



Research on the Impact of Network Platform Traffic on the Operation of Physical Stores Under the Background of the Digital Economy

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Abstract. It is very valuable to study the impact of network platform traffic on the operation of physical stores. This paper takes the Tiramisu store of Qifeng coffee and Guigui as the research object. Research has found that compared with traditional propaganda methods, network propaganda has a wider reach and is more convenient and effective. The store only needs to publish relevant promotional videos on the network, and someone will come to the store to punch in the card for consumption. This can not only attract a large number of customers for physical stores, but also provide more publicity materials for online publicity, and also improve the economic benefits of stores, thus forming a virtuous circle.

Keywords: digital economy, marketing, network traffic

1 Introduction

Nowadays, in the context of the digital economy, people's lives are inseparable from the Internet, and most of their leisure time will be spent browsing online media, which provides a new publicity channel for physical stores. For example, stores can publish interesting activities on social platforms to attract consumers to spend money in physical stores, to improve the economic benefits of physical stores.

Compared with the traditional way of propaganda, the cost of network propaganda is low, and the professional requirements are low. People usually only need a mobile phone and clip software to complete the online propaganda work. Moreover, network propaganda has a wider reach and can let more people know about the store. Online publicity can not only attract people from the same city to shop for consumption, but also attract customers from other places to patronize the store and punch in.

If the network media is good, it will bring a lot of traffic to the physical store, which is not only conducive to the operation of the store but also can provide more abundant material for online publicity. It is valuable to study the impact of network traffic on the operation of physical stores. Therefore, this paper takes Qifeng Coffee and Guigui Tiramisu stores as an example to study the impact of network platform traffic on the operation of physical stores under the background of the digital economy.

2 Introduction to the Development History of Qifeng Cafe

Qifeng Cafe is a net red cafe opened in the county. It took only one year for Qifeng Cafe to go from nameless to fire. Such rapid success is inseparable from the boss 'application of self-media.

Cafe owner's entrepreneurship is not plain sailing. At first, he wanted to open a pub, but he gave up because he did not want to do a homogeneous store[1]. In the end, in 2020, he chose to open a coffee shop in the county, but the county did not even have a chain coffee shop at that time, and he knew nothing about coffee. He began to start a business full of blood.

Because of the support of relatives and friends, the first month's performance was quite good. But soon, he lost the support of friends and family. The next month, business was bleak. He found that few people in the county liked coffee, and because the location was remote, it was difficult for customers to find. In the months that followed, business was bleak. Four months later, the coffee shop's only employee left. In order to keep the coffee shop running, the Cafe owner began to look after the shop himself. In the process of looking at the store alone, the loneliness of no business made him understand why the previous shop assistant still insisted on leaving the job with good treatment. He also gradually lost his original entrepreneurial passion. But in order not to let people around him laugh at him, and to prevent his family from starting a business in the future, he began to study hard about coffee and how to make a cup of good coffee[2]. Due to the leisure of looking at the store every day, he began to try to make a video of his daily look at the store life and put it on all video platforms.

At first, the video traffic is not good. But suddenly one day, one of his videos had hundreds of thousands of views on all platforms. Subsequently, the accounts of each platform broke through 10,000 fans in a short period of time. After the video appeared, he began to do the video content more seriously, looking for the audience's favorite style.

With the increasing traffic, people in local and even other cities began to come to the coffee shop to play cards, and the business in the store gradually became hot. When he realized the influence of video traffic, he began to think and boldly try new publicity methods, design exclusive perimeter, and product innovation, which has his first product - canned coffee. Make coffee into cans and send it to Jiangsu, Zhejiang, Shanghai and Anhui parcel post area. This novelty-seeking move has attracted a large number of customers. At that time, affected by the epidemic, the offline physical store was different from the past. His way of selling coffee on the line attracted many customers. The probability of converting the traffic brought by video into orders became particularly high, and the daily sales of the store could reach tens of thousands. But the good times did not last long. After two months of performance, the traffic began to decline. The average daily turnover of more than 20,000 fell to one or two thousand in an instant, and his coffee shop began to enter a flat period.

At this time, the coffee shop owner made a bold decision. He chose to open a coffee factory. He wants to sell coffee in the supermarket, in the commissary. However, during the preparation period, the flow suddenly declined, and without the support of a huge number of orders, his factory could not operate, so the 800,000 yuan he invested was

all wasted[3]. After these experiences, he realized that customers also need freshness, so in the low traffic period, he bought a roaster and devoted himself to studying and learning to roast coffee beans.

With his efforts, the flow and the number of fans are rising steadily. He found that online and offline are complementary, the store must maintain popularity, fresh content, video material will be rich, video quality will be higher, traffic will be more, order conversion will be higher. So, he decided to sell dessert. Because coffee and dessert itself can be sold together. He decorated a dessert shop next to the coffee shop, and officially opened when the county had the largest flow of people during the Spring Festival. He put on a lot of beautifully decorated, high-quality dessert materials. The business has ushered in a wave of peaks. The video also reflected the fact that the business is booming, and full of popularity. Therefore, the video traffic during that time was also particularly good, and online orders followed up again. However, after the Spring Festival, as the county's flow of people returned to daily levels, the business of coffee shops was again dull. After that, he made a bold decision to open the shop outside of the county and in Xuzhou city.

The location and decoration of shops in Xuzhou City have brought a wave of traffic to coffee shops. After the opening of the Xuzhou store, its unique decorated atmosphere attracted many customers to punch the card, and the Xuzhou store quickly became an online celebrity coffee shop[4]. At Christmas and Spring Festival, the boss also customizes the festival's exclusive exterior wall and snow machine, and customers punch in the store every day. In addition, based on the Xuzhou store, the coffee shop has also launched an online bread and cake group purchase, and the daily sales of bread have reached more than 1,000, far exceeding the sales volume of offline physical stores.

After the Xuzhou store was on track, in order to maintain the flow, the cafe owner made a bold decision. He decided to open the store in other cities in the country, and each store had its unique style. He hopes to use the coffee shops across the country as the central kitchen, so that domestic customers, no matter from which city to place an order, can receive express delivery the next day.

3 Introduction of Stall Entrepreneurship

Stall owner Guigui is to set up a stall as a business project. In the beginning, the stall was sold as a roast sausage. But with more and more stall owners selling baked sausages, baked sausages have been unable to make money. Then, after thinking and trying, she switched to selling tiramisu. With the help of the self-media platform, Guigui has made her business sound and colorful.

At the beginning of the stall, Guigui chose to sell baked sausages for the following reasons. First of all, the project of selling baked sausage has low cost and low risk, and it can be sold with an investment of 500 to 1000 yuan. Second, the food preparation is simple and fast, only need to prepare the seasoning and roast sausage before the stall. The baked sausage is a semi-finished product purchased directly, which does not require too much energy, and can be frozen and sold the next day, with almost no loss, especially for office workers and treasure mothers, or people who want to do part-time

sideline work. Third, the customer price is low, high efficiency, a wide range of people, almost all ages, men and women eat, and there is no off-season. Fourth, the technical content is not high, ordinary people can easily get started.

Based on the above reasons, stall selling sausage can be done either full-time or as a sideline, which can be considered as a refundable[5]. Guigui, the owner of the stall, also considered the stall as a sideline at the beginning, so she chose the project of selling roast sausage. After the stall, at the beginning, because there were not many people in the stall, the business was very good. However, as China began to promote the 'stall economy', the number of stalls selling sausages gradually increased, and the business of stalls was not as good as before.

After this attempt, Guigui decided to put on a stall full-time. However, because the business of selling sausages at the stall was not as good as before, she decided to change the category for the stall.

After thinking, she decided to try to put on a stall sale of Tiramisu. Because the ingredients of Tiramisu are simple, the baking steps are not complicated, easy to use, and suitable for baking novices.

Stall owner Guigui spent 5,000 yuan to set up a roadside stall selling tiramisu. Just begun to sell out, Guigui's heart was still very uneasy, only dared to do four or five sets, for fear of selling out. Even so, occasionally it takes until late to sell out. During this period, Guigui has been returning the real feedback of customers, constantly adjusting and polishing the taste, and then slowly winning the recognition of some customers. At the same time, Guigui began to shoot a video every day and released it to various video platforms, using online traffic to feed the offline business. Gradually, from the first day to sell 4 trays, 5 trays of Tiramisu, to the next day 10 trays, 20 trays, or even more than 50 trays, Guigui 's business is getting better and better. In order to buy their favorite taste of Tiramisu, many customers will queue up early every day to wait for the stalls in Guigui, and there are fans from other places who come from afar to buy Tiramisu.

This road is not as easy as Guigui had imagined. Along the way, Guigui experienced the embarrassment of no one in the booth; and the sadness of turning over the car without the food; you also encountered a sudden rainstorm in the stalls, standing in front of the stalls at a loss; she has also experienced the unbearable weather of heat, close to 40°C high temperature, even breathing has a burning sensation. Behind the success of the Guigui stall, it is inseparable from the offline order transformation brought about by online traffic.

4 Case Analysis

Through the above two cases, we can find that the success of Qifeng Coffee Shop and Guigui Tiramisu Stall is inseparable from the traffic help brought by online video. So why is their store's success inseparable from the network platform to attract traffic?

First of all, online video has a fast propagation speed and a wide range. It can let more people know that there is such a store in a short time, and are attracted by video content to go to the store to find out and about the offline store drainage[6]. Online traffic is more like a new type of advertising. People through the unique style of video,

food introduction, etc., become curious about this store, come to the offline store to taste food, online and offline complement each other, more to increase customer sources. If only the traditional way of publicity, such as leaflets, traditional advertising, etc., not only the high cost of publicity, reach the crowd is limited, and the publicity effect is far less accurate than online promotion.

Secondly, the products chosen by the cafe owner and Guigui are very suitable for public consumers. Coffee and Tiramisu have a wide range of customers, and are loved by men, women and children. Moreover, the prices of these two types of products are relatively close to the people. At about 20 yuan, most consumer groups can afford to consume and will not cause an excessive burden on people's wallets. Therefore, the conversion rate of attracting traffic through online video into offline orders is high. Especially the cafe owner, the coffee shop decoration is full of characteristics. According to different festivals, the coffee shop will also launch Qixi Festival activities, New Year's Eve activities and other special activities, as well as snow machines, Christmas decorations, dragon decorations and other corresponding holiday decorations, which highlights the characteristics of the shop, but also caters to the characteristics of modern young people who like to take photos and punch the cards[7]. Therefore, it has attracted more people to the offline store for consumption, and the business is getting better and better. Similarly, the tiramisu sold by Guigui also pays great attention to the modification of the shape, and each tiramisu is very attractive in terms of appearance through careful decoration.

Finally, online and offline complement each other, which is a virtuous circle for the operation of the store. The better the offline store's business, the better it can feed back online video and attract more traffic. Because the business of the offline store is better, the store will have the spare power to hold more special activities and carry out more special decorations, and the material of the online video will be richer[8]. The richer the video material, the higher the quality of the video, the more viewers can be attracted, and the more traffic and fans can be brought. After traffic conversion, the amount of orders brought will also increase accordingly. In addition, the audience saw in the video that the store business is so hot, it will also trigger the impulse to think of the store to taste the punch card. This can not only maintain the popularity of the store, but also attract more traffic, usher in more exposure, and form a virtuous cycle[9].

5 Conclusion

This paper studies the impact of network platform traffic on the operation of physical stores through Qifeng Coffee and Guigui Tiramisu stores. Through research, this paper finds that in the context of the digital economy, people's lives are inseparable from the Internet, and most of their leisure time will be spent browsing online media. Compared with the traditional way of publicity, network publicity has a wider range of reach and is more convenient and effective. Network publicity can not only attract a large number of customers for physical stores, but also provide more publicity materials for online publicity, and improve the economic benefits of stores, thus forming a virtuous circle.

The research results of this paper are of reference significance to the operation of physical stores, but there are still some shortcomings in this study. Only two cases are selected in this paper, with too few samples. Secondly, this paper can only understand the operation of the store through the daily publicity videos of the boss, and the research angle is limited.

In the future, I hope to study more types of network marketing methods to enrich the research samples and perspectives of this paper. For example, the impact of online publicity on the operation of physical stores, such as live streaming of store exploration and online celebrities bringing goods; please network celebrities to the store to punch the promotion. Net red has a certain social influence. There is a certain number of fans. Most of the fans of the shop blogger are 20 to 30-year-old female groups, with a certain consumption power, they are attracted by the publicity video of the net red, and will clock in their spare time.

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