

Research on Marketing Path Innovation of New Domestic Brands under the Background of Digital Economy

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Abstract

In recent years, the market position and brand value of new domestic products have been continuously improved, reflecting the comprehensive rise of China's power in economy, culture and science and technology. At the same time, it is inseparable from the efforts of marketing innovation of new domestic goods. The marketing process is the process of establishing consumers' cognition. Through a series of marketing methods, brands connect consumers' existing cognition with product usage scenarios and gradually win consumers' minds. The development of information technology also provides new marketing paths and tools for new domestic brands, such as digital marketing, content marketing and word-of-mouth communication with the help of big data. In order to promote the rise of the brand, in response to the brand power strategy, new domestic brands continue to strengthen brand marketing, the rise of new domestic brands are all marketing experts, some brands also created a unique marketing model, become a model for other brands to learn.

Keywords

New Domestic Brands; Marketing; Marketing Strategy.

1. The Development History of Domestic Brands

The first Chinese brand awareness began in 1905. Because the United States government refused to "Chinese Exclusion Act" expired automatically repealed requirements, domestic began a vast boycott of American goods movement, three years later the boycott of Japanese goods movement made the domestic goods movement further forward a big step. These two boycott activities, bred a hundred bird gazelle, Zhang Xiaoquan knife scissors and other domestic brands. After the reform and opening up, the domestic economy developed rapidly, and the national policy greatly encouraged the development of private enterprises. During this period, a large number of entrepreneurs such as Liu Chuanzhi and Zhang Ruimin appeared, which was the beginning of the vigorous development of China's manufacturing industry. But then, because of the huge development potential of the Chinese market, many foreign enterprises swarmed in, with its strong technology and capital and brand advantages over domestic brands, many domestic brands were suppressed by foreign capital, acquisition, many of the acquired domestic brands were hidden until completely disappear in the consumer vision. After experiencing a big battle, domestic brands completed the brand attack and industrial reconstruction, nirvana rebirth. With the development and progress, after China entered the Internet era, the rapid development of the network industry and the improvement of relevant hardware and software facilities have broken the monopoly advantage of the old giants. And with the rapid development of China's economy since the reform and opening up, the "post-80s" and "post-90s" as the main young consumer groups, national confidence is becoming stronger and stronger, willing to pay for Chinese culture, Chinese brands, domestic brands ushered in the best development era. In 2017, The State Council approved the establishment of The "China Brands Day" on May 10 each year to strengthen the design and made in China. We

will encourage enterprises to promote professionalism and craftsmanship, and more world-renowned Chinese brands will emerge through fair market competition and independent consumer choice. In recent years, new domestic brands have welcomed the Internet with an open attitude, gained insight into the new needs of consumers with the help of big data, constantly improved the quality of products and services, become more and more diversified, fashionable and intelligent, and also gained the favor of a large number of consumers. As a comprehensive embodiment of national innovation ability, scientific and technological development ability, domestic goods represents the soft power of a country, and the rise of new domestic goods can be expected in the future.

2. The Significance of New Domestic Brand Marketing Path Innovation

With the high-speed development of the Internet, the Internet brings to the consumers the choice of diversification, interactive sharing, personality prominent, instant high-speeding, economic value and time, the impact on the market in the form of an unprecedented and forces acting on the marketing, market not only entered the based on the enterprise idea of "taking customers as the center", It has also entered a new era of marketing in which consumption determines production and sales. This requires enterprises in marketing, must fully recognize the New changes brought by the Internet, the formation of new characteristics, the emergence of new ideas, and seriously study the future development of the new trend, make the marketing model more targeted, identification, scientific, practical and performance.

And the strong rise of new domestic goods, its marketing innovation can be said to make great contribution. The rise of new domestic goods consumption tide, the main factor is the new generation of consumers. These consumers grow up in a relatively abundant environment of material, and they care more about whether the product itself meets the needs of the mind, personality and social interaction. The new generation of consumers is represented by 200 million new middle class people. The new middle class, aged between 25 and 40, is split evenly between those born in the 1980s and 1990s, with nearly 100 million each. The significant characteristics of this group are large consumer group, high income, monthly online spending more than 1000 yuan, and high knowledge group, not only improved aesthetic, but also their own opinions, brand loyalty is very low, will see whether the product is suitable for them. And this group of consumers are the aborigines of the Internet, the use of network tools in a handy way, price comparison is the basic operation, when something happens, never look at the evaluation, even expensive brand imported products, sometimes will be compared with ordinary domestic products, so new domestic brands want to occupy this large market, marketing is essential. Marketing aims at meeting people's growing needs for a better life. It is an activity process of creating, disseminating and transferring valuable supplies to individuals and society, and turning potential exchange into reality through the market. In the process of product and service transfer from producer to consumer, marketing plays a role in improving the adaptation of supply system to market demand, promoting the formation of a higher level of dynamic balance between demand leading supply and supply creating demand, thus achieving the goal of boosting economic and social development. Marketing innovation refers to a series of breakthrough or reform efforts in marketing concept, marketing practice, marketing mode and marketing technology according to the development and change trend of marketing environment, combined with the enterprise's own resource conditions and business strength. A large number of cases show that marketing innovation plays an irreplaceable role in the rise of new domestic goods.

3. New Domestic Brand Marketing Path Exploration

3.1. Digital Marketing

The development of digital economy brings more opportunities to marketing channel construction and marketing model reconstruction. In recent years, the rapid development of online platform has continuously impacted the traditional marketing channel system, but also made many innovative marketing models break through the cocoon and stand out. Many new domestic brands are committed to strengthening channel reengineering and operation reform, driving offline experience with online promotion and online purchase, building diversified shopping scenes, and carrying out accurate, digital and personalized omni-channel operation.

3.1.1. Buy a Way to Create a Shopping Scene that Co-exists Digital Reality

Relying on taobao, Xiaohongshu, Douyin, Weibo, B station, Kuaishou and other platforms, Xinguohuo actively creates new marketing models such as live broadcast with goods, short video advertising, and effectively seize the minds of consumers and the commanding heights of the market. Digital platforms, represented by traditional e-commerce platforms such as Taobao, JD.com, Tmall and Pinduoduo, directly connect buyers and sellers, and buyers can quickly find their favorite products through online search. More and more new domestic products are streamed live on digital platforms such as Taobao, Douyin, Kuaishou and Xiaohongshu, attracting consumers' attention. In addition, the extensive application of intelligent devices has fragmented people's time, which leads to more fragmented shopping scenes. Subway, office buildings, elevators, parking lots and even roadside billboards provide rich entry points for the digitalization of physical scenes, which can effectively connect with market demand and form new consumption and purchase incentives. Looking forward to the future, the marketing mode innovation and marketing channel construction of new domestic goods must pay attention to the new changes in the combination of shopping scenes, and strive to create a new scene. In recent years, a large number of new domestic brands have emerged and fully penetrated into consumers' life scenes such as family, workplace and social life, bringing consumers more abundant quality choices and satisfying people's yearning for a better life, gradually forming a marketing model different from traditional brands. In the future, new Domestic products should further create a lifestyle scene that the post-00s aspire to in various segments, and strive to let them experience the "life they want".

3.1.2. Unconsciously Focuses on the Application of Big Data Marketing Techniques

Big data marketing is a process of describing, forecasting, analyzing and guiding consumer behavior and helping enterprises develop targeted marketing strategies and tactics based on big data analysis. Take enterprise promotion practice as an example, in the past, it is to choose the media with high visibility and large number of page views. Big data technology now allows companies to learn detailed information about where their target audience is and what screens they are looking at where. Therefore, big data marketing can achieve different advertising content when different customers pay attention to the same interface of the same media, and achieve "thousands of faces". The core of big data marketing is data management platform (DMP). The platform includes CMO assisted decision making system, content management system, customer interaction strategy system, effect evaluation and optimization system, consumer listening and customer service system, online payment management system, etc. The data management platform is to integrate the scattered multi-party data into a unified technology platform, standardize and subdivide these data, and use the processed data in the existing interactive marketing environment. Many technology companies provide cloud data management platform services for customers. With the expansion of new domestic brands, big data marketing should be an important direction of marketing innovation in the future.

3.2. IP Marketing

IP is the abbreviation of Intellectual Property. It refers to all scientific achievements created by people's mental labor in the process of human spiritual production and has a certain form of expression. It usually means a large user base with some big data foundation. In addition to having a large fan base, IP also has high conversion value, which can effectively expand the scale of the industry and obtain the maximum profit. The core of IP lies in its cultural connotation, which can trigger consumers' association and recognition of brands beyond the product itself. In general, the comprehensive content of multi-elements such as culture, emotion and connotation reflected in the product is the cultural extension of IP, which is also the most extensive meaning of IP marketing.

3.2.1. Confer IP Co-marketing

IP crossover marketing, also known as IP co-branding marketing, refers to IP seeking cooperation with different brands or channels to launch new products. Brand joint name mainly has the following two aspects of the path, first, joint name to seek the brand of strong combination, through channels, by both sides of the resource advantage to achieve the principle of win-win sharing; Secondly, increase the cross-boundary degree of brand co-name, seek differentiated brand tonality complementarity, with contrast content topics, automatically trigger public discussion and spread, attract a large number of fans, so as to improve brand exposure and popularity, and realize the road of younger old brands. Both methods finally use IP to achieve $1+1 > 2$, which is difficult to achieve the effectiveness of traditional marketing communication. In recent years, the old brand cross-border main joint fashion industry, such as cosmetics, perfume, fashion clothing and other fashion industry, such as white rabbit in recent years a series of cross-border cooperation, liushen and Ruiao joint name are known as the classic case of cross-border joint name.

3.2.2. Buys a Brand IP

Brand IP can project value orientation and obtain emotional and spiritual sustenance, while brand IP makes traditional brands gradually become warm, personality and soul, and easier to interact. Brands gain recognition from more audiences through IP image, projecting value orientation, identity and resonance. Users seek values and cultural identity through different IP images, as well as emotional and spiritual sustenance. In addition, the brand IP can continuously output content to strengthen the connection stickiness between IP and users. Brand IP not only creates cartoon cute pet images, enforces personalization and values to gain users' love and goodwill for the brand, but also becomes a high-quality content source, continuously provides valuable and meaningful content, and constantly causes communication and interaction with users. Domestic brand Zhongjiang Xiaobai can be said to use IP marketing in a handy way. The brand first launched the cartoon of the same name "I am Jiang Xiaobai", the broadcast volume of the whole network broke through 300 million, in addition, B site also won 9.6 high score, praise, this is undoubtedly the success of Jiang Xiaobai in the animation IP, but also for the brand to IP made a good demonstration. In addition, Jiang Xiaobai also created another big IP trend, Jiang Xiaobai YOLO Youth Culture and Art Festival. Whether you listen to it or not, YOLO has become a cultural symbol, and every performance has become a phenomenon of the classic trend, a big IP trend that is remembered by the public. The trend culture represented by YOLO attracts every Young person who is eager and crazy in his heart. The root cause is jiang Xiaobai's "dare to express" "Live Young" attitude to them. This fits seamlessly with the value output of the previous ANIMATION IP, and the whole brand has a clear and precise tonality and value level communication. The "IP" image enables the brand to communicate with the audience in a closer distance with an anthropomorphic image, which can quickly transform the relationship between the brand and people into interpersonal

relationship. The building of brand IP is the inevitable choice of business model building in the era of attention scarcity.

3.3. Content Marketing

Content marketing in the digital era is not a specific marketing activity, but a way to use digital media as a communication platform, content as the carrier, and then users to obtain brand information through content communication. Content is the most critical part of content marketing. Enterprises can produce or use valuable internal or external content to spread their products and services, attract the active attention of target users, and form purchases. In other words, the brand will integrate its own information into the content, and "incidentally" spread the brand's appeal information by virtue of the infinite communication of the content audience. The core of content marketing is not to sell a product or service to consumers through a single marketing campaign, but to build a brand through continuous content output. In other words, in marketing communications in the digital age, content itself is advertising. The content communicated and shared by brand owners is not only a new form of advertising, but also an important asset of the brand, which can create value for the brand.

Take Yongpu, a domestic coffee brand, as an example. It uses Weibo as an official event outlet, ignites the enthusiasm of all people for participation with creativity and design, and promotes brand exposure rapidly with sweepstakes and forwarding activities, which is the primary channel for high-intensity interaction with netizens. Tiktok is used for plot development, and waist KOL focuses on implantation in different scenes such as office, rv, picnic and skiing with corresponding plots to stimulate viewers' desire for experience. Finally, the head UP leader of station B led the waist and tail UP leader to shoot healing and decompression films through creative inspiration to share daily life with rich flavor.

3.4. Word of Mouth Spread

When consumers make consumption decisions, they will collect comprehensive product information through multiple channels, such as product attributes, utility and differences from other similar products, etc. At this time, word-of-mouth is the most important source for consumers to collect information. With the development of the Internet era and the improvement of the level of information technology, these disseminators of consumption experience are very important for enterprises, and their consumption opinions determine the survival of enterprises. Therefore, from the perspective of Internet technology, Internet media, as a main way of disseminating information, is the same as other word-of-mouth ways in terms of understanding. As the Internet has the characteristics of fast transmission and wide spread, the credibility of information spread on the Internet is greatly reduced. Internet word-of-mouth marketing is a brand new business model in modern times, and it will also become the main basis to influence whether people buy. Word of mouth marketing generally has the following characteristics: fast propagation speed, wide propagation path, wide coverage, low marketing cost.

Three and a half uses relatively low cost, the use of word of mouth spread, quickly established a new brand. Today, Three-and-a-half has become a popular brand on the Internet. According to the marketing experts in the industry, if a brand has a limited marketing budget, it is possible to build a new brand at a relatively low cost by designing a container and finding talented KOC who has the ability to share. By building relationships with these talented people and their relationship with fans, it is possible to build a new brand. This is the basic logic of the three and a half times story. The so-called KOC is the key opinion consumers, corresponding to the KOL (key opinion leaders). Generally refers to the influence of their friends, fans, consumer behavior. KOC has fewer fans and less influence than KOL, and has the advantage of being more vertical and cheaper. The way it works is through social platforms. At first, three and a half meals went viral on the kitchen APP. The kitchen is a small and fresh gathering place for literature and art

who love food, which is equivalent to the "little red book" in the field of food. In the specific implementation process, Three and a half uses the way of internal testing, the product samples will be sent to the kitchen platform under the expert and heavy users, to consult their advice, interactive, constantly optimize and improve the product. At the same time, Xiachuan provided traffic support, and Three and a half tons obtained a number of loyal users. I interacted with experts to understand their ideas on coffee, and then optimized the product. This part seed user also becomes three and a half after opening taobao shop cornerstone user. The talent, loyal users (three and a half to the super user named "pilot"), covering the design, finance, media, doctors, artists, different industries, such as dessert teacher scale has reached hundreds of people, they will spontaneously in the kitchen, various platforms such as weibo, the little red book recommends three and a half, word of mouth marketing. Statistics show that there are more than 10,000 notes on three-and-a-half meals on Xiaohongshu alone. Finally, through the continuous radiation of these small groups of people, continuous output, affect a wider range of user groups, and can let users spread, can collect trickling into a stream, thundering into a potential. During the Tmall Singles' Day in 2019, Three and a half won the first place in the sales of coffee category, surpassing Nestle.

4. Conclusion

To sum up, the development of digital economy has brought huge development opportunities for new domestic goods. With the advantage of the Internet, it is expected to maximize the marketing effect of new domestic goods brands. In daily marketing, new Domestic brand managers should adhere to the people-oriented idea, provide consumers with satisfactory and idealized service experience, increase consumers' desire to buy, attract consumers' attention to products, greatly improve the effectiveness of enterprise marketing, and then lay a foundation for the sustainable operation of enterprises.

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