

Using 4V Theory to Research on Brand Marketing Strategy of Ningxia Xixia Wang Wine Industry Company Limited

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Abstract. Ningxia Xixia Wang wine producing areas as well-known wine brands, regardless of size or quality are infinitely close to the domestic first-line wine brand, its market share is the only gaps, but the underlying causes of the gap is the brand. Based on the 4V marketing theory, this paper analyzes the current status of Xixia wang wine brand marketing, and points out that Xixia wang wine brand marketing mainly has backward brand service differentiation, insufficient development of brand marketing extension function, low brand awareness outside the brand and weak brand resonance. Aspects of the problem. In the face of problems, this paper proposes an improved method of brand marketing strategy from four aspects: differentiation, functional flexibility, added value and resonance. It hopes to give full play to its advantages, enhance brand awareness and increase core competitiveness. And to promote the development of the Helan Shandong production area to provide reference.

Introduction

Ningxia Xixia wang Wine Industry Company Limited (hereinafter referred to as Xixia wang Wine) was founded in 1984. It is a state-owned enterprise under the Ningxia Agricultural Reclamation Group. It is the first Ningxia and the earliest integrated wine industry in the northwest. It is located in Helan Mountain. The core area of the production area. At present, the company's marketing network covers more than 30 large, medium and small cities and Hong Kong, as well as overseas wine markets.

The Theoretical Basis

4V marketing theory is a new and unique marketing theory that has been formed since the 1980s due to changes in products, markets and consumer concepts. The so-called "4V" refers to the marketing combination theory of "Variation", "Versatility", "Value", and "Vibration".

4V Theory in the Marketing of Xixia Wang Wine Brand

Brand Variation

Brand differentiation means that the brand occupies a special position in the minds of consumers to distinguish it from the selling point and market position of the competitive brand. There are three major strategies for brand differentiation, product differentiation, service differentiation and image differentiation.

The differentiation of Xixia wang wine products is relatively perfect. According to the list of some products of Xixia wang wine, its products can be divided into three major markets based on price, low-end, mid-end and high-end. The low-end products include the entire low-end series, a total of 6 models, the price range is 28-98 yuan / bottle, the mid-end products include the Tianzhu series and Xixia Shen Yun series, and the Yuquan International Winery series of 4 models, a total of 13 models, the price range For the 78-328 yuan / bottle, high-end products include the Guobin winery series, the diplomatic series and the Yuquan International winery series, a total of 9 models,

the price range is 328-1580 yuan / bottle. In addition, brandy, peach, ice white and wine drinks are produced in the special product series, which are cheap and mainly used to open the special market.

Each series of Xixia Wang has a specific meaning, using different words to indicate the difference in wine quality. For example, the Xixia Shen Yun series uses the famous name, Mingshi, MG and collection to divide the quality of the wine from low to high, which is different from other brands, so as to highlight the brand image.

Brand Function Flexibility

The functional flexibility in 4V theory is divided into three levels, core functions, extended functions and additional functions.

The core function of Xixia wang wine brand marketing is the basic function of wine, which is quality. This enterprise has strict control and guarantees product quality. The extension function, that is, the vertical development of Xixia wang wine brand marketing, namely the brand marketing channels and means. Xixia wang wine mainly adopts offline marketing, and the most important component of it is the dealer. By joining local chambers of commerce, conducting wine tastings, new product launches or door-to-door publicity, the company will attract dealers to join Xixia wang wines and take the opportunity to open up the local market and expand product awareness. Additional features are the aesthetic features of the product, focusing on the trademark or packaging art. Most of the products of Xixia wang wine are directly designed and packaged by the production, and sometimes outsourced to other design companies, but strive to highlight the brand characteristics. The packaging style often has a strong Western Xia characteristics and a sense of time, giving consumers the most intuitive brand impression.

Brand Value

Brand added value is the intangible value that the brand attaches to the tangible value of the product in various ways, and is an important factor in measuring the value of the brand. The intangible value of a brand can be added in a variety of ways, including brand culture, celebrity effects, and after-sales service.

The value added by Xixia wang wine to the brand is relatively shallow, mainly focusing on brand culture construction. The name of the Xixia wang wine originated from the Xixia Dynasty and was a political power established by the party in northwestern China in Chinese history. The Xixia Dynasty is located near the present Ningxia Province, and the Xixia King is named after the culture and characteristics of the outstanding production areas. In addition, the Xixia wang's wine label is also the Xixia warrior throwing a spear to meet the enemy's image. The overall design is heroic and mysterious, highlighting the brand culture.

Brand Resonance

The essence of brand resonance is that there is a close psychological connection between consumers and brands, and there is a sense of identity and belonging to the brand. Xixia wang wine is divided into "one factory and two villages". During the holidays, the event will invite consumers to visit the brewing of Xixia wang wine, further understand the brand culture of Xixia wang wine, enhance the interaction between consumers and brands, and deepen the brand of consumers. Experience to resonate.

The Problems of Xixiawang Wine Brand Marketing

Brand Rervice Differentiation Construction is Backward

Service differentiation is reflected in two aspects, pre-sales and after-sales.

Pre-sales training before the sale is not systematic and the interior wine professionals lack problems. Without systematic pre-job training, marketers are prone to behaviors and courtesy. When you talk face-to-face with the Xixiawang wine sales staff, you will find that some employees are not well-dressed and lazy, which can easily cause a bad impression on consumers and even lower the brand image. In addition, when visiting the wineries and wineries on site, I found that the

internal explanation staff was not clear enough about the brand information and professional knowledge, could not answer the confusion of the visitors, and even appeared to be not confident in their own brands to promote other wine brands, resulting in consumer experience bad.

Secondly, the after-sales service system is not perfect, resulting in slow feedback, long time-consuming problem handling, and easy to reduce the consumer's sales experience. Especially for the large-volume cargo accumulation problem of dealers, it is easy to cause slow sales if it is not properly solved.

Insufficient Development of Brand Marketing Extension Function

The focus is on the lag of online marketing. Using Zhang Yu as a comparison, they searched the official websites of the two companies. On Zhangyu's website, they not only introduced the corporate culture, entrepreneurial spirit, brand series, subordinate wineries, but also carefully designed and updated. However, the search for Xixia wang wine can only find Baidu Encyclopedia and the advertisements of recruiting agents. The information is not confused and can not be separated from true and false, so that consumers can't start. Also search for the two on Taobao, Zhang Yu has an official flagship store also has major agents and Xixia Wang wine only agents, will make consumers have less credible ideas, thus causing Xixia Wang not to go up situation. As a result, consumers are faced with a situation in which the news is not equal, and they dare not take the next step, so that the brand image of Xixia wang wine can not be deeply rooted in the hearts of the people.

Low Brand Awareness outside the District

Xixia wang wine is an old brand in Ningxia wine enterprises. It has won many awards in wine competitions, especially the diplomatic messenger series launched in 2015. It was awarded the title of "Diplomatic Wine Festival" and is the first in China after Maotai and Wu liangye. Three liquor brands. However, searching for relevant information on the webpage can be found that the public is not very concerned about it. Few consumers understand the brand. Compared with the same level of Maotai and Wu liangye, the popularity of Xixia wang wine is far less. In addition, Xixia wang wine has not been selected into China's top ten Chinese wine brands in 2017, which shows that its influence on domestic wine consumers is far from enough.

Brand Resonance is Weak

Xixia wang wine produces a wide variety of products, which basically involve every market of wine, but most of the featured products are delayed. Sales of peach and grape juice beverages, for example, have been at a low point. This is a manifestation of the product not being recognized by consumers. The consumer psychology and market demand were not investigated before the product was sold, resulting in low product price and cultural resonance. In addition, there is a lack of faith in product sales. Nongfu Spring's slogan is very good. For example, "Nongfushanquan is a bit sweet", "We don't produce water, we only do nature's porters", all deliver a green and healthy diet to consumers. The view is easy to resonate with consumers. However, the slogan of Xixia wang wine, "Mysterious Xixia, King's Tenderness", is only a brief introduction to the product. It is difficult for the consumer to know the purchase impulse and deep understanding, and lack of resonance.

Xixiawang Wine Brand 4V Marketing Mix

Differentiated Marketing Strategies

Create Brand Service Differentiation.

To create a differentiated brand service, we must do two big blocks: marketing personnel should train and recruit professional talents before the job. Marketers are the first line of brand marketing and the spokesperson of brand image. Doing a good job of pre-employment training for marketers is conducive to building a corporate image, improving employee standards, and bringing consumers a good consumer experience. In addition, in the absorption of professional talents, Xixiawang wine is

now directly recruited to the society. Although this recruitment method can screen talents in a large area, it is easy to have professional mismatch. In order to improve the professional quality of grassroots employees, it is the most advantageous way to select talents in major vocational schools and universities. In recent years, wine majors have become more popular in universities in major producing areas, but due to geographical restrictions, many graduates cannot find jobs. The Xixiawang wine is facing the phenomenon of lack of talents. Cooperation with major universities is a favorable recruitment method for both sides. In addition, for the old employees with potential and development intentions in the company, they can send them to the wine training institutions to learn their cultural literacy and lay the foundation for better service.

Functional Flexibility Marketing Strategy

Expand Brand Marketing Extension Function.

The brand extension function requires the brand to develop new marketing methods and focus on creating a new media marketing platform. Now is the information age, pure offline marketing can't keep up with the times, so establishing online marketing is essential for Xixiawang wine. The Internet is the main way consumers read wine information. Xixiawang wine can establish an official website on the Internet to promote corporate image, brand culture, product information, etc., so that consumers can more directly and comprehensively understand Xixiawang wine. At the same time, it also opened up the marketing situation and expanded the scope of communication, which is conducive to increasing brand awareness. In addition, you can also establish your own official flagship store on the official website or other online marketing platforms, so that not only can the brand awareness be maintained, but also the brand image and consumer interests can be maintained, and consumers can avoid buying fake wine. In addition to the most basic network marketing, you can also use new media marketing, improve the public number on WeChat, cooperate with Weibo V to promote Xixiawang wine, establish your own discussion platform in post bar or forum, and provide it to those who like Xixiawang wine. A communication platform that allows consumers to understand Xixiawang wine from multiple angles.

Enhance Additional Features.

The additional function of upgrading the Xixiawang wine brand is mainly to enhance its aesthetic value and collection value. Xixiawang wine can launch a special product during the anniversary or major event, and invite famous packaging designers to design it, giving it a higher artistic value in addition to itself. At the same time, in the small year or special year, the limited amount of wine is introduced to increase the collection value of the wine, which can attract more people who love wine to understand and pay attention to the Xixiawang wine.

Value-added Marketing Strategy

Improve Brand Awareness.

Brand awareness is an important intangible value and an important part of brand value added. The famous American advertising and creative master James Weber Young believes that advertising is the most effective way to increase brand value, so using advertising to promote brand awareness is also the most convenient method. Xixiawang wines have low investment in advertising, and rarely advertise on major platforms except for the most basic promotional videos. If it's just a small business, the need for advertising is low. However, if Xixiawang wine wants to develop into a domestic first-line wine brand, it is time to put a large area of advertising and raise awareness.

To be successful in brand awareness, good advertising ideas are essential. An excellent advertisement can quickly attract the attention of consumers and promote the brand culture. Xixiawang wine can invite advertising companies to conduct advertising planning, and use soft advertising on WeChat and Weibo. This kind of advertising method is low in cost, but it is often easy to achieve unexpected results. In addition, selecting a TV station and a number of online video platforms to launch hard advertisements can make witty statements, large-scale production, and use the impact of video to leave a deep impression on consumers.

Resonance Marketing Strategy

Emphasize the Need for Resonance.

Whether the sales volume is high, whether the revenue is considerable, and whether the word of mouth is good, the key to determining these problems comes from consumers. Wine is used to give people a taste. If the consumer does not recognize it, the wine cannot achieve its value, so it is important to grasp the needs of consumers. From two points, one is to understand the demand, and the other is to create demand.

Understanding the needs requires a lot of data collection and analysis, knowing the most popular products, the best sales nodes, grasping the psychology of consumers, and producing products that cater to consumers. Creating demand is nothing. According to Maslow's hierarchy of needs, when low-level needs are met, people tend to pursue higher-level needs. At this time, people's original subconscious needs are mined out, new products are created, and psychological high-level needs are met. If Xixia Wang can firmly grasp these two points when producing products, it can further open the sales situation.

Strengthen Emotional Resonance.

Every consumer has their own mental state when they buy the same product. For example, the most popular red wine in the market today is a high-end, cultural image that is rendered in various platforms such as movies and books, so that consumers can embrace it. There are also ice wines, pinks, and sparkling wines that young people like to experience when they celebrate. Nowadays, the most popular propaganda of Xixiawang wine is the health and beauty effect of wine, and it has also attracted the attention of many consumers in the market. Therefore, we can see that different consumers often need different emotional resonances, so brand awareness is only an objective result, and more importantly, emotional resonance between consumers and brands is a collective recognition of cultural spirit. Therefore, Xixiawang wine should pay more attention to the psychological grasp and cultural propaganda of consumers.

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