

Research on the Configuration of Influencing Factors on the Sales of Shinise Pastry Brand Online Stores in the New Media Era

-- Qualitative Comparative Analysis based on Fuzzy Set

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Abstract

With the rise of domestic emerging brands and the competition of foreign brands, as well as the rapid development of new media, the current operation of online stores of time-honored brands in China is subject to multiple constraints and uneven development. A single traditional marketing method can no longer meet the needs of consumers in the new media era. The use of new media is an important means to improve the sales of Shinise pastry brands and brand revitalization. This paper takes the Shinise pastry brand as the research object, selects the network search volume, short video promotion strength, micro blog marketing strength, number of fans and online store years as the antecedent variables, and the sales volume of Shinise pastry brand online stores as the result variable. Using the Fuzzy set qualitative comparative analysis method, this paper analyzes the configuration that affects the sales volume of Shinise pastry brand online stores from the asymmetric relationship level, That is to build a Critical path method to improve the sales of Shinise pastry brand online stores, and provide suggestions for Shinise pastry brand's online marketing practice in the new media era and new marketing environment.

Keywords

Shinise Pastry Brand; Qualitative Comparative Analysis of Fuzzy Set; Online Store Sales; The New Media Era.

1. Introduction

The brand of "Shinise" is the symbol of the development of commercial civilization in China, which reflects the characteristics of various nationalities and regions, and contains the wisdom and painstaking efforts of several generations. The protection and development of Shinise is not only for its top skills, ancestral secrets, unique flavor, the recognition and retention of excellent quality is also the protection and continuation of traditional business culture, honest and trustworthy business philosophy, and reputation. However, with the continuous emergence of new brands and the arrival of the new media era, the current operation of China's time-honored brands is subject to multiple constraints, and the development is uneven. Many of the advantages of Shinise gradually fade, and some are even on the verge of survival. Shinise pastry brands are also facing the impact of the new era and the competition of various emerging brands. At the moment of the vigorous development of new media, many Shinise pastry brands are still stuck in their laurels, and have not followed the pace of the new media era and adopted appropriate social media marketing strategies to enhance competitive advantages. A single traditional marketing method has been unable to meet the needs of consumers in the new media era. Therefore, it is a very meaningful research topic to study how Shinise pastry brands

adapt to the changes of the times, awaken consumers' nostalgia and consumption intention, and improve the sales of online stores.

Therefore, from the perspective of integration, this paper further uses the Fuzzy set qualitative comparative analysis method (fsQCA) to analyze the configuration that affects the sales of Shinise pastry brand online stores from the perspective of asymmetric relations, that is, to build a Critical path method for improving the sales of Shinise pastry brand online stores, and to provide suggestions for Shinise pastry brand online marketing practices in the new media era and new marketing environment.

2. Literature Review and Model Construction

The sales of online stores are influenced by various factors, and the arrival of the new media era has led various brand online stores to pay attention to the marketing methods of media and social platforms, making the influencing factors of online store sales more diverse and diverse. Drawing on existing research results, this study selects five representative influencing factors: online search volume, short video promotion, Weibo marketing, number of followers, and length of online store experience for analysis.

2.1. The Impact of Online Search Volume on Sales

The interests and needs of users are generally reflected through online search volume or presented next to search boxes with varying degrees of popularity. Therefore, online search volume can be used to analyze some behaviors, phenomena, or needs in people's daily lives, in order to simulate or predict the dynamic trajectory of a certain factor. For example, Zhang Chong (2012) and others used quantitative analysis methods to study the relationship between online search volume and consumer price index (CPI), believing that the willingness and demand of both supply and demand sides of goods will be reflected on the Internet, thereby affecting CPI indicators. Some scholars have also attempted to predict tourist traffic based on online search volume. For example, Huang Xiankai et al. (2013) used the Forbidden City as an example and found that after integrating online data, online search volume can better predict tourist traffic in the Forbidden City. In terms of research on the relationship between online search volume and product sales, Wu Jiangning et al. (2015) established a Extreme learning machine (EIM) model based on online search data, with the goal of predicting Fast fashion products. Their research found that there was a strong correlation between online search volume and product sales. Therefore, the amount of online search can effectively affect the sales of products to some extent, but how much influence it has on Shinise pastry brand products remains to be studied. According to the total number of searches for online search, it can be divided into high online search volume, intersection and low online search volume.

2.2. The Impact of Short Video Promotion on Sales

With the rapid development of the Internet and the popularity of smart phones, short video platforms such as Tiktok and Kwai are rapidly integrated into public life with the product characteristics of killing fragmentation time. In the context of a large number of users, hyping short videos has become an effective model for product promotion. From the perspective of information content display, Guo Hailing et al. (2019) used the "Stimulation Organism Response" (S-O-R) model to confirm that short videos stimulate consumers' purchasing intention by influencing their emotions. The behavior of some sellers on online platforms also reflects this, as popular products in stores are usually accompanied by exquisite short videos to enhance product attractiveness. The research of Song Ge et al. (2019) shows that Tiktok short videos can affect product brands and promote marketing in at least three aspects: first, integrate high-quality content related to brands into promotional videos; The second is to create a scene for consumers to enjoy; The third is to convey brand value. Yu Xiaojuan (2016),

based on the analysis of Communication studies theory, found that short videos such as Tiktok generally carry out marketing activities in two ways: one is to build online celebrity and promote marketing through online celebrity; The second is to collaborate with multiple social platforms and promote in an explosive manner. Furthermore, short videos are generally less than two minutes in length, but can contain a large number of product elements, enhancing product influence through rapid dissemination. From these characteristics, short videos are considered as The main promotion behavior has a role in affecting product sales. Similarly, the degree of short video promotion can be divided into strong short video promotion, intersection, and weak short video promotion.

2.3. The Impact of Weibo Marketing on Sales

In addition to short video platforms, the booming development of Weibo has also brought a new marketing expansion method for enterprises - Weibo marketing. Enterprises use Weibo platforms to publish various information about their products or services. Wang Xia and Niu Haipeng (2013) used the multi-level Poisson regression regression model to study how enterprises control brand exposure in micro blog marketing to maximize online word-of-mouth; Zuo Wenming et al; Huang Jinghua et al. (2016) argue from the perspective of social identity that consumers' identification with corporate Weibo, namely the perceived purpose value, entertainment value, and social value on corporate Weibo, will increase consumers' willingness to purchase products. To sum up, the greater the microblog marketing, the more microblog topics about products published by the brand official microblog, enterprise leader microblog, spokesperson microblog, Old media microblog, and professional evaluator microblog, the more the audience's purchase behavior, and the better the product sales. The degree of Weibo marketing can also be divided into strong Weibo marketing, intersection marketing, and weak Weibo marketing.

2.4. The Impact of Fan Numbers on Sales

Fans are generally a special group with high identification or even admiration for a certain character or brand. Regardless of which group fans belong to, the marketing of products has potential or direct economic value. Li Kanghua (2016) analyzed the development of fan economy and believed that the construction of fan economy has three paths: celebrity economy, IP operation, and partner business. Gong Yanping et al. (2016) believe that loyal fans can drive product sales, and marketing strategies that can trigger fan recognition should be developed in response to the direction of online development. Liu Junmei (2019) conducted a study on the rise of "IP stage dramas" and found that fans have a significant impact on the marketing of "IP stage dramas". She also proposed the need to solve the contradiction between fans and products, so that the fan economy can continue. Fans have a positive impact on product promotion and marketing, so it is necessary to include the number of fans as a factor affecting sales. Similarly, the number of fans can be divided into three levels: high number of fans, intersection, and low number of fans.

2.5. The Impact of Online Store Age on Sales

The operating period of a brand online store from its opening to the present is called the number of years it has been operating. Cabral et al. (2010) found a strong correlation between store age and reputation in their research; Alternatively, the lifespan of a store can influence consumers' purchasing decisions in an inherent form of reputation. Lee Chong Wei et al. (2017) used Big data samples from Taobao to analyze, and their regression results showed that online store years had a positive effect on product sales. Ma Hongjia et al. (2009) analyzed small enterprises and found that within a certain range, the lifespan of the enterprise is positively correlated with performance. In addition, in our country, people also have a unique sentiment towards the age of a store or product or skill. For example, evaluating a certain drug indicates

a "ancestral secret recipe", and promoting a certain store indicates a "century old store". Based on the relationship between the lifespan and sales volume of online stores, they are divided into old stores, intersections, and new stores in different years.

From the above related research analysis, online search volume, short video promotion strength, micro blog marketing strength, number of fans and store year have a greater impact on the sales of online stores. Therefore, this paper includes these five conditions into the antecedent variables that affect the sales of Shinise pastry brand online stores, and the sales of Shinise pastry brand online stores are taken as the result variables. This paper focuses on two causal relationships: (1) whether and to what extent several factors affecting the sales of Shinise pastry brand online stores are necessary for brands to achieve high online sales, and (2) how these factors are coupled to achieve high online sales of Shinise pastry brands. This article uses a configuration perspective to explore the complex mechanism of the coexistence, symbiosis, or dominant relationship between multiple influencing factors of online store sales, which affects online store sales. The theoretical model is shown in Figure 1.

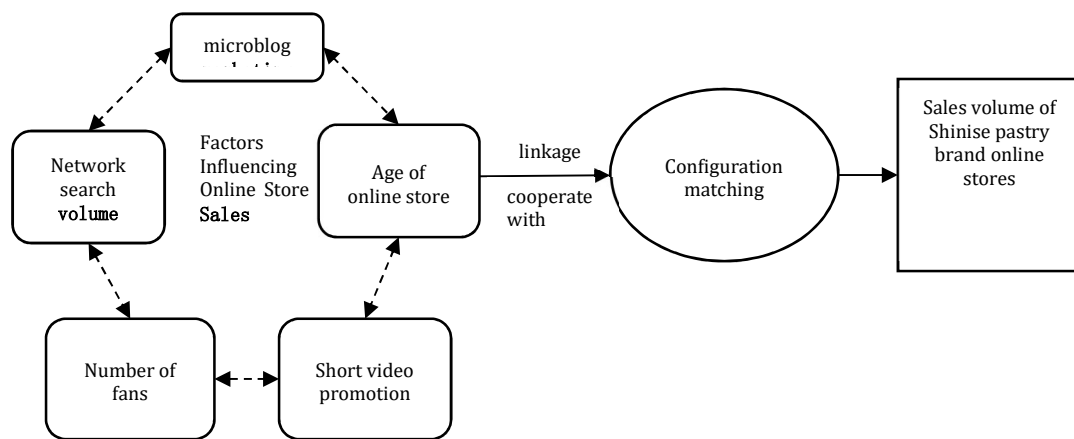


Figure 1. Qualitative comparative analysis model of Fuzzy set

3. Research Methods and Data

3.1. Qualitative Comparative Analysis

Qualitative comparative analysis includes three basic categories: clear set qualitative comparative analysis (cs/QCA), Fuzzy set qualitative comparative analysis (fs/QCA), and multivalued set qualitative comparative analysis (mv/QCA). Compared to cs/QCA and mv/QCA, which are only suitable for dealing with category problems, fs/QCA can further handle issues related to degree changes or partial membership (Du Yunzhou and Jia Liangding, 2017). This paper attempts to explore the causal complex mechanism behind the network marketing effect of Shinise pastry brands based on the configuration perspective, so it is particularly suitable to use fs/QCA for empirical testing. The specific reasons why this method is adopted in this paper are as follows: ①Fs/QCA method can extract the combined configuration of the factors influencing the sales of Shinise pastry brand online stores, to explain the interaction of various factors, and thus reveal the action path of various factors affecting the sales of online stores. ②The causal relationship between the influencing factors of Shinise brands' online store sales and online store sales is not necessarily symmetric, fs/QCA method can deal with the Asymmetric relation between influencing factors and network sales volume. ③Although the number of samples of Shinise pastry brands in this study does not reach the level of "large sample" of traditional quantitative analysis, 50 sample individuals are representative. The fs/QCA method is based on Boolean function operation. The robustness of the analysis results

depends on whether the sample individuals are representative, but has nothing to do with the number of samples. Therefore, it is more suitable for solving small sample research at the enterprise level.

3.2. Sample Case Selection

In order to ensure the commonness of the samples, in the early user research and related data collection, food Shinise brand users pay more attention, among which Shinise cake brand related data is rich, so this paper selects Shinise cake brand as the research object. For the purpose of research, this paper excludes Shinise pastry brands that are not sold online or have no official flagship store on Taobao, and finally selects 50 Shinise pastry brands as the research cases of this paper.

3.3. Data Selection and Calibration

3.3.1. Variable Measurement

This paper selects Shinise pastry brand online store sales (ORDERS) as the result variable; At present, Taobao is the commonly used online shopping tool. In order to enhance the consistency of data, the online store sales data selects the sum of the orders of the first three months of the official flagship store of the Shinise pastry brand Taobao. In the previous analysis, five antecedent variables have been proposed that affect the online sales of Shinise pastry brands to a certain extent, namely, the amount of online searches (DATA), the amount of short video promotion (PROMOTON, abbreviated as PRO), the amount of Weibo marketing (WEIBO), the number of fans (FANS), and the number of years of online stores (YEARS). Baidu is a commonly used search engine among the general public, so the variable of online search volume is measured by Baidu search volume. The specific value is the daily average Baidu search index of the brands disclosed on the Baidu Index official website from November 1, 2011 to October 22, 2022; In the market, the short video platform is dominated by Tiktok, and the short video promotion strength variable is measured by the amount of Tiktok topic playing; The variable of Weibo marketing intensity is measured by the number of Weibo topic discussions; The two variables of fan number and online store years are measured by the number of fans and opening time of the official flagship store on Taobao. The deadline for data collection is October 22, 2022.

3.3.2. Data Calibration

Fs/QCA generally needs to calibrate variables so that there is a membership relationship between sets among cases. In this study, variables are calibrated to Fuzzy set by the direct method.

There are roughly two methods for determining calibration thresholds: one is to directly calibrate using existing theories; Secondly, relying on professional knowledge perform calibration. However, in practical research, there is often a lack of theoretical and practical knowledge to guide the selection of calibration thresholds for certain sets, which requires case based descriptive statistics (Du Yunzhou, 2017). Since there is almost no reference standard in the existing research to accurately reflect the actual characteristics of Shinise pastry brand online store marketing, in order to determine the calibration threshold, this study first carried out descriptive statistics on the data. According to the descriptive statistical results of variables in Table 1, the variables are distributed in a skewed manner, with skewness of 2.478, 0.092, 3.684, 4.549, 4.902 and 3.946, respectively. Therefore, it is more appropriate to use the upper and lower Quartile that are in the middle for the two calibration thresholds that are completely subordinate and completely non subordinate (Tian Chaojie, 2022). And referring to previous studies (Fiss, 2011; Greckhamer, 2016), this article sorted the data of each variable in descending order, using the upper and lower quartiles (75% and 25%) as values for complete membership and complete non membership, respectively. The intersection value was the

average value of the upper and lower quartiles, and finally determined the variable anchor point. Please refer to the anchor point selection section in Table 2 for specific values. This article uses fs/QCA3.0 software for analysis.

Table 1. Descriptive Statistics of Uncalibrated Raw Variables

variable	mean value	gentle	median	Maximum value	minimum value	skewness
Number of fans/10000 people	26.381	1319.068	4.544	231	0.023	2.478
Age of online store /year	7.14	357	7.5	13	1	0.092
Daily average network search volume/time	274.1	13705	196.5	2197	2	3.684
Short video promotion efforts/10000 times	1475.533	73776.63	48.3	60395	0	4.549
Weibo marketing efforts/10000 times	1.561	78.064	0.020	33.7	0	4.902
Online store sales/transaction	4963.16	248158	1132.5	25000	0	3.946

Table 2. Variable Assignment and Anchor Selection

variable	Assignment Description	anchor point			Variable Declaration
		Full membership	intersection	Not affiliated at all	
Number of fans	Number of fans in Taobao's official flagship store	13.725	7.064	0.402	conditional variable
Age of online store	The opening time of Taobao's official flagship store	9	6.625	4.25	conditional variable
Daily average network search volume	The daily average Baidu search index of brands	282.5	185.625	88.75	conditional variable
Short video promotion efforts	Maximum play volume of Tiktok topics	780.05	392.325	4.6	conditional variable
Weibo marketing efforts	The highest number of discussions on Weibo topics	0.329	0.164	0	conditional variable
Online store sales	The sum of monthly sales of the top three products	3525	1971.875	418.75	conditional variable

4. Data Analysis and Empirical Results

4.1. Analysis of Necessary Conditions

Table 3. Analysis of necessary conditions

conditional variable	High online store sales	Low online store sales		
	Consistence	Coverage	Consistence	Coverage
High fan count	0.824	0.847	0.221	0.288
Low fan count	0.308	0.238	0.883	0.864
Age of a high online store	0.763	0.617	0.435	0.446
Age of low online stores	0.315	0.305	0.627	0.770
High network search volume	0.808	0.694	0.371	0.403
Low network search volume	0.305	0.276	0.718	0.826
Promotion efforts for high and short videos	0.642	0.751	0.224	0.333
Low short video promotion efforts	0.429	0.304	0.832	0.746
High Weibo marketing efforts	0.714	0.842	0.183	0.273
Low Weibo marketing efforts	0.383	0.270	0.894	0.799

In fs/QCA, consistency standards are used to measure the degree to which the outcome variable is a subset of conditional variables. Generally, a consistency higher than 0.9 indicates that the conditional variable is a necessary condition for the occurrence of the outcome variable. The necessity analysis results are shown in Table 3.

Obviously, the consistency in Table 3 is all below 0.9, indicating that none of the above conditional variables is a necessary condition for the occurrence of the outcome variable. This result shows that the sales volume of Shinise pastry brand online stores should comprehensively consider the concurrent synergistic effect of multiple antecedents. We need to conduct a more in-depth analysis of the configuration of high sales and non high sales.

4.2. Conditional Configuration Analysis

According to the general value standards of fs/QCA, this article sets the original consistency threshold to 0.8, the PRI consistency threshold to 0.6, and the case frequency threshold to 1. Through fs/QCA's analysis of the above 50 Shinise pastry brand data, five configurations to achieve high online store sales and four configurations to achieve low online store sales were obtained.

4.2.1. Configuration Analysis of High Online Store Sales

Table 4. Configuration analysis of sales volume of Shinise pastry brand online stores

Conditional configuration	A1	A2	A3		A4
			A3a	A3b	
Number of fans	●		⊗		●
Store Year	●	●	⊗	⊗	●
Network search volume		●	●	●	●
Short video promotion efforts	⊗	●		⊗	●
Weibo marketing efforts	●	⊗	●	●	
Consistency	0.872	0.899	0.979	0.840	0.976
Original coverage	0.213	0.122	0.126	0.119	0.453
Unique coverage	0.119	0.019	0.032	0.031	0.294
Consistency of solutions	0.908				
Coverage of solutions	0.698				

Note:●Indicates the existence of core causal conditions,⊗Indicates the absence of core causal conditions,●Indicates the existence of auxiliary causal conditions,⊗Indicates the absence of auxiliary causal conditions, and "blank" indicates whether the condition can exist or not in the configuration. A1, A2, A3a, A3b, and A4 represent the five paths for achieving high network sales, presented in four types: A1, A2, A3, and A4.

As shown in Table 4, there are five configurations (A1, A2, A3a, A3b, and A4) that can achieve high online store sales. Among them, A3a and A3b constitute second-order equivalent configurations, meaning that their core conditions are the same (Fiss, 2011). The consistency of these 5 configurations is 0.872, 0.899, 0.979, 0.840, and 0.976, indicating a high level of consistency, indicating a high reliability of the configuration. These 5 configurations are sufficient conditions for high network sales. The overall consistency is 0.908, which means that 90.8% of the Shinise pastry brands that meet the five conditions have high online sales. The overall coverage is 0.698, which means that five conditional configurations can explain 69.8% of high online store sales cases. The overall consistency and coverage are both above the critical

value, indicating the effectiveness of empirical analysis. Based on the condition configuration, we can further identify the differentiated adaptation relationship between the number of fans, the number of years of online stores, the number of online searches, the strength of short video promotion and micro blog marketing on the sales of Shinise pastry brand online stores. Below is a detailed analysis of each configuration that achieves high online store sales.

(1) High sales configuration A1: FANS×YEARS×~PRO×WEIBO ("×"Represent logical language "and", "~" Denotes "not"). It indicates that in the case of low promotion efforts for short videos, regardless of the amount of online search, old stores with high fan numbers and long online store years can benefit from high online sales through Weibo marketing. The core factors in this configuration are the number of fans and Weibo marketing efforts, which play a crucial role in high online store sales; The store year is an edge factor that plays an auxiliary role. Short video marketing and microblog marketing are two popular forms of new media marketing. In the absence of short video promotion, Shinise pastry brands with a high number of fans can shift their focus to microblog marketing, release microblog hot topics, drive strong fans and customer groups to participate in topic discussions, and interact with fans in a healthy way, so that each fan can become a potential consumer and promoter of the company's products or services. The original coverage and unique coverage of configuration A1 are 0.213 and 0.119, respectively, indicating that this path can explain about 21.3% of high online store sales cases. In addition, about 11.9% of high online store sales cases can only be explained by this path.

(2) High sales configuration A2: YEARS×DATA×PRO×~WEIBO. Regardless of the number of followers, despite weak Weibo marketing efforts, old stores with high online search volume and strong short video promotion efforts can also achieve high sales results. In this configuration, the age of online stores and short video promotion are the two core factors, and the network search volume is the edge factor. The old store stated that it has been operating for a long time and generally has accumulated high popularity and store level. In the Taobao search bar, the ranking of old stores compared to new stores is also relatively high. The fans of old stores are generally potential customers, which can bring stable profits to the store. Moreover, the high age and search volume of online stores also mean that brand stores have gained high store awareness and popularity through years of operation, with a strong competitive advantage. In most cases, they can attract a large number of customers to visit the store and increase product sales. At this time, in order to adapt to the marketing trend of the new media era, Shinise pastry brands can cooperate with food bloggers or grass bloggers to promote their own products using the short video platform, deepen the brand's impression in the minds of consumers, so as to continue to expand competitive advantages and improve product sales. The original coverage and unique coverage of configuration A2 are 0.122 and 0.019, respectively, indicating that this path can explain about 12.2% of high online store sales cases. In addition, about 1.9% of high online store sales cases can only be explained by this path.

(3) High sales configuration A3a: ~FANS×~YEARS×DATA×WEIBO. It shows that no matter how strong the short video promotion of Shinise pastry brand is, when the number of fans is small and the online store age is low, high online search volume and strong micro blog marketing can generate high sales. The results in Table 4 also show that low online store age and strong micro blog marketing are core factors, and high online search volume as a marginal factor plays an auxiliary role. Specifically, new stores with lower operating years have not yet developed their fan base. In order to increase sales, they generally pay more attention to promotion work. Weibo promotion is a low-cost and easy to operate solution. Good promotion work will increase the popularity of the store or product, further driving an increase in online search volume. When a product or store attracts widespread attention from the audience, it is easy to achieve high sales results. The original coverage and unique coverage of configuration A3a are 0.126 and 0.032, respectively, indicating that this path can explain about 12.6% of high online store

sales cases. In addition, about 3.2% of high online store sales cases can only be explained by this path.

(4) High sales configuration A3b: \sim YEARS \times DATA \times \sim PRO \times WEIBO. In the case of insufficient short video promotion, Taobao new stores with high brand network search volume but short operating years can also achieve high sales by investing heavily in Weibo marketing. Like configuration A3a, low store age and strong Weibo marketing efforts remain its core factors, while high online search volume still plays a supporting role. A high amount of online search indicates that the brand has a good reputation, but its Taobao store has not yet developed into a large scale, so new media marketing is the trend. At this point, in order to achieve the goal of increasing revenue and reducing costs, brands can choose to specialize in a type of social media. Due to the limited number of products listed in new stores and the lack of materials for short videos, it is more appropriate to further expand the store's visibility through content marketing or forwarding lottery on Weibo. The original coverage and unique coverage of configuration A3b are 0.119 and 0.031, respectively, indicating that this path can explain about 11.9% of high online store sales cases. In addition, about 3.1% of high online store sales cases can only be explained by this path.

(5) High sales configuration A4: FANS \times YEARS \times DATA \times PRO. It indicates that regardless of the level of Weibo marketing efforts, old stores with a large number of followers, high online search volume, and high intensity short video promotion can achieve high sales results. These four conditions are all edge factors and have an auxiliary effect on high sales results. Generally speaking, a high amount of online search indicates a high brand awareness and considerable sales. The lifespan of online stores also has a crucial impact on high sales. Firstly, from the perspective of enterprises, if a company can stand tall in the industry for 10 years, it generally has relatively strong financial strength. As long as the capital flow is sufficient, even if the company experiences short-term losses, it can continue to operate and occupy enough markets to achieve profitability; Secondly, the enterprise operates for a long time and accumulates a large customer base, which can bring stable profits; Finally, the long-term operation of a company will enhance its reputation and provide it with a good reputation. In addition, old stores with a large number of fans themselves do not lack customer base, and even have considerable potential customers. In this context, merchants can promote short videos and initiate promotional activities to increase popularity, which can not only stimulate the purchasing desire of existing fans but also attract new customers. The original coverage and unique coverage of configuration A4 are 0.453 and 0.294, respectively. Compared with the five high sales configurations A1, A2, A3a, A3b, and A4, A4 has the highest original coverage, indicating that this path can explain about 45.3% of high online store sales cases, which means that nearly half of the cases achieved high sales results through A4. In addition, about 29.4% of high online store sales cases can only be explained by this path.

4.2.2. Configuration Analysis of Low Online Store Sales

As shown in Table 5, there are four configurations (B1, B2, B3 and B4) that achieve low online store sales, with consistency of 0.955, 0.964, 0.860, and 0.956, respectively. This indicates a high level of consistency, indicating a high reliability of the configuration. These four configurations are sufficient conditions for low online store sales. The overall consistency is 0.930, which means that 93% of the Shinise pastry brands that meet the four conditions have low online sales. The overall coverage is 0.826, which means that the four conditional configurations can explain 82.6% of low online store sales cases and have strong explanatory power. The overall consistency and coverage are both above the critical value, indicating the effectiveness of empirical analysis.

Table 5. Configuration analysis of low online store sales of pastry Shinise

Conditional configuration	B1	B2	B3	B4
Number of fans	⊗		●	⊗
Store Year		⊗	●	●
Network search volume		⊗	⊗	●
Short video promotion efforts	⊗	⊗	⊗	●
Weibo marketing efforts	⊗	⊗		●
Consistency	0.955	0.964	0.860	0.956
Original coverage	0.746	0.437	0.163	0.085
Unique coverage	0.214	0.018	0.013	0.049
Consistency of solutions	0.930			
Coverage of solutions	0.826			

(1) Low sales configuration B1:~FANS ×~ PRO ×~ WEIBO. Regardless of the number of online searches and the age of the online store, brand stores that lack fan base, weak short video promotion efforts, and Weibo marketing efforts will receive low sales results. The core conditions in this configuration include a small number of fans, low promotion efforts for short videos, and weak marketing efforts on Weibo, which are the key factors for low sales results. In the era of the vigorous development of social media, the traditional marketing strategy is gradually out of date. Ignoring short videos and microblog promotion paths is difficult to improve popularity, so it is difficult to develop a large number of loyal fans with high stickiness and attract no customers, making it difficult for Shinise enterprises to survive in the cracks of emerging brands that invest heavily in online marketing, and it is also difficult to improve product sales. The original coverage and unique coverage of configuration B1 are 0.746 and 0.214, respectively, indicating that this path can explain about 74.6% of low online store sales cases, indicating that most low sales cases are achieved through B1. In addition, approximately 21.4% of low online store sales cases can only be explained by this path.

(2) Low sales configuration B2:~YEARS ×~ DATA ×~ PRO × ~ WEIBO. It indicates that regardless of the number of followers in the store, brand stores with short operating years will result in low sales when the online search volume is low, short video promotion is insufficient, and Weibo marketing efforts are weak. The core factors in this configuration are low age of online stores, low promotion efforts for short videos, and weak marketing efforts on Weibo, while the network search volume is a marginal factor. The low level of online search volume, short video promotion and micro blog promotion means that the Shinise pastry brand does not focus on re media marketing, and the brand is not hot. Although there are many fans in some stores, it may also be the existence of "zombie fans", and the fan stickiness is not high. In addition, the official store opened relatively late and the store level was insufficient, making it difficult to increase its sales. The original coverage and unique coverage of configuration B2 are 0.437 and 0.018, respectively, indicating that this path can explain approximately 43.7% of low online store sales cases. In addition, about 1.8% of low online store sales cases can only be explained by this path.

(3) Low sales configuration B3: FANS × YEARS ×~ DATA ×~ PRO. It indicates that regardless of the marketing efforts of Weibo, even Taobao stores with a large number of followers and long-term operation will still achieve low sales in the case of low online search volume and

insufficient promotion of short videos. In this configuration, the core factors are network search volume, online store years, and short video promotion efforts, while the number of fans is the edge factor, indicating that low network search volume and weak short video promotion efforts are the key factors for low sales of old stores. For old Taobao stores, although they have been operating for a long time and have accumulated a huge fan base, if they still remain complacent, do not adopt appropriate social media marketing methods, lack awareness of online promotion, and ignore short videos and Weibo promotion paths, they cannot deepen the brand's impression in the hearts of fans. The popularity gradually decreases, causing the store to be submerged in a flood of emerging pastry brands and gradually losing a large number of loyal fans, The sales volume of the store naturally decreased. The original coverage and unique coverage of configuration B3 are 0.163 and 0.013, respectively, indicating that this path can explain about 16.3% of low network sales cases. In addition, about 1.3% of low online store sales cases can only be explained by this path.

(4) Low sales configuration B4: \sim FANS \times YEARS \times DATA \times PRO \times WEIBO. This indicates that even in the absence of a large number of followers, even if the online store's age, online search volume, short video promotion, and Weibo marketing efforts are relatively good, it can still generate low sales results. The number of fans in this configuration also exists as a core factor, and the lack of this core factor is a key factor that leads to low sales results in this path. Obviously, a high number of fans can sometimes unleash huge commercial potential and bring generous profits to merchants. Correspondingly, a low number of fans can also cause difficulties for store operations. The original coverage and unique coverage of configuration B4 are 0.085 and 0.049, respectively, indicating that this path can explain approximately 8.5% of low network sales cases. In addition, approximately 4.9% of low online sales cases can only be explained by this path. The representative case of this configuration is only Ronghua Mooncake. Its official store has a relatively long history, and its short video promotion and online search volume are also objective. However, the low number of fans and few products in the store lead to low product sales. Compared with the low sales configurations B1, B2, B3 and B4, the original coverage of configuration B4 is the lowest. It can be inferred that the atypical case like Ronghua Moon Cake has some particularity in the Shinise pastry brands, and the sample number is low. From the above research, the opposite of the high sales result is not the low sales result path, indicating that the cause and effect of influencing the sales of Shinise pastry brand online stores does not have a strong symmetry. At the same time, online search volume, short video promotion, microblog marketing, online store years and number of fans have a positive effect on high sales, which preliminarily verifies the relevant theories mentioned above, and has a certain guiding role in how to improve the sales of Shinise pastry brand products.

4.3. Robust Test

In QCA research, it is necessary to test the robustness of the analysis results. Since QCA is a Set theory method, this paper uses the method of changing PRI consistency threshold to test robustness. When conducting robustness testing, stricter thresholds were used for result analysis, increasing the PRI consistency threshold from 0.6 to 0.75. The research results show that they have similar condition combinations, consistency, and coverage to the original model, indicating the robustness of the research conclusions in this paper.

5. Conclusion and Inspiration

5.1. Research Conclusion

In this paper, 50 Shinise pastry brands are selected as the research cases of this paper, and the Fuzzy set qualitative comparative analysis method is used to analyze the configuration that affects the sales of Shinise pastry brand online stores from the perspective of asymmetric

relationship, that is, to build a Critical path method to improve the sales of Shinise pastry brand online stores. Research has found that: firstly, online search volume, short video promotion, Weibo marketing, online store sales, and fan base all have a positive effect on high sales, but these five antecedents cannot individually constitute a necessary condition for high online store sales. Secondly, the five conditional configurations of A1, A2, A3a, A3b, and A4 constitute the driving path for high online store sales; The four conditional configurations of B1, B2, B3, and B4 constitute the driving path for low online store sales. The high sales path indicates that compared to other conditions, short video promotion and Weibo marketing, two new media marketing elements, are crucial. In cases where other conditions are weak, both short video promotion and Weibo marketing can play a positive role in online store sales. The low sales path indicates that brand stores with weak short video promotion and Weibo marketing efforts generally receive low sales results. Regardless of the marketing efforts on Weibo, even Taobao stores with a large number of followers and long-term operations will still achieve low sales despite low online search volume and insufficient promotion of short videos. And individual special cases indicate that even with a lack of a large number of followers, even if the online store's age, online search volume, short video promotion, and Weibo marketing efforts are relatively high, it may still result in low sales. Third, the opposite of high sales results is not the path of low sales results, which shows that the cause and effect of influencing the sales of Shinise pastry brand online stores does not have a strong symmetry.

5.2. Practical Enlightenment

The following is a combination of configuration analysis results and in-depth analysis of hidden factors to improve sales, such as popularity, reputation and brand, to explore countermeasures to improve the sales of Shinise pastry brand online stores.

5.2.1. Strengthen New Media Marketing, Enhance Product Awareness, and Drive Sales with Popularity

At least one of the two antecedent variables, short video promotion and Weibo marketing, it shows that new media marketing is an indispensable factor to improve the online sales of Shinise pastry brands. Enterprises should actively carry out new media marketing and create a new media matrix. The new media matrix mainly means that on the one hand, relevant enterprises can open official accounts on different platforms, such as Weibo, WeChat, Tiktok, to create a horizontal matrix; On the other hand, a vertical matrix can be formed by opening subscription accounts, service accounts, and mini programs on the same new media platform, such as WeChat. Promote the protection and dissemination of Shinise pastry brand skills and culture while promoting Shinise pastry brand products and improving product popularity. At the same time, we should also pay attention to the role of Old media in publicity and promotion. For example, China Time-honored Brand "Renchang soy sauce garden", because of the rapid popularity of the program "China on the Tongue", the sales of the official Taobao store "Renchangji flagship store" soared under the super high popularity, directly driving the development of the Shinise.

5.2.2. Emphasize Word-of-mouth Marketing and Expand User Base

Low sales configuration B4 and high sales configuration A1 show that the number of fans is the key factor affecting the online sales of Shinise pastry brands. The main factor that attracts fans of a product is its good reputation. To achieve the goal of increasing sales, the focus can be on improving product reputation. Firstly, reliable product quality is the foundation for forming a good user reputation. Secondly, design promotional and slogans that align with consumer values, and use value recognition to bridge the gap between products and consumers, thereby establishing goodwill and forming a reputation. Thirdly, in addition to the solid quality of Shinise products, the skills and stories behind them are also an important factor to improve the reputation. Therefore, it is necessary to explore the cultural connotation behind the Shinise

pastry brand, so that people can understand and love the Shinise pastry brand, and support the inheritance and development of the Shinise pastry brand. Famous blogger Li Ziqi, with a unique perspective and unique rural beauty, showcases a brand new rural scenery, resonates with the audience's emotions, and creates a strong reputation advantage. His related products have high sales both online and offline.

5.2.3. Emphasize Brand Building and Win with Brand Advantages

High sales configuration A2 shows that the operating years of online stores and short video promotion play a core role in high sales results, while online search volume plays an auxiliary role. To some extent, the combined force of online store years, online search volume, and short video promotion is a reflection of the product brand. Building brand advantages and enhancing product competitiveness is another important means to increase sales. First, highlight the cultural value of the Shinise pastry brand and create a brand image with distinctive characteristics. For example, Jinhua ham sausage, with its unique production skills and brand characteristics, has won customers' favor and maintained a high sales level. Secondly, attach importance to cross-border cooperation of brands. Under the background of vigorously promoting the creative transformation and innovative development of Shinise in China, the brand building of Shinise is not only limited to the field of Shinise, but more importantly, outside of Shinise. For example, Shinise Laodingfeng and Xiaolan facial expression bags launched a Mid Autumn Festival co branded gift box; Zuixiangyuan and Xicha jointly launched a New Year gift box; Shen Dacheng and Disney jointly launched step by step cake promotion with hand gifts, and so on. Through cross-border brand cooperation, consumers' brand recognition of Shinise has been enhanced, and the reputation and popularity of the products have also been improved. The above brands and cross-border partners have promoted the co branded products in Tiktok and Weibo by forwarding lottery, topic discussion and other activities, which has also achieved the effect of increasing online store sales and improving brand popularity. In addition, in the internet environment, enterprises also need to actively assume social responsibility, be enthusiastic about public welfare undertakings, and shape a good brand image. Through constantly expanding brand influence, promote the marketing and promotion of Shinise pastry brand products by brand building.

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