

Research on the Integrated Marketing Communication Strategies of Tea Enterprises in China Against the Backdrop of Mobile Internet

Jingjing Yang, Nan Yan, Lei Chen, Yaohui Ye, Ling Lu*(corresponding author)
Jiangxi University of Traditional Chinese Medicine

Abstract—Taking the tea enterprises management as the subject, the paper aims at taking advantage of mobile Internet communications to change the current situation that with nearly a hundred years history of development, there is no one who has caused huge brand influence among tea enterprises in China. Based on the methodology of data processing and analysis, the paper will analyze the main management issues of tea enterprises in China and make precise marketing to customers based on the integrated marketing communication strategy, enhancing the spread of enterprises on mobile internet terminal. Finally, we hope to lead to such results as earning the customers' confidence, cultivating the loyalty to some brands and completing the brand establishment of tea enterprises in China.

Keywords—Mobile Internet; Tea culture; Integrated marketing communication

I. INTRODUCTION

“When Yan Emperor tastes various herbs, he got poisoned by seventy-two poisons one day and he was saved by the tea,” there is clearly record about the tea in Shennong's Classic of Material Medical. As a beverage, tea was firstly produced and developed in China and gradually entered the world along with the Silk Road and the Tea Horse Road,

becoming one of the three major drinks in the world today. The Chinese tea has indeed entered thousands of households and is remembered by the world, but the tea enterprises in China has not been remembered by the world as people think of Starbucks.

II. THE CURRENT SITUATIONS OF CHINESE TEA INDUSTRY

(1) The value added of Chinese tea production is relatively low. The tea industry in China has developed through hundreds of years. In China, there is a proverb that “there are seven things which are a necessity to be prepared in your daily life as you open the door including firewood, rice, oil, salt, soy sauce, vinegar and tea”, which demonstrates that tea has already become a necessity in our daily life. In foreign countries, since the Ming Dynasty, China's tea has been exported overseas, and has maintained a large export volume. As shown in Figure 1 and Figure 2 below, China's tea consumption continued to rise in 2011-2018. And in 2018, the sales of tea industry reached 240 billion RMB, an increase of 2.00%. The tea sales at home forge ahead, but it is worth noting that China still mainly relies on bulk and raw material supply to sell the tea, and the value added is low.

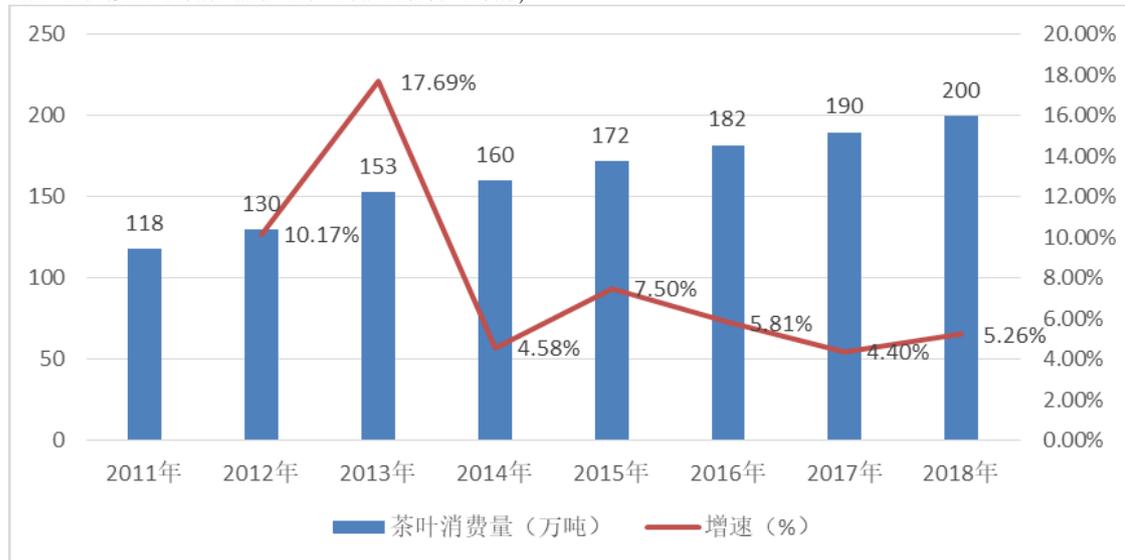


Fig. 1 Domestic tea consumption and growth rate in 2011-2018

Project source: School-level discipline of Jiangxi University of Traditional Chinese Medicine (1010 plan) --advanced education.

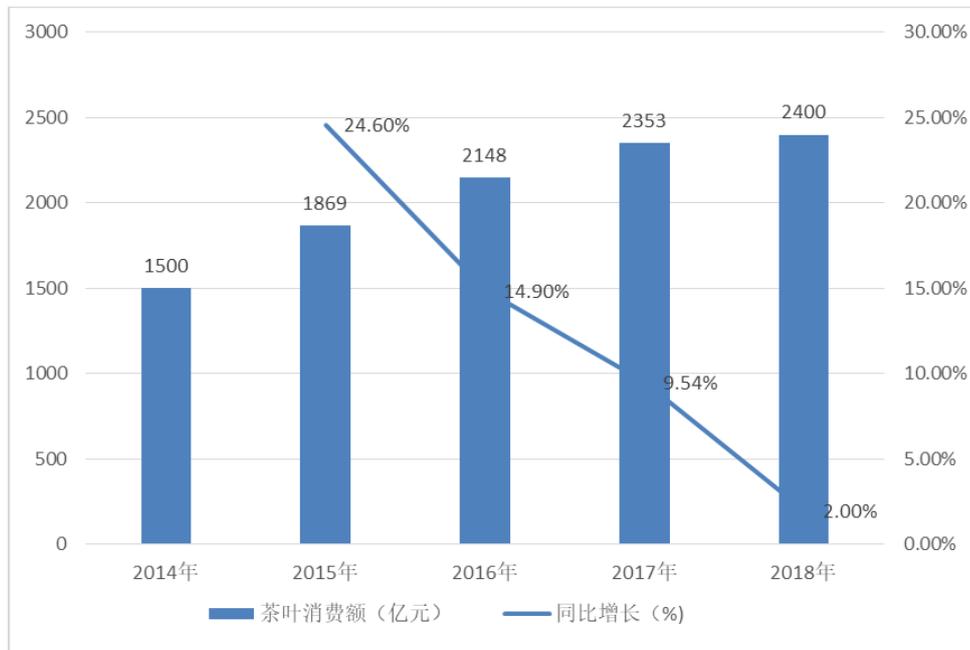


Fig. 2 Domestic tea consumption and growth rate in 2014-2018

Data sources: Prospective Industry Research Institute

(2) In spite of numerous tea enterprises in China, most of them have a small brand industry scale and low brand value. As it pointed out in the 2018 China Tea Enterprise Product Brand Value Evaluation Report, among 161 effectively evaluated tea enterprises collected, there are merely two enterprises with above 1 billion brand value and there are 12 brands with brand value between 500 million and 1 billion yuan, accounting for 7.45% of the total effective evaluation of the number of brands. Compared to other industry brand value, China's tea enterprises have a generally low value and weak influence, which are the main issues faced by China's tea enterprise.

III. THE NEW OPPORTUNITIES BROUGHT BY MOBILE INTERNET

China Internet development report 2019 shows that as of December 2018, China's Internet users were 829 million and the Internet penetration rate reached 59.6%, of which 98.6% were mobile terminal customers. Moreover, China's personal mobile Internet applications have maintained a good momentum of development.

The Internet trend also provides unprecedented opportunities for the development of tea enterprises in China. What's more, the customers are more willing to glance over the advertisement and purchase corporate products through smart phone, tablet and other mobile terminals, consuming all the time. For instance, We-Medias like enterprise WeChat official account push to make an online store purchase, microblog website has their coupon links and enterprises self-operated to spread the product information on the webpage. Realizing the combination of sales and interaction can reinforce customers the cognition and satisfaction with production [2]. Under mobile Internet, users exchange experience by word of mouth, attracting part of customers

unconsciously and enhancing brand's popularity and influence. In addition, the two-way communication are able to be achieved with the help of the network platform, which is convenient to solve some unexpected problems and maintain the brand image anytime to improve the customers' loyalty to brand. Additionally, in the current traffic concentration, such as the accurate delivery of hot-spot video pre-advertising, network red anchor marketing, TikTok product marketing, etc. have broadened the marketing and communication channels of tea enterprises, providing new development opportunities for Chinese tea enterprises.

IV. MOBILE INTERNET TEA ENTERPRISES INTEGRATED MARKETING COMMUNICATION STRATEGIES

In 1991, American marketing scientist Don Schultz first proposed the concept of integrated marketing communication and he believed that the core idea of integrated marketing communication is "that through integrating all resources inside and outside the enterprise, enterprises' production and market can be reinvented and all positive factors should be fully mobilized to achieve the unified communication goal of the enterprises". At that time, traditional marketing communication not only ignores the customers' requirements, but also lacks the communication and interaction between customers. Under the diversified market forms, one-way communication is no longer appropriate and the corresponding requirements should give way to the integrated marketing communication with market development value. Namely, the product should be consistent with the customer contact point and it is necessary to maintain "one voice to speak, one face to see people", always adhering to the concept of maintaining the consistency of corporate image and the coordination of product information [3].

A. Zero-base plan

Zero-base plan stressed that everything begins from nothing. Considering that China's tea industry has a history of development for hundreds of years, for China's tea enterprises, many companies refuse to change. First, it is due to the enterprises' self-orientation and its own skills, talents, capital and other capabilities are limited; What's more, some enterprises still don't attach great importance to the integrated marketing communication and the establishment of stable and good relations with customers. What China's tea enterprise should consider is to do the concrete things not to just repeatedly carry on the plan with trivial adjustment. Based on the current national policy, market environment and the current brand information gathered, the tea enterprises set their own specific targets, make the macro strategies and the guiding tactical goal plan to achieve strategic goal. Meanwhile, they should sum up and sort out their own advantages and disadvantages, and the opportunities and challenges from the outside environment. Summarizing them, they should analyze the problems the enterprises most needed solve and make the early warning control strategy for risk. According to the zero-base plan, it is very vital to create a brand new way and find the accurate positioning, and they should insist target marketing, formulating the core competence to achieve the expected target.

B. Database marketing

In the era of big data, the amount of information has exploded and big data provides a convenient, integrated and systematic platform for us to receive information. The tea enterprises are advised to fully use of the consumption data. And they are able to gather the customers' information from various channels to establish database, and further analyze and locate their customer type, thus studying the customer behavior deeply. As a result, they are allowed to make precise marketing for targeted customers such as sending blessing cards on holidays, pushing product update information and services regularly. Have known the basic information about customer, they set to strengthen the communication with customer, which instead will leave a good impression on customers, thus increasing customers' goodwill and recognition of tea companies. The cost of developing a new customer is six times than that of maintaining an old one. In the long-term marketing communication with the old customer, the marketing cost can be saved to a certain extent.

The establishment of database contributes to upgrading the management of client relations. The decentralized management is adopted for clients in order to satisfy the requirement from all walks of customers. And the differentiation management will be used for different customers according to the current and future value of customers. It enhances interaction with customers, makes the customers feel they are valued, builds customer loyalty and retains customers' motivation for sustainable development of the company; and it can rationally allocate internal resources of the company, saving costs and benefiting the long-term interests of tea enterprises.

C. Contact point management

The situation which any link is in contact with the customers is called the contact point, which requires the enterprise to use an image to show people, manage well the contact point with customers and always maintain the unified image of products and enterprises.

The tea enterprises should strictly supervise all the possible contact point between tea enterprises' product and customers. When it comes to the corporate image, the tea enterprises should adhere to consistency principle on corporate culture, promoted market concept, corporate environment and personnel service image; In the product packaging, design and production should always maintain high quality and feature with unique tea enterprises marks; As for advertising platform, it can only be carried out on formal website, adhere to diversification and can use marketing combination box. And they can make appropriate promotion on WeChat, Weibo and App applications.

In the production display, the offline one can be observed at a close distance and the design can use the image of the year of the zodiac to be placed in a timely or different sequence. And the online one requires owning delicate pictures; In terms of pricing strategy, consumers are pursuing high quality and low price. However, the tea enterprises require lowering the price and improving the quality like lowering the cost of purchase and logistics or establishing the self-produced ecologic tea garden. And the price should adhere to the unity of corporate and social benefit; as to the trademark design, the core concept and culture of tea company are combined with distinctive feature; In the sales of products, regardless of the state of contact, it is necessary to accurately convey the information in the plan that the tea company wants to transmit, and to avoid the unplanned information under the influence of various non-personnel factors and personnel factors; In after-sales service, the attitude must be patient and gentle and each customer dissent handled in an appropriate manner has accumulated satisfaction for our tea companies [4].

Every contact points or states are regarded as media, which leave customers some memories or impressions toward products. Effective management of different contact points can effectively convey concepts and views of tea enterprises. Meanwhile, the contact point is uncontrollable sometimes and it is necessary to develop early warning management system to reduce the impact of emergencies on the brand, developing the brand communication power of tea enterprises.

D. Network and interactive communication

1) We-media marketing

In the era of Internet webpage marketing, the enterprises are devoted to the establishment of own portal website where there are corporate and product information and the customers can purchase product. However, this marketing method also exposes many of its own flaws like it cannot communicate with the customers so that it cannot solve their problems and establish good relations with the customers. With the advent of We-media platforms like Wechat and Weibo, the flaw from the webpage marketing is made up and they can send the tea information to the customers anytime, interacting at any time. Under the craze of some online hotspots, the online soft

marketing is used for tea promotion such as the copywriter and hotspots, creating the flow and Increasing corporate profits at low cost. At the same time, the tea enterprises also may host some online activities to attract the netizen to browse and forward, indirectly expanding the influence of tea enterprises.

2) *AR technology real-time interaction*

Through the adoption of AR technology, customers are concerned about the growth of each tea tree, and the picking, processing, packaging and transportation of each piece of tea, which allows customers to experience the whole process of making tea. For instance, Alipay launched the ant forest and when you accumulate enough energy, you are allowed to plant your own tree which belongs to you and you can check the tree's growth situation through AR technology. Throughout the interactive experience process, consumers can experience the magic of a piece of tea, difficulties of making tea and the tea's safety and health. Through the applet, customers are involved in the tea manufacture and can contribute their small amount of power, which is conducive to establishing a spiritual level of contact between tea companies and consumers.

3) *Homestay+tea culture experience*

The enterprises can create the new travel model of homestay plus tea culture experience, fully using the enterprises' tea source area to extend the industry chain. According to statistics from the China Tea Research Institute, in 2018, China's national demand was strong in the first half of the year. The number of domestic tourists was 2.826 billion, an increase of 11.4% over the same period of the previous year. People's demand for tourism is growing increasingly. The origin of tea has unique natural scenery, supplemented by the local customs and culture and tea-making experience, so that the people can calm down their hearts in a busy and fast-paced life, satisfying the people's requirement that travel can relax and pursue countryside life [5]. At the same time, it can create a good relationship with consumers, establish a good development relationship, maintain long-term interactive communication, and generate emotional dependence, thereby increasing brand identity and loyalty.

4) *The establishment of network community*

China's tea is divided into six major teas: green tea, white tea, yellow tea, green tea, black tea and black tea. There are thousands of kinds of tea on the market, which makes it difficult for consumers to make choices. Based on the different degree of fermentation, the six major teas include different ingredients and have different mechanism of action on the human body. For instance, green tea is so cold that consumers with weak constitution and anemia should not drink. However, China's customers know little about the tea and their own healthy condition when they drink tea.

The current market lacks platform to lead customers to know the tea knowledge, which requires the tea enterprises

establishing a professional network community gathering a bunch of tea customers and professional tea experts. And tea lovers offline are drained to online, setting up an online club. And tea experts will popularize tea knowledge, appreciate tea and give authoritative explanations to meet the needs of tea consumers at different levels; the authoritative academic papers will be published to introduce consumers to different physical characteristics and the club allows customers to sit in the right place and exchange one by one to obtain their own tea product. The online club also offers the tea lovers a platform to learn and communicate. The company directly interacts with consumers by organizing special events, enhancing the image of the company with professional authority and intimacy in the hearts of consumers.

V. CONCLUSION

Marketing is the integration, and the situation of tea enterprises that have no brand influence in China is deeply studied. It is related to the fact that China's tea enterprises refuse to change, maintain the status quo, and are not good at using the internal and external resources of the enterprise to integrate marketing communication and creating enterprise value. Faced with a competitive market environment, companies are vying to grab customers and seize the position in the hearts of consumers. Chinese tea companies urgently need this new way of communicating with customers and maintaining good relations.

The ultimate goal of integrated marketing communication is to establish corporate brand value and form brand equity. The tea enterprise resource integration process is complex and difficult to operate, and requires strong technical support and economic security. Under the opportunity of mobile Internet communication, integrated marketing can direct drive consumers' hearts, enhance consumers' confidence in purchasing decisions, build brand loyalty, and gain more consumers' approval and purchase. At the same time, a good corporate image can be established, intangible assets of enterprises earned, and the core competitiveness of enterprises formed.

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