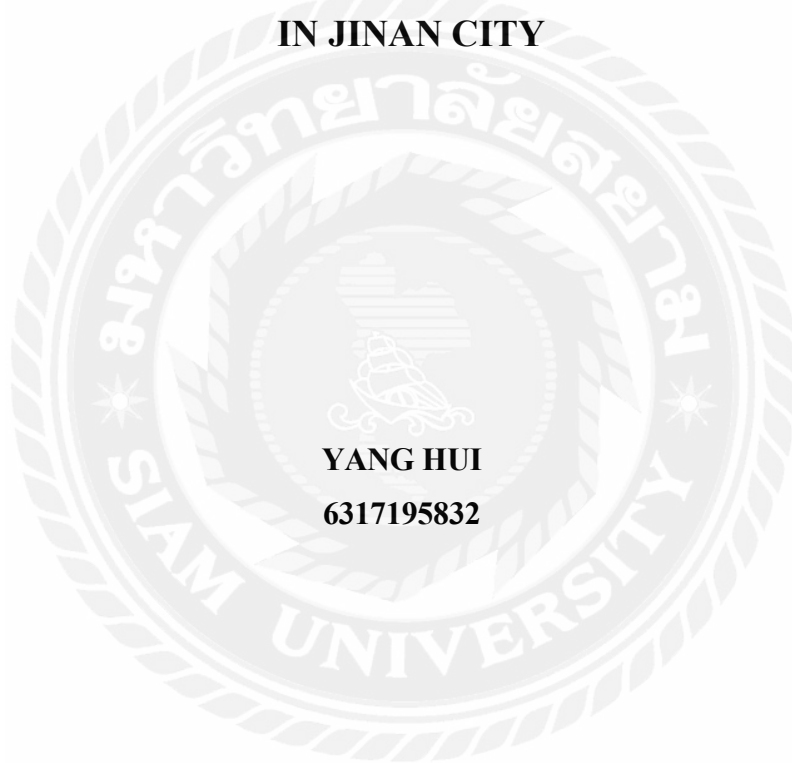




**STUDY ON THE MARKETING STRATEGY OF
ORANGE CONVENIENCE STORE
IN JINAN CITY**



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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE MASTER'S DEGREE OF BUSINESS
ADMINISTRATION GRADUATE SCHOOL OF BUSINESS
SIAM UNIVERSITY**

2023



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ORANGE CONVENIENCE STORE
IN JINAN CITY**

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This Independent Study has been Approved as a Partial Fulfillment of the Requirement
of International Master of Business Administration in International
Business Management

Advisor: 
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Date: 15 / Sep / 2023.


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Major: International Business Management

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ABSTRACT

Marketing strategy plays a positive role in expanding market share and enhancing profit margins in convenience stores. However, due to the intensification of market competition, the existing marketing strategy of Orange Convenience Store has faced challenges in maintaining its current market share, and corporate development has encountered a bottleneck. Therefore, the store needs to explore new avenues for growth. The research objectives of this paper were: 1) To analyze the current marketing status of Orange Convenience Store in Jinan City based on 4P theory; 2) To provide the suggestions for Orange Convenience Store in Jinan City based on 4P theory.

This paper adopted qualitative research method by reviewed the 4P theory, prepared an interview outline and did face-to-face interviews with managers of 81 Orange convenience stores in Jinan.

This paper found that: 1) Orange Convenience Store had developed into a specialized convenience store chain with 81 stores, but with the entry of multi-brand capitalists into the Jinan market, Orange Convenience Store is faced with high competitive pressure, thin profit margins and unsatisfactory 4P marketing status; 2) The optimization suggestions for the 4P marketing strategy of Orange Convenience Store should focused on the following aspects: to improve the innovativeness of products and services, to increase the unique advantages of the enterprise; to optimize the pricing mechanism and maximize profits; to improve the degree of on-line and off-line omni-place integration; and to optimize the promotional methods and increase the attractiveness of promotions.

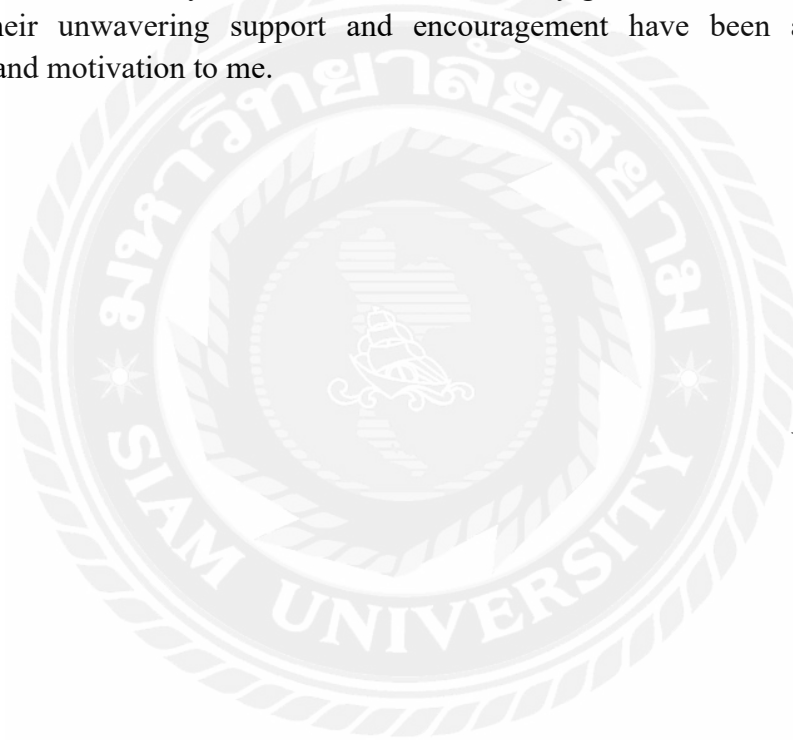
Keywords: convenience store, marketing strategy, 4P

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YANG HUI
Aug 7, 2023

Declaration

I, *YANG HUI*, hereby certify that the work embodied in this independent study entitled “*Study on the Marketing Strategy of Orange Convenience Store in Jinan City*” is result of original research and has not been submitted for a higher degree to any other university or institution.

YANG HUI

(YANG HUI)

Aug 7, 2023



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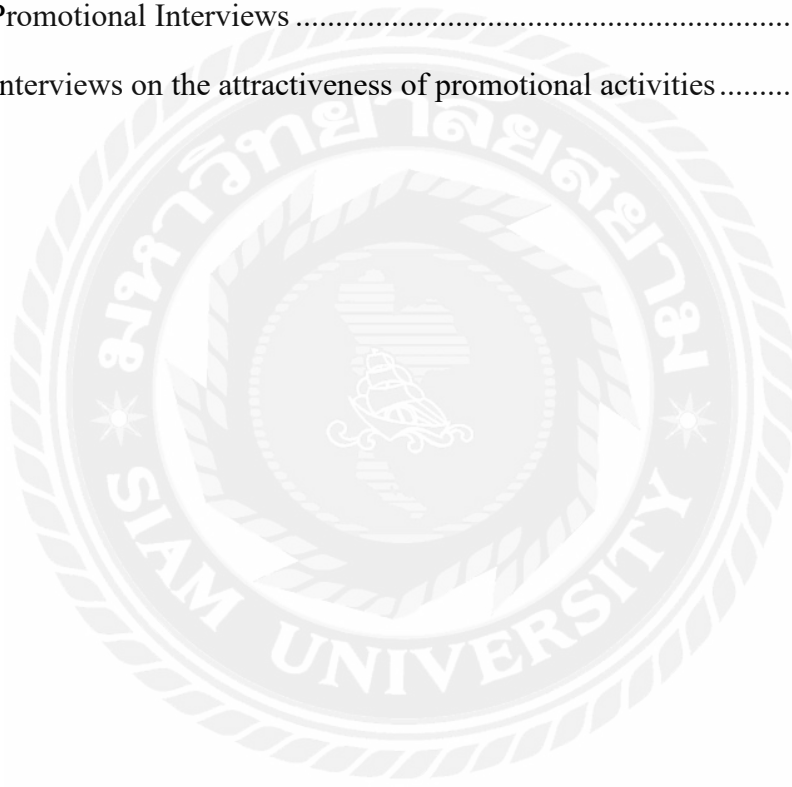
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Chapter 1 Introduction

1.1 Research Background

Influenced by the booming development of domestic online retail and consumption upgrading, consumers' shopping habits have changed dramatically (Sun, 2020), and the traditional retail industry is facing significant challenges and opportunities. As an essential part of the new retail industry, convenience stores are also facing significant changes and opportunities. Convenience stores are convenient and fast and are gradually becoming integral to people's daily lives. However, with the intensification of competition and changes in the market environment, convenience stores face some challenges: to meet the diversified needs of consumers better, to enhance customer stickiness, and to stand out in the fierce competition in the market.

Therefore, exploring the 4P marketing strategy of convenience stores is of vital, far-reaching, and practical significance for promoting the development of the convenience store industry and improving the competitiveness of enterprises. 4P marketing strategy, product, price, Place, and promotion is the core element of marketing management, and is also the basis for enterprises to formulate marketing strategies—the foundation. By optimizing the convenience store's product, pricing, place, and promotion strategies, it can better meet consumer demand, enhance market competitiveness, and achieve sustainable development. Convenience stores need to seek more innovative and effective marketing strategies to attract more consumers and increase sales and customer satisfaction.

In October 2016, Jack Ma proposed in his speech at the Yunqi Conference that pure e-commerce has already passed, and the next ten years will be a "new retail era" combining online and offline and logistics (Lu, 2020). New retail with the help of online Internet platform, re-construction of the entire production and distribution of enterprise sales link, driven by big data, the formation of "online + offline + logistics" retail closed loop, reconfigured the relationship between people, goods, field, rewrite the sales model of the traditional enterprises and reshape the industry, and at the same time, for consumers to bring a new shopping experience (Secretariat of China Circulation Thirty Forum & Editorial Board of China Circulation Economy, 2017).

With the upgrading of consumption and the rapid development of the economy, the convenience store market has been soaring since 2015. New convenience stores have begun to run in circles, and well-known brands such as American Ikea, 7-Eleven, and Rosen have been competing for the domestic market. Big capitals such as Tmall and Jingdong emerged from the trial period, accelerating the layout and expansion (Zhang, 2019b). In particular, the management model of convenience stores, store opening thinking, site selection methods, and commodity development are highly similar. Their division of the market and the development of orange convenience stores in the Jinan area caused a more significant impact. Taking the first-tier cities as

an example, people's daily working life is intense and busy, and there is less time for shopping, so many people will choose the neighborhood convenience store to solve their everyday shopping and eating needs (Hou, 2005).

In 2018, the average sales growth of the top 100 convenience stores and store growth amounted to 21.1% and 18% (Xiao, 2018). In 2019, China's convenience stores realized sales of 255.6 billion yuan, up 13% compared to the previous year. After the new crown epidemic, the growth rate in 2020 was reduced by six percentage points, and in the first three quarters of 2021, the year-on-year growth became 14.5% again. Although the growth rate of convenience stores has slowed, it is still in the leading position among a group of physical retail businesses, which means that the development of convenience stores has entered a solid transformation of the stable period from the expansion period (Mu, 2018). However, in general, if you want to continue to operate for a long time, you need to think about how to transform and upgrade to the "new retail" model and how to improve their marketing model with the help of big data technology to build their core competitiveness (Xu, 2020).

This paper focuses on Jinan's local convenience store chain, Orange Convenience, given that its development has a specific scale, but due to the intensification of competition in the market, Orange Convenience Store's current marketing strategy has been unable to maintain its current market size and growth rate, the profitability of the decline in the development of the enterprise encountered a bottleneck, such as timely adjustment of its marketing strategy, its effect will be subject to significant constraints.

1.2 Research Problems

Although Orange Convenience Store, as a local convenience store, has brought great convenience to nearby residents by its early arrival in Jinan, good location, and high traffic flow, with the gradual development of the market, various capitals have gradually entered the convenience store market in Jinan. Foreign-funded convenience store brand appeal and market competitiveness, other local convenience store brands are also catching up to seize the convenience store market in Jinan. Each convenience store is speeding up the pace of its expansion. Jinan convenience stores' market competition is becoming more intense and will have a more significant impact on the Orange Convenience Store. In addition to some foreign capital and new convenience stores without people, many traditional convenience stores still have the disadvantages of low digitization and single marketing places, and traditional convenience stores are suffering from tremendous competitive pressure (Zhou, 2020).

1.3 Objective of the study

Convenience store chains should develop a reasonable marketing strategy and enterprise management system so that they can be integrated into people's lives faster and can be accepted by people quickly (Zhang & Rao, 2008). The study on strategy

optimization of convenience stores is imperative. The objectives of this study are as follows:

1. To analyze the current marketing status of Orange Convenience Store in Jinan City based on 4P theory
2. To provide suggestions for Orange Convenience Store in Jinan City based on 4P theory.

1.4 Scop of the study

This article focuses on the 81 Orange convenience stores in Jinan and does a qualitative analysis and research around the 4P marketing strategy. To deeply understand the current situation and problems of Orange Convenience Stores, 81 Orange Convenience Stores with more than three years of experience in the field of store managers or sales directors as the target of the interview, write the interview outline, and carry out the interview work in April-June 2023. Based on analyzing the current situation of Orange Convenience Stores, we explore their 4P marketing strategies, aiming to provide guidance and suggestions for the development of Orange Convenience Stores.

This paper reviewed more than one hundred literature related to convenience stores, marketing strategies, and 4P marketing strategies and conducted an in-depth reading of the research results of the last three years on 4P marketing theory and convenience store marketing strategies. Studying, analyzing, and summarizing the existing research results help clarify the research direction of this paper, form a basic research idea, and provide a theoretical basis for subsequent research.

1.5 Research Significance

Along with the rapid development of science and technology and economic level, the traditional retail industry has faced an unprecedented challenge; convenience stores are flexible and close to the people's livelihood of the retail sector, which also inevitably enhances the product of convenience stores is imperative to improve the development of the ability and level of optimization of the marketing strategy of the convenience store is to assess the level of development of the convenience store, which will enable managers to recognize the value of the product of the convenience store and existing Problems, Under the guidance of more optimized strategies, not only will convenience store managers understand the focus and direction of future development, but they will also be able to enhance profit margins and establish a certain brand status.

Due to the different economic levels of other places, their consumption levels are also very different. Previous researchers have studied mostly foreign-funded convenience stores and larger convenience store chains in economically developed

regions but less on local traditional convenience stores in other areas and situations. This is a limited reference for this type of convenience store. This paper is based on the local brand Orange Convenience Store in the Jinan region, the business development situation, the Orange Convenience Store's current marketing situation, and marketing strategy to analyze and explore more suitable for developing the enterprise's 4P marketing strategy. Thus, its marketing strategy is more in line with the requirements of the development trend of the convenience store business in the current situation, effectively expanding the market share. Theoretically, it can fill the gaps in the strategy of the same type of convenience store, enriching the academic system of the marketing strategy.



Chapter 2 Literatures Review

2.1 Convenience Store

First of all, about the characteristics of convenience stores, according to China in the National Standard GB/T 18106-2004 of the Classification of Retail Business, defined convenience stores as a kind of retail business with the primary purpose of meeting the convenience needs of consumers. Sun and Yang (2016) suggested that convenience stores are mainly characterized by operating hours of 16-24 hours, small store areas, providing free convenience services, and commodities that should be acute. Fitrianto and Daud (2016) argued that there are more young people in the service proportion of the convenience store relative to other retail formats, i.e., the youthfulness of the consumer clientele is a distinctive feature of the convenience store. According to Guo (2018), convenience stores' convenience can be subdivided into four parts: distance, shopping, time, and service. According to Liang (2018), convenience stores are spatially closer to consumers and can serve diverse consumer objects and provide personalized goods. Dai (2019) believes that convenience stores mainly target the temporary small needs of the population, so timeliness is the most significant advantage of convenience stores.

There is also a lot of research on the marketing of convenience stores: Y. Sun and Yang (2016) argued that the reason for the counter-trend growth of convenience stores is that their goods have homemade food and higher gross profit margins. At the same time, convenience stores focus on consumers' shopping experience to provide convenient services. Zhang Rui (2018) summarized the motivation for the rapid development of convenience stores as "home, lazy, greedy, urgent, busy and old," which fits the current consumption view of young people and the development trend of the aging society. According to Zhu (2019), the marketing idea of transmission has lost its competitive advantage, and big data should be utilized to carry out precision marketing to build the core competitiveness of enterprises. Zhang (2019a) pointed out that convenience stores should take advantage of the development of the Internet, relying on new technologies for precise positioning and integrating online to achieve high-coverage marketing and services. Sun (2020) argued that convenience stores take advantage of big data, integrate resources, and achieve omni-place integration to construct a new business model in the context of new retailing. Li and Yu (2021) argued that big data should be used to analyze the location of convenience stores to provide reference suggestions for the layout of convenience stores and urban planning. Zhang (2022) believes that the current convenience store operation and management lag and should actively explore the road of transformation and upgrading, optimize product categories, and integrate online and offline to improve customer service.

In summary, the development of convenience stores is closely related to their characteristics, the rapid growth at the same time, the problems arising from the operation of convenience stores should be combined with the development of the current era, the use of big data and other new technologies to improve their service

level. At the same time, it should be combined with the development of new retail, actively realize the integration of places, and innovate the business mode. It is consistent with the general background of this paper, but past research on local convenience store chains in second-tier cities is less. This paper will mainly focus on this type of convenience store.

2.1.1 Orange Convenience Store

Orange Convenience Store is the national version of chain-type convenience stores under Shandong Orange Convenience Life Co., Founded in 2017 in the spring city of Jinan. Orange is just the name of the convenience store. Orange Convenience Store is a business group enterprise specializing in the chain operation of convenience stores. The main business content is chain convenience store operation and management, and the business scope covers commodity retailing, brand agency, corporate group purchasing, and so on. After several years of development, the convenience store stores have thoroughly covered all districts of Jinan and continue to expand to neighboring cities. They were selected from the China Chain Store Association "2021 China Convenience Store TOP 100" list and have become one of the head brands of convenience stores in Shandong. Orange Convenience has the vision of "becoming a convenience store brand respected by customers," the brand concept of "better self," the business philosophy of "freshness, convenience, and warmth," and the unified and standardized store configurations, thoughtful service specifications, diverse commodity services and a variety of products and services, as well as a wide range of convenience stores. With unified and standardized store configurations, attentive service specifications, diverse commodity services, and convenient shopping modes, the company indeed provides consumers with convenient and fast retail services (Chengzhibianli, n.d.).

On October 10, 2017, Orange Convenience Store Jinan Hi-Tech Wanda store was officially opened, and then Orange Convenience rapidly expanded. Today, Orange Convenience has 81 stores in Jinan, mainly distributed in downtown core business districts, urban complexes, and other commercial atmospheres, relatively dense areas. Orange Convenience operates more than 3,000 varieties of products, and all stores are open 24 hours a day, providing free WiFi, free recharge and bill payment, parcel collection, takeaway delivery, free heating in microwave ovens, and other services, providing customers with one-stop services to meet their living and working needs. In addition to Jinan, Orange Convenience Store has successfully entered other cities in Shandong Province, such as Tai'an and Jining.

According to Jinan's seventh population census bulletin, the resident population of Jinan is 9,202,400, with a population density ranking first in the province. Due to the more developed economy, it attracts more people to gather, and the population aged between 15-59 years old reaches 5,852,700 people, which is close to 6,000,000. The population of the working age group accounts for 63.6% of the total number of

people. The number of people with a university degree (referring to junior colleges and above) is 2,386,300, accounting for 25.93%. The working-age population accounts for 63.6% of the total (Liu, 2021). In other words, there is one person with a university degree or above in every four people in Jinan. This indicates that Jinan's customer base is relatively young, highly educated, and has a solid, comprehensive spending power, which provides a favorable business environment for developing convenience stores. Due to the improvement of education and the development of social ideology, the overall consumption concept of consumers is no longer entirely price-sensitive but more turned to the quality of consumption (China Chain Store Association, 2021).

Especially the young consumer groups of convenience stores, such as the post-90s and post-00s, their conceptual habits and the last few generations have undergone a relatively big difference. While the consumption ability becomes higher, the new generation's consumption concept also reflects its uniqueness, such as the pursuit of health and environmental protection, paying attention to the value of the face, experience first, love of online shopping, easy to be planted, the rise of women's consumption, and the pursuit of brand values of the same and so on. Based on the modernization development in Jinan, young people with the first-line young people's consumption difference become smaller, and the traditional husband and wife stores and grocery stores lose the soil of rooting, which is also a favorable factor for the development of orange convenience stores. In addition, compared with other retail models that do not offer 24-hour fresh food supply, Orange Convenience Stores target a more precise customer base.

In short, Orange Convenience is at a good level of comprehensive strength in the industry, operating well, and has been continuously expanding its service areas, improving its service level, developing particular commodities, tapping into the consumer demand of primary consumers, benchmarking against outstanding enterprises in the industry, and continuously optimizing and innovating its business, sales, and service modes.

2.2 Marketing Strategy

Marketing strategy theories have emerged in response to changes in the business environment. With the development of the times, marketing strategy theories are also constantly evolving. Marketing strategy theories have gone through the strategic planning school, the environmental adaptation school, the strategic positioning school, the resource base theory, and the core competence school, the dynamic competence school (Robert, 1987).

Marketing strategy is a widely used term in the field of marketing. It is based on the analysis of the market and the competitive environment, combined with the resources and capabilities of the enterprise, to develop a series of targeted,

coordinated decision-making and action plans to achieve the enterprise in a specific time in the target market sales and market share growth, at the same time, in the long term to maintain and enhance the value of the brand and the competitive advantage of a kind of planning and implementation process.

Foreign marketing research started earlier than Chinese marketing research theories; the earliest foreign research can be traced back to 1823, while domestic research began to rise in the late 1970s, the initial main introduction of foreign marketing theories, with the continuous improvement of the economy, enterprises in practice to study marketing theories more suitable for China's national conditions, China's academia and enterprises have made different contributions to the development of marketing. Chinese academics and enterprises have made other contributions to the development of marketing.

Taken together, there are the following main aspects of research content and views: Marketing theory first appeared in the United States in the 1960s, pioneered by E. Jerome McCarthy, and identified the four core elements of product, price, promotion, and Place (Zhu, Li, & Tang, 2013). Sharkey, Dean, and Nalty (2012) elaborate in-depth on the "marketing mix" concept and explain the current marketing mix. Sharkey, Dean, and Nalty (2012) elaborated on the idea of "marketing mix" and analyzed the relationship between various unstable factors in the current market environment and the business performance of enterprises, and made it clear that if enterprises want to obtain a place in the market competition, they must have a precise grasp of the market direction, and at the same time, take specific preventive measures against the adverse effects caused by the potential unstable factors.

Cheng, Chien, and Woodburne (2017) clarify the concept of "global marketing." In the future marketing process, attention should be paid to advertising, human resources development, and other related aspects to ensure that the enterprise's profitability achieves the maximization of the development of the enterprise, at the same time, through the implementation of the corresponding marketing strategy in different countries around the world, to obtain the expected marketing effect, the embryo of the chain of enterprises. Williams et al. (2021), a famous American marketer, first proposed the market segmentation theory in his paper, which regards the existing market as a whole and forms a submarket by dividing the different needs of the overall market. Miyata, Muraki, and Iso (2020) clarify that global economic trends impact enterprises' development and strategic decisions. Based on this, the link between the international competitive environment and enterprise management activities is analyzed in depth, and combined with the existing relevant management theories, a comprehensive, multi-dimensional discussion is carried out, which systematically explains the strategic management theory that can play a practical effect in the process of enterprise management, and plays a specific guiding role in the development of enterprises in various industries in the international community.

Li, Yu, Sun, and Zhang (2021) conducted an in-depth analysis and research on enterprise marketing places in diversified market conditions and made it clear that in the context of the country's rapid economic development and economic globalization, domestic enterprises need to pay attention to the construction of marketing places and strengthen the management of marketing places while seeking their development, to ensure that the enterprise is healthier in the future development. Enterprises need to fundamentally improve the quality of enterprise marketing work by constructing a more scientific marketing concept, strengthening the structure of diversified systems, and playing the role of coordination and cooperation. Yuan and Zhang (2021), from the perspective of small and medium-sized enterprises, look into the current marketing development situation and the existing problems. At the same time, the importance of small and medium-sized enterprise marketing management is also clarified. Based on the current development status, the main issues in SMEs' marketing include the lack of novelty in marketing, poor integration of marketing management mode, insufficient diversification of marketing methods, and weak construction of marketing platform. Because of the above problems from the marketing concept, way, process, and medium structure gives the proposal specification.

Taking an overview of the research of relevant scholars at home and abroad, in-depth analysis has been done mainly in the direction of marketing, retail enterprises, domestic and international convenience store marketing mode and marketing design, new retail, etc. The development of marketing research theories, Through the study of the current situation of marketing, retail enterprises, and convenience stores, strategies and countermeasures are proposed in the areas of convenience store marketing strategies and marketing places, which provide some help to the research of this thesis. The arrival of the information age, the development of e-commerce technology, and the change in the retail industry have brought brand-new challenges to the marketing mode of convenience stores. Under the predicament of relatively few studies on new retail marketing strategies for convenience stores at home and abroad, there is an urgent need for research to speed up and fill the theoretical gaps as soon as possible. Therefore, this paper knots related literature and China's current market conditions and comprehensively analyzes the marketing strategies of selected convenience stores to provide a theoretical basis for Orange Convenience to develop more effective marketing strategies.

2.3 4P theory

The term "marketing mix" was first coined in 1953 by Neil Borden in his tenure speech at the American Marketing Institute, where he argued that the "marketing mix" reflected the fact that a change in marketing variables or factors would affect people's consumption. Subsequently, American marketing scholar Jerome McCarthy first proposed the marketing term 4P. Then, 4P was introduced into the marketing theory. 4P marketing theory is the marketing theory of the combination of four elements:

product, price, place, and promotion (Lu, 2019). Currently, 4P marketing theory is the leading marketing theory to analyze the current state of business, using product, pricing, place, and promotion strategies to examine a company's overall marketing (Zhao, Wang, & Wang, 2018). The 4P theory is at the center of marketing theory, and Jerome McCarthy's theory is also known as the 4P marketing mix theory.

Product refers to the enterprise to put into the market all kinds of goods or services, and these goods or services can meet the psychological expectations of consumers to realize the goal of marketing. This kind of product is mainly a combination of types, styles, quality, brands, and so on to meet the consumer's multi-faceted, multi-level shopping needs to enhance the core competitiveness of the enterprise. Product strategy is the foundation and core of the whole marketing mix strategy, so enterprises must develop a marketing strategy around the product strategy. Sharma, Krishnan, and Grewal Value (2001) argue that product strategy involves combining and applying technical elements such as technology roadmap, presentation of solutions, and even demonstration and validation.

Price is a way for companies to accurately grasp and predict the pattern of change in the market and make price adjustments according to the real-time market situation to attract more consumers and achieve the predetermined sales target. In this process, the beginning of the pricing for the company's overall marketing program sets the tone. After the price just floats above and below the base price, the enterprise will choose to discount promotions, installments, and other ways to regulate the price to achieve the enterprise's predetermined sales targets. In the marketing strategy mix, the price strategy plays an important role and directly affects other systems.

When judging whether the price is ideal, consumers will think of the reference price and then consider whether the price tag is lower than they think. Suppose it is lower than the psychological expectation. In that case, it will be easy to promote the purchase, so the marketers will use a variety of ways to imply that the price is lower than the competitors or lower than the original price of the product to stimulate the consumers to buy (Kotler & Keller, 2006).

Place refers to the use of reasonable commodity trading places to achieve the established marketing objectives. This place includes the circulation of products, the choice of intermediary agents, the integration of storage and transportation, and other factors. The use of place strategy is an integral part of the overall marketing strategy, can effectively reduce enterprise costs, play the price advantage, and enhance enterprises' competitiveness. Places are ubiquitous; any third party can actively or passively exercise place functions (Wang, 2015). Whether it is a direct place or an indirect place, the enterprise mobilizes third-party resources to build a tripartite relationship posture based on the relationship posture between the enterprise and the

target customer on both sides, forming a tactical encirclement of the target customer (Wang, 2012).

Promotion refers to using different promotion and publicity methods by enterprises to attract consumers to buy, through which they can realize their marketing objectives. These methods include the promotion of some dating software, personnel promotion, celebrity endorsement, and other combinations of marketing means, including the arrangement of specialized personnel responsible for telephone promotion, distribution of flyers in shopping malls or other crowded places, the use of online platforms to market to the public and real-time updating of the enterprise's product information, to enhance the integrity of the enterprise so that consumers can always learn about the enterprise's product information, and to influence potential customers, to achieve the purpose of promoting products. (Shi, 2020).

4P marketing theory, from the proposal, has been used by many scholars. The approach has become a standard method to analyze enterprise marketing strategy. Still, the actual application of the 4P theory in the enterprise should be combined with their characteristics and the actual situation to understand the advantages and disadvantages of the 4P theory, and reasonable use of the theory to guide the work.

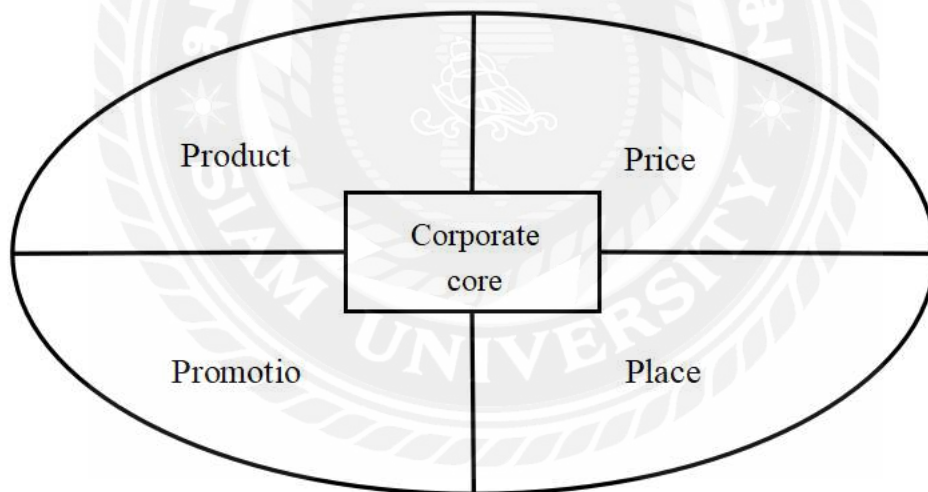


Figure 2.3 4P model

Chapter3 Research Methodology

3.1 Introduction

This paper adopts a qualitative research method to explore the 4P marketing strategy of Orange Convenience Store by reviewing the 4P marketing strategy, summarizing the relevant issues, writing an interview outline, and conducting interviews to understand more data from the consumer side, analyzing the market implementation of the current marketing strategy of Orange Convenience Store, and exploring its 4P marketing strategy.

3.2 Sampling

The research object of this paper is 81 Orange Convenience Stores in Jinan City, adopting a comprehensive survey to conduct qualitative interviews with their management, and the success rate of the interviews is 100%.

3.3 Research design

The purpose of the interviews was to understand the views of Orange Convenience's management on the existing marketing strategy of the convenience store. At this stage, the marketing strategy of Orange Convenience, which is not entirely in line with its characteristics, has led to a decline in business capacity, which is not conducive to the long-term development of the convenience store. To comprehensively and objectively understand the current marketing process problems and use the results to explore targeted 4P marketing strategy to improve business income.

The interview questionnaire was designed to focus on the 4P marketing strategy, and the interview outline was designed from four aspects: products, prices, promotions, and places, with a total of 12 questions. The interviewees were the management of Orange Convenience Store—the first part of the interview content: Orange Convenience Store product marketing status quo. The first part of the interview is about the current situation of product marketing at Orange Convenience Store. Through the discussion with the management, we can understand the case of the product categories in the convenience store and provide a basis for developing marketing strategies in the product aspect. The second part of the interview is the current situation of product price marketing in Orange Convenience Store. Discussions with management to understand the price of convenience stores to provide a basis for developing marketing strategies in terms of cost. The third part of the interview is about the current situation of place marketing in Orange convenience stores. Through the discussion with the management, to understand the places of commodity purchase and the places of obtaining information, to provide a basis for the development of a place marketing strategy. The fourth part of the interview is the current situation of promotion marketing in Orange Convenience Store. Through the discussion with the management, to understand the promotion situation of the

convenience store to provide a basis for developing a promotional marketing strategy. The question was designed according to the 4P theory as follows:

Table 3.1 Interview questionnaire composition

Product	<p>1. Which product categories of Orange Convenience are currently more popular? A. Drinks liquor B. Fresh food C. Snacks D. Cigarettes E. Daily necessity F. Others</p> <p>2. Do you think the current product marketing strategy needs to be improved? Do you have any suggestions?</p>
Price	<p>1. What is the customer unit price of Orange Convenience Store? A. Within 10 yuan B. 10-25 yuan C. 25-50 yuan D. More than 50 yuan</p> <p>2. According to market sales, what do you think is the overall price level of Orange Convenience Store? A. Highly priced B. Moderately priced C. Cheaply priced</p> <p>3. Do you think the current pricing marketing strategy needs to be improved? Do you have any suggestions?</p> <p>4. Are there any better measures to improve the store's profit?</p>
Place	<p>1. What are the consumption places of Orange Convenience Store? Which ones have a better marketing effect? A. take away order B. Wechat mall, small program. C. Tik Tok live room D. Offline store</p> <p>2. What are the main places for releasing product information of Orange Convenience Store? What marketing effect is better? A. Offline store B. take away platform C. WeChat Public D. Wechat mall E. Tik Tok live room</p> <p>3. Do you think the current place marketing strategy needs to be improved? Do you have any suggestions?</p>
Promotion	<p>1. What are the promotional activities of Orange Convenience Store? Which ones are more effective? A. Single item discount B. Full reduction activity C. Second N yuan/half price D. Membership activities E. Lottery promotion F. Joint activities (e.g., bank card discount)</p> <p>2. Do you think the current promotional activities are attractive to customers? Less attractive B. General C. More attractive</p> <p>3. Do you think the current promotional marketing strategy needs to be improved? Do you have any suggestions?</p>

3.4 Data Collection

This paper collects the needed information by designing an interview questionnaire and conducting face-to-face interviews with the management of 81 convenience stores.

3.5 Data Analysis

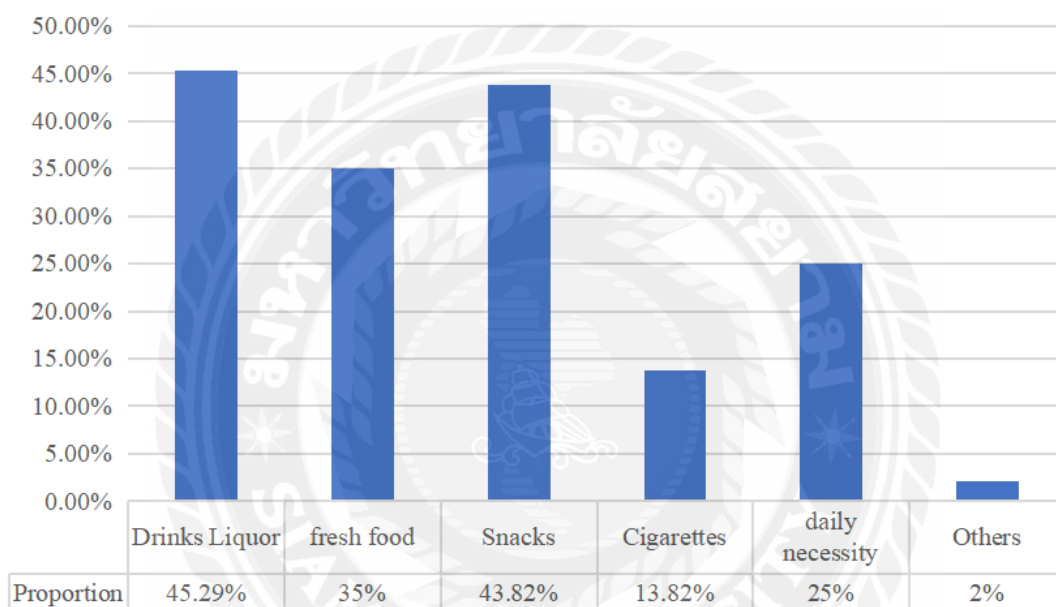
Interviews were conducted from April to June 2023 to obtain relevant information, and the data collected was analyzed and summarized according to the 4P theory.



Chapter 4 Finding

4.1 Products

Currently, Orange Convenience, like other convenience stores, focuses on the categories of Drinks Liquor, fresh food, and snacks. According to the results of the interviews, Currently, the number one consumer product category in Orange Convenience Stores is Drinks Liquor. Accounting for 45.29%; the second is snacks, accounting for 43.82%,. The third category is fresh food, accounting for 35%, which indicates that the fresh food in Orange Convenience Store has not yet formed a brand-dominant effect, the characteristics of the operation are not significant, and the sales units are still concentrated in the homogeneous categories of goods in the convenience store industry.



4.1 product interviews

4.2 Price

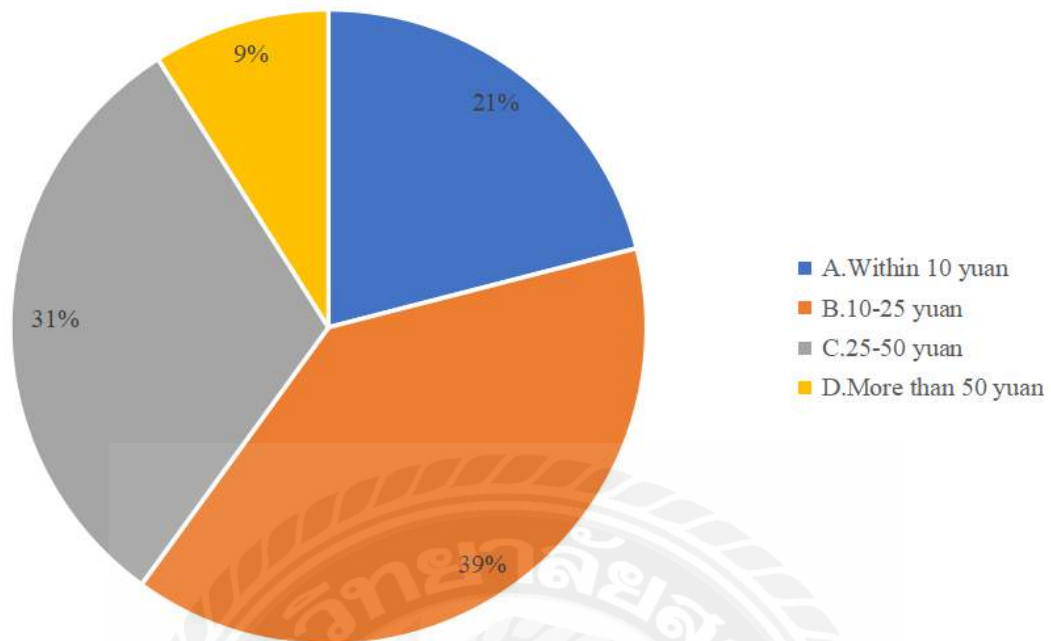


Figure 4.2 Customer Unit Price Interviews

According to the results of the interviews, Figure 4.2 above shows that the convenience store unit price is the most in the range of 10-25 yuan, accounting for 39%, followed by 31% during the period of 25-50 yuan, and 21% within the range of 10 yuan, which coincides with the average consumer unit price of the stores predicted by Orange Convenience. Orange Convenience in Price Interviews, Figure 4.3 interviews found that more than half of the managers think that the cost of goods is moderate, 27% believe that the convenience store price is low, 20% think that the price is high, in general, the price system of Orange Convenience belongs to the price level of the more acceptable.

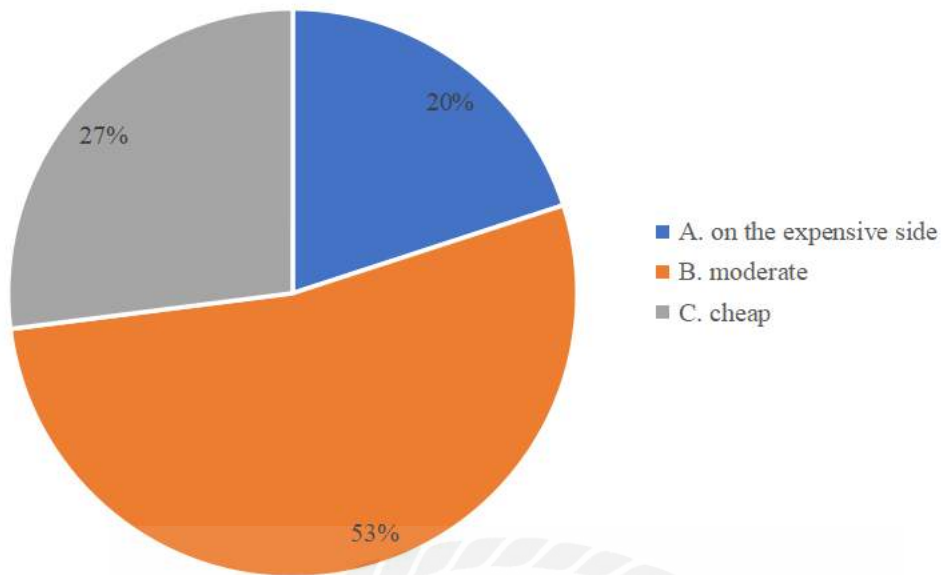


Figure 4.3 Price Interviews

The interviews with convenience store management show that just over half of the managers believe the pricing is reasonable. In contrast, the others indicate room for improvement, whether on the high or low side. From a market perspective, Orange Convenience has generally converged in pricing relative to convenience stores in the same market. Although Orange Convenience stores have reached a specific size in close numbers, the current pricing methodology is not significantly attractive. It does not allow the convenience store to maximize gross margins.

4.3 Places

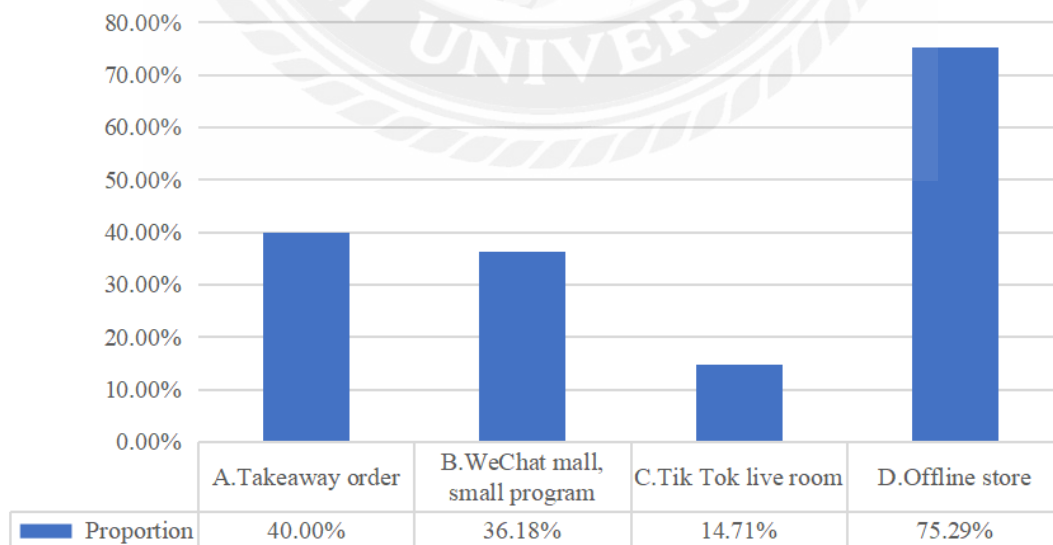


Figure 4.4 Place interviews

Through Figure 4.4, the results of the place interviews, it can be seen that the best place for the sales of the orange convenience store is still the offline store, accounting for the most significant 75.29%, followed by 40% of the takeaway platform, WeChat mall, live broadcasting and Tik Tok live room number of the places accounted for a relatively small proportion. It shows that the offline place is still the primary way of convenience store consumption. It should also be noted that the convenience store in the setting of a variety of places to consume, although not limited to a certain way, in general, the online place customers choose less, the place of consumption is still relatively single and Multi-place integration is still far away.

Meanwhile, Figure 4.5 below shows that among the places where Orange Convenience Store's product information is published, the offline store is still the most critical (84%). Still, compared with the consumer places in Figure 4.4, there are other places other than offline stores, such as takeaway platforms, public numbers, and TikTok, which make the places where the product information can be published more diversified. This suggests that with the development of emerging media, today's consumers no longer rely solely on physical stores to obtain information, and online data from various places is integrated, but the degree of integration is poor.

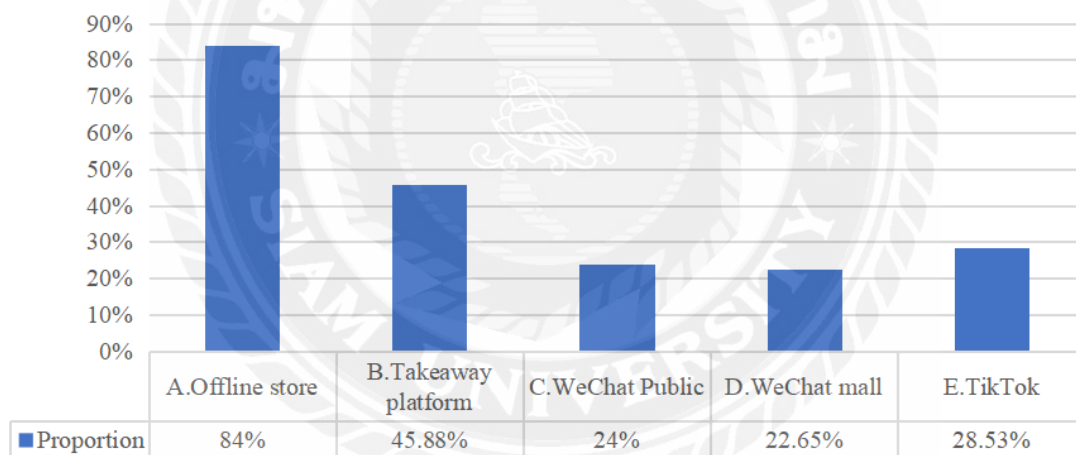


Figure 4.5 Results of interviews with places where information is published

4.4 Promotion

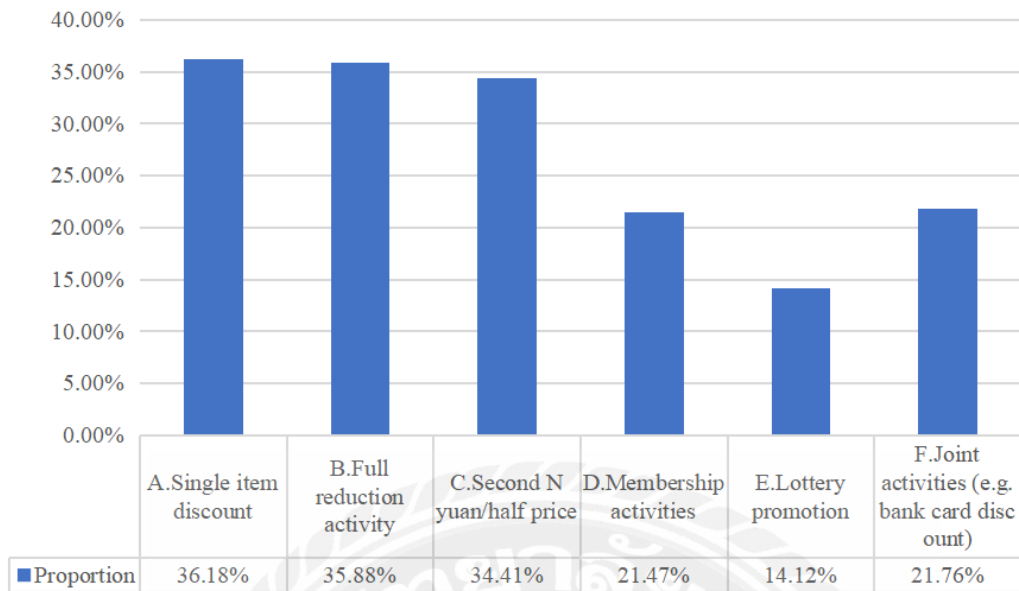


Figure 4.6 Promotional Interviews

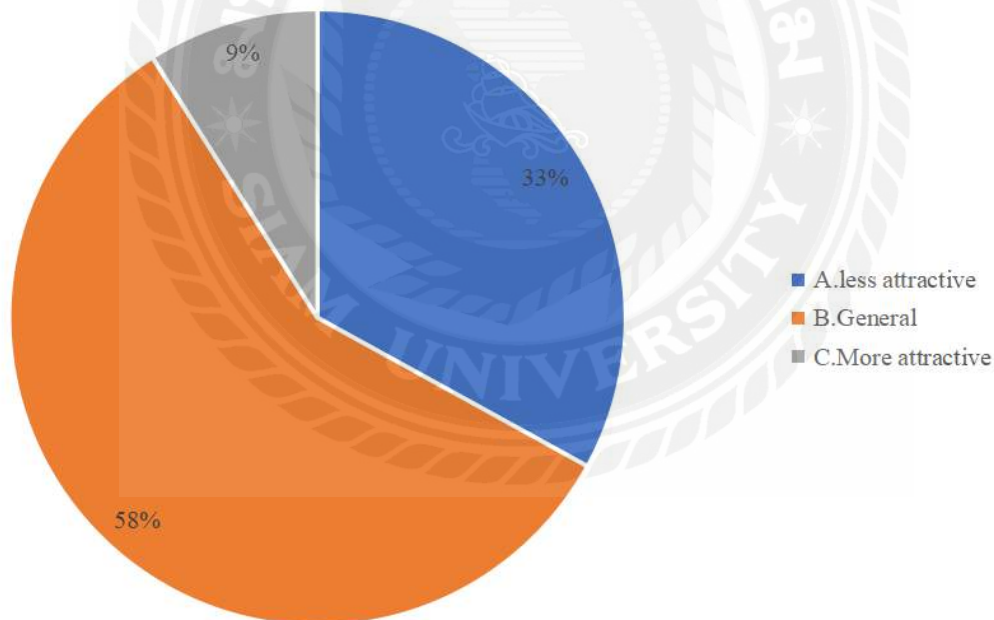


Figure 4.7 Interviews on the attractiveness of promotional activities

Firstly, Figure 4.6 shows the promotional activities adopted by Orange Convenience Store. The interview results show that no promotional methods were chosen by more than half of the managers, and there is not much difference in the percentage of choices of various promotional activities, which indicates that none of the overall promotional activities achieved the desired effect.

In the promotional attractiveness interview, Figure 4.7 also shows that more than half of the managers think that Orange Convenience promotions are average in attractiveness, 33% of the managers believe that the choice of promotional methods is less attractive, and only 9% of the managers believe that they are more attractive, which shows that Orange Convenience Stores do not have substantial attractiveness to customers when it comes to promotional activities.



Chapter 5 Conclusion and Recommendation

5.1 Conclusion

5.1.1 The Current State of 4P Marketing at Orange Convenience Stores

Through the communication interviews with the management of 81 Orange Convenience Stores, organizing the first-hand information obtained from the discussions, and combining the relevant data review, the current marketing status of Orange Convenience in Jinan is summarized as follows:

After Orange Convenience Store entered the Jinan market, it already has 81 convenience stores and is well established in Jinan's convenience store market. At present, Orange Convenience Store has a relatively mature and perfect offline sales, full-temperature storage logistics and distribution system, as well as a variety of situations in the service network, and gradually formed a perfect operation system, procurement system, logistics system, and advanced management concepts, and has developed into a professional, information-based and modernized chain of convenience store enterprises, which significantly improves the overall efficiency and strength in the industry.

With the expansion of stores, the emergence of poor management and implementation issues, especially since 2020, and the impact of the new crown epidemic, the convenience store industry is increasingly fierce competition. Orange convenience stores are facing "internal and external problems." First of all, the model of rapid expansion is no longer applicable, and the appropriate store location resources have been seized. Still, in the First, the fast expansion model is no longer helpful; the suitable store site resources have been taken, but in the same market, the enterprise's brand appeal has not been matched with the scale. Secondly, multi-brand capitalists have entered the Jinan market, creating more significant competitive pressure on Orange Convenience Store. Profit margins are significantly lower, turnover in the number of stores is now relatively stable, gross profit margins improved into the difficult, and even some stores' monthly financial situation of losses puts forward a more significant challenge for the Orange convenience store marketing strategy.

Product Status. Products are the core of all retail business operations, and the variety and quality of products directly impact a retailer's consumer satisfaction. Orange Convenience has been strictly controlling its products' quality to meet customers' diversified needs. Although Orange Convenience is currently mainly a retail terminal distributor, it is also striving to deepen the innovation of its brand. In terms of product mix, Orange Convenience also tries to combine its resources and store opening scale to provide products.

Orange Convenience mainly follows the strategy of popular, fashionable, high-quality, and value-oriented products, as convenience stores are dominated by young people and the out-of-home food population, who enter convenience stores mainly because of temporary needs. In addition, this part of the customer base is more concerned about the popularity of the goods, and the price sensitivity coefficient of the goods is lower. The characteristics of Orange Convenience goods are mainly characterized by diversified and rich, high-quality, primarily ready-to-eat interests, and their corresponding goods account for a relatively large proportion of sales.

Currently, the merchandise of the convenience store is heavily homogenized with the merchandise structure of other branded convenience stores, except for its brand. In the results of the interviews in the previous section, it can also be seen that the most significant part of the consumer goods category is not the fresh food of Orange Convenience Store with its brand. Although convenience stores have been expanding their fresh food series, due to the lack of professional food processing experience, there is still a gap between the selection and taste of food processing and mature convenience store brands such as 7-Eleven. Except for their brands, most convenience stores do not have much difference in product types, and the update rate of some products is much lower than that of their competitors. The low rate of private labels leads to serious homogenization of products and low overall profitability.

Price status. The product's price reflects the product's value to a certain extent and is also closely related to the profit margin of the enterprise. The Orange convenience store chain has implemented different pricing strategies according to the other attributes of the commodities.

First of all, for price-sensitive commodities such as tobacco and alcohol, due to the wide range of sales places for such items, a variety of supermarkets and convenience stores exist, and customers buy with high frequency. Alcohol and tobacco products are indispensable commodities. They also attract traffic. Suppose these commodities are priced higher than the market price strategy. In that case, it will cause consumers to this convenience store price high impression, so in this type of goods, Orange Convenience adopts the "anchor effect" pricing method, that is, to maintain parity with the market price, to drive customer flow.

Secondly, Orange Convenience for the private label type of goods, such as Kanto boiled, bento, desserts, etc. As its central kitchen processes it, the private label is a highly competitive commodity that differentiates the company, and because the cost is controllable, the profit margin is also relatively large, so it is an essential commodity to capture market share. Therefore, it will focus on such commodities in its marketing strategy to establish brand influence. Orange Convenience adopts the penetration pricing strategy for such goods and uses the image of low-priced, high-quality

products to quickly enter the market, helping to build customer loyalty, directly driving the store's profit margins, and then quickly occupying the market.

Finally, Orange Convenience mainly combines non-explosive low-temperature commodities and casual snacks for slow-selling commodities. Because some of these goods have a shorter shelf life, especially cold cabinet goods, daily freshness checks are easy to exist in the slow-selling products, resulting in a high loss rate. The combination of pricing is conducive to reducing slow-selling goods. In addition, generally speaking, slow-moving goods are less competitive, and the variety of goods pricing strategy is conducive to the operation of the inventory and improves operational efficiency.

It is usual for convenience store pricing to be slightly higher than ordinary superstores. Still, they must have systematic pricing methods and advantages in the same convenience store market. In the interviews in the previous section, the number of Orange Convenience Store customers spending 10-25 yuan in the consumption range is the largest. Still, from the perspective of unit price, Orange Convenience Store's unit price is on the low side, and only more than half of the customers think that the pricing is reasonable. The others, whether they are on the high side or the low side, indicate that there is still room for improvement. From a market perspective, Orange Convenience Stores are generally priced similarly to convenience stores in the same market. Although the stores have reached a specific size in relative numbers, the current pricing method is not attractive to customers. It does not allow convenience stores to maximize gross margins.

Place Status. At present, the main sales places of Orange Convenience are offline stores. Under the traditional offline sales of stores, it also assists in opening up online sales places such as takeaway, WeChat Mall, and TikTok live broadcasts. However, sales are still mainly focused on traditional offline sales and takeaways. The current WeChat Mall and TikTok live broadcast also concentrates on issuing coupons and coupons, including some of the new discount activities. They can temporarily not realize the direct delivery online; customers need to pick up offline. In addition, the takeaway place mainly cooperated with the two takeaway platforms of Meituan and HungryMall, the third-party direct delivery. The store manager and operation control data synchronization in the background. Some new products and inventory quantity will be updated at the end of one day's sales, new products will be uploaded to the store earlier than all online platforms, and fresh food and other commodities whose inventory is easy to change will be updated later than the sales data of offline sales places.

New retail pays excellent attention to the efficiency of omni-place marketing, and the main marketing places of Orange Convenience Store are mainly divided into online and offline. In the previous section of the interview, it can be seen that two-

thirds of consumers are acquiring marketing messages or offline stores. These consumers' offline marketing information acquisition places are store posters, new product recommendation labels, payment of the cash register near the preferential policies, etc. This part of the marketing information is facing or into the store part of the customer base. The online marketing access places a little more, mainly WeChat public number tweets, TikTok live broadcasts, takeaway platforms, etc. Still, consumers in this part of the access to information accounted for a relatively small number of people. No matter which place, the focus of marketing content will differ, and there is a lack of linkage with offline marketing activities, so customers can not feel the actual stress of marketing.

Promotion status. Zhang (2021) In the e-commerce platform, there are no promotional activities when the price is the same as the offline. There are no meager prices. The purpose is to use online to feed the offline to stimulate new consumption opportunities. In terms of promotion, Orange Convenience's main methods are discounts and price reductions, total reductions, coupons, and event promotions. The leading promotional strategies when new products are launched are discounts or combination products.

To increase the number of consumers and reduce wastage, for new products and slow-selling products, the promotion of single product discount will be adopted; for low-temperature products and snacks, the promotion of the second N yuan/half-price will be adopted; and for some products will adopt the promotion of +N yuan for purchase. To increase the customer unit price, the products in the particular offer area will adopt the full-price reduction strategy; gifts and lucky draw promotions may accompany some products. To enhance brand loyalty, some brands will adopt joint promotion; food products will adopt membership promotion.

However, through the results of the interviews in the previous section, it can be seen that the difference between each promotional method is not significant. No promotional method has a selection ratio of more than half in terms of promotional attractiveness, and the proportion of consumers who believe that the promotional beauty of the survey is also tiny, which suggests that the effect of the current promotional methods of the Orange Convenience Store are unable to achieve the desired result.

5.1.2 Suggestions for Optimizing the 4P Marketing Strategy for Orange Convenience Stores

This paper comprehensively applies the 4P marketing strategy, designs the interview outline, obtains the current marketing information of Orange Convenience Store through in-depth interviews with managers, organizes the content of the discussions, summarizes and analyzes the results of the interviews, and explores the current marketing status of Orange Convenience Store, and discovers its current marketing status is unsatisfactory.

5.1.2.1 Product Strategy

Optimize online product information. Consumers should significantly improve the convenience and comfort of the shopping process, and the communication between various places should be smooth and consistent. Orange Convenience Store's online ordering and delivery media mainly focus on takeaway media and WeChat's small programs, but the current platform commodities are often out of sync. Such as online takeout and corresponding store merchandise category inconsistency, inventory quantity inconsistency, new products not entering the platform on time manner, etc., often need to store staff and consumers again to confirm the purchase demand, wasting the time of both sides also undermines the experience of ordering goods. This requires optimizing online commodity information, not only inventory quantity information but also the promotion and classification of commodities, to improve the satisfaction of commodity services. For WeChat's small program, only part of the new product discount information and coupon packages, which is utterly insufficient for consumers to browse and buy, should be all the information on the goods on sale in the minor program on the shelves, at the same time highlighting new products or seasonal pop-ups section, so that customers often see new. At the same time, other ports such as TikTok live broadcast and public numbers should also optimize the product online services, not only promotional information but also some new products on the shelves, explosive effects recommended services. Let each online port not just stay in the "sell goods," but to achieve the consumers do not buy but also love the time. But to achieve the effect that consumers love to browse occasionally even if they don't believe.

Create your fresh food brand. Consumer demand for product personalization has dramatically increased. If Orange Convenience Store wants to form a brand competitive advantage, it must differentiate itself in fresh food. As foreign convenience store companies in the industry already have a sound food procurement, processing, and research and development model, Orange convenience stores in fresh food also need to innovate and introduce more local characteristics of food culture. Fresh food is the best-selling type of store, such as Convenience Bee's beef stew with potatoes, Whole Family's coffee, Rosen's bento, and 711's Kanto Boiled, which all have an excellent reputation, and also tend to take up a large portion of GMV (Gross Merchandise Volume) due to the extremely high gross profit (Xia, 2018). It is

necessary to increase the research and development of new products in its fresh food kitchen, combining Jinan people's tastes and unique food culture and developing amazing pop-up products to form a brand identity.

In addition, it is necessary to capture consumer demand to improve the quality of fresh food, which also benefits the growth of overall customer stickiness. Currently, fresh food SKUs account for a relatively small portion of the overall SKUs, but of course, as the proportion of fresh food is increased, the issue of new food loss will be very tricky. Fresh food promotions can be carried out more often, for example, after the peak period of customer traffic in different stores, to ensure the freshness of fresh food to a certain extent based on reducing the loss and increasing the turnover. After Orange Convenience Store calculations, if the proportion of fresh food is increased to more than 35%, the inverse can increase the gross profit margin by 0.6%-0.7%, so it is essential to improve the fresh food system based on a certain degree of gross profit.

Enhance the innovation of commodity service. Convenience stores have a specific regional distribution of characteristics to quickly achieve a particular region in the chaining and branding development process. Store appearance and commodity services have a certain standard. This development strategy in the early stage of the brand establishment to achieve the scale effect of the effectiveness of the remarkable. Most of the convenience store's free services, such as courier delivery, microwave heating, and some forms of shared services, are similar. However, after the brand chain convenience stores reach a specific scale, how to form their goods and services of innovation has become a priority (Wang, 2020).

China's vast territory, regional social cultures, and consumption habits have specific differences. Convenience stores are very close to the consumers of the retail industry, and there is more need to combine the local consumer market business environment and consumer culture. As a local convenience store brand intensely cultivated in the Jinan market, Orange Convenience Store needs to pay attention to the innovativeness of goods and services during the development process and create its brand of personalized goods and services by taking advantage of its local strengths and insights into the market. Whether in the store categories of goods and service personnel characteristics can be put on the local label, such as increasing the Jinan characteristics of the brand, regional parts of the goods, and then creating a special pop-up, increase the degree of brand personality and innovation, to increase the unique advantages of the enterprise.

5.1.2.2 Price Strategy

How the product mix is priced partly determines the profit margin of the convenience store. The product mix of Orange Convenience Store cannot demonstrate its differentiation from its competitors due to a homogenized selection of products and pricing strategy. The marketing process must be clear about the relationship between

price and sales and sales and profits. For Orange Convenience Store, pricing is profit maximization under the balance of sales and gross margin.

Exclusive brand operational pricing. China's local convenience stores, compared with foreign convenience stores, the most significant weak link of the private brand is less, which will lead to convenience stores becoming retail hollowing out places, profit margins are thin. Convenience stores realize this problem and create their own brands and central kitchens. However, due to limited research and development capabilities and less variety of goods, most of the pricing imitates the foreign convenience store fresh food independent brand pricing. The pricing strategy does not show their service.

The pricing strategy does not show the uniqueness of its services. So, do not pursue a low-price model for the Orange convenience store's unique products. It should be combined with the cost and operation of the appropriate pricing, convenience stores to go popular, fashion, high-quality value-based strategy, private label, especially fresh food in the new subsidy period, can be fit to pull up the same price band of products to do high-price, high-quality products, and at the same time, as soon as possible, off the shelves of the stalled products after the space listed new products, to enhance the rate of new product introductions.

Bestseller intermediate pricing. The best-selling products refer to the products with better market sales and fewer backlogs in the market relative to the same type of products. The best-selling products have nothing to do with the degree of newness of the products but mainly refer to the inventory turnover rate or the dynamic sales rate. The best-selling products in Orange Convenience Stores are on par with the market price. Although this is beneficial to the sales of the products, this pricing method is generally ineffective in improving the profit margins of convenience stores since many of the best-selling products belong to low-margin products. According to the two-to-eight principle of Pareto's law, combined with the best-selling products' characteristics, intermediate pricing can be carried out after analyzing the market mechanism.

Combination pricing for slow-moving products. Slow-selling products are the operation of the sales process, inventory turnover rate is relatively low commodities, slow-selling products, once the sales cycle of more than 90 days, is also directly defined as slow-selling products, slow-selling products on the cost management of the convenience store and the commodity structure has a negative impact, so should be completely disconnected from the elimination of products. Merchandise display is supposed to be the survival of the fittest. To enhance the profit margin of convenience stores, the turnover speed of slow-selling products should be accelerated, and a combination of pricing strategies can be adopted. It can be based on the use of the commodity cycle and sales cycle, fast and slow, to speed up its overall inventory

turnover speed. A combination of food and beverage, price increase purchase, discount coupon consumption, etc., through various products is conducive to reducing slow-selling goods. It accelerates the rate of commodity turnover so that consumers feel cost-effective and improve their willingness to buy.—for example, the best-selling low-temperature freezer goods and high-profit leisure snacks for the combination. Driving overall sales profits simultaneously will also reduce the impression of high prices.

5.1.2.3 Place Strategy

Under the new retail business model, enterprises should remove all kinds of barriers between retail places in an "omni-place" way. At present, the sales places of Orange Convenience Store are still dominated by offline stores, partly because the convenience store business is a retail model dominated by offline sales. Still, due to the development of the Internet e-commerce platform, consumer spending habits have also undergone a significant change. Coupled with the impact of the two-year New Crown Epidemic, the proportion of people who order online is also gradually expanding, and Orange Convenience Store's sales performance has also brought a more significant impact and a more substantial effect.

Scientific adjustment of the location of the store. Convenience store location is critical in determining the success or failure of convenience store operations. Reasonable layout and location are the first steps to opening a store successfully. Only the precise control and positioning of the service object can promote the sound development of convenience stores. The convenience store location considerations mainly focus on the radiation population, regional economic development level, consumption level, mobile population, dynamic line and traffic conditions, and other factors (Yin, 2015). The type of area is mainly divided into commercial office areas, residential areas, school districts, pedestrian flow areas, and other styles. This classification is reasonable, but it does lead to many convenience stores piled up operations, high market saturation in the region, and not conducive to branding and function. In the first-mover advantage to occupy a lot of reasonable store sites, for the initial scale effect laid an excellent cornerstone, Orange convenience stores for site selection is also vital. However, in recent years, the scale and site selection are not reasonable due to the number of stores continuing to expand. Many store's open store time is not long enough to close store transfer, which is not lacking in the new situation of the store site selection unreasonable assessment.

Enhance the degree of omni-place integration. The operation of convenience stores is inevitably inseparable from the construction of various places. In contrast, online and offline place integration and resource integration are ways to meet consumers' diversified service needs. The future of retail must be oriented towards omni-place operations; those without data capabilities will not be able to keep up with the changes, and those with backward digital technology will suffer. However, the

lowest level of competitiveness is the operation of users. Orange Convenience Store is more competitive than supermarkets and mature foreign brand convenience stores. At present, the place integration efficiency of Orange Convenience Store is relatively low compared with that of supermarkets and adult foreign brand convenience stores, especially the integration of online and offline places of convenience stores. The degree of integration between online and offline places is poor. The online Orange Convenience Store + Mall does not provide multi-category and diversified services for online customers, and other platform services are also mainly focused on promotions and diversion offline. The degree of integration of omni-place needs to be improved in many ways.

Orange Convenience Store should optimize its services for each place. For example, the online SKU of WeChat Mall should be adjusted as much as possible to be consistent with the SKU of the offline stores and more, the takeaway platform should be compatible with the store's purchase and sale data in a shorter period, and the goods of TikTok live broadcast should not only be realized as the promotional products for offline self-pickup but also let the new products be "ordered first." "The latest products should be "ordered first". That is, customer-centric orientation, extensive data precision marketing, to provide different commodity combination services to enhance their online experience, and to cultivate consumer loyalty with high-quality services, reshaping the competitiveness of the business platform, to create a vital consumer terminal. It improves the ability of Orange Convenience Store to integrate the resources of various places, fully connects the online and offline places, sales staff, and distribution system, and reduces the costs and expenses of customer acquisition. Under the enhancement of omni-place efficiency, it establishes customer-centric value orientation, optimizes service experience, and reduces costs and intermediate links in marketing places.

Strengthen cooperation with third parties. As the primary resources of Orange Convenience Store to attract customer flow are its convenience store stores and franchises, the sales place is mainly its attraction of customer flow and member traffic. To broaden its own sales places, you can utilize cooperation with third parties to increase the width of the customer flow and sales places. First of all, offline, you can cooperate with different brands. The introduction of joint products, such as cooperation with Pepsi, on the new debut of the product, which is to broaden the brand's market transformation of the private sector traffic, has certain benefits. At the same time, you can increase cooperation with the offline shopping district, such as holding new product tastings, anniversary celebrations, and other activities. If the cost is sufficient, you can directly invite online red interaction in the shopping district where the offline stores are located to enhance the brand image and on-site release of new product tasting trials.

Secondly, online should increase sales places and expand online shopping places as soon as possible to optimize the WeChat shopping mall, orange convenience + sales places to build. TikTok, in addition to live broadcasts, can also speed up the establishment of the realization of offline pickup. At the same time, they should be able to order their own logistics system directly online to achieve the same city delivery. Through varieties of social media sales places, increase consumer touch points, expand the radiation range of brand stores, are timely and efficiently push commodity information and activities.

5.1.2.4 Promotion Strategy

Online and offline linkage promotion. New retail requires the integration of online and offline resources, which is also true in promoting this link. Focusing solely on creating a promotional atmosphere in a specific segment or not unifying online and offline promotional techniques will reduce the consumer experience. Although the promotional methods of Orange Convenience Store are carried out online and offline, the promotional strategies online and offline are slightly different. Customers on the online Tiktok platform, WeChat small program, and other places are more likely to experience coupons, total reductions, single specials, and other less promotional methods. Still, types of promotional methods will be more diversified, which leads to differences in the customer's shopping experience.

Regarding online promotion, the current promotion focus on total reduction activities can continue, but other activities should also be carried out accordingly. Meituan and Hungry's takeaway platforms, such as cryogenic products, often promotional methods of the second N yuan, and new discount activities should also be carried out simultaneously. The WeChat platform and TikTok, in the enhancement of the richness of the product at the same time, should be differentiated products, such as fresh food, seasonal unique effects, the main The promotion of new products should be placed in a vital position, and at the same time, a variety of promotional information should be delivered to members, and attention should be paid to the optimization of promotional categories and services in the operation of the community. Overall, online should strengthen the brand building and service experience optimization in the promotion process so that the online promotion, at the same time, increases the interaction with consumers and the service experience of the interesting, enhances the visitor flow, expanding the brand's customer welcome. At the same time, the offline service experience ensures the atmosphere of promotion and service quality, so online and offline promotions are linked to enhancing the overall flow and performance.

Joint Merchant Offers. At present, the preferential activities of Orange Convenience Store, in addition to its store discount package activities, mainly including various credit card spending with banks and some complete reduction activities with the Meituan Hungry Mou and other takeaway platforms, are still

focused on the price level, the lack of other merchants co-branding cooperation, their traffic is still limited to the convenience store radiated range. In this regard, you can increase the collaboration of different industries to expand customer flow while raising brand awareness. For example, through the museum, milk tea store, or even some well-known merchants in the Jinan region to jointly launch promotional activities, bank points for convenience store pop-up products, and a series of services in the joint pricing of certain concessions in exchange for a certain number of sales of goods to enhance. At this level, it can expand its private flow, brand stores, and the degree of membership absorption to increase consumer brand stickiness for the Orange convenience store chain.

It is expanding group-buying sales places. Community group purchasing is not new. In Jinan City, each community has its group purchasing points. Although the overall community group purchasing currently does not give the overall performance of the convenience store, it has brought an enormous impact. With the rapid development of e-commerce, the convenience store's future growth is essential to consider this market. This mode of operation for the current Orange convenience stores can also be learned. As a local convenience store brand leader, Orange Convenience Store has a particular scale in the Jinan market, with stores throughout the community and business circles. To a certain extent, it already has a certain degree of convenience store.

Orange convenience stores can be through their existing warehouse and logistics distribution capabilities, relying on their thousands of SKUs, the daily development of dozens of products for the opening of the group, so that customers directly online small program or members of the WeChat group to place their orders, while eliminating the head of this link, directly by the current store manager and store staff for the opening of the group to receive orders, and then its own logistics distribution to the stores, the customer's own to the nearby convenience store stores to pick up the goods. The customer will pick up the goods at the nearby convenience store. Due to the existing supply chain distribution system, there is no need for additional investment in the front warehouse, which their stores also complete, but also can save part of the cost of customer acquisition, save the commission of the store manager in the operating expenses almost do not need to increase. Orders can be placed first, greatly enhancing the frequency of consumption and, at the same time, strengthening the management of the inventory system, reducing the possibility of the existence of slow-moving products, which is conducive to the expansion of Orange Convenience Store's private area of traffic and promotional vitality.

5.2 Recommendation

The research focus of this paper is a local convenience store. While there is a wealth of historical literature and mature management systems in the foreign convenience store industry, there are significant differences in corporate culture and

management experience. These differences make it challenging for a local emerging convenience store brand to surpass its foreign counterparts quickly. Therefore, the marketing strategy proposals presented in this paper are intended solely for studying the enterprise under consideration and similar local enterprises. It is important to note that the research is region-specific and, as such, has certain limitations.

With the continuous development of artificial intelligence, the Internet of Things, and other technologies, the market competition will continue to be fierce. Convenience stores need to maintain innovative thinking and constantly adapt to the changes in consumer demand to maintain a competitive advantage. Therefore, there is still further exploration and outlook for research on convenience store marketing strategies. One point that also requires special attention is that while pursuing the rapid expansion of the number of stores, the relationship between stability and development must be balanced, and the guidance, management, and supervision of stores must be stepped up to ensure that the marketing strategies are implemented.

Optimizing the 4P marketing strategy for convenience stores is an ongoing evolutionary process that will require continuous exploration and innovation in theory and practice in the future. Through more comprehensive and in-depth research and reasonable strategy optimization, convenience stores are expected to maintain strong competitiveness in the ever-changing market environment and continue to meet the needs of consumers, which will provide more scientific and practical support for the formulation and implementation of marketing strategies for convenience stores, and further promote the development and progress of convenience store marketing.

Finally, due to the limited personal level, low research ability to understand the thesis is not deep enough, the lack of systematic research to support the theoretical system of this study, and data calculation is not precise enough, which will affect this research project to a certain extent. Individuals need to strengthen the continuous strengthening of theoretical research and practical innovation to improve the quality of the research project for the development of society.

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Appendix

Interview Topic:

Research on Marketing Strategy (4P) of Orange Convenience Store in Jinan City

Purpose:

To further understand the development of Orange Convenience Stores in Jinan through interviews, and to understand the feelings and feedback of convenience store customers about Orange Convenience Stores in terms of products, prices, places, and promotions, in order to further explore the 4P marketing strategy suitable for the development of Orange Convenience Stores.

Object:

Store managers or sales directors with more than three years of experience in 81 Orange convenience stores in Jinan City

Method:

Face-to-face interview

Self-Introduction:

Hello, I am a current student at Siam University and I need to conduct this interview for the purpose of writing my dissertation. First of all, thank you very much for taking time out of your busy schedule to participate in this interview, need to delay you about 10 minutes, want to understand your management of the convenience store in the current operation, the customer on the convenience store products, prices, places, promotions, some of the problems of the views, this research is completely confidential for personal information, but also only as a reference for the research, please rest assured that, but also hope to get some of your own real views and opinions.

Question:

I.Orange Convenience Store's products

1. Which product categories of Orange Convenience are currently more popular?

- A. Drinks liquor B. Fresh food C. Snacks
D. Cigarettes E. Daily necessity F. Others

2. Do you think the current product marketing strategy needs to be improved?

Do you have any suggestions?

II.The price of Orange Convenience Store

1. What is the customer unit price of Orange Convenience Store?

- A.Within 10 yuan B.10-25 yuan C.25-50 yuan D.More than 50 yuan

2. According to market sales, what do you think is the overall price level of Orange Convenience Store?

- A. Highly priced B.Moderately priced C.Cheaply priced

3. Do you think the current pricing marketing strategy needs to be improved? Do you have any suggestions?

4. Are there any better measures to improve the store's profit?

III. The place of Orange convenience store

1. What are the consumption places of Orange Convenience Store? Which ones have a better marketing effect?

- A. take away order B. Wechat mall, small program.
C. Tik Tok live room D. Offline store

2. What are the main places for releasing product information of Orange Convenience Store? What marketing effect is better?

- A. Offline store B. take away platform C. WeChat Public
D. Wechat mall E. Tik Tok live room

3. Do you think the current place marketing strategy needs to be improved? Do you have any suggestions?

IV. Promotion of Orange Convenience Store

1. What are the promotional activities of Orange Convenience Store? Which ones are more effective?

- A. Single item discount B. Full reduction activity
C. Second N yuan/half price D. Membership activities
E. Lottery promotion F. Joint activities (e.g., bank card discount)

2. Do you think the current promotional activities are attractive to customers?

- Less attractive B. General C. More attractive

3. Do you think the current promotional marketing strategy needs to be improved? Do you have any suggestions?