

# Research on the Category Planning of Daily Necessities Merchants on Flash Sale Instant Retail Platforms

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## ABSTRACT

Based on the background of instant consumption demand, this paper constructs a merchant category planning model of a flash sale instant retail platform. According to the development of the three stages of the emergence period, the accelerated growth period and the slow growth period, from the two aspects of the penetration of consumers' immediate demand and the degree of merchant participation, the category planning model of daily necessities in different stages of development of the instant retail market is constructed with the goal of maximizing the profit of daily necessities merchants, and the impact of the platform's subsidies to consumers, the platform's subsidies to merchants, and the commissions given by merchants to the platform on the development of daily necessities in the instant retail market are numerically analyzed. It has been inspired by the management that businesses should gradually broaden the application scenarios of daily necessities and meet the diversified needs of consumers.

## KEYWORDS

Just-in-time retail; Daily necessities; Requirements life cycle; Category planning; Bass model

## 1. INTRODUCTION

Nowadays, major e-commerce platforms have joined the instant retail market, and Meituan has officially released the "Meituan Flash Sale" as an instant retail brand, relying on the model of "lightning warehouse + brand direct store" to quickly expand the scale of the flash warehouse; JD.com integrated internal real-time retail resources and launched an upgraded version of the "JD Second Delivery" instant retail service; Taobao launched the "Taobao Flash Sale" and Douyin launched the "Hour Delivery" instant retail service section. The platform activates instant retail with takeaway, and with the help of such high-frequency and rigid demand scenarios, the purpose of gradual expansion of scenarios and categories is realized, and these e-commerce e-commerce platforms themselves have the abundance of category resources and diversified scene applications, which have outstanding advantages for daily necessities in the middle and late stages of the instant retail market, that is, the flash sale instant retail platform will be the main contribution platform to the instant retail market of daily necessities in the future.

In this paper, considering that the immediate demand for daily necessities is constantly changing, the construction of the demand function based on the Bass model for the three stages of daily necessities on the flash sale instant retail platform is in line with the characteristics of the S-curve growth model and the development characteristics of daily necessities on the platform at each stage. In view of the development of each stage, this chapter will analyze the impact of factors such as the platform's subsidies to consumers, the platform's subsidies to merchants, and the commissions given by merchants to the platform on the development of daily necessities in the instant retail market, and

provide scientific category planning decisions and guidance for daily necessities merchants at different stages of development on the flash sale instant retail platform through numerical analysis.

## 2. LITERATURE REVIEW

In his work, Neil M. Glass clearly expounded the demand life cycle theory, which is generally divided into five stages: emergence period, accelerated growth period, slow growth period, maturity period, and decline period [1]. Due to the continuous development of technology and the stability of the demand for daily necessities, the category of daily necessities has not yet entered the maturity and decline period, so this paper only studies the three stages of the development of daily necessities in the instant retail market: the emergence period, the accelerated growth period, and the slow growth period.

The development of daily necessities in the instant retail market is in line with the characteristics of the S-curve growth model, which is often used to describe the diffusion phenomenon. In physics, diffusion refers to the phenomenon of material migration due to thermal motion of mass mass [2]. In the social sciences, Rogers defines diffusion as the process of disseminating innovative results among members of a social system through specific paths and over time [3]. In the social system of consumers, daily necessities merchants and instant retail platforms, the instant retail market continues to develop and expand with the evolution of time, and consumers' demand for daily necessities gradually migrates from the traditional offline demand and planned demand to the immediate demand, and the supply of daily necessities gradually shifts from offline channels and online channels to online and offline integrated development, so as to localize supply and broaden the scope of services. At present, three typical models used to study diffusion are the logistic model, the Gompertz model, and the Bass model [4]. Among them, the Bass model is a product initial purchase diffusion model proposed by Bass F M on the basis of previous research [5].

$$N(t) = MF(t) = M \left[ \frac{1 - e^{-(p+q)t}}{1 + \frac{q}{p} e^{-(p+q)t}} \right] \quad (1)$$

Where  $N(t)$  represents the cumulative number of adopters at time  $t$ ,  $M$  is the maximum market potential of product adopters,  $F(t)$  is the product adoption rate at time  $t$ , reflecting the diffusion speed of new products,  $p$  is the external influence coefficient (i.e., innovation coefficient), and  $q$  is the internal influence coefficient (i.e., imitation coefficient). The model plots a smooth S-shaped diffusion curve, which grows slowly at first, spreads rapidly as demand increases, and eventually gradually becomes saturated [6].

The advantage of the analysis of the above S-curve model is that the time is the independent variable and the mathematical model based on the time series to describe the product diffusion process. Yang Jinghui (2006) [7] compared the three diffusion curves and used the Logistic model, Gompertz model, and Bass model to fit them, respectively, and the Bass model showed that the Bass model had the highest fitting degree and the prediction effect was better than the other two models. The Bass model was proposed in 1969 and has attracted widespread attention and is regarded as an important milestone in the history of innovative diffusion research [8], and a large number of scholars have revised and expanded the Bass model since then. Guan Jiancheng et al. (1995) [9] studied the impact of subsidy behavior on the diffusion rate of technological innovation on the basis of the Bass model, and concluded that a larger subsidy ratio can be used to attract in the early stage of diffusion, and with the increase of diffusion degree, enterprises can adopt a smaller subsidy ratio or no subsidy. Bottomley P et al. (1998) [10] introduced the price factor into the diffusion model on the basis of the Bass model. Tian Yihui (2014) [11] used the Bass model to study the diffusion model of green supply chain management, and found that subsidies would promote the diffusion of green supply chain

management among enterprises when studying the driving effect of different factors on the diffusion of green supply chain management. Zhao Xiaoyu (2014) [4] combined the product life cycle with the diffusion theory of technological innovation, and used the Bass model as the basic model to analyze and quantify the life cycle diffusion curve of automotive products. Wang Li (2022) [12] constructs an acceleration-scale model based on the classical Bass model to describe and predict the diffusion of Internet information disruptive innovation products, and further expands the Bass model.

This paper studies the penetration of consumers' immediate demand and the participation of offline daily necessities merchants, and divides the development of daily necessities on the instant retail platform in three stages, which is affected by various factors such as consumer subsidies, merchant subsidies, and platform commissions. The penetration of consumers' immediate demand and the participation of offline daily necessities merchants may also show different development curves for the stage development of daily necessities on the instant retail platform.

### 3. MODEL DESCRIPTION AND ASSUMPTIONS

To facilitate the construction of the model, the symbols and definitions in this chapter are as follows:

**Table 1.** Symbols and Definitions

| Symbol    | Description                                                                                                                                      |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| $T$       | Immediate demand stage for daily necessities, $T = \{T_1, T_2, T_3\}$                                                                            |
| $T_1$     | Appearance period                                                                                                                                |
| $T_2$     | Accelerate the growth period                                                                                                                     |
| $T_3$     | Slow growth period                                                                                                                               |
| $t$       | Development time                                                                                                                                 |
| $\mu$     | The degree of penetration of consumers' immediate demand for daily necessities                                                                   |
| $\lambda$ | The degree of participation of offline daily necessities merchants                                                                               |
| $F(s)$    | The impact of platform commissions on merchant engagement                                                                                        |
| $F(c_2)$  | The attractiveness of the platform's subsidy to merchants                                                                                        |
| $F(c_1)$  | The attractiveness of the platform to consumer subsidies                                                                                         |
| $P$       | The selling price of the product, including the unit price of the product, packaging and delivery fees                                           |
| $c_1$     | Platform Subsidies to Consumers(Commission)                                                                                                      |
| $c_2$     | The platform's subsidy to retail merchants                                                                                                       |
| $C$       | The cost of selling the merchant's products, including the purchase price of the product, the cost of packaging, and the fulfillment service fee |
| $s$       | Unit Commission/Platform Service Fee(Subsidy)                                                                                                    |
| $D$       | Demand for daily necessities(Demand)                                                                                                             |
| $D^{ins}$ | Instant Demand for Household Goods(Instant Demand)                                                                                               |
| $GP$      | Gross Profit                                                                                                                                     |
| $\Pi$     | Gross profit of daily necessities merchants                                                                                                      |

In the construction of the model in this paper, consider the following assumptions:

- (1) From the emergence period to the accelerated growth period and then to the slow growth period, the transition nodes of each stage are 6% and 30%, respectively;
- (2) The total demand for daily necessities remains unchanged, that is, only the offline demand for daily necessities, plans and other needs of consumers are considered to be transferred to immediate demand;

(3) The immediate demand for daily necessities is only affected by retailers, consumers, and instant retail platforms, and is not affected by other economic, political, social, technological and other market environments;

(4) The maximum penetration of consumers' immediate demand for daily necessities is 1, and the maximum participation degree of offline daily necessities merchants is 1;

(5) The product sales price  $P$  is always greater than the product purchase cost  $Q$ ;

(6) The influence of the platform's subsidy attraction to merchants  $F(c_2)$ , the platform's subsidy attraction to consumers  $F(c_1)$ , and the influence of platform commission on the merchant's participation degree  $F(s)$  all obey the Bass model,  $F = \frac{1-e^{-(p+q)t}}{1+\frac{q}{p}e^{-(p+q)t}}$ .

## 4. MODEL BUILDING

The research problem in this paper is to construct a category planning model for the instant retail market of daily necessities at different stages from the degree of consumer instant demand penetration and merchant participation based on the Bass model, combined with the immediate demand life cycle of daily necessities, and the research problem aims to maximize the profits of daily necessities merchants, mainly considering the changes in the immediate demand for daily necessities. From the two aspects of the largest penetration of consumers' immediate demand and the highest degree of participation of offline merchants, we make the best decision on the category planning of daily necessities merchants at different demand stages.

### 4.1. Instant Demand Penetration Depiction

From the consumer's point of view, the actual expenditure can be seen as a transaction between the consumer and the instant retail platform, i.e., the selling price of the product  $P$  minus the platform's subsidy to the consumer,  $c_1$ .

The degree of penetration of consumers' immediate demand for daily necessities is mainly composed of two aspects: the initial penetration degree of the current demand stage and the attraction degree of the platform to consumer subsidies.

$$\mu_T = \mu_{T0} + F(c_1) \quad (2)$$

$$F(c_1) = \frac{1-e^{-(c_1+P)t}}{1+\frac{P}{c_1}e^{-(c_1+P)t}} \quad (3)$$

### 4.2. Characterization of the Level of Merchant Participation

From the perspective of offline daily necessities merchants, the gross profit obtained by them can be regarded as the transaction between the merchant and the platform and the supplier, that is, the product sales price  $P$  plus the platform's subsidy to the merchant  $c_2$ , minus the platform commission  $s$  and procurement cost  $C$ .

The degree of participation of offline daily necessities merchants is mainly composed of three aspects: the initial participation level of the current demand stage, the subsidy attraction of the platform to the merchants, and the impact of the platform commission on the merchants.

$$\lambda_T = \lambda_{T0} + F(c_2) - F(s) \quad (4)$$

$$F(c_2) = \frac{1 - e^{-(c_2 + P - s - C)t}}{1 + \frac{P - s - C}{c_2} e^{-(c_2 + P - s - C)t}} \quad (5)$$

$$F(s) = \frac{1 - e^{-(c_2 + P - s - C)t}}{1 + \frac{P + c_2 - C}{s} e^{-(c_2 + P - s - C)t}} \quad (6)$$

### 4.3. Merchant's Category Planning Model

This paper mainly considers the impact of the penetration of consumers' immediate demand for daily necessities and the participation of offline daily necessities merchants on the different demand stages of the instant retail market of daily necessities, and does not focus on the impact of consumer search costs, so it is assumed that the consumer choice probability  $\theta$  and the consumer search convenience are  $\sigma$  maximized, and the values are both 1. As a result, a category planning model can be constructed for the change in demand for daily necessities on the flash sale instant retail platform. The merchant's profit can be expressed as the following formula, in which the main variables involved are the platform's subsidy to consumers  $c_1$ , the platform's subsidy to the merchant  $c_2$ , and the platform's commission  $s$ .

$$\begin{aligned} \Pi &= D^{ins} \cdot \theta \cdot \sigma \cdot GP = D \cdot \min(\mu_T, \lambda_T) \cdot 1 \cdot 1 \cdot (P + c_2 - C - s) \\ &= D \cdot \min(\mu_{T0} + F(c_1), \lambda_{T0} + F(c_2) - F(s)) \cdot (P + c_2 - C - s) \\ &= D \cdot \min\left(\mu_{T0} + \frac{1 - e^{-(c_1 + P)t}}{1 + \frac{P}{c_1} e^{-(c_1 + P)t}}, \lambda_{T0} + \frac{1 - e^{-(c_2 + P - s - C)t}}{1 + \frac{P - s - C}{c_2} e^{-(c_2 + P - s - C)t}} - \frac{1 - e^{-(c_2 + P - s - C)t}}{1 + \frac{P + c_2 - C}{s} e^{-(c_2 + P - s - C)t}}\right) \cdot (P + c_2 - C - s) \end{aligned} \quad (7)$$

The constraints of the model are Equation (8) - Equation (13)

$$c_1 \geq 0 \quad (8)$$

$$c_2 \geq 0 \quad (9)$$

$$s \geq 0 \quad (10)$$

$$0 \leq t \leq 1 \quad (11)$$

$$\theta = 1 \quad (12)$$

$$\sigma = 1 \quad (13)$$

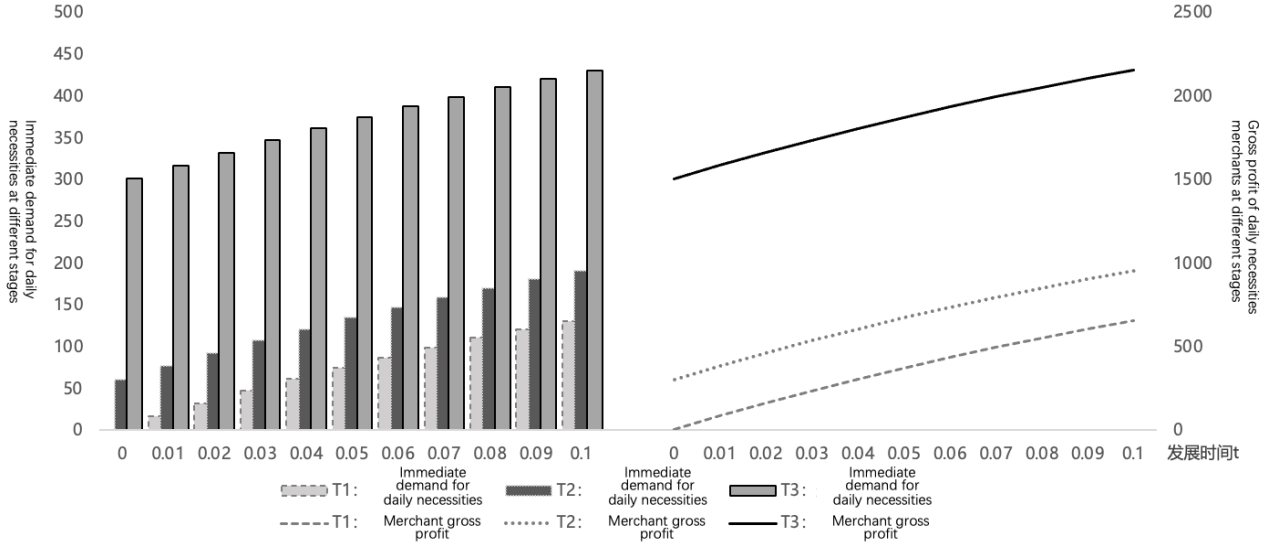
## 5. SENSITIVITY ANALYSIS OF CATEGORY PLANNING MODELS

In view of the development of daily necessities in the instant retail platform at each stage, this paper will analyze the influence of factors such as the platform's subsidies to consumers, the platform's subsidies to retailers, and the commissions given by retailers to the platform on the development of daily necessities in the instant retail market, so as to provide scientific category planning decisions and guidance for the leap of different stages.

### 5.1. Analysis of The Impact of Development Time $t$ and Subsidy Parameters on the Instant Retail Market of Daily Necessities

(1) The impact of the change in development time  $t$  on the immediate demand for daily necessities  $D^{ins}$ . and merchant gross profit  $\Pi$

The values of  $c_1$ ,  $c_2$ ,  $s$ ,  $P$ ,  $C$  and  $D$  are 3, 3, 3, 10, 5, and 1000, respectively, and considering the change of  $t$  between 0 and 0.1, the results of the change of  $D^{ins}$ . and  $\Pi$  with time  $t$  in each stage can be obtained and the following figure is drawn:

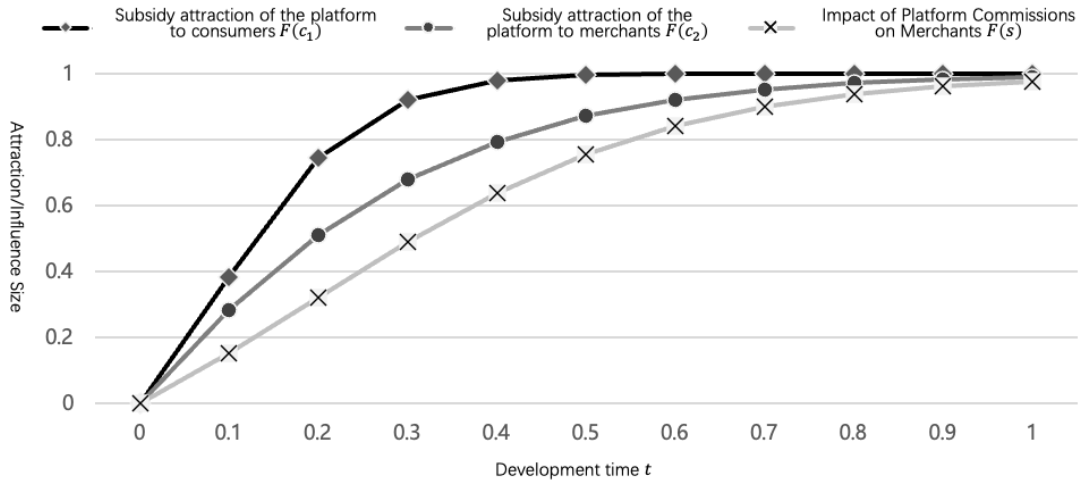


**Figure 1.** Immediate demand for daily necessities and merchant gross profit at all stages

With the gradual increase of development time  $t$ , the immediate demand for daily necessities  $D^{ins}$ . and merchants' gross profit  $\Pi$  are monotonously increasing at all stages. In the same development time, the immediate demand for daily necessities and the gross profit of merchants in the slow growth period of  $T3$  are significantly greater than those in the emergence period of  $T1$  and the accelerated growth period of  $T2$ , that is, the earlier the immediate demand for daily necessities enters the high demand stage, and the gross profit of merchants will enter the high-yield stage earlier.

(2) Effect of development time  $t$  change on  $F(c_1)$ ,  $F(c_2)$  and  $F(s)$

The values of  $c_1$ ,  $c_2$ ,  $s$ ,  $P$  and  $C$  are 3, 3, 3, 10, and 5, respectively, and the results of the change of  $F(c_1)$ ,  $F(c_2)$ ,  $F(s)$ . with time  $t$  are calculated and the following figure is drawn.



**Figure 2.** The subsidy attraction of the platform to consumers, the subsidy attraction of the platform to the merchants, and the impact of the platform commission on the merchants under different development times

With the gradual increase of the development time  $t$ , the subsidy attraction of the platform to consumers  $F(c_1)$ , the subsidy attraction of the platform to merchants  $F(c_2)$ , and the impact of

platform commissions on merchants  $F(s)$ . all show a monotonous increasing trend, with a rapid growth rate in the early stage and a slow growth in the later stage.

That is, in the development process of the instant retail market of daily necessities, the penetration of consumers' immediate demand in the early stage is low and the degree of merchant participation is not high, so subsidies and commissions have a greater impact on the market of instant retail of daily necessities, which can attract more consumers and merchants to enter the instant retail market of daily necessities. In the later stage, the penetration of consumers' immediate demand is high, the participation of merchants is high, and the development of the instant retail market of daily necessities is relatively stable, and the same subsidies and commissions as in the previous period have a weakened impact on the instant retail market of daily necessities.

## 5.2. Category Planning Decisions of Merchants in the T1 Emergence Period

According to numerical analysis, the earlier daily necessities enter the period of accelerated growth and slow growth from the emergence period in the instant retail market, the earlier the immediate demand of consumers for daily necessities and the gross profit of merchants will enter the stage of high demand and high income. Therefore, it is necessary to consider how to shorten the development time spanned by each demand stage, and clarify the category planning decisions that daily necessities merchants and instant retail platforms should make at each stage.

In the emergence stage, the penetration of consumers' immediate demand for daily necessities is low, and the participation of merchants is low, so the focus of this stage is to attract consumers and merchants to enter the instant retail market of daily necessities, and gradually cultivate consumers' consumption habits of purchasing daily necessities on the instant retail platform.

Combined with numerical analysis, in the early stage of the development of the instant retail market of daily necessities (i.e., the emergence period), the instant retail platform can greatly increase consumer subsidies and merchant subsidies and reduce commissions, which can correspondingly and rapidly increase the subsidy attraction of the platform to consumers and merchants, reduce the impact of commissions on merchants entering the market, and then achieve the purpose of attracting consumers and merchants to enter the instant retail market of daily necessities, and shorten the development time of daily necessities in the instant retail market.

**Table 2.** The impact of consumer subsidies, merchant subsidies, and platform commission changes on the development time

| Fixed the values of $c_2, s, P, C$ and $\mu$ were 3, 3, 10, 5, and 3.1%, respectively, considering the effect of $c_1$ changes on $t$ |        |       | Fixed, the values of $c_1, s, P, C$ and $\lambda$ are 3, 3, 10, 5, and 1.6%, respectively, considering the effect of $c_2$ changes on $t$ |        |           | The values of $c_1, c_2, P, C$ and $\lambda$ are 3, 3, 10, 5, and 1.6%, respectively, considering the effect of $s$ change on $t$ |        |           |
|---------------------------------------------------------------------------------------------------------------------------------------|--------|-------|-------------------------------------------------------------------------------------------------------------------------------------------|--------|-----------|-----------------------------------------------------------------------------------------------------------------------------------|--------|-----------|
| $c_1$                                                                                                                                 | $t$    | $\mu$ | $c_2$                                                                                                                                     | $t$    | $\lambda$ | $s$                                                                                                                               | $t$    | $\lambda$ |
| 2                                                                                                                                     | 0.0146 | 3.1%  | 2                                                                                                                                         | 0.0207 | 1.6%      | 2                                                                                                                                 | 0.009  | 1.6%      |
| 3                                                                                                                                     | 0.01   | 3.1%  | 3                                                                                                                                         | 0.01   | 1.6%      | 3                                                                                                                                 | 0.01   | 1.6%      |
| 4                                                                                                                                     | 0.0076 | 3.1%  | 4                                                                                                                                         | 0.0065 | 1.6%      | 4                                                                                                                                 | 0.0101 | 1.6%      |

For example, at present, various e-commerce platforms continue to increase subsidies in the field of instant retail, so as to continuously expand the scale of the instant retail market and attract more consumers and merchants to enter the market. Meituan Flash Sale provides rental subsidies for merchants as an incentive to attract more merchants to deploy flash warehouses and provide a wide range of products for the instant retail format. JD.com has repeatedly launched subsidies, discounts and other activities to attract consumers and merchants to enter the instant retail market. Taobao flash

sales also launched multiple subsidies to attract consumers, including free single cards, guest cards and other preferential measures.

For merchants, at this stage, the SKU structure of daily necessities should be simplified, and high-frequency products in the rigid demand category should be launched on the platform, and each category only includes head brand products and explosive products (such as TOP3 varieties), which can establish consumer trust and reduce consumer choice costs while ensuring product sales, so as to achieve the purpose of rapid accumulation of consumers in the instant retail market of daily necessities. If you can refer to the hot list of e-commerce platforms to choose, the head brands of toiletries Blue Moon, Aomiao, and Velux; The head brand of tissue is Vinda, Qingfeng, and Heart to Heart; the head brands of mineral water: Nongfu Spring, Cestbon and Baisui Mountain; Sunscreen head brands L'Oreal, Winona, Anessa, etc.

### 5.3. T2 Accelerates Category Planning Decisions for Merchants in the Growth Stage

In the accelerated growth stage, the immediate market demand for daily necessities is expanding rapidly, and offline merchants are participating in the instant retail market on a large scale, and the penetration of consumers' immediate demand for daily necessities is gradually increasing. This stage focuses on increasing the share of daily necessities in the instant retail market and attracting more consumers and merchants to participate in the instant retail market.

According to the numerical analysis in the table, when the values of  $c_1$ ,  $c_2$ ,  $s$ ,  $t$ ,  $P$  and  $C$  are 3, 3, 3, 0.09, 10, and 5, the penetration degree of consumers' immediate demand is  $\mu$  greater than 30%, while the degree of merchant participation  $\lambda$  is only 12%. Combined with numerical analysis, in the middle stage of the development of the instant retail market of daily necessities (i.e., the accelerated growth period), compared with the changes in consumer subsidies and commissions, focusing on increasing the platform's subsidies to merchants can attract more merchants to enter the market, and then quickly improve the degree of merchant participation.

**Table 3.** The impact of changes in merchant subsidies on merchant participation

| $c_2$ | $t$  | $\mu$  | $\lambda$ | $\mu - \lambda$ |
|-------|------|--------|-----------|-----------------|
| 2     | 0.09 | 33.90% | 6.30%     | 27.59%          |
| 3     | 0.09 | 33.90% | 12.01%    | 21.89%          |
| 4     | 0.09 | 33.90% | 17.13%    | 16.77%          |
| 5     | 0.09 | 33.90% | 21.69%    | 12.21%          |
| 6     | 0.09 | 33.90% | 25.73%    | 8.17%           |
| 7     | 0.09 | 33.90% | 29.28%    | 4.62%           |
| 8     | 0.09 | 33.90% | 32.38%    | 1.52%           |
| 9     | 0.09 | 33.90% | 35.06%    | -1.17%          |
| 10    | 0.09 | 33.90% | 37.36%    | -3.47%          |

For merchants, at this stage, they should broaden the application scenarios of daily necessities, segment consumer needs, and gradually supplement long-tail SKUs, that is, launch multi-category and multi-scenario products on the platform to meet the growing and diversified needs of consumers. In addition, merchants can also launch multi-product packaging models for sales, low-frequency, high-margin and high-margin technological innovation categories to increase customer unit value and increase market share.

## 5.4. Category Planning Decisions of Merchants in the T3 Slow Growth Period

In the slow growth period, the immediate market demand for daily necessities is growing slowly, and consumers have a high degree of penetration of the immediate demand for daily necessities and a high degree of business participation. At this stage, the focus is to further enhance the dependence of consumers and merchants, and stabilize the development of daily necessities in the instant retail market.

Combined with numerical analysis, in the later stage of the development of the instant retail market of daily necessities (i.e., the slow growth period), the impact of consumer subsidies, merchant subsidies and platform commissions on the instant retail market of daily necessities is gradually weakened, and platforms and merchants need to consider expanding new categories and scenarios at this stage.

For merchants, at this stage, the full coverage of daily necessities should be considered to meet the consumer needs of niche, long-tail, and customized products. According to the 2024 Instant Retail White Paper, the long-tail category of daily necessities contributes more than 35% of the gross profit, and the user retention rate of customized goods is 27% higher than that of standard products, confirming the strategic value of the market segment. In addition, considering green environmental protection, merchants can also consider the recycling of products, such as recycling secondary sales, selling low-frequency and high-priced products for the number or duration of use.

## 6. CONCLUSION

By depicting the demand life cycle of daily necessities on the flash sale instant retail platform in stages, and constructing a category planning model from the aspects of consumer instant demand penetration and merchant participation, the category planning decisions at different stages can be obtained as follows:

- (1) Emergence stage: consumers have not yet developed the instant consumption habits of daily necessities, for consumers and merchants, the choice of instant retail has greater uncertainty and risk, in order to make the immediate demand for daily necessities quickly enter the next demand stage, the platform should use larger consumer subsidies, merchant subsidies, and less commissions to attract consumers and merchants to enter the instant retail market of daily necessities, and merchants should focus on high-frequency varieties to achieve the purpose of rapid accumulation of consumers.
- (2) Accelerated growth stage: Consumers gradually develop the instant consumption habit of daily necessities, and the dependence of consumers and merchants on instant retail is gradually increasing.
- (3) Slow growth stage: consumers have developed the instant consumption habit of daily necessities, offline merchants are basically involved in the instant retail market, consumers and merchants have a clear understanding of the instant retail market of daily necessities and the degree of dependence is relatively high, the impact of platform subsidies and commissions at this stage is gradually weakened, so merchants should pay more attention to the full coverage of demand to increase the degree of dependence of consumers.

To sum up, the leap of the three stages is essentially a progression from "rapid accumulation" to "deep stability", from "focusing on rigid demand" to "full coverage of demand".

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