Research Article

Research on the Impact and Optimization of Industrial Structure Adjustment on Marketing Strategy of Financial Institutions in the Digital Economy Era

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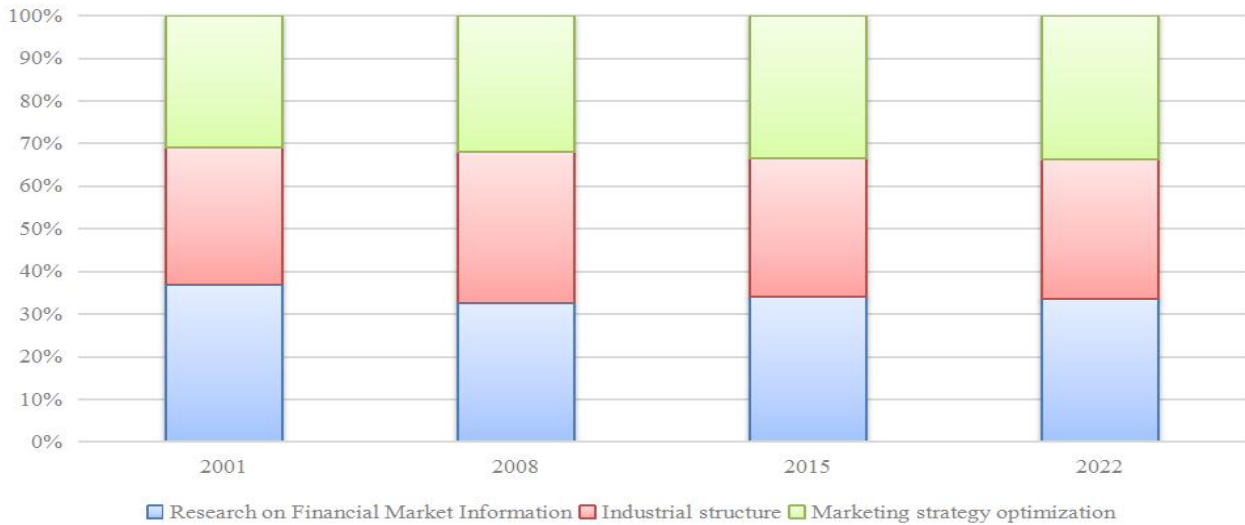| ARTICLE INFO	ABSTRACT
	The role of marketing strategy in the industrial structure adjustment and development of financial institutions in the era of the digital economy has changed marketing strategy and made the industrial structure adjustment of financial institutions in the era of the digital economy a hot spot. However, in the process of changing the marketing strategy of financial institutions, there are problems such as poor marketing concepts, weak online sales capabilities, network data analysis, and small mining volume. The main reason is that the traditional marketing model does not use information management technology to restrict the development of financial institutions. Therefore, this paper proposes a marketing method based on information management technology to plan the marketing strategies of financial institutions with different networks. First, phyton software is used to collect financial institutions' marketing data from the Guoan Tai database in 2018~2022, and according to the collected data of 33 financial institutions for analysis. Then, the judgment of marketing strategy is based on information management technology to improve the accuracy of financial institutions' selection of marketing strategy. The adjustment results show that under the background of the digital economy, information technology can improve the marketing strategy selection of financial institutions, promote the optimization of marketing strategies of financial institutions, and respond to the requirements of the financial market. Information technology can improve the accuracy and effect of marketing strategy selection of financial institutions, making its accuracy greater than 90%, which is significantly better than 80% of the manual identification method. At the same time, information technology can improve the recognition rate of marketing strategy, which is more than 80%, and provide support for the formulation of marketing strategy. Therefore, under the condition of a digital economy, industrial structure has a significant impact on the marketing strategy of financial institutions, while information technology methods can identify strategic indicators, improve the effect and accuracy of strategy formulation, and promote the development of financial institutions. **Keywords:** Digital Economy, Industrial Structure, Financial Institutions, Marketing Strategy.

INTRODUCTION

Research on Marketing Strategies of Financial Institutions

In the era of the digital economy (Srivastava, 2022), industrial restructuring will have an impact on financial institutions (Begum et al., 2022), and promote the upgrading and optimization of marketing strategies (Dwivedi & Paul, 2022). However, the previous information processing methods could not meet the requirements of the digital economy era (Joju, PK, Baig, & Babu, 2022), and the marketing homogeneity between multiple financial institutions disrupted the market structure and order. It is also impossible to achieve the preprocessing of massive financial data. Therefore, finding an effective marketing strategy optimization method to reduce financial information's complexity and interference rate is an urgent problem for financial institutions. Based on this, this paper integrates information management technology with financial institution data, classifies different financial marketing strategies, analyzes the relationship between industrial structure and marketing strategy, and selects the optimal strategy. At present, the adjustment of industrial

structure in the era of the digital economy and the optimization of marketing strategies are showing a white-hot trend, and the specific results are shown in **Figure 1**.

Figure 1. Research on Optimization of Financial Marketing Strategy

Data Source: Financial Market Literature, Market Research Report

The premise of the marketing strategy is the market demand of the financial structure, which is also the basis for the development of the digital economy. At the same time, industrial structure adjustment has a certain impact on market optimization strategy, how to study marketing differentiation marketing, achieve strategy optimization, and provide multi-data source strategy analysis for market information research.

Application of Marketing Theory in the Digital Economy of Financial Institutions

The rapid development of the digital economy has an important impact on the management mode and content of financial institutions and provides the impetus for the development of financial institutions (Kumar, Ya, & Lai, 2023). Among them, marketing theory, as the basis for the development of financial institutions, can provide support for the digital economy, meet customer needs, improve customer satisfaction, and loyalty, and bring benefits to financial institutions.

First of all, the digital economy has the characteristics of digitalization and high informatization, and the use of digital technology for financial services. At the same time, combined with the digital economy, information communication and transmission are carried out to promote the development of financial institutions (Li, Shi, Wang, & Xia, 2023). The digital economy can promote financial institutions' development, meet customers' core needs, provide customers with personalized financial services, and realize information sharing.

Second, traditional marketing theories can also provide guidance for the development of the digital economy. For example, customer experience theory can provide differentiated digital economy services according to users' personalities and needs to improve user satisfaction and

loyalty. At the same time, customer experience theory can use user behavior data to formulate convenient financial service strategies and improve customer service (Liang & Li, 2023). Another example is the theory of social marketing and word-of-mouth marketing, which analyzes users of digital communities and online communities, obtains user information, exchanges information, formulates marketing strategies, and brand promotion strategies, releases targeted marketing content and attracts more customers. In addition, big data analysis and consumer behavior analysis theory can summarize, store and analyze consumer behavior data and historical behavior data, explore the user needs therein, and better formulate personalized and differentiated services (Zhang & Gong, 2023).

However, the development of the digital economy has also brought adjustments to the marketing of financial institutions, and how to better improve the marketing effect is a problem currently solved. At present, the data economy marketing of financial institutions has the following shortcomings.

First of all, financial institutions do not fully understand the needs of customers and lack relevant research and analysis. To this end, some scholars propose to conduct research on the digital economy from the perspective of industrial structure, grasp the degree of change in the industrial structure of financial institutions under the conditions of the digital economy, and formulate marketing strategies to meet the needs of users essentially.

Secondly, under the digital economy, although the customer group of the financial structure has not changed, the form and content of financial services have changed, from traditional economic content to digital economy content, and the service mode has also changed from offline to online. To this end, some scholars proposed that from the perspective of the content and form of the industrial

structure, the marketing strategy should be improved with the help of traditional marketing theory to meet the marketing needs of financial institutions.

Finally, as a kind of virtual space, although the digital economy maps the physical content of reality, the virtual space lacks traditional communication channels, which affects social content to a certain extent. Therefore, some scholars have proposed to integrate social marketing theory into the digital economy, use online communities and digital communities to improve information communication between users, complete online marketing activities, and improve users' sense of financial service experience.

To sum up, the digital economy promotes the development of financial institutions and affects their industrial structure. In order to give full play to the advantages of the digital economy, financial institutions should combine traditional marketing theories to improve

and formulate corresponding marketing strategies. At the same time, the application of traditional marketing strategies can optimize the industrial structure, improve customer satisfaction and loyalty, give full play to the advantages of the digital economy, and promote the improvement of financial institutions.
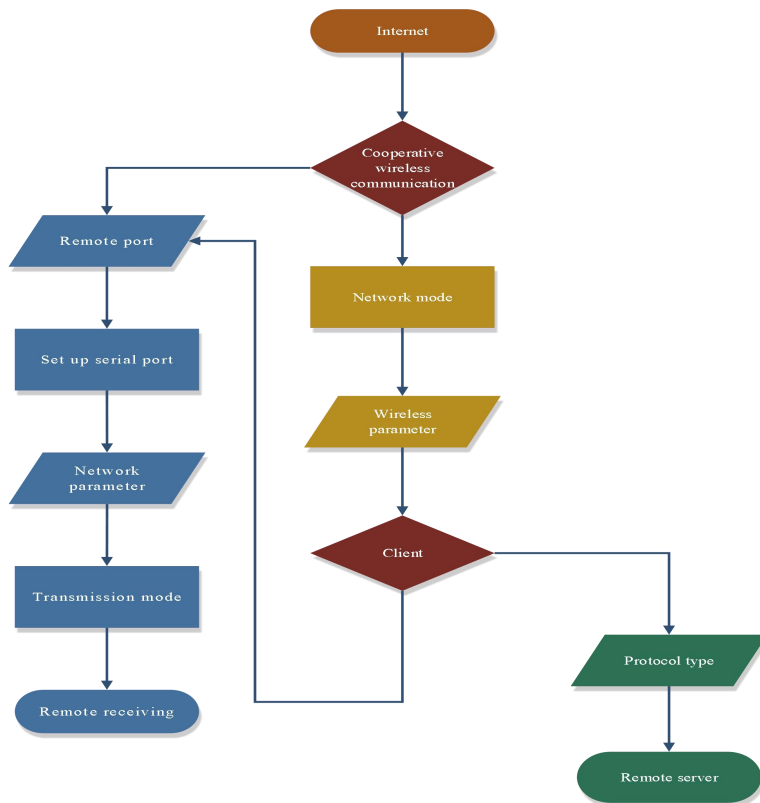
The Impact of Industrial Structure Adjustment on the Impact Strategy

Marketing strategy optimization can increase marketing volume, realize comprehensive analysis of market resources, and dynamic judgment of market policies. Therefore, the adjustment of industrial structure impacts the optimization of marketing strategies of financial institutions, and the main impact aspects are shown in **Table 1**.

The market process of industrial restructuring is shown in **Figure 2**.

Table 1. Optimization of Industrial Structure Adjustment on Impact Strategies (unit: %)

Information impact indicators of industrial structure	The amount of information	Optimization potential
The efficiency of marketing message transmission	98.37	2.53
Survey point switching	99.83	1.66
The amount of marketing data	99.94	0.40
The amount of information transferred	98.64	0.90

Figure 2. The Impact of Industrial Restructuring of Financial Institutions on Marketing Strategies

Industrial structure adjustment will have a certain impact on marketing strategy, but marketing data sources are wide, and the quantitative trend is obvious (Zheng, Qian, & Chen, 2022), so it is necessary to analyze the impact of industrial structure on marketing strategy in the context of the

economic era and judge the optimization degree of marketing strategy, brand image, differential marketing, after-sales service, and marketing means. Achieve effective improvement of marketing strategies (Liu, Zhang, Zhang, Jiang, & Ju, 2022). At the same time, the cultural connotation and marketing strategies of financial institutions' industrial

structure adjustment in the digital economy era are analyzed, and the effect and data integrity of industrial structure adjustment is verified. Experiments show that information technology can improve the identification rate of marketing data of Internet + financial institutions and simplify the data dimension and complexity of wireless transmission. Industrial structure adjustment technology and information technology are applied to the marketing strategy analysis of financial institutions, and the similarities and differences between financial institutions in different regions are compared (Liu, Quddoos, Akhtar, Amin, Tariq, & Lamar, 2022). In the process of adjusting the marketing strategy of the industrial structure of financial institutions in the era of the digital economy, it is necessary to pay attention to the transmission effect, so it is necessary to select the data source to achieve maximum transmission efficiency. **Table 2** shows the data source point selection process.

Table 2. Collection Rate of Marketing Information

Adjust the point	Sales volume information	Marketing plan information
Sales adjustments	65.3	68.9
Market correction	72.9	81.3
Structural adjustment	81.3	84.8

As is described in **Table 2**, it can be seen that the collection rate of sales volume information and marketing plan information for industrial structure adjustment is greater than 60%. The industrial structure adjustment of financial institutions will have an impact on sales and marketing, so it is necessary to carry out comprehensive marketing strategy information collection, otherwise, it is not conducive to the improvement of marketing strategy and the adjustment of industrial structure.

METHODOLOGY

Data Collection

(1) Survey Subjects

Through economic websites such as Guoan Tai, the data of 33 financial institutions listed in 2018~2022 is collected and analyzed to determine the industrial structure of small and medium-sized enterprises. In addition, the information published by financial institutions is checked in detail, and the verified data is used as research materials.

(2) Standardized Processing of Data

In the era of the digital economy, the industrial structure of financial institutions adjusts marketing data, and the market content shows cross-changes, so it is necessary to encrypt the marketing data to determine the content's optimal content and relevance. In addition, the occupation of transmission data sources and the delay of relay impact the processing of industrial structure adjustment data of financial institutions in the digital economy era, so irrelevant data content should be eliminated to achieve simplified processing of financial data. In order to carry out a more reasonable marketing strategy, it is necessary to select the most recent data source, and the processing results are shown in **Table 3**.

Table 3. Selection Rate of Data Sources for Industrial Restructuring of Financial Institutions in the Era of the Digital Economy

Process content / The type of data	Data source point number	Marketing Scope	Marketing differentiation	Marketing environment	Optimization rate
Industry data	3	85.95	88.80	87.87	91.03
	36	84.98	87.82	90.26	88.54
	34	87.53	86.64	86.07	88.48
	24	89.55	84.88	83.17	85.98
	6	87.77	86.58	87.61	85.19
Financial industry data	39	86.16	87.12	88.52	87.22
	9	92.64	86.71	84.11	86.74
	21	82.62	89.08	87.60	89.12
	18	84.79	86.44	89.33	90.40
	29	89.35	81.85	86.13	87.70
Marketing Data	38	90.04	85.94	89.47	87.12
	11	87.37	85.19	84.76	88.28
	12	84.58	86.10	85.19	85.30
	17	87.77	84.85	87.70	87.80

From the identification of marketing strategies of financial institutions in **Table 3**, it can be seen that in the sample survey of different samples, the identification rates of marketing scope, marketing differentiation and marketing environment of industrial data, market data and financial industry data are all greater than 80%, while the optimization rate of marketing strategies is greater than 85%, which is significantly higher than the current average level of financial institutions.

(3) Identification of Characteristic Values of Marketing Data

The matrix construction judges the data in **Table 3**, and the matrix marketing values are shown in **Table 4**.

Table 4. Judgment Matrix of Marketing Strategy

Test / Data source point number	Platform building	Resource integration	Website promotion	Market development
3	1	0.58	0.26	0.07
36	0.27	1	0.50	0.12
34	0.93	0.10	0.09	0.15
24	0.93	0.59	1	0.06
6	0.93	0.70	0.01	0.28
39	1	0.89	0.47	0.47
9	0.55	0.49	0.63	0.83
22	0.72	1	0.56	0.47
28	0.64	1	0.62	0.24
29	0.29	0.07	0.02	0.62
38	2.29	1	0.25	0.20
22	0.55	2.47	0.42	0.52
22	0.33	0.92	1	0.88
27	1	1	0.42	1
Mean value	0.82	0.84	0.45	0.42

According to the data in **Table 4**, among the sampling points with different strategies, the adjustment rate of marketing resource integration is the highest (0.84), followed by platform construction (0.82), followed by website optimization (0.45) and market development (0.42). This shows that industrial structure has a certain impact on financial institutions, so financial institutions should start with the integration of marketing resources, strengthen the construction of digital platforms and optimize websites. Finally, on the basis of mature conditions, the potential market development is carried out.

Mathematical Description of the Impact of Industrial Structure on Marketing Strategy

Marketing strategy mainly relies on marketing data and platforms, focuses on strengthening the adjustment of marketing strategy, information technology mining marketing data, reducing marketing interference (Loonam & O'Regan, 2022), and adding brand parameters to marketing strategy, Promotional parameters (Merola, 2022), and sales parameters. The combination of marketing strategy and information technology can process a large amount of marketing data and reduce the amount of interference data (Zapata-Cantu, Sanguino, Barroso, & Nicola-Gavrilă, 2023). Information technology can comprehensively analyze financial institutions' data and better select marketing strategies, and the specific processing process is as follows.

Market data of financial institutions: market data is a_i, marketing strategy adjustment parameters is b_i, marketing strategy is c_i, strategy optimization judgment function is $set(x_i)$, and the optimization degree of marketing strategy is w_i, Market data collection in the era of digital economy is shown in Equation (1).

$$set(x_i) = \sum a_i + b_i + c_i \quad (1)$$

The process of collecting market data is as follows:

```
for{tz sum;
set sum =xi.
while{sum=xi+1}
do{sum = xi;
open =sql;
load(sql)}}
```

From the above programming code, the marketing data collection of financial institutions can be realized, providing a basis for the formulation of marketing strategies.

Ranking of marketing strategies: importance judgment function is $d(x_i)$, impact degree calculation function is $c(x \cdot \sum x_i)$, marketing strategy ranking is $p(x_i)$, information technology ranking result is m, The marketing strategy metric is sorted as shown in Equation (2).

$$m = \frac{d \cdot c}{\sum x_i} \to p \quad (2)$$

The marketing judgment of industrial structure adjustment on marketing strategy: the random sampling result is $rad(x_i)$, the strategy function is $deal(x_i)$, and the optimization function is $h(x_i)$, and the optimization of the industrial structure on the marketing strategy is shown in Equation (3).

$$h(x_i) = ran(x_i) \cdot deal(x_i) \quad (3)$$

Calculation Steps for the Impact of Industrial Structure on Marketing Strategy

The first step is to collect the data of the marketing strategy and standardize the data to remove abnormal values and achieve data unification.

In the second step, by calculating the relevant mathematical description, an analysis model of the impact of

industrial structure on marketing strategy is constructed, and the problem is quantified to lay the foundation for later calculation.

The third step is to calculate and find the key value of the impact of industry results, determine whether the key value is the best value, and form a key value set to support the later marketing strategy selection.

The fourth step is to implement the corresponding marketing strategy and judge whether the marketing strategy meets the requirements. If it meets the requirements, it is included in the best policy, otherwise, the policy is excluded.

In the fifth step, perform steps 1~4 in a loop until all the survey data are executed.

## THE IMPACT OF INDUSTRIAL STRUCTURE ON MARKETING STRATEGY IN THE ERA OF THE DIGITAL ECONOMY

Objective Conditions of Financial Markets

Based on marketing strategy data, combined with the industrial structure data of financial institutions in the digital economy era, this paper analyzes brand enhancement, differentiated marketing, and after-sales service quality. The specific conditions are shown in **Table 5**.

Table 5. Hardware Conditions for Industrial Restructuring

Parameter	Information content	Number of sources of information
Processing rate	70~80%	4~6pcs
Optimize metrics	Brand, differentiation, and service	6~11pcs
The amount of information processed by the marketing strategy	32TG~45TG	2~8pcs
Results: normal, reasonable, and effective		
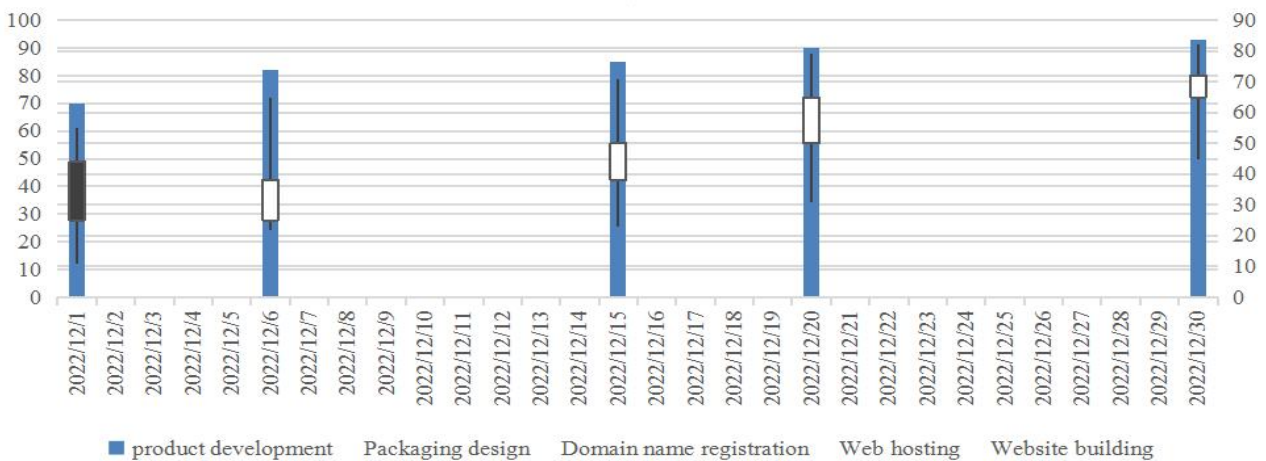
Figure 3. Sampling Results of Marketing Strategies

Part of the sampling scheme tagline of the marketing strategy, as shown in **Figure 3**. **Figure 3** shows the sampling of marketing strategies in the era of the digital economy, mainly showing marketing concepts, including brand enhancement, and after-sales service quality composition. Industrial structure adjustment can improve the effect of marketing strategies of financial institutions and present the market and brand enhancement, more accurately realizing the integration of marketing data, indicating that the marketing strategy analysis effect of industrial structure adjustment is ideal. The specific data overview is shown in **Table 6**.

Table 6. Industrial Structure Adjustment of Financial Institutions in the Era of the Digital Economy

Marketing content	Research directions	Marketing strategy optimization metrics	The degree of optimization
Brand enhancement	Product development	3	73.98
	Packaging design	9	69.73
Differential Services	Domain name registration	8	74.31
	Web hosting	9	75.82
	Website building	8	81.09

Marketing content	Research directions	Marketing strategy optimization metrics	The degree of optimization
After-sales	Resource integration	7	76.27
	Build a platform	9	72.59

It can be seen from **Table 6** that the optimization grades of different market strategies are all greater than 69.73%, indicating that the optimization degree is ideal. Among them, the optimization level of website construction is the highest, followed by resource integration and the lowest product design. The main reason for the above problems is that the industrial structure will have a direct impact on the marketing resources of financial institutions, and the digital form of resource integration is the financial platform. At the same time, in the digital environment, the packaging design of financial products is gradually ignored, and the digital way of financial products has become the focus of marketing.

The impact of Industrial Structure Adjustment of Financial Institutions on Marketing Strategies

The detailed rules for the analysis of marketing strategy are the marketing strategy analysis measures for the industrial structure adjustment of financial institutions in the digital economy era, which can deeply analyze the marketing strategy analysis effect of the industrial structure adjustment of financial institutions in the digital economy era, as well as the specific implementation, and the specific identification results are shown in **Table 7**.

Table 7. Selection of Marketing Strategy

Identification method	Marketing strategy metrics	The degree to which marketing strategies are optimized
Brand enhancement marketing strategy analysis	Product structure	71.85
	Brand	72.59
	After-sales	81.12
	Price	73.71
	Internet	70.68
	Idea marketing strategy	79.91
	Connotation marketing strategy	78.43
Marketing strategy	Symbol	68.58
	Dimension	65.81
	Image	73.65
	Times marketing strategy	72.06
	Vintage sex	75.97
Optimize metrics	24	
Structural adjustment rate	65.12	
Digitization	75.14	

The results of the selection of marketing strategies in **Table 7** show that the degree of marketing strategy is close to 10 times, indicating that the adjustment of industrial structure can meet the actual marketing strategy and make it more than 10 times. In the era of the digital economy, the marketing process of industrial structure adjustment on the marketing strategy of financial institutions is shown in **Figure 4**.
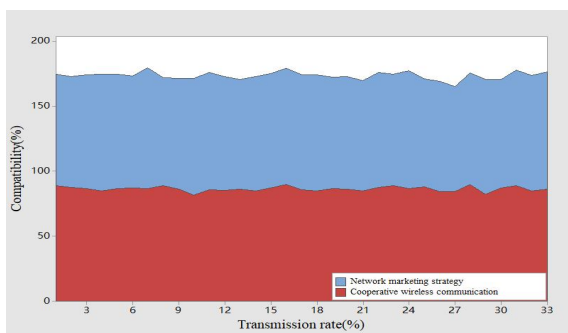

Figure 4. The Optimization Process of the Marketing Strategy

It can be seen from Figure 4 that the method proposed in this paper has a high degree of marketing strategy for the industrial structure adjustment of financial institutions in the digital economy era and in the process of industrial structure adjustment of financial institutions in the digital economy era, the data marketing strategy degree can reach more than 80%, and the data continues to increase. The reasons for the above problems are mainly the integration of information technology, the simplification of the processing volume of industrial structure adjustment of financial institutions in the digital economy era in the opening ceremony, the improvement of data processing rate, the reduction of server occupancy, and the real-time reproduction of financial institutions.
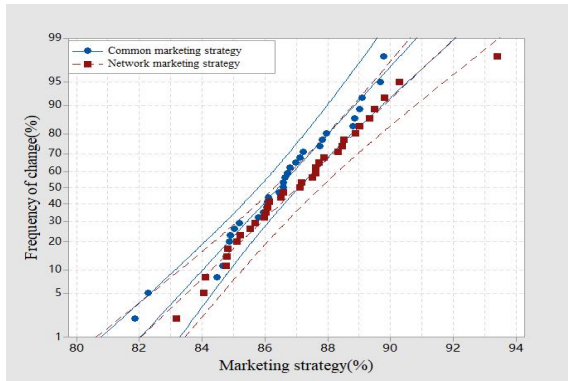
Optimizing the Indicator Recognition Rate in the Marketing Strategy of Financial Institutions

In the era of the digital economy, the marketing of the industrial structure adjustment of financial institutions is mainly reflected in sales, channels, after-sales and brand, so it is necessary to increase the identification rate of the logo, and the specific results are shown in **Table 8.**

Table 8. Marketing Strategy Recognition Rate of Financial Institutions

Index	Parameter	Sale	Channel	After-sales	Brand
Random data	Industrial structure	85.08	95.10	84.91	94.87
	Financial institution	85.05	94.81	85.35	94.90
Fixed-point data	Industrial structure	84.80	95.02	84.92	94.74
	Financial institution	85.04	95.14	85.19	94.98

The changes identified in marketing strategies in **Table 8** are shown in **Figure 5**.

Figure 5. The Identification Process of Marketing Strategy

It can be seen from **Figure 5** that under the recognition degree of different marketing strategies, there is no major change in the common marketing strategy and marketing strategy of the industrial structure adjustment of financial institutions in the digital economy era, indicating that the change of industrial structure adjustment of financial institutions in the digital economy era will show that the impact of brand enhancement is small. In addition, the change of common marketing strategy is a fundamental change, which has not had any impact on financial institutions, further proving that information technology can realize the effective display of the industrial structure adjustment and development culture of financial institutions in the era of the digital economy. The reason is that information technology can reduce the error rate of processing through data simplification, shorten the analysis time of industrial structure adjustment data of financial institutions in the digital economy era, and increase the amount of single data processing since it can fully meet the analysis needs of marketing strategies.

The Selection Effect of Industrial Structure Adjustment Endpoints

The selection effect is the basis for the analysis of the marketing strategy of the industrial structure adjustment of financial institutions in the era of the digital economy. It is necessary to carry out multi-endpoint sampling identification of marketing strategy points, record the actual display results, and compare them, and the specific results are shown in **Figure 6**.
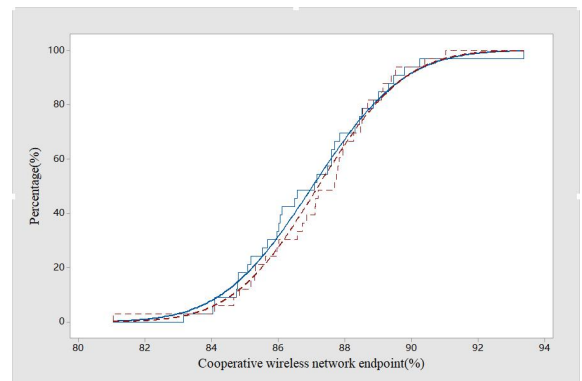
Figure 6. The Impact of Industrial Restructuring on Marketing Strategy

As can be seen from **Figure 6**, the data source points are scattered, and the selection effect data is concentrated from both sides to the middle. This result shows a large difference between the data source point and the marketing strategy volume, indicating that the data source point can meet the actual processing requirements. In the process of processing, the data presentation is scattered on both sides, and the reason is that because the change and marketing strategy are two sets of data in different directions, the data iteratively changes along its direction and achieves better iterative calculation. The above data shows that information technology can effectively optimize marketing strategies. Summarizing the data in **Figure 6**, the following calculation results are obtained, as shown in **Table 9**.

**Table 9.** Impact Effect of Marketing Strategy

Source of information	Parameter	Short-term impact	Long-term effects	Combined impact
Random information	Brand	78.86	87.35	17
	Sale	79.48	80.96	17
	After-sales	79.40	83.59	20
Fixed information	Brand	70.05	83.12	30
	Sale	75.33	86.88	13
	After-sales	74.35	84.80	15

The results of fixed endpoints and random endpoints were identified, and it was found that in the entire sampling identification, the short-term impact, long-term impact and comprehensive impact effects were greater than 80%. The probability of structural adjustment was greater than 70%, indicating that in different sampling results, the impact of industrial structure adjustment of financial institutions on the impact strategy in the digital economy era was more significant. All indicators were more excellent than 80%, which further demonstrated the importance of industrial restructuring and could cope with the needs of the digital economy era.

Accuracy of Marketing Strategy Optimization

The presentation of diversified details of the industrial structure adjustment of financial institutions in the digital economy era, as well as the integration of different strategies, require high-accuracy market parameters as a guarantee to accurately judge the industrial structure adjustment of financial institutions in the digital economy era, and the results are shown in **Figure 7**.
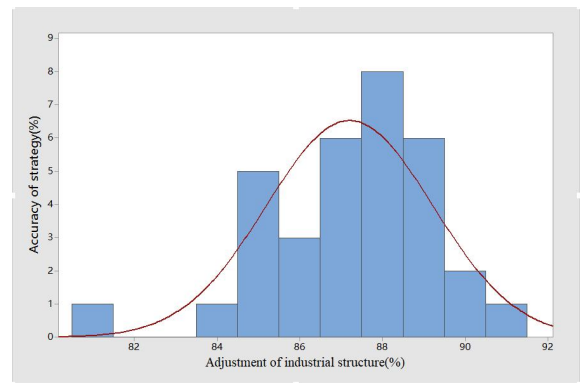
Figure 7. Optimization Accuracy of Marketing Strategies

It can be seen from **Figure 7** that the optimization accuracy of marketing strategies is consistent with actual demand, and structural adjustments such as Internet +, big data, emerging industries, low-carbon industries, and low-energy industries will promote the development of marketing strategies and also show that industrial structure adjustment will have a significant impact on the optimization of marketing strategies. The results are shown in **Table 10**.

Table 10. Excellent accuracy rate of industrial restructuring on marketing strategies

Industrial structure	Financial institution		Financial industry	
	Short-term impact	Long-term effects	Short-term impact	Long-term effects
Internet+	91.59	90.54	94.12	96.96
Big data	91.41	92.93	90.14	99.99
Emerging industries	91.19	90.54	96.12	92.95
Low-carbon industries	90.96	99.99	89.90	84.10
Low-energy industries	93.09	93.12	89.19	77.74
Technology industry	93.12	93.49	90.99	98.42
Financial institution adjustment rate=72.3				
Field marketing strategy adjustment rate=85.3				
Digital economy response rate=45.32				

It can be seen from the identification process of **Figure 7** that the identification of the marketing strategy of industrial structure adjustment of financial institutions in the digital economy era is relatively high. The processing rate of industrial structure adjustment is greater than 80%, mainly because industrial structure adjustment can have an impact on marketing strategy. The optimization degree of strategy is greater than 80%, proving that industrial structure adjustment can meet the development requirements of the digital economy era. Moreover, there was no significant interference in structural adjustment, such as Internet+ and low-carbon industries, indicating that the industrial structure adjustment had a more significant impact on marketing strategies and had high accuracy.

CONCLUSION

Aiming at the optimization of marketing strategies of financial institutions, this paper analyzes the impact of industrial structure adjustment on the marketing of financial institutions, and the analysis results show that industrial structure adjustment has a significant impact on marketing strategies and has an essential impact on brands, channels and services. At the same time, the impact of marketing strategy presents short-term, long-term, and comprehensive impacts, and the optimization accuracy of marketing strategy is greater than 80%, and the optimization degree is greater than 70%. Therefore, industrial structure adjustment can realize the optimization of marketing strategies and meet the development requirements of the digital economy era. There are certain shortcomings in this study, mainly reflected in the sample size of data economy, such as small sample size, data bias, narrow sampling range of sample size, verification of the analysis of marketing strategies affecting financial institutions, and intense subjectivity of some marketing strategies. In the future, we will focus on expanding the collection of sample size and incorporating artificial intelligence, machine learning and blockchain technology to improve the accuracy of research results.

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