

The Impact of Quantum Marketing on Company Strategy

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Abstract: This paper focuses on the impact of quantum marketing on corporate strategy. With the profound changes in the business environment, traditional marketing and strategy models are facing many challenges, and quantum marketing has emerged. It breaks through the traditional thinking and introduces the concept of quantum mechanics, which is characterized by uncertainty and flexibility, focusing on consumer experience and emotional resonance, advocating diversified marketing strategies, encouraging leapfrog innovation, and emphasizing in-depth data analysis. Quantum marketing in the company's strategic level, to promote market positioning to the dynamic and accurate transformation, prompting innovation in competitive strategy, from confrontation to cooperation, to create a differentiated advantage of the change; to promote customer relationship management from transaction-oriented to relationship-oriented, encouraging customers to participate in the co-creation; but also strengthened the innovation-driven strategy, stimulate innovative thinking, requiring rapid iteration of innovation. The case of Nefi shows that quantum marketing in the enterprise personalized recommendations, customized services, effective, help enterprises to enhance market competitiveness. Quantum marketing for corporate governance opportunities and challenges, the future is expected to become a key force to promote the development of enterprise intelligence and efficiency.

1 INTRODUCTION

Enterprises in the market environment is a full range of changes, corporate marketing strategic planning plays a key role in the future rise and fall of enterprises. The unified marketing and strategy model has been developed over a long period of time and has become more mature, transitioning from product-centered to customer-oriented, through which enterprises adapt to market changes. However, with the rapid iteration of information technology, the depth of change in consumer behavior, and the increasing complexity of the global competitive landscape, the traditional marketing and strategy model is facing unprecedented challenges. Consumers are receiving information and making decisions at a faster and more complex pace, and traditional marketing, based on relatively fixed and fewer channels of information delivery and limited product choices, makes it difficult to effectively communicate product information to the public. At the same time, due to the trend of economic globalization, enterprises are no longer competing in a smaller market in a specific geographic location, but are not only facing fierce competition in the region,

but also competitors from all over the world, which expands the scope and depth of market competition.

In the above context, quantum marketing as a new marketing concept came into being, bringing new ideas and impact to the innovation of enterprise development strategy (Raga, 2023). Quantum marketing breaks away from the traditional marketing theory of linear thinking and deterministic premise of the boundaries, began to import the fuzzy quantum mechanics, entanglement and superposition of thinking mode, put forward the changes in the marketing situation, the unpredictability of consumer behavior and the complex relationship between marketing factors cognitive, attention to the consumer's perceptions, emotions and subconscious factors, that the consumer's inner perceptions, emotions and so on, as a quantum world It is believed that consumers' inner perception, emotion and so on are like the quantum world, like the existence of microscopic particles, in an uncertain superposition state, which will bring great influence to marketing, and advocates that enterprises should take a more sensitive and swift way to master market information, through the in-depth excavation of potential consumers' needs, and the application of new

scientific and technological means to satisfy the consumers' needs, and maximize the marketing resources and effects. From market positioning, product research and development, branding to channel development, customer relationship management, it is necessary to carefully analyze the impact of quantum marketing on enterprise strategy, which is necessary for enterprises to grasp new competitive advantages from the complex and changing market and marketing environment, and at the same time, it can help the theoretical community to enrich and improve the theory of marketing and strategic management.

2 THE IMPACT OF QUANTUM MARKETING ON COMPANY STRATEGY

2.1 Accurate Reshaping of Market Positioning

Traditional marketing takes market research and data analysis as the basic idea for market positioning and target market establishment, which is somewhat “rigid” and passive, relying on past experience and relevant data. Market positioning in the context of quantum marketing is more “dynamic” and “precise”, and enterprises use big data and artificial intelligence technology to follow up on changes in consumer behavior and dynamic changes in demand in real time, such as using consumers' comments and shares on microblogging and other real-time attention to instant information (Mou, 2025). For example, by using consumers' comments on instant messages such as microblogging and microblogging and other real-time concerns, the present study this paper can quickly determine consumers' consumption psychology and real needs, and adjust market positioning in a timely manner; for example, short video platforms use users' behavioral paths, liking rates, and comments to track each user's behavior, recommending short videos of interest to them, and realizing the precise positioning of the “market of users' interests” to attract a large number of users and form a certain number of users, and thus attracting a large number of users (Ramlakan, & Gupta, 2025). It attracts a large number of users and forms a certain competitive advantage in the market.

2.2 Innovative Changes in Competitive Strategy

2.2.1 From Competition to Cooperation

Traditional marketing competition focuses on competing with competitors for market share in the same industry, which is highly competitive. While quantum marketing emphasizes on understanding competition from a higher level, discovering the possibility of cooperation and finding win-win opportunities from competitors of different enterprises, for example, in the fractional marketing market, different shared bikes can effectively share the placement layout of urban shared bikes through cooperation, to achieve the maximum use of resources and the best user experience of shared bikes, so that the whole shared bike industry can develop stably (Özkan, & Keskin, 2020).

2.2.2 Creating Unique Differentiation Advantages

Enterprises under the quantum marketing idea pay more attention to the excavation of their own core value, i.e., creating differentiation advantages that cannot be easily copied by the competitors through creative product (service) design, product (service) supply mode, and changes in marketing mode. For example, Apple's simple and easy-to-operate design, powerful ecosystem, and unique corporate culture have made it stand out in the smartphone market, forming a very high customer loyalty and a super strong barrier effect.

2.3 Deep Transformation of Customer Relationship Management

2.3.1 Shift from Transaction-Oriented to Relationship-Oriented

Traditional CRM focuses on customers' one-time purchase behavior, with the ultimate goal of reaching a transaction. Quantum marketing, on the other hand, focuses on establishing long-term, stable and good relationships with customers. Enterprises through the regular provision of content with content and personalized services and other methods to enhance the customer's trust in the enterprise company, to strengthen customer adhesion. For example, some high-end makeup brands provide one-on-one beauty consulting, recommendations and customer specials for members, etc., to deeply associate customers and enhance their lifetime value.

2.3.2 User Participation and Co-Creation

Quantum marketing encourages users to participate in the company's production marketing process. Enterprises and customers interact and co-create, better understand the needs of users, but also get the user's recognition and sense of belonging (Aggarwal, Dawar, & Arora, 2024). For example, Xiaomi collects suggestions and feedback from users through the Mi Fan community, and incorporates some of the users' ideas into product development, which not only improves the marketability of the product, but also forms a large hardcore support group.

2.4 Reinforcement of Innovation-Driven Strategy

2.4.1 Cultivate Innovation Awareness

The uncertain and flexible characteristics of quantum marketing require enterprises to break through the constraints of inherent thinking and allow employees to have a sense of innovation. Let the enterprise have a free and open innovation culture environment, encourage employees to try new marketing models and business models, for example, Google provides a free working environment, employees can spend a certain amount of work time engaged in the exploration of free project research and development, to encourage employees to innovate, so as to develop various types of innovative products, such as Google Maps, Google Translate.

2.4.2 Rapid Iterative Innovation

With frequent market changes, quantum marketing requires companies to have the ability to rapidly iterate and innovate. Enterprises no longer pursue perfect products and marketing programs, but quickly make prototypes of their products and services, collect market feedback, and quickly improve and optimize their products (De Talhouet, 2020). Many software products in Internet companies are updated through rapid iteration to continuously improve and refine product features to adapt to the market.

3 CASE STUDY OF NIFTY IN THE ENTERPRISE

Quantum marketing helps streaming media juggernaut Netflix realize synergistic growth in subscriber scale and content scale. The big data-based intelligent recommendation system under the 10

billion user interactions has enabled Netflix to usher in 278 million subscription member users worldwide (Disney+154 million, AmazonPrimeVideo 117 million), and on the 2020 JustWatch Streaming Viewing Shares Report, Netflix occupies a share of 38.8 percent ahead of all other streaming media in the US (Joulei, 2024). On the content end, Netflix's original TV series production is up 30% year-over-year through 2024, and its industrialized production capabilities of AI actor systems and big data have led to a significant increase in the return on investment efficiency of its content.

In terms of target group, it is targeted at global subscribers with high willingness to pay, with the European and American markets as its core user base (the U.S. and Canada contributing nearly half, or about 47.5% of the traffic share), but it is actively expanding into emerging regions such as South America and Asia-Pacific, and localizing its content through the production of local content (Su, & Zhang, 2014). Nifty added 18.91 million new subscribers in 2024Q4, the number of subscribers exceeded 300 million, and about half of the new subscribers in 2024 came from the Asia-Pacific region, realizing a breakthrough in the main source of incremental subscribers. The average revenue of subscribers (ARPU) in the U.S. and Canada is \$17.26, which is much higher than the domestic ARPU of \$2.2 of Aiki (2023Q3). This indicates that Nifty's subscribers are more willing to pay. Tier pricing, user "loyalty" enhancement, in addition to the existing pricing standard package, the introduction of low-end package including advertising (\$6.99 per month), will focus on low-priced user groups to the subscription model with advertising, including advertising package user penetration rate of about 55%, 2024Q4 compared with 2023Q4 advertising subscription user growth of 30%. 30%. Blocking account sharing brings an additional \$1.5 billion in revenue to Nifty, while also thickening core subscriber revenue through a price increase strategy (\$17.99).

Realize original drive and diversified layout from the perspective of competitive barriers and model innovation. Nefly invests \$18 billion a year in content output, renews explosive series such as the second season of *The Squid Game* in 2024, and the total viewing time has exceeded 400 million hours, realizing the growth of effective new and live users. Using AI technology, for example, in casting, AI predicts the star effect of actors through data analysis, thus realizing the improvement of content output efficiency (Zhang, 2023). For example, the investment cost of Netflix's explosive drama "*Squid Game*" is only \$21.4 million, but it directly contributes to the addition of 1.43 million people to

watch, with an input-output ratio of 1:18. Diversified attempts at content layout and continuous cross-border, such as the layout of the live broadcast of sports events: 2024 live broadcast of Tyson's and Paul's "fight of the century" attracted 108 million people to watch. Attracting 108 million viewers and 1.43 million new users, and obtaining the exclusive broadcasting rights for the 2022 Women's World Cup through cooperation with FIFA, the company has also found a second growth curve.

Offline IP scene extension: 2025 theme parks, dynamic theme parks, short-term, fast turnaround park enjoyment, differentiated competition Disney. Shift from subscription fee model to subscription+cash. Paid subscriptions account for 98% of total revenue. Pure content-driven model. Ad revenue doubles by 2024 to 70 million MAUs, but penetration is only 9%, far below Disney+'s 30%, need to supplement ad infrastructure. Globalized supply chain + localized synergies. 190 countries coverage, "Tower of Babel" strategy: content localization (e.g. Korean dramas, Indian movies) + globalized logistics infrastructure. More than 60% of international paying subscribers, through regionally successful local content, back into the global market, e.g. Squid Game (Su & Zhang, 2014).

Netflix uses big data and artificial intelligence technology to build a huge and detailed user behavior database (Lu, 2024). The database covers multi-dimensional behavioral data such as users' viewing history, ratings, dwell time, fast-forward and rewind operations, search records, etc. After collecting the data, Netflix has built up a large and detailed database of user behavior. After collecting the data, Netflix utilizes complex machine learning algorithms to deeply analyze the data.

Taking the viewing track as an example, the algorithm is able to identify the various types of film and television works watched by the user, different generations and different regions respectively, and then derive the user's typological inclination, such as whether the user prefers science fiction or is fond of romantic dramas (Joonas, Mahfouz, & Hayes, 2023). for the scoring data, not only is it a simple difference between high and low scores, but the algorithm is able to combine the differences in the user's scores for various elements of film and television dramas (plot, acting, picture, etc.) to For the rating data, it is not only the simple difference between high and low ratings, but also the algorithm can combine the differences in users' ratings of various elements (plot, acting, picture, etc.) to further segment users' preferences; for the residence time data, it can identify users' attention to a certain plot or paragraph, and combined with the differences in scenes, the

algorithm can derive the difference in users' attention to the characteristics of the content elements of different movies and TV shows.

Therefore, Netflix will produce a recommendation list belonging to each user corresponding to the results of in-depth mining. If through mining, it is found that a user prefers to watch suspenseful American dramas, and in this suspenseful American drama, he likes to watch American dramas with tight plots and a lot of reversals, and the American dramas he likes to watch have high scores, and he stops and stays for a longer period of time during the process of watching the American dramas, the recent popular suspenseful American dramas are prioritized to be shown in the recommended list of the user, e.g., Stranger Things, which is a suspenseful American drama, and the drama is a suspenseful American drama, e.g., Stranger Things. The show is a suspenseful, science fiction and youth type of suspenseful American drama, and will also be similar to the "Stranger Things", but may not be so hot, but in some aspects of the high evaluation of the suspenseful American drama show, such as: "True Detective" Season 1, in order to meet the different needs of different users to watch the suspenseful American dramas.

Netflix analyzes users' behavioral data to personalize the configuration of content production and purchase. In terms of content production, Netflix analyzes data to gain insight into the market and user preferences, which in turn influences the production and production of original content (Ramlakan, & Gupta, 2025). For example, Netflix has analyzed the data and learned that the viewing preference of true crime documentaries continues to increase, and it pays more attention to content with in-depth investigations and unique perspectives. Based on this, Netflix launched "Making a Murderer," which centers on several classic true crime cases, reflecting the cases through in-depth analysis and unique perspectives, and quickly gained the attention of users, and broke the record of 10 million views soon after its launch.

In addition to selecting partner content, Netflix relies on data to make decisions about content acquisition. Because consumers in different countries and regions prefer different content, Netflix sources content based on local consumer preferences. For example, in some Asian countries, audiences prefer Korean dramas, so Netflix purchases more Korean dramas, including the world-famous "Squid Game" is one of them. In addition, in the case that there is a greater preference for certain stars, directors, in the user group, Netflix will source the corresponding

works with the favorite actors or directors in the user group (Baranidharan, & Kulkarni, 2025). For example, if the data shows that a director's work has a higher number of users watching it on Netflix as well as a higher rate of favorable reviews, then Netflix will tend to source other new works by that director, which will ensure that the content in the platform will be accepted by a wider range of users, so that the users will continue to use it, and maintain the user stickiness.

4 CONCLUSIONS

Quantum marketing, as a relatively new marketing concept in the field of marketing, brings changes to enterprise marketing in response to today's complex market situation, both in theory and in practice, which can bring about an overall comprehensive and disruptive transformation. As far as theory is concerned, quantum marketing has changed the linear theory of thought in traditional marketing, the quantum uncertainty embodied in quantum marketing, the concept of quantum entanglement applied in the marketing concept, so that the marketing concept has a more comprehensive perspective. At the same time, in practice, Amazon, Netflix and many other companies in the marketing experience shows that in the personalized service and customization mode, the application of quantum marketing strategy has different advantages from the traditional marketing, in practice, more adapted to the current development of enterprise marketing needs, conducive to the development of enterprise marketing.

However, from the perspective of the current implementation of quantum marketing in enterprises, there are also some problems. From the perspective of data, in the case of high dependence on consumer data, it is necessary for enterprises to maximize the effectiveness and value of data under the premise of complying with relevant laws and regulations and maintaining consumer privacy and data security. From the aspect of organizational structure, driven by quantum marketing technology, it is necessary for enterprises to set up their own data analysis and technology teams, which will inevitably involve the distribution of corporate power and the adjustment of decision-making flow, etc., and enterprises should be fully integrated.

It can be foreseen that in the future for quite a long period of time, the use of quantum marketing will be an important weapon for enterprises in the market competition, with its further application of the development of quantum marketing will be gradually

integrated into the various levels of business operations, to promote the modernization and efficient development of the enterprise, the enterprise must take the initiative to integrate into the field of quantum marketing, to grasp the opportunities brought about by quantum marketing, and at the same time also to solve the quantum marketing The new problems raised by quantum marketing, in the development of enterprise marketing planning strategy to promote the improvement.

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