

Transformation of China's Guangxi Power Grid Company's power online marketing based on the application of digital means (taking Power Supply Company A as an example)

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Abstract

The study was aimed to assess the current state of digital marketing and customer satisfaction at Power Supply Company A. Identified issues include reliance on traditional marketing methods, low marketing service efficiency, inadequate use of digital marketing means, and the need to explore new business markets. The sample used was the Power Supply Company A. The survey research was used in the study. The instruments were the questionnaires of customer satisfaction evaluation. The data were collected utilizing PEST and SWOT analysis methods.

The findings inform strategies for enhancing the company's marketing, emphasizing the application of digital technologies such as building a digital marketing platform, expanding digital platform business marketing, and exploring new business opportunities. This article holds significance in guiding the power marketing reform of Power Supply Company A, contributing to the improvement of the power marketing management system, strengthening core competitiveness, and enhancing economic and social benefits for Jingmen Power Supply Company.

Keywords: digitalization; technology application; Guangxi Power Grid; power marketing; online marketing

Introduction

Since entering the 21st century, my country's economic development has continued to grow, market economic reform has continued to deepen, and the utilization mechanism of the power industry has also undergone changes. In the economic development and daily operations of power supply enterprises, the scale of the industry is getting larger and larger, and many problems are gradually emerging. At the same time, the requirements for power supply enterprises under the new situation are becoming higher and higher [1]. Especially in terms of whether stable and safe power supply can be achieved, in order to achieve this operational goal and promote industry development by meeting customers' electricity needs, power grid

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construction has always been a key focus of power supply companies in their development. It has long been Based on the application of various advanced science and technologies, the purpose is to continuously improve the power grid system in order to build a power grid with better performance and thereby provide better services to customers.(Department of Energy (DOE) Documents, 2022)

Marketing has evolved throughout almost every era. This depends on various factors. that are different And of course, these factors must be factors that affect buying and selling, such as the ever-changing needs of consumers. Social conditions and environments that are not the same as before including various economic conditions That causes marketing to adapt accordingly to support the needs of people in the target group. Until arriving in this era where technology plays a huge role in people's lives. Until causing people's behavior to change from before Marketing plans that used to work for this group of consumers may no longer work. Therefore, entrepreneurs should understand how modern consumer behavior has changed? along with finding ways to cope with change, how should these things be managed systematically? (Che Yingping, 2023).

In the past, most entrepreneurs used advertising as a tool for sending various messages. Let customers be aware of the brand's identity. Including indicating the characteristics of the product that we want to present. But these days, customers rarely trust advertisements that come directly from organizations anymore. and turned to listen. Therefore, what entrepreneurs must adapt to is leveraging technology to build customer relationships. Make customers feel connected to the brand and other users. To create a community of users who are ready to help create trends and spread the word about the brand's products and services in a good way. Social Media is another channel that will help us reach our customers. easier It is another channel used to receive opinions and suggestions from good customers if used correctly. However, the content and content that will be presented must be taken into account as to whether it is appropriate for the target group or not. To avoid errors and negative reputation as a result.

Customers may have chosen products based on reasons and needs for those products. But the duty of entrepreneurs in the new era is to change from a "need" to a "want". It can be observed that today many branded products are not necessary in the lives of customers at all. But these brands are in great demand among customers. For example, All brand name bags with prices as high as tens of thousands or hundreds of thousands, people are still interested and want to buy from passion instead of using reason and necessity like before. So what can turn people into a product with passion? (Chen Benqua and Wei Yunfei, 2023).

The first answer that sparks passion is the experience the customer gets from the brand. Because nowadays customers choose to buy products by looking at the experience they will receive more than the quality of the product. For example, for brand name bags, customers are willing to pay a high price in exchange for the experience of feeling good about themselves in return. and feel confident every time you use it In addition to the experience, making customers part of the brand is another way to make loyal customers more passionate about our brand's products and services. Like Apple fans, almost everyone feels part of the brand and will follow every product that comes out for sale from this brand. and help promote Notify various news When new products come out as well, just this will make customers choose to buy products out of passion rather than reason and necessity. It's not that planning is a bad thing. But business planning alone may no longer be enough. Because today's business world is constantly changing. Some trends come and go so fast that you can hardly keep up with them. As a result, the originally planned plan may no longer be usable. So instead of focusing on one detailed plan, it's better to have a backup plan. and prepare for various changes that always comes in A good business plan is one that can be adjusted flexibly according to conditions and suitability.

The key to adapting is keeping up with the news at all times to see what people are interested in these days. Do consumers still have any problems that our products and services can help meet their needs? There are many examples of famous brands. In a country that has shown that they are ready to adapt quickly to trends and seize the opportunity to make profits ahead of competitors from these trends. For example, Kasikorn Bank quickly seized the rights to cartoon characters in Application Line, an application for chat that many people know, to launch new products. Bank items such as credit cards Debit screened with the design of Brown Bear and Cony Rabbit, as well as other free gift campaigns. With characters in Line, it greatly increases the value of these items. (Li Kezhao, 2023).

In the past, doing business using intuition and making predictions based on data may have worked without problems. But for now that the business has started to have various factors. Many more are now involved. Prediction is no longer enough. Some factors involve technology. In the past, before people knew the quality of a product or service, they had to try it by themselves or from those around them. While nowadays people turn to looking for information. Find out the opinions of others who have already tried the product. In order to make a decision before purchasing without even having to try out the product yourself first, causing many businesses to expect that sales will be good. But it caught on with the trend in the beginning. of selling products that are not good and have a chance of being easily overturned

One way to reduce risk is to carefully and carefully analyze customer data. If you use a questionnaire, it must include questions that meet the purpose and can actually be used. Including releasing sample products to test first to see what the response from customers is and whether there are things that still need to be improved before deciding to actually sell those products. (Jin Xiang and Sun Quanhui, 2023).

Therefore, paying attention to the innovation of power marketing methods and concepts, strengthening the application of science and technology, and attaching importance to the implementation of digital application methods in power marketing have become hot research topics in the power industry and power supply companies' innovative development and marketing strategy optimization [2].

For the future development and marketing innovation of power supply companies, we must correctly understand the actual needs of power users, use digital technology to carry out targeted and effective power marketing, and improve customer satisfaction in the form of personalized marketing. Only in this way can power supply companies continue to improve The quality of power supply service will enable my country's power supply industry to keep pace with the times in terms of development. (Wang Tianan, 2022).

Research Objectives

This research was aimed to assess the current state of digital marketing and customer satisfaction at Power Supply Company A.

Research Hypotheses

Analyze the application of digital technology in the energy market. Using Power Supply Company A as a case study. This includes a comprehensive assessment of current conditions. Identifying Challenges and setting reform strategies at the macro, micro and SWOT levels as determined.

Scope of Research

1. Population and sample
 - 1.1 The population of the study was the Power Supply Company A.
2. Variable
 - 2.1 The independent variable is the application of digital means
 - 2.2 The dependent variable is the transformation of China's Guangxi Power Grid Company's power online marketing

Research method

The survey research was used in the study.

Research instruments

The instrument was the satisfaction survey form which included of the questionnaires of customer satisfaction evaluation.

Data Analysis

The data were collected utilizing PEST and SWOT analysis methods.

The power marketing data platform can be divided into modules such as data management, comprehensive report analysis and mining, and data platform management. The details are as follows:

1. Data management module. The module functions as data management for multiple access interfaces in the database APT, SQL and GIS, and integrates intelligent Internet terminal billing, electric vehicles, telephone service hotlines, websites, and inspection monitoring, and management. It also includes master data management and SIM model management.

2. Comprehensive reporting and analysis mining module. This module mainly provides marketing services. By analyzing marketing reports, providing inquiry services, checking electricity charges in a timely manner, and ensuring electricity safety, etc.

3. Data platform management module. Mainly operating the power marketing data platform, strengthening platform operation management, such as service components, resource allocation, business supervision, etc., to ensure the effective implementation of the digital marketing model. The construction of a basic platform can achieve scientific and standardized marketing business control, enhance business links, improve external data integration, and carry out various marketing operations and marketing activities using university data processing methods. Figure 5.1 shows the digital power marketing online service process.

Research results

Combining the development status and characteristics of the power industry in the new era and new economic environment, this paper explores the application of science and technology, online power marketing transformation strategies based on the application of digital means, combined with the current state of deepening reform of China's power system, considers the impact of market competition mechanisms, and promotes the use of digital applications to innovate power marketing models and achieve digital marketing. The study selected Power Supply Company A as an example

and analyzed the company's power marketing situation and marketing environment. While learning and drawing on previous research results, based on the basic concept of digital marketing, effectively combining the theories of marketing, network influence, PEST analysis and SWOT analysis, it was pointed out from A Power Supply Company's overview, marketing organization system, and marketing service status analysis, that A Power Supply Company has traditional and single marketing methods in power marketing; low marketing service efficiency and insufficient marketing digital means. At the same time, analyze the political, economic, social, and technological macro-environments faced by Power Supply Company A and microenvironments such as market demand, market competition, and company strength, etc., to understand the situation of Power Supply Company A in power marketing and industry competition, and combine SWOT analysis to comprehensively analyze the advantages, disadvantages, opportunities and risks of power supply company A power marketing, providing a basis for proposing scientific and effective strategies to promote changes in online power marketing.

The research combines analysis of the marketing environment and is based on the application of digital means. In order to promote the steady economic growth of power enterprises through digital marketing, promote long-term stable development of power companies, and give full play to the efficiency and role of online power marketing. The research combined proposed power online marketing transformation strategies such as building a digital marketing platform; digital platform business marketing; digital platform business expansion, and improving the marketing service level and professionalism of employees. It enables power companies to rely on the application of digital technology, establish a scientific and reasonable resource integration system, improve the level of operation management, improve customer service capabilities, and provide auxiliary decisions for promoting new energy and electric vehicles, and promoting smart city development

Research discussion

Combining the development status and characteristics of the power industry in the new era and new economic environment, this paper explores the application of science and technology, online power marketing transformation strategies based on the application of digital means, combined with the current state of deepening reform of China's power system, considers the impact of market competition mechanisms, and promotes the use of digital applications to innovate power marketing models and achieve digital marketing. The study selected Power Supply Company A as an example and analyzed the company's power marketing situation and marketing environment.

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Combining analysis of power marketing status and customer satisfaction of power supply company A, this paper comprehensively analyzes the power online marketing transformation of power supply company A based on core concepts and related theories. Although it clearly indicates the problems that company A has in power marketing, it also proposes scientific and effective change strategies based on the application of digital means, providing a basis for promoting changes and innovation in power line marketing. However, due to my limited academic research ability and related energy, there are still some shortcomings in the writing process. For example, in the power marketing analysis of Power Supply Company A, although factors related to its development history and the problems existing in marketing at this stage are taken into account, there are limitations such as unclear and difficult to

predict the future development direction of the relevant power market marketing. Therefore, with regard to the application analysis of digital means in the transformation of power line marketing, how to construct a digital marketing model still needs to be further improved. Electricity is an important resource for economic development and social construction, and the development of the power industry is a pillar industry driving the country's future development. Therefore, research on the transformation and innovation of power companies' power marketing still needs to be intensified. Research methods combining theory and practice are based on reality, combined with the actual situation of China's power system reform, and analyzed according to the current state of power companies' power marketing, with the help of digital application methods, and relying on advanced science and technology to create a new power marketing model.

Recommendation

The suggestions for applying research results

1. To make the research results more accurate and accurate. should be checked accuracy of marketing communication methods from experts as well In order to receive advice on how to Marketing communications
2. Research should be conducted on the transformation of energy online marketing in other Chinese companies that rely on the application of digital technology.

The suggestions for future research.

1. To be able to gain more in-depth information The next research should be done. Experiment and research various methods, one method at a time. Should not be done at the same time. In order to be able to measure the results of research It is very clear which method Give very good results, how different are they? You may try different methods. Every 2-3 months then measure the results.
2. Defining communication by word of mouth strategy. Other methods should be tried. Add additional information in communication for additional proof Moreover, communication using word of mouth strategies is really effective. Or not, such as organizing new activities for customers to join in writing reviews. Products to participate in the chance to win prizes from Shop to create a trend of word of mouth on Social Network or organize an event to share pictures and have a chance to win items. Awards etc.

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