Decoration Company. Hypotheses were formulated based on the interrelationships between the variables in the table, and the sample size and study population were determined. The survey research collected data. Sample data were collected using a five-point Likert scale.

Research Design: This study adopts quantitative research method. Marketing Strategy of Jinan City Renjia Decoration Company is taken as the research object. According to STP marketing strategy theory, the key factors affecting Marketing Strategy include market segmentation, target market selection, and market positioning, so this study takes market segmentation, target market selection, and market positioning as model variables and Marketing Strategy as dependent variable. A five-point Likert scale was used, with scores ranging from 1-5, representing strongly disagree, disagree, generally agree, agree, and strongly agree, with higher scores representing more excellent agreement with the item. The corresponding question items were designed for each variable, and the items were coded.

Table 1: Network Marketing Strategy measurement items

Variate	Measuring Item	NO.
Market Segmentation	1. you are satisfied with the company's home decorating budget?	Q1
	2. you are satisfied with the price of the company's home	Q2

	décor choices?	
	3. you are satisfied with your home decorating style choices?	Q3
	4. you are satisfied with the quality of the company's decorating products?	Q4
	5. you are satisfied with the balance between price and quality of the company's home decoration?	Q5
Target Market Selection	1. do you know Jinan City People Decoration Company?	Q6
	2. do you plan to decorate or renovate your home in the near future?	Q7
	3. are you willing to pay more than the average market price for high quality home decoration services?	Q8
	4. do you have specific preference for home decorating style and design?	Q9
	5. you seek home decorating related information and services on social media or other platforms?	Q10
Market Positioning	1. you have a very favorable impression of the quality of the home improvement services provided by our company?	Q11
	2. you think we are on par with the market average in terms of price compared to our competitors?	Q12
	3. you recognize our company's decorating style and design creativity?	Q13
	4. you have a favorable impression of our company's brand image in the market?	Q14
	5. do you feel that our company's positioning in the market matches your home decoration needs?	Q15
Marketing Strategy	1. you are very aware of our company's marketing campaigns or advertisements?	Q16
	2. you have a very high awareness of the home improvement products or services offered by our company?	Q17
	3. you would recommend our products or services to your friends or family?	Q18
	4. you have purchased our products or services?	Q19
	5. you recognize our company's brand image and reputation?	Q20
	6. you are looking forward to our future marketing strategy?	Q21

Data Collection: The data collection for this study was mainly through the online operation department of Jinan City Renjia Decoration Company. The study distributed the questionnaire to the heads of merchants via e-mail. Participants were informed of the specific requirements for completing the questionnaire and the confidentiality of the questionnaire. It was emphasized whether participants were provided with a detailed informed consent form explaining the purpose of the study, the methodology and the rights of the participants. A total of 450 questionnaires were eventually distributed and 395 were returned. According to the answer time of the questionnaires and whether there were any missing questions, 395 questionnaires were finally determined to be valid, and the validity rate of the questionnaires was 87.8%. The questionnaires were distributed from November 1, 2023 to February 1, 2024.

Results

Reliability analysis: The data collected in the study were analyzed. Market Segmentation had a Cronbach's Alpha coefficient of 0.902, which is between 0.6 and 0.91, indicating that the reliability of the data collected for the study variables is acceptable. The alpha coefficient of Target Market Selection is 0.872, above 0.8, indicating the reliability of the data collected for the research variables is good. Cronbach's Alpha coefficient of Market Positioning is 0.871, above 0.8, meaning that the reliability of the data collected for the research variables is good. Cronbach's Alpha coefficient of Marketing Strategy is 0.879, which is above 0.8, indicating that the reliability of the data collected for the research variables is good. According to the results of data analysis, Cronbach's Alpha of all variables is above 0.6, which suggests that the reliability of the questionnaire is good, which, in turn, can be further analyzed for validity. This indicates that the reliability of the questionnaire of this survey study is excellent.

Validity analysis: According to the results of the research data analysis, the variables were analyzed for validity, where the KMO value was 0.933, the KMO value was more significant than 0.8, $KMO=0.933>0.5$, the sample size was sufficient, and the test of sphericity, $P=0.000<0.05$, conformed to the test of sphericity. Combined with two indicators, this indicates that the research data of the questionnaire is very suitable. Sig is significant in Bartlett's Test of Sphericity. The result of factor analysis for each variable was that the

cumulative explanatory rate of market segmentation, target market selection, market positioning was 68.257%, greater than 0.5. It indicates that the overall validity of the questionnaire is good.

Table 2: Validity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.933
Bartlett's Test of Sphericity	Approx. Chi-Square	3370.585
	df	105
	Sig.	0.000

Multiple Regression Analysis: The process of multiple regression analysis is based on correlation analysis; the data can be collected for regression analysis, so the regression model is constructed, and the data is imported into SPSS for regression analysis. The results of the study show the overall degree of explanation of the independent variables on the dependent variable; due to the number of independent variables in this example, the sample size is small, so the use of "adjusted R-squared," adjusted R-squared 0.703 shows that all the independent variables can explain 70.3% of the dependent variable. The Durbin-Watson value in the study is 1.900; according to the Durbin-Watson value, closer to 2, the greater the judgment of no autocorrelation. It indicates that the model's residuals are not self-correlated, and the prediction accuracy is high.

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	Sig. F Change	Durbin-Watson
1	.803a	0.703	0.698	0.834	0.226	0.000	1.900

ANOVA analysis, the significance value of the regression model is 0.00, which is less than 0.05 confidence space; that is to say, it indicates that there is a 95% probability of rejecting the original hypothesis, and the significance of the multiple regression model, p is less than 0.05 suggests that market segmentation, target market selection, market positioning has a significant explanatory effect, $F (3, 391) = 56.627$, $p = 0.000$., indicating that the market segmentation, target market selection, market positioning and Marketing strategy of Jinan City

Renjia Decoration Company has a significant regression relationship with the company's marketing strategy, see Table 4.

Table 4: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	92.083	3	30.694	56.627	.000b
	Residual	211.938	391	0.542		
	Total	304.021	394			

Note: a. Dependent Variable: Market Segmentation, Target Market Selection, Market Positioning.

Through the regression equation R-square and ANOVA analysis, it can be known that the regression equation is statistically significant. However, whether the model accurately predicts or not needs to be further confirmed by residual correlation analysis. The model's predictive accuracy is low if there is autocorrelation in the residuals. According to the results of covariance diagnosis, the VIF values of market segmentation, target market selection, market positioning is 1.655, 1.695, 1.583, VIF values are close to 1.5, which meets the requirements and indicates no covariance in the data; see Table 5.

Table 5: Multiple Regression Analysis

Model	Unstandardized Coefficients	B	Std. Error	Standardized Coefficients	t	Sig.	VIF
1	Constant	1.643	0.168		9.757	0.000	
	Market Segmentation	0.257	0.049	0.285	5.250	0.000	1.655
	Target Market Selection	0.137	0.052	0.145	2.637	0.000	1.695
	Market Positioning	0.204	0.049	0.224	4.214	0.000	1.582

Note: *P<0.05, **P<0.01, ***P<0.001

Through the above analysis to determine the statistical significance of the regression model, the residuals are not auto-correlated, and the residuals meet the normal distribution of the regression coefficients of the regression

equation can be obtained to construct the regression equation. Multiple regression analysis was conducted to analyze whether market segmentation, target market selection, market positioning and Marketing strategy of Jinan City Renjia Decoration Company can effectively explain the Marketing Strategy, and the results showed that the regression model is generally more effective in explaining the Marketing strategy. The Marketing Strategy results show that the regression model is usually significant, $F (3, 391) = 56.627, p = .000$, adjusted $R^2 = 0.698$. In the Influencing Factors of Marketing Strategy of Jinan City Renjia Decoration Company. Market Segmentation ($\beta=0.257, t (391) = 5.250, p=0.00<0.05$), Target Market Selection ($\beta = 0.137, t (391) = 2.637, p=0.00<0.05$), Market Positioning ($\beta=0.204, t (391) = 4.214, p=0.00<0.05$) have significant explanatory effect on Marketing Strategy of X Jinan City Renjia Decoration Company.

Therefore, according to the results of the data analysis, Market Segmentation significantly affects marketing strategy of Jinan City Renjia Decoration Company. Hypothesis H1 holds. Target Market Selection significantly affects marketing strategy of Jinan City Renjia Decoration Company. Hypothesis H2 holds. Market Positioning significantly affects marketing strategy of Jinan City Renjia Decoration Company. Hypothesis H3 holds.

Discussions

Based on these conclusions, Jinan City Renjia Decoration Company can take countermeasures, including optimizing market segmentation, optimize target market selection, reasonable market positioning. Based on the evaluation results, the method will be flexibly adjusted to adapt to the changes in the market. By adopting these countermeasures, the company can utilize the critical factors in a more targeted manner to enhance the effectiveness of its marketing strategy's effectiveness and maintain its market competitiveness. The company should expand the field of business as the future focus of the enterprise marketing strategy of the object of study, and strive to increase the proportion of high-quality business, digging the new growth point of corporate profitability.

Focus on strengthening the pursuit of quality-type customer sales, the requirements of the sales service to do deep, do fine, do fine, through more listening to the customer's psychological real ideas, to a kind of friendship mentality, according to the different circumstances of each customer for the customer to suggest the actual needs of the customer's purchasing program, to enhance the user experience. Market segmentation can be based on the income of customers to carry out detailed division more in line with the requirements of the enterprise's marketing strategy. They have a generous budget for decoration, have high requirements for design style, quality of building materials and quality of decoration, value the pre-sale and after-sale services of the decoration company, pursue excellent and high-quality life, and hope that the overall decoration style of the family can reflect their status and taste and style. Middle-income group. Family annual income level of 150,000yuan-250,000 yuan, mainly including government institutions and clerks, banks, securities and other financial institutions, corporate middle managers, etc., stable work, family economic affluence, have a strong ability to spend on decoration, mainly concentrated in the post-80s and post-90s consumer groups, accounting for a high proportion of the entire home improvement market. This part of the crowd is more concerned about the brand, pay attention to the overall design style of the house and collocation, willing to accept new things, favor fashion elements, high technology, smart home, etc., the pursuit of comfortable, personalized living space.

In the consumer age segmentation market, the middle-aged and elderly consumer groups seem to be not a high proportion of demand for home decoration, but the actual decoration budget is not low, high unit price, mainly to improve the demand for home improvement or for their children to decorate the wedding room, the taste of the decoration and the overall effect of the requirements of the higher. Young consumers are an important consumer group in the current home improvement market, with advanced consumer concepts and high brand awareness. From the age of this dimension of the market segmentation is not obvious market differences, decorative companies do not need to make trade-offs.

Although the number of high-end customers is not large, but their consumption power is very strong, the company can meet their demand for quality of life with the help of private customized design, high-quality

environmentally friendly materials, high-level construction technology and all-round attentive service, and tailor-made high-quality home decoration products for them. The company in the home decoration business should vigorously strengthen its advantageous publicity, enhance the competitive strength, through the industry's good reputation, personality and fashionable design and good quality of construction to meet the needs of the mid-range consumer groups, in order to expand the market, share in the mid-range market, so as to obtain long-term and healthy development. To sum up, the company's home decoration agency focuses on the middle and high-end market, the main direction of marketing is the economic basis of good consumers, through the development of these markets, on the one hand, can obtain higher profits, on the other hand, is also conducive to improve the brand image and visibility. It is positioned as a one-stop high-tech home decoration and leisure experience hall for the middle and high-end markets, combining its unique advantages and the diversified needs of middle and high-end customers.

Market positioning is a way for enterprises to determine the positioning of their products or services in the market competition and to develop corresponding marketing strategies accordingly. In market positioning, factors such as marketing activities, product perception, service perception and word-of-mouth all have a significant impact on a company's marketing strategy. Jinan City Renjia Decoration Company can differentiate itself from its competitors through differentiated marketing activities, whereby the company is able to highlight its own brand image and core values. For example, developing a unique advertising campaign, organizing special events or participating in community activities can attract the attention of target customers and strengthen brand recognition and reputation. In market positioning, companies need to ensure that their products are clearly and unambiguously positioned in the target market, so that consumers can accurately understand the product's functions, features and values. Through product packaging, logos, promotional materials and other means, to strengthen consumer awareness and understanding of the product, to improve the willingness to buy and loyalty.

Good service perception can enhance consumers' trust and loyalty to the enterprise, and improve user experience and satisfaction. Enterprises can improve their service quality and brand image and win consumers' word of mouth and support by training employees, establishing customer service hotlines

and optimizing after-sales service processes. Word of mouth is the evaluation and recommendation of consumers on the products or services of an enterprise, and it is a way of spreading information by word of mouth among consumers. Jinan City Renjia Decoration Company actively manages and shapes the word of mouth of an enterprise, which is crucial to the enterprise's market positioning. By responding positively to user feedback, providing high-quality products and services, and building a good brand image, companies can shape positive word-of-mouth to enhance brand influence and competitive advantage. Enterprises should consider marketing activities, product awareness, service awareness and word-of-mouth to develop comprehensive and effective marketing strategies to enhance market competitiveness and achieve sustainable development.

New Knowledges

The influencing factors of the network marketing strategy of Jinan City Renjia Decoration Company include market segmentation, target market selection, market positioning and Market Segmentation, Target Market Selection, Market Positioning has a Positive Effect on Network Marketing Strategy. Recommendations for network marketing strategies should focus on the 2 aspects: 1. Optimizing market segmentation; 2. Optimize target market selection; 3) Reasonable market positioning.

Conclusions

According to the results of the data analysis, Market Segmentation significantly affects marketing strategy of Jinan City Renjia Decoration Company. Hypothesis H1 holds. Target Market Selection significantly affects marketing strategy of Jinan City Renjia Decoration Company. Hypothesis H2 holds. Market Positioning significantly affects marketing strategy of Jinan City Renjia Decoration Company. Hypothesis H3 holds.

References

Abdullah Saif, N. M. (2018). **How does marketing strategy influence firm performance? Implementation of marketing strategy for firm success.** International Journal of Innovation and Economic Development, 1(3), 7–15. <https://doi.org/10.18775/ijied.1849-7551-7020.2015.13.2001>.

Alexis, M. (2021). **Marketing laws and marketing strategy.** Journal of Marketing, 26(4), 67.

Chen, J. (2023). **Analysis of walmart's marketing strategy based on STP theory.** Advances in Economics Management and Political Sciences, 44(1), 123–127. <https://doi.org/10.54254/2754-1169/44/20232205>.

Chen, Y., Kwilinski, A., Chygryny, O., Lyulyov, O., & Pimonenko, T. (2021). **The green competitiveness of enterprises: Justifying the quality criteria of digital marketing communication channels.** Sustainability, 13(24), 13679. <https://doi.org/10.3390/su132413679>.

Ebitu, E. T., Mbum, P. A., & Okon, A. E. (2018). **An exploration of emotional intelligence and market segmentation, targeting and positioning in selected central business districts in Nigeria.** International Journal of Marketing Studies, 4(3) 23-33. <https://doi.org/10.5539/ijms.v4n3p173>.

Haibing, L., & Yuyue, K. (2020). **Business model innovation of Qingdao You Zhu decoration company.** E3S Web of Conferences, 214(5), 02046. <https://doi.org/10.1051/e3sconf/202021402046>.

Jackson, S. (2020). **Market share is not enough: Why strategic market positioning works.** Journal of Business Strategy, 28(1), 18–25.

Kotler, P., & Armstrong, G. (2021). **Principles of marketing (18th ed.).** Pearson Education Limited.

Kumari, N., & Singh, D. (2020). **Segmentation, targeting and positioning of Indian furniture industry.** International Journal of Accounting and Financial Reporting, 10(3), 24. <https://doi.org/10.5296/ijaf.v10i3.17500>.

Li, F., Zeng, J., Huang, J., Zhang, J., Chen, Y., Yan, H., Huang, W., Lu, X., & Yip, P. S. F. (2019). **Work-related and non-work-related accident fatal falls in shanghai and Wuhan, China.** Safety Science, 117(6), 43–48. <https://doi.org/10.1016/j.ssci.2019.04.001>.

Li, Z., Deng, Q., Bai, J., Li, Y., Wang, Y., Liu, N., & Gong, Y. (2022). **Management system for engineering and decoration waste: An**

exploratory study in Shenzhen. Journal of Environmental Management, 314(2), 115085. <https://doi.org/10.1016/j.jenvman.2022.115085>.

Ma, L., & Kuang, J. (2022). Research on tourism short video marketing strategy based on STP theory. Advances in Economics and Management Research, 2(1), 20. <https://doi.org/10.56028/aemr.2.1.20>.

Marco Francesco Funari, Ameer Emad Hajjat, Lourenço, P. B., Oliveira, D. V., & Lourenço, P. B. (2021). **A parametric scan-to-fem framework for the digital twin generation of historic masonry structures.** New York, 13(19), 11088–11088. <https://doi.org/10.3390/su131911088>.

Menon, A. (2022). **Enviropreneurial marketing strategy: The emergence of corporate environmentalism as market strategy.** Journal of Marketing, 61(1), 51.

Oestreicher, K. G. (2009). **Segmentation & the jobs-to-be-done theory: A conceptual approach to explaining product failure.** Journal of Marketing Development and Competitiveness, 5(2), 103–121.

Porter, M. E. (1980). **Competitive strategy.** New York: Free Press; Toronto: Maxwell Macmillan Canada.

Qian, Y. (2017). **Joyoung soymilk maker: Segmentation, targeting, and positioning.** Kellogg School of Management Cases, 1(1), 1–4.

Slater, S. F. (2020). **Factors influencing the relative importance of marketing strategy creativity and marketing strategy implementation effectiveness.** Industrial Marketing Management, 39(4), 551–559.

Wahyudi, A. T. (2013). **Segmentation, targeting, Dan positioning studio tattoo di surabaya dalam perkembangan gaya hidup.** Nirmana, 15(1) 56-66. <https://doi.org/10.9744/nirmana.15.1.19-24>.

Weinstein, A. (2019). **Target market selection in B2B technology markets.** Journal of Marketing Analytics, 2(1), 59–69.

Williamson, N. C., Kissling, G., Cassill, N., & Odinokov, D. (2005). **Import market potential, import market competitiveness and add/drop foreign market decisions of US exporters of sewing machines.** Competitiveness Review: An International Business Journal Incorporating Journal of Global Competitiveness, 15(1), 57–71. <https://doi.org/10.1108/10595420510818704>.

Wind, Y., & Green, P. E. (2013). **Marketing research and modeling: Progress and prospects.** Springer Science & Business Media.

Zia, M., & Kumar, N. S. (2018). **A three dimensional vertical differentiation model: Implications for segmentation, targeting and positioning.** SSRN Electronic Journal, 11(33), 77-89.
<https://doi.org/10.2139/ssrn.2758430>.