

Innovative Approaches to the Development of New Digital Retail Industry of "Internet+" in the Post-epidemic Era

Xue Gong^a, Zhao Liu^{b*}, Wenfei Guo^c, Hailu Li^d

^ahmevcxg@163.com, ^b755463163@qq.com, ^c352515858@qq.com, ^dOceafinejade@163.com

Henan Mechanical and Electrical Vocational College Henan, China

Abstract. Digital new retail is booming under the background of "Internet +" and has become a new trend in the development of modern e-commerce. Under the impact of the global epidemic, China's new retail industry has been made a progress. A vast number of enterprises have been innovating in the advancement of digital new retail. This paper mainly uses literature and logical analysis methods to study the practical dilemma and implementation path of digital new retail industry. Practical dilemma: fast-paced marketing methods are not conducive to enhancing brand value. Digital foundation is so weak, resulting in hidden dangers in consumers' information. Implementation path: guide customer consumption, improve brand building awareness and strengthen data monitoring and governance in the digital new retail industry.

Keywords: "Internet+"; Digitization; New retail industry

1 Introduction

With the advancement of mobile internet technology (5G), people's shopping expectations have increased, and the traditional offline shopping methods are no longer able to meet them; thus, digital retail has been born. ^[1] The new retail model not only meets people's "intelligent" shopping needs, but also has the potential to make shopping more personalized, convenient, and accurate. In the development of "Internet+", the new retail industry becomes the new trend. This paper will focus on the development potential, problems, and the innovation methods of the new digital retail industry in the post-epidemic era.

2 Research Status

A review of research have been conducted through a study of existing literature. It is mainly based on the transformation of the retail industry, the construction and development path of the new digital retail industry.

According to Chen Wang ^[2], in the context of the web, the traditional retail sector has a low level of integration and ability to achieve economies of scale, the service model and the development of personalization need improvement. Haijiang Huang et al (2021) proposed the transformation of the leisure food retail industry in the context of Internet +. ^[3] Xilin Sheng (2021) uses digital technology to build a retail ecosystem and proposes ecological operation

strategies.^[4] Xiu Liu et al^[5] applies the digital capability model of the retail industry to the consumer experience, the operation and the efficient transaction to promote the benign upgrading of the retail industry. XinHe research institute (2022) shows three mainstream business “new retail” representatives.^[6](Table 1)

Table 1. Three mainstream business definitions of "new retail"

Conception	Corporate Representatives	Main Content
New Retail	Alibaba	Relying on the Internet, using big data, artificial intelligence and other advanced technological means, the production, distribution and sales process of goods will be upgraded, and then the format structure and ecosystem will be re-shaped.
Smart Retail	Suning	To use the Internet and the Internet of Things technology to understand consumption habits, to predict consumption trends, to manage production and manufacturing, and to provide consumers with diversified and personalized products and services.
Borderless Retail	JD	Starting from the completion and reconstruction of people, goods and places, through the opening of communication and sales scenarios, to the integration of customers' core data in different scenarios, the integration of customers' online and offline shopping scenarios is promoted.

Note: From “2022 new retail report by XinHe research institute”, by MBA idea bank, 2022, (<https://doc.mbalib.com/view/8f8dc5c4888fa8774b9b22ea8e900310.html>)

3 The problems faced by China's new retail industry

3.1 Fast-paced marketing techniques are not conducive to building brand equity

In the current, the sales volume of the products is the priority of the enterprises. The main sales method of new retail companies is "live webcam", "card check-in", "collecting coupons", and so on. Although fast-paced marketing methods can attract consumers' purchasing power for a short period of time, the excessive focus on marketing does not improve consumers' continuous purchase of new retail industry and does not form a positive and active attitude and behavior of consumers. Counterfeiting and poor quality has diminished consumers' desire to shop and has only resulted in 'quantity' rather than 'digitization', which is not conducive to maintaining a long-term relationship between consumers and retailers. Price wars are not conducive to a consumer-driven increase in brand value.

3.2 A weak digital foundation leads to hidden risks for the information that consumers hold

“New infrastructure” refers to the use of 5G, IOT, data centers, Cloud computing, major scientific and technological facilities, etc., are committed to building a new digital and intelligence infrastructure.^[8] However, the "new infrastructure" is not sufficiently developed in China's new retail industry. To a certain extent, this increases the risk of information leakage. The development of the digital new retail industry has been vulnerable to information security and

business security problems, bringing operational risks to the industry. On the other side, after the epidemic, the digitalization of the new retail industry is becoming more and more urgent, and the increasing number of enterprises sales online. Various security risks are emerging, not only in the operation of platforms, enterprises, and sellers, but also in the risks of exposure and theft of customers' information, and the leakage and malicious manipulation of their personal information can deal a heavy blow to consumers and enterprises.

4 Innovative approaches to the development of a new digital retail industry in the context of the "Internet+" are needed

4.1 To guide the consumption of customers and to raise awareness of brand building

In the 2019 list of the world's top 500 enterprises published by Fortune, 129 Chinese companies were shortlisted. However, in the list of the top 500 world brands in 2019 released by the World Brand Lab, only 40 Chinese companies were shortlisted, and there is a huge gap between the two. The application of digitalization has led to a further refinement of the market. In this new pattern, understanding the needs of consumers has become an urgent issue for the new retail industry which needs to meet the demand for goods and promote the supply of goods. Firstly, building a humanized logistics and transportation system is the solution to the delivery efficiency of online and offline. Facing the demand of modern logistics for fast delivery, the difficulty of logistics connection is not only the problem of quantity, but also the requirement of distribution intensity. Second, the new retail industry needs to find a product model that is in line with the preferences of consumers and needs to realize the "experience-driven" model. XinHe research institute (2022) made 2022 new retail report which built user-centric and increase brand building awareness.^[7] (Figure 1)



Fig 1. Build user-centric and increase brand building awareness

Note: From "2022 new retail report by XinHe research institute", by MBA idea bank, 2022, (<https://doc.mbalib.com/view/8f8dc5c4888fa8774b9b22ea8e900310.html>)

4.2 Strengthening data monitoring and governance for the new digital commerce landscape

The fast-paced development of new commerce in the Internet + environment is fraught with enormous hidden data problems and business crises. If there is any kind of concealment or ignorance of these problems, there will be a loss of confidence of the consumers in the new

retail industry. Therefore, the application of new technologies must be given great attention and corrective measures must be worked out by the new retail industry. The security of the new digital commerce industry has become an important issue for consumers with the rapid development of the Internet and the impact of the new cyber-crime epidemic. To prevent large-scale data leakage, enterprises should promote the concept of safe consumption to consumers, establish a theoretical framework in terms of service security, product security and logistics security, and call on customers to jointly comply with them.

5 Conclusions

There are relatively few studies on the digital new retail industry by scholars at home and abroad, and the point of view is relatively one-sided. This paper makes a theoretical study of the current situation and significance of the domestic digital new retail industry: with the development of "Internet +", customers' payment methods have become diversified; the customer base is enormous. Practical dilemma: fast-paced marketing methods are not conducive to brand value enhancement, and the digital foundation is weak, so there are hidden dangers in consumer information. Implementation path: management of customer consumption, enhancement of brand building awareness, and strengthening of data monitoring and governance in the new digital retail industry. It is hoped that it will provide new ideas and methods for the development and innovation of the digital new retail industry.

Fund Project: China Higher Education Association "2022 Higher Education Scientific Research Planning Subjects (key project)" 《Research on the Theory and Practice of Undergraduate Level Vocational Education in the Midwest》 (22GDZY0229)

References

- [1] Du, R.Y. ., Jiang, K. (2017) New Retailing: Connotations, Development Motivations and Key Issues. *J. Price Theory and Practice.*, 2017(2). DOI: 10.19851/j.cnki.cn11-1010/f.2017.02.038.
- [2] Wang, C. ., Huang, K. (2016) Four breakthroughs to help traditional retailers out of the dilemma in the era of Internet. *J. Marketing.* ,2016, (5).
<https://kns.cnki.net/kns8/DefaultResult/Index?dbcode=CFLS&kw=SU>.
- [3] Haijiang Huang, Lizhu Ying. Research on the Transformation and Development of Leisure Food Retail Industry under the Background of Internet [J]. *Food Development and Research*, 2021(9).
- [4] Xilin Sheng. Research on the Construction of Retail Industry Ecosystem in the Digital Economy Era [J]. *Journal of Business Economics*, 2021(22).
- [5] Liu, X., Chang, S. X. Analysis of China's retail digital capability model. [J]. *Business Economics Research*, 2020(9).
- [6] "2022 new retail report by XinHe research institute".(2022). MBA idea bank.<https://doc.mbalib.com/view/8f8dc5c4888fa8774b9b22ea8e900310.html>
- [7] "2022 new retail report by XinHe research institute".(2022). MBA idea bank.<https://doc.mbalib.com/view/8f8dc5c4888fa8774b9b22ea8e900310.html>
- [8] Kun Zhang, Haiyan Yang. The new infrastructure empowers China's sports competition performance industry practical dilemma and promotion strategy[J]. *Sports Culture Guide*,2021(9):79-85.