

# Consumer Database Marketing System for Tobacco and Alcohol Retail Industry

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**Abstract:** In order to overcome the limitations of the marketing model of the traditional tobacco and alcohol retail industry in the big data era, this paper proposes a novel consumer database marketing system for the tobacco and alcohol retail industry. The system fully combines high and new technologies such as big data technology, Internet technology and cloud computing technology, and discusses the transformation direction and marketing mode of the current tobacco and alcohol retail industry from multiple dimensions. The results show that the system can indeed break through the limitations of the traditional marketing model of tobacco and alcohol retail industry, so that the industry can obtain more economic benefits and greater market share.

## 1. Introduction

In recent years, with the increasing popularity of the Internet year by year, the common's daily life is full of data all the time, such as the real estate market, education, power industry, electronic mall, etc. in these fields, with the addition of Internet technology and big data technology, there is a trend of rapid development, This undoubtedly reflects the remarkable value of science and technology in the information age.

From the trend of the consumer market, many industries serving consumer groups have realized transformation and upgrading. Therefore, this paper believes that under such a market environment, the transformation and upgrading of the marketing model of tobacco and alcohol retail enterprises is also imperative, The scientific and rational use of big data technology can provide a new development direction for the transformation and upgrading of tobacco and alcohol retail enterprises. This paper discusses the precision marketing strategy, consumer portrait strategy and logistics distribution of the tobacco and alcohol retail industry from multiple dimensions, and determines the development direction and business model of the industry according to the characteristics of consumption big data and the characteristics of the tobacco and alcohol retail industry, so as to promote the further development of the tobacco and alcohol retail industry in the marketing link and obtain higher economic benefits.

## 2. Database Marketing

Database marketing, in essence, is a novel marketing method developed under the background of the data and information age, and it is also a common promotion method for businesses in the big data age. The process of database marketing involves contact, transaction, building a good relationship between enterprises and customers, maintaining and analyzing consumer data information and so on. In short, database marketing fully combines two advanced technologies in the current information age, namely Internet technology and big data technology. Fig. 1 demonstrates the main characteristics of database marketing, which are also the focus of enterprise managers in all walks of life. It is also one of the main means to obtain more wealth in the 21st century.



Fig. 1 Characteristics of database marketing

At present, with the wide application and rapid development, the marketing model has become more mature and perfect. By means of database marketing, enterprises can collect a large number of consumer information resources, accurately locate consumer groups by analyzing the collected consumer information resources, and send relevant marketing activity information to consumer groups, so as to quickly improve the economic benefits of enterprises [1].

In addition, database marketing also includes later maintenance of consumer groups and in-depth mining of potential consumer groups. Specifically, enterprises using database marketing methods can continuously collect consumer data information, and realize the purpose of allowing purchased consumers to buy back and potential consumer groups to buy products or services through analysis and screening. Generally, it is not enough to only analyze and screen consumer groups. It is also necessary to accurately locate consumer groups, and regularly maintain a good relationship between enterprises and customers through e-mail, SMS, telephone, etc., so as to build a "one-to-one" interactive relationship between enterprises and consumers, and send promotional information that may be of interest to these consumer groups for a long time. From this perspective, we can understand "database marketing" as a set of dynamic database management system, which contains the consumption behavior data and personal preference data of existing and potential consumer groups.

### 3. Application of Database Marketing in Tobacco and Alcohol Retail Industry

#### 3.1 Development of Precision Marketing Activities

In daily work, by means of on-site investigation, on-site investigation and visiting customers, enterprises can more systematically understand consumer groups, so as to build an exclusive consumption database according to each consumer's consumption data, which covers a large amount of consumer related consumption information, such as consumer's personal data, consumer's personal preferences Consumer repurchase rate, etc. According to the established exclusive consumption database, tobacco and alcohol retail enterprises can timely understand the dynamic information of consumers, accurately formulate marketing strategies and tap potential consumer groups, so as to improve consumer satisfaction and economic benefits of enterprises. Fig. 2 demonstrates the three connotations of precision marketing.

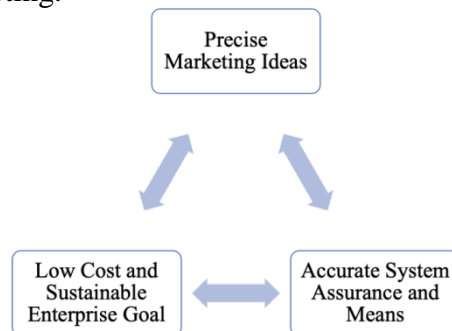


Fig. 2 Connotation of precision marketing

The database marketing model can fully realize the accuracy of marketing activities. Enterprises push the promotion activities of goods that consumers may be interested in to consumers through reasonable and diversified channels, so as to realize the optimal allocation of resources. There is no doubt that under the guidance of big data, the database marketing model can fully analyze the consumption characteristics and laws of users and fully judge the dynamic changes of users' needs,

so as to accurately, timely and efficiently configure the supply of goods, and overcome the limitation of judging only through past experience [2].

### 3.2 Forecast of Market Demand Dynamics

If enterprises adopt the database marketing mode, it is equivalent to uncovering the "mysterious veil" of the unpredictable consumer market, so that they can timely and accurately grasp the trend of consumer market demand, and then make fast and accurate marketing decisions. Thus, database marketing can not only help enterprise decision-makers make scientific and reasonable judgments and decisions, but also reduce the business risk of enterprises to a great extent. For tobacco and alcohol retail enterprises, enterprise managers can understand the dynamic demand of the current consumer market according to the consumer database, and then timely adjust and optimize the supply of tobacco and alcohol, formulate a scientific supply plan, and realize the maximum utilization of inventory space.

### 3.3 Construction of Consumer Portraits

Consumer portrait is a new product of this era. It does not refer to the literal meaning of "portrait", but a digital portrait based on Internet platform and a variety of cutting-edge technologies. Fig. 3 demonstrates the constituent elements of the consumer portrait.

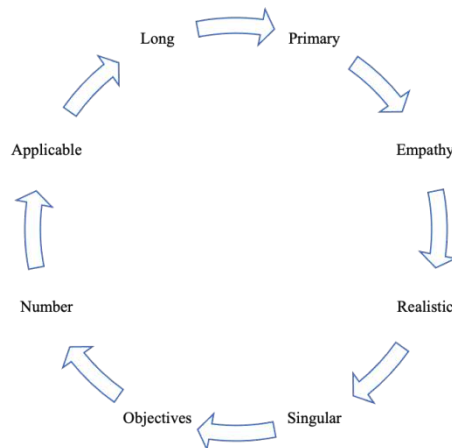


Fig. 3 Constituent elements of consumer portrait

For all walks of life, it can outline the user portrait according to the relevant user data information. For retail enterprises, their service object is the vast consumer group, so they need to draw a digital portrait for consumers. Consumer portrait is mainly composed of three parts: consumers' basic attributes, personal preferences and consumption behavior characteristics. Among them, basic attributes refer to the personal data of consumers, such as gender, age, race, occupation, contact information, etc. Personal preference refers to consumers' personal preferences and points of interest, covering consumers' favorite taste, favorite flavor, sensitivity to price, care about commodity packaging, etc. The characteristics of consumption behavior are mainly the transaction information left by consumers' consumption habits and historical consumption activities [3].

Through the above three points, enterprises can more comprehensively outline the digital portrait of consumers, so as to systematically understand consumers' current consumption needs and personality preferences, so as to optimize products and services, adopt targeted marketing strategies, and continuously develop new customers while retaining old customers.

### 3.4 Enhancement of Related Consumption

The so-called related consumption means that consumers usually buy other goods or services while buying one kind of goods or services. If we can make good use of the consumption theory of "related consumption", enterprises can provide consumers with richer products and services according to consumers' consumption habits and consumption needs, and then obtain higher economic benefits [4]. Therefore, the marketing model formulated by the related consumption theory is often regarded as a

"one-stop" consumer service.

In the past, business managers and decision makers could only predict whether consumers would buy similar or related products or services through subjective experience judgment. For example, consumers often want to buy toothpaste while buying toothbrushes, and consumers often buy shaving foam when buying razors. When consumers buy liquid foundation, they often buy toiletries and other toiletries. While consumers buy beer, they often buy wine cups. These are related consumer cases that can be linked to everyday life through subjective experience.

So, the question is, are there many potential related consumption that the common are not aware of? For example, fathers who buy baby diapers often reward themselves with a bottle of beer, which is often ignored. However, through the big data analysis system, enterprises can tap the potential correlation between goods or services, so as to improve sales and obtain higher profits.

### **3.5 Rational Allocation of Resources**

By means of big data technology, enterprises can strengthen the construction of internal information intelligent terminals, make scientific use of terminal resources to fully and comprehensively study consumers' psychological activities, and then optimize and adjust the marketing mode of products and services to obtain higher economic profits. For the tobacco and alcohol retail industry, collecting and analyzing data through big data technology can achieve reasonable goods preparation, improve capital utilization, and promote the sustainable development of tobacco and alcohol retail enterprises.

### **3.6 Reduction of Logistics Cost**

The tobacco and alcohol retail logistics system has been in a low-level operation mode for a long time, and the transportation efficiency is low. The main reason behind it is the problem of tobacco and alcohol monopoly industry. However, in the era of big data, tobacco and alcohol retail enterprises should be fully aware of the great changes in the consumer market. The current market should be a consumer market with consumer experience as the core, rather than a seller's market in the past few decades. For tobacco and alcohol retail enterprises, they should scientifically and reasonably use big data technology to optimize logistics transportation, make logistics distribution lines clearer and more reasonable, reduce logistics costs and improve transportation efficiency.

## **4. Development Direction of Database Marketing Model in Tobacco and Alcohol Retail Industry**

### **4.1 Big Data Sharing Mentality and Service**

In the information age, as one of the traditional industries, the tobacco and alcohol industry is undoubtedly facing great impact and challenges. In the past era, the tobacco and alcohol industry occupied a large market share because of its monopoly, which also made the tobacco and alcohol industry not take measures to deal with the changes of the times as quickly as other industries. Therefore, in the tobacco and alcohol industry, the application rate of data system is low. But in fact, with the advent of the era of big data, if the tobacco and alcohol industry can not make transformation and upgrading in time and meet the preferences of consumers, it will eventually be eliminated by this era. The tobacco and alcohol industry holds a large share of the consumer market and has huge retail terminal resources. In order to achieve rapid transformation and upgrading, we must establish an efficient big data thinking and fully integrate data resources. Fig. 4 illustrates the process of database marketing in detail.

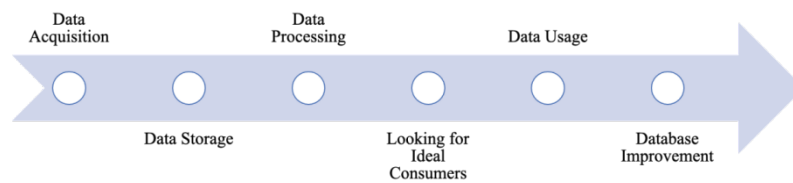


Fig. 4 Process of database marketing

#### 4.2 A New Ecosystem of "Big Data Plus Tobacco and Alcohol Retail Industry"

In the era of big data, if the tobacco and alcohol retail industry wants to achieve sustainable development, it must fully combine big data resources to create a new ecosystem of "big data plus tobacco and alcohol retail industry". This paper holds that building a new ecosystem can build a bridge between enterprises and consumer groups and shorten the distance between enterprises and consumers. At the same time, in the new ecosystem, enterprises can also strengthen interaction and sharing with other industries and build a mutually beneficial and win-win consumption big data sharing system. Specifically, in this sharing system, the tobacco and alcohol retail industry can understand consumers' consumption habits and personal preferences in other industries, so as to tap more consumer groups [5].

#### 5. Conclusion

To sum up, in the context of the big data era, both emerging industries related to the Internet and traditional monopoly industries should keep up with the trend of the times. In the face of advanced scientific and technological means such as Internet platform and big data technology, all walks of life should make full use of these digital means to turn them into industrial production tools, so as to make these high-tech technologies used by themselves, so as to realize the transformation and upgrading of the internal structure of enterprises, optimize the traditional marketing model and create a new business model with consumption big data as credibility.

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