

Research on the Marketing Strategy of Li Li Xiang Imperial Cuisine Old Soup Essence

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Abstract: “Li Li Xiang Imperial Cuisine Old Soup Essence” is a representative item of national intangible cultural heritage, but due to its insufficient publicity and brand concept is not novel enough, resulting in a too limited market, compared with similar products, the market share is low so that consumers do not recognize the product highly. This paper formulates a series of marketing strategies according to the nature of its products and market characteristics, innovating products and product packaging, enhancing popularity, standardizing product prices, expanding sales channels, and at the same time establishing the brand image of “hundred-year heritage” and “green safety” of Li Li Xiang Imperial Cuisine Old Soup Essence, and extending its culture, establishing cultural IP, and promoting the further development of Li Li Xiang Imperial Cuisine Old Soup Essence.

Keywords: Li Li Xiang Imperial Cuisine Old Soup Essence; traditional condiments; Marketing strategy

1. Introduction

Chinese food culture and condiment culture is an important part of the excellent traditional culture, which has left an indelible mark on the development history of China. Li Li Xiang Food Co., Ltd. is a company that insists on making high-quality, healthy, and green condiments, with a long history of development and outstanding quality, but its market is limited to the catering industry and its promotion efforts are insufficient, so the company's development is slow. As an enterprise, facing the condiment industry with broad development prospects and increasingly fierce competition, how to effectively seize the market by shaping differentiated competition at low cost is an urgent problem to be solved.

2. Analysis of the problems and reasons in the marketing strategy of Li Li Xiang Imperial Cuisine Old Soup Essence

2.1. Product

Product homogenization is serious, due to the wide range and variety of the company's products. However, the product has a high degree of repetition and similar effects, and most of them are primary products or semi-finished products with low added value. At the same time, from the previous sales data, not all these products can bring profits, which means that there may be problems with the current product mix, which will directly affect the company's sales and profitability level. Facing the problem of the aging brand, in today's rapidly developing society, cannot keep up with the pace of social progress, when brands face the current young consumers, there will be some problems, such as product packaging is old, not fashionable enough, ignoring consumer product experience and so on.

2.2. Pricing

Product pricing is vague and confusing, the current Li Li Xiang Imperial Cuisine Old Soup Essence market price mechanism lack analysis, the current brand still adopts a small profit but quick sales marketing strategy, the purpose is to use low prices, stimulate consumption, increase sales, thereby expanding profits. But the price is one of the main factors consumers first consider when buying products, long-term low price is not a good strategy, and at the expense of profits for turnover growth is highly undesirable.

The price management of products is not sound, and the use of pricing strategies and skills is insufficient; The pricing of enterprise products is affected by many factors, and in the specific pricing process, only the cost and the price between competitors are considered, ignoring factors such as

consumer purchase psychology and market demand, which directly affects the sales situation of enterprises. At the same time, the market price is not uniform, there are contradictions between them, and a unified and orderly price strategy cannot be formed.

2.3. Channels

The current marketing channels of Li Li Xiang Imperial Cuisine Old Soup Essence are not mature enough, the existing marketing channels are relatively narrow and rough, the company stays at the level of first-level distributors, products are concentrated through physical stores and distributors, the depth of distribution is not enough, the distribution radius is limited, the company does not care about terminal construction and channel optimization, ignoring channel efficiency and effectiveness, retail terminal competition is chaotic, distribution leads to low sales efficiency, frequent channel conflicts, intensified terminal competition, retailer development cannot keep up, difficult to adapt to the new consumer environment.

2.4. Promotion

Promotion activities are relatively single, and enterprises are more likely to choose traditional promotion methods, such as issuing leaflets and other backward ways. Obviously, it is not enough for companies only have high-quality products, reasonable prices, and solid relationships, but also to develop promotional strategies to stimulate consumers' enthusiasm for purchase. In terms of publicity, due to the low visibility of the Li Li Xiang Imperial Cuisine Old Soup Essence, the overall publicity planning is relatively insufficient, and the attention to detail is not enough. This company invests less in publicity, and has a single method, ignoring today's self-media platform, many consumers do not understand the enterprise, and do not understand the enterprise's products, which makes the consumer's trust and intimacy with the brand insufficient.

3. The marketing strategy of Li Li Xiang Imperial Cuisine Old Soup Essence

3.1. Product strategy

3.1.1. Innovative products

3.1.1.1. Li Li Xiang Royal Enjoy series cooking seasoning

Taking the Li Li Xiang Royal Enjoy series cooking seasoning as the core product, this series of products includes soup, stir-fry series seasonings, etc., which can meet your various cooking needs in the kitchen. Based on the Li Li Xiang Royal Enjoy series, the original ingredients are added with selected ginseng, matsutake mushrooms, and other precious ingredients. The added broth has been hand-boiled for 8 hours by the ancient method and concentrated into granules, which greatly enhances the nutritional value and nourishing effect of the product and brings extraordinary enjoyment to consumers.

3.1.1.2. Bibimbap sauce

Considering the novel dietary tastes of young people, a new product, bibimbap sauce, was launched. Under the background of the current rapid development of society, many young office workers rarely have time to cook carefully, and a variety of bibimbap sauces are launched according to the tastes of young people. At the same time, ingredients such as beef diced, chicken diced, and shiitake mushrooms are added to the bibimbap sauce, and a variety of flavors of bibimbap sauce are introduced to meet the needs of different tastes.

3.1.1.3. Hot pot base

Based on the core broth, the broth is carefully boiled for up to 8 hours in multiple processes and finally concentrated into solid blocks to maximize the flavor and mellow flavor of the ingredients. The ingredients of the Li Li Xiang hot pot base are derived from nature, natural and healthy, and a good base can have a good soup. At the same time, it is divided into stock series and spicy series, with a variety of delicious tastes to satisfy together. The spicy Li Li Xiang hot pot base, strictly selected from the origin of the chili pepper, the more shabu the more fragrant, and the good raw materials achieve good taste, giving consumers the same intangible cultural heritage taste.

3.1.1.4. Expand product

This research plan actively innovates based on the main series of products and develops a new limited series of intangible cultural heritage joint names and traditional holiday gift boxes. Actively expand the food field, launch a series of fast-food products for young people and office workers, and extend the industrial chain. Based on the Li Li Xiang Royal Enjoy series, while considering efficiency and nutritional deliciousness, a series of new products such as instant noodles, instant fresh soup, and instant fresh porridge has been launched as an effective supplement to the core products and made up for the shortcomings of the single product model of the original product model [1].

3.1.2. IP new packaging

Brand image, as a concrete manifestation of the brand and corporate connotation, is the key to consumers' first impression of a brand and has long been regarded as the top priority of brand building. We use "Tangtang" and "Jingjing" as our animation IP images, they are Royal Chef and Qing Dynasty Gege respectively. This IP image corresponds exactly to the characteristics of the intangible cultural heritage of the old soup essence, and at the same time, the image of the royal chef also implies that Liang Zhong, the first-generation inheritor of the Li Li Xiang Imperial Cuisine Old Soup Essence, expresses the long history and the century-old non-heritage of the royal soup essence. The vivid and lively cartoon image makes the rich connotation of the royal soup essence reflected in a vivid and vivid form, which is deeply rooted in the hearts of the people. At the same time, a vivid IP image can accurately reflect the brand's profound concept and brand image, and convey the brand's values.



Figure 1: Image of Tangtang and Jingjing

Imperial room stands the IP animation image of Tangtang and Jingjing. The image pictures of Tangtang and Jingjing are shown in Figure 1. The new packaging is mainly aimed at young consumers who are looking for novel and fashionable items. They are more easily affected by the visual impact of the packaging, so they will buy some goods. The red below comes from the towering city walls of the Forbidden City representing the treasures of the royal food culture of the royal family for the past century. The blue above is derived from the vast sky and represents the broad development prospects of the old soup essence. The red and blue splicing in the Li Li Xiang imperial room, represents the brand with ingenuity condensation, after a hundred years of inheritance, recreating the royal flavor of yesteryear.

3.2. Price strategy

3.2.1. Demand-Oriented Pricing to Meet Consumer Needs

- Adopt the demand difference pricing method to give appropriate discounts or increase prices for different target markets to achieve the purpose of promotion and attracting consumers.
- High-end products, relying on high-end products made of precious ingredients such as ginseng, deer antler, and cordyceps, meet the needs of middle-aged people who are pursuing health care.
- Ordinary products, meet the daily cooking needs of families, bring healthy and delicious taste to the family table, and restore the centuries-old heritage of the court.
- Youth products, in order to adapt to the background of the fast-paced and rapid development of the times, to meet the needs of young consumers of Generation Z launch youth products.
- Gift box products, the limited gift boxes for holidays are launched during the holidays to meet the needs of gifting relatives and friends; For those who have emotional circumstances for intangible cultural heritage, a series of limited gift boxes for intangible cultural heritage are launched.

3.2.2. Personalized pricing, reflecting price differences

For special products, such as the heavy-color wood carving series and three-five-red cultural series products, the price can be appropriately increased, and the price of ordinary series products can be appropriately reduced so that consumers can understand the value of pricing.

In special seasons, such as the Li Li Xiang Royal Enjoy series of brand cultural festivals, discounts are launched for full discounts, or consumers' birthdays (subject to valid ID certificates), cash discounts and physical discounts will be launched.

3.3. Channel strategy

The marketing channels chosen by condiment companies are closely related to the consumption scenarios of the corresponding products. Marketing channels also determine how condiment products meet consumers in the end. Li Li Xiang Imperial Cuisine Old Soup Essence should choose to adjust the existing channels, and add new channels, actively expand channels to carry out targeted sales of products and increase product sales.

3.3.1. Adjust existing channels

Physical stores: The company can cooperate with well-known hotels and large supermarkets to promote cooperation at the purchase price so that more people can understand the Lilixiang Royal Enjoy series and are willing to learn about them spontaneously to increase sales.

Distributors: After the expansion of sales development, a suitable ladder system can be formulated to develop network distributors and the agent sales system of the Li Li Xiang Royal Enjoy series can be implemented. Especially for the social groups who have high requirements for eating experience in the new era, it can help the Li Li Xiang Royal Enjoy series to promote and make it a new seasoning trend.

Shopping platform: Currently, Taobao, Tmall, JD.com, and other stores are also the first choice for most companies to sell online. At the same time, companies can participate in official activities to attract traffic, such as "11.11", "618" and other activities to maintain traffic at any time[2].

3.3.2. Add new channels

Self-built website: Promote the Li Li Xiang Royal Enjoy series of brands by establishing a website, and at the same time, the company can establish flagship stores on online shopping platforms such as Tmall and Jingdong to reduce costs.

Community fresh food supermarket: In second-tier and third-tier cities, there are 800-1200 communities in a single city. In cooperation with fresh food supermarkets, Li Li Xiang Royal Enjoy series can be brought to thousands of communities, with the help of community fresh supermarkets, scale formation, network dispersion, stable customer flow, and other advantages can help enhance brand awareness in the competition to break through.

Major supermarkets: High-end shopping centers and large supermarkets are the information circulation centers. The activities of supermarkets can expand the awareness of products, such as Wanda, Wal-Mart, Haobaike, etc.

Popular platforms: The Li Li Xiang Royal Enjoy series will be introduced into Xiaohongshu, Douban, Zhihu, and other platforms through advertising placement.

3.4. Promotion strategy

3.4.1. Promote the integrated development of condiment intangible cultural heritage and tourism

At present, the integration of culture and tourism has become a trend, and cultural tourism is on the rise. The condiment's intangible cultural heritage has a significant advantage of integrated development with tourism. Tourists can not only enjoy the display and performance of traditional condiment skills, and feel the charm of condiment culture; They can also experience the complex and exquisite condiment skills through learning and hands-on operation; They can also taste and purchase condiments to achieve the purpose of moderately productive protection of intangible cultural heritage.

3.4.2. Participate in shopping festivals activities

Due to the increasingly fierce competition, in order to attract customers to come to shop, brands regularly participate in shopping activities organized by e-commerce platforms and take appropriate price

reduction promotions, which has caused consumers to "snatch up" and upsurge.

3.4.3. Points promotion

When the points card is wrapped in the product, it is placed in the condiment package. After purchase, consumers open the package, take out the thank you card, and scan the QR code to participate in the points. When a certain amount is reached, the blind box can be cashed out. Blind box (built-in Li Li Xiang IP series peripheral). This method can improve user viscosity and increase user loyalty to Li Li Xiang Royal Enjoy series products. It can also attract new customers to try to buy, which can help increase brand awareness and image.

3.4.4. Package activities

On the occasion of major festivals, the company will launch an "18-day early adopter package", "21-day good habit package" and "150-day health package". That is to say, you can purchase any one of the three package activities of 18 bags, 21 bags, and 150 bags of any product in Li Li Xiang Royal Enjoy series. Eat healthy spices, warm your taste buds, and let good habits accompany you for a lifetime. At the same time, if you purchase such a package, you will become a VIP member of the store for free and enjoy a lifetime discount of 10%.

3.4.5. "Li Li Xiang Royal Enjoy Series N+1 Creative Methods to Eat" online event

Launched the online activity of "N+1 Creative Eating Methods of Li Li Xiang Royal Enjoy Series". Through the online collection campaign of "N+1 Creative Eating Methods of the Li Li Xiang Royal Enjoy Series" launched by Douyin, fans of the Li Li Xiang can post videos of various cooking using the Li Li Xiang Royal Enjoy series products on Douyin and @ the official Douyin account of the Li Li Xiang Royal Enjoy Series and can receive the Li Li Xiang Royal Enjoy series products and exquisite peripheral gifts with the number of video likes, retweets, and consecutive check-ins[3].

3.4.6. Offline tasting activities

Cooperate with major shopping malls (such as Wanda Plaza, etc.) and major supermarkets (such as Yonghui Supermarket and Wal-Mart, etc.) to put products for sale, and reach cooperation with shopping malls and supermarkets to conduct free tasting activities on weekends and holidays, so that consumers can try them for free before purchasing products. In addition, a series of physical advertisements and posters of Li Li Xiang Royal Enjoy Series was launched to further expand brand awareness while facilitating consumers to purchase products.

4. Conclusion

To sum up, the market competition in the domestic condiment industry has become increasingly fierce in recent years. If Li Li Xiang Food Co., Ltd. wants to develop better, it must implement optimization and improvement in marketing strategy planning. It is hoped that this paper can facilitate the company to further formulate marketing strategies to a certain extent, play a relevant theoretical help in marketing strategies, and provide reference cases for related companies to plan marketing strategies, optimize products, broaden channels, and strengthen promotions.

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