

Research Article

# Research on the Optimization Path of Haidilao's Marketing Channels in the Context of the New Economy

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## Abstract

In recent years, the rapid development of the Internet has given rise to new business forms and models, causing the catering industry to face unprecedented challenges and pressures. As the "consumer-centered" marketing model gradually becomes the mainstream, consumers' demand for personalized and unique experiences has become increasingly strong. In response to this trend, the traditional single-channel marketing model has been unable to meet the growing consumer needs. Therefore, many catering enterprises have begun to explore the path of transformation and seek ways to expand both online and offline channels in order to achieve more comprehensive and efficient customer services and market expansion. With the growth of online catering consumption, as a benchmark enterprise in the hot pot industry, although the service of Haidilao is highly praised, in the context of changing market environment, Haidilao has also begun to transform its channels, increase night market channels, enter campus channels, and continuously optimize online channels to ensure the smooth operation of online channels and improve users' awareness of the products, thereby narrowing the distance with users and increasing the enterprise's profits. This article will first summarize the current status of Haidilao's marketing channel expansion, then analyze the existing problems in channel expansion, and finally propose suggestions for the future channel optimization of Haidilao through induction, and provide reference basis for other catering enterprises to optimize their market channels.

## Keywords

New Economy, Marketing Environment, Marketing Channel

## 1. Introduction

The 20th National Congress of the Communist Party of China proposed "strengthening the Party building in new economic organizations, new social organizations and new employment groups" [1]. The Third Plenary Session of the 20th Central Committee of the Communist Party of China even explicitly stated that "we should accelerate the transformation of industrial models and enterprise organizational forms", which will surely promote the further development of "new economy" [2]. New economy is profoundly reshaping

the current landscape of catering channels. Its core driving force lies in information technology and the Internet. Through diversification, intelligence, and dataization, it is changing the connection methods between catering and consumers. On one hand, it breaks the time and space limitations of traditional catering, greatly expands the boundaries of catering sales, improves the operational efficiency of catering, and continuously gives rise to new business models. On the other hand, the development of new economy is also reshaping contem-

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porary consumer behavior, making them increasingly dependent on convenience, personalized services and online information.

In recent years, with the acceleration and improvement of China's economic development, our country has fully entered the new economic era. In the new economic environment, enterprises are facing greater opportunities and challenges. According to the "2025 China Catering Industry Ecological White Paper" of the state, the national catering revenue will reach 5.57 trillion yuan in 2024, with a year-on-year growth of 5.3%. Against this backdrop, many traditional catering enterprises, in order to seize market share, attract consumers through online group buying and the introduction of intelligent equipment, etc., while also exploring new retail models, such as offline experience stores and unmanned restaurants. As one of the catering industry brands, Haidilao adopted the direct operation channel under the traditional model [3]. However, with the strong promotion of new technologies and new business models, Haidilao has also been constantly trying to combine online and offline channels. This study analyzes the marketing channel strategies and effects of Haidilao in the new economic environment, summarizes its successful experiences and shortcomings, and proposes suggestions for optimizing sales channels, providing a reference for catering enterprises to expand the market.

## 2. Analysis of the Current Marketing Channels of Haidilao in the New Economy Context

### 2.1. The Current Situation of Offline Marketing Channels of Haidilao

#### 2.1.1. Direct-Operated Stores of Haidilao

One of the key characteristics that distinguishes Haidilao from other catering enterprises in the industry is that it adopts a chain model. The headquarters has direct control over each franchise store, facilitating unified management, operation and execution for all franchise stores [4]. Haidilao stands out among numerous brands thanks to its unique standardized service. As of June 2024, Haidilao has over 1,400 stores worldwide [5].

#### 2.1.2. Hot Pot Ingredient Supermarket of Haidilao

Haidilao Hot pot Food Material Supermarket is a business branch under the Haidilao brand, which mainly sells hot pot related food materials and seasonings, providing a one-stop shopping experience. Consumers can buy a variety of hot pot ingredients, including meat, seafood, vegetables, soy products, as well as unique hot pot base and seasonings. The hot pot food ingredients supermarket has a large number of stores in many cities across the country. According to earlier infor-

mation (July 26, 2021), Haidilao Hot pot food Ingredients Supermarket has 6967 franchised stores across the country, providing great convenience for consumers [6]. In addition, these supermarkets often provide delivery services so that consumers can easily enjoy the delicious Haidilao hotpot at home.

#### 2.1.3. Night Market of Haidilao

Starting from mid-July 2023, Haidilao began piloting the "night market" model in some cities. The first Haidilao night market appeared in the night street of Leke City in Qingdao, Shandong Province [7]. The night market is an innovative business model launched by Haidilao for the nighttime consumption market. The products at the night market stalls are diverse, including snacks mainly featuring "Sichuan-style hot pot", such as pot chicken and spicy beef soup. In terms of prices, the prices of night market snacks are relatively affordable, such as spicy beef soup at 9.9 yuan per portion. Additionally, the stalls also provide self-service condiment services, allowing consumers to have a more convenient dining experience. The Haidilao night market is Haidilao's exploration of nighttime consumption demands. It meets the dining needs of customers at different times through flexible business hours and distinctive dishes.

#### 2.1.4. Campus Hot Pot of Haidilao

Haidilao Campus Hot Pot is a hot pot store that Haidilao has opened on campus specifically for college students. These stores have made many adjustments in their operations to better meet the needs and consumption habits of the student group. The first Haidilao campus store in the world was opened at Xi'an University of Arts and Sciences and began trial operation on October 9, 2023, marking its official entry into the campus market [8]. Haidilao Campus Hot Pot is an innovative model launched by the Haidilao brand to expand the market and meet the needs of the student group. Through adjusting business strategies, providing high-quality services and offering discounts, Haidilao Campus Hot Pot has gained wide recognition and affection among college students.

#### 2.1.5. Cross-Border Cooperation and Joint-Venture Events

Haidilao has carried out cross-brand collaborations with several well-known brands. For instance, it partnered with NaiXue Cha, and both parties jointly launched a new joint product, providing consumers with a unique dining experience. This not only achieved resource sharing but also attracted more consumers and fans' attention through innovative methods, enhancing the interaction and stickiness between the brand and consumers. Additionally, Haidilao has also actively explored cooperation with the film industry. Through a deep collaboration with the suspense comedy film "There's No Such Thing as a Problem That Can't Be Solved with a Bowl of Hot Pot", Haidilao not only set up a film-themed area in its

stores but also launched joint pot bases and packages. This cooperation not only expanded Haidilao's business scope but also enhanced the brand's popularity and reputation.

## 2.2. The Current Situation of Online Marketing Channels of Haidilao

### 2.2.1. Expansion of Food Delivery Services

Haidilao has actively expanded its food delivery business and launched a new product line called "Delicious Hot Pot Dishes", offering a variety of flavors and meal combinations, allowing consumers to enjoy Haidilao's delicious food at home. The food delivery service also provides customized services. Consumers can choose dishes and pot bases according to their own needs, and can also enjoy additional meal assistance services, such as helping to set the dishes and arranging the seasoning bowls [9]. On the other hand, Haidilao established a "Community Operations Department", using the food delivery platforms and its own delivery system to cover 1400 delivery stations in over 200 cities across the country, enabling customers to enjoy Haidilao's delivery services from first-tier cities to lower-tier cities. This move meets the customers' demand for enjoying Haidilao's food at home and provides users with diversified service experiences.

### 2.2.2. Digital Marketing

The digital marketing strategy of Haidilao is a comprehensive plan that fully utilizes digital technologies to optimize marketing effectiveness, enhance customer experience, and improve sales capabilities. First, the user experience is digitized. Haidilao adopts an intelligent reservation system and a paperless ordering system, combined with apps and WeChat official accounts to help users reserve seats more conveniently, thereby reducing labor costs and improving ordering and dining efficiency. Second, marketing is digitized. Haidilao will use big data to collect and analyze user data, conduct user profiling and precise targeting. Secondly, it utilizes social media platforms such as Weibo and WeChat to release content such as brand stories, new product launches, and promotional activities to attract customers. At the same time, it uses new media forms such as short videos and live streaming for diversified brand promotion. Third, membership management and customer relationship maintenance are digitized. Haidilao establishes a complete digital membership management system, through points and coupons, to enhance the loyalty and activity of members, and based on the analysis of member data, provide personalized services and recommendations to customers, improving customer satisfaction.

### 2.2.3. Product Line Innovation and Sales Promotion

The core of the online innovation sales strategy of Haidilao lies in product innovation and channel expansion. The enterprise promotes the retailization of catering products (such as self-heating pots, base seasonings) and develops exclusive

online products (such as "hot pot dishes" packages), enabling the product attributes to break away from the reliance on "on-site dining", and giving them the attribute of independent market circulation commodities. At the same time, it relies on new channels such as live-streaming e-commerce and private domain traffic to directly reach users, achieving the extension of the channel strategy from "on-site service" to "home consumption", building a new product sales channel, and greatly enhancing brand influence.

## 3. Analysis of Existing Issues in the Marketing Channels of Haidilao

### 3.1. Analysis of Existing Issues in Offline Marketing Channels

#### 3.1.1. The Quality of Services Varies Greatly

There may be differences in the understanding and implementation of service standards among different stores and employees of Haidilao. Moreover, Haidilao has opened numerous branches across the country and even globally, and consumers in different regions have different habits, cultural backgrounds, and service expectations. This poses a challenge to the unification of service standards [10]. Additionally, as Haidilao has long set an extremely high service benchmark, customers have very high expectations for its services. If the services of a certain store fail to meet the expectations, the perceived gap will be more obvious, and this negative feedback will be amplified through online channels and other means.

#### 3.1.2. Significant Fluctuations in Passenger Flow

The fluctuation in customer traffic in the offline channels of Haidilao is a common problem, and this fluctuation may be influenced by various factors [11]. Firstly, seasonal factors play a role. As hot pot is a popular food in winter, Haidilao usually has higher customer traffic in winter compared to other seasons. Additionally, holidays, weekends, and other time periods also experience peak customer traffic. During holidays such as May Day, Dragon Boat Festival, and National Day, Haidilao's customer traffic significantly increases, especially in popular tourist cities, where the growth momentum is even stronger. Taking the 2024 Spring Festival as an example, from the first day of the Lunar New Year to the sixth day, Haidilao received over 9.5 million customers, achieving a remarkable 30% growth compared to the same period in 2023. Secondly, promotional factors also contribute to this. Haidilao's promotional activities, such as discounts, coupons, and birthday memberships, attract a large number of customers to consume, leading to a surge in customer traffic [12]. Over the past year, 15 million members chose to celebrate their birthdays at Haidilao, demonstrating the activity and loyalty of Haidilao's members. To cope with the fluctua-

tions in customer traffic, Haidilao needs to flexibly adjust its business strategies, improve service quality and customer experience, and utilize big data analysis to predict customer traffic trends, reasonably arrange personnel and inventory, in order to better adapt to market changes.

### 3.1.3. The Expansion Rate of the Number of Stores Is Limited

Haidilao adopts a direct-operated chain model [13]. The expansion of its stores requires a significant investment of both capital and human resources. Moreover, due to the intense market competition, the difficulty of site selection and store opening is increasing, and the difficulty of brand management will also increase accordingly. All these will limit the expansion speed of Haidilao. Therefore, Haidilao needs to carefully assess the market situation, formulate a reasonable plan for expanding the number of stores, ensure that the service quality, dish quality, etc. of each store remain consistent, and thereby maintain the brand image.

### 3.1.4. Increased Management Pressure Under the Expansionary Pace

Haidilao adopts a market penetration strategy, the core of which lies in the establishment of stores, branches or partnerships in multiple regions or cities by the enterprise to expand its market coverage, increase brand visibility and market share. In recent years, Haidilao has carried out rapid store expansion, growing from 273 stores in 2017 to over a thousand stores in 2025 [14]. This rapid expansion has brought significant management pressure to Haidilao, requiring more managers, employees and a complete training system to ensure service quality and food safety. At the same time, insufficient management may lead to a decline in service quality and poor customer experience, thereby affecting the brand image and market reputation.

## 3.2. Analysis of Existing Issues in Online Marketing Channels

### 3.2.1. Intense Competition Within the Same Industry

When expanding their online platforms, Haidilao faced a highly competitive environment. Many hot pot brands such as Banao, Xibubububu, etc. strengthened their online presence by offering delivery services, using apps, and conducting social media marketing to compete for market share. These brands not only focused on taste and menu innovation but also paid attention to online user experience and service quality, posing direct competition to Haidilao. Additionally, emerging hot pot brands and online celebrity restaurants have also risen rapidly through online marketing. They are often better at

leveraging new trends such as social media and live-streaming sales to attract young consumers and possess greater flexibility in the internet domain.

### 3.2.2. The Problem of Standardization and Guarantee of Quality Stability

The products offered by Haidilao on its online platform, such as hot pot base materials and ingredients, need to ensure consistent taste and quality across different regions and at different times. However, due to factors such as the source of ingredients, storage, and transportation, achieving product standardization is not an easy task. Ensuring service standardization has become a major challenge for Haidilao. Secondly, the online platform has extremely high requirements for the quality of ingredients, as the quality of ingredients can be affected during transportation and storage, leading to a decline in quality. The stability of ingredient quality has become a problem that Haidilao is facing.

## 4. Suggestions for Optimizing Marketing Channels of Haidilao

### 4.1. Optimization Suggestions for Offline Marketing Channels of Haidilao

#### 4.1.1. Precisely Control the Level of Service

(1) Establish and improve the customer classification management mechanism

The customer base of Haidilao is diverse. Different customer groups have different personalities, experiences and needs. It is clearly inappropriate to provide uniform services to various types of customers. The first step that Haidilao needs to take is to segment the customer groups and implement classified and graded management for the customers. There are many criteria for segmentation, such as age, gender, income, etc. However, these indicators cannot accurately reflect the differences among different groups. The most accurate classification standard should be the customers' needs [15]. Based on the different needs of customers, they can be divided into the following six categories: fast and convenient type, price-sensitive type, enjoyment-oriented type, unconventional type, health-oriented type, and expectation-for-better type. The demands of these six customer groups are different, and different features should be adopted in the service. At the same time, in the customer relationship management system, customers can also be classified and managed and maintained according to this classification method.

**Table 1.** Customer types and corresponding groups of people.

| Type of customers           | Target population                                                                            |
|-----------------------------|----------------------------------------------------------------------------------------------|
| Quick and convenient type   | White-collar workers with a strong sense of time, young, and busy with work.                 |
| Price-sensitive type        | Customers with lower or more thrifty incomes, who value cost-effectiveness.                  |
| Enjoyment-oriented type     | Customers who pursue a high-quality lifestyle and have higher incomes.                       |
| Novelty-seeking type        | Customers who advocate modernization, entertainment, innovation, and refinement.             |
| Health-conscious type       | Customers who pay attention to taste and nutrition, and prefer green and natural foods.      |
| Hopeful and optimistic type | Customers who seek an elegant environment, pleasant music, and a pleasant dining atmosphere. |

#### (2) Implement a differentiated marketing strategy

In the above six sub-markets, different marketing strategies are adopted to meet the needs of the six types of customers, which is the different positioning of the sub-markets. In the

new economic environment, in the process of conducting targeted marketing for different sub-markets, by using the big data management system to precisely locate the target customers, better sales results can be achieved.

**Table 2.** Marketing strategies for different market segments.

| Market segment              | Marketing strategy                                                                                                                                                                                                                                      |
|-----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Quick and convenient type   | Explain the waiting time in advance so that customers can make their own choices; make customers feel convenient and efficient service; reduce cumbersome services and implement standardized services.                                                 |
| Price-sensitive type        | Recommend cost-effective dishes or sets; recommend half-portion ordering method; appropriately offer certain price discounts; give additional small gifts and snacks after the meal.                                                                    |
| Enjoyment-oriented type     | Provide enthusiastic and considerate service, pay more attention and be observant to customers' needs; promptly assist customers with dish washing, adding beverages, cleaning the table, etc.; provide comprehensive high-quality and caring services. |
| Novelty-seeking type        | Recommend special dishes and recent special activities, carry out innovative services; recommend the "internet celebrity" style of dishes and sets; encourage customers to post photos on their social media and provide small gifts.                   |
| Health-conscious type       | Emphasize food hygiene and healthy ingredients; inform customers of the best cooking time for each dish to maintain the best taste; promptly clear table clutter and garbage, etc.                                                                      |
| Hopeful and optimistic type | Arrange seats with good views and play appropriate music; do not talk too much and avoid excessive service that disturbs customers; create a beautiful atmosphere for the store.                                                                        |

#### 4.1.2. Relax the Off-Peak Sales Promotion Policies

When studying the promotional methods of Haidilao, it can be observed that its current approaches are limited and mainly focus on member points for exchanging coupons and specific meal discounts for college students during certain periods. Haidilao's off-peak time discounts for college students vary at different times, offering 6.9% or 8.8% discounts. This is highly attractive to those college students who have ample time but limited financial resources. However, the limitations of this discount are also obvious, as it is only targeted at a specific group. This approach makes it impossible to widely

cover and meet the needs of various consumer groups, thereby limiting the universality and inclusiveness of the promotional strategy. The consumption capacity of college students is limited. Such time-limited special offers can appropriately relax restrictions to allow more people to eat at Undersea Feast during their leisure time, increasing the customer flow and sales volume during off-peak hours, reducing resource idleness, and improving overall operational efficiency. This can not only increase the number of customers dining at the store during their free time, regulate the customer flow of the store, but also effectively alleviate the customer flow pressure caused by busy times, and to some extent, reduce the insufficient service caused by too many customers for the staff.

### 4.1.3. Improve the Dining Experience in the Store

On the one hand, from a physical display perspective, screens can be added to certain areas of the store to create separate spaces within each area, thereby reducing the annoyance caused by environmental noise and providing users with a private dining environment. Regarding the unpleasant smell of the hot pot caused by the improper position of the hot pot stove in the hot pot restaurant, Haidilao can promote the use of exhaust ventilation and odor-cleaning hot pot stoves, creating a smoke-free hot pot table. At the same time, additional exhaust vents can be added in the store to allow customers to promptly remove the smell of the hot pot during their meal. In addition, odor-removing machines can be placed at the entrance of the store to facilitate consumers in removing the hot pot smell from their bodies when they leave the store.

At the same time, attention should be paid to the role of employees. They are not only the disseminators of the company culture, but also the key to the customer service experience. Some grassroots employees of Haidilao have difficulty adjusting their service methods when dealing with customers, especially those who do not require much service. Therefore, in the new economic context, employees need to constantly improve themselves and learn, deeply understand the corporate culture, and leverage their own advantages to provide high-quality services. For Haidilao, although it does not require employees to have a high educational background, it is necessary to emphasize the importance of providing services according to customer needs. When recruiting, attention should be paid to the communication skills and patience of candidates. For employees who have already joined the company, the company should provide training based on actual needs to enhance their personal qualities and adaptability.

### 4.1.4. Reduce Operational Risks Through Multiple Channels

In the new economic environment, Haidilao can adopt a multi-channel strategy to reduce risks and optimize service quality. While maintaining its extensive geographical coverage nationwide, Haidilao should also adopt a market-focused strategy based on the characteristics of specific markets or regions. By deeply understanding the needs and preferences of local consumers, it can provide more targeted products and services. This strategy enables Haidilao to better integrate into local markets, establish closer connections with consumers, and enhance brand awareness and loyalty. For example, in specific regions, Haidilao introduces special dishes that suit local tastes or holds activities related to local culture. The combination of this multi-channel strategy and the market-focused strategy allows Haidilao to maintain its leading position nationwide while also gaining competitive advantages in specific markets and strengthening its brand competitiveness.

## 4.2. Optimization Suggestions for Online Marketing Channels of Haidilao

### 4.2.1. Enhancing the Customer Consumption Experience in Multiple Dimensions

In the digital age, to ensure stable service quality, first, Haidilao should focus on the continuous research and development of its online platform, ensuring that the platform has high efficiency, stability and smoothness, providing customers with a high-quality online service experience. Second, it is necessary to pay attention to the innovative design of food delivery packaging, using environmentally friendly and highly insulated materials to ensure that the dishes maintain their original taste and temperature during the delivery process. Third, by optimizing the delivery process and enhancing the professional skills of delivery personnel, ensure the efficiency and punctuality of the food delivery service, allowing customers to enjoy delicious hot pot in a short time. Fourth, establish an online community, encourage customers to share their dining experiences, dish evaluations and creative hot pot combinations, enhancing interaction with customers. Set up a dedicated customer service team within the community to promptly collect and handle customers' feedback and complaints, and actively follow up to stabilize service quality and optimize the customer consumption experience.

### 4.2.2. Data-Driven Optimization of Food Delivery Services

In the context of the new economy, Haidilao should first utilize the big data analysis function to optimize the route design for its food delivery services [16]. It should adhere to the principle of proximity, ensuring that the selection of delivery stores and delivery areas is not far from the nearest location; it should follow the principle of the optimal route, using road condition data information for comprehensive analysis to obtain the best path; and it should adhere to the principle of real-time information update, leveraging computer analysis capabilities to monitor road condition information in real time and promptly convey it to delivery personnel. Secondly, it should enhance the speed and accuracy of food delivery. In the process of improving the speed and accuracy of the delivery service, demographic factors (such as the gender, age, residential area, dietary habits of consumers, as well as the density of consumers in the planned area and the property conditions of consumers' residential communities) must all be taken into consideration. Overall planning and optimal design of the delivery and recovery routes for the delivery business, and continuous improvement of delivery speed and accuracy, can help continuously increase customer satisfaction and loyalty.

## 5. Discussion

In this section, authors are advised to provide a thorough analysis of the results and make comparisons with relevant

literature, not a short summary or conclusion. Any future research directions could also be stated in the discussion.

## 6. Conclusions

Under the profound influence of the new economic wave on the landscape of the catering industry, this study focuses on the research of optimizing the marketing channels of Haidilao. Haidilao has adopted multiple channels in line with the development of the times, but it also faces many problems. Therefore, from aspects such as controlling services and marketing in the offline sector, relaxing promotion restrictions, optimizing the environment and personnel management, and implementing multi-channel strategies, as well as stabilizing service quality and strengthening online food delivery planning, this study proposes an analysis of the optimization paths. These optimization paths not only provide a direction for Haidilao to consolidate its competitive advantage and achieve sustainable development in the new economic era, but also offer valuable reference for the market channel development and digital transformation response of the entire catering industry through their exploration and practical experience.

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## Author Contributions

Mengxiang Zhao is the sole author. The author read and approved the final manuscript.

## Data Availability Statement

The data supporting the outcome of this research work has been reported in this manuscript.

## Conflicts of Interest

The author declares no conflicts of interest.

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