



Digital Marketing System Construction for New Retail Models Under the New Situation

Jiaxin Liu^a, Zijing Guo^b, Dun Lin^c, Rundong Yao^{*}

Zhuhai college of Science and Technology, Zhuhai, Guangdong, 519041, China

^a1057978280@qq.com; ^b1436174161@qq.com; ^c1535629884@qq.com

^{*}Corresponding author's e-mail: 495904603@qq.com

Abstract. The post-epidemic era is the background for the development of new retail brands, and it is necessary to create a series of digital marketing systems that can be adapted to new situations to help new retail brands modernize and transform. In the post-epidemic era, people's life habits have undergone significant changes, the development of the industry has been affected by reality, and the liberalization of epidemic policies has caused models to transform and modernize towards new opportunities and new pains. This paper starts from the current development status of new retail models, combined with the current liberalization of epidemic regime against the reality, and classifies the challenges faced by the specific development of traditional marketing strategy. Taking the value triangle focusing on value proposition, value creation and delivery and value acquisition of new retail brands as the exposition structure, the direction of building digital marketing system in three dimensions: market positioning, operating system and profit model is specifically discussed to help the new retail brands solve existing problems and grasp new opportunities to develop targeted development proposals. In addition, targeted development proposals are put forward to help the new retail brands solve existing problems and grasp new development opportunities.

Keywords: New retail; Brand; Big data; Epidemic; Marketing system

1 Introduction

With the arrival of the economic inflection point, many industries have ushered in a new development season, and the offline consumer demand is also increasing. Since the concept of "new retail" was put forward at the Yunqi Conference in 2016, traditional retail have gradually realized that the marketing model of the retail industry in the past has been unable to meet the rapid development of the Internet environment and the growing changes in consumer demand. The new crown epidemic is more like an accelerant for this change, and while promoting the rapid development and improvement of the new retail models, it also affects the behavioral characteristics of buyers and sellers, consumption scenarios, and other factors of the changes, and the entire retail industry

is in a new situation where opportunities and difficulties coexist. New retail attach importance to the use of the "Internet" for empowerment, and strive to innovatively digitalize the retail omni-channel, and some of the new retail models in the epidemic, adopted a diversified mode of physical development. However, due to the inadequacy of the construction of its new retail model, coupled with the impact of the implementation of the policy of liberalization of epidemic prevention and control, resulting in a new round of lag in the marketing system of the brands. Therefore, how to build a new retail digital marketing system for brands under the new situation, to help them break through the development difficulties and improve the competitiveness of development has become a key concern of marketing theory in connection with practice.

2 Development Status of Brands Under the New Retail Model

Due to the impact of the epidemic, the new retail marketing model has been prompted to change rapidly, and many retail industries have clarified the development trend of new retail and started to lay out and improve the new retail model in the midst of the epidemic. The interpretation of the concept of new retail by domestic scholars has, to a certain extent, been applied to the transformation and upgrading of the physical industry. Coupled with the rapid development of big data in recent years, the improvement of data analysis technology has effectively helped enterprises explore new digital operation modes and complete the digital transformation of business. The deep integration of digitalization and new retail enterprise operation system is a necessary path for brands to explore digital transformation. However, this process is by no means smooth, and if branding cannot effectively utilize the potential value of digital resources, it will hinder the long-term development of the enterprise¹. In today's rapidly developing digital environment, exploring a digital system that is truly suitable for the marketing of new retail brands, and in this way innovatively constructing a new business infrastructure, and refining the various marketing tools that should be used by brands is the key to the successful completion of the digital upgrading and transformation. At present, the new retail mode mainly through the construction of "online + offline" integrated system, pulling the horizontal and vertical business development. Box Ma Fresh Life in the fresh food superstore uses the entity of new retail mode mainly to locate the fresh food brand combined with the catering industry, use big data to collect the data information of pop-ups, and build the online APP delivery service system and so on². Through the details of the link between the interlocking, to build its own "new retail" model. Although brands are different and have their own focus, they are all centered on the core system.

In summary, the construction of the new retail model is fundamentally based on the reshaping of the relationship between suppliers, merchants and customers. The use of big data and other information technology analysis to reconfigure the traditional marketing model, the docking of each link to the digital construction, to achieve the overall attraction of the branding to the fixed flow and profitability of the purpose.

3 Development Dilemmas and Pain Points Facing New Retail

Affected by the great epidemic environment for three years, due to home office, epidemic prevention and control and other practical factors, offline brands urgently need to attract customer flow through the construction of online channels, the new retail model accelerated in many branding to develop and improve. However, while traditional retail have realized the importance of new retail mode, the common layout environment also means that new opportunities will bring new pain points. This paper puts forward the following new dilemmas facing the development for the background of the epidemic opening in the post epidemic era.

3.1 Insufficient Follow-up on Consumers' Changing Consumption Concepts

Influenced by the external environment, the consumer's consumption concept has undergone two rounds of changes, firstly the epidemic prevention and control, and then the prevention and control of liberalization, both of which have contributed to the upgrading of consumer demand in the retail market. However, it seems that the branding level for the fast-changing consumer demand to follow up insufficient, and failed to pay attention to the importance of consumer consumption data collection, the lack of digital exploration of consumer preferences. The full liberalization of the epidemic policy is not equal to the end of the epidemic, the consumer boom brought about by the change in consumer focus is the key to the future development.

3.2 Inadequate Development of New Commercial Infrastructure

New commercial infrastructure is the integration of tangible and intangible facilities, loaded with digitalization concepts, serving the production and life of the underlying commercial system³. The epidemic has accelerated the layout of the new retail, and how to create own highlights has become a key element when it becomes a well-known development trend. The digital construction should be reflected in the new commercial infrastructure, which is the way to integrate technology into the construction to achieve the breakout effect. However, in the construction of the new commercial infrastructure, there is a general backwardness in the understanding of the concept, insufficient construction, and the degree of convenience needs to be improved, which cuts off the segmentation to the overall level of the construction.

3.3 Inadequate Publicity and Promotion

During the period of epidemic prevention and control, the era dividend of online media has been exploded in stages, and online media has become one of the primary channels for the public to learn about the outside world. Although the new retail model have constructed online channels, they have neglected the construction of the marketing system, have not reasonably operated the online publicity work, there are delays and backwardness. The research found that the overall publicity and promotion of offline is poor,

and the online traffic is insufficient; in addition, due to the lack of online publicity and promotion, it has led to a certain number of old brands to experience a decline in popularity, and it is unable to properly utilize the dividends of the Internet media for the branding development to be effectively empowered.

4 Exploratory Analysis of Digital Marketing System Construction

The value triangle framework is to extend the discussion from the perspective of value proposition, value creation and delivery, and value acquisition, and applying it in the business model, this paper will start from the three dimensions of market positioning, operating system and profit model⁴, and analyze the marketing system construction of the branding of the new retail model in the new situation.

4.1 Building a Digital Marketing System Under the Value Proposition

Correct market positioning is the most basic and key elements of the marketing system, in order to operate the overall marketing value chain and to solve the new situation of consumer concerns escalate, brands need to effectively use digital technology and their resources to serve the target groups, to complete the marketing system to build the positioning of the organizations and individuals identified.

4.1.1 Consumer Positioning.

Confirming the consumer objects and meeting their consumption needs is the core of the market positioning of the new retail model. At present, the consumer groups and main force of the new retail model are mainly young newborn subjects, with the age group mostly represented by 18-40 years old. Their ideological changes, education level and the development of contemporary Internet technology are linked, they have a high degree of exposure to network technology, the ability to utilize the Internet to actively share. According to the changes of the current new situation, brands should reasonably use digital technology to explore the portrait of such consumer groups, collect their consumption characteristics and preferences, and build a consumer information system with timely update and feedback. Further explore the consumption potential and demand, provide accurate service experience to consumers, and enhance their consumption stickiness and loyalty.

4.1.2 Product Consumption Positioning.

The connecting element between brands and consumers is the product. Due to the impact of the three-year epidemic, consumers have generated new product consumption concerns. In addition to using big data technology to screen out the products that consumers are currently concerned about, brands should also pay attention to the digitalization of the product itself to build the channel. Building a good product big data

screening system, timely product quality, characteristics of the information entry, discovery of consumer concerns about the product information changes, according to the dynamic data on the offline product placement, promotions set up a reasonable improvement. Furthermore, it is the digital use of product derivativeness. The front channel is mainly assisted by technology, centered on the Internet media, using publicity, promotion and other means to attract more consumers to be interested in the consumption of products. The construction of the rear channel can use visualization traceability two-dimensional code technology, etc. mainly for the consumer's consumption of products to provide specific information security.

4.1.3 Consumer Experience Demand Positioning.

The goodness of the consumer experience is a decisive factor in whether consumers and brands can establish a longer-lasting trading relationship. New retail s online as well as offline services in both consumption paths should be done to provide a good sense of experience, especially in the shopping experience to add interesting elements⁵. Digital marketing scene building as a consumer's emerging concerns is one of the key entry points for fixed flow, reconstructing the consumer scene according to consumer demand and preference. For example, to solve the problem of area, variety and other guidelines, use professional three-dimensional modeling software, such as Blender, 3D visualization modeling of offline. This includes elements such as shelves, commodities, etc. Sensors are installed at various locations to collect data, which is mined and analyzed through a big data analysis platform, the information obtained is uploaded to the cloud and displayed on projection platforms or online APPs, allowing consumers to better understand the characteristics of the commodities and areas. After the completion of the overall scene architecture, the branding should also complete the construction of the scene at the subdivided level, using the member registration to receive benefits, online cloud tour, product guides and other interactive consumption to improve the playability of the customer experience, pulling the online consumption for the offline stores to carry out the feedback of the private flow to promote the consumers to produce substantial purchasing behavior as well as the preference for the branding, so as to build up a continuous trading relationship.

4.2 Construction of Digital Marketing System for Value Creation and Delivery

The system construction under value creation and delivery is the exploration of the operation system, which is the combination of digitalization of various links and stakeholders within the operation, the integration of digital technology into the details of the industrial chain, the rational use of the overall resources and activities, the delivery of the specific standards to the consumers after the transformation, strive to achieve the effect of omni-channel synergies, ultimately the formation of the overall marketing system. Process. The operation of the whole process mainly relies on the collaboration among the three main bodies of "suppliers, brands and customers", which specifically involves the purchasing link and the circulation link.

4.2.1 Connection Between Suppliers and Branding.

The key of the new commercial infrastructure is optimizing the supply chain, the purchasing between suppliers and brands is the first step in integrity. If want to select high-quality products from suppliers, the new retail brands should use data information as a reference basis and integrate consumer demand data timely. According to the liberalization policy and consumer behavior changes in the factors, the traditional procurement model can not meet the new retail and consumer demand. The root of the problem is not to use digital information to build own supply and demand matching mechanism, not through the standardization mechanism to build marketing system. The example of community group purchasing during the epidemic, which is reflected in the fact that consumers gather to buy a certain commodity in large quantities, so the higher the efficiency of volume purchasing, the lower the price of the product. This is also a reflection of the C2B model in practice, which demonstrates the progression from focusing on "suppliers" to focusing on "consumer demand". Therefore new retail can make full use of the role of Internet technology to aggregate decentralized consumer product demand data before purchasing, negotiate prices with suppliers based on the data advantage to get preferential products. This is conducive to brand reducing costs and providing better promotions for consumers.

4.2.2 Product to Customer Transportation and Distribution.

In addition to the importance of building the chain between suppliers and brands, the circulation of products from brands to consumers is the key to the construction of the marketing system. Wang Baoyi believes that the focus of the new commercial infrastructure to reduce constraints in the future is to optimize the logistics chain and improve the efficiency of logistics³. Especially among the epidemic, consumers choose to "order online, physical deliveries" of the increase in reality behavior.

A few new retail brands try to build own logistics chain to improve the end supply chain which is unable to support the larger investment. Therefore the new commercial infrastructure ought to be built on the basis of the actual development situation, optimizing chains and recognizing the reasonableness of the investment. Combining ability to transform the optimization perspective - from self-built chains to the use of digital technology to support the realistic design of the distribution chain. Generally, the brands should integrate data analysis and prediction into reality, accelerate the construction of warehousing and distribution, shorten the time, optimize the end of the distribution chain, improve the service efficiency. and reasonably utilize the existing large-scale platform as the carrier of distribution and transportation facilities, build instant systems and use digital information empowerment, focusing on the efficient synergy between online-offline and distribution-transportation, and strengthen the reality of the effectiveness of the facilities. moreover, toward solve the problems of low convenience and insufficient synergy that often exist at the level of distribution and transportation, one of the key improvement directions for the construction of the future marketing system is to adhere to the consumer-centered approach, accelerate the construction of the platform for the end-end supply chain, design the after-sales platform applicable to the end-end supply chain.

4.3 Building a Digital Marketing System Under Value Capture

Value acquisition is one of the core functions of the business model, brands should make full use of digital technology to strengthen the ability of marketing system. The value acquisition needs to rely on the joint construction of cost, income and income potential. Empowering digital technology in the three links, utilizing the intelligent ability of data, connectivity, and analytical ability to assist the connection between the links⁶, builds a solid core profit model for the marketing system of the new retail.

4.3.1 Cost Structures.

The profitability model of the new retail is formulated by first focusing on cost control in different segments. First, the cost control of the procurement process is implemented in the procurement link, it is necessary to consider the research cost, staffing cost and communication cost in the pre-procurement stage, and it is necessary to save the cost in the pre-procurement stage. The new retail utilize the connectivity and analytical capabilities of digital technology to reduce pre-purchase costs through specific means such as Internet data research and online manpower training. In addition, the most important is to fully utilize big data technology to build its supply and demand mechanism, reduce the overall procurement of non-essential costs, improve the efficiency of product supply and marketing to avoid huge losses. The second is the cost of logistics, including transportation and distribution, production delivery, etc. Through the instant logistics system and build a good information tracking platform to reduce the rate of product loss, improve quality control. Third, the cost control of service links, personnel training labor costs and after-sales service follow-up costs, can use digital means to achieve low-cost, good results.

4.3.2 Source of income.

The revenue sources are mainly realized by increasing store traffic rate, purchase rate and online store transactions. Stabilizing the revenue source is a necessary way of value acquisition, brands adopt specific value-added services to promote the growth of customers' purchasing rate and the stickiness of consumption by means of membership and promotional activities. Among them, for value-added services to achieve the effect of high stickiness, the brands side should strengthen to improve the activity of users and its service system management, establish the mechanism online and offline customers - active online and offline customers, and the two sides of the flow of mutual attraction, the use of the overall management mechanism of the link between the flow of customers, information flow, capital flow, data flow to realize the integration, and ultimately promote continuing to generate new profit growth points.

4.3.3 Income potential development.

In the future brands take the construction of revenue potential as the cyclic power of the profit model, which is of great practical significance for realizing store profitability. The own publicity and promotion can be used as the entry point to pull the revenue

potential, which is the embodiment of synergistic online and offline development, promotes the cyclic operation. Consumers tend to learn about text through online media channels, but many new retailers ignore the potential of media diversion. New retail should first do a good job of analyzing consumer behavior data, determine the audience target, look for suitable placement platforms, prediction and preparation of the content, time, specific forms of placement. After completing the market launch of the whole platform, allocate manpower data and information maintenance to improve the service experience of understanding the channel.

In addition to this, it is important to grasp the strong momentum of post-epidemic socialization. As things stand, the use of algorithms and information mining technology has promoted the maturity of short video platforms and strengthened the ability of the crowd's community connection⁷. The construction of community can not be limited to the short video platform, but extended to WeChat etc. the use of the community will be brands released information spread, to obtain high exposure. Borrowing the driving force of the community to establish the connection between the promotion information and potential consumers, i.e., between "people and things", and ultimately further bring the actual consumer groups.

5 Conclusions

Overall, the epidemic liberalization has been the new background nowadays, which has brought about the renewal iteration and change. Under the current rapid development of Internet technology, various industries rely on big data to improve the marketing model and realize upgrading and transformation. New retailers are also facing the reality of new opportunities and pain points coexisting. The key to solving the problems is to grasp the emerging consumer concerns in the value construction, build a new commercial infrastructure, strengthen publicity and promotion, etc., build a new marketing system with digitalization as the carrier for the development under the overall new retail model. The construction of the system requires new retailers to keep up with the background of the development of the post epidemic era, understand the dynamic changes in the development trend, improve in a timely manner; but also combined with development resources and requirements, from the market positioning, operating system and profit model, the use of big data technology to realize the upgrade of links; ultimately to achieve the solution to the development of the pain points and dilemmas faced by the branding, and to grasp the new development opportunities for the future purpose.

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