

Research on Network Channel Strategy of Baking Industry under the Background of New Media--Take BKM as an Example

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Keywords: New Media, Baking Industry, Network Channel

Abstract: With the rapid development of China's economy, people's income and consumption level have increased correspondingly. With the increasing acceptance of Chinese people's multiculturalism, subtle changes have taken place in their eating habits and consumption concepts. Under the background of new media, the traditional and single offline store sales can no longer adapt to the baking industry in the new era. In order to meet the needs of consumers, the baking industry urgently needs to solve the integration of online and offline marketing channels. Therefore, starting with the development and management of network channels under the background of new media, this paper analyzes the network channel strategy of baking industry in combination with the actual situation of BKM baking company, and provides reference and reference for the development of network channels of baking enterprises of the same type.

Baking food is a kind of food made by baking flour, yeast, salt and sugar as the main materials, oil and dairy products as auxiliary materials and a series of technological means. With the changes in the diet structure of our people, the demand for baking food has increased significantly in recent years, and the baking industry has continued to develop rapidly. As shown in Figure 1, according to the statistical results released by China Business Industry Research Institute, from 2017 to 2021, the baking market scale increased from 187.7 billion yuan to 265.7 billion yuan, with an average annual compound growth rate of about 9%.



Figure 1: Data source: China Commercial Industry Research Institute

At the same time, with the normalization of consumers' smartphone shopping and the rapid development of the online shopping market, the role of the Internet in China's economy and society is more and more obvious, and new media marketing is favored by many consumers. BKM company is a Hong Kong funded comprehensive food enterprise integrating R & D, production, sales and service[1]. It has two well-known high-end baking brands, "fine workshop" and "km Jinmai". At the peak of the enterprise, it has more than 100 direct stores. However, in recent years, with the increase in the operating costs of physical stores and the impact of the epidemic on the economy and travel, offline sales have dropped rapidly, and enterprises have been forced to close more than 70 physical stores[2]. With the entry of foreign brands and the rise of online e-commerce, the market competition is fierce, and the 5g era has become a catalyst for online shopping, which brings great challenges to traditional baking enterprises. Enterprises urgently need to use network channels to break through time and space constraints, provide customers with information, products and services in a timely manner, and use big data to mine consumer demand, so that network marketing can fill the gap of traditional marketing.

1. Network Channel Status of BKM Company

BKM company is mainly engaged in offline store marketing and OEM business for major brands. The popularity and reputation of its own brand are not high, and the network channel started late. The company began to build the network marketing channel after moving the new plant and expanding the production capacity in 2022. At present, BKM has only opened an account on the Tiktok live broadcast platform to promote the brand through short videos and develop online marketing channels through live broadcast and delivery. However, since the enterprise has focused on creating healthy and short-term baked food for more than 20 years, the products exclusively provided by online channels are limited by the shelf life, which brings great difficulties to transportation and after-sales[3]; In addition, due to the influence of traditional marketing, the business operators do not have a deep understanding of online channels and lack of planning for operation, which makes it difficult to develop online network channels.

For traditional e-commerce platforms such as Taobao and jd.com, which are often used by the post-80s, 90s and 00s groups, the main force of modern bakery food, they are more inclined to purchase on social e-commerce platforms such as short video, wechat official account, community, Weibo and xiaohongshu. However, except Tiktok platform, other e-commerce platforms of BKM company are not involved. The online network sales volume and sales volume account for less than 1%, which is far from the expected online market development goal. Compared with the groups keen on online consumption, the online marketing channel is in trouble. Under the background of new media, BKM has a single network marketing channel, lacks systematic network channel planning and professional operation, and has many difficulties in network channel development and management, which poses great obstacles to improving market share and breaking through time and space constraints[4].

2. Network Channel Problems and Analysis of BKM Company

(1) Single network marketing channel

The current network channels of BKM mainly rely on the Tiktok platform. When enterprises develop online online marketing channels, they only consider a single delivery channel, and ignore the multi platform comparison and selection habits of modern consumers. With the optimization of search engines, the comparison of multiple platforms, the development of wechat, the grass planting of xiaohongshu and the interaction of Weibo, consumers' access to information and shopping are diversified. The company chooses Tiktok third-party operation platform. On the one hand, it needs

to follow the changeable rules of the platform, and on the other hand, it needs to pay the corresponding streaming fees. It is difficult to plan and set according to its own operation needs. Based on the platform's algorithm, the customer group of streaming is often not accurate enough, resulting in that after paying for streaming, the customer hardly stays, and even if he stays, there are few transactions. Consumers can only obtain enterprise and product information from a single channel, which is difficult to arouse browsing or consumption interest, and is not conducive to the dissemination of information by enterprises[5].

(2) Difficulties in network marketing channel operation

BKM has a professional production line to produce high-quality and healthy baking products with short-term guarantee, which should have become the core competitiveness of the enterprise. However, when offline products are transferred to online sales, there are many problems such as too short product warranty period and after-sales problems. The company adopts the order production mode. The online network channel reports the predicted sales volume to the production department for production. Due to the small number of people in the live broadcast room, the actual purchase is less, resulting in excessive inventory and huge economic losses to the enterprise. On the other hand, the company has long been committed to high-quality health and short-term protection products. Most of the products have a shelf life of 3 days. In order to develop online marketing channels, the company has independently developed special products with a shelf life of 6 days. However, even so, it is often two to three days after customers in other provinces receive the products, and it is difficult to finish all the products in the remaining three days. Therefore, more customers apply for return and refund, and the operation is more difficult.

There is a shortage of professional anchor talents in the new media industry. The enterprises have been recruiting anchor for a long time, but the anchor meeting the requirements of the enterprises is still in short supply. It is difficult to recruit anchors who are not only in line with the corporate image, but also can shoot videos and bring goods. Even if the recruitment is successful, there will be frequent talent flow. At present, BKM company has been in the state of recruiting anchor from the beginning of network channel operation to the time when the author wrote. Four anchor posts have been changed in the last half year. Frequent replacement of anchor is not conducive to the shaping of corporate image. The shortage of team members has brought difficulties to the start and management of network channels.

3. Analysis on the Causes of network Marketing Channel Problems of BKM Company

(1) Inaccurate grasp of market channel information

BKM has its own professional R & D team and production department. It produces a complete range of baked goods, almost covering the baked goods required by consumers. The enterprise has strong strength. The company has been engaged in the development of traditional offline channels for a long time, mainly serving the offline major direct stores and the processing of major brand agents. It has not systematically collected and sorted out the relevant data of consumers. The company's operators do not have a deep understanding of Internet technology, and only find a third-party organization to be responsible for the development and management of online channels, The cooperative third-party institutions do not have the experience of operating baked goods on behalf of others, which leads to difficulties in online channel development. In BKM company, the data analysis mainly comes from the internal special system. The data in the system is mainly the information of old customers. The analysis can only be limited to the consumption data of offline stores, while it is difficult to collect and analyze the data of potential target customers, especially the preferences of online consumers Browsing preferences can not provide clear data information and can not accurately meet the needs of consumers. In addition, the big data provided by the huge

amount of calculation of Tiktok platform is only limited to enterprise data at present. The market dynamics and consumption characteristics of the whole industry cannot be obtained through visual charts. Enterprises cannot learn the dynamic market information of the industry in a timely manner, which will inevitably lead to the failure to meet the needs of customers by benchmarking.

(2) Shortage of network channel talents

A professional network channel team is one of the important guarantees for enterprises to develop the market and establish a good corporate image. In recent years, under the background of the rapid development of new media, there is a shortage of network marketing talents in the market, and the gap is even greater when it is subdivided into network channel directors or specialists. Due to the lack of personnel, many enterprises have directly merged channel posts into other posts. The network channel specialist needs to have professional abilities in business channels, network sales and e-commerce to be competent for the post. Network marketing is a new industry with strong demand for talents. However, the speed of training professional talents by enterprises and vocational education schools can not keep up with the market demand. The lack of professional network channel talents has led to the obstruction of channel development. At present, BKE's e-commerce team consists of 6 members, who are responsible for operation planning, online channel development and management, video shooting and editing, order arrangement, customer after-sales service, anchor, central control, small assistant, etc. at the same time, they also need to cooperate with the company's production, R & D, administration and other departments. The whole e-commerce team has only a relatively shallow new media operation foundation, and no baking professional foundation. It conducts its Tiktok new channel operation against the network operation of other baking brands. In the absence of professional network channel knowledge and job background, the company's network channel development level is low; In the absence of drainage and promotion, people, goods and markets cannot attract the interest of consumption, and the number of live broadcast rooms is scarce, and the conversion rate is extremely low. In addition, the e-commerce team does not pay much attention to the network channel and lacks opportunities for professional network channel development and management skills training, so team members cannot timely understand the development trend of network channels and advanced network channel development skills.

(3) Weak network marketing channel concept

The operators of BKM company have begun to explore and develop online marketing channels in the past three years, but the management of the company still focuses on the physical chain stores and the OEM of various brands, and pays little attention to the development and management of online marketing channels. The weak network marketing concept of the company's operators has led to the company's failure to make long-term planning for the development and management of network channels according to the industry development, consumer demand, changes in consumption habits and the development of the enterprise itself, and the increased capital and human investment required for the development of network channels is only at the level of consciousness, resulting in the lack of planning and maintenance of the company's network channels, So that the viewing amount of Tiktok short video is low and the interaction is less; The live broadcast has a series of problems such as low on-site viewing volume, short stay time and low transaction volume. The dissemination of product information is blocked, and the difference between online and offline activities is obvious. It is impossible to contact customers and communicate with them, resulting in only customers contacting the company's service content, causing unpleasant experience, and the goal of network channel development cannot be achieved.

4. Suggestions on network Channel Strategy Optimization of BKM Company

Network marketing channel refers to the use of the Internet to provide available products and services, so as to use computers or other target markets that can use technical means to conduct and complete transactions through electronic means. A perfect online sales channel should have three functions: ordering function, settlement function and distribution function. Online marketing channels provide customers with fast and convenient products and services. Enterprises can rely on diversified network channels to effectively output culture and product information, so as to obtain opportunities for enterprise sales. BKM company has the problems of single network marketing channel and difficult operation. Under the background of the new media era, the author proposes to optimize the company's network marketing channel strategy from the aspects of the company's official website construction and operation, new media social e-commerce platform, online and offline channel integration.

(1) Accurately grasp market channel information

Under the background of new media environment, BKM company should comprehensively use all major data platforms to collect and analyze data of baking industry and audience based on the original internal system. Conduct detailed and in-depth analysis on the development status of the industry, the status quo of similar competitive enterprises, consumers' browsing and shopping preferences, accurate customer group analysis, time distribution of consumers' watching videos and shopping, and professional preferences, so as to make targeted platform selection, information dissemination, short video content creation, and live broadcast mode positioning, and formulate scientific Effective product channel development strategy to seize market share with strong information competitiveness.

(2) Cooperate with higher vocational colleges to cultivate network channel talents

If BKM wants to break through the bottleneck of network channels, it should first pay attention to the training of network channel professionals, set up independent network channel departments and posts, define job responsibilities and work processes, prepare job descriptions, establish and improve the reward and punishment mechanism for network channel personnel within the company, and provide training and learning opportunities; Then it can cooperate with the marketing specialty of higher vocational colleges to carry out talent training, jointly formulate talent training plans with the school, participate in the classroom design of channel management specialty, go deep into the classroom to carry out practical teaching, and put professional knowledge learning and professional skills training in the vocational education teaching, so as to save the cost of talent training of enterprises and realize a win-win situation between enterprises and vocational colleges, Comprehensively improve the company's network channel development and management capabilities.

(3) Establish correct network marketing channel concept

BLM company should actively change the concept of network channel development from top to bottom. Correct channel concept is an important guarantee for enterprise market expansion. The company's operators and management should jump out of the comfort circle of traditional management, meet the challenge of network channel construction, eliminate the idea of seeking quick success and instant benefits, invest sufficient manpower, time, energy, resources and funds in network channel development, clearly understand the important role of network channel development in modern market competition, and make long-term, systematic Scientific and executable planning to realize the healthy development of enterprise network channels.

(4) Construction and operation of official website

The company shall design and layout according to the browsing habits and preferences of the target audience, display the corporate culture, product advantages, contact information and other

information, provide convenient shopping and payment processes, ensure the safety of online shopping, and connect the official website to various online platforms for exposure to ensure the application between online marketing channels. Baking food, as a fast-moving product, has low unit price and large demand, which is particularly easy to stimulate perceptual consumers to buy. Therefore, it is easy to induce consumers to purchase by providing as beautiful and detailed product information as possible. BKM company shall display the characteristics, selling points, highlights, product packaging, taste and health ingredients, eating methods, production marks and after-sales service of the products when displaying them online, so that customers can have visual impact and obtain complete and accurate information when browsing the products, reduce the shopping cost and increase the possibility of customers purchasing the products.

(5) Optimization of new media social e-commerce platform

In the context of the new media era, mobile social e-commerce is developing rapidly, and consumers are willing to share high-quality products and benefits from various social platforms through various forms, thus realizing the fission effect. BKM can encourage customers to share enterprise information through the following ways: (I) sharing fission: sharing high-quality short videos and live broadcast rooms to friends around through the fission principle, and enjoying discounts, membership levels and other benefits; (II) Puzzle fission: through the puzzle function of major online social platforms, realize the low price discount of puzzle. In recent years, live video with goods and short video have attracted many viewers because of their short, flat, fast, rich and colorful content and various forms. Social e-commerce platforms represented by Tiktok and Kwai have become the mainstream social media of the contemporary era and are deeply sought after by the vast number of netizens. BKM can enrich its content and form on the basis of the original video, increase the online sharing of works by senior baking masters, invite gourmet experts to recommend products, attract fans to interact and exchange with online benefits, and establish a good relationship with customers. In addition to short video platforms, traditional e-commerce platforms such as Taobao, tmall and jd.com can also be comprehensively used to increase brand awareness and sales; Use wechat official account and community to conduct private domain traffic for brand promotion; Use Weibo to initiate topics with fans or hold activities to increase interaction with customers; Use the little red book to plant grass. Comprehensively use new media and multi platforms to promote brand promotion, so as to promote the sales transformation of products, not only improve the sales volume and sales volume of products, but also improve the popularity and reputation of enterprises, and establish a good image of enterprises.

(6) Online and offline channel integration

Under the background of new media, the rise of new retail o2o, the integration of offline physical stores and online services, and the consistency of offline experience, services and online publicity and display, thus achieving the effect of online and offline mutual drainage and transformation. At present, the online marketing scale of BKM company is small, so it is urgent to create a smooth online and offline marketing channel. Online and offline activities promote each other. Offline customers can enjoy the convenience and benefits of online ordering. Online customers can enjoy the sensory experience of offline physical products and good after-sales service. Online and offline channel integration is conducive to establishing brand image, reducing purchase cost and improving purchase desire, so as to better promote sales transformation.

The development of new media marketing is quietly changing consumers' lifestyle and consumption habits. Traditional enterprises must keep pace with the times and constantly optimize the network marketing channel strategy to improve the network marketing ability, so as to occupy a place in the fierce market competition. Taking BKM baking company as an example, this paper analyzes the current situation of the company's network channels, analyzes, combs and analyzes the problems existing in the company's network channels, and puts forward suggestions on the

optimization of network channel strategies in view of the problems, providing reference and reference for other enterprises in the baking industry to develop network channels.

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