

The present situation and development trend of "new retail" research

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Abstract: Since the concept of "new retail" was put forward by Jack Ma in Hangzhou in 2019, relevant research has developed rapidly, and certain achievements have been made in practice and theory. But overall, the development of "new retail" has just started, and the theoretical research is still in the initial stage. In general, "new retail" attracts high social attention, but high-level research results are still in short supply. From the perspective of research content, it mainly focuses on the interpretation of the characteristics of concept connotation, analysis of the causes of development, development path and development trend. At present, the theoretical research and practical development direction of "new retail" is gradually clear. In the future, the development trend of practice should be further studied in combination with theory and practice, with emphasis on the in-depth integration of online and offline research directions, so as to provide support for better guiding the development of "new retail".

1. Introduction

In October 2016, Jack Ma, chairman of Alibaba Group, proposed the concept of "new retail" at the Hangzhou Yunqi conference, believing that the era of pure e-commerce has passed and the next decade will be the era of "new retail". "New retail" began to be widely concerned by the industry and academia, and quickly became the focus of industry development. In November 2016, The General Office of the State Council issued the opinions on promoting innovation and transformation of brick-and-mortar retail, which pointed out the direction for the development of "new retail" from six aspects, including overall requirements, adjustment of business structure, innovation of development mode, promotion of cross-border integration, optimization of development environment and strengthening policy support. The year 2017 was defined by Alibaba as the first year of "new retail" in China. Alibaba and other core enterprises actively arranged "new retail", and new species of retail emerged one after another. Hema Fresh and Super Species have become a phenomenon of great concern. Joe Weinman, an American expert on "cloud economics" and the godfather of "new retail", believes that many practices of China's "new retail" have become global highlights, and Chinese enterprises are expected to become the global leaders of "new retail" [1]. The "new retail" craze will only grow in 2019.

It has been nearly three years since the concept of "new retail" was proposed, and both theoretical research and practical development have achieved certain results. The purpose of this paper is to sort out the status quo and theoretical situation of the research on "new retail", so as to provide reference for further research on "new retail" and guide practical development.

2. Quantitative analysis of research status

"New retail" is closely related to social life, and it is an important social hot issue related to the reform of the retail industry. The following two aspects of social concern and related literature are combined to analyze the overall situation.

2.1 Social concern analysis

Baidu search engine was used to search for "new retail". The search time was on September 27, 2019. A total of 17.2 million web entries were obtained, including 629,000 information entries and 1.784 million knowledge entries. Further, Baidu index was used to analyze the attention of accurate

population on "new retail", and the result was shown in Figure 1.



Figure 1 "New retail" Baidu search index.

Figure 1 depicts the dynamic trend of search index from September 2016 to September 2019 in the form of weekly average index. In general, the concept of "new retail" has received more attention since it was proposed, and the overall search index shows an upward trend. The average value of the search index from September 2016 to September 2019 is 1727. The average value of the index from September 2016 to December 2017 is 1496. The average value of the index from January to December 2018 is 2128. At the two peak points G (November 05, 2018 solstice 11) and H (January 7, 2019 solstice 13), the index average was 5814 and 6549, respectively. The average values of D, E, F and I are 847, 1324, 1131 and 620 respectively, which basically correspond to the National Day holiday in 2017, the Spring Festival holiday in 2018, the National Day holiday in 2018 and the Spring Festival holiday in 2019, which also reflects the leisure attribute of the long holiday.

According to search people, according to the regional ranking from high to low in turn for east China, south China, north China, central China, southwest, northeast, northwest, the top 10 search provinces of Guangdong, Zhejiang, Beijing, Shanghai, Jiangsu, Shandong, Sichuan, Henan, Anhui, Hubei, search in the top 10 cities as Beijing, Shanghai, Hangzhou, Guangzhou, Shenzhen, Chengdu, Wuhan, Zhengzhou, Changsha, Suzhou. From this point of view, the areas with high searching degree are also the areas with relatively high economic development degree and relatively good development of "new retail" practice (such as Guangdong, Zhejiang, Beijing, Shanghai, etc.) and cities (Hangzhou, Guangzhou, Shenzhen, etc.). To some extent, it also indicates that the research on "new retail" should also rely on key areas. From the age distribution of the search group, 11.2%, 63.18%, 21.63%, 3.71% and 0.29% are respectively under the age of 19, 20~29, 30~39, 40~49 and above the age of 50. It can be seen that the age of 20~29 is the key group that pays attention to "new retail", while the age of 19 and above is the secondary group. So the focus on new retail is getting younger. In terms of gender, men pay more attention than women, accounting for 64.11% and 35.89% respectively. According to the overall situation of the demand map, O2O and alixin retail are highly correlated. Therefore, these keywords are also important to focus on when tracing "new retail".

2.2 Analysis of the overall situation of the study

The concept of "new retail" originated from China, and the theoretical research is still in its infancy. This article takes the periodical literature as the core, combines the research report and the work to sort out the overall situation of the research.

2.2.1 Quantitative analysis of journal literature

CNKI literature search and measurement and visualization services were used to analyze the research status. Subject search with "new retail" as the keyword.

From the perspective of literature, "new retail" has received extensive attention. Searching the title of "new retail" in the journals of cnknow.com, there were 2,497 results. However, on the whole, there were more reports on propaganda literature, while there were fewer academic journals. From the keyword co-occurrence network, it can be seen that there are many co-occurrences of keywords such as retail model, retail business, e-commerce, physical stores, jack ma, retail format, Internet, and retail channels. These words are the key words to track the research of "new retail". Cited from literature, the present research situation and trend of the "new retail", the "new retail" under the background of research on transformation and upgrading of the traditional retail enterprises in our country the theoretical framework and research paradigm of the "new retail", such as the literature cited frequency is higher, these studies can be used as the important reference of "new retail".

2.2.2 Industry report situation analysis

"New retail" has obvious characteristics of practice-led theoretical research, which is also clearly reflected in industry reports and publications and other results.

The practical attribute of "new retail" determines that it has the important characteristics of the industry in theoretical research. Industry research reports on "new retail" published by many institutions are also relatively theoretical and knowledgeable. More than 40 thematic research reports on "new retail" were retrieved. Table 1 shows the basic situation of some representative reports. In Table 1, there are 7 representative research reports on "new retail", among which 4 are related to the basic theoretical issues of "new retail", and the other 3 are respectively related to the development issues of the three segments of "new retail" of beauty makeup, unmanned retail and instant logistics. These reports are important literature to understand the theory and reality of "new retail". In addition, there are many reports on the development of "new retail" from different perspectives, which is also of great significance for the expansion of theoretical research on "new retail". At the same time, combined with the industry report, the "new retail" industry research mainly focuses on the following types of institutions: retail enterprise research institute, such as ali research institute; Professional consulting agencies, such as iresearch consulting, zero point think tank, yiou think tank, analysys think tank; Securities institutions, such as China merchants securities, hua 'an securities; E-commerce professional research institutions such as China e-commerce research center, as well as government management departments, university research institutions. Among them, Ali research institute, iresearch consulting, China merchants securities is an important force in the "new retail" research.

2.2.3 Analysis of works

In view of the commercial and hot social features of "new retail", JD.COM was used to search the works of "new retail", and more than 20 books were retrieved. Based on the sales volume of books and online shopping reviews, new retail: the way of data empowerment with low price and high efficiency, the future of new retail, new retail: from model to time, new community retail, new retail practice: business model + technology drive + application, and other books are representative to some extent. At the same time, the basic information of comprehensive search, from the author's identity, consulting experts, retail practitioners, relevant institutions and theoretical researchers are the main research, especially before the two main, theoretical researchers have written few works; From the perspective of research, most of the books discuss the "new retail" issue based on the reality of retail reform and enterprise practice, and are realistic oriented and commercialized. From the perspective of specific content, the background reasons, connotation characteristics, business model transformation and the practice of retail enterprises have attracted more attention. By comprehensive comparison of the basic situation of journal literature, research reports and works, all kinds of research have their own advantages, disadvantages and emphases. The theoretical

content of journal literature is relatively strong, which has referential significance for in-depth study of "new retail" theory. The industry report is professional, real-time and dynamic, and contains a large number of informative data, which is of great significance to grasp the development trends and trends of the industry. The book has a strong system and a relatively comprehensive perspective, which is of great significance for the systematic mastery of the theory of "new retail" and the general situation of its development." New retail" has been proposed for a short time and is in the process of constant change and exploration. It has obvious practical characteristics and characteristics of practice-led theoretical research. At present, theoretical research lags behind the development of practice and urgently needs theoretical guidance. In the process of theoretical research, we should make comprehensive reference to all kinds of literatures based on the advantages and disadvantages of different literatures, so as to effectively combine theory with practice.

Table 1 "New retail" represents the basic situation.

The report name	Release time	institutions	The main content
Era C new retail	2017.03	Ali research institute	This paper interprets "new retail" from two aspects of its generation and methodology, and clearly defines the concept, connotation and characteristics of "new retail" [2]
Cloud services reconfigure new retail	2017.07	Ali research institute	This paper studies the form of "new retail", the reconstruction of business reform and the new business service system of Alibaba [3]
China real time logistics industry research report	2017.08	Shanghai iresearch market consulting co. LTD	The concept and future direction of "new retail" are discussed from the perspective of real-time logistics [4]
China unmanned retail industry research report	2017.12	Shanghai iresearch market consulting co. LTD	This paper discusses the concept and future development direction of "new retail" in terms of unmanned retail [5]
Research report on new species of retail in China	2018.05	Shanghai iresearch market consulting co. LTD	From the "new retail" species concept, definition, research ideas, concept definition and other aspects of the study [6]
The future of China's beauty industry is here	2018.11	Chinese cosmetics	Chinese beauty makeup industry is entering the new retail stage of integrated development after the new direction and path of practice [7]
"New retail and digital transformation" series seminar held and one of the research reports "dawn -- data production factors to illuminate the new retail era" was officially released	2019.07	Business economics research	The problems of new retail and digital transformation are discussed [8]

3. Research status and development trend analysis

Comb "new retail" related literature, the theory research mainly focused on the interpretation connotation characteristics, the development of the cause analysis and trends of development path and basic theory, can be find out new retail research theory basis, and is advantageous to the clarity and the power of the development of the "new retail".

3.1 "New retail" concept and features

After Mr. Ma put forward new retail concepts, Ali institute has carried on the comprehensive interpretation to the "new retail", the essence of the retail is always provide consumers with more than expected, the content of the consumer experience as the center of the "new retail" data-driven retail form, dual character based on heart, retail, retail species explosion characteristic; Through the deep combination of data and business logic, "new retail" realizes the transformation from "goods -- field -- people" to "people -- goods -- market", and the reverse traction of production reform by consumers will hatch new species and reshape the value chain.

Lei jun, chairman of Xiaomi technology, believes that "new retail" is to return to the original heart and essence of retail and technology application. Its essence is efficiency. The revolution of relational efficiency. Liu in the future of retail: fourth retail revolution [8] a proposed in this paper, the retail cost, efficiency and experience, is the nature of retail change is updating and upgrading of infrastructure, changing the nature of retail value creation and access, and its nature of retail change made a clearly defined, means "new retail" deformation and qualitative characteristics.[9] from a variety of viewpoints, it can be seen that "new retail" is not a change in the nature of retail services, but a confirmation of the return of retail to the nature of services, where the improvement of efficiency is the key.

When jack ma proposed "new retail", he believed that only by combining online and offline with logistics can a real "new retail" be born. "New retail" not only affects the reform of retail channels, but also requires the cooperation between e-commerce and logistics to be upgraded to a deep integration between online and offline.

3.2 Discussion on the development path and trend of "new retail"

Generally speaking, the future development of "new retail" should mainly seek breakthroughs from the following most urgent aspects: 1. Make use of the advantages of new technology in the era of "Internet +" to achieve seamless connection with product manufacturers, stakeholders in channels and consumers to ensure the quality of products at the source; 2.2. Manufacturers and distributors work together to strengthen supervision, truly form online and offline consumption experience, and constantly strengthen innovation; 3. Accelerate the integration of online, offline and logistics; 4. Actively seek more policy support. Under the background of "Internet plus", China has issued a series of policies in recent two years to support "new retail", which undoubtedly provides good policy support for the rapid development of "new retail". 5. Meanwhile, actively cooperate with relevant departments to ensure information security and other rights and interests of customers.

4. Conclusion

The theory and practice of "new retail" have achieved certain results, and the direction is gradually clear. However, overall, the development of "new retail" is still in the initial stage, and theoretical research has just started. The rapid economic development has generated a strong demand for theoretical research. Scholars should further expand the research of "new retail" by combining theory with practice, so as to provide support for better guiding the development of "new retail".

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