The Marketing Strategy behind the Continuous High Performance of Nanjing Deji Plaza

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Abstract. With the rapid development of the times, people's quality of life has generally taken a qualitative leap, and their requirements for quality of life are also getting higher and higher. Luxury goods have become a pursuit for quality of life for many people, and many first-line luxury brands will choose shopping malls with superior geographical locations to enter offline flagship stores to maximize their total revenue. How those stores attract high-end brands and what marketing methods they use to maximize their total income is a question worth studying. The report takes Nanjing Deji Plaza as an example. It uses case analysis to analyze the marketing methods of the mall from the internal and external environment, core concept and positioning of the mall, store product strategy and introduction selection, and consumer psychology, and gives some relevant marketing suggestions. Shopping malls attract consumers by many factors, in terms of the environment, which can continue to maintain a height consistent with the positioning of the shopping mall. In the event of damage to the facilities, it should be dealt with promptly to avoid affecting consumer experience. As an independent individual, the concept positioning of the shopping mall should keep up with the pace of the times, always grasp the current needs of consumers, and advocate life concepts to make corresponding adjustments to various details of the shopping mall.

Keywords: Marketing, Brand Strategy, Consumer Psychology, Nanjing Deji Square.

1. Introduction

With the rapid development of The Times, more and more people's pursuit of quality of life is constantly changing. Many people have begun pursuing luxury goods, and the development momentum of luxury goods is improving yearly. Many high-luxury brands will choose malls with prime locations and economically developed population flows to earn more profits to enter offline flagship stores. There are many high-end-oriented shopping malls, but some will be particularly attractive to the brand's marketing strategy. In China, Nanjing, as the core city of Jiangsu Province, has muscular economic strength and convenient transportation. For luxury goods, Nanjing has an excellent geographical location, superior conditions, and a large population. Therefore, many first-tier international brands will shop in bustling areas such as the city center. It is the same in major first-tier and second-tier developed cities all over the country. Deji Plaza is a large-scale luxury gathering place located in the center of Nanjing. In the top 70 national shopping mall sales list in 2022, the total sales volume of Nanjing Deji Plaza reached 21 billion yuan. Compared with the sales volume in 2021, the sales volume of Nanjing Deji Plaza increased by 3.81% year-on-year, ranking second in the total list, even surpassing Beijing International Trade City. Shanghai International Financial Center IFC and other large luxury shopping malls with more operational experience. This report explores the mall's various ways and strategies to generate significant customer traffic. This study focuses on the fact that Deji Plaza stands out among many large-scale luxury shopping malls with deep roots. The shopping mall carries out a multi-faceted analysis of its marketing methods to earn customer traffic, analyzes its marketing methods and layout, and gives corresponding conclusions and suggestions based on the multi-faceted analysis. This report provides the theory from the following three different angles.

2. Theoretical Review

Many scholars have concluded that if people want to improve the probability of customer consumption to a certain extent, "curiosity" is often the key to opening the door of the sales process. Only enough innovation and uniqueness can satisfy the psychological desire of customers for new things, which will play a more substantial role in promoting the establishment of subsequent customer relationships and needs and the provision of solutions. There are often a lot of advertisements, or some salespeople will spend a lot of time to satisfy customers' curiosity so that they will tell all the relevant products and information at once. If customers' curiosity is satisfied, they will significantly reduce their desire for further participation. If the follow-up customers or potential customers can take the initiative to learn more information, a meaningful way to arouse their curiosity is to reveal the tip of the iceberg of value so that the curiosity of customers will prompt them to learn more information, which can significantly improve the probability of purchasing punch cards [1]. According to scholars, keeping part of the mystery of product value in the information collection stage before consumers buy products can arouse consumers' desire and interest in products. Secondly, the choice of the surrounding public will significantly impact a person's judgment. If a person's heart is not firm enough, it will produce the so-called "herd mentality." The academics say tangible items include unique designs, creative packaging, and catchy names that attract buyers. Today's consumers are easily seduced by the appearance level of products, so to enable consumers to make purchase decisions based on the cost performance of products, enterprises must do an excellent job in product and packaging design and fully understand consumers' psychological pursuit of appearance level [2]. The aesthetics of the packaging will give most customers an initial and intuitive visual impact, thus affecting customers' judgment on whether to buy the product. In addition, experiential marketing is also an essential marketing means; when using experiential marketing, customers have a stronger sense of participation. By participating in the product experience, customers can better understand the product and sales model, which attracts customers to participate in marketing efforts. Creating sales campaigns with an emotional component is also possible to help customers have a thorough understanding of product quality and a complete sense of engagement with the business concept, thereby improving their consumption experience. Consumer participation in the experiential marketing process may increase the added value of products, improve consumers' overall experience, and influence their purchasing decisions [3].

Consumers can often improve their favorable impression of the brand and the probability of purchase intention in offline experience stores with a strong sense of participation. Scholars have studied that building a platform for communication between enterprises and consumers and taking products as communication media is an interactive feature of experiential marketing applications. Network marketing is a typical interactive way; customers can give feedback on product quality through network channels and communicate with product sellers to support product optimization and transformation. Establishing a solid interactive relationship is an essential basis for improving the competitiveness of the product market and can also help customers more easily approve the product. It can also build more loyal users for the product in the long-term communication process to achieve the best state of experience marketing [3]. A practical offline experience not only needs to drive customers to participate in it but also needs to increase the interaction with customers and answer questions in time to establish a stable and good interactive relationship. Regarding the interior and exterior environment of a shopping mall building, scholars say that the physical environment of a product may include its location, design, taste, noise, weather, and the display of the product. An individual's emotions can be influenced by their physical environment, which can change how they feel about the product. The presence of other people affects the social environment. Mall managers should consider the shape and style of the building before choosing a store site, such as a high-rise or bungalow, single-family or townhouse, and what kind of building materials are used for the exterior walls. Once the store opens, the shape of the building can't be changed. However, the exterior of the building can still be Art Deco to match the appearance of the entire store, such as colored wood nailed to the concrete exterior wall for decoration or even adding three-dimensional shapes to the facade to

draw attention to it. Designers can consider cost and creativity when creating these decorations, but also the toughness and safety of the material to prevent accidents from happening outside [4].

In summary, it can be seen from the studies of scholars that the presentation of the environment inside a shopping mall is based on the presentation of a good external environment because people tend to evaluate the first sight, that is, the external environment when judging a strange environment, which will play a huge role in promoting the introduction of passenger flow in the later period. The external environment of the shopping mall is a judgment of the customers for the early stage of the unfamiliar shopping mall, followed by the internal environment. The decoration outside the store gives people a sense of curiosity, and the interior design and decoration give people a sense of surprise, which may lead to transitional changes in consumer psychology. The focus of this art display is to attract people's attention and enhance the degree of consumer experience in different environments [5].

According to a large number of studies and statistics by various scholars, the background music in the mall has a significant impact on the behavior of consumers, and the amount of consumption and visual stimulation will become one of the driving factors of whether to consume in the consumer ceremony. Secondly, the smell of internal comprehensive environmental factors, they found that the scent itself does not affect consumer behavior. Still, the presence or absence of odor will significantly affect consumer behavior. In addition, the background color of the environment and the lighting situation of the mall will leave different degrees of impression and stimulation on consumers' subconscious [4]. In summary, it can be concluded from the studies of scholars that in the case that consumers do not have a particular understanding of a specific item or the goal is not clear, not only the external environment of the shopping mall but also the layout of the internal facilities will become an influencing factor before consumers take the next step.

3. Start with the Case of Durkee Square

Located in the city's heart, Nanjing Deji Plaza aspires to develop into the city's premier retail destination. Its location is excellent, with Xinjiekou Station being the 'largest subway station in Asia' connected to its underground section. In particular, the subway closely connects various locations of Xinjiekou, with 24 exits, forming a vast Xinjiekou underground transportation network. This makes the traffic of Xinjiekou more developed and convenient. A steady stream of people enters the metro station every day, and since most lines run almost through the city center, countless people shop there every day. In addition, there are many shops at each metro exit, bringing in additional income. Entering the shopping mall, its interior avant-garde design and natural components create an ideal, unique, and upscale shopping atmosphere. More than 95% of first-tier luxury brands have opened offline stores in China, and sales are steadily rising. Deji showcases a rich shopping environment, including luxury goods, jewelry watches, international cosmetics, skincare products, fashion fusion clothing stores, imported supermarkets, food centers, giant screen movies, and entertainment venues, and has established close partnerships with many big international names. The second phase of the brand is also more gorgeous and richer. Its theme is "wonderful and synchronized with the world," combining art and fashion to reach a higher realm. The following will be a detailed analysis of the case from four perspectives, namely, the internal and external environment of the mall, the positioning and core concept of the mall, the store product strategy and introduction choice, and the consumer concept.

4. Analysis of Marketing Strategy of Deji Square

4.1. The Inside and Outside Environment of the Mall

To create a new commercial space, Nanjing Deji Square re-integrates the traditional commercial framework of the Nanjing Xinjiekou business district and expands a broader range of retail space. Although the whole shopping mall from the appearance of the environment to the selection of shops

will be very high cost, but in the long run, it can drive a part of the passenger flow and contribute to the total revenue of the shopping mall, which is a clear advantage for Deji Square. This new commercial space combines ample and compact building space, rich and diverse consumption content, complex and convenient transportation systems, dense and various consumer groups, and deep and fascinating urban culture. It offers additional spending opportunities, further highlighting the city's business appeal. The commercial space of Nanjing Deji Square is relatively simple, creating a high-end space temperament with simple design, which is also the key reason why many international luxury stores choose to locate here, rather than the flashy commercial space elements designed by most commercial buildings to create a commercial atmosphere. In addition, the overall shopping mall will be from a large area to the details of the implementation of the core concept of the mall. There will be a lot of hot spots, such as each floor being equipped with a massive investment in high-end toilets. The details of the overall upgrade of the mall have also attracted a large part of the passenger flow. Giving customers the desire to shop is the most critical aspect of designing a retail space, and a thoughtful atmosphere in the area may encourage customers to buy more. Therefore, to ensure the diversity of spatial level changes, it is essential to carefully consider the spatial pattern design of the shopping mall. By doing so, consumers can achieve continuity and transparency in their shopping while browsing the goods, and landscape changes can be implemented to prevent customers from becoming visually fatigued during this design phase. In addition, to influence the psychology, emotions, and behavior of consumers, it is important to fully implement auxiliary functions in the design process, such as color, lighting, product presentation, and packaging design elements. This will help consumers maintain a positive perception of the shopping environment in the mall and promote consumption [6]. The indoor environment of the mall must be able to successfully integrate the technical means of interactive experience, maximize the emotional demands of consumers to actively participate in repeated experiences from a higher level, and finally form a truly consumer-led shopping center and interior environment design based on interactive experience, so as to create a specific place atmosphere that is easy to emotional identification of consumers. The motivation of consumers is very unstable, and in the process of shopping, consumers' consumption behavior is easily affected by the indoor environment. In this process, interactive experience plays an important role as a medium and is an invisible double-edged sword [7]. From the analysis of the overall shopping environment of Deji Square, it can be seen that the central area of Nanjing has developed commerce and a large population, and many competitive shopping malls are opened in such prime locations so that the overall downtown of Nanjing will be slightly crowded. However, Nanjing Deji Square uses a clever architectural structure design to simplify itself without losing style. The furnishings in the center of the square, which are designed and improved from time to time with a sense of design, have been simplified with a sense of design, and are more in line with a sense of elegance and art exuding from the inside and outside of high luxury shopping malls. For most customers and potential customers, this external shopping environment is special and eye-catching.

4.2. The Core Concept and Positioning of the Mall

With the concept of "art, humanity, and nature," Deji Square integrates art appreciation, humanistic experience, and commercial shopping to create a high-quality urban place. The overall style presentation and concept positioning are consistent with the entrance goals of most high-end offline stores in the mall. In terms of essential concept positioning, many brands are attracted and stabilized, which brings a certain positive impact on the number of customers in the future, which is very beneficial to the overall shopping mall. While developing high-quality business, Deji Square is also constantly trying to explore more possibilities for integrating business and unique art forms, embracing urban renewal with art as the soul, and creating a social space for customers that aligns with their own "lifestyle and life value." Now, many people will advocate an "elegant, romantic" way of life; the concept of the shopping mall positioning not only keeps up with The Times but also fits the modern pursuit of a height of life.

4.3. Store Product Strategy and Introduction Selection

The business forms of Deji Plaza are diversified, and each business form is perfectly included, which will make customers not feel boring in the shopping mall or the type of stores is single, which is conducive to increasing the time that customers stay in the shopping mall. For the shopping mall, it can not only improve the position of the shopping mall in the hearts of customers, but also help cultivate a group of long-term customers. It can also increase the probability of customers buying in the mall. The overall diversified layout shows the rich shopping space, which is the result of the perfect combination of business, art and technology. The functional facilities in Deji Square are complete, and the whole is a rich commercial form. Including international top clothing, global food center, international cosmetics, jewelry, watches, high-end entertainment clubs and other hot business. Products are also carefully divided according to the population, children, teenagers, middle-aged and elderly groups have products, reflecting the diversification of products. In terms of leisure and entertainment, it also has a variety of styles and first-class goods and services [5]. Personalized displays embody and disseminate today's most fashionable brands. Many first-line brands with international influence have chosen to settle down here, such as CHANEL, PRADA, MIUMIUI and other top brands, involving clothing, leather goods, jewelry, watches and so on. Many international clothing fashion brands and fashion brands gather together, many heavyweight clothing brands will choose to drop the first store in Nanjing, focusing on avant-garde personality design and clothing culture, bringing a more personalized and high-quality concept, keen to capture the world's most cutting-edge fashion trends.

4.4. Consumer Psychology

Consumers' opinion and evaluation of the shopping mall is very important for a shopping mall, so even if the shopping mall has done very well in many aspects offline, it will still choose to open online after-sales service after customer purchase to ensure that every customer's needs are met as far as possible, which Deji Square has done very well. Deji Plaza is one of the best shopping centers in China, with about 600,000 visitors per week. Mall will provide online customer support channels through the app and public WeChat for consumers to communicate their problems. However, due to the fragmentation of large amounts of data, the effectiveness of customer support remains an issue. In addition, a set of effective customer service process and system has been created for the customer service team of Deji Plaza. When customers have needs, they do not have to wait for a long time, which is an important factor for customers to evaluate the service of the mall, which can meet the needs of customers in a timely manner and maintain the reputation of the brand. In terms of sales, most of the brands in this shopping mall are internationally well-known, with high authority and good reputation. Therefore, many consumers will trust some products before purchasing, which can also shorten the thinking time of consumers before purchasing, thus reducing some potential influencing factors before purchasing. Star effect: By cooperating with some popular stars to ask them to endorse, enhance the competitiveness of their products and make their products or services more convincing. At the same time, it can also make some potential consumer groups who have no intention or intention come to consume because of the influence of stars. Star power is now universally recognized and is considered a pervasive economic phenomenon in many industries. The star power is reflected in the valuation and sale of companies. Celebrity endorsement is a commonly used advertising strategy in brand competition. The star effect is successful in promoting sales, and the appeal and legitimacy of the star effect have a great impact on brand effect [8].

5. Suggestion

5.1. Timely Adjustment and Repair of the Internal and External Environment of the Shopping Mall

Deji Square as an emerging large shopping center, the opening time is not long, there is no large-scale damage to hardware facilities and other problems. But in the long run, when shopping malls find some facilities problems, they should be solved in time. Especially some highly utilized facilities, otherwise it will affect the customer experience to a certain extent, and even reduce revenue. Care must be taken in the design and production, as a sign may convey a variety of influences, such as stunning, vibrant, gentle, delicate, or vulgar, and this impression can lead potential shoppers to associate with the quality or price of goods in the mall. In order to avoid leaving a bad impression on the store because the sign looks untidy, the environment should always pay attention to repair [4].

5.2. Real-time Updates on Store Concept Positioning

With the rapid development of The Times, social concepts and pursuits are also changing rapidly. In the continuous development of the future, the research should observe the social trends in real time, the positioning concepts and pursuits of most people. The research shows that shopping malls should be adjusted and improved in time, which should keep pace with The Times and cannot be separated from society. For example, as the female consumption field continues to expand, "she consumption" is still dominant, and in recent years, the consumption index of "she economy" has also risen. Women's consumption is no longer confined to retail. Instead, it has evolved to include an immersive shopping experience, a wide variety of shopping needs, and a rich variety of activities that can attract more women to punch in [9]. It can be seen from this that an example of female consumption is given. Indeed, in today's society, not only fashion trends but also life concepts are rapidly developing and changing. What Deji Square needs to maintain next is to strengthen the application of digital scenarios, enrich the construction of information infrastructure and digital technology application scenarios, and establish brands and platforms around e-commerce, import and export. Inter-congressional high-end brands, provincial and municipal brands, and other first store differentiation layout, to create a recognizable first store pattern. In addition, it will increase support for small and medium-sized enterprises, continue to provide high-quality consumer brands, and restore the vitality of enterprise development [10].

5.3. Tracking Most Consumers' Intention to Consume Products in a Timely Manner

Real-time tracking of consumers' desired consumption types through big data or surveys can meet customers' needs to the greatest extent and bring greater turnover. Consumers' purchase intentions are extremely important for shopping malls, because the rapid changes of the times and trends. The herd mentality of consumers will change after a period of time in the pursuit of things and styles. If the shopping mall does not track the consumption intention of the big data masses in a timely manner, it is likely to cause a disconnect with the purchase intention of the masses, which will greatly reduce its customer base and the final total turnover.

6. Conclusion

Shopping malls attract consumers in many ways. In the event of facility damage in the environment, it should be handled in a timely manner to avoid affecting the degree of consumer experience. The internal and external environment of the mall, each part can leave a corresponding evaluation in the hearts of various customers. The overall concept of the mall includes the concept of positioning to keep up with the pace of The Times, and always grasp the current needs and life concepts of consumers. The various details of the mall should be adjusted accordingly to prevent the goods and consumers' intentions for the goods from being derailed, thus greatly reducing the purchase volume and the total turnover. This study can make corresponding suggestions for the marketing of shopping

malls to maintain the continuous high performance of shopping malls. The report did not expand the consumer psychology too much, and the final result should be analyzed from the subdivision. Besides, the relevant quotation and analysis do not have first-hand data, insufficient realistic data to demonstrate, and insufficient consideration. The research can be better improved next time.

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