

Research on Consumer Satisfaction of Yili SATINE in China

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Abstract: With the development of the economy and society, people's living standards have improved, and they are paying more attention to their health and diet. The demand for organic food consumption continues to grow and organic milk, as an important part of organic food, is also loved by many consumers. As an increasing number of consumers become more aware of liquid milk, the advantages of organic milk are being highlighted and sales of which are gradually increasing. But while dairy companies are upgrading their products, they need to note whether they can fit in with consumers' consumption habits, and they also make efforts in terms of sales channels and publicity. At present, domestic organic milk product upgrades face the problem of low consumer acceptance, and there is still a long way to go for organic milk. As the organic milk market keeps developing, competition is getting fiercer. Hence, this thesis takes the example of Yili SATINE Organic milk of Inner Mongolia Yili Industrial Group Company Limited, which is a Chinese dairy products producer headquartered in Hohhot, Inner Mongolia. Based on the results of the questionnaires distributed, problems are identified and related analysis will be carried out in the paper, and we also propose guidelines and suggestions to improve the organic milk marketing strategy. This will help Yili SATINE organic milk to be more effective in the organic milk market, and enhance its competitiveness thus providing a basis for the future development.

Keywords: Organic Milk, Consumer Satisfaction, Marketing Strategy

1. Introduction

In recent years, the organic milk market has grown as people become more concerned about the ecological environment and their health. The cost of organic products (labour costs, wastage costs, certification costs, etc.) is much higher than that of ordinary products, resulting in higher prices for organic products. However, consumers are unable to understand the reasons behind the "high prices" of organic products because they do not have a realistic understanding of how organic production works, making it difficult to increase organic products' sales and economic benefits. This paper will analyse the factors influencing consumers' purchasing behaviour and satisfaction. The overall objective of this study is to understand consumer awareness and acceptance of organic milk by investigating the extent to which the benefits of organic milk are being communicated to consumers and to help management develop new marketing strategies to gain a competitive advantage and increase market share.

Organic milk is the "healthiest and most natural" dairy product produced according to organic standards and certified by a third party. Organic milk is "completely natural" and "free from contamination", and the use of chemical fertilizers, pesticides, hormones, growth regulators, feed additives, food additives and other synthetic chemicals is strictly prohibited during the production and processing process. Packaging, storage and transportation are also strictly in accordance with the relevant standards for organic food. In addition to this, production plants are required to establish a comprehensive quality tracking and review system. The main differences between organic milk and regular milk are the way the cows are raised, the feed and the milk treatment process. Organic milk has a higher nutritional value, is safer, healthier, creamier and tastes better.

Yili Group is the largest and most comprehensive dairy company in China. Yili Group has a number of brands, of which SATINE Organic Milk is the first premium sub-brand of Yili Group and the first organic milk in China. As organic food enters the Chinese market and becomes a new industry, it is attracting the attention of companies and consumers. In 2007, Yili seized the opportunity to launch its first premium sub-brand of Yili liquid milk - SATINE Organic Milk. SATINE Organic Milk is organic

and comes from an organic farming system. It is produced with zero contamination and no additive and high high-quality milk protein content of $\geq 3.5\text{g}/100\text{g}$, 20% higher than the national standard, providing the body with adequate nutrition.

Yili SATINE's competitors include Mengniu Deluxe and Bright Dairy, etc. Mengniu Group has 29 production bases in China, which have liquid milk, yoghurt, ice cream, milk, cheese, five series over 400 items, and products with excellent quality coverage of the domestic markets. Deluxe is a premium organic milk product launched by Mengniu in 2005 and deserves relevant research on its consumer satisfaction. Bright Dairy is a dairy company specializing in forage farming, cow rearing and the research and development, processing, production and sales of quality dairy products. It is now also meeting the market demand to increase organic milk products and improve product quality.

This study collected data on consumers' brand awareness, acceptance and satisfaction with organic milk through a questionnaire, and further analyzed the data using methods such as reliability analysis, validity analysis, cross-tabulation analysis, cluster analysis, factor analysis and correspondence analysis. This study can make recommendations for Yili SATINE's publicity about organic milk, help improve consumer awareness so that consumers can better recognize and accept a reasonable premium for organic food, help management develop effective marketing strategies to improve brand awareness and reputation through various forms of publicity and give full play to the virtuous mechanism of pulling the market by the brand.

2. Research Methodology and Hypothesis

2.1. Research Methodology

2.1.1. Literature Research

A systematic search and collection of published literature on Yili SATINE, which covers SATINE's pricing strategy, marketing strategy, etc., and an investigation of international aspects of laws and regulations related to organic milk products (market access, import and export policies, marketing and sales policies, relevant food safety regulations, government policies, national taxes, etc.).

2.1.2. Questionnaire Method

A total of 300 questionnaires were distributed and 300 questionnaires were returned, with a return rate of 100%. 300 valid questionnaires were returned, with an efficiency rate of 100%, of which 127 questionnaires were completed by men (42.33%) and 173 by women (57.67%).

2.2. Hypothesis

The overall objectives of this study were to collect secondary data, design and distribute a questionnaire and analyse the data to investigate the level of publicity and consumer awareness and acceptance of organic milk, to understand consumer satisfaction with the Yili SATINE brand and to make recommendations to management on how to develop appropriate marketing strategies to gain a competitive advantage and increase market share.

In this regard, this paper proposes the following hypothesis.

H1: Consumers' awareness and acceptance of organic milk are low.

H2: Consumers' brand awareness of Yili SATINE is high.

H3: Consumers have a high opinion of the Yili SATINE brand.

H4: The organic milk taste factor has a significant effect on consumer satisfaction.

H5: The factor of the freshness of organic milk has a significant effect on consumer satisfaction.

H6: Consumer group characteristics have a significant effect on the difference in marketing strategy preferences.

3. Results and Discussion

3.1. Current Market Situation

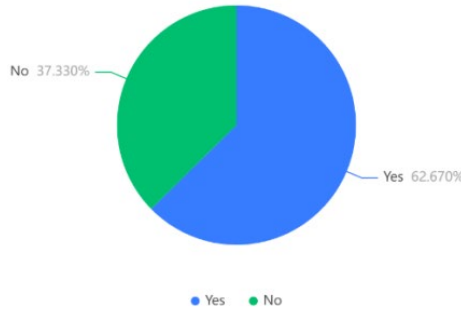


Figure 1: Did you know about organic milk before

Table 1: Cross-tabulation of "Did you know about organic milk" and "Have you tried organic milk"

Title	Option	Have you tried organic milk		Total
		Yes	No	
Did you know about organic milk before	No	87(77.700%)	25(22.300%)	112

Figure 1 shows that 37.33% of consumers were previously unaware of the concept of organic milk being "completely natural and uncontaminated". At the same time, Table 1 shows that 77.7% of those who were previously unaware of organic milk had tried organic milk, suggesting that the majority of people had tried organic milk but were unaware of it and that this was due to a lack of awareness and acceptance of organic milk and its concept, which proves H1.

Table 2: Cross-tabulation analysis of "Have you tried Yili SATINE " and "Have you tried organic milk"

Title	Option	Have you tried Yili SATINE		Total
		Yes	No	
Have you tried organic milk	No	43(16.9%)	211(83.1%)	112

Table 2 shows consumers have a high level of brand acceptance and evaluation of Yili SATINE. It also shows that 83% of the 254 consumers who have tried organic milk have tried Yili SATINE. H2 holds true.

Table 3: Frequency distribution of options related to SATINE organic milk brand ratings

Title	Option	Frequency	Percentage(%)	Cumulative %
I would like to buy SATINE Organic Milk	Agree	104	42.276	42.276
	Quite agree	78	31.707	73.984
	Neutral	39	15.854	89.837
	Rather disagree	15	6.098	95.935
	Disagree	10	4.065	100.000
I think the brand SATINE is trustworthy	Agree	110	44.715	44.715
	Quite agree	72	29.268	73.984
	Neutral	39	15.854	89.837
	Rather disagree	20	8.130	97.967
	Disagree	5	2.033	100.000
I would recommend SATINE Organic Milk to others	Agree	95	38.618	38.618
	Quite agree	89	36.179	74.797
	Neutral	33	13.415	88.211
	Rather disagree	23	9.350	97.561
	Disagree	6	2.439	100.000
Total		246	100.000	100.000

Table 3 shows the frequency distribution of consumers' evaluations of the Yili SATINE brand, from "willing to buy Yili SATINE Organic Milk", "can trust the brand" and "willing to recommend SATINE Organic Milk to others". The highest frequencies of consumers choosing the "Agree" option were 42%, 44% and 38% respectively, followed by "Agree" with 31%, 29% and 36% respectively. 36%. In all three brand evaluations, more than 73% of consumers chose the "agree" option and above, which means that

consumers have a high opinion of SATINE Organic Milk. Therefore, H3 is valid.

3.2. Consumer Group Classification

The results of the cluster analysis (K-means) in Table 4 showed that the clustering results were divided into 3 categories. The frequency of cluster category_1 was 70 with a percentage of 33.175%, the frequency of cluster category_2 was 62 with a percentage of 29.384% and the frequency of cluster category_3 was 79 with a percentage of 37.441%.

Table 4: Coordinates of clustering centroids

Clustering categories	Central value Gender	Central value Age group	Central value Academic qualification	Central value Monthly income	Central value Monthly per capita
1	1.45714285714	2.94285714286	2.44285714286	4.6	2.07799999997
2	1.77419354839	2.11200322581	2.93548387097	1.24103548387	2.14515129032
3	1.53164556862	3.16455006203	2.22784810121	2.632311392406	2.44303707488

Characteristics of the first group of consumers: aged 28-45, with a bachelor's degree or less, a monthly income of RMB 10,000 or more, and a monthly per capita household milk consumption of RMB 150 or more.

Characteristics of the second group of consumers: aged 18-27, with a bachelor's degree or above, a monthly income of less than RMB 6,000 and a monthly per capita household milk consumption of less than RMB 150.

Characteristics of the third group of consumers: aged 28-45, with a bachelor's degree or less, a monthly income of RMB 3,000-10,000 and a monthly per capita household milk consumption of RMB 50-150.

3.3. Consumer Purchasing Behavior

3.3.1. Consumers Value the Taste of Milk Most

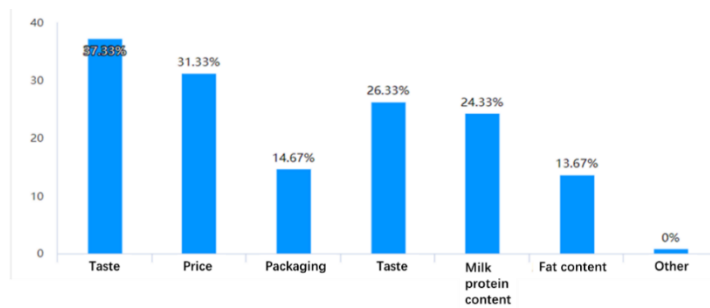


Figure 2: Aspects of milk choice that are more important to consumers

As seen in Figure 2, consumers want to buy milk products with the best balance of taste and price, while they concern less about packaging and fat content.

3.3.2. Consumers Most Often Buy Milk through the Supermarket Channel

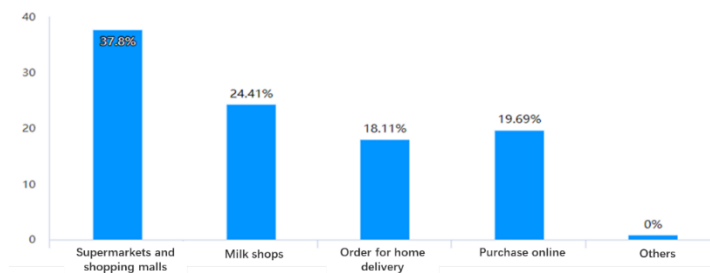


Figure 3: Most common channels used by consumers to buy milk

As can be seen from Figure 3, the most popular channels for buying milk are still the more traditional supermarkets and milk shops, while online purchases also account for a certain proportion.

3.3.3. Buy One Get One Free is the Most Preferred Promotion

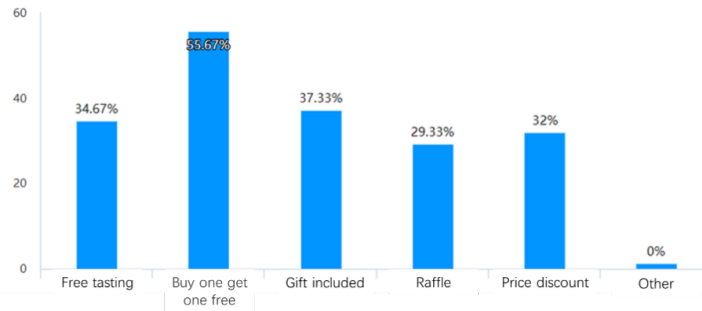


Figure 4: Consumers' most preferred promotion method

As we can see from Figure 4, the most preferred promotion is buy one get one free, followed by free gift and free tasting.

3.3.4. Bottle is the Most Preferred Form of Packaging

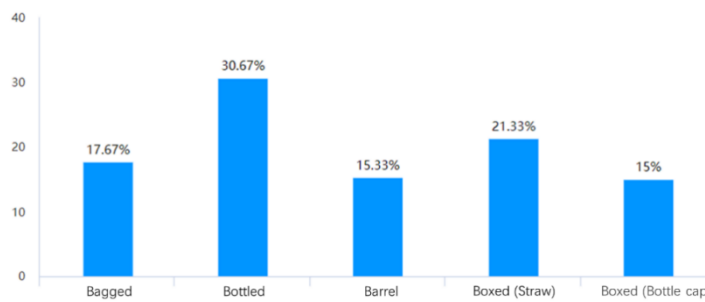


Figure 5: Consumers' most preferred form of packaging

As can be seen from Figure 5, the most preferred form of milk packaging is the bottle, followed by the box with a straw.

3.3.5. TV Commercials, Newspaper and Magazine Publicity Need to be Strengthened

Table 5: Cross-tabulation of the promotional channels that have the greatest impact on customers

Information channels \ Greatest impact channels	TV commercials	Mall Promotion	Relatives and friends	Internet, newspapers	Other	Don't know	Total
Newspapers and magazines	18	30	28	25	0	20	121
Web promotion	20	22	14	16	0	6	78
TV commercials	23	38	29	26	0	10	126
Web promotion	9	20	13	12	0	1	55
Other	0	0	0	0	1	0	1
Sale activities	16	18	18	12	1	6	71
Total	86	128	102	91	2	43	452

Table 5 shows that although consumers are more influenced by TV commercials, newspapers and magazines, they are more likely to learn about organic milk through supermarket promotions, suggesting that SATINE needs to strengthen its TV commercials and newspaper and magazine promotions.

3.4. Consumer Satisfaction

3.4.1. Core Product Attribute Factors

Factor analysis is based on the idea of dimensionality reduction, in which a large number of intricate variables are aggregated into a few independent common factors with as little or no loss of information about the original data as possible [1]. This study uses factor analysis to explore the different degrees of influence of different factors on consumer satisfaction. After the principal component analysis, four

initial factors can be extracted from the 13 items of the questionnaire, and their cumulative variance contribution rate is 78.955%, indicating that these four factors can explain 78.955% of the variables, which is a good degree of explanation.



Figure 6: Heat map of the factor loading matrix

After determining the number of factors, it was also necessary to determine which question items reflected the same factor, whereby the factors were named to form the study variables. In this study, the maximum variance orthogonal rotation method was used to interpret the potential factors by rotating the factor loading matrix. F1, F2, F3 and F4 are the four public factors that have been extracted, and according to the loading of each factor on the variable items, the corresponding characteristic factors were selected as the explanatory variables for each factor, and the factors can be named and interpreted.

As can be seen from Figure 6, in Factor 1, the topic items of Good taste, willingness to buy SATINE organic milk and High freshness have a high loading and high positive correlations, and this factor can be named as the core product attribute factor. In Factor 2, the question items Reasonable price, Good package appearance design, High milk protein content, I am satisfied with SATINE organic milk in general, and Product specification meets demand have a high loading and high positive correlations, so F2 can be named as the form product attribute factor. Factor 3 was named as the additional product attribute factor, as the items with high loading were the convenience of purchase, good after-sales service and I would recommend SATINE organic milk to others. In Factor 4, the higher loading items were I was impressed by the SATINE organic milk advertisement and I think SATINE is a trustworthy brand, which was named as the publicity factor.

Table 6: Factor weights results

Factors	Variance (Rotated)	Cumulative Variance (Rotated)	Weights
Factor 1	0.215	0.2150.414	27.203%
Factor 2	0.2	0.606	25.282%
Factor 3	0.191	0.79	24.234%
Factor 4	0.184	0.2150.414	23.281%

Table 6 shows the principal component weight analysis of the factor analysis based on information such as the loading coefficients, which is calculated as variance explained / cumulative variance (rotated).

The weight calculation results of the factor analysis show that the weight of factor 1 core product attributes is 27.203%, the weight of factor 2 formal product attributes is 25.282%, the weight of factor 3 additional product attributes is 24.234% and the weight of factor 4 publicity is 23.281%, where the maximum value of indicator weight is factor 1 (27.203%) and the minimum value is factor 4 (23.281%), indicating that factor 1 has the greatest impact on consumer satisfaction. As a result, H4 and H5 hold true.

3.4.2. Different Consumer Groups have Different Levels of Satisfaction

Correspondence analysis shows that the hypothesis that "consumer group characteristics have a significant effect on consumer satisfaction" is valid. Correspondence analysis, also known as R-Q factor analysis, is applied to categorical variables with multiple categories and can reveal differences between categories of the same variable as well as correspondences between categories of different variables. Unlike the chi-square test, correspondence analysis does not only show the differences between different subgroups but also their relationships in space in a 2-dimensional or 3-dimensional manner.

The third group of consumers evaluates the indicators of satisfaction in factor 1 to a different extent.

In the following figures, the satisfaction evaluation indicators involved in the most important factor (factor 1 core product attributes), i.e. good taste, freshness and customer willingness to buy, as well as the third consumer group, will be used as representative examples for the corresponding analysis.

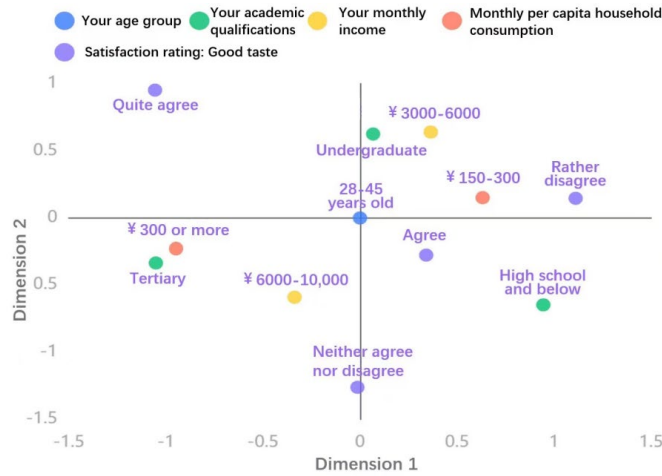


Figure 7: Group 3 and satisfaction evaluation indicators: taste

From Figure 7 above, it can be seen that the distance and position in space of the points represented by the personal information characteristics of the third consumer group are more dispersed and less uniform in their opinions, using the degree of satisfaction evaluation indicator as a frame of reference. Therefore, the third consumer group needs to adjust in terms of the taste of SATINE organic milk and implements further marketing strategies or precision marketing in relevant aspects targeting the third consumer group in order to achieve a higher degree of satisfaction with the clustering of opinions.

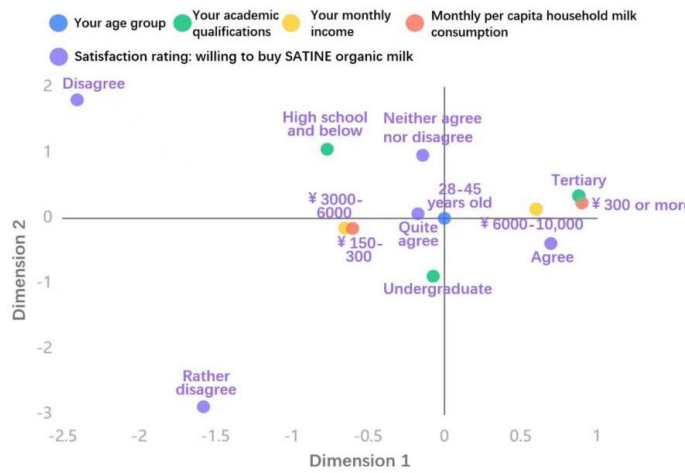


Figure 8: Group 3 and satisfaction evaluation indicators: willingness to buy SATINE organic milk

From figure 8, it can be seen that the points represented by the personal information characteristics of the third group of consumers are more concentrated and their opinions are more unified, with their opinions tending to be closer to the "agree" and "quite agree" options of the satisfaction indicator "willing to buy SATINE organic milk". " and "neither agree nor disagree" options. Therefore, a conservative marketing strategy can be used for the third group of consumers in terms of "willingness to buy SATINE organic milk", in order to retain the existing volume of willing customers.

From Figure 9, it can be seen that the points represented by the personal information characteristics of the third consumer group are more horizontally concentrated in space, even including the "disagree" option for the satisfaction indicator of "high freshness". As a result, the third consumer group has a "disagreement" with the freshness of SATINE, and it is possible to increase quality checks on the freshness of SATINE, or to enhance the marketing of the freshness of SATINE, or even to target the third consumer group with precision marketing, in order to remove the possibility of "disagreeing" with the "high freshness" of the third consumer group.

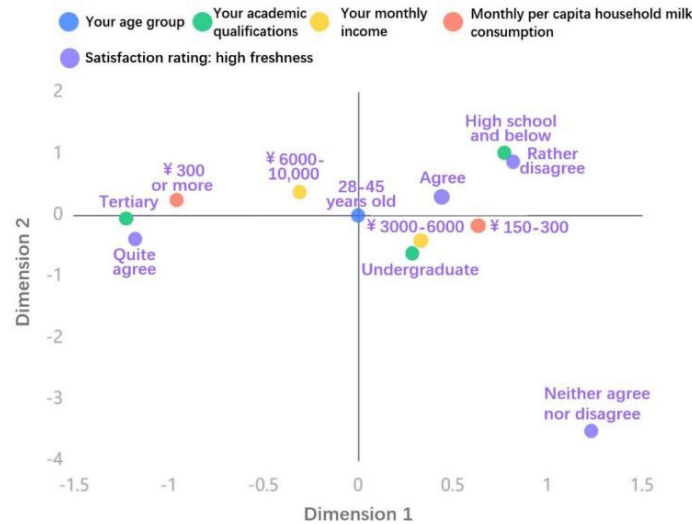


Figure 9: Group 3 and satisfaction evaluation indicators: freshness

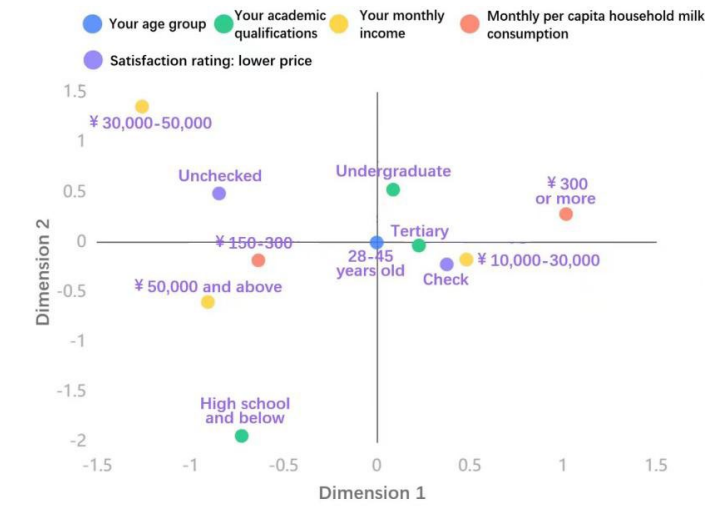


Figure 10: Group 1 and methods of increasing satisfaction: price reduction

The first group of consumers are dissatisfied with the satisfaction rating indicator – price and can improve their satisfaction by lowering their prices. From Figure 10, it can be seen that there are concentrated and more dispersed areas of distance and location in space for the points represented by the personal information characteristics of the first group of consumers. By selecting the corresponding points in the concentrated areas, the "selected" option containing the method of increasing satisfaction (price) can be found. Thus, the majority of the first group of consumers can increase their propensity to be satisfied by means of price reduction.

The first group of consumers are dissatisfied with the satisfaction evaluation indicator - price, which can be achieved by referring to consumers' satisfaction with the performance of other brands. From Figure 11, it can be seen that the points represented by the personal information characteristics of the first consumer group are more dispersed in space in terms of distance and location, Whereas SATINE's performance satisfaction (price) is mostly represented by points in the margins. By selecting the corresponding points in the relatively concentrated areas, the "Sanyuan Jizhi" and "Mengniu Deluxe" options can be found, which contain a variety of brand performance satisfaction (price). Therefore, when developing a marketing strategy for the first group of consumers, it is possible to refer to "Sanyuan Jizhi" and "Mengniu Deluxe" in terms of price.

Different consumer groups tend to have different levels of satisfaction indicators and need to plan their marketing strategies accordingly. The following table summarizes the tendency of different clusters of consumers to choose satisfaction indicators in the corresponding analysis, and the corresponding marketing strategies are planned for the "unsatisfied" and "less satisfied" opinions.

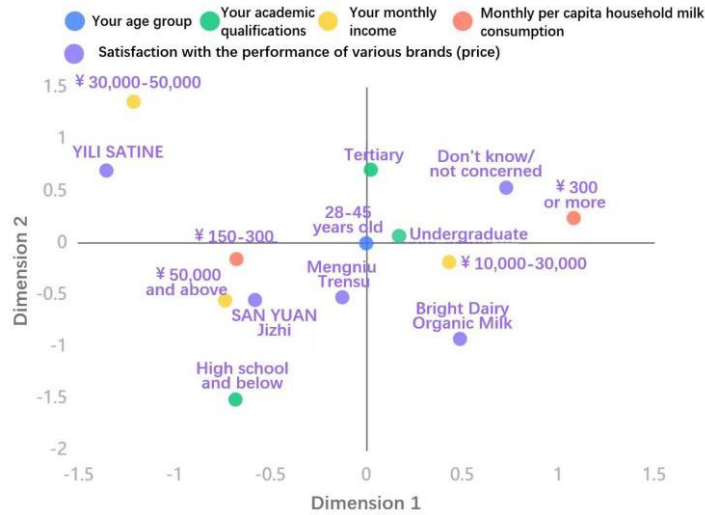


Figure 11: Group 1 and satisfaction evaluation indicators: price

Table 7: Summary table of the degree of satisfaction of different consumer groups

Decreasing factor importance	Satisfaction indicators	The first consumer group	The second consumer group	The third consumer group
Factor 1	Taste	Satisfied	Satisfied	Not very satisfied
	Willing to buy	Not very satisfied	Satisfied	Satisfied
	Freshness	Not very satisfied	Satisfied	Not very satisfied
Factor 2	Price	Not very satisfied	Satisfied	Satisfied
	Packaging	Satisfied	Satisfied	Satisfied
	Milk protein	Satisfied	Satisfied	Satisfied
	General satisfaction	Satisfied	Satisfied	Satisfied
	Product specification	Satisfied	Satisfied	Not very satisfied
Factor 3	Purchase convenience	Satisfied	Satisfied	Not satisfied
	After-sale service	Not very satisfied	Satisfied	Not satisfied
	Willing to recommend	Satisfied	Satisfied	Satisfied
Factor 4	Ad impressions	Not very satisfied	Satisfied	Satisfied
	A brand to trust	Satisfied	Satisfied	Not very satisfied

Table 7 illustrates that H6: "There is a significant effect of consumer group characteristics on differences in marketing strategy preferences" is valid.

4. Conclusions

4.1. Communication Strategy

4.1.1. Organic Milk Concept Publicity

With 37.33% of consumers previously unaware of the "completely natural and uncontaminated" characteristics of organic milk, it can be concluded that the lack of publicity about the good quality of organic milk has directly contributed to the currently limited market share of organic milk and has affected the further development of the organic milk market. This study, therefore, recommends that SATINE should strengthen its promotional efforts to increase the awareness of its products and brand. Companies should also take advantage of the health consciousness of consumers and increase the promotion of organic milk's "natural and additive-free" and "pure taste" characteristics in order to win consumer recognition [2].

4.1.2. Product Promotion

Although consumers are more influenced by TV commercials, newspapers and magazines, they are more likely to find out about organic milk through supermarket promotions, so Yili needs to strengthen its TV commercials and newspaper and magazine campaigns.

It is a form of advertising that has emerged along with the development of film, television and games. It refers to the deliberate insertion of a company's products or services into film or television episodes or games to achieve a subtle promotional effect. As audiences have an innate resistance to advertising, the incorporation of merchandise into these forms of entertainment is often much more effective than hard selling. SATINE has taken this approach on a large scale on many variety shows to increase mass awareness and brand promotion. While Yili SATINE can continue to expand on this form of publicity in television advertising, it should also be noted that audiences tend to be passive recipients of information when watching television and lack selectivity, unlike newspapers and magazines, which are more selective. Therefore, some well-known newspapers and magazines can also be appropriately selected for advertising. Newspapers and magazines, whether for professional or general recreation, have a more concentrated readership, which is conducive to the design of advertisements that suit the psychology of each magazine's specific readership, making up for the weakness of television advertising's "lack of selectivity".

4.2. Marketing Strategy

4.2.1. Strategies for Overall

The differences between brands in terms of taste, freshness and product specifications can involve more difficult indicators to change, such as the milk source and production process of the brand's organic milk, requiring further large-scale special surveys and weighing the interests of all parties before improvements can be made.

In terms of price, the organic milk of Yili SATINE, Mengniu Deluxe and Sanyuan Jizhi is priced differently, all being 250ml*12 packs, but Yili SATINE is RMB 72.9, Mengniu Deluxe is RMB 66.5 and Sanyuan Jizhi is RMB 58. In terms of nutritional content, Sanyuan Jizhi is not as good as Yili SATINE and Mengniu Deluxe, so the cost increase is perhaps visible from the price. However, at present, the quality of Yili SATINE and Mengniu Deluxe show the trend of catching up with each other, and the high-end market positioning is also relatively similar, especially since Yili SATINE is listed later than Deluxe, which does not reflect its product differences, the price difference may put Yili SATINE in a slightly disadvantaged position. Yili SATINE organic milk from the price strategy may be launched for different consumer levels of organic milk, catering to the pursuit of quality of life of low-end consumers, which may be able to improve the popularity of organic pure milk and become the first choice of consumers^[3].

In terms of after-sales service, organic milk brands generally suffer from poor after-sales service, so in order to improve customer satisfaction, brands can try to use this as a breakthrough to do a better job of customer management and be able to provide after-sales service that consumers need to meet their business objectives, market conditions, product characteristics and consumer needs. In the era of big data, brands should also familiarise themselves with digital tools and take their processes online, managing customers and teams through digital tools to serve customers well and improve customer satisfaction while enhancing work efficiency.

In terms of advertising impressions, Sanyuan Jizhi is committed to promoting innovation in the product concept itself, for example, the product concepts of "ESL A2 β -casein milk, which does not produce casein morphine, is safer and tastes better" and "not selling technology, selling crisis, occupying the ultra-high-end". The product concept is to hit the consumer pain points, and crisis claims, to win consumer recognition^[4]. Bright Organic Pure Milk had an innovation in packaging, with herbaceous elements reflected in the packaging, which is green and has herbaceous patterns, causing a visual impact on consumers, which is very innovative. Yili SATINE Organic Milk can try to go beyond the "milk protein digital war" with Mengniu Deluxe and the usual TV advertising and marketing approach to create innovative product concepts or enrich the product packaging design to stimulate customers' desire to buy. In terms of communication, brands can adopt an integrated marketing concept to highlight product quality and brand reputation in a holistic manner to increase consumer confidence.

From the perspective of brand trust, the brand needs to make long-term planning, through the corresponding analysis, the consumer group in the brand trust presents a more fragmented state of opinion and needs to carry out further market segmentation, for different customers to conduct more special

investigation and through a variety of ways of publicity to establish and brand image of high quality ^[5].

4.2.2. Strategies for Different Categories of Consumers

Table 8: Targeted marketing strategies for different groups of consumers with dissatisfaction

Decreasing factor importance	Satisfaction indicators	The first group of consumers	The third group of consumers
Factor 1	Taste	/	Off-line tasting events
	Willing to buy	/	/
	Freshness	Off-line tasting events	Off-line tasting events
Factor 2	Price	Use the buy one get one free, free tasting promotion	/
	Packaging	/	Further investigation required
Factor 3	Milk protein	/	Strengthening marketing channels
	General satisfaction	Streamlined, On-line	Streamlined, On-line
Factor 4	Product specification	Emotional marketing, infecting consumers through warmth	/
	Purchase convenience	/	Bringing consumers closer together and strengthening the brand image

The first group of consumers chose the most promotional topics: they are more likely to accept "buy one get one free, free tasting" promotions; they can increase their satisfaction through "lower prices and packaging changes"; and they are most likely to be influenced by "newspapers and magazines" when choosing milk. When choosing milk, they are most likely to be influenced by the publicity channels of "newspapers and magazines". In this regard, we make the following marketing recommendations and the relevant recommendations can also be seen in Table 8.

The first group of consumers are young (middle-aged) people aged 28-45, with average education, high monthly income and high monthly per capita milk consumption, who are valuable customers in terms of organic milk consumption. This group has some dissatisfaction with price and advertising. They prefer to buy one get one free and free tasting promotions. This consumer group belongs to the middle class and wealthy families, with a certain economic base, focusing on enjoying life, pursuing quality and attaching importance to the quality of personal and family life, and advertising in newspapers and magazines has the greatest impact on them. In terms of advertising, flexible sales can be carried out according to the psychology and needs of consumers, through emotional marketing, playing the warmth card to infect this consumer group. It can also be used to bring consumers closer and build up the brand image by organizing offline tasting events where they can experience it for themselves. In terms of price, a complete and direct price reduction is not conducive to the brand image, so price concessions can be made during festivals or weekends, such as buy one get one free, and promotions can also be made by using discount cards or loyalty cards.

The second group of consumers chose the most promotional topics: they are more likely to accept "buy one get one free, price discount" promotions; they are more likely to be satisfied with "lower prices, new promotions"; they are most likely to be influenced by "TV commercials, internet campaigns" when choosing milk. When choosing milk, they are most likely to be influenced by "TV commercials and internet publicity"; the most common channel for buying milk is the supermarket. We make the following marketing recommendations.

The second group of consumers are young people aged 18-27, with higher education levels and average monthly incomes, and with room to increase the amount of milk consumed per capita per month in the household. According to the above satisfaction indicators, this group is not dissatisfied with the indicators, so a more conservative marketing effort can be used to consolidate this group. According to the results of the analysis of the promotional aspects, they prefer the price type of promotion. Young people in this age group seek unique and distinctive life experiences and have a strong critical eye for

the old and the wrong. They are more open to new and creative messages and generally prefer light-hearted and easy-to-accept advertising methods, and are easily attracted by novel advertising ideas, as well as thought-provoking public service announcements. Therefore, you can consider adding some public service creative advertising to attract the attention of this group of people through the TV network and other means of communication. Targeted marketing campaigns can also be set up in places where this group of people often buy milk, such as supermarkets and shopping malls, with promotions about price discounts.

The third group of consumers chose the most promotional topics: they are more likely to accept "free gifts and lucky draws"; they can increase their satisfaction through "lower prices and packaging changes"; they are most likely to be influenced by "newspapers, magazines and television advertisements" when choosing milk. When choosing milk, they are most likely to be influenced by the publicity channels of "newspapers, magazines and TV commercials"; the most common channel for buying milk is to order home delivery. We make the following marketing recommendations.

The third group of consumers are young (middle-aged) people aged 28-45, with average education, a medium and large span of monthly income, and a more concentrated per capita monthly household milk consumption with more room for increase. According to the above table of satisfaction indicators, this group is not very satisfied with the taste and freshness of milk. Promotional activities to increase sales of the product. At the same time, marketing channels can be strengthened by shortening sales channels, increasing the number of sales outlets and offering home delivery services to relevant customer segments to increase product sales. In addition, as young (middle-aged) adults aged 28-45 are usually the dominant household milk consumers in terms of opinion and therefore choose their products more carefully, consideration can be given to focusing on the promotion of traditional trademark brands in TV commercials as well as in newspapers and magazines to provide consumers with additional quality assurance, dispel their psychological concerns and increase this customer group's trust in the brand, helping to establish a brand image and improve brand competitiveness.

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