



Analysis and Application of Domestic Cigar Consumption Behaviors

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Abstract. Based on the investigation and analysis of the cigar consumption market situation and the main problems in a certain region, this paper conducted in-depth research on the cultivation of local cigar consumption market in view of the problems found, and put forward relevant strategies and suggestions from different levels to provide practical guidance for guiding the cultivation of regional cigar consumption market.

Keywords: Cigars, Market Cultivating, Consumption Behaviors.

1 Introduction

Cigars have been increasingly concerned and favored by high-end consumer groups with their own high-end value labels as a category of tobacco products that are obviously different from traditional cigarettes under the background of the increasingly homogenization of ultra-high-end products of Chinese cigarettes. [1] At the same time, a new consumer trend has emerged that the gradual rise of the new middle class groups and the pursuit of diversification, personalized young people to highlight the identity and value of the cigar category to accept more quickly. [2]

The market performance of domestic cigars in 2023 has laid a solid foundation for future development and domestic cigars will also usher in new development opportunities in 2024. Based on the theoretical framework of macro market components, this paper investigates and analyzes the current situation and problems of cigar consumption market in Yiyang City. The study results provide guidance and suggestions for the cultivation of cigar consumption market and the sustainable and healthy development of domestic cigar brands.

2 Background

The construction and development of the healthy cigar market and the cultivation of domestic handmade cigars are inseparable from the cultivation of cigar retail custom-

ers, cigar consumers and products. In order to deeply understand the problems existing in the consumer market of the object of study, the paper analyzes the relationship between cigar sales and macroeconomic development, retail channels and consumer groups and provides a basis for the formulation of relevant strategies based on expectations.

The development track of foreign cigars shows that there is a correlation between the market development of traditional medium and high-end handmade cigars and the national urbanization rate from the macro level. [3] Based on the panel data of China, the correlation analysis between traditional handmade cigars and the urbanization rate is conducted, and the results are as follows.

2.1 Correlation Analysis between Traditional Cigars and Urbanization Rate

Judging from the correlation between urbanization rate and the average price of a traditional cigar with the increase of urbanization rate, the average price of a traditional cigar will generally increase and the correlation between the two is 0.849. The average price of a single traditional cigar rises by about 0.54 yuan for every 1 percentage point increase in the urbanization rate.

2.2 Correlation Analysis between Medium and High-End Cigars and Urbanization Rate

In terms of the relationship between the urbanization rate and the sales volume of medium and high-end cigars, the sales volume of medium and high-end cigars will increase (correlation 0.886) with the increase of the urbanization rate. Every 1 percentage point increase in the urbanization rate, about 5,770 medium and high-end cigars will be increased. From the perspective of the relationship between urbanization rate and sales of medium and high-end cigars, with the increase of urbanization rate, sales of medium and high-end cigars also increase (correlation 0.856). Every 1 percentage point increase of urbanization rate, the increase of medium and high-end cigars is about 295,000 yuan. Therefore, cigar consumption market prospects still have development potential with the improvement of China's urbanization rate and the improvement of residents' income level from the macroeconomic point of view.

3 Cigar Consumer Group Analysis

In order to accurately depict the portrait of cigar consumers, a special survey was carried out for the regional market organization, 162 cigar smokers were investigated and 156 questionnaires were effectively analyzed.

3.1 Group Portrait

Analysis of Basic Statistical Characteristics. In terms of the distribution of the income level of consumers who smoke cigars, the income of cigar consumers is mainly

concentrated in the annual income of more than 20,000 yuan to 150,000 yuan. As for the interests and hobbies of cigar consumers, the majority of tea and wine lovers, accounting for 50.4%; The second is outdoor tourism, accounting for 41.3%; Reading newspapers and competitive sports also accounted for a relatively high proportion, 22.2% and 19.9% respectively (multiple choices overlap). It can be seen that the effective way to contact cigar consumers is cigar plus tea and wine tasting or cross-border marketing with outdoor sports merchants.

Analysis of Traditional Cigar Consumer Information Channels. According to the current information channels for consumers to obtain cigars, 36.5% of consumers get relevant information from retail terminals, 29.1% from tobacco companies, 22.9% from others, and 11.4% from other channels. From the perspective of expected information channels, consumers trust the recommendation of tobacco company personnel (39.3%), business recommendation (38.5%), relatives and friends introduction (29.6%), which is basically consistent with the current publicity channels. At the same time, consumer communication information also has a greater influence, accounting for 18.6%. From the perspective of consumers' expectation of promotional activities, 39.9% of consumers expect promotional activities to be in the form of product attraction activities, 29.9% of consumers expect terminal promotion, 29.6% of consumers expect consumer communication, 12.2% of consumers expect scene marketing, and 23.6% of other forms. It is suggested that product attraction activities, terminal promotion and consumer communication are more effective ways of publicity.

Cigar Image and Culture. Most of the users of handmade cigars surveyed believe that there is still a big gap between domestic handmade cigars and imported handmade cigars in taste, brand grade and tobacco raw materials. At present, the image positioning of handmade cigars is mainly focused on relaxation and business negotiation, and combined with local characteristics, the leader culture of the region has a good link point with cigar products. In the establishment of brand image, high-end product lines can start from the leadership culture, high-end quality, product scarcity, to create brand awareness, ordinary price product lines can be combined with the local folk customs, local customs, and gradually expand the audience. As shown in the following Fig.1: Most of the users of handmade cigars surveyed believe that there is a large gap in taste and taste between domestic handmade cigars and imported handmade cigars (79%), followed by brand grade (59%) and tobacco raw materials (47%). Among them, especially in the context of business exchanges and nightshade products, the brand grade of domestic handmade cigars still has some room for improvement. For the occasion of smoking alone, there is still a certain distance between the smoke smell of domestic handmade cigars and imported handmade cigars. Main store users also suggested that smoke flavor (65%) and tobacco raw materials (70%) are the main sources of gap between domestic and foreign handmade cigars.

	Total	Smoke alon	Business co	Party	Cigar tasting
Brand grade	59%	47%	73%	53%	63%
Tobacco material	47%	55%	37%	47%	26%
Taste	79%	86%	60%	93%	79%
Strength	11%	16%	7%	20%	0%
Flavor	34%	49%	27%	13%	16%
Price	19%	14%	33%	0%	11%
package design	4%	0%	13%	0%	0%

Fig. 1. Difference in perception of handmade cigars at home and abroad.

The image positioning of handmade cigar users in the surveyed area mainly focus on two characteristics: first, leisure and relaxation (80%). In the cultural atmosphere of the local market, mass consumers pursue a comfortable and comfortable life, so the primary positioning of cigar is to bring a feeling of comfort and relaxation to cigar users, which is also a reflection of regional characteristics. The second is business negotiation (53%), cigar itself is different from cigarettes, in terms of product price, use, smoking time and other aspects have a higher threshold, to create a better environment for business occasions. In addition, both main smokers and part-owners are more likely to agree that cigars represent luxury (40%) and sophistication (30%). As shown in the following Fig. 2.

From the perspective of cigar image perceived by respondents in business communication occasions, in addition to the image characteristics of leisure and relaxation (57%) and business negotiation (60%), high-end luxury (67%), deep and versatile (50%), and leadership temperament (43%) also occupy a high proportion.

	Total	Smoke alon	Business cc	Party	Cigar tasting
High-end luxury	28%	6%	67%	33%	26%
Leadership temperament	30%	22%	43%	27%	42%
Deep and resourceful	22%	10%	50%	7%	26%
Business negotiations	53%	43%	60%	53%	68%
Celebrations	17%	6%	27%	20%	37%
Relaxations	80%	92%	57%	67%	95%
Cool and unrestrained	8%	8%	13%	7%	0%
Profound foundation	6%	2%	13%	20%	0%
vast and extensive	4%	0%	10%	13%	0%

Fig. 2. Differences in cigar image perception.

Regarding the development of cigar products in the region, most of the interviewed handmade cigar users believe that the leadership culture of the region can be well combined with cigar products (70%), especially the recognition of the leadership culture of the main store users is as high as 100%. As shown in the following Fig. 3. In the establishment of brand image, we can start from the leadership culture, high-end quality, product scarcity, to create brand awareness, and in the later stage, we can combine with the local folk customs and customs, and gradually expand the audience.

	Total	Smoke alone	Business occasions	Party	Cigar tasting
Leader culture	70%	86%	47%	67%	63%
Red revolutionary culture	33%	22%	40%	27%	53%
civil culture	22%	12%	43%	13%	26%
Internet celebrity culture	29%	18%	50%	27%	37%

Fig. 3. Differences in cigar cultural acceptance.

4 The Strategy Suggestions of Cigar Market Cultivation

According to the above analysis results, we can focus on the three dimensions to cultivate the traditional cigar market.

4.1 Market information monitoring

Cigar corporations need to promote the construction of market information monitoring mechanisms that highlight the focus of monitoring based on the portrait of the customer base, rationally layout the number of customers in urban areas, market towns and rural areas, focus on the three key areas of commercial district, transportation hub area and residential area, pay attention to the cigar sales of key formats such as hotels, convenience stores and grocery stores, and effectively select and distribute points. It is important to promote the integration of cigar information collection and daily information collection and realize the normalization of cigar market analysis. The linkage between cigar information monitoring and supply organization shall be implemented, and the stock and sales ratio of each type of customer, the stock and sales ratio of each product and the market price shall be taken as the indicator to adjust the supply and demand organization, optimize the supply and demand of the supply and demand in the market. Based on market demand, we actively introduce marketable cigar product regulations to enrich consumer choices.

Cigar corporations need to promote the development of a consumption tracking system.[4] It is necessary that using the retail terminal system to seize the key minority and establish a consumer information tracking mechanism relying on cigar ordering platform customers. It can be relied on Wechat group to establish consumer electronic files for customers who do not yet have the conditions to use the retail terminal system. Cigar corporations organize the establishment of cigar community, constantly improve the core customer cigar core consumer profile information and form a dynamic circle of information collection and dissemination. They have to highlight the tracking and collection of key consumer information, select the opinion leaders of consumers in various circles, focus on the opinion leaders of self-employed households and business circles and cooperate with tobacco companies to track the consumption opinions and consumption behaviors of opinion leaders, so as to grasp the core information and guide the development of marketing activities in the next step.

4.2 Marketing team building

Professional cigar marketing teams are needed to be built that take the "full-time plus part-time" way to ensure full coverage of all marketing departments and do a good job of human security. [5] It is necessary to take the way of "please come in, go out", invite experts from industrial enterprises and other advanced units to carry out training, timely organize marketing personnel to learn from advanced units, and constantly enrich the professional knowledge of marketing personnel. It is also important that focus on giving full play to the role of cigar cultivating full-time personnel, relying on the market information monitoring system and consumer tracking data, regularly carry out traditional cigar market information analysis, and improve the ability to improve the service quality with practice.

Professional cigar customer teams are also needed to be constructed. It is necessary that seize the favorable opportunity to build professional retail customers and promote the construction of a professional cigar customer team. Professional marketing team can drive the construction of professional cigar customers, regular organization of professional cigar customer training, enrich professional cigar customers cigar knowledge, timely organization of exchanges and learning, expand the learning effect. The key point is to focus on giving play to the role of professional cigar customers, promote professional cigar customers to take the lead in improving cigar facilities and equipment, establish a number of cigar theme terminals, encourage professional customers to conduct "secondary training", drive surrounding customers to master cigar knowledge, do a good job in cigar display and sales, improve facility construction, and achieve effective radiation of professional cigar customers. It is effective measure to grasp the characteristics of the core retail group and select core customers as key opinion leader to ensure the maximum radiation effect.

4.3 Consumption tracking and terminal services

A brand cultivation strategy library has to be built. Various portraits of cigar customers are established based on the characteristics of various types of customers. Cigar corporations add market type and business scale screening items and divide various customer base portraits according to the core business circle and key business forms. They need to focus on the cultivation of characteristic cigars, seize the characteristics of outbound consumption in the region, expand the influence of provincial cigars and exert extended publicity effect for retail customers in the transportation hub area. Aiming at the commercial area, they should make good use of commercial area hotels, convenience stores and supermarkets to cultivate medium and high-end cigars, give play to the driving role of inward consumption trend in the commercial area and improve the success rate of cigar cultivation. Based on all kinds of customer portraits, they should improve the cultivation strategy of the circle, and enrich the cultivation strategy of cross-border marketing and "cigar plus" with the interests and hobbies of the circle as references to ensure the cultivation effectiveness.

Differentiated service strategy library need to be constructed. It is necessary to establish consumer portrait relying on consumer consumption characteristics. According

to the basic characteristics of consumers such as income and occupation, consumption characteristics such as buying cigarettes and smoking, and information sources and channels, the key consumers are classified and described and classified service strategies are formulated. The consumers of income of 20,000 to 50,000 yuan will focus on guiding the consumption of low-end cigars, income of 100,000 yuan or more will focus on guiding the consumption of traditional cigars of 20 yuan or more, and income of 150,000 yuan or more will focus on guiding the consumption of high-end cigars. Looking at the problem from the perspective of development, they need to seize the opportunity of the rapid increase of urbanization rate and income level in the region in recent years and take steps to improve the consumption structure and consumption of cigars. All kinds of consumer brand replacement behavior need to be paid attention to. Cigar corporations timely guide consumers to choose appropriate cigar product regulations to prevent the loss of cigar consumers, grasp the key time points of consumption and key information dissemination channels, select key channels at key times for service and publicity and improve service effectiveness.

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