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## Marketing Web System Design for Home Decoration Products

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### ABSTRACTS

The research aimed at describing the marketing design to be applied to the CV.X and studying the problems as a foothold of innovation for marketing design. Marketing Division CV. X as a business engaged in the business of decoration. The research used the qualitative method with a literature research approach. In this study, the use of data sources in the form of primary and secondary data was obtained from the results of reviewing the previous research related to the design of various products' marketing systems using documentation collection methods. A company's ability to adjust to the times will reduce marketing techniques in the form of brochures because it is rather difficult to influence consumers effectively and efficiently regarding information and purchasing prospects. We gave a study of marketing design based on industrial revolution 4.0 to make the marketing mix wider. It can be concluded that the efforts that are beneficial to the marketing division can be a recommendation for concepts that will be applied in current marketing and informatively explain the goods offered because, with the support of the marketing division, the process of selling goods will be more effective.

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## 1. INTRODUCTION

The home decorating business forms a business circle into a core with many networks, an impressive portfolio. Running the business cannot be separated from mature marketing design to win the hearts of consumers. The interest in marketing to increase its dividend is undeniable, but that goal is impossible without a structured, systematic, and massive planning process. The mindset persists, and the terrain slowly changes (Shin *et al.*, 2018). Home decor products sold to consumers may be 'old fashioned, but the way to old-fashioned consumers cannot use 'old.' Why is that? The struggle of home decorating products is entering the digital age. Every individual with a high level of technology and the internet will help with every daily routine. Marketing that blends with the spread of online access becomes essential news for the home decorating products industry (Bocconcelli *et al.*, 2018). The researchers referred to studies that had both implicit and implicit links to written studies. The work titled "Home Decoration Comprehensive Application Web Design and Analysis" (Xu, 2019) by Xinglei Xu in the International Journal of Science (2019) discusses the marketing system carried out by home decorating in the form of discounts in order to attract consumers in continuity. The online marketing project targets internet users' enthusiasm for online shopping much higher than having to attend conventional shopping such as shopping malls and supermarkets. The "fight" price on service providers buying and selling is generally lower than conventional sales. Nowadays, most items sold on the internet have different price discount rates. Uddin discussed the marketing of

Aziz Pipes Limited plastic doors in Bangladesh related to the entire marketing process such as purchasing (procurement), sales, transportation, warehousing, quality control, advertising, packing, information market collection (Arifa *et al.*, 2020). However, the main problem was that the maximum number of people in Bangladesh does not yet know about the benefits of plastic doors. Due to user illiteracy, the manufacturer's files get a chance to exploit them. Therefore, companies need to take steps to import better quality raw materials, reduce production costs, take effective promotional programs, expand distribution channels, and increase power supply (electricity) (Arifa *et al.*, 2020).

Companies can be given the freedom necessary in financial decision-making, managerial efforts, and promotions to achieve this goal. The government must take the necessary steps to improve the infrastructure of the plastic door industry in Bangladesh. From this study, it has been realized that manufacturers have many opportunities to develop their businesses in the plastic door industry in Bangladesh. However, there is scope to conduct qualitative and quantitative research in the future by researchers interested in marketing studies. Podkalicka *et al.* discuss the key strategies for market expansion for product owner's franchises and branches of core programs in various media sectors in the brand's eyes (Coskun *et al.*, 2018). Kadirov discusses the conceptualization of marketing systems based on the idea of public goods to handle the question of "correction" from an alternative perspective. It thus tries to answer the following questions implied in the "evolutionary dynamics" of online

marketers so that it should look at the reality introduced in the form of marketing systems following the desired path (Ianenکو *et al.*, 2019). Public goods, in this context, refer to the characteristics of a marketing system whose benefits actors evolve along with the continuous exclusion and reduction — the level of use of resources by someone less than others using them.

Terrentieva discusses the marketing system of sales offers in the article, which is based on the principles: authenticity, the permanent study of the country and market dynamics, adaptation to market requirements taking into account the requirements and possibilities of end-users, actively influencing the market for its formation in need for the direction of economic objects, globalization, substitution, safety (Eisingerich *et al.*, 2019).

The system classification is carried out on the entry, and exit information applied in MSS and cooperates with the Internet service, making it possible to obtain marketing information. Classification systems are presented in MSS on types, basic construction methods, and methods of cooperation through informative systems and network communication. The conceptual model of the MSS, based on the use of system analysis principles, makes it possible to establish a sales activity control system the company in the modern digital economy offers. Bidding methods and conceptual models can be used and in the approach of other company sales activities. This research aims to find out how good marketing patterns for home decorating sales are to be able to adapt to the current situation. The research method used in this research design was a literature review.

## 2. METHOD

The research method used was the qualitative descriptive method, through literature research and with related parties combined with data. Use prototype methods for marketing system development. The results of this research are used to look at the management process and be able to facilitate warehouse-marketing managers in making home decorating investments conducted by research conducted on CV X (Sugiono, 2010). The literature review is a method that critically reviews or examines findings, knowledge, or ideas contained in academic-oriented literature and also formulating methodological and theoretical contributions to specific topics (Eisingerich *et al.*, 2019).

## 3. RESULTS AND DISCUSSION

Online marketing is becoming more popular. Many home decorating companies have been founded and now are growing rapidly. This trend has had a large influence on offline retailers. Many companies have struggled to adapt to this change. However, new home decorating companies have their own problems, which is to realize a deep and full integration of offline and online means to provide a better experience and fulfill the customers' demands. In marketing, an in-store pickup service can direct the flow of customers. Today, this combination is still in its early stages; thus, a complete and deeper combination is required. However, nowadays, the retail industry keeps the conventional marketing mode today and does not create a customer-oriented thinking mode. However, as a terminal market, retail industries will be entangled in a malicious circle of development while having difficulty in achieving sustainable development if

they cannot identify the important aspect, which is consumer demand information (Willems *et al.*, 2017).

Online home decorating marketing can use data-driven techniques. In a new era, information resources are an important capital for the company's continuity and development, an important reference for analyzing customer needs, and basic content to realize precise marketing. Sellers can properly collect customer consumption records, basic information, traceability, purchased goods, and other information through big data technology. Through big data technology, companies can store, explore, analyze, and use the time, frequency, quantity, and time consumption of other content customers, explain personal information and specifically help retail company customers accurately extract valuable customer information. On this basis, companies can achieve good marketing effects through data-driven marketing (Gupta & Mago, 2018).

After establishing a database suitable for the target group, the company also needs to achieve an accurate market position. Retail companies are certainly aware that the product will not fully meet customer preferences and requirements in the actual application process. Therefore, the company must find its product sales target. First, it is important to analyze the consumer group according to different customer situations to select a specific target market and achieve precise and detailed positioning. It is an important part of precision marketing. Under the digital marketing model, retail companies can use big data technology to divide the target customer group better, improve products according to

customers' needs, meet the largest consumer groups' needs, and reach real market positions (Dullo & Rejeswari, 2018).

Based on the full application of customer segmentation and analysis of home decorating factory shopping baskets, it is also necessary to realize targeted marketing. Companies should make full use of neural network models, differential regression analysis techniques, and decision-making trees. To explore customer information, including age, income, and life habits, and be aware of personalized product recommendations for specific customers. Besides, targeted marketing and promotional methods can increase cross-selling opportunities and let retail companies be prepared for targeted marketing. On this basis, the formulation file of marketing and product promotion must be in accordance with customer needs (Hofmann *et al.*, 2019).

Maximizing corporate profits is the fundamental core goal of corporate retail to conduct targeted marketing. In a new era, targeted marketing files can solve promotion problems in industrial retail to the maximum. Retail companies need to collect and classify customers with different characteristics of the appropriate sales data set in advance; then, form different customer bases to identify different customer characteristics; finally, different promotional designs plan to deliver different products and services to a different customer base, to meet the differentiated customers demanding to the maximum (Hansen *et al.*, 2018; Komala *et al.*, 2021).

#### 4. CONCLUSION

Decorating marketing in the era of revolution 4.0 requires companies to use unique and innovative marketing techniques. This is related to the information of home decorating products as well as having wide competition. Each product must be informed through various platforms in order to reach consumers easily. The influence of information consumers can attract attention and decide to make a purchase.

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