

Marketing Mode Innovation in Baking Industry in the Internet Era--Taking Holiland as an Example

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Abstract:

Marketing model innovation is one of the key topics of today's research, and with the advent of the Internet era, the change of the baking industry has begun. The research topic of this paper is the marketing model innovation of baking industry in the Internet era. This paper is more persuasive through the literature survey method, reading and drawing on relevant literature and opinions, as well as through the case study method, with Holiland Foodstuff Co., Ltd. as the object of analysis in this paper. It is found that the bakery industry should seize the opportunity of development in the Internet era, expand the consumer group, and innovate the marketing mode, which is beneficial for expanding the market share and improving the brand awareness. Suggestions are drawn that the bakery industry can innovate its marketing model by refining and categorizing consumer profiles, using new technologies to improve product homogenization, further expanding online business, and improving the membership system.

Keywords: Baking industry, Marketing model innovation, SWOT analysis.

1. Introduction

With the continuous progress of the times and the rapid development of the economy, consumers' living standards are also gradually improved, the emergence of bakery products just right in the lives of consumers, bringing them a happier and higher quality of life, in this environment, the baking industry has also continued to develop and grow, which led to the emergence of a number of popular bakery brands. With the continuous development of science and technology, human society has entered the Internet era, and all walks of life have gradually had a combi-

nation of trends with the Internet. As a result, bakery brands have to face some transformation problems, which cannot adapt to the brand will face the risk of customer loss, revenue reduction and even bankruptcy and closure. The successful brands can utilize this new marketing model to rejuvenate their second life in the competitive market. Beijing Holiland Foodstuff Co., Ltd is one of the leaders, and its transformation can be said to have set a good example for other bakery brands, with high reference value. However, there are still some shortcomings, such as Holiland's user profile and marketing targets are not comprehensive

enough. The discussion of these issues is very meaningful to the innovation of marketing mode of baking industry in the Internet era. In this paper, through the literature survey method, reading related literature and collecting related information and organizing, analyzing and drawing on it to help support the viewpoints in the text. As well as through the case study method, selected Holiland Foods Limited as the case study object of this paper, through the relevant cases of the brand, trying to take the brand's marketing model as a template to improve the shortcomings and improve it, and put forward suggestions. Finally, on the basis of this study, some meaningful suggestions are made for the baking industry to pay attention to and optimize when making innovations in the Internet era.

2. A Profile of Holiland

Founded in 1992 in Lanzhou, China, Holiland Foodstuff Co.,Ltd. is a comprehensive bakery enterprise integrating the research and development, production and sales of birthday cakes, pastry, bread and other bakery products. It is a large-scale food franchise chain brand with more than 800 chain stores, 7 large-scale modernized industrial parks as well as 15,000 employees across the country. In recent years, with the development of the Internet, Holiland has also made good achievements in online marketing. It is good at using major social media, resonating with young people through attractive copywriting, creating hot topics and deep interaction with fans. Co-branding strategy is a partnership between two or more brands for the production of a new product, where the brand develops a co-branding strategy to positively influence the launch of the new product [1]. Holiland has repeatedly co-branded with major brands IP, good use of cross-border marketing to make the brand successful out of the circle. Holiland's accurate insight into the current young consumer market, skillfully seized the holidays and other important nodes to launch a series of IP marketing. However, Holiland's current marketing focus is too inclined to young people, ignoring the broader population of young and middle-aged consumers. According to the "IP co-branding consumption report" released by JD, the audience age of co-branded products tends to be young people aged 35 years old and below, and if the IP co-branding is carried out in a single-minded manner, it will cause the loss of consumers in other age groups [2]. Holiland conforms to the characteristics of the Internet era, in the development of offline stores at the same time, actively develop e-commerce business as well as TikTok, Little Red Book and other media community platforms, to increase market share and brand awareness. At the same time, Holiland also upgraded cross-border IP through offline stores, brand visual update and other initia-

tives, presenting a novel and individualized brand image with multiple consumer touchpoints from product channels to marketing to achieve brand rejuvenation. However, the current marketing model of Holiland is still deficient, that is, the scope of precision marketing is not comprehensive enough. Through the consumer portrait of the baking industry, it can be analyzed that the coverage of consumer groups by Holiland in marketing is not comprehensive enough. Not only that, Holiland also has the problems of serious product homogenization and still needs to improve its innovation ability. The solution of these problems is very meaningful, because as the head brand of China's baking industry, the discovery and optimization of its problems have considerable reference significance for other baking brands.

3. SWOT Analysis of Holiland

3.1 Strengths

As an old brand with more than 30 years of heritage, Holiland's products are exquisite in appearance and excellent in taste, with strict control of raw materials and production process, and quality assurance, which makes it enjoy high brand awareness and reputation in the minds of consumers. Some more conservative consumers are more willing to choose the old brand they believe in when they buy goods, which makes Holiland have a larger number of consumers than other small brands, and it is one of the foundations of Holiland's marketing success. As the head brand of the baking industry, Holiland has a high-quality team and more abundant resources, which makes it occupy the first opportunity in the competition of marketing. And with the development of the Internet era, Holiland utilizes online platforms and social media to create momentum, and offline marketing direct chain stores with unique styles and themes. Formed a favorable cycle of setting up special stores offline, promoting online to attract consumers to card, and consumers uploading their photos to the Internet for the stores to carry out secondary promotion and then attract new consumers. At the same time, it also online through the official website of Holiland, TikTok, Little Red Book, MicroBlog and other platforms for network promotion, so that the brand awareness is further increased. Among them, Luo Cheng, the second son of the owner of Holiland, has attracted a large number of fans and gained a lot of likes by virtue of his excellent marketing ability on TikTok.

3.2 Weaknesses

The disadvantages of Holiland are mainly in the singu-

larity of the brand's consumer profile. Figure 1 and figure 2 show that its consumers are approximately young people between the ages of 20 and 35 years old through the following two charts of the overall bakery industry's consumer demographic positioning, and that the number of females in them is predominant [3]. This also leads to the fact that Holiland is not so comprehensive in terms of its consumer base. In the Internet era, the products of major bakery brands are more open and transparent, which can lead to increased product homogenization, and brand loyalty may decrease after consumers have more choices.

Second is the brand's product innovation ability, although Holiland's product line update has been continuous, especially in recent years, the frequent launch of co-branded products, but some of the clamor, relative to the co-branding brought about by the heat, put the focus on their own brands and products is more important. Finally, the Internet advertising and promotion, although Holiland has been involved in the e-commerce platform, but in the platform operation, user experience and data analysis, there is still a gap with some of the Internet native brand.

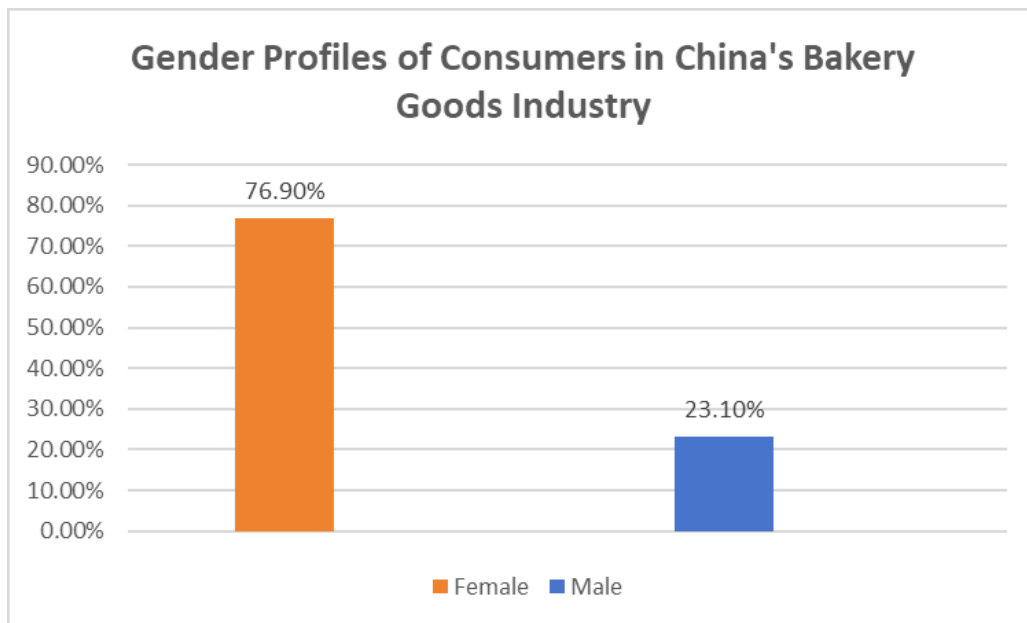


Fig. 1 Gender Profiles of Consumers in China's Bakery Goods Industry

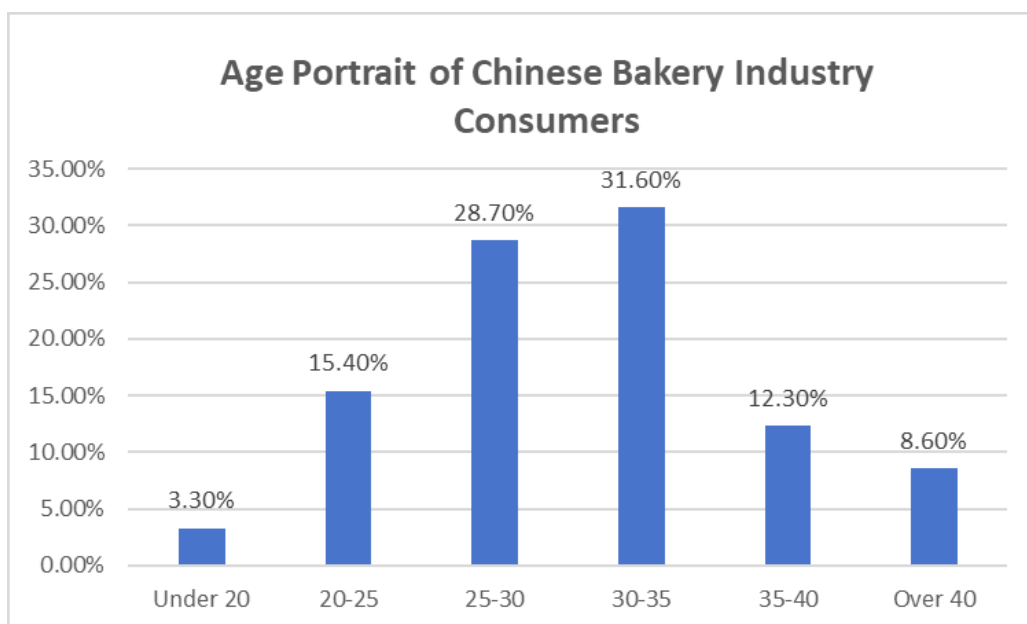


Fig. 2 Age Portrait of Chinese Bakery Industry Consumers

3.3 Opportunities

With consumers' pursuit of quality life, the demand for high-quality cakes has increased, and the bakery industry has been developing rapidly, and the bakery food market size has shown a rising trend, with the market size of China's bakery food industry reaching 287.4 billion yuan in 2022, and the compound annual growth rate (CAGR) for the past five years was 8.30%, and it is predicted that the market size will reach 336 billion yuan in 2024 [4]. Holiland can utilize this opportunity to expand its market share. With the further popularization of the Internet, the online baking market has more room for development, and Holiland can take advantage of this to expand its online business. Secondly, in terms of personalized customization, there is a growing consumer demand for personalized products, and Holiland can use this to introduce more targeted products to fill in the gaps of consumers that are not otherwise addressed. Pooled estimates from global population studies indicate that the prevalence of obesity has increased between 1975 and 2016, from less than 1% to 6-8% in children, from 3% to greater than 11% in males, and from 6% to 15% in females, with more than 2.1 billion people, or nearly 30% of the global population, overweight or obese, which leads to significant health, social, and economic costs [5]. With the popularization of health concepts, concepts such as low-sugar and low-fat have also appeared more frequently in people's lives, and related products have also become hot in the market. This can be analyzed to grasp the network trends such as food health and novelty, follow the current hot spot update iteration of new products is the brand can seize the opportunities.

3.4 Threats

Competition in the bakery industry is intensifying, and Holiland will face more competitors, not only from the continued competition of established brands such as GANSO, but also from the entry of brands such as the emerging Internet celebrity bakery brand B&C and the crossover brand NAIXUE, which increases the pressure of competition in the market. In this regard, Holiland needs to do continuously improve the uniqueness and competitiveness of its products in order to retain existing consumers and attract new ones. In addition, bakery technology has been upgraded over time, which means that Holiland must maintain its leading position in China's bakery industry by keeping ahead of the curve in terms of baking technology and its ability to innovate. Product innovation is also one of the problems that need to be faced. Consumers' tastes and quality of bakery products are constantly improving, and Holiland must keep up with

the trend to adjust and optimize its products and services for different consumer groups, which poses a challenge to the company's research and development capability and market sensitivity.

4. Suggestion

The previous article is based on the SWOT analysis of Holiland in the Internet era, and the following are some suggestions designed to help optimize and innovate the strategy and improve the overall competitiveness. First of all, it is about the singularity of the consumer profile. Holiland can refine its consumer profile through more comprehensive data surveys. Although Holiland already has a large enough customer base, the first thing it needs to do to further improve is to expand its marketing target, integrate online and offline data, and ensure the comprehensiveness and accuracy of the consumer profile. Through further categorization of consumers, for different user groups, to develop a more targeted marketing strategy. Secondly, for some improvements in product homogenization, Holiland can make use of some Internet hotspots in the Internet era, combined with the brand's own technology, to develop products with unique characteristics, such as local characteristics of bakery products or health concept products, in order to differentiate from competitors. Not only that, but also increase the brand's advertising and promotion, the brand can use social media and offline activities to promote the product, and then through the form of some live webcast launch, to give consumers a deeper impression and improve market awareness. Expanding online business is also a matter of urgency for Holiland, e-commerce economy has occupied a huge share in the current, Vaishak Radhakrishnan mentioned in the article, 21.55% of the world's people shopping online, by 2021, this proportion is expected to rise to 2.14 billion, which also proves the strategic importance of the online market [6]. Holiland can increase consumer conversion rate and improve consumers' online shopping experience by strengthening the operation capability of the e-commerce platform, carrying out online promotional activities, refining consumer profiling and conducting accurate marketing to each consumer group. In the face of more and more competitors, Holiland needs to maintain consumer loyalty and establish a more complete member-user system. Membership system is a medium for communication between consumers and brands, which is a method initiated by the brand and operated under brand management to attract consumers to join [7]. In this way, not only can it provide personalized recommendations and services based on consumers' purchase history and purchase preferences, but also can bring members together to establish a brand

community in which consumers can share their evaluation of current products and outlook for future products, enhance the connection between customers and brands, and improve consumer stickiness.

5. Conclusion

Through research, this paper finds that in the Internet era, the innovation of marketing mode in the baking industry has become an indispensable part. First of all, the popularization of the Internet has brought unprecedented development opportunities for the baking industry. Consumers' access to information has become increasingly rich, and if bakery brands can seize this opportunity and innovate their marketing model, it will help expand market share and improve brand awareness. On the contrary, companies that stick to the traditional marketing model will gradually be eliminated by the market. Taking Holiland as an example, this paper analyzes the strengths and weaknesses of Holiland's marketing as well as the opportunities and threats it may encounter by analyzing the structure of its consumer group and combining the factors of market environment and social background. Finally, it concludes that the bakery industry can innovate its own marketing model by categorizing consumers after refining their portraits, developing new products to improve the homogenization problem by combining new technologies, expanding online business by using the Internet, and perfecting the membership system, among other measures. The main contribution of this paper is to analyze the leading brands and get some suggestions for marketing model innovation in the bakery industry under the Internet and improve the shortcomings in this process, which is helpful to provide some reference suggestions for brands that want to enter the bakery industry or are in the industry and want to carry out transformation and upgrading. The data in the current study will appear literature aging with the passage of time, but at present, mankind has gradually stepped into

the era of big data, future research can be more accurate analysis of the bakery industry through further precise data, to come up with more targeted and time-sensitive decision-making, and timely optimization and improvement of the marketing model.

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