

Research on New Retail Cross-border Marketing Model under the Background of Big Data

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Abstract: With the development of the times and the continuous progress of information technology, people have gradually entered the era of big data in the 21st century. In this era of big data, all fields are looking for the most fashionable and attractive marketing model for consumers. The new retail industry has also been greatly affected and changed under the background of big data with developed information technology. The traditional marketing model has been effectively rectified to reduce costs and meet consumer needs. This paper introduces the related concepts of big data, then analyses the development trend of new retail industry in the leap-forward period, and puts forward the disadvantages and suggestions of traditional retail marketing mode. Finally, it summarizes the impact of the marketing mode of new retail industry in the context of big data.

1. Big Data Era

The so-called big data refers to the massive data that can not be collated and analyzed by traditional means. The core of big data is prediction, which provides measurement dimension for life. Big data has several characteristics, such as huge amount of data, various types of data, low value density and fast growth rate.

For the retail industry, the formation and development of big data has gone through three periods. Before the 1980s, people generated data by manual recording, while data management, archiving and other means were single. By the end of last century, computer network technology was gradually emerging. Radio frequency technology, bar code technology and information management system were introduced into the retail industry. Through various application software, data management was realized. During this period, the volume of retail data was increasing. In recent years, with the continuous development of information technology, Internet of Things (IOT) technology, cloud computing and other technologies have emerged in the retail industry one after another. Through different ways, a large number of data are generated every day.

Before the era of big data, information channels were relatively narrow and information was not easy to diffuse. The publishing process of information data was relatively slow, and the dissemination time and feedback cycle were relatively long. The marketing industry will stagnate in information collection and data analysis to a certain extent. Even if there are some crises and problems with sharp contradictions in society, they can also be dealt with and dealt with in time. Generally, they will not lead to greater political disasters and social problems. However, in the era of big data, with the in-depth popularization and application of new media on the Internet, the access to information and data is easier, the release is simpler, the channels are more common, the diffusion is faster, the dissemination is faster, and the feedback is faster. Retail industry seizes the background of this big data era, gains more information resources, and makes more professional foundation for new retail cross-border.

2. Trends and Problems in the New Retail Industry from Tradition to Leapfrogging

2.1 Analysis of the status quo of the traditional retail marketing model and the shortcomings

At present, the gross sales interest rate and net sales interest rate of the traditional retail industry in China are relatively stable. The main reasons are as follows: on the one hand, with the increase of

disposable income per capita and household consumption expenditure, the continuous improvement of consumption ability of large consumer groups and residents ensures the stability of sales. On the other hand, the rapid development of chain operation mode leads to scale effect, which ensures the relative stability of procurement and logistics costs.

Table.1 Department store retail store sample enterprises self-collection ratio

Self-producing ratio	Department store sample
≤5%	45.80%
5.1%-10%	16.70%
10.1%-15%	8.30%
15.1%-20%	14.60%
>20.1%	14.60%

2.2 The traditional retail industry is facing the impact and pressure of new retail organizations.

It still adheres to the traditional marketing mode. The retail chain enterprises are at a slow growth stage every year. In 2016, the total sales of the traditional retail industry in China reached 294.59 billion yuan. Compared with the new retail industry, there is a big gap. Among them, there are some big differences in the basic characteristics between the traditional retail business and the online retail business in China, which are mainly manifested in five aspects: business classification, enterprise scale, organizational structure, consumer composition and market conditions. Among them, the emergence of organizational structure, such as online retail stores, TV shopping, major e-commerce apps, almost penetrates the entire sales market in the 21st century. Traditional marketing mode in China mainly uses traditional media for marketing, such as TV, newspaper, handwritten advertisement, etc. The traditional retail industry also does not have an advantage in inventory. From taking goods to stock and then to distribution, it is manual and easy to operate, difficult to operate, large-scale projects and easy to confuse. In addition, in terms of payment status and payment methods, the traditional retail industry has also encountered major obstacles, such as cash only in Department stores, and does not support any online payment. Such sales will not only lose a large number of consumer groups, but also a large number of inflation.

Analysis of the status quo of traditional retail industry, the trend of double-line integration and mutual penetration of traditional retail and e-commerce enterprises in the future. Traditional retail enterprises enjoy abundant cash flow because of supplier's account period, consumer's real-time payment and prepaid card issuance. It is an inevitable choice for them to participate in supply chain finance, consumer finance, payment system and private banks. The rising income level of residents has weakened the price sensitivity and improved the quality and convenience demand. The rising of the post-90s consumer groups and the aging of the population have given rise to the demand of "house, laziness, gluttony, urgency, busy and old", and the close-range sales mode of convenience stores can not meet the current situation.

China's traditional retail industry generally presents a strong Eastern retail industry and weak western retail industry regional development imbalance, urban development is saturated, rural retail industry lags behind. In the underdeveloped areas of Western China, retail trade is highly fragmented, commercial outlets are inadequately constructed, and consumption environment has not been significantly improved.

The drawbacks of our traditional retail marketing model: First of all, traditional retailers are all in-store goods, but the goods on the shelves are all goods with high dynamic sales rate, which can not meet the individual needs of consumers. Therefore, businesses need to reshape the supply chain. New retailers can sell their own goods, but also can sell other goods. Secondly, in the future, when consumers are digitized, consumers are no longer simply buying goods, but need businesses to provide integrated, one-stop services, that is, to buy a set of life solutions. The program includes physical goods, virtual goods, service goods and so on. Courses and knowledge can be commodities. Therefore, new retail stores must be able to provide physical, virtual, service and other three kinds

of goods stores.

Table.2 Difficulties in the development of self-supporting traditional retail industry

	Development difficulties			The respondents choose the proportion and score of the difficulty level		
	The least difficult (1 point)	Not difficult (2 points)	General (3 points)	Difficulties (4 points)	The most difficult (5 points)	Difficulty
Capital is under pressure	0.00%	10.00%	0.00%	10.00%	80.00%	4.6
The distribution system is difficult to break through	0.00%	12.50%	62.50%	25.00%	0.00%	2.5
Lack of enterprise management	0.00%	50.00%	30.00%	10.00%	10.00%	2.8
Lack of professional talents such as buyers	10.00%	0.00%	40.00%	40.00%	10.00%	3.4
Greater resistance to redistribution of interests	10.00%	20.00%	50.00%	20.00%	0.00%	2.8

3. The Impact of Big Data on Cross-border Marketing

3.1 Optimizing the allocation of resources and realizing the value embodiment of customer individualization

In the era of big data, it is a very convenient strategic model. Retail enterprises first grasp the technology of big data to integrate and analyze large-capacity, diverse types of data, and use them on a large scale. Full insight into customer demand preferences and purchasing behavior, accurate search for target customers, real-time personalized products, services and experience for customers, to ensure customer personalized and in-depth participation in enterprise activities, reflecting the value of customers in the enterprise.

3.2 Improving Operating Quality and Benefit

New retail enterprises need to redefine the functions of big data analysis departments, strengthen the construction of big data sharing platform, constantly improve the sharing mechanism of big data results, and break the data barriers among information departments, marketing departments, customer service departments, supply chain departments and sales departments. To achieve cross-sectoral customer purchase behavior and demand preference data sharing and other measures, enhance the ability to share large data results, achieve precision marketing and three-dimensional marketing.

3.3 Optimize the business process, improve the marketing ability and competitiveness of new retailers

Retail enterprises should apply big data technology to all links of value chain, such as purchasing, warehousing, logistics distribution, marketing, sales and service, optimize the operation process of enterprises, and respond to customers'needs promptly and quickly. Retail enterprises should

cooperate with large data technology suppliers, independently develop large data processing technology, introduce and train large data analysis talents, so as to improve the ability of large data analysis, expand the application scope of large data, and continuously improve the business insight of enterprises. By optimizing data organization structure, building large data sharing platform and system, improving the sharing mechanism of large data results, realizing cross-departmental and cross-functional flow of large data technology and results, and making business decisions more intelligent.

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