

Research on Product Marketing Strategy of Camellia Oil Enterprises in Hunan Province Based on the 4V Theory

Jiaohui Tang¹, Dan Wan¹, Shaohe Liu^{2,*}

¹MBA School, Guangdong University of Finance & Economics, Guangzhou, 510320, China

²School of Lingnan Tourism Research, Guangdong University of Finance & Economics, Guangzhou, 510320, China

*Corresponding author. Email: liushaohe@sina.com

ABSTRACT

The planting area, yield and output value of camellia oleifera in Hunan province rank first in China, and there are hundreds of camellia oil processing enterprises. However, most of the enterprises' product traceability system is not intelligent enough, the homogenization is obvious, the experience service is not deeply developed, and the emotional interaction is insufficient. Based on the 4V theory, this paper optimizes the product marketing strategies from four aspects of Variation, Versatility, Value and Vibration, so as to solve the problems existing in the marketing of camellia oil products, improve the core competitiveness of enterprises, and provide references for Hunan camellia oil enterprises to become intelligent, net-connected, open and participative modern enterprises.

Keywords: *Camellia oil enterprises in Hunan province, 4V theory, marketing strategy*

1. INTRODUCTION

90% of the camellia oil forests in the world are located in China, which is the largest camellia oil production base in the world. Due to its excellent geographical environment, Hunan province ranks first in terms of camellia oil planting area, yield and output value in China. Although Hunan is a big province of camellia oleifera, the industrial value chain and the travel experience value chain have not developed maturely. Camellia oil is known as the "king of edible vegetable oil". Although its industry has been greatly supported by national policies in recent years, due to the impact of income and consumption consciousness, camellia oil enterprises in Hunan are still in the cultivation stage for consumers. Aiming at the problems existing in the marketing strategies of camellia oil enterprises in Hunan province, this paper puts forward the product marketing strategies based on the 4V theory to provide countermeasures for the high-quality development of camellia oil enterprises in Hunan Province.

2. "4V" MARKETING THEORY

The marketing theory of "4V" was first put forward by Taiwan economist Luo Wenkun in 1994. After a period of enrichment and development, it was summarized and perfected by Professor Wu Jinming of Central South University in 2001. "4 v" refers to the marketing mix theory of Variation, Versatility, Value and Vibration. [1] Variation pursues irreplaceability in product function, quality, service and marketing, mainly including product,

image and market variation. Versatility refers to the provision of serialized products with different function combinations based on the core functions of products, so as to win the favor of subdivided customer groups. Value includes the added value formed by factors such as brand, culture, technology, marketing and service. Vibration means that enterprises continuously provide products and services with the greatest value to customers, and finally generate interests and emotional connection between enterprises and customers.

The advantage of 4V marketing theory lies in that it not only takes into account the interests of society and consumers, but also the interests of investors, enterprises and employees. More importantly, it can cultivate and build the core competitiveness of enterprises. [2]

3. OVERVIEW OF CAMELLIA OIL INDUSTRY IN HUNAN PROVINCE AND CURRENT MARKETING SITUATION OF ENTERPRISE PRODUCTS

3.1. Overview of Camellia Oil Industry in Hunan Province

At present, the total area of camellia oleifera trees in China is about 70 million mu. By 2020, the area of camellia oleifera trees in Hunan province will be about 22 million mu, the annual yield of camellia oil will reach 500, 000 tons, and the output value of camellia industry is expected to reach 40 billion yuan. Hunan province has set up the

National Camellia Oil Engineering Technology Center, the National Camellia Oil Research and Development Center, focusing on building hengyang, Changde, Huaihua camellia oleifera industry belts and four camellia oil industry cluster. Driven by the camellia oil industry, there are more than 100 camellia oil processing enterprises and over 300 upstream and downstream enterprises in Hunan province, and several

famous camellia oil brands have been formed. such as Jinhao, Great sanxiang, Guitaitai, Mikiyio, etc. The sustainable development of camellia oil industry in Hunan province brings opportunities to the growth of camellia oil enterprises, and also increases the competition between enterprises.

Table 1 Comparison chart of the product status of leading camellia oil brands in Hunan province

Category	Planting base	The production line	Quality tracking system	Main Product Categories	channel	Product packaging	interactive
Jinhao	Self-run about Ten thousand mu	Intelligent factory	Cold pressing process quality and safety traceability system	Three different processes of camellia oil, Three camellia-seed blend oil	Tmall, JD, WeChat, Official Website, Exclusive Shop, Supermarket	5L/2. 5L Plastic tubs, 750ML brown glass bottles	WeChat, Micro-blog, Official Website, Exclusive Shop
Shanrun	Self-run, joint venture about 700 thousand mu	Low temperature cold pressing process production line	Without	Three different processes of camellia oil, Three blend oil with camellia oil	Tmall, JD, WeChat, Official Website, Exclusive Shop, Supermarket	5L/2L/900ML Plastic casks, 500ML clear glass bottles, 3L/1L/750ML tinned cans	Micro-blog, WeChat, fans group, Official Website, Exclusive Shop
Dakseed	Self-run about Ten thousand mu	International cold pressing process production line	Without	One cold pressed camellia oil, One cold pressed wild camellia oil	Official website, Taobao, WeChat, Off-line agents	5L/3L plastic drums, 1. 8L tinplate cans	Micro-blog, WeChat, Official Website
Guitaitai	about 285 thousand mu	Three-dimensional intelligent storage, robot intelligent manufacturing	Intelligent ERP outbound system, whole process quality traceability	One cold pressed organic camellia oil, One cold pressed camellia oil, two camellia-seed blend oil	Tmall, JD, WeChat, Official Website, Exclusive Shop, Supermarket	5L/2L Plastic drum, 918ML/528ML glass bottle, 500ML ceramic gift box, 3L blue and white porcelain gift box	Micro-blog, WeChat, Official Website, Exclusive Shop
Great sanxiang	Self-operated Self-run about 40 thousand mu, cooperation about 360 thousand mu	Fresh seeds cold pressing and cold extraction process, unmanned workshop	Without	Three innovative cold-pressed camellia oil, Seven camellia natural care product, Six skin-care product	Tmall, JD, WeChat, Official Website, Supermarket	5. 5L/1. 6L/1L Tin cans, 550ML/500ML glass bottles	Micro-blog, WeChat, Official Website, Taobao Live, Streaming, Nanshan Membership group
Mikiyio	Liuyang, Linli, Taoyuan all have about ten thousand mu	The cold pressing production line with the camellia oil museum in front and the open green factory in the back	Without	One cold pressed wild camellia oil, One traditional pressed wild camellia oil	Tmall, JD, WeChat, PC mall, Exclusive Shop, Supermarket	5L/2L plastic drum, 5L/2. 5L/1L Tin drum, 750ML glass bottle	Micro-blog, WeChat, Official Website, Exclusive Shop

3.2. 4V Marketing Status of Camellia Oil Enterprises Products in Hunan Province

3.2.1. Lack of variation

It is not difficult to find from the Table 1 that most camellia oil brands adopt the mode of Tmall, JD and traditional channel sales. The overall brand image is based on "health", and the mainly extraction process is cold-pressed. Different brands can often replace each other, which cannot achieve effective differentiation. In recent years as part of Hunan camellia oil brands into the "exceeding the standard" and "recalling" events, enterprises began to introduce quality traceability system, but consumers can only obtain production lines, production time, inspectors, operators and other simple encoding information, which can not really

There are many camellia oil enterprises in Hunan with uneven development. In this paper, several leading camellia oil brands in Hunan are selected to analyze the current situation of products from the perspective of 4V theory. eliminate consumer concerns over the quality of camellia oil.

3.2.2. Inadequate product versatility

Some enterprises have developed camellia blended oil, but the proportion has not been marked, so the advantages are not obvious. Most enterprises have not developed additional functions and can not provide nutritional needs according to different groups of people. The design and capacity of the package are also very similar, and the aesthetic function is inadequate.

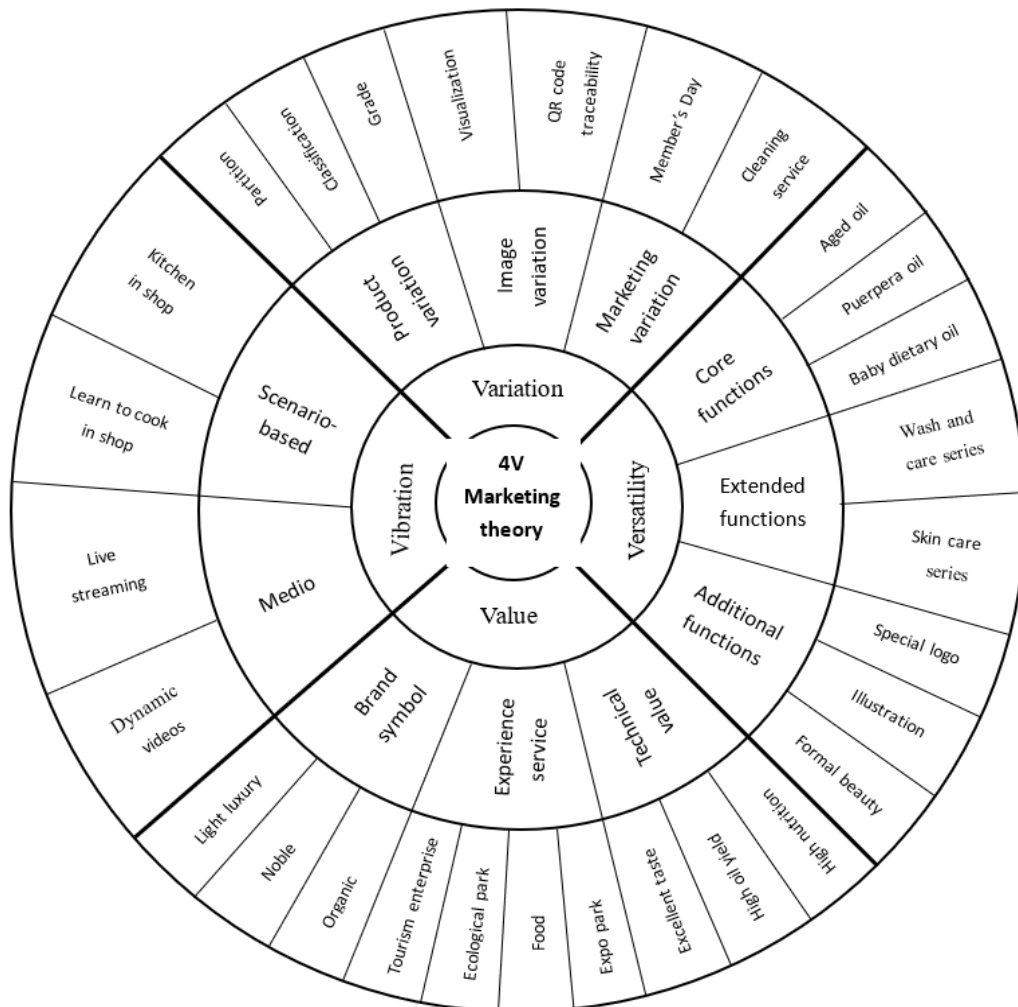


Figure 1 Product marketing strategy optimization of camellia oil enterprises in Hunan province based on 4V theory

3.2.3. Unthoroughly explored added value

Only a few enterprises have developed advanced cold pressing technology of fresh seeds to improve the nutrition and taste of camellia oil. The product experience service of enterprises has hardly developed, and their own brand value is not obvious.

3.2.4. Poor vibration

Most of the camellia oil enterprises in Hunan have established contact with customers through traditional social media and e-commerce, but the interaction has not been deeply cultivated, the two-way interaction between the brand and customers has not been paid attention to, and consumers have not recognized the enterprise value enough.

4. PRODUCT MARKETING STRATEGY OPTIMIZATION OF CAMELLIA OIL ENTERPRISES IN HUNAN PROVINCE BASED ON 4V THEORY

Large-scale camellia oil enterprises in Hunan province all have large areas of camellia oleifera planting bases, and some leading enterprises have intelligent factories,

unmanned workshops and quality traceability systems, which provide certain technical and talent support for the optimization of 4V marketing strategy. The specific optimization strategies are shown in Figure 1.

4.1. Variation

4.1.1. Product variation

The product content can be differentiated by subdividing camellia oil from its source. First of all, the enterprise carries out data management of different planting bases according to their production areas and tree species. Through the cameras and sensors in the camellia oleifera forest, data such as growth, sunshine, insect situation, water and fertilizer are collected regularly and continuously transmitted to the database. The administrator can accurately manage the growth of camellia seeds. Secondly, camellia seeds are graded after picking, transported to the production base, and the data are transmitted to the system database. Finally, the producing area, tree species and grade of camellia oil are marked on the outer package. The camellia oil produced by different partitions, classifications and grades has not only realized the differences of product content, but also made consumers know clearly about the source and quality of products.

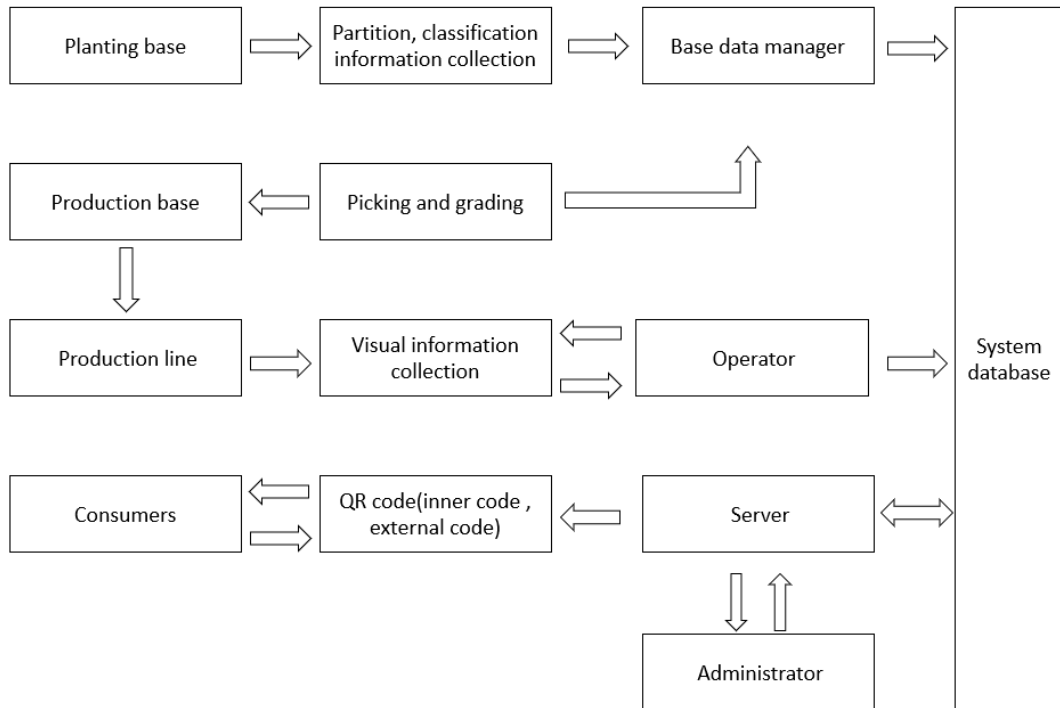


Figure 2 Technology roadmap

4.1.2. Image variation

Enterprises can introduce production visualization monitoring system, and use electronic screen and data analysis tools to visualize the information of equipment status, product capacity, product quality and material status. At the end of each production line, an electronic screen is set to display the current capacity, staffing, quality, order status and other information of the production line, so as to facilitate the operator to manage the production line and input the collected visual production information into the system database. [3]

When packaging camellia oil, the system will print the QR code label generated automatically on the product package. QR code traceability can be divided into external code traceability and internal code anti-counterfeiting. [4] Consumers scan the internal and external QR code of camellia oil product packaging through smart phones, and connect to the database to obtain product information and authenticity information. [5]The technology roadmap is shown in Figure 2.

Through QR code traceability system, customers can not only trace the origin of camellia seed, but also can query to the information of the entire visual production line, Which can realize the interconnection of product information systems between consumers and enterprises, reflect the enterprise’s spirit of customer and quality first, establish intelligent, innovative and open enterprise image, so as to highlight the difference of enterprise image.

4.1.3. Market variation

Enterprises should integrate online and offline to establish membership system and hold member’s day activities relying on offline stores. Members can enjoy product discounts, redeemable points and gifts, as well as participate in interactive activities. The member ‘s Day is designed to strengthen customer contact and increase trust between the shop and its customers. Secondly, senior members enjoy regular door-to-door cleaning of range hoods. Camellia oil enterprises based on high-quality services, to achieve market variation, so that each participant become the brand communicator.

4.2. Versatility

4.2.1. Core functions meet basic needs

Studies show that long-term consumption of camellia oil can soften human blood vessels, alleviate arteriosclerosis, promote gastrointestinal absorption, accelerate hormone secretion, effectively improve the human body's function and immunity. [6]In addition, pregnant women can eat camellia oil to promote the development of the fetus and increase the amount of breast milk. [7] Enterprises can combine the health function of camellia oil with the

production process, and develop special oil for the aged, puerperas and babies.

4.2.2. Extended functions satisfy the body health

Teasaponin extracted from camellia oleifera cake not only has surface activity, but also has many functions such as sterilization, bacteriostasis, insecticidal, anti-inflammatory and so on. [8] Teasaponin can also has superior anti-dandruff and anti-pruritic effect. [9] Enterprises can further process camellia oleifera cake to produce camellia wash and care series, camellia skin care products and so on, to meet the health needs of consumers in an all-round way.

4.2.3. Additional functions give the brand enjoyment

The design of camellia oil packaging should be creative, both to reflect the brand concept and aesthetic value. Firstly, enterprises can design distinctive brand logo, with its artistic charm to attract and infect consumers. Secondly, Choose exquisite illustrations with unique local characteristics, reflecting brand concept and advanced technology, and make them become an important medium to stimulate consumers while conveying commodity information. Finally, enterprises create packaging bottles full of form beauty and incorporating light luxury elements, and pay attention to the creation of meaning association. Excellent packaging design can endow camellia oil with additional functions of art and aesthetics, giving consumers artistic aesthetic feeling and brand enjoyment.

4.3. Value

4.3.1. Demonstrate technical value

The main way to increase the added value of technology is to increase technological innovation. Camellia oil enterprises should keep innovating and create a patented production technology with high nutrition, high oil yield and excellent taste, so as to retain the active ingredients in camellia seeds to the greatest extent, which can not only meet the health needs but also meet the production needs of various dishes and give full play to the taste of food. Such as Fresh seeds cold pressed camellia oil can be taken directly, especially suitable for cold mix because of its rich nutrition and refreshing taste.

4.3.2. Extended experience service

Camellia oil enterprises in Hunan province can rely on their own ecological camellia oleifera planting base to

develop camellia expo park, hold the camellia food festival, and to build a camellia ecological culture park integrating tourism, culture, leisure and entertainment. They can also rely on intelligent processing factories to build themselves into open and participatory industrial tourism enterprises. Through experience services such as appreciating camellia flowers, sucking camellia nectar , tasting camellia delicious food, visiting intelligent factories, we can strengthen communication with consumers, touch their inner emotions, and increase the added value of products.

4.3.3. Embody the brand symbol

With the upsurge of symbolic consumption , enterprises can develop symbolic or expressive associations of products and brands. [10]According to the high quality of camellia oil, camellia oil enterprises in Hunan province can create the brand impression of organic, noble and light luxury, infuse the brand with the symbolic meaning of health and high quality, bring the social status, power and status symbol to consumers, strengthen the self-brand connection of consumers, so as to enhance the brand loyalty of consumers. [11]

4.4. Vibration

4.4.1. Media

Enterprises should establish effective connection with customers through short video e-commerce platforms. On the one hand, real-time dynamic videos on planting base, intelligent factory, and Camellia oleifera ecological culture park will be released to enhance users' awareness and favorable impression of the quality of camellia oil. On the other hand, the experiential scene created through live streaming can present product content while customers turn from consumers to co-creators by means of bullet screen and chat room, forming emotional connection in expression and interaction, and turning one-way sensory marketing into two-way emotional resonance.

4.4.2. Scenario-based

Offline exclusive shops of camellia oil enterprises can not only reach more target customers, but also fully interact with consumers. On the one hand, the open kitchen is set up in the exclusive shop, so that customers can taste the excellent flavor of camellia oil dishes and convey the scientific concept of oil to customers. On the other hand, customers can bring their own ingredients and learn to cook them in the shop for free, so as to improve their consumption experience in face-to-face interaction. In the warm scene like a family, customers are more likely to be touched and have value resonance, so as to improve

consumers' participation and satisfaction with products and thus enhance brand reputation.

5. CONCLUSION

Through the application of 4V theory in the product marketing field of camellia oil enterprises in Hunan province, the enterprise can establish an excellent brand image and build a strong core competitiveness by providing high-quality products with Variation, Versatility, Value and Vibration. Camellia oil enterprises in Hunan province should gradually become intelligent, net-connected, open and participative modern enterprises, promote the integrated development of agriculture, tourism and culture, boost rural revitalization, so that Hunan camellia oil can become a model of China and share Chinese camellia oil with the world.

ACKNOWLEDGMENT

This work was supported by National Natural Science Foundation of China (12BJY124).

REFERENCES

- [1] Jinming Wu. The "4V" marketing mix in the new economy era, *China Industrial Economics*, 2001(06)70-75. DOI:10.19581/j.cnki.ciejournal.2001.06.012.
- [2] Wei Wang. On the promotion of enterprise competitiveness by 4V marketing mix theory, *Modern Business Magazine*, 2009(12) 98.
- [3] Changlong Hu, Tiantian Li. Research on visualization solution technology of industrial manufacturing, *Think Tank Era*, 2019(23) 265+281.
- [4] Min Chen. Design and implementation of edible oil traceability system based on QR code two-dimensional code[D]. Huazhong University of Science and Technology, (2019), DOI:10.27157/d.cnki.ghzku.2019.002370.
- [5] Yingqiu Xu, Weisheng Cao. Research on application information integration system based on CORBA/ Web, *Foundry*, 2001(09) 554-559.
- [6] Li Li. Often eating camellia oil is good for health. *Orestry of China*, 2010(14) 32-3.
- [7] Keli Chen, Hui Chen. Analysis of the efficacy and application of camellia oil, *Journal of Chifeng University(Natural Science edition)*, 30(09) (2014) 87-88. DOI: 10.13398/j.cnki.issn1673-260x.2014.09.037.
- [8] Y Li, Y Du, C Zou. Effect of pH on antioxidant and antimicrobial properties of tea saponins, *European Food Research and Technology*, 228(2009)1023-1028. DOI: 10.1007/s00217-009-1014-3.
- [9] Shujuan Liao, Huarong Tong, Dangling Ji. Extraction and application of Teasaponin from camellia seed cake, *Cereals&Oils*, 2005(01) 13-15.
- [10] Changzheng Wang. On symbolic consumption and brand symbolization, *Foreign Economics&Management*, 2007(04)38-45. DOI: 10.16538/j.cnki.fem.2007.04.006.
- [11] Changzheng Wang, Xuechun Zhou. The effect of symbolic brand—from meaning to loyalty, *Journal of Management*, 24(04) (2011)41-53.