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# Research and Analysis on Marketing Strategy of Domestic Fast Food Industry from the Perspective of New Media Marketing

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**Abstract:** Under the background of new media, the catering industry in China is facing new challenges and opportunities with the integration of new and old media. Domestic fast food chain enterprises have changed its previous single marketing mode in time and actively integrated into the new marketing environment. From the perspective of new media marketing, this paper analyzes the marketing strategies of many successful enterprises in recent years, and summarizes the marketing strategies of domestic fast food chain enterprises under the new media environment.

**Keywords:** Integration of new and old media; Domestic fast food chain enterprises; New media environment; Marketing strategies

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## 1. Current Situation of New Media Marketing Environment in Catering Industry

### 1.1 Consumer Analysis

#### (1) Interactivity

The new media marketing makes the marketing mode of enterprise management turn to B2C and C2C. As the marketing channels of enterprises continue to expand, the relationship between enterprises and consumers has become closer and closer. With the continuous integration of new media and communication media, the active, open and interactive online discourse field, coupled with instant, fragmented, zero distance, self consistent connectivity and seamless coverage, the information ecology gives consumers more and more independent space to make choices, choices, and expressions of source information for secondary processing and analysis. Compared with e-commerce that focuses on sales, the most typical and representative comment interactive platform in the catering industry has become the main complaint channel for consumers to obtain relevant information. Consumers maximize information interaction through various tests and reviews in the form of text, pictures or videos<sup>[1]</sup>.

#### (2) Personalized and emotional consumption

The target group of the domestic fast food industry is positioned at the post-95-00 age. This young consumer group pursues a better service experience and a more

fashionable “quality”. For example, in recent years, the one-man food economy has become very popular among young people. Modern young people pursue fast-paced, pressure-relieving, and other emotional consumption. The one-man food hot pot has caught the young people’s concept of life and quickly became popular nationwide. Based on the above situation, the era of purely considering the objective factors such as geographical location, good quality and low price has ended. For the selection of “beauty system” such as service, decoration, technology, atmosphere, food packaging, and even color matching, background music in the catering scene, high-quality, meticulous and comprehensive catering services have become the key factor in fast food management.

### 1.2 Differentiation Characteristics of the Market

Large scale population mobility, coupled with the impact of foreign “foreign catering”, the original inherent catering boundaries have been broken, the mix of taste and taste, the integration of customs and style, many traditional catering enterprises, high star hotels, such as the catering brand “Xiang’eqing” cross-border environmental protection, film and television, technology industries. The performance of Quanjude, a century old store, declined. On the one hand, it introduced a market-oriented operation mechanism through strategic investors, and on the other hand, it was revitalized by a series of measures

such as reforming stores and developing food business; More high-end food enterprises “bow down” to attract customers with such strange moves as sellers’ regular meals, beef noodles, tea eggs, zongzi, and roof vegetable planting, and the high-end market share gradually shrinks. The unlimited opportunities created by “Internet+” have made many catering enterprises move towards the direction of “popularization” and “intelligence”. The catering industry marketing under the new media form has entered an interactive era in which the “absolute demand subject” is to comply with, cater to and show off consumers, from “ordering system” to “group purchase shopping”, from “delivery delivery” to “public praise” (favorable and negative comments).

## **2. Marketing Advantages of Catering Industry under the Background of New Media**

### **2.1 Consumers Have the Initiative to Facilitate the Precise Positioning of Enterprises**

In the era of new media, the improvement of information communication technology and the development of the Internet make the two-way communication of information more convenient. Relying on the network, consumers can query the relevant information of enterprises they are interested in at any time, and can also timely feedback their experience and suggestions after the transaction is completed. Therefore, consumers take the initiative in the market. Consumers can put forward their own opinions and suggestions on mass platforms such as Meituan and Eleme, which is conducive to enterprises’ data screening, statistics and analysis, understanding market feedback and changes, and making timely adjustments to marketing strategies such as products, prices, promotion methods and distribution channels. With the development of economy, people’s demand for personalized services and products in the catering industry has increased. Network marketing in the context of new media provides a good platform for targeted services.

### **2.2 Reduce Intermediate Links, Reduce Costs and Improve Profits**

Under the background of new media, most of the marketing activities of Chinese catering industry rely on the Internet. Network marketing realizes the direct contact between businesses and customers. Therefore, information transmission is more convenient and timely. The number of wholesalers has been reduced, and the cost of promotion and other aspects of each enterprise have been greatly reduced. While other influencing factors remain stable, the profit cycle has been shortened, providing a

greater profit space for the catering industry. In addition, the direct communication between the buyer and the seller greatly reduces the communication cost, saves time for the development of the industry, and makes the industry towards sustainable and healthy development.

### **2.3 Expand Publicity Scope and Enhance Brand Influence**

To a large extent, the traditional mode of communication will be limited by the region, and the emergence of new media has greatly improved the problem. Because of the strong coverage of the Internet, the publicity efforts are greater, the coverage is wider, and the publicity effect is better. Enterprises can quickly improve brand awareness and enhance brand influence through online publicity. In the era of old media, if a brand does not have stores in some cities, it is difficult for residents of the city to know the brand. In the context of new media, even if the city where you live does not have a brand store, you can have a preliminary understanding of the brand through the online advertising of the enterprise.

### **2.4 Data are Easy to Record and Industry Management is Strengthened**

For example, consumers’ browsing, feedback and other data in the App can be saved by the platform. Through these data, enterprises can understand the needs and preferences of different types of consumers, and then provide targeted products and services. With the development of information technology, the transaction process between businesses and consumers can also be accurately recorded. On the one hand, it is conducive to the protection of the legitimate rights and interests of consumers and the orderly development of the industry. On the other hand, enterprises can strictly control and strengthen management through data. Different enterprises adjust and solve their own personalized problems in a timely manner, which not only improves brand reputation, but also promotes the healthy development of China’s catering industry<sup>[2]</sup>.

## **3. Marketing Strategy of Domestic Fast Food Enterprises under the New Media Environment**

### **3.1 Combination of Traditional Marketing Strategy and New Media Marketing Strategy**

Traditional marketing methods have been very rich. New media marketing has risen rapidly. In addition to the diversified characteristics of new media channels, the fast food industry can combine various marketing strategies to maximize the brand promotion and attract customers. At the same time, it has formed its own marketing style.

Since the two marketing models have their own advantages and disadvantages, in a short time, although they are in a relationship of trade-offs, new media marketing cannot completely replace the traditional marketing model. How to achieve the organic integration between the two has become a difficult and important point in the field of enterprise marketing.

Take HEYTEA as an example. In terms of traditional marketing strategy, HEYTEA still keeps its product strategy, price strategy, channel strategy, promotion strategy to attract customers, among which the most successful is the combination marketing of HEYTEA. The cooperation between IP addresses of different enterprises, that is, combination marketing, can realize the sharing of traffic and resources between enterprises. During the Tanabata Festival in 2019, HEYTEA and Qixi carried out cross-border cooperation and launched the new Tanabata limited edition “salty Caramel seven crisp tube”. The theme of this cooperation is “happy tea \* happy Qixi, happy on the 7<sup>th</sup>”. It has skillfully formed a connection with Tanabata Festival and attracted a large number of customers. HEYTEA conducts portfolio marketing once a month. This cooperation mode has expanded the popularity of HEYTEA and attracted more customers to buy new products<sup>[3]</sup>.

In terms of new media marketing strategy, HEYTEA released three short video collections on Tiktok, “tea DIY”, “tea hidden menu” and “tea vlog”, as well as a large number of new product recommendation videos and other creative videos. Each video received a large number of fans, and the number of fans for a single video of “Xicha employees’ favorite order strategy” alone reached 484000. Through short videos, HEYTEA showed its production process and creative ordering strategy to customers more vividly, which greatly stimulated consumers’ curiosity. The official account of HEYTEA in Tiktok currently has 526000 fans and has been liked 4.929 million times. It can be seen that the fans of HEYTEA Tiktok platform have strong stickiness, and the influence and communication power of the account are rising. It can be concluded that HEYTEA adopts the strategy of combining the traditional 4P marketing strategy with the new media marketing strategy.

### **3.2 Break the Simplification of Fast Food and Highlight the Special Labels on Dishes**

Chinese fast food is mainly about rice set meal. This product has many shortcomings such as too many products, no characteristics of taste, too strong commonality, too noisy personality, unclear nutrition, and poor product standard.

An important reason for the rapid rise of local chicken in recent years is that the research and development team of the local chicken has constantly pushed through the old and introduced the new, and developed a variety of series of dishes with the core of “chicken”. The main characteristics of the products are “healthy, nutritious, delicious and fast”. As far as products are concerned, all products of local chicken are made of chicken, which immediately brings a very obvious label and highlights the product characteristics. “Feixi Laomu Chicken Soup” focuses on its nutritional value, which is exactly where the competition between Chinese fast food and Western fast food lies.

Therefore, these two characteristics of the product must be emphasized in the marketing process. As far as the product life cycle is concerned, the set meal products have basically entered a mature stage in the Chinese fast food market, and almost every family has fast food. At this stage, enterprises need to expand distribution channels and market coverage to achieve benefit growth, win more potential consumers, and improve the added value of the products. The pastry category is in a growth period, and each enterprise is in an exploration period. The market space is large. At this stage, it is necessary to increase product categories, improve product quality, and reduce prices in time to attract consumers. Soup products are also in an initial growth period. Few fast food restaurants regard soup products as their main products or main profit points. However, in view of the characteristics of local chicken, it is necessary to focus on marketing featured products when the market saturation is not strong and the competition is not fierce. Enter the market quickly to occupy the market, seize the target consumers, so as to stimulate more consumer demand.

### **3.3 Use New Media Marketing to Build Reputation and Popularity**

New media marketing has the following advantages: (1) Consumers have the initiative to facilitate the precise positioning of enterprises; (2) Reduce intermediate links, reduce costs and improve profits; (3) Expand the scope of publicity and enhance brand influence; (4) Data are easy to record and industry management is strengthened<sup>[4]</sup>.

In recent years, Undersea fishing has chosen online marketing as a major marketing tool. First of all, the official website was established, and the one-way information output was transformed into two-way interactive functions. At the same time, various functions such as querying stores, querying menus, and ordering meals online were added, and enterprise mobile phone software was introduced, which greatly facilitated consumers and re-

alized the conversion of private domain traffic. Undersea fishing has established its own official accounts on various social platforms to fully explore the characteristics of commodities and brands. On this basis, it actively carries out fan interaction and brand marketing activities to connect consumers with brands, improve the communication effectiveness of its own brands, and cultivate customer loyalty. Undersea fishing takes advantage of the fast speed and wide range of short videos to promote the creation of hot topics such as “Undersea fishing’s red pot bottom” and “Undersea fishing’s red dishes”. On Tiktok, Undersea fishing’s video views on this topic have exceeded 6.7 billion, attracting many potential consumers to spend, and greatly improving Undersea fishing’s brand awareness and economic benefits. Undersea fishing has adapted to the marketing and communication laws in the post information age by using the network marketing method, and provided a new path for brand transformation and development in the post information age for brand survival and development.

#### 4. Conclusions

Based on the analysis of 4P marketing theory, the catering industry in China has undergone corresponding changes in products, prices, sales channels and promotion strategies compared with the old media era under the background of new media.

This change is an inevitable trend for the industry to adapt to the social background, and also an inevitable result of the industry’s macro control. Each change has two sides, which exposes disadvantages while giving full play to advantages. This is both an opportunity and a challenge for the development of Chinese catering industry in the new media era. Enterprises need to analyze the new opportunities and challenges they face in order to obtain marketing strategies that conform to the current marketing level in China, so as to promote the sustainable development of the catering industry.

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