

Research On The Architecture And Strategy Of Luxury brands Marketing Service Design Model From The Perspective Of Big Data

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Abstract. With the development of social economy and the continuous popularization of Internet information technology, luxury brands marketing has improved brand competitiveness by combining new marketing methods in this era. Based on this, the purpose of this article is to use service design to improve the precise marketing strategy of luxury brands, and to study the current situation of luxury brands marketing and service design theory in the era of big data. Combining the existing research results of service design with the unique attributes of luxury brands marketing, by establishing the implementation path and theoretical model of introducing service design into luxury brands marketing, verifying the important role of service design in luxury brands marketing, and from this put forward the design model and feasibility strategies of marketing services for luxury brands.

1 Introduction

With the advent of the era of the experience economy, people's pursuit of a high-quality lifestyle is increasing. The marketing of luxury brands has gradually shifted from product-oriented to consumer demand-oriented. The market competition between brands has also shifted from product competition to service system competition. Therefore, the personalized design of the entire service process centred on the needs of consumers has become a key point in brand marketing.

How to improve the user experience in the marketing process through service design to better bring better business value to luxury brands and realize value co-creation and sharing is worth in-depth research. This article analyses the development status of luxury brands marketing under the background of big data, innovatively uses the concept and method of service design, through

model establishment and data analysis, proposes a precision marketing strategy for luxury brands based on service design.

2 Consumption characteristics of luxury brands in the context of big data

According to the 2019 Chinese Luxury Consumer Digital Behaviour Report, China's luxury market exceeded 110 billion euros in 2018, maintaining a growth rate of 6% and accounting for 33% of the global luxury market. It is also expected to grow at a compound annual growth rate of 5-6% in the future. By 2025, it will contribute more than 40% of retail sales to the global luxury market. The consumption of luxury goods in China has continued to increase in recent years. The socio-economic development and the change in consumer consumption concepts have prompted consumers to pursue higher levels of spiritual enjoyment and personalized services.

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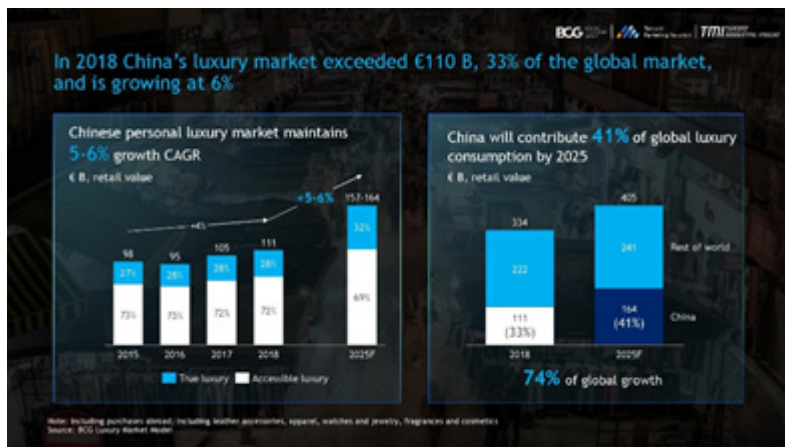


Figure 1. 2019 Digital Behaviour Report of Chinese Luxury Consumers

At the same time, with the continuous development of Internet information technology and mobile technology, the characteristics of luxury consumption have also shown a trend of socialization and digitalization. In the big data environment, each click on webpages and interactions on social platforms that users browse in e-commerce platforms, social networks, and search engines will form data unique to the user. User preferences and characteristics are recorded in the database in the form of data through the Internet. This data is also called consumer value. The characteristic of the era of big data is that it can collect and summarize a large amount of user data, and then perform classification processing through a data analysis system, and finally convert these data into usable value. In the marketing of luxury brands, you can analyse consumers' online transaction data and keyword searches to professionally analyse users, provide support for brands to develop personalized business strategies for specific consumers, and promote the delivery of advertising information and services. More accurate, thereby enhancing brand competitiveness and benefits. The collection of big data information comes from multiple channels, including online and offline, and consumer behaviours that are continuously updated by users are also recorded. Therefore, the information covered by big databases is comprehensive and continuous. By using a large amount of data information of luxury consumers, it can predict consumers' demand and ability to purchase luxury goods. And use this information to accurately locate the product, targeted marketing, and give customers more personalized service support and marketing design. At the same time, the marketing strategy can be further adjusted and improved according to the user's real-time feedback during this process to achieve better service for users.

3 The path of service design concepts in the marketing strategy of luxury brands

3.1. The Necessity of Service Design for Luxury brands Marketing

The current market competition has shifted from product competition to brand competition to service system competition, and business models are undergoing tremendous changes. The personalized design of the entire service process centred on consumer needs has become a new form of economic industry [1]. The continuous development of society and economy makes people not only pay attention to the material satisfaction brought by the products, but also pay more attention to the intangible value and emotional value brought by brand services. Luxury brands have their unique attributes and are targeted at the high-end consumer market. Its consumers often pay more attention to the personalized, specialized positioning and the humanized and distinguished service experience that brands create.

In the marketing process, the focus has shifted from product-centric to consumer demand. (The difference between the two is shown in Figure 2.) Luxury brands pay more attention to creating one-to-one exclusive services and high-quality experience for consumers. And will provide consumers with added value through service design to meet consumers' psychological needs. Therefore, the marketing strategy of a luxury brands should be optimized through the concept of service design in order to enhance the market competitiveness of the brand.

- From product-oriented to consumer demand-oriented
- From corporate pricing to market-oriented to consumer-oriented costs
- From a market-oriented path to an innovative way of focusing on how channels make consumer purchases convenient.
- From tactical and strategic one-way promotions to two-way and comprehensive marketing models established through communication with consumers

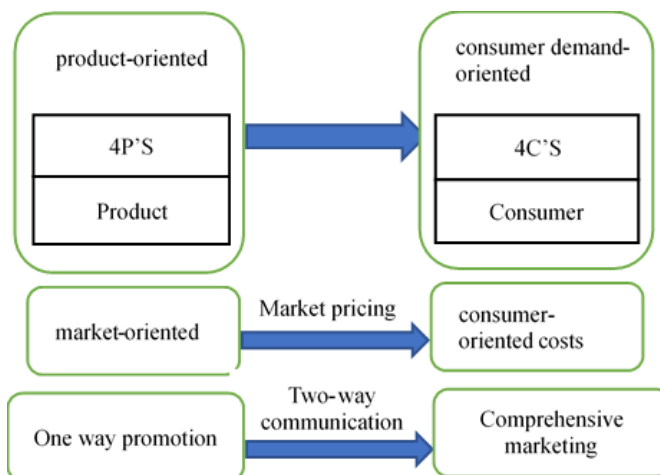


Figure 2. Flow chart from 4P marketing theory to 4C marketing theory

3.2. Service Design Introduces Luxury Brands Marketing Strategy Path

Service design is based on user needs to design products and service processes. At the same time, the development trend of service design is to deeply integrate products and services to provide users with a full range of high-quality consumer experience. Luxury consumers pay more attention to the intangible value brought by services when they are consuming. Therefore, it is especially important for the design of the entire service process in the marketing process. Through the design of the service process between the brand and the user in the entire marketing

process, to provide users with better exclusive services. Luxury brands first meet the needs of users as a starting point, and secondly, improve the user experience as a bridge, and ultimately achieve value creation and sharing. Combined with the data support in the big data environment, it focuses on personalized and dedicated service concepts, allowing consumers to experience the exclusive value brought by luxury brands in a complete service system. Therefore, this article proposes an implementation path for introducing service design concepts into luxury brands marketing. (As shown in Figure 3)

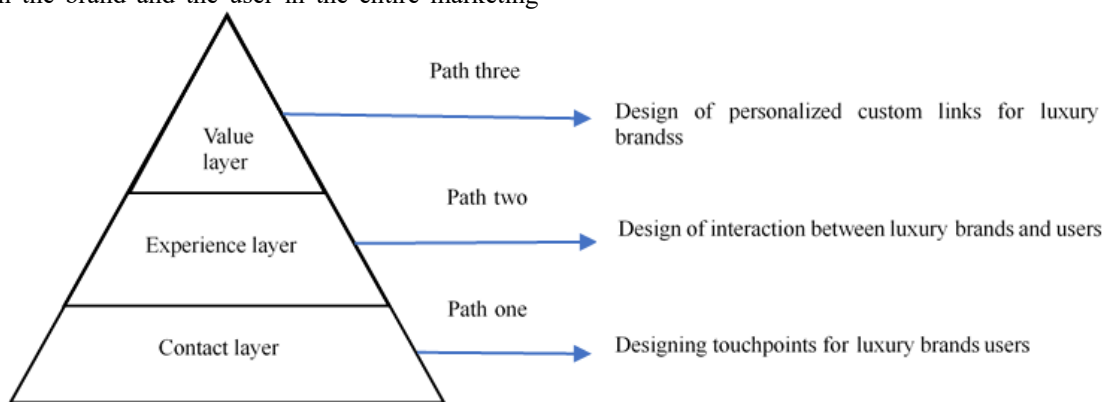


Figure 3. Three paths for service design to introduce luxury brands marketing

3.2.1. Contact layer

The service design of the contact layer is mainly designed around the point of contact between the brand and the user, and the service design concept is introduced into the luxury brands marketing. Service design is a series of systematic design, including all links from product design and development to service system design and service process design. The contact point between the user and the brand is first created by the basic material attributes of the product and the people, things, space, environment and services during communication. Therefore, by designing the contact points, customers can improve their first experience when they first contact the brand.

The field of service design is very broad, including management, psychology, design art, etc. At the same time, the further development of service design is also

inseparable from the continuous development of Internet information technology. When designing the contact point, it includes the contact between the user and the service provider, the product contact, the person-to-person contact, and the person-to-space environment contact. As for the instant service contact point, the first feeling it brings to the user will create a preliminary image of a luxury brands in the minds of consumers. Therefore, the first contact with users is the core link of the entire service system. Taking service touchpoints as the starting point should not only focus on the product, but also on the various touchpoints where the service provider and service receiver communicate.

The data analysis of the luxury brands user population through data information technology can provide the brand with objective user preference data and user preference prediction data. After mastering these data, the

brand can provide users with accurate marketing and focus on user needs. Designing personalized touchpoints and service models can better provide users with a high-quality experience and have a certain role in promoting brand image and brand business value.

3.2.2. Experience layer

The focus of the experience layer is to design key elements of the interaction between the luxury brands and the user to enhance the user experience. The service design concept is introduced into the luxury brands marketing through an interactive process. The core concept of service design is to meet the needs of users, and to design various interaction links with consumers as the centre. The inherent quality of luxury brands is exquisite, noble, and unique. Users of luxury brands also pay more attention to the intangible value brought by brand services. Therefore, unique service design can better shape the interaction the brand culture and brand spirit conveyed by the brand.

For luxury brands, the links between service providers and users include online and offline interactions. The display, environment, five senses in the brand, the

communication between the counter staff and the user, as well as online push, social platform interaction, and opinion leaders bringing goods, etc., all belong to the interactive ring node. How to rationally design various interaction points in the process of user consumption, pull potential consumers into the ranks of consumers, and improve brand users' loyalty and stickiness are the pull and goals that need to be completed in this link. Designing interaction points by using service design helps users get a better and more comfortable experience and more exclusive services.

3.2.3. Value layer

The design of the value layer is mainly to provide customized and exclusive services to luxury brands users through service design to create a service value system that is exclusive to luxury brands. Compared with ordinary brands, consumers of luxury brands pay more attention to the intangible value brought by services in the consumption process, according to Maslow's demand evolution model (see Figure 4).

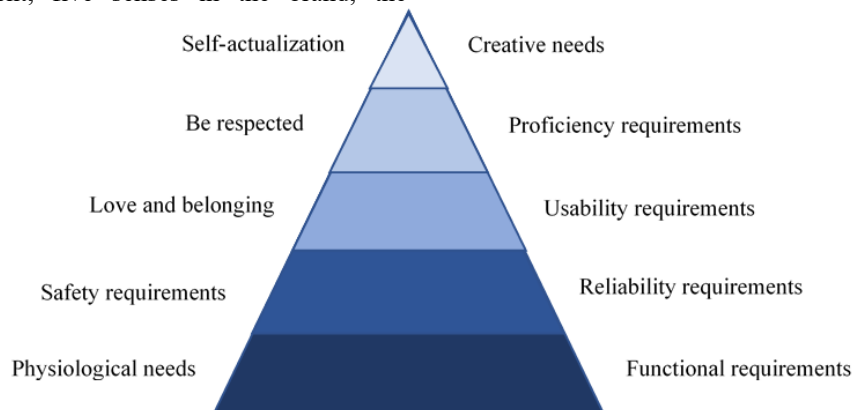


Figure 4. Maslow's hierarchy of demand evolution model

With the continuous development of society and the gradual evolution of human needs. On the basis of satisfying functional requirements and usability requirements, people gradually pursue creative needs. The creative needs correspond to the stage of self-actualization. People are gradually pursuing personalization, novelty, customization, and products and services that reflect self-actualization. The creative demand is at the top of Maslow's demand hierarchy, and luxury brands are also standing at the top of the pyramid. Therefore, it is essential for luxury brands marketing to introduce the concept of service design into products and services to meet the personalized pursuit of the consumer's spiritual level. The value layer meets more exclusive and spiritual satisfaction created by users. The introduction of big data technology has made it possible for luxury brands to achieve personalized and customized services for users. Brands can analyse the information of users in the database, formulate exclusive solutions for different users, and integrate service design into personalized customized solutions to meet user needs as the starting point, and then achieve precision marketing to achieve the value level Satisfaction.

The design of the value layer not only meets the needs of users, but also has greater benefits for the enterprise. The company's personalized service policy formulated after targeted analysis of users can not only effectively provide users with differentiated services to more specifically meet customer needs, but also achieve reasonable allocation of resources and provide optimal services.

The design of these three paths is to design the contact point, interaction point and value layer to sequentially introduce the concept of service design from the weak to the strong into the luxury brands marketing strategy. The three are based on the design of touch points and the improvement of the design of interaction points, and finally achieve the realization of the value layer. In order to promote the better development of brand marketing by introducing service design into luxury brands marketing to provide luxury brands users with more personalized and exclusive services.

3.3. Luxury brands Marketing Strategy Service Design Model Architecture

Service design includes the design of product and user experience processes. The design of the service design

process in the marketing process of luxury brands is established by the "problem-solution" process through four stages of exploration, positioning, design, and improvement (such as Figure 5). The exploration phase is a phase of analysing problems by finding the needs of the target user. In this step, the needs of the target user can be classified by data analysis. The positioning stage is based on the analysis of the target user's hobbies, characteristics, and consumption capabilities, etc., resulting in targeted user role positioning, service experience environment positioning, service system positioning, and so on. The positioning stage is to decompose the problem and classify and examine the problem from multiple dimensions. The

design phase is the stage of transforming user data information into a design language through the summary of previous positioning studies. Through innovative and exclusive design of the characters, situations, and interactions that the user has encountered during the user experience process, a value growth point has been formed. Realize the completion of the core link of service design. The goal task of the perfection stage is to continuously optimize each design link through user feedback, and provide the designer with real-time user feedback during the contact and interaction points to provide data support for more optimized design.

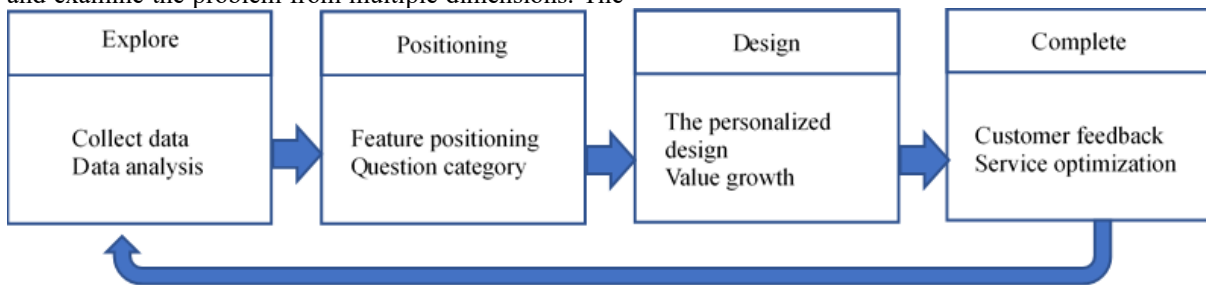


Figure 5. The process of luxury brands marketing service design

Through the analysis of the service design introduction of luxury brands marketing strategy path, we can conclude that the entire service design process meets user needs as a starting point, enhances the user's interactive experience as a bridge, and ultimately realizes value innovation. The four links of exploration, positioning, design, and improvement in the service design process better show the role and value of service design. The construction of the

service design model structure in the marketing strategy of a luxury brands is derived from the content analysed in the three paths of service design into the luxury brands, and combines the four stages in the service design process to meet the real needs of users in the consumer experience and Co-creation of value and maximization of benefits (Figure 6).

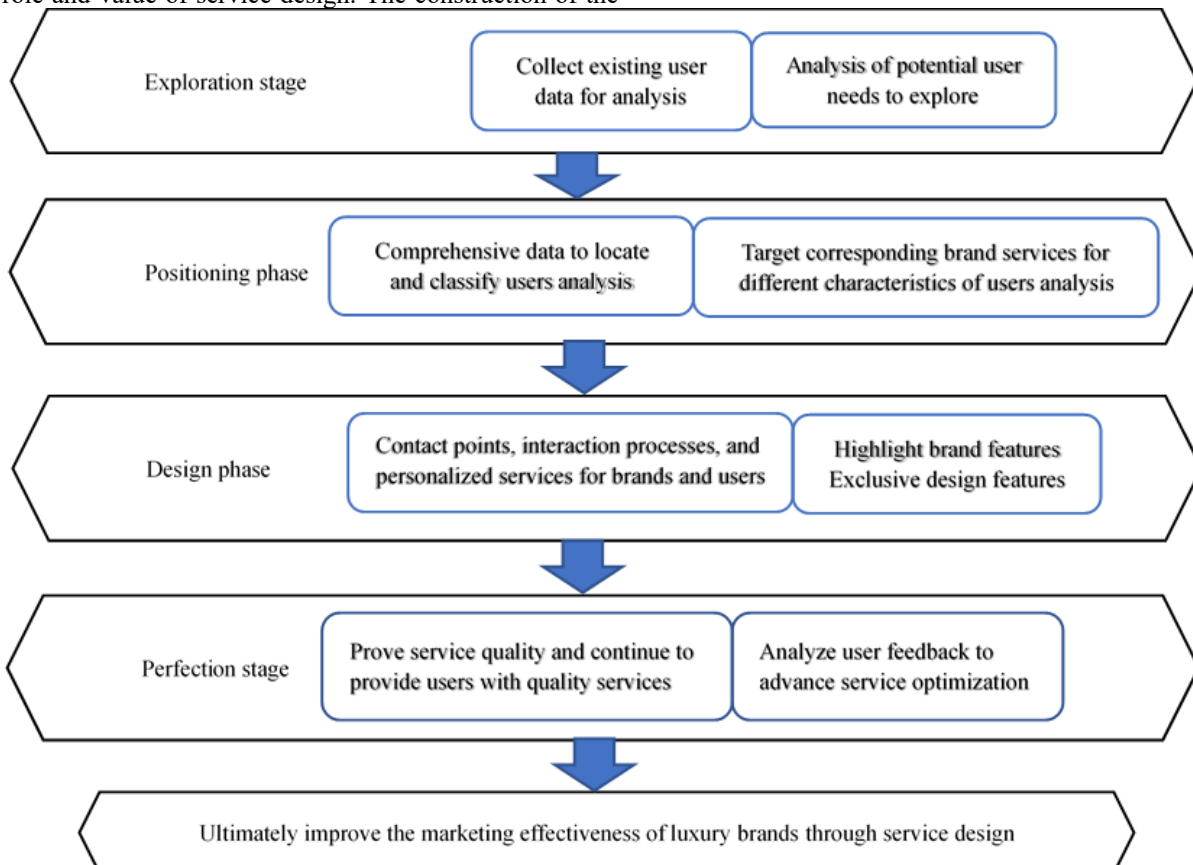


Figure 6. Service design model in luxury brands marketing strategy

4 Precision marketing strategies for luxury brands based on service design model architecture

4.1. Exclusive "user portraits" for luxury brands

In the context of the big data era, a series of browsing, consumption, and page clicks performed by consumers on the Internet will be recorded in the form of data in the database. These data will be able to directly or indirectly reflect consumers' habits, preferences, styles and other related information after inductive classification, and this information can also provide data support for enterprises to implement marketing plans. In past brand marketing strategies, companies often took a certain fixed group as the design object when negotiating the strategy and ignored looking for marketing points from the individual needs of consumers. Therefore, by using the concept of service design as the starting point of consumer demand and introducing data analysis to establish user portraits for consumers, it is possible to provide consumers with

personalized services in a more targeted manner to achieve personalized precision marketing.

The establishment of a brand-specific "user portrait" can first be based on the collection of basic consumer information, analysis of basic information such as age, gender, education, occupation, and hobbies of consumers and social attributes to consume consumers at different levels. Demand analysis. Second, consumers can collect real-time dynamic data on their spending power, consumption preferences, and purchasing methods through data collection of consumers' past consumption behaviours, so that brands can continuously update and grasp user data, and create more accurate portraits. Finally, companies can collect user profile data information more comprehensively through the behaviour of user groups on various social platforms and interactions with brands. By segmenting consumers and building brand-specific user portraits based on brand characteristics. Realize the shaping of brand personality and the uniqueness of brand exclusive users. The figure below is a brand-specific "user portrait" model based on the service design concept (see Figure 7).

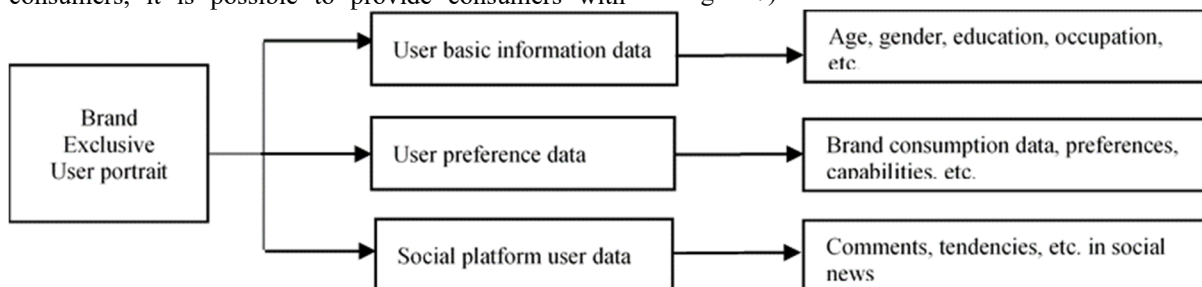


Figure 7. Brand Exclusive "User Portrait" Model

4.2. Precise positioning strategy for luxury brands users

For precise positioning of luxury brands users, the user's lifestyle can be subdivided to analyse the user's social areas, consumption habits, spending power, and preferences of consumer goods categories to accurately locate brand users. By analysing the lifestyle of users, luxury brands users can be classified. Different types of luxury brands users have different needs when they consume luxury goods. By positioning users precisely, luxury brands can more clearly understand consumer needs and provide consumers with more precise and personalized exclusive services. Increase user loyalty to the brand and user stickiness. In the era of big data, enterprises can achieve precise positioning of users by analysing their individual data. At the same time, enterprises can also implement differentiated strategies through precise positioning of users, more specifically meet user needs, provide users with exclusive services, and realize the value creation of users and brands.

points, interaction points and co-creation of value between brands and users when providing services to users.

First, when customizing user touchpoints, you can create unique touchpoints for the brand by highlighting the unique tonality of luxury brands in the environment, products, and context. The design of the brand image without exception makes the contact points between the user and the brand create a deep impression on the user in the brand. However, deeper touchpoints should be based on data support to understand user preferences through the collection and analysis of user data, so as to formulate exclusive touchpoints and touch methods that suit users.

The second is to design the interaction points between users and luxury brands. The offline interactions between users and luxury brands include the communication with customer service personnel and the interactive process of the storefront through the interaction of the five senses of users. During the interaction process, we can use the method of big data precision marketing to provide users with accurate services and improve the pertinence and quality of services.

4.3. Exclusive service design process for luxury brands

The design and establishment of exclusive service processes for luxury brands is conducive to enhancing the uniqueness and dignity of brand users and enhancing brand competitiveness. Luxury brands include the contact

In the end, it is the design of the brand's personalized and exclusive services. When serving, we must pay attention to the user's experience and pay attention to the accuracy of the service to achieve value creation. Luxury brands users often attach great importance to the service experience process, and it is essential to create a good

consumption environment for users through professional data calculation and humanized communication services.

4.4. User feedback interactive service strategy

The concept of service design is to meet the needs of consumers as the starting point of design. The user feedback system can promote the optimization of brand product design and the service and marketing strategies of various processes through users' feedback suggestions, providing users with more personalized products and services. With the continuous development of network

information technology, luxury brands users can provide user feedback through multiple channels and methods. The establishment of a user feedback system can build a more efficient communication bridge between luxury brands and users, enabling luxury brands to provide users with more personalized and personalized services. The following figure shows a model of a user feedback system for luxury brands based on optimized service design (Figure 8).

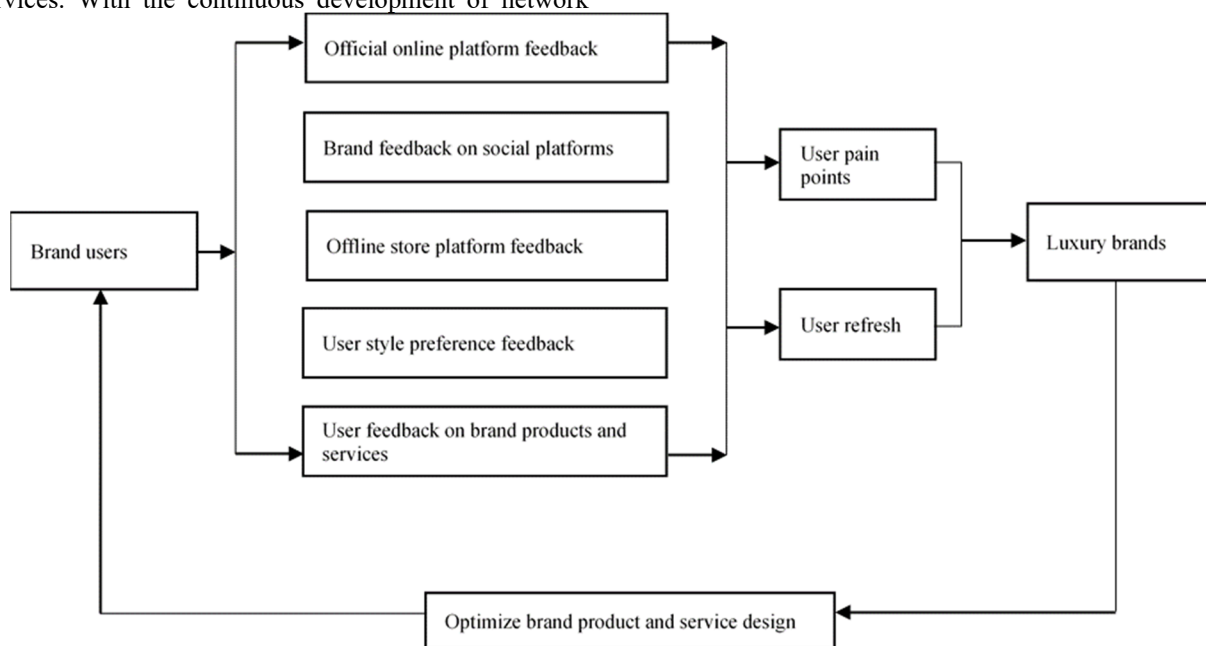


Figure 8. A model of a user feedback system for luxury brands based on optimized service design

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5 Research conclusions

Big data brings great opportunities and value to enterprises. At the same time, the establishment of a brand database provides the possibility for precision marketing, and enables luxury brands to provide consumers with personalized and exclusive services with data support. This article establishes a model of luxury brands marketing service design based on big data by introducing service design into the three paths of luxury brands marketing. By establishing user portraits, precise positioning of users, design of service processes, and optimization of service design of luxury brands through user feedback systems, they provide effective strategic recommendations for precision marketing of luxury brands. In the future development of luxury brands marketing, consumers' needs should be the starting point of service design, and they should keep pace with the times while maintaining the unique tone of the brand.

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