



**RESEARCH ON JIANGXIAOBAI'S BRAND CONSTRUCT BASED ON EMOTIONAL  
MARKETING**



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**RESEARCH ON JIANGXIAOBAI'S BRAND CONSTRUCT BASED ON  
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## ABSTRACT

**Title of Research:** RESEARCH ON JIANGXIAOBAI'S BRAND  
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With the increasingly rich materialistic life of people in today's era, consumers also began to enter the stage of spiritual consumption. When some goods are endowed with emotional labels and stimulate the desire of consumers to buy, all types of marketing models related to emotion emerge. Jiangxiaobai brand, as a representative of domestic liquor emotional marketing, has won the favor of young people with its heart piercing copywriting. In particular, Jiangxiaobai's core product, which was launched at the end of the second quarter of 2016, increased by 86% year-on-year in the third quarter. However, in the first half of 2018, under the background of the recovery of liquor industry, many companies with the performance of listed companies of A-share categorized liquor companies has achieved substantial growth, Jiangxiaobai has encountered many problems such as decline in sales.

From the perspective of use and satisfaction, this paper focused on Jiangxiaobai brand as the research object. The emotional marketing strategy was the main research content and studied, through the literature research method, investigation analysis method, interdisciplinary research method and other research methods, situation of jiangxiaobai brand emotional marketing strategy was illustrated from four aspects:

From the perspective of use and satisfaction, this paper focused on Jiangxiaobai brand as the research object. The emotional marketing strategy was the main research content and studied, through the literature research method, investigation analysis method, interdisciplinary research method and other research methods, The situation of Jiangxiaobai brand's emotional marketing strategy was illustrated from four aspects: emotional brand, emotional promotion, emotional product and emotional service. This paper analyzed the influence of Jiangxiaobai's emotional brand marketing strategy on the audience's brand purchasing behavior from the four dimensions of audience's cognitive needs, entertainment needs, social needs and emotional needs, and puts forward corresponding assumptions to specifically address the audience's psychological needs, problems and corresponding adjustment suggestions to enhance Jiangxiaobai's brand purchasing power.

This paper analyzed the correlation between the four variables in Jiangxiaobai's emotional marketing strategy and the psychological needs of the audience, as well as the mediating effect of the psychological needs of the audience on brand purchase behavior. The researcher showed some problems in Jiangxiaobai's emotional marketing strategy, such as small difference in brand concept, weak promotion, single product line, narrow fan service range, etc. At the same time, from the perspective of meeting the psychological needs of the audience, this paper recommends strategies to enhance the brand purchasing behavior of consumers, such as deepening brand culture, enriching emotional promotion, expanding diversified product lines, and emotional service precision.

Keywords: Emotional marketing Jiangxiaobai Liquor marketing strategy



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# CHAPTER I: INTRODUCTION

## 1.1 Background:

In 2011, after Tao Shiquan founded Jiang Xiaobai in Chongqing, Jiang Xiaobai Liquor Co., Ltd. is a comprehensive wine company which integrates grain planting, wine making, e-commerce and modern logistics as well as brand marketing and management. In 2011, Tao Shiquan and several partners jointly founded Jiang Xiaobai Company in Chongqing. In less than a year, Jiang Xiaobai Liquor Co., Ltd.'s turnover reached 50 million yuan. Jiang Xiaobai wine brand marketing advocates simple life attitude, wanton youth and true temperament of the way of life, the new marketing concept for Jiang Xiaobai brand success laid a solid foundation.

Chinese wine culture has been passed on for thousands of years, and the wine culture has been passed on through poetry, songs and other forms. Traditional liquor enterprises pay attention to the brewing history of brands and the special liquor culture of enterprises themselves. Therefore, before the emergence of Jiang Xiaobai liquor industry, the target consumers of liquor are mainly middle-aged and elderly consumers. The main consumption occasions are business and banquet. From the point of view of culture and taste, the traditional liquor deviates from the young consumers seriously. Traditional liquor has a strong taste and a slight "meanness", so it is difficult to become a popular drink for young people.

As the starch content of pure sorghum is lower than that of other grains, and the sugar content in the fermentation process is less, so the finished wine is lower, and the taste is Qingxiang. This taste advantage avoids the market environment of traditional Maotai-flavor and Luzhou-flavor liquor competition, and distinguishes it from the traditional liquor products in terms of taste. In a sense, it breaks down the single taste form of domestic liquor industry. It has opened up the market blue sea of fragrant liquor. In addition, Jiang Xiaobai liquor industry further blurred the boundary between liquor and drinks, and for the first time opened the mode of mixing liquor with many other drinks. For example, consumers can add green tea, scented tea, milk, cola and even soda to liquor according to their own preferences. In summer, they can also use other cocktails, add ice and so on. This new liquor drinking method satisfies the value pursuit that young consumers dare to experience, and brings a different experience to liquor drinking. In order to cater to the consumption demand of the post-80s and post-90s



target consumer groups, Jiang Xiaobai liquor industry advocates youth, youth and freedom in its marketing style. These words are often seen in the copy of Jiang Xiao liquor product packaging. At the same time, Jiang Xiaojie's propaganda slogan adopts the expression "I am Jiang Xiaobai, life is very simple." Contrary to the traditional white wine propaganda slogans, such as China's wine industry : " taste life, taste willing "and so on, Jiang Xiaobai wine industry from the brand name, packaging copy, slogan and so on closely around the young logo, will be simple, pure and free style to show incisively and vividly. In the specific marketing process of Jiang Xiaobai liquor products, consumers are impressed by Jiang Xiaobai liquor products packaging above the product copywriting design, bottle body concise text can instantly attract your attention, such as : " even if there is more pain in the heart, do not want to always complain, to parents phone, you always say everything is good ." "Life is a book only subtractive account, after all, no one can keep time." "It is better to be alone than to be doomed." And so on, there are many similar texts, but for young people, these seemingly or sad, or warm and even with a little affectation of the text can always be in the night, when a person alone hit your soft heart. This kind of youthful copywriting design, for Jiang Xiaobai series of products injected youth connotation.

As the post-80s and post-90s gradually moved to work, dedicated their youth in various industries, therefore, this group of young people is also an important target group to stimulate the growth of consumption in China, Jiangxiao liquor industry broke the traditional understanding —— liquor is the exclusive of the elderly, actively explore young people as the main consumer of liquor market, successfully occupied the liquor industry this market blank. The choice of the target market is indirect, general, and does not directly target the specific target market and target population according to its characteristics. Therefore, according to the characteristics of the products, Jiang Xiaobai liquor industry carries out differentiated publicity methods, in the specific publicity, emphasizing the characteristics of young people's exclusive drinks, and Jiang Xiaobai liquor industry has really achieved this point, from product packaging design, product taste and product marketing planning copy, Jiang Xiaobai wine industry closely around the words of young people, this way is conducive to open up the market, Also formed their own characteristics of wine products, harvest a large domestic market.

## **1.2 Significance**

Based on the analysis marketing environment, we can understand the current market situation of Jiang Xiaobai, analyze the success of Jiang Xiaobai's marketing

strategy, and point out its existing problems and solutions, so as to formulate the corresponding marketing strategy of Jiang Xiaobai brand. Finally, we summarize and summarize the achievements and shortcomings of Jiang Xiaobai Liquor under the background of Internet marketing.

Brand is the basis of product premium, a successful brand marketing is to make the brand has a high degree of product association, and highlight the differences with other products, so that the consumer of the product for a long time to remember the brand characteristics of the product, strengthen the composition of brand association elements known as brand logo, brand logo including the most basic brand name and product type, etc. In this chapter, the author of Jiang Xiaobai wine brand positioning analysis of brand composition elements analysis and brand promotion status of three aspects, analysis of Jiang Xiaobai wine brand shaping status.

Brand elements cover many elements that can play the role of brand logo, such as brand name, slogan, outsourcing and even well-known advertising slogan, etc. the main role is to distinguish other brands, brand logo is the performance of brand concrete, the ultimate goal of brand logo is to improve consumer awareness of the product brand, create brand specificity and uniqueness. The brand elements of Jiang Xiaobai Liquor combine the brand positioning and the characteristic elements of the product, and actively guide the consumers to set up the first impression of the brand. In turn, the prominent brand elements guide and guide Jiangxiao liquor industry to strengthen the brand positioning and brand unique personality characteristics, promote each other between brand positioning and brand element composition, and work together with consumers. The following are important brand components of Jiang Xiaobai Liquor Products:

Brand name highly condensed and summarized the core of the brand, is an important embodiment of brand value, in the brand name generally also highlights the strategic pursuit of brand value. Good brand name can guide and strengthen consumers' cognition of brand culture, good brand helps consumers to remember and form the first impression of the brand, so the naming of product brand needs to consider a variety of factors, which is also very important for products and enterprises. At present, the domestic liquor brand naming mainly embodies two kinds of demands —— functions and cultural demands, such as domestic liquor famous brands Wuliangye, Maotai, Jiannanchun and so on, cultural demands are derived from historical celebrities and even ancient poetry, such as Shixian Tai liquor, Xinghua Village, du Kang and so on. The product naming of these wine industry reflects the brand personalized appeal decided by the market needs, and Jiang Xiaobai wine industry is no exception.

Jiang Xiaobai's name comes from "Jiangbian brewing, Xiaoqu liquor ", Jiang mainly refers to the Yangtze River next to Chongqing, meaning the liquor brewed on the edge of the Yangtze River, and for most young consumer groups, Jiang Xiaobai three words are more like the name of a young man. Jiang Xiaobai this word appears to be a bit monotonous, but it is precisely because of this name, highlights the simple pure characteristics of Jiang Xiaobai wine industry, Jiang Xiaobai's interpretation of his name is: Jiang Xiaobai is the pursuit of simple, green, environmental protection, low-carbon life of urban young people, yearning for a simple life, life and work pure , " Xiao Bai "represents a self-confidence and self-modesty. Personified brand names close the distance between consumers and wine brands, fit the youth, free product style positioning.

In order to deepen the consumer's cognition of the brand and highlight the brand of the product, it is often necessary to add some brand logos to the product packaging. Brand logos usually use words and images to strengthen consumers' cognition of the brand.

The core logo of Jiang Xiaobai liquor products is mainly composed of three parts, the product label with blue background occupies most of the visual area of the product bottle body, the first thing to see on the label is Jiang Xiaobai's cartoon character image, the center part is white printed "Jiang Xiaobai" three big characters, in the top of the three big characters is "simple sorghum wine" brand logo, this brand interface appears very concise, in line with Jiang Xiaobai wine brand positioning simple and free characteristics, can quickly stand out in the comparison of similar wine products.

Unlike the traditional liquor luxury, exquisite packaging, Jiang Xiaobai liquor brand in the packaging concept of the product emphasis on simple environmental protection. According to the different types of products, Jiang Xiaobai wine industry has designed several different types of packaging forms, the most typical of which is the square bottle that appears in the logo, the bottle body is a 100 ml capacity transparent grinding bottle, the bottle cap is ordinary aluminum twist cap, it is this paper cover copy, attracting the attention of a large number of consumers and marketers. Jiang Xiaobai all products follow the principle of "simple personality ", not too much on the packaging, but in the design of fashion and personalized elements, fit the preferences of young consumer groups.

From the point of view of the current marketing mode and development degree of Jiang Xiaobai liquor products, we can find that there are still some shortcomings in its

company system and development strategy. This paper makes a thorough study of a large number of relevant documents and works, combines the direction of strategic development, finds out the causes of these problems, clarifies Jiang Xiaobai's strategic development objectives, reasonably adjusts the strategic direction, promotes Jiang Xiaobai's future development level, and Jiang Xiaobai's market core competitiveness.

### **1.3 Research**

With the enrichment of people's material life in the present era, consumers also begin to enter the stage of spiritual consumption. All kinds of emotion-related marketing models emerge when certain goods are motivated by the desire of consumers to buy because of the emotional label. As the representative of domestic liquor emotional marketing, Jiang Xiaobai brand has won the popularity of young people with the popular copy, especially Jiang Xiaobai's core product expression bottle listed at the end of the second quarter of 2016, which increased by 86% in the third quarter from the same period last year, but in the first half of 2018, under the background of the recovery of the liquor industry, the performance of many listed companies with A shares has achieved a substantial increase, while Jiang Xiaobai has experienced sales decline and many other problems.

From the perspective of using and satisfying, this paper analyzes the influence of Jiang Xiaobai brand's emotional marketing strategy on the purchase behavior of Jiang Xiaobai brand from four aspects: brand emotion, promotion emotion, product emotion and service emotion. Using correlation analysis and intermediary effect analysis, the hypothesis is deduced and verified, so as to more specifically target the psychological needs of the audience, put forward questions to its emotional marketing strategy and corresponding adjustment suggestions to enhance Jiang Xiaobai's brand purchasing power.

This paper analyzes the relationship between the four variables of Jiang Xiaobai's emotional marketing strategy and the psychological needs of the audience, and the intermediary effect of the psychological needs of the audience to meet the brand purchase behavior.

With the upgrading of consumption and the continuous growth of consumer market, China's economic development has long changed from investment-driven to consumption-driven. As consumption becomes the main driver of the economy, competition among brands of fast consumer goods is growing, including the wine

market. Product innovation, marketing precision and channel expansion are the three driving forces needed for liquor market growth. Compared with double-digit negative sales a few years ago, the liquor market is now in a recovery period, of which liquor sales in large shopping malls and supermarkets have increased by 4% in 2018.

Jiang Xiaobai, the fastest-growing brand of TOP10 liquor purchased by young men, launched the core product expression bottle at the end of the second quarter of 2016, with sales up 86% in the third quarter from the same period last year, and the e-commerce 2 C platform achieved 100% growth. At the dissemination level, Jiang Xiaobai's search index rose more than 100% year on year. The brand, which created a new marketing method for domestic spirits, has won the popularity of a large number of young people through wine bottle copywriting. In reading the relevant literature, the author found that some scholars mentioned the behavior of spiritual consumption purchase caused by emotional resonance, which is the motivation of consumers to use products in order to meet their inner emotional needs. Therefore, this paper analyzes the current situation of Jiang Xiaobai's emotional marketing by using and satisfying theory, combined with the theory to guide the practice, analyzes the deficiencies in Jiang Xiaobai's emotional marketing strategy through the questionnaire data, and puts forward the targeted opinions.

Based on the analysis of marketing strategy and brand strategy of Jiangxiao liquor products, the SWOT analysis method is used to explore the competitive environment. Taking the marketing strategy of Jiangxiao liquor products as the research object, we hope to provide reference suggestions for the subsequent marketing activities through analysis and research, which will help Jiangxiao liquor products to increase sales volume and market share, and demonstrate the importance of marketing strategy to wine enterprises. Based on the SWOT model, the advantages and disadvantages of Jiangxiao liquor products are analyzed, and the disadvantages of Jiangxiao liquor products are improved by different methods in the appropriate period.

According to the problems to be studied, this paper is divided into four chapters, the specific contents of each chapter are as follows:

introduces the research background and opinions, determines the research methods and contents, and expounds the theoretical basis and literature review according to the main contents of the paper.

The present situation and problem analysis of Jiangxiao liquor product marketing. Firstly, it introduces Jiangxiao liquor products and their development history; secondly,

it expounds the general situation of Jiangxiao liquor products and the current operating situation; finally, it summarizes the problems from the aspects of company marketing status and marketing problems.

analysis of marketing environment of jiangxiao liquor products. Based on the analysis of macro and micro environment of Jiangxiao liquor products, the SWOT model is used to explore the advantages and disadvantages of Jiangxiao liquor products and the opportunities and threats.

The marketing strategy of Jiangxiao liquor products, the content of marketing strategy is expounded in detail, and the practical implementation plan and the implementation guarantee of marketing strategy are put forward.

As China's domestic liquor industry, the development of China's liquor industry has become more and more monopolistic in recent years. Some well-known liquor brands have become a symbol of status and status on the banquet table. With the development of economy, the differentiation of high and low-end liquor in China is serious, on the one hand, high-end liquor is singing all the way in the market, on the other hand, the decline of traditional low-end liquor brands in China. And Jiang Xiaobai company fully grasps the market characteristic, in the high and low end liquor gap, grasps the young consumption market, with the exquisite copy to arouse the high emotion resonance successfully enters our country low liquor consumption market, and gradually becomes the general consumer familiar a new brand. Jiang Xiaobai liquor to "youth" as a copy of the creative, adhere to the slogan "I am Jiang Xiaobai, life is very simple" slogan, continuous brand IP and consumer interaction, quickly opened the domestic liquor industry young consumer market. It is of great significance to study the successful case for promoting the brand marketing and brand fashion and rejuvenation in Chinese liquor industry.

Jiang Xiaobai's success mostly comes down to its network red person attribute, the liquor and the copy match has produced a magic chemical reaction, by virtue of the talented Jiang Xiaobai does not take the ordinary road, but for a wine enterprise, the product still depends on the strength to speak, compared with the traditional liquor, Jiang Xiaobai actually is more like a drink wrapped in the alcohol shell, so many consumers buy Jiang Xiaobai more out of a kind of attempt psychology, after the attempt is to return to the quality and taste of the wine, this is the Chinese liquor culture precipitated for thousands of years, therefore, Jiang Xiaobai liquor industry grasp the existing market and consumer groups on the basis, Gradually introduce more products suitable for different ages and different taste levels. enriches the research perspective of

using and satisfying theory in marketing strategies. Combining with the background of marketing, communication and psychology, we use the theory of satisfaction and emotional marketing to study the strategies of emotional marketing. Interdisciplinary research provides new theoretical support for emotional marketing strategy, and has certain theoretical significance for the strategy analysis in this direction. provide theoretical guidance basis for emotional marketing strategies. Using and satisfying the research of Jiang Xiaobai's emotion marketing strategy can enrich Jiang Xiaobai's brand connotation in theory, provide theoretical guidance for Jiang Xiaobai's further emotional marketing development, and also provide new ideas for Jiang Xiaobai's brand value promotion.

## **1.4 Emotional Marketing**

### **1.4.1 Emotional Marketing Definition**

Emotional marketing is based on the emotional needs of consumers, arouse and arouse the emotional needs of consumers, induce the emotional resonance of consumers' hearts, put emotion in marketing, let the emotional marketing win ruthless competition. In the age of emotional consumption, what consumers value in buying goods is not the quantity, quality and price of goods, but for an emotional satisfaction, a psychological identity.

### **1.4.2 The Role of Emotional Marketing**

(1) Emotional marketing can create a better marketing environment

Marketing environment can bring both threats and opportunities to enterprises. Marketing environment restricts the survival and development of enterprises. Enterprises should pay attention to the use and construction of good marketing environment. The traditional marketing method focuses on the commodity exchange relationship between the enterprise and the consumer, and the enterprise marketing is often linked to the consumer's gain of use value and the enterprise's profit, which makes it difficult for the consumer to get the satisfaction to the fullest.

With the arrival of the era of emotional consumption, consumer behavior from rational to perceptual, consumers pay more attention to the environment, atmosphere, aesthetic sense, the pursuit of taste, demand comfort, seek enjoyment. Emotional

marketing not only attaches importance to the establishment of business relations between enterprises and consumers, but also emphasizes the emotional communication between each other, so it is committed to creating a warm, harmonious and emotional marketing environment, which is very important for enterprises to establish a good image, establish good interpersonal relations, and achieve long-term goals.

#### (2) Emotional marketing can enhance the brand loyalty of consumers

Market competition is increasingly fierce, whether there are excellent brands has become an important factor in the success or failure of enterprise competition. A good brand can build customer preferences and attract more brand loyalists. But the establishment of brand loyalty, in addition to excellent product quality, perfect product market adaptability and marketing promotion strategy, has a very close relationship with the psychological factors of consumers to a large extent. Emotional marketing is to attack the heart, the loyalty of customers to the enterprise brand based on emotion, to meet the emotional needs of customers, so that they get psychological recognition, thus producing a preference, forming a loyal customer group that is not bought by the enterprise brand.

The market is like the battlefield, the market competition is as fierce and ruthless as the battle on the battlefield. Market competition, the essence is to compete with peers for customers. Competition for customers in addition to pay attention to the quality of goods, new packaging, fair prices, more important is to implement emotional marketing. By loving customers, sincere to customers, respect, trust, everywhere for the sake of customers, so as to win the good will and trust of customers; through high-quality service, constantly improve the reputation of enterprises, establish a good image of enterprises, so that enterprises in the market competition is bound to win.

### **1.4.3 Use and Satisfaction**

#### 1. Use and Satisfaction Theory Definition

The study of "use and satisfaction" has had an important influence in the history of mass communication effect research. In other words, the effect of previous research is mainly from the perspective of communicators or media, to examine whether the media has achieved the desired purpose or what impact on the audience, while the "use and satisfaction" research is from the perspective of the audience, by analyzing the audience's media contact motivation and what needs these contacts meet, to examine the psychological and behavioral utility of mass communication to people.

#### 2. Use and Satisfaction Theory:



(1) Reminding our audiences that the purpose of using the media is very different and that they have a large degree of control, the theory leads us to pay more attention to the audience and take whether to meet the needs of the audience as the basic criterion for measuring the effectiveness of communication

It is believed that the contact media of the audience is based on the individual needs, emphasizing the initiative of the audience and overthrowing the audience passive theory.

Pointing out the basic utility of mass communication to the audience and correcting the "limited effects theory"

### 3. Use and Satisfaction Theory Limitations

(1) The scientific basis is unreliable, placing too much emphasis on individual and psychological factors and neglecting the constraints of social conditions and circumstances.

The audience's dynamism is limited to "selective engagement ", which is usually ritualized rather than highly elaborate.

It is not possible to fully reveal the social relationship between the audience and the media by simply examining the media contact behavior from the media production process and the social system.

The success of a wine, whether from the appearance, taste, or marketing model, will attract competitors to imitate, especially in the wine industry, the success model is very easy to copy, so that the target market will be divided, resulting in a reduction in sales volume, reduce the space for profit rise.

Although Jiang Xiaobai's packaging design and taste are based on the current consumer, its theory can meet the needs of young consumers, but in the specific market landing and practice, how to let more consumers buy their own products, I think Jiang Xiaobai still needs a certain amount of time to precipitate and accumulate.

Jiang Xiaobai is only a regional brand, in the country's popularity and reputation is low. Although weibo and forum publicity can win a burst of consumer pursuit, but how to ensure the long-term sustainable development of Jiang Xiaobai, brand building is indispensable.

As far as the whole liquor market is concerned, the consumption population of Fen-flavor liquor is still a minority, and the vast majority of consumers rely on Luzhou-flavor liquor. And if want to go to the north market with fragrance-based, Jiang Xiaobai will face red star Erguotou, strong wine and other wine has a stable foundation of the challenge. Therefore, Jiang Xiaobai covers the national market with certain difficulties.

A new thing to be based in the industry, innovation is essential. Jiang Xiaobai attracted a large number of post-80s and post-90s consumers through the packaging of personality, fashionable network language and marketing means close to young consumers.

From the target group, Jiang Xiaobai did not like the traditional liquor to the status of prominent, distinguished, high status of these people to design, but chose this industry few people pay attention to a group of post-80s, post-90s, tailor-made for them a wine.

From the slogan, Jiang Xiaobai's slogan, read can make people remember. In the modern society of desire, life pressure is a remarkable characteristic. Who doesn't want to live a simple life in the face of pressure? As a result, "I am Jiang Xiaobai, life is very simple" will soon be well known and deeply rooted in the people, and can close the distance between consumers.

In terms of appearance, because Jiang Xiaobai's target population is the post-80s and post-90s, these people are characterized by youth, vitality, full of fashion, the pursuit of personality, while hoping to live a simple life. Black-framed glasses, a casual suit, a simple scarf, both fashionable and vibrant. But Jiang Xiaojiu grasps these characteristics, in the packing, does not adopt the traditional liquor luxurious, noble, elegant style, but uses the youth, the fashion packing, uses the post-80s boy's cartoon character image, and matches the short intrepid, or the perceptual, or the humorous text, may always let own packing unique. Also these short but hit the heart of the text, let Jiang Xiaobai won the favor of the younger generation.

"Jiang Xiaobai represents the youth and simple personality, even some self-deprecating loser culture complex, has a strong personality expression, love and abhorrence of literary youth complex. And it fits into the post-80s generation. Are destined to resonate with them. Jiang Xiaobai wine industry CEO Tao Shiquan in the "new leader" interview said.

From the taste point of view, Jiang Xiaobai does not have the traditional liquor taste mellow, strong, instead is "the fragrance is quiet, soft and pure", satisfies the

young consumer taste demand. Jiang Xiaobai has 108 kinds of taste, can add black tea, green tea, ice and so on, and after adding will not become turbid.

From marketing, Jiang Xiaobai more use online sales. Weibo, community forums, network activities and so on become the main position of Jiang Xiaobai communication. In particular, the "Jiang Xiaobai style" quotation, viral in the network forwarding, discussion and imitation, all things related to young people, topics and hot news, will appear in Jiang Xiaobai's Weibo topic.

And offline, through a large number of collective creative activities to attract the attention of everyone, improve people's attention.

A brand has its advantages will have its disadvantages, like a coin, there must be a negative side with the front. Jiang Xiaobai's disadvantage lies in:

1 Jiang Xiaobai is a new brand, no traditional liquor industry has a long history, lack of cultural heritage.

2 Limitations of the consumer population. The target population of Jiangxiao liquor is the post-80s and post-90s, so the other target population is bound to decrease.

3 Jiang Xiaobai brand strength is not enough, still need to strengthen. Although Jiang Xiaobai's publicity and promotion methods meet the values and psychological needs of young people, but Jiang Xiaobai as a low-end market brand, its brand strength is slightly limited, as the famous liquor expert Tie Li said, " young people's consumption is more inclined to high-end, foreign-style, and low-end brand positioning at this time and consumers are not very suitable ." In addition, Jiang Xiaobai's promotion lack of air advertising support, can not systematically cooperate with the completion of brand publicity, only rely on consumer mouth communication needs a long time.

Jiang Xiaobai grasped the blank market of the industry, fully considered that the post-80s and post-90s will soon become the mainstay of society, and the future development of liquor industry depends on them. At the same time, it grasps the young, active, pursuit of personality, Weibo control, unrestrained attitude of life, and completes the "intimate contact" between liquor and young consumers after 80 and 90, which has left a deep impression on consumers.

Although Jiang Xiaobai's cultural heritage is not deep enough, but to some extent, it is conducive to other aspects of brand building, lose the burden of culture.

## **CHAPTER II: LITERATURE REVIEW**

### **2.1 Introduction**

Jiang Xiaobai Liquor Industry has set up major market distribution points in all large and medium-sized cities to open up market share of Jiang Xiaobai Liquor Industry, especially in places where liquor culture and liquor lovers are more in China, using key publicity and price reduction promotion to organize various marketing activities of products on a regular basis, breaking people's conventional perception of liquor brands, gradually building up loyal customers' dependence on the liquor brand, so that more people in all cities and regions of the country can have a deep impression on the brand. To be able to find a lot of business personnel can not find potential dealers, its shortcomings are high cost, low quality investment, poor pertinence. Therefore, the relevant marketing personnel due to the development of Jiang Xiaobai wine industry, planned and purposeful use of a variety of ways to attract investment publicity.

At present, the whole Chinese liquor consumption market still takes the middle-aged and the elderly as the main consumption, and the proportion of liquor consumption in young people is only 8%. Young people like to drink beer, followed by wine, pre-mixed wine, flavored beer and other low-alcohol. In the pursuit of personalized young consumer groups, it is very difficult to produce a tens of billions of liquor products, which is determined by the volume of the market. Jiang Xiaobai Liquor Company can use its existing market and distribution channels to cooperate with other traditional liquor industry to develop other fragrant liquor products, at the same time actively explore the outer packaging design, in the high-end wine market preliminary exploration, increase the variety of products to meet the consumer demand of different levels of consumption capacity. Although Jiang Xiaobai liquor industry is known as redefining liquor, the well-known brand of Jiang Xiaobai liquor industry which depends on Fen-flavor liquor needs to continue to maintain its brand characteristics, but if Jiang Xiaobai liquor industry wants to further develop the market, it needs to develop other fragrant liquor products to meet the needs of liquor consumers with more taste needs.

Jiang Xiaobai's original wine is produced by Jiangji Winery of Chongqing Jiang Xiaobai Winery Co., Ltd. Jiangji Winery has a complete industrial chain to distill sorghum fermentation into filling, considering the need to increase sales volume and

expand production capacity. Jiangji Winery has contracted a large farm near the park to grow sorghum, which ensures that the product is indeed a carefully controlled wine from the source, and has the ability to produce its own products. However, with the continuous development of enterprises in the domestic market, Jiangxiao liquor industry also needs to further improve production capacity, grow its own wine raw materials sorghum, and extend the industrial chain to the upstream. Investment in wineries, power production technology, up to sorghum planting, agriculture and animal husbandry tourism industry, down to brewing workshops, glass bottles and other supporting enterprises, even logistics enterprises. It is not conducive to enterprises to concentrate on R & D and sales of products, should shorten the industrial chain and then control costs, control capacity and improve flavor.

## **2.2 Literature Review**

At present, the domestic research on the use and satisfaction theory from the exploration of the theory itself model to the study of the audience behind the use of mobile phones behavior motivation and psychological needs, with the development of cultural entertainment diversity, and focus trend audience use habits and dependence on media is not limited to mobile products, scholars began to use the current popular elements audience habits behind the psychological needs, such as WeChat, B station screen, anti-corruption drama, facial expression package, exotic variety and other elements, but also to use and meet the model of further research. Foreign research on the theory of use and satisfaction since 1974 E • card As a result, the study of "use and satisfaction" theory has broken through the academic study of pure theory, but based on use and satisfaction, it analyzes the contact and use habits of the audience to the media, the characteristics of the media in a specific media environment, the specific interpretation of a particular social environment, the satisfaction of the use of specific media, and the application of the use and satisfaction theory in the field of advertising communication. Chinese scholars are interested in using and satisfying The research of theory is mainly divided into two aspects: behavioral motivation and psychological demand from the perspective of audience. The use and satisfaction of foreign countries are still in the research stage of the theory itself, and there are few related articles on guiding marketing by theoretical application. Most of them are other empirical studies under the guidance of this theory. At home and abroad, the application of use and satisfaction in marketing research is less.

For the use and satisfaction of this communication theory in advertising communication, some scholars initially put forward that advertising in the process of content output, must meet the psychological needs of the audience as the starting point,

from cognitive needs, entertainment needs, social needs, emotional needs to fully consider their psychological situation, Make advertising communication closer to their psychological expectations to meet their psychological needs. This paper takes the marketing strategy as the main research content, also from using and satisfying the psychological needs of the audience from the perspective, through improving the marketing strategy to meet their psychological needs, so that consumers have a positive impact on the brand purchase behavior

In the aspect of emotional marketing, at present, the domestic research on emotional marketing is mainly based on its own elements and models, and there are few studies on the analysis of emotional marketing into a specific brand. Among them, the literature on emotional marketing of liquor brand is very few. Foreign research on emotional marketing focuses on the role and strength of emotional elements in the marketing system. In a word, at home and abroad, it is mainly aimed at the research of the related elements that affect the emotional marketing in the application, and the emotional marketing in the liquor industry is less, the literature that has been studied is still in the direction of corporate culture, and the other factors are less studied.

Professor Barry Feig is the first person to introduce emotional elements into marketing theory in the process of scholars' research on the elements of emotional marketing strategy. At the same time, Barry Feig professor calls this theory "emotional marketing ", and puts forward some elements that affect emotional marketing, such as brand emotion, promotion emotion, product emotion and service emotion. This paper takes Jiang Xiaobai as the research object, and analyzes Jiang Xiaobai's emotional marketing strategy from these four aspects.

To sum up, both at home and abroad, there is less research on the combination of brand marketing and other interdisciplinary content from the perspective of using and satisfying this communication theory. Only one article talks about the brand in the process of advertising communication can fully use the theory of use and satisfaction, by catering to the psychological needs of the audience to affect the effect of advertising communication. The research on emotional marketing at home and abroad emphasizes the important role of emotional elements in marketing. A few articles talk about the elements of emotional marketing strategy. Although Jiang Xiaobai is the popular young liquor brand nowadays, but to its emotional marketing

Strategic research is less, only one journal article on Jiang Xiaobai's emotional marketing analysis. There are 28 documents about Jiang Xiaobai on the Internet, but almost all of them are part of the interpretation of Jiang Xiaobai by periodical articles,

and only one related doctoral thesis studies its brand building. Therefore, from the perspective of this study, research object and research content, it is a blank point of the current research situation of relevant elements, which has certain research significance

Because foreign studies on liquor and other intensity liquor are less, The research focuses on the marketing strategy of red wine, Liz and Janeen find that marketers need to tailor different marketing strategies to increase wine sales; Fernando and Teresa an effective analysis of the consumption of wine by Portuguese consumers, Defining the external attributes that affect the sales of wine retail outlets, It is of great significance to realize profit maximization for wine dealers to understand consumer buying behavior. Thomas dividing consumer buying into internal and external factors, Packaging and labelling of products can effectively attract consumers to consume, And the important internal factors including product quality, brand image and so on are the key to maintain the vitality of enterprises; Pugh and Fletcher believe that wine Banrock Station brands have achieved great success in Britain, Australia and the United States, Because of its unique "green" wine brand; Giuseppe and Maria from the four models, developed a theoretical framework specifically for wine marketing mix; Jose I.Rojas-Mendez, Michael J.Hine think we should develop differentiated marketing strategies, because the consumer behavior of different price groups is different.

Against the background of "Internet +", consumer consumption tendency is often formed by word-of-mouth. Liquor enterprises should break through the traditional offline marketing means, use the advantages of wide network communication and large audience to narrow the distance between brands and consumers and form exclusive word-of-mouth marketing. How to enhance the competitiveness of liquor enterprises through emotional marketing, promote customer satisfaction with emotion, meet the changing customer needs, and integrate emotion into products to enhance customer loyalty has become a real problem. Local brand Luzhou Laojiao and new brand Jiang Xiaobai in its image design strategy. From two aspects of visual image performance and image design strategy, this paper analyzes the differences between them in basic element design, product packaging design, new media visual design and innovation main direction and driving force, and summarizes four aspects of experience enlightenment, hoping to provide reference and reference for local brand image design. Liquor enterprises, especially small and medium-sized liquor enterprises, are in urgent need of combining with the change of environment, analyzing according to the information of products, business situation, financial situation, competition strategy, market share and so on, and formulating new marketing strategies that accord with their own situation and adapt to market changes, so as to realize the sustainable and healthy

development of enterprises. Nowadays, the market competition is more and more fierce, how to use scientific tools to analyze the industry and itself, and then accurately optimize the marketing strategy, it has become an urgent problem for small bottle liquor enterprises. Using case analysis method, taking "Jiang Xiaobai" as an example, deeply analyzes the successful application of its marketing mix strategy, puts forward corresponding suggestions to its existing problems, and tries to give some reference and inspiration to the brand that is like "Jiang Xiaobai ". Nostalgia is quietly rising, more and more brands began to "nostalgia ", nostalgia into advertising creation, using " old objects ", " old photos "and other old elements to tell new" old stories "to arouse consumer memory, trigger consumer feelings.

Through the review and analysis of literature review at home and abroad, we can know the current development of liquor industry and the future direction of reform, perfect marketing plan and formulate long-term strategic objectives is the key. From the reading of the literature to find out the success of Jiang Xiaobai case and the future development of the goal still needs to be improved. And then for the strategic analysis and formulation to do the basic groundwork.

### **2.3 Research Gaps**

In the current domestic and foreign research on emotional marketing, emotional marketing system is still a relatively missing part, the amount of exploration is obviously not insufficient. Brand communication in the Internet age is more complex, considering the changes of people's consumption psychology and behavior in the Internet age and the various characteristics of the Internet, the network activities of brand communication should include four characteristics, interest, personality, interest and interactivity. and this happens to be highly consistent with I 4 principles of network communication and marketing. Through the analysis of literature, it is found that the main research object of domestic liquor marketing strategy is still focused on the shaping of traditional liquor brands, most of them are domestic high-end and well-known liquor brands; in the marketing scheme design, the traditional liquor brand shaping suggestion is aimed at the traditional business and government occasions, the brand image is characterized by a strong sense of history, formal and high-end liquor industry, the main practice is to highlight the history of liquor and brand culture, its brand market positioning is a successful middle-aged and elderly consumer group. As an example of Fen-flavor Liquor —— Jiang Xiaobai Liquor Industry in recent years, this paper studies the construction of Jiang Xiaobai Liquor Industry Marketing Model, breaks the public's cognition of the traditional liquor Industry Marketing Model, and studies the Jiang Xiaobai Liquor Industry Digital Marketing Model and Brand Building.



## 2.4 Summary of Important literature

At present, the whole Chinese liquor consumption market still takes the middle-aged and the elderly as the main consumption, and the proportion of liquor consumption in young people is only 8%. Young people like to drink beer, followed by wine, pre-mixed wine, flavored beer and other low-alcohol. In the pursuit of personalized young consumer groups, it is very difficult to produce a tens of billions of liquor products, which is determined by the volume of the market. Jiang Xiaobai Liquor Company can use its existing market and distribution channels to cooperate with other traditional liquor industry to develop other fragrant liquor products, at the same time actively explore the outer packaging design, in the high-end wine market preliminary exploration, increase the variety of products to meet the consumer demand of different levels of consumption capacity. Although Jiang Xiaobai liquor industry is known as redefining liquor, the well-known brand of Jiang Xiaobai liquor industry which depends on Fen-flavor liquor needs to continue to maintain its brand characteristics, but if Jiang Xiaobai liquor industry wants to further develop the market, it needs to develop other fragrant liquor products to meet the needs of liquor consumers with more taste needs.

Through the review of domestic and foreign wine products marketing related research, we can find that the wine marketing related research results have been very rich, can be used as the basis of this study. At present, foreign scholars have been involved in the marketing of wine products, but the main analysis of the product is wine. With the deepening of academic and practical needs in China, great achievements have been made in the marketing research of high-end liquor. However, the existing research for low-end wine brand marketing is still less, which is far from meeting the increasingly urgent needs of the development of the wine industry.

With the formation of healthy drinking atmosphere and the improvement of national consumption level, liquor consumption demand has changed from the past trend of emotional consumption to analytical rational consumption, and high quality products with certain popularity, reputation and differentiation have become the first choice for consumers. In the long-term development, liquor homogenization is becoming more and more serious, which forces the brand to seek competitiveness from product positioning, visual image, cultural marketing and so on. Packaging happens to be combined with culture to innovate and attract consumers' attention. Using differentiated thinking to design product packaging, from the end of the design itself, design is no longer an industry secret, but by the market economy after the baptism of

creative services, the importance of product packaging design in the market terminal sales effect more and more quickly emerged. Against the background of "Internet +", consumer consumption tendency is often formed by word-of-mouth. Liquor enterprises should break through the traditional offline marketing means, use the advantages of wide network communication and large audience to narrow the distance between brands and consumers and form exclusive word-of-mouth marketing. How to enhance the competitiveness of liquor enterprises through emotional marketing, promote customer satisfaction with emotion, meet the changing customer needs, and integrate emotion into products to enhance customer loyalty has become a real problem.



## **CHAPTER III: RESEARCH METHODOLOGY**

### **An Empirical Study on the Affective Marketing Strategy of Jiang Xiaobai Brand**

In this chapter, based on the above related literature research and use and satisfy the view of Jiang Xiaobai emotion marketing strategy analysis, each research variable carries on the definition, proposes this research model and the research hypothesis, simultaneously introduces the questionnaire formation process and the analysis method. Then we investigate the effect of emotion marketing communication, explain the results, and analyze the strategy of Jiang Xiaobai emotion marketing.

#### **3.1 Presentation and Hypothesis of Research Models**

This section mainly according to the above research on the theory and literature, deduces the basic theoretical model framework of the empirical research part of this

paper, and combined with the theoretical model and Jiang Xiaobai emotional marketing strategy present situation to put forward the corresponding hypothesis. According to the content of research hypothesis, to better provide some basis and ideas for the design of the content of the next section of the questionnaire.

Basic framework for

### **3.1.1 Theoretical Models**

According to the above literature research and theoretical basis for use and satisfaction, it is concluded that in the marketing process, brands should also meet the psychological needs of the audience as a starting point, from the cognitive needs, entertainment needs, social needs, emotional needs to fully take into account their psychological situation, by catering to their psychological needs to achieve a positive impact on brand purchase intention 1. Based on the research status of the related factors of emotional marketing strategy, four factors of brand emotion, promotion emotion, product emotion and service emotion are obtained.

### **3.1.2 Research Hypothesis**

Research Hypothesis of Jiang Xiaobai Brand Emotional Marketing to Meet the Psychological Needs of Consumers

Research Hypothesis of Brand Affection to Meet Consumer's Cognitive Needs

Brand positioning, name, concept, logo and a series of elements are the first step of brand building. As a focus to create a young group of liquor brand Jiang Xiaobai, the first step is to younger liquor, so as to attract the attention and love of young groups, such as removing the traditional liquor meaning too rich name, take a "Jiang Xiaobai" simple name, create a pure free and easy "I am Jiang Xiaobai, life is very simple" brand concept and slogan.

Jiang Xiaobai is committed to the old taste of traditional Chongqing sorghum wine, with "I am Jiang Xiaobai, life is very simple" as the brand concept, adhere to the "simple packaging, exquisite brewing" anti-luxury concept, adhere to the "simple pure,

maverick" brand spirit, advocate young people when facing their emotions, do not escape and brave to be themselves, not only to meet the contemporary promotion of environmental protection, green, low carbon and other health concepts of the big background, but also put forward with sincerity and calm, and other ways to get along with others. Along with the passage of time, Jiang Xiaobai's simple pure idea has developed into cultural intellectual property and IP. with independent consciousness of self-media More and more young people began to accept and use Jiang Xiaobai to express their inner monologue, "I am Jiang Xiaobai, life is very simple" has gradually become a collective declaration of contemporary youth groups, and become the classic representative of the brand spirit of liquor rejuvenation.

Jiang Xiaobai's logo uses pure blue and white, the combination of these two colors easily reminds people of the elements such as the sky, gives people a clear and open feeling, at the same time with its "simple pure" slogan to form consistency, promote young people to face their emotions, brave to do their own open-minded spirit, and young target groups for more direct emotional communication. Moreover, Jiang Xiaobai also depicts his own cartoon image, a standard cartoon boy image: a Q version of the popular face, not short and long black hair, a pair of thin-framed glasses, a white T shirt, dark gray jeans and brown leather shoes, put on a black coat and gray scarf, two-handed pocket. Jiang Xiaobai presents a gesture of indifference and disdain to the secular, whether dressed or looking, and has certain similarities with the young group. For the post-80s and post-90s who grew up in quadratic element culture environment, this image accords with their aesthetic, represents their pursuit of simple fashion, self-behavior attitude, bring them a touch of affinity, this will brand image personification way, further close the brand and consumer distance.

Whether it is Jiang Xiaobai's pure brand name and concept, or the simple and lively brand logo, it is the process of brand emotionalization in order to attract the cognitive needs of young groups.

H1: Jiang Xiaobai transmitted brand emotional information to meet the cognitive needs of consumers.

Research Hypothesis of Promotion Affectionization to Meet Consumer Entertainment Demand

The promotion of various forms of advertising is one of the important factors to maintain brand activity and shape brand image. In order to open up the liquor market of young groups, Jiang Xiaobai has also made a lot of efforts in promoting advertising and

made a series of promotional activities to cater to the taste of young people. For example, let the user participate in their own product expression bottle copy content creation, create Jiang Xiaobai personification image exclusive IP serial animation "I am Jiang Xiaobai ", also implanted brand IP into a series of youth dramas and movies, in addition to Jiang Xiaobai also opened a mobile bistro flash shop, for young people living in the city to wine relief. And in the official Bo, official micro-operation, Jiang Xiaobai spread a series of interesting hot topics, with young people's favorite online words to interact with the audience.

Jiang Xiaobai IP his own two major emotional promotion play: one is around their IP works output, the other is IP image of a large number of scenes implanted. In shaping self- IP, in order to cater to the taste of young consumer groups, Jiang Xiaobai extended IP to animation and music. Jiang Xiaobai also launched "I'm Jiang Xiaobai" domestic serial animation in 2017, in addition to "Top Two "," Wine of Youth "," Hello Chongqing" creative video and MV, with male owner Jiang Xiaobai as a perspective, told a group of young people dream of becoming excellent writers, creating their own series of stories, in which many of the details of life in the animation have aroused the emotional resonance of countless young people who have just graduated from the society, and launched its film theater version of "Another Me in the World" in the second year, while launching Jiang Xiaobai T shirt around the film on the e-commerce platform, Below the line also held in Wuhan, Chongqing, Hangzhou and other places Jiang Xiaobai Man exhibition, gathered a large number of animation fans, deepen the interaction with consumers. As far as IP implantation is concerned, Jiang began in 2014, choosing youth movies that are more popular with younger groups, such as "In a hurry "," You at your table "," To Youth ",

"Ex introduction 3"," later we" and so on, also put in "good Mr. "," dark person "," small parting "," north wide still believe in love" and other hot plays. By 2016, Jiang Xiaobai's IP implantation reached its peak, showing almost a overt effect on television, mostly the younger group's favorite emotional, suspense drama. At the same time, Jiang Xiaobai also according to the tone of different plays to develop different marketing mix plans, such as with "later we" jointly launched film posters and wine bottle copy, and "former introduction 3" in the quiver of the" Jiang Xiaobai against Sprite "challenge, echoing the film Jiang Xiaobai implanted scenes, and" letter to the predecessor "and other Weibo activities.

Jiang Xiaobai mobile bistro adopts the popular "flash shop" mode, based on the brand IP to do specific scene customization, Jiang Xiaobai mobile bistro chooses to go north to Guangzhou, Shenzhen and Hangzhou and other cities to open the bustling streets for one day. Every passing young man can take part in it. According to his own

ideas, he can remove his own anxiety label and get a free cup of worry-relief wine at the mobile bistro which also has its own characteristics, such as "a sigh of relief" and "not so bad wine ". Participants can also use Jiang Xiaobai as a base wine to match other drinks, and make different styles of cocktails such as "freedom ", " bigotry" and "courage ". Jiang Xiaobai bistro appeared in various cities, won the love of many young groups, not only through the "worry relief wine" to open up emotional communication with consumers, but also let consumers participate in the "Jiang Xiaobai MIX" product innovation experience, won a good experience for consumers.

Jiang Xiaobai's extensive dissemination of social media is largely due to Weibo, with the help of hot events Jiang Xiaobai often choose to express their ideas, create an attitude of youth image. In addition, Jiang Xiaobai is also good at sorting out the current young groups commonly used online language, with a variety of words combined with Jiang Xiaobai products, shorten the distance with young groups. It also attracts the attention and secondary dissemination of many industry public names. Jiang Xiaobai's WeChat public number and fan interaction is also more frequent, mainly to bottle copy collection, interactive topic discussion and H5 Mini Game interaction.

Both consumer participation in content production, IP implantation of life scenes, offline flash shops to drink mourning, social media brand ownership, are to attract the entertainment needs of young groups to promote emotional process, based on the following assumptions:

H2:Jiang Xiaobai transmission of promotional emotional information to meet the entertainment needs of consumers.

#### Research Hypothesis of Product Emotions to Meet Consumer's Emotional Needs

Jiang Xiaobai brand in order to further open up the liquor market of young groups, the products have also been a series of emotional creation, as far as possible to cater to the taste of young people, in addition to Jiang Xiaobai liquor taste into young people like the small qu Qingxiang light taste sorghum wine, but also the liquor bottle body design into a minimalist small white bottle style. All kinds of attempts are made on wine bottle packaging, in addition to making a series of packaging that express the voice of young groups, such as bottles, emotional bottles, etc., and IP cooperation with other brands to jointly design constellation bottles, rap bottles ," later we "film series bottles and so on. In order to make young people fall in love with liquor, Jiang Xiaobai's emotional expression of this series of products also attracted the attention of a large number of young people.

First of all, confession bottle series is the main product of Jiang Xiaobai. The bottle uses white glass transparent bottle, the outer package adds the quotation and the beautiful picture's minimalist design, produces the tender copy, more easily realizes with the consumer's emotion resonance, and arouses the consumer's sharing desire and the secondary dissemination. The mouthfeel of the bottle is refreshing and soft, accompanied by a slight apple aroma and a touch of grass flavor, which is a high fusion of emotion and product.

For friends or colleagues dinner consumption scene, Jiang Xiaobai specially launched "three or five best friends" and "pick up people drink" products. "35 best friend" using transparent glass bottle design, square body combined with white outer packaging, and printed "3 5 best friend" four characters, give a simple sense of fashion, very rich texture of wine, with rich and mellow traditional flavor, very suitable for friends when together to drink, let a long aftertaste. "Pick-up" is dedicated to celebrate the moment and team building. Its bottle body is different from the square of the previous liquor, but is similar to the shape of the mineral water bottle, feel full and desalinate the young group to liquor formal, serious, restrained and other stereotypes, giving a relaxed and pleasant feeling. Bottle body packaging printed on the "one heart", "win" and other large characters, as a team building artifact.

In addition, Jiang Xiaobai also makes full use of the content advantages of the product and cooperates with hot IP or high quality IP. For example, in 2017, Jiang Xiaobai United with the same uncle launched a 12 constellation bottle body limited edition packaging, and combined with the characteristics of different constellations accurately summed up a sentence copy, triggered a lot of young groups of ridicule and sharing, forming a secondary spread of consumer groups. Also in October of the same year, Jiang Xiaobai joined YOLO music to launch a commemorative version of the rap bottle, and the copy in the bottle selected hip-hop players in the song incisive sentences, by many hip-hop fans. In April 2018, Jiang Xiaobai and "Later We" co-launched the expression bottle, to borrow the moving words in the film, caused many young people emotional resonance.

Whether the bottle body is extremely simple and unique, or the content of multiple personality, are to attract the emotional needs of young groups to the emotional process of the product emotional, based on the following assumptions:

H3: Jiang Xiaobai product emotional information to meet the emotional needs of consumers.

Research Hypothesis of Service Affectiveization to Meet Consumer Social Needs  
Brand service is the most direct and fastest way to communicate between consumers and brands, Jiang Xiaobai holds the city wine convention to communicate with the fan community every year, and also launched the youth art support program, held a series of art activities, and Jiang Xiaobai YOLO hip-hop music festival and so on.

On the online interaction with fans, Jiang Xiaobai's WeChat Weibo as the main position, to a certain extent, promote the emotional maintenance and communication with fans.

Tongcheng wine convention also began in 2012, is Jiang Xiaobai brand, talent, media and fans together, organized a large wine convention. Every December 21, Jiang Xiaobai will hold such a party for young white powder, intended to ease and release the inner loneliness of urban youth. With the expansion of the size of the wine convention process, but also let more and more Jiang Xiaobai fans experience the brand's emotional services. In such a specific consumption scene, Jiang Xiaobai's fans are gathered to meet, drink and chat through the way of community wine dating, which can not only close the distance between people in the city, but also allow brands and consumers to communicate more closely and truly.

Jiang Xiaobai launched the "Youth Art Support Program" in 2013, providing special funds to assist art groups and individuals, mainly to promote original art, including rock music, micro-film, avant-garde design, contemporary art of a variety of rich types. In the promotion of contemporary art, Jiang Xiaobai has held many youth art exhibitions, and in 2017, he also cooperated with Hao Lang and Zhang Xiao box to hold a youth art invitation exhibition, and published a limited edition of "seeing the world" and "connecting" two arts and products on the spot, so that the brand culture in the rich process of adding artistic elements, at the same time across the boundaries of business and art, so that the brand has an artistic flavor from now on, but also gave the brand more profound significance and cultural connotation, but also drew closer to the art youth.

The original music support program, Jiang Xiaobai in addition to supporting the band and shooting MV Xi Bu, but also for hip-hop freshmen a stage one by one YOLO music festival. Jiang Xiaobai gathered a number of underground original singers in China in 2016 to hold the first "Jiang Xiaobai YOLO Music Live ". With the popularity of variety arts such as " Chinese Hip-hop ", hip-hop and YOLO music festivals began to attract the attention of a large number of fans, and held in Beijing, Shanghai, Guangzhou, Wuhan, Chengdu and other places in turn. Jiang Xiaobai, in order to integrate the brand



into the music, also launched the "YOLO road clear light sorghum wine" to guide the audience in the current popular "cultural special zone" to experience hip-hop music and light liquor blend taste.

Whether it is insight into the city's loneliness to build a fan community, or Jiang Xiaobai youth art support program, are to attract the social needs of young people to serve the emotional process, based on the following assumptions:

H4:Jiang Xiaobai's service emotional information to meet the social needs of consumers.

Research hypotheses on the impact of audience needs being met on willingness to use

According to the analysis and induction of the theory of use and satisfaction in the above literature, in the process of advertising marketing, brands must take the psychological needs of the audience as the starting point, fully take into account their interests, hobbies and even psychological conditions, so that the marketing content more in line with the psychological expectations of users, improve the acceptance of the audience. The marketing information of the brand can change the attitude of consumers and form the use behavior by influencing the cognitive needs, entertainment needs, emotional needs and social needs of the audience. So the following assumptions are made

H5:Jiang Xiaobai emotional marketing influences consumer behavior by satisfying consumers' cognitive needs

H6:Jiang Xiaobai emotional marketing influences consumer behavior by satisfying consumers' entertainment needs

H7:Jiang Xiaobai emotional marketing influences consumer behavior by satisfying consumers' emotional needs

H8:Jiang Xiaobai emotional marketing influences consumer behavior by satisfying consumers' social needs

#### Research hypothesis collation

This study mainly discusses the influence of Jiang Xiaobai brand emotional marketing strategy on consumers' use attitude from the perspective of using and satisfying the theory. According to the above research and theoretical framework, nine variables need to be measured as follows: brand emotion, promotion emotion, product

emotion, service emotion, cognitive demand, entertainment demand, emotional demand, social demand and consumer willingness to use. (as shown in Table 4-1)

Table 4.1.

Assumptions	Specific content
H1	Affection of Brand to Meet Consumer's Cognitive Needs
H2	Promotional Emotions Meeting Consumers' Entertainment Needs
H3	emotionalization of products f meet the emotional needs of consumers
H4	Emotionalization of Services - Meeting the Social Needs of Consumers
H5	Influencing consumer behavior by meeting consumers' cognitive needs
H6	Influencing consumer behavior by satisfying consumers' entertainment needs
H7	Influencing consumer behavior by meeting the emotional needs of consumers
H8	Influence consumer behavior by meeting consumers' social needs

### 3.2 Research design and data collection

In order to carry on the empirical research to Jiang Xiaobai brand emotion marketing effect, the author carries on the data statistical analysis through the investigation questionnaire, according to the emotion marketing pattern brand emotion, the promotion emotion, the product emotion and the service emotion constituent element, and uses and satisfies the theory from the audience angle, analyzes the audience to the brand emotion marketing information produces the psychology and the behavior effect, analyzes the Jiang Xiaobai brand emotion marketing strategy existence question

#### 3.2.1 Design of Questionnaire

The main part of the questionnaire in this study uses the Likert five-level scale, usually set the answer to the questionnaire very disagree, disagree, not necessarily, agree and very agree with the five order of magnitude. In this study, we also set up three corresponding contents for each different independt of view.

Table 4. Table 2. Table of measuring topics for each variable

Variables	Survey topics
Brand Emotion	Does consumers understand Jiang Xiaobai's brand concept
Promotion emotion	Does the consumer know about Jiang Xiaobai's promotion
Product	Does the consumer know the content of Jiang Xiaobai's products
Emotional service	Does the consumer know about Jiang Xiaobai's fan service
Cognitive needs	Whether consumers like Jiang Xiaobai's brand idea
Entertainment needs	Do consumers like Jiang Xiaobai's promotional activities
Emotional needs	Do consumers like Jiang Xiaobai's product content
Social needs	Do consumers like Jiang Xiaobai's fan service
Use of will	Will consumers use Jiang Xiaobai after meeting their cognitive needs
	Will consumers use Jiang Xiaobai after meeting their entertainment needs
	Will consumers use Jiang Xiaobai after meeting their emotional needs
	Will consumers use Jiang Xiaobai after meeting their social needs

Table 4.3 Basic information on research subjects

Title	Options
Your gender	Male; female
Your age	Under 18;18-28;29-38; over 38
Your preference for liquor	Palate; Price; Packaging; Brand Preference; Advertising
The way you buy liquor	E-commerce platform; offline supermarket; restaurant; friends give away

### 3.2.2 Questionnaire Pre-survey and Reliability Analysis

Before the formal questionnaire distribution and investigation, we need to conduct a pre-survey to test the reliability, stability and consistency of the questionnaire. The pre-survey created questionnaires and questions through questionnaire star, then randomly added several urban QQ groups through QQ social tools, and randomly shared the QR codes and links of the questionnaires to more than 200 urban QQ groups with

high activity, and randomly distributed them in more than a dozen urban QQ groups, such as Beijing, Shanghai, Tianjin, Guangzhou, Shenzhen, Hangzhou, Wuhan, Chengdu, Chongqing, Sanya, Suzhou and Xi'an, to ensure the randomness of the filling objects. A total of 213 questionnaires were received, all valid.

Reliability analysis is usually used as a reference for the reliability, stability and consistency of the questionnaire data. The greater the reliability indicates that the smaller the measurement error, the more reliable the questionnaire is, thus ensuring the accuracy of the results of the questionnaire content analysis. Reliability analysis using the most commonly used detection methods Cronbach's coefficients. The critical value of reliability coefficient  $\alpha$  is 0.6 in Cronbach's system. If the reliability coefficient is between 0.6 and 0.7, the reliability of questionnaire data is better; if the reliability coefficient is between 0.7 and 0.8, the reliability of questionnaire data is quite good; if the reliability coefficient is greater than 0.8, the reliability of questionnaire data is very good.

Name of variable	Reliability analysis of each variable of Xiao strategy Cronbach's $\alpha$
Brand Emotion	0.892
Promotion emotion	0.764
Product Emotions	0.871
Emotional service	0.703
Cognitive needs	0.904
Entertainment needs	0.781
Emotional needs	0.893
Social needs	0.745
Purchase intention	0.852

By analyzing the reliability of the questionnaire results through SPSS software, the results obtained are as follows: the reliability of the nine variables measurement scale is above 0.7, which indicates that the reliability of the questionnaire is quite good, among which the reliability of the four variables measurement scale of brand emotion, product emotion, emotional demand and purchase intention is above 0.8, and the reliability of brand emotionization is above 0.9. Therefore, the reliability of the questionnaire designed by this study is high and the data consistency is good. Therefore, the content of the questionnaire is acceptable and suitable for formal delivery and analysis.

### **3.2.3 Data Collection**

Jiang Xiaobai's official questionnaire of brand emotional marketing strategy is first made through the questionnaire star platform, and the QR code and link of the published questionnaire are randomly shared into the urban QQ group, and distributed randomly in a dozen urban QQ groups, such as Beijing, Shanghai, Tianjin, Guangzhou, Shenzhen, Hangzhou, Wuhan, Chengdu, Chongqing, Sanya, Suzhou and Xi'an, to ensure the randomness of the filling objects.

A total of 600 questionnaires were collected, 563 valid questionnaires were collected, and the actual sample size of the questionnaire analysis was 563. In addition to the online questionnaire, the offline part of the respondents were further interviewed, as far as possible to collect more comprehensive information on Jiang Xiaobai brand emotional marketing strategy to better analyze the problems.

In order to ensure the efficiency and quality of this research, in addition to obtaining primary information through the data analysis of the questionnaire survey, the author also analyzes the consumer evaluation data and content of all kinds of products in the e-commerce platforms such as Jiang Xiaobai Cat flagship store and JingDong flagship store, as well as the content of consumers' comments on Jiang Xiaobai in the media such as Weibo, WeChat public number, Zhihu, Quora, Douban and so on. Combined with the media interviews with Jiang Xiaobai founder and marketing related personnel, the news website to Jiang Xiaobai brand in-depth reports, domestic and foreign research on Jiang Xiaobai brand literature reading and collation, collected all kinds of research institutes and platforms in the past five years of wine development reports, consumption reports, as well as industry scholars on Jiang Xiaobai brand analysis and comments, multi-angle and multi-faceted comparison and analysis of the data, after drawing the preliminary conclusions of the study with the tutor for full discussion, actively listen to opinions, and summarize the current situation in Jiang Xiaobai brand emotional marketing strategy.

### **3.3 Research Findings**

After the original data is collected, after screening the original data, the statistical analysis of the data is started. SPSS statistical analysis software is used to analyze the

data one by one in this chapter. in order to ensure the scientific nature and reliability of the analysis, the reliability analysis of the data is first carried out, and then the previous hypothesis and the relationship between the variables are verified by correlation analysis and intermediary effect analysis.

### 3.3.1 Analysis of Basic Survey Data

#### (1) Analysis of the basic situation of the sample

The first four questions of the questionnaire are basic information questions. Data show, There were 293 male respondents, 51.99%, Of the 270 women interviewed, 48.01%, Of 111 respondents under 18, 18.72 per cent, Of 178 people aged 18-28, 31.62 %, Of the 158 respondents aged 29-38, 28.06%, 126 respondents over 38 years of age, 22.38% According to the statistics of the first question and the second question, the gender of the questionnaire is random but the proportion is balanced. In addition, the four age groups are under 18,18-28,29-38 and 38 Although the age group also has some randomness, but the number is also basically balanced, the sample basic situation has the reference significance.

Table 4. Analysis of basic demographic variables in survey samples

Demographic variables	Subdivisions	Number of persons	Percentage
Gender	Women	270	48.01%
	Male	293	51.99%
Age	Under 18	111	18.72%
	19-28 years	178	31.62%
	29-38 years	158	28.06%
	Over 38 years	126	22.38%

The habit of buying liquor in 563 samples surveyed is as follows (Table 4-6): From the considerations of sample buying liquor, More than a third of the respondents value the price factor most, The number is 199, 35.35% of respondents; Next to the audience that values the taste factor, 153, 27.18 per cent of respondents; The third audience that values brand preference, There were 101, 17.94% of respondents; The fourth most packaging - oriented audience, There are 79 people, 14.03% of the respondents; The

number of people who value advertising most, Only 31, 5.51% of respondents. From this we can see that the price factor has a great influence on the behavior of buying liquor, and the promotion content of liquor can promote the sale most.

From the way liquor was purchased, Of the 563 respondents, More than a third of consumers buy liquor most often at off-line supermarkets, For 221, 39.25 per cent of respondents; Second, consumers buying liquor on e-commerce platforms, There are 137 people, 24.33 per cent of respondents; The third most frequent consumer of liquor in restaurants, There were 115, 20.43 per cent of respondents; Friends give away less channels, There were 90, accounted for 15.99% of the respondents. As you can see, Communication channels can be offline from the supermarket, Online e-commerce platform dissemination potential is also relatively large.

Table 4.6 Analysis of Liquor Purchase Habit in Sample

Liquorbuying habits	Subdivisions	Number of persons	Percentage
Primary considerations	Palate	153	27.18%
	Price	199	35.35%
	Packaging	79	14.03%
	Brand preference	101	17.94%
	Advertising	31	5.51%
Mainpurchasing channels	E-commerce platform	137	24.33%
	Offline supermarket	221	39.25%
	Restaurant	115	20.43%
	Complimentary friends	90	15.99%

(1) Analysis of the basic situation of each variable-related topic

1 The basic situation of each variable of emotion marketing strategy for Jiang Xiaobai brand

In view of Jiang Xiaobai brand emotion marketing strategy aspect research, Based

on the previous analysis of four variables, Each variable has three separate questions, A total of 12 questions, Options for each group of topics are based on the Richter scale, Option 1,2," very disagreeable ", No, no, 3 2" Not necessarily ", "Agree ", 52." Very much agree ".

The findings of this study (see Table 4-7), The average degree of understanding of Jiang Xiaobai's emotional strategy was about 4, Between consent and consent, More than 60%(60.64%) of the respondents agreed (agree plus very agree), The percentage of consent described below is the sum of the percentages of both. More than half (59.4%) of respondents agreed to understand Jiang Xiaobai brand animation boy personification brand image; But less than half (40.73%) of the respondents agreed to understand Jiang Xiaobai, " I am Jiang Xiaobai, Life is simple. So, you know, Consumer groups know more about brand emotional strategy of Jiang Xiaobai brand, But for Jiang Xiaobai's own advertising language familiarity is not high.

Among those surveyed, more than half (51.77%) agreed to know about Jiang Xiaobai's IP placement and home-made animation; less than half (45.57%) agreed to know about Jiang Xiaobai's mobile bistro city tour flash shop; only less than 30 percent (28.01%) agreed to know about Jiang Xiaobai's various promotions. From this we can see that in addition to Jiang Xiaobai in the film and television works of IP implantation and IP homemade animation, consumer groups to Jiang Xiaobai promotion emotional marketing activities generally do not know a high degree.

About 70%(68.64%) of the respondents agreed to understand the expressed bottle product line; more than half (55.85%) agreed to know their brand name series; but only 30%(31.28%) agreed to understand the gift box product line. It can be seen that consumer groups know more about Jiang Xiaobai product series, but the cognition of gift box product series is low.

About 50%(47.26%) of the respondents agree to know about Jiang Xiaobai's YOLO music festival fan activities; more than 40%(43.19%) agree to know about Jiang Xiaobai's drinking convention fan activities; less than 30%(27.66%) agree to know Jiang Xiaobai's youth art exhibition fan activities. It can be seen that the consumer group to Jiang Xiaobai service emotional marketing activities understanding is not high.



Brand sentiment Probation	1	563	1	5	3.92	1.078
	2	563	1	5	4.13	0.809
	3	563	1	5	4.21	0.772
Promotional sentiment Probation	4	563	1	5	4.04	0.790
	5	563	1	5	3.87	0.893
	6	563	1	5	3.31	0.889
Product situation Probation	7	563	1	5	4.23	0.768
	8	563	1	5	4.11	0.782
	9	563	1	5	3.48	1.344
Service Situation Probation	10	563	1	5	3.88	0.895
	11	563	1	5	3.81	1.058
	12	563	1	5	3.30	0.892

## 2 Basic information on the topic related to each variable of consumer brand attitude

Research on consumer brand attitudes, Based on the previous literature, five variables were obtained, Each variable has 3-4 questions, A total of 16 questions, The options for each group of topics are also on the Richter scale, Option 1,2," very disagreeable ", No, no, 3 2" Not necessarily ", "Agree ", 52." Very much agree ". All variables have a sort problem, to examine the relationship between consumer brand attitudes and emotional marketing strategies.

According to the results of this study (Table 4-8), the average satisfaction degree of the respondents to Jiang Xiaobai's cognitive needs is about 4, that is, between consent and very consent, nearly 60%(59.12%) of the respondents agree that they like a series of life ideas conveyed by Jiang Xiaobai bottle culture; less than half (49.18%) of the respondents agree that they like the personification brand image of Jiang Xiaobai brand animation boy; only 40%(45.44%) agree that they like Jiang Xiaobai's "I am Jiang Xiaobai, life is very simple" advertising language. It can be seen that the consumer group to Jiang Xiaobai brand cognitive demand satisfaction degree is high, among them to Jiang Xiaobai advertising language love proportion more than understanding proportion.

About half (47.16%) of the respondents agreed that they liked Jiang Xiaobai's IP placement and home-made animation in films and television; nearly 60%(58.32%) agreed that they would like Jiang Xiaobai's mobile bistro city tour flash shop; only less than 30%(26.87%) agreed to enjoy Jiang Xiaobai's various promotional activities. It can be seen that the consumer group to Jiang Xiaobai's promotional emotional activities to meet their entertainment needs is not high, but the mobile bistro flash shop love more than spread.

In terms of meeting the emotional needs of the audience, the average degree of affection of respondents to Jiang Xiaobai's product series is about 4, that is, between consent and very consent, nearly 80%(79.12%) of them agree to express their favorite bottle product series; more than half (51.34%) agree to their favorite brand joint series; but only 30%(33.58%) agree to their own gift box product series. It can be seen that the consumer group to Jiang Xiaobai product series love more, but the gift box product series love degree is low.

About 60%(58.91%) of the respondents agreed that they would like Jiang Xiaobai's YOLO music festival fan activities; more than 40%(45.33%) agreed that they would like Jiang Xiaobai's wine convention fan activities; and more than 30%(32.36%) agreed that they would like Jiang Xiaobai's youth art exhibition fan activities. It can be seen that the consumer group is more interested in the content of Jiang Xiaobai's emotional service than the degree of understanding.

In the survey of consumers' purchase intention, the average value of the respondents was close to 4, that is, the audience's view that Jiang Xiaobai's emotional marketing strategy affected their brand purchase intention showed uncertainty. More than half (53.4%) agreed to buy it because of the resonance of Jiang Xiaobai's brand concept; nearly 60%(59.72%) agreed to buy it because of Jiang Xiaobai's interesting promotional activities; nearly 80%(78.43%) agreed to buy it because of Jiang Xiaobai's unique and tender product packaging; and less than half (41.36%) agreed to buy it because of Jiang Xiaobai's rich fan community activities. It can be seen that Jiang Xiaobai brand emotional marketing strategy can marketing consumers' purchase intention to a certain extent, especially the product emotional content, while the service emotional content has a lower direct impact on the purchase intention.

Cognitive needs Request	13	563	1	5	3.91	0.968
	14	563	1	5	4.12	0.809
	15	563	1	5	4.24	0.772
Entertainment requirements Request	16	563	1	5	3.56	1.081
	17	563	1	5	3.77	0.983
	18	563	1	5	3.61	0.893
Emotional needs Request	19	563	1	5	4.35	0.658
	20	563	1	5	4.21	0.734
	21	563	1	5	3.97	1.109
Social needs Request	22	563	1	5	4.13	0.765
	23	563	1	5	4.01	0.787
	24	563	1	5	3.97	0.851
Purchase intention May I	25	563	1	5	3.95	0.915
	26	563	1	5	3.97	0.952
	27	563	1	5	4.13	0.664
	28	563	1	5	3.68	1.019

### 3.3.2 Correlation Analysis

Correlation analysis mainly studies the data analysis method of correlation between two or more random variables in the same position. When the absolute value of correlation coefficient is less than 0.3, it is low correlation; when the absolute value of correlation coefficient is between 0.3 and 0.7, it is moderate correlation; when the absolute value of correlation coefficient reaches between 0.7 and 0.8, it is highly correlation; if the absolute value of correlation coefficient is above 0.8, it means very high correlation.

This section mainly studies Jiang Xiaobai's emotional marketing strategy, and the relationship between satisfying the audience's cognitive needs, entertainment needs, emotional needs, social needs and brand purchase intention. Each variable's value is worth by the average score of each variable's measured topic data, this study uses Pearson simple correlation coefficient to carry on the analysis, and through the bilateral significance carries on the test, explores each variable correlation relation.

### (1) Analysis of the Relation between Jiang Xiaobai's Emotional Marketing Strategy and the Psychological Needs of the Audience

The results of this study are as follows: table 4-9, Jiang Xiaobai brand emotional marketing strategy in brand emotional, promotional emotional, product emotional and service emotional five aspects and the audience's cognitive needs, entertainment needs, emotional needs, social needs are moderately positive correlation.

In Jiang Xiaobai brand emotion marketing strategy and the audience demand satisfaction aspect, the brand emotion and the cognition demand correlation is strongest, this is basically consistent with the questionnaire question about "the marketing strategy which can satisfy the brand cognition demand to carry on the order from first to then" the answer, the interviewee chooses the rank first content also is the brand emotion content; The relationship between emotionalization and entertainment demand is the strongest, which is basically consistent with the answer to the question "the marketing strategy that the brand can best meet the entertainment demand is sorted from first to last ". The relationship between emotional service and social needs is the strongest, which is basically consistent with the answer to the question in the questionnaire about "the marketing strategy that the brand can best meet your social needs in order from first to last ", and the content chosen by the respondents in the first place is also the content of emotional service.

Table 4-9 Analysis of the Relativity between Jiang Xiaobai Brand's Emotional Marketing Strategy and Meeting the Psychological Needs of the Audience

		Brand Emotion	Promotion emotion	Product Emotions	Emotional service
Cognitive needs	Correlat	0.721**	0.532**	0.582**	0.318**
	Signific	0.000	0.000	0.000	0.000
Entertainment needs	Correlat	0.432**	0.672**	0.542**	0.327**
	Signific	0.000	0.000	0.000	0.000
Emotional needs	Correlat	0.694**	0.452**	0.722**	0.59
	Signific	0.000	0.000	0.000	0.000
Social needs	Correlat	0.361**	0.442**	0.657**	0.682**
	Signific	0.000	0.000	0.000	0.000

Note :\*\* indicates significant correlation at 0.01 level

(2) Correlation analysis between audience demand satisfaction and brand purchase intention

The results of this study are as follows: audience's cognitive, entertainment, emotional, social and brand purchase will show a significant positive correlation at 0.01 level.

Table 4.10 Correlation Analysis between Demand Satisfaction and Brand Purchase Intention

		Cognitive needs	Entertainment needs	Emotional needs	Social needs
Brand Buy May I	Correlat	0.482**	0.552**	0.623**	0.329**
	Significant	0.000	0.000	0.000	0.000

Note :\*\* indicates significant correlation at 0.01 level

### 3.3.3 Mediator Effect Analysis

Intermediary effect refers to the influence relationship between variables is not direct, but through one or more variables indirectly, usually there are three ways to test the intermediary effect, which are sequential test method, coefficient product method and difference test method. In this study, the four independent variables of brand

emotion, promotion emotion, product emotion and service emotion, cognitive demand, entertainment demand, emotional demand and social demand, as well as the dependent variable of brand purchase intention, were studied. Then we analyze the four independent variables of brand emotion, promotion emotion, product emotion, service emotion and brand purchase intention. If the regression coefficient reaches the significant level, then we analyze the four independent variables of cognitive demand, entertainment demand, emotional demand, social interaction and brand emotion, promotion emotion, product emotion and service emotion. Finally, the four independent variables of cognitive demand, entertainment demand, emotional demand, social interaction and brand emotion, promotion emotion, product emotion and service emotion are analyzed with the dependent variable of brand purchase intention.

This study mainly discusses the intermediary role of Jiang Xiaobai's emotional marketing strategy and brand purchase intention from the perspective of satisfying consumers' cognitive needs, entertainment needs, emotional needs and social needs. According to the above correlation analysis, we can see that brand emotionalization is the closest to meet the cognitive needs of consumers; promotion emotionalization is the closest to meet the entertainment needs of consumers; product emotionalization is the closest to meet the emotional needs of consumers; service emotionalization is the closest to meet the social needs of consumers, so intermediary effects will continue to analyze hypothetical ideas.

As shown in Table 4 T1, cognitive demand, entertainment demand, emotional demand and social demand play an intermediary role between Jiang Xiaobai's emotional marketing strategy and consumer's purchase intention, but cognitive demand plays a complete intermediary effect between brand emotion and consumer's purchase intention; entertainment demand plays a partial intermediary effect between promotion emotion and consumer's purchase intention; emotional demand plays a complete intermediary effect between product emotion and consumer's purchase intention; and social demand plays a part intermediary effect between service emotion and consumer's purchase intention.

Table 4.11 Mediator Effect Analysis Results

Serial number	Relational path	Independent variables non-standard Variable	Significant Level	Results
1	Affection of Brand ---Purchasing Intention	0.437	0.000	Full mediation

2	Affective brand f cognitive needs	0.582	0.000	Effect
	Brand Affection & Cognitive Demand-A Purchase Intention	0.141	0.212	
3	Promotional Emotions A Purchase Intention	0.635	0.000	Partial Mediator Effect
	Promotion of emotional entertainment needs	0.512	0.000	
4	A desire to buy.	0.404	0.001	Full mediation Effect
	Affectiveization of products: willingness to buy	0.531	0.000	
4	Emotionalization of Product and Emotional Needs	0.714	0.000	Partial Mediator Effect
	Emotionalization of Product & Affectionization of services-a willingness to buy	0.128	0.276	
4	Affective Service f Social Needs	0.556	0.000	Partial Mediator Effect
	Affection of Service & Social Demand-Purchasing Intention	0.273	0.004	

## CHAPTER IV: DATA ANALYSIS

### 4.1 Introduction

In this chapter, based on the above related literature research and use and satisfy the view of Jiang Xiaobai emotion marketing strategy analysis, each research variable carries on the definition, proposes this research model and the research hypothesis, simultaneously introduces the questionnaire formation process and the analysis method. Then we investigate the effect of emotion marketing communication, explain the

results, and analyze the strategy of Jiang Xiaobai emotion marketing.

This section mainly according to the above research on the theory and literature, deduces the basic theoretical model framework of the empirical research part of this paper, and combined with the theoretical model and Jiang Xiaobai emotional marketing strategy present situation to put forward the corresponding hypothesis. According to the content of research hypothesis, to better provide some basis and ideas for the design of the content of the next section of the questionnaire.

According to the above literature research and theoretical basis for use and satisfaction, it is concluded that in the marketing process, brands should also meet the psychological needs of the audience as a starting point, from the cognitive needs, entertainment needs, social needs, emotional needs to fully take into account their psychological situation, by catering to their psychological needs to achieve a positive impact on brand purchase intention. As well as the research status of the related elements of emotional marketing strategy, the four major elements of brand emotion, promotion emotion, product emotion and service emotion are obtained, and the basic theoretical model framework of this study can be put forward.

Brand positioning, name, concept, logo and a series of elements are the first step of brand building. As a focus to create a young group of liquor brand Jiang Xiaobai, the first step is to younger liquor, so as to attract the attention and love of young groups, such as removing the traditional liquor meaning too rich name, take a "Jiang Xiaobai" simple name, create a pure free and easy "I am Jiang Xiaobai, life is very simple" brand concept and slogan. Jiang Xiaobai is committed to the old taste of traditional Chongqing sorghum wine, with "I am Jiang Xiaobai, life is very simple" as the brand concept, adhere to the "simple packaging, exquisite brewing" anti-luxury concept, adhere to the "simple pure, maverick" brand spirit, advocate young people when facing their emotions, do not escape and brave to be themselves, not only to meet the contemporary promotion of environmental protection, green, low carbon and other health concepts of the big background, but also put forward with sincerity and calm, and other ways to get along with others. With the passage of time, Jiang Xiaobai's simple pure idea has developed into a text with independent consciousness of self-media

Conversion of intellectual property and IP. More and more young people began to accept and use Jiang Xiaobai to express their inner monologue, "I am Jiang Xiaobai, life is very simple" has gradually become a collective declaration of contemporary youth groups, and become the classic representative of the brand spirit of liquor rejuvenation.



Jiang Xiaobai's logo uses pure blue and white, the combination of these two colors easily reminds people of the elements such as the sky, gives people a clear and open feeling, at the same time with its "simple pure" slogan to form consistency, promote young people to face their emotions, brave to do their own open-minded spirit, and young target groups for more direct emotional communication. Moreover, Jiang Xiaobai also depicts his own cartoon image, a standard cartoon boy image: a Q version of the popular face, not short and long black hair, a pair of thin-framed glasses, a white T shirt, dark gray jeans and brown leather shoes, put on a black coat and gray scarf, two-handed pocket. Jiang Xiaobai presents a gesture of indifference and disdain to the secular, whether dressed or looking, and has certain similarities with the young group. For the post-80s and post-90s who grew up in quadratic element culture environment, this image accords with their aesthetic, represents their pursuit of simple fashion, self-behavior attitude, bring them a touch of affinity, this will brand image personification way, further close the brand and consumer distance. Whether it is Jiang Xiaobai's pure brand name and concept, or the simple and lively brand logo, it is the process of brand emotionalization in order to attract the cognitive needs of young groups.

The promotion of various forms of advertising is one of the important factors to maintain brand activity and shape brand image. In order to open up the liquor market of young groups, Jiang Xiaobai has also made a lot of efforts in promoting advertising and made a series of promotional activities to cater to the taste of young people. For example, let the user participate in their own product expression bottle copy content creation, create Jiang Xiaobai personification image exclusive IP serial animation "I am Jiang Xiaobai ", also implanted brand IP into a series of youth dramas and movies, in addition to Jiang Xiaobai also opened a mobile bistro flash shop for young people living in the city to make wine relief. And in the official Bo, official micro-operation, Jiang Xiaobai spread a series of interesting hot topics, with young people's favorite online words to interact with the audience.

Jiang Xiaobai IP his own two major emotional promotion play: one is around their IP works output, second, a large number of scene implantation of IP image. And in shaping IP self, To cater to young consumers, Jiang Xiaobai extended IP to animation and music. Besides "Top Two ", " Wine of Youth ", " Hello Chongqing" creative video and MV, Jiang Xiaobai also launched "I am Jiang Xiaobai" domestic serial animation in 2017, From the male master Jiang Xiaobai, About a group of young people who dream of being good writers, To create his own series of stories, Many of the details of life in the animation resonate with countless young people who have just graduated from society, And in the second year of its film theater version of "Another Me in the

World ", At the same time, the e-commerce platform to launch the film surrounding Jiang Xiaobai T shirt, Below the line also held in Wuhan, Chongqing, Hangzhou and other places Jiang Xiaobai Man Exhibition, With a lot of anime fans, deepened the interaction with consumers. For IP implants, Jiang Xiaobai started in 2014, They preferred youth movies to those of younger people, Such as "in a hurry that year ", " you at the table ", " to youth ", " former introduction 3", " later we" and so on, Also put in "good Mr.", " dark person ", " small parting ", " go north wide still believe in love" and other hot plays. By 2016, Jiang Xiaobai's IP implantation reached its peak, It's almost on TV, Most of them are young people's favorite emotional, suspense kind of drama. Meanwhile, Jiang Xiaobai also according to the tone of different drama to formulate different marketing mix plan, Like the movie poster and the bottle copy, The challenge of "Jiang Xiaobai against Sprite ", which was launched in the quiver with " Ex-Craft 3", Echoing the scene of Jiang Xiaobai's implantation in the film, And "letters to predecessors" and other microblogging activities.

Jiang Xiaobai mobile bistro adopts the popular "flash shop" mode, based on the brand IP to do specific scene customization, Jiang Xiaobai mobile bistro chooses to go north to Guangzhou, Shenzhen and Hangzhou and other cities to open the bustling streets for one day. The tavern was set up with a wall of anxiety, which read "no savings ", " drinking water and long meat ", " Honor of Kings ten even kneeling" and other words representing the anxiety of contemporary young people, each passing young person can participate, according to their own ideas, take off their own anxiety label, get a free cup of "worry relief wine" in the mobile tavern. These are also the right remedy and unique, such as "a sigh of relief ", " not so bad wine ", designed for urban anxiety of young people, in the " mourning culture "prevailing today, all the unsatisfactory, drink. Participants can also use Jiang Xiaobai as a base wine to match other drinks, and make different styles of cocktails such as "freedom ", " bigotry" and "courage ". Jiang Xiaobai bistro appeared in various cities, won the love of many young groups, not only through the "worry relief wine" to open up emotional communication with consumers, but also let consumers participate in the "Jiang Xiaobai MIX" product innovation experience, won a good experience for consumers. Chapter 4 An Empirical Study on the Affective Marketing Strategy of Jiang Xiaobai Brand.

Jiang Xiaobai's extensive dissemination of social media is largely due to Weibo, with the help of hot events Jiang Xiaobai often choose to express their ideas, create an attitude of youth image. In addition, Jiang Xiaobai is also good at sorting out the current young groups commonly used online language, with a variety of words combined with Jiang Xiaobai products, shorten the distance with young groups. It also attracts the attention and secondary dissemination of many industry public names. Jiang Xiaobai's

WeChat public number and fan interaction is also more frequent, mainly to bottle copy collection, interactive topic discussion and H5 Mini Game interaction.

## **4.2 Brand Positioning of Jiang Xiaobai**

Jiang Xiaobai's positioning is "youth wine ", in addition to the young people also do not bear the soft taste, its target population selection, product packaging, price formulation, publicity methods and other aspects are closely around the" youth "this characteristic.

### **4.2.1 Target Population**

As the saying goes , " a thousand cups of wine to meet friends ", ancient books also have a large number of literati, merchants, officials of the scene, liquor, has been a social occasion as a very important communication tool for a long time. For a long time, there are many brands in the liquor market of our country, such as Maotai, Luzhou Laojiao, Wuliangye and so on, either with history and culture, or with brewing technology as the demand point, and strive to create the image of high-end, atmospheric, and prominent "traditional liquor ". The so-called "wine is the fragrance of Chen ", from the market reaction in recent years, traditional liquor in the older generation of consumer groups really favored. But competition in the high - end liquor market Strong, new enterprise wants to demand a place to face the considerable hindrance. And survey data show that the younger generation of consumers now think that traditional liquor burning throat, head, degree is too high, drunk easily headache, traditional liquor consumption demand is not strong. This group of young people has the characteristics of fashion, youth, the pursuit of free life, enjoy the fun of meeting friends and so on. This blank market area was quickly discovered and identified by Jiang Xiaobai, because the younger generation group of the post-80s and post-90s, which is less concerned about the liquor industry, is precisely the mainstream force of the market, and the future development of various industries depends on them to support. Selected objectives After the market, Jiang Xiaobai carried on the thorough analysis to the young people's consumption thought, discovered the young people when the consumption pursues the fashion and the individuality, based on Jiang Xiaobai has carried on the innovative attempt. Here in Jiang Xiaobai, liquor no longer represents a cumbersome wine table culture, but a real emotional catharsis. Young people like to drink Jiang Xiaobai, drink on the quotation photos, this time can be homeopathic confession, can also confide in the voice, true, do not pretend, this is the wine culture belongs to young people. Jiang Xiaobai represents youth and simple personality, which is in line with the current life form of young people.

### **4.2.2 Product Packaging**

Jiang Xiaobai's products adopt the light bottle packaging, in the packaging design selected a casual suit, wearing black-framed glasses of the post-80s boy cartoon character image, both youthful fashion and vibrant, packaging the overall color bright and clean, with some carefully designed, from the young people popular quotes advertising copy, such as "children write unhappy on the face, adults hide unhappy into the glass ", " I drink all people down, is to whisper to you ", " belly fat, ideal but degree" and so on, these familiar words appear in the bottle the most prominent position, can give consumer groups. Great emotional identity, " Jiang Xiaobai "with these words to" emotional drinks "for the first time packaging, arousing the psychological identity and resonance of young consumers, so that Jiang Xiaobai won the love and favor of young consumers.

### **4.2.3 Product Prices**

Because of the simplification of packaging and offline sales channels, Jiang Xiaobai company saved a lot of expenses, and this also let Jiang Xiaobai in the pricing time has more room for profit. Jiang Xiaobai's single bottle price in 15-20 yuan, neither expensive but no loss of grade, in the price is more beneficial to the acceptance of young consumer groups, which also coincides with Jiang Xiaobai's own positioning characteristics.

### **4.2.4 Communication Methods**

First of all, different from the traditional liquor mainly with the help of television media propaganda, Jiang Xiaobai youth wine dissemination and creation mainly rely on online publicity, make full use of the Internet, mainly through Weibo, forums, communities and other channels of young people often pay attention to interact with consumers. Jiang Xiaobai through the social platform, self-media to traditional one-way advertising into more interactive two-way communication, on the one hand to eliminate the gap between users and brands, on the other hand, a large number of consumer opinions and requirements for the use of brands, so that consumers also become product developers.

Offline is mainly through a large number of collective creative activities to attract people's attention. During the summer of 2018, Jiang Xiaobai made a tour of 95 cities in the country through the "bistro" activity, and the method of pushing the land to bring 250000 cups of MIX mixed drinks to the young people, which caused a new trend

among the young people.

Moreover, brand IP is a strong proof that Jiang Xiaobai and young people play together, Jiang Xiaobai YOLO youth culture festival, JUST BATYLE international hip-hop events and other activities have won a good reputation. Before long, Jiangji Winery successfully held Jiang Xiaobai JOY IN BOTYLE international graffiti events, with youth culture to explore the "old taste new ", giving the brand a new vitality. At the same time, a large number of IP implantation, in 2016-2017 almost contracted the hospital line online all the youth theme film, greatly enhance the brand awareness.

#### **4.2.5 Moutai Brand Positioning Strategy**

Although Moutai also carries out multi-brand strategy, its brand positioning for Moutai is always clear. Most of its branded products are Luzhou-flavor products, and the leading product Maotai-flavor liquor has a clear difference, consumers can make a difference; and sub-brand strategy also highlights other products only hang Maotai brand marketing, consumers do not confuse. Moutai in marketing in addition to "national wine" another key word is "old wine ", constantly stressed that Moutai think the best Maotai-flavor liquor needs to go through more than 100 processes, lasting five years. This is the power of industry standards, and no matter how other brands promote it, consumers always think: the best Maotai-flavor liquor can only be Maotai. Its core product's market identity degree is Wuliangye similar product is difficult to reach.

#### **4.2.6 Wuliangye Brand Positioning Strategy**

Wuliangye is the most active enterprise in liquor industry, although it has been cutting and cutting in recent years. 8 No change has been made in the overall strategy of Wuliangshen, Wuliangchun and Wuliangye, which are the main products of Wuliangye, are all Luzhou-flavor liquor. The product itself is not very different, and the characteristics that can be distinguished by consumers are not many. Wuliangye to the brand vertical Extending blurred the brand positioning, in the annual Spring and Autumn Sugar Wine Conference, Wuliangye often used the mother brand as a sub-brand platform, hit the "famous door, Wuliangye quality" slogan. Since tie out the same door, but also direct and collateral, the difference between children is not obvious, resulting in continuous internal friction of brand value, will inevitably have a negative impact on the value of the mother brand.

### 4.3 Descriptive Statistics

In order to carry on the empirical research to Jiang Xiaobai brand emotion marketing effect, the author carries on the data statistical analysis through the investigation questionnaire, according to the emotion marketing pattern brand emotion, the promotion emotion, the product emotion and the service emotion constituent element, and uses and satisfies the theory from the audience angle, analyzes the audience to the brand emotion marketing information produces the psychology and the behavior effect, analyzes the Jiang Xiaobai brand emotion marketing strategy existence question.

This study mainly discusses the intermediary role of Jiang Xiaobai's emotional marketing strategy and brand purchase intention from the perspective of satisfying consumers' cognitive needs, entertainment needs, emotional needs and social needs. According to the above correlation analysis, we can see that brand emotionalization is the closest to meet the cognitive needs of consumers; promotion emotionalization is the closest to meet the entertainment needs of consumers; product emotionalization is the closest to meet the emotional needs of consumers; service emotionalization is the closest to meet the social needs of consumers, so intermediary effects will continue to analyze hypothetical ideas.

This study proves that Jiang Xiaobai's emotional marketing strategy can satisfy consumers' psychological needs and thus influence brand purchase behavior. In order to achieve this goal, this study based on the relevant literature research, according to Jiang Xiaobai emotional marketing strategy content analysis, constructed the corresponding research model, and then through the questionnaire form of empirical research on this model.

Through the audience's understanding of Jiang Xiaobai's emotional marketing strategy, this study found that:

From the results, the audience has a good understanding of Jiang Xiaobai brand emotional strategy, among which the best understanding of the audience is Jiang Xiaobai bottle body culture transmitted a series of life ideas, followed by Jiang Xiaobai brand animation boy personification brand image, but Jiang Xiaobai "I am Jiang Xiaobai, life is very simple" advertising language know very few people. It can be seen that consumers generally have a good understanding of Jiang Xiaobai brand emotional strategy, but Jiang Xiaobai's own advertising language familiarity is not high.

Jiang Xiaobai brand in the promotion of emotional, the audience to the promotion of emotional content understanding is general, that is, in which the best audience understanding is Jiang Xiaobai in the film and television works IP implanted and IP homemade animation, followed by Jiang Xiaobai mobile bistro city tour flash shop, the lowest audience understanding is Jiang Xiaobai official Bo official micro promotion activities. From this can be seen, in addition to Jiang Xiaobai in the film and television works of IP implantation and IP homemade animation, consumers of Jiang Xiaobai promotion emotional marketing activities generally do not know a high degree.

In Jiang Xiaobai's product emotional aspect, the audience to Jiang Xiaobai product series understanding degree is good, among them the audience understanding degree best is expresses the bottle product series, next is the product brand joint name series, the audience understanding degree is the gift box product series. It can be seen that consumers know more about Jiang Xiaobai expression bottle product series, but the cognition of other product series is low. At the same time, combined with the proportion of friends giving away consumption channels in the basic situation of the interviewees, Jiang Xiaobai's gift-giving nature is not obvious, and the conclusions of the two dimensions tend to be consistent. As for Jiang Xiaobai's service emotion, the audience's understanding of Jiang Xiaobai fan community activities is general, among which the best audience understanding is Jiang Xiaobai's YOLO music festival fan activities, followed by Jiang Xiaobai Tongcheng about wine conference fan activities, the lowest audience understanding is Jiang Xiaobai's youth art exhibition fan activities. It can be seen that consumers of Jiang Xiaobai service emotional marketing activities generally do not know a high degree.

Through the audience's recognition of Jiang Xiaobai's emotional marketing strategy, this paper explores whether the emotional marketing strategy meets the audience's cognitive, entertainment, emotional and social needs.

From the results, the audience to Jiang Xiaobai brand cognitive needs are better satisfaction, among which the highest degree of audience recognition is Jiang Xiaobai bottle body culture transmitted a series of life ideas, followed by Jiang Xiaobai brand animation boy personification brand image, the lowest degree of audience recognition is Jiang Xiaobai "I am Jiang Xiaobai, life is very simple" advertising language. According to the research, consumers' satisfaction with Jiang Xiaobai's cognitive needs is high. From the data analysis of understanding degree and recognition degree, the audience's love proportion to Jiang Xiaobai's advertising language is more than the understanding proportion, so the brand should pay more attention to the dissemination of advertising language in emotional aspects. For the entertainment needs of the

audience, the audience generally love Jiang Xiaobai promotional activities, among which to meet their own entertainment needs, the highest audience recognition is Jiang Xiaobai's mobile bistro city tour flash shop, while the audience although Jiang Xiaobai in film and television works IP implanted and home-made animation understanding of the highest, but in the entertainment needs of recognition and love is only in the bistro flash shop, the lowest audience recognition is Jiang Xiaobai official micro promotion activities. It can be seen that the degree of consumer's promotion emotional activities to Jiang Xiaobai to meet its entertainment needs is not high, but to the mobile bistro flash shop love more than the degree of dissemination, so the brand in the promotion of emotional can increase the form and dissemination of offline experience marketing similar to flash shop.



In order to meet the emotional needs of the audience, the audience has a high degree of love for Jiang Xiaobai product series (figure 1), in which the highest recognition for meeting their own emotional needs is the expression bottle product series, followed by the product brand joint series, among which the gift box product series to the audience, to meet their emotional needs of the lowest recognition. It can be seen that consumers love Jiang Xiaobai expression bottle product series more, but the degree of love for other product series is low. At the same time, according to the proportion of friends giving away consumption channels and the understanding of gift box series in the basic situation of interviewees, the audience's acceptance of Jiang Xiaobai gift box series is low, and the conclusions of the three dimensions tend to be consistent. For meeting the social needs of the audience, the audience has a high degree of love for Jiang Xiaobai fan community activities, among which the audience believes that Jiang Xiaobai's YOLO music festival fan activities can best meet their own social needs, followed by the recognition of Jiang Xiaobai Tongcheng wine conference fan



activities, the lowest recognition is Jiang Xiaobai's youth art exhibition fan activities. From this we can see that the group has the highest recognition of the love of music festival and social attributes, while the art exhibition is more minority. From the understanding degree and recognition data vertical analysis, consumers are more interested in the content of Jiang Xiaobai service than the degree of understanding, so the brand should strengthen publicity.

This study used Pearson correlation coefficient to verify that there is a clear positive correlation between four factors —— brand emotion, promotion emotion, product emotion, service emotion and consumer's cognitive demand, entertainment demand, emotional demand, social demand and purchase behavior. The relationship between brand emotion and cognitive demand is the strongest. From the content of brand emotion, most of them are the high density output of younger brand system logo and a series of brand concept and life concept which arouse group resonance. This kind of information can usually attract the attention of people who like new things and strengthen their cognition of brand. The relevance of satisfying the emotional needs of consumers is also obvious.

Jiang Xiaobai brand emotional marketing strategy in the promotion of emotional content and consumer entertainment needs related to the strongest, among them Jiang Xiaobai through their own IP building, IP film and television drama implantation, mobile bistro city tour flash shop and official micro-government Bo's various marketing methods, attractive many groups of interest, to meet the entertainment needs of consumers, in addition to the question "the brand can best meet your entertainment needs of marketing strategies from first-to-after ranking" this question, the order given in the first is also promotional emotional. Secondly, the strong correlation also has the consumer's cognition demand, for Jiang Xiaobai's overwhelming youth drama implantation, also greatly increased the group to the brand understanding.

Jiang Xiaobai brand emotional marketing strategy of the product emotional content and consumer emotional needs related to the strongest, especially Jiang Xiaobai brand expression bottle product series, through a series of own output or UGC content to tie the heart of the emotional resonance, printed on the wine bottle, combined with the attributes of young people drinking, emotional and emotional release, when asked "the brand can best meet your emotional needs of the marketing strategy from the first to the second order," the given in the first is the product emotional. Secondly, there is a strong correlation with social needs, Jiang Xiaobai's unique product line to some extent also stimulate the social needs of consumer groups. Jiang Xiaobai brand emotional marketing strategy in the content of emotional service and consumer social needs of the

strongest relationship, especially Jiang Xiaobai's series of fan community emotional services, whether it is the city wine convention, YOLO music festival or youth art exhibition, this series of fan activities around group preferences to a large extent meet their social needs, especially in the city living alone groups. When asked , " the marketing strategy that the brand best meets your social needs is to sort from first to last , " the ranking given by the interviewees comes first in the emotionalization of services. Secondly, there is a strong correlation of emotional needs, after all, about wine conference, art exhibition, music festival and a series of consumer group hobbies, with strong social attributes of interactive activities, or have a certain impact on the emotional needs of consumers.

In addition, there is a significant positive correlation between cognitive needs, entertainment needs, emotional needs, social needs and consumers' willingness to buy. Among them, the relationship between satisfying consumers' emotional needs and brand purchase intention is the strongest, the relationship between consumer's entertainment demand and brand purchase intention is the second, the relationship between consumer's cognitive demand and brand purchase intention is weak, and the consumer's social demand and brand purchase intention are the weakest. This is also consistent with the ranking order given by respondents in the question "marketing strategies that help increase your willingness to buy ". From the research results, brands should increase the satisfaction of consumers' emotional needs and entertainment needs in the process of emotional marketing.

#### **4.4 Analysis of Research Status of Emotional Marketing at Home and Abroad**

Before we talk about emotional marketing, we have to mention sensory marketing. In general, sensory marketing revolves around the five senses of vision, hearing, smell, touch, taste. For example, the red bottle cap of the Farmer's Spring mineral water makes the Farmer's Spring mineral water visible in a row of products, which is the use of visual sensory marketing; its "Farmer's Spring, a little sweet ", " Nature's porter" and other advertising language, but also the use of people's taste and hearing, so that the Farmer's Spring brand has a strong degree of marking.

And emotional marketing is to pay attention to the personal feelings of consumers, through the improvement of product function, so that products and consumers have a kind of emotional communication, through psychological communication, to win the dependence and preference of consumers. The key of emotional marketing is to

understand the inner demands of consumers, to establish emotional relations with customers, to cultivate user stickiness, and to carry out in-depth and all-round communication with consumers.

#### **4.4.1 Affective Typology**

many scholars believe that faith and personality have evolved into a predictable and understandable behavioral perception that is regulated (Plutchik,1980) through emotional processes. therefore, our belief, personality, and emotional systems are directly, adaptively associated. therefore, we provide personality traits and perspectives about potential emotions we can observe. This information will tell people how to make friends with us, how to hurt us, and how to advertise and promote goods.

The development of affective typology dates back at least 1650, when Descartes declared the existence of six major emotions: love, hate, desire, joy, sadness, and admiration. many recent studies have used methods to classify additional emotions in facial responses. Some typological studies use methods such as factor analysis or cluster analysis, while others use logical deduction.

given the diversity of objectives, methods, and stimulus areas, it is not surprising that the types of previous studies are not fully consistent, despite some overlap in the identified categories. categories identified in one study do not always appear in other studies, or when they appear, these categories usually appear in combination with other factors. the identified categories are not always mutually exclusive.

For the purpose of this paper, Plutchik(1980) typology is used to demonstrate its usefulness to marketers. Plutchik identified eight different types of emotions and analyzed the types of situations, beliefs, feelings, and behaviors commonly associated with them. Plutchik attach a set of implicit relationships between attributes. For example, individuals facing threats can infer danger, feel fear, and want to escape to achieve the goal of emotional protection.

Based on Plutchik affective typology, we developed some advertising and sales strategies that can be implemented by marketing managers. For example, potential customers respond to salespeople with fearful emotional responses during the purchase process. Customers may feel threatened by salespeople or indirectly express a sense of crisis with the product or company. fear that salespeople sell products to their main competitors, or perhaps because customers are worried about buying things that they

don't really need. Consumers are likely to respond to their fears by seeking protection. A sales strategy with emotional protection measures should try to reduce the fear of customers Sense. The strategy can be implemented as follows: initially, salespeople should build customer trust by encouraging customers to provide moderate self-disclosure. For example, let customers express their personal views on local sports teams, common friends or national economies. After establishing a trust relationship, the salesperson should urge the customer to extend this self-disclosure to areas he is worried about the product. If the mass media advertising campaign is designed to reduce fear, the theme of risk reduction should be considered. These themes should emphasize products that reduce the risk to human life and create a sense of security. Seeking help in sales presentations or promotions may attract those people who show sadness and loneliness and try to reintegrate into society. Topics may include any items of common interest, such as sports, friends, communities, etc. After establishing the bond of acceptance, the salesperson should gradually introduce the factors more closely related to the product until the potential customer builds trust in the salesperson and the product and is ready to buy it.

#### **4.4.2 Emotional Defense Mechanism**

Kellerman points out that individuals add defense mechanisms emotionally to prevent excessive stress and maintain a predictable understanding of the environment. The defense mechanism is the interaction between emotion and cognition. When emotions are too open, too exposed, or require social acceptance, they are used to intervene. The defense mechanism is not only used during the crisis, but also occurs naturally with the slight emotions people encounter.

An understanding of the emotional defense mechanism is particularly important when developing marketing strategies and explaining any interpersonal communication. most defenses are used to block the expression of emotions (Plutchik,1980). therefore, defense mechanisms mask our most sensitive demand expression for the product. By determining which defense mechanism to use, it may also reveal product interests and exchange information with the greatest motivational impact. While understanding consumer sentiment and defense mechanisms can help marketers, the management of these emotions and defenses can also be applied to corporate strategies. So another leader who might be helpful to marketers Domain is the understanding of emotion management. The next section explains how to use emotion management to improve the effectiveness of promotion and sales goals.

The process of selling products requires excellent interpersonal skills. This requires the use of sales and promotion strategies in the process of sales. At the application stage, the salesperson should be full of care and enthusiasm when initially contacting the browsing customer, and show strong support for the desire expressed by the customer. For example, if the car is to be sold, the salesperson should meet some small requirements of the customer, such as sitting on the car, operating various knobs and turntable on the dashboard, and viewing engine and suitcase space. Salespeople should insist that such requirements are merely non-binding experiments to determine the feasibility of a car. When an interest is shown, sales personnel should emphasize that this interest really confirms the wisdom and insight of consumers. Customers are then encouraged to test drive the car in order to translate other orientation behaviors of the test car into self-directed motivation and purchase behavior.

#### **4.4.3 Conclusions**

Emotional theory increases the depth of our understanding of consumer behavior. Information processing research is the mainstream of consumer behavior research today. But the information consumers are processing can sometimes be a "symptom" of their behavior, and emotions can often explain why. Salespeople, as a "defense mechanism", usually diagnose the lack of emotional desire for a product.

More emotion research should be applied in marketing. However, marketing managers should not wait for research before applying emotional theory. They are practical and tested by psychologists on real-life and the toughest issues of many years. Therefore, advertising activities should form consciousness, interest, desire and action in time when formulating promotion strategies, so as to obtain competitive advantage.

### **4.5 Development Analysis of Outside Liquor Industry in Jiang**

#### **Xiaobai Enterprise**

Liquor —— We usually refer to grain as the main raw material, wine koji as starter, and then treated by a series of processes (cooking, saccharification, fermentation, distillation, aging, blending, etc.), and finally form distilled liquor with a alcohol content of 18-68%. China has a long history of winemaking and is one of the earliest winemaking countries in the world. Liquor is a unique wine species in China, with a vast territory and abundant land resources, which provides a good environment and resources for the production of grain and grain. In addition, our country has excellent

brewing technology in liquor brewing, liquor has become an indispensable consumer product in the life of our people.

In recent years, with the improvement of science and technology, the rapid development of wine-making technology in China has been accelerated, and with the improvement of people's living standard, the demand and quality of liquor have been continuously improved. At present, Chinese liquor industry has been basically perfect and mature, the whole liquor industry shows the following trends:

#### **4.5.1 Affective Typology**

At the beginning of the founding of New China, because of the poor foundation of our national economy, the living standard of the people is relatively difficult. Because liquor is mainly processed with grain as raw material, liquor is a luxury under the condition that food and clothing are not solved. After the reform and opening up, with the rapid development of our national economy, people's consumption level and purchasing ability are constantly improved, and the quality of life of the common people has been further improved. Liquor has become an ordinary drink on the table of the common people, and has become an indispensable culture on the table, since the production and sales of liquor industry has been greatly improved. But starting in 2012, China's liquor industry growth rate gradually slowed down, liquor industry development into the adjustment period. The sales of the whole liquor industry, from 450 billion yuan in 2012 to 560 billion yuan in 2017, are still showing an increasing trend in five years, but the growth rate has slowed significantly, with an annual growth rate of 4.9%, but still maintained at a high level of market consumption.

Since China's liquor industry has experienced the rapid development stage after the reform and opening up in the last century, the market has become more and more perfect and mature, and the liquor industry has entered a period of deep adjustment. In recent years, the profit growth rate of the whole liquor industry has basically slowed down, and the profit began to show a downward trend. From the profit point of view, the demand for middle and low-grade liquor still shows about 5%-6% growth rate, while the high-end liquor is basically maintained at 1% growth rate. But at present, the liquor market in our country is more standardized and reasonable, mainly manifested in the high-end liquor products in the market gradually popular, the market pattern is developing towards well-known, high-quality liquor, More and more high-end liquor into the common people's table, people's demand for liquor, from the original low-end

liquor to high-end liquor direction. This will promote the transformation of liquor production enterprises in China, pay attention to improving the quality and taste of liquor, and promote the common people to upgrade the consumption of liquor. At the same time, Chinese consumption of liquor has formed cultural habits, liquor has become the crystallization of Chinese traditional culture and material culture, liquor culture has become the driving force of liquor consumption, to a certain extent, it has promoted the development of Chinese liquor industry, wine culture has completely penetrated into the field of liquor. Now liquor production enterprises in the market sales, deep digging Digging wine culture, so that wine bearing culture and brand value, driving people's demand for liquor. Enterprises not only attach importance to the quality of wine tasting, but also to the wine culture hollowed-out mind, so that wine culture permeates the sale of liquor. dual driving force to promote the liquor market in China more standardized, more reasonable structure.

In the past five years, the liquor industry in China has been concentrated on famous and excellent production enterprises, which occupy an important position in the market, and the degree of concentration is becoming more and more obvious. The first reason is that consumers' understanding of liquor culture has gone deep into the bone marrow. The more well-known enterprises, the more profound the connotation of their long wine culture, at the same time, the loyalty degree of consumers to liquor is not easy to change. For example, the use of e-commerce network platform to sell products, reduce intermediate circulation ring Festival, reduce the logistics cost of liquor and the price increase of intermediate agents, the original high-end products of well-known wine enterprises in the terminal market prices have been greatly reduced, the original high-end brand products, has been the common people on the table. The influence of the Internet on Chinese liquor industry is very great, which makes liquor industry present a new trend. Traditional strong leading brands beat non-traditional strong brands, many regions of non-famous enterprise sales decline significantly, it is expected that in the future, the dominant position of well-known liquor enterprises in the industry will not change easily, this advantage will become more obvious.

Synthesizing the above situation, the liquor industry in our country has experienced the development of decades and the baptism of the market, and has entered the period of deep adjustment, and the market pattern of the whole liquor industry has been very reasonable at present. As we all know, liquor industry has the characteristics of high gross profit rate and heavy tax burden, and is vulnerable to the influence of national policy. As a staff member engaged in liquor industry research, we should know this belongs to the special. So whenever there is abnormal price growth in the liquor industry, the government will issue restrictive documents on liquor, which will seriously

affect the market sales and profits of enterprises. At the same time, the strengthening of national anti-corruption efforts, for public money to eat and drink restrictions, but also will have a certain degree of impact on the liquor industry. In the light of the introduction of the National Liquor Restriction Order in previous years and the eight regulations of the Central Committee, a series of measures of measures such as strictly investigating and handling drunk driving, although certain restrictions will be formed on the liquor market in China, in the long run, it is bound to promote the development of liquor industry in China to a more scientific and reasonable direction, so as to ensure the healthy and sustainable development of the whole industry.

## **4.6 Analysis of Main Factors Restricting the Development of Liquor**

### **Industry in China**

#### **4.6.1 Technical Factors**

Liquor is a characteristic industry with a long history in China, and its technological process is quite unique. But most liquor enterprises part of the production of mechanization, automation degree is not high, less professional skills, low product technology content, affecting the development of enterprises. With the wide application of intelligent manufacturing and biotechnology and the innovation of production mode brought by information technology and the country's guidance to craftsman's spirit, the liquor industry will undergo great changes, thus greatly improving the overall economic benefits of liquor industry.

#### **4.6.2 Consumption Habits**

Our country has a long wine culture, which is closely related to the life of the common people, such as how to pour wine on the table, how to toast is an important part of table manners. With the improvement of people's living standard, the people have a new pursuit and choice for wine, wine quality and wine species, and pay more attention to safety, health and enjoyment, which is also an important reason for the popularity of health care wine and medicinal wine in previous years. At the same time,



Chinese liquor market consumer groups appear obvious "logistics shortage ", liquor is more by 50,60 people like. As the main consumer after 70,80 by work and other factors, liquor is not very enthusiastic, the whole The liquor industry has not fully grasped the consumption habits, consumption patterns and consumption psychology of these main consumption forces. This huge market is firmly occupied by beer and red wine, which has caused a huge impact on the liquor industry.

#### **4.6.3 Industrial Ecological Environment.**

At present, Chinese liquor industry has a good foundation for development. First of all, the grain resources in the upper reaches of liquor industry are sufficient, and with the high attention to food safety in China, the raw material supply of liquor has been effectively guaranteed. At the same time, China has also established a number of Chinese liquor intangible cultural heritage, improving the social value of liquor culture. Secondly, the perfect industrial development platform also promotes the scientific and technological innovation of liquor industry. At the same time, China has also formed a high degree of industrial agglomeration, which has realized the agglomeration effect of liquor, which is conducive to the market expansion of liquor industry and the expansion of product trading volume.

#### **4.6.4 Market Environment.**

At present, China's liquor industry has appeared serious differentiation , " Mao, Wu, Jian "as the representative of the well-known liquor sustained rapid development, high-end liquor market and high-end liquor consumption groups tend to rise steadily. Small and medium-sized local wine enterprises because of brand, price and many other factors difficult to survive, some regional home winemaking wind, make their own saturated low-end consumer market, has appeared overcapacity, oversupply phenomenon. Secondly, the regional competition of liquor industry in China is fierce in the whole country, and the Su wine represented by Yanghe River forms a strong regional competition environment. On the one hand, China as the world's top ten wine importers However, its traditional liquor export performance is weak, it can be said that the liquor industry market environment internal and external troubles. On the other hand, liquor, whether Luzhou-flavor or Maotai-flavor products have been standardized,

consumers also have some knowledge of the basic liquor, also have some experience to distinguish liquor quality, the market brand pattern has been formed, to break this pattern need to improve the quality of wine and service, improve publicity and consumption experience. At the same time, with the vigorous promotion of anti-corruption work in China, government consumption will be gone forever, the main market of liquor industry should be in personal consumption, business demand and overseas market.

#### **4.6.5 Lack of knowledge of Liquor**

Compared with foreign liquor brands, China lacks the packaging of liquor brands and the popularization of liquor knowledge. There is a lack of systematic publicity on liquor history and culture, manufacturing technology, wine quality identification and how to taste. For example, China itself is a big food country, not only formed a few major cuisines, local flavor snacks are countless, if the wine culture and food culture can be effectively combined, how to match each variety of liquor and all kinds of food to form a culture, for the promotion of liquor will promoting liquor. In addition, the Chinese people's understanding of liquor is even distorted because of the insufficient propaganda of liquor culture. The depth of feeling depends on drinking How much, and finally hurt the wealth and hurt the body, and even give the impression that drinking foreign wine, red wine is tall, taste, drink white wine are drunk. This cultural atmosphere raised the "threshold of drinking ", so that some people who can not drink, liquor consumption groups gradually solidified and narrowed.

### **4.7 Descriptive Statistics**

#### **4.7.1 Opportunity Analysis**

After 80 and 90 more and more become the main consumer groups, the main consumer groups deeply affected by China's reform and opening up and modernization, open-minded active, personality publicity freedom, but at the same time facing increasing pressure of urban life, Jiang Xiaobai's wine products located in low-grade Fen-flavor liquor, with simple packaging, exquisite copywriting, caused emotional resonance of young consumer groups, product reputation and market benefits are better.

Multi-channel publicity brand, the use of consumer "love to take advantage of

small cheap" psychology, so that more people in the participation in the activities, in the process of participating in the activities, not only their own simple satisfaction, but also a subtle understanding of Jiang Xiaobai; in addition, continue to package "Jiang Xiaobai" this character image tailor-made new story clever publicity, so that packaging people live, more life, thinking, background, story, let the customer know what this fashion lovely person is experiencing, customers are easier to remember the brand because of the story.

#### **4.7.2 Threat Analysis**

Along with Jiang Xiaobai wine industry famous, some fake and inferior products also appeared in the market, to Jiang Xiaobai construction characteristic sale channel has the certain impact force. Some traditional well-known wine industry in recent years also pay attention to the development of the middle and low-end market, whether on the brand awareness or product quality control, sales channels, Jiang Xiaobai wine company still has a big gap.

The marketing form of Jiang Xiaobai liquor industry is too single, the product type and product quality need to be improved, and the pricing strategy is on the high side, some consumers just out of curiosity psychology

#### **4.7.3 Advantage Analysis**

Jiang Xiaobai wine industry and cultivate and establish their own unique market and competitive advantage, cultivate a considerable number of potential consumers. Jiang Xiaobai wine industry simple and unique packaging design, personalized, anthropomorphic copy design harvest a large number of post-80s and post-90s consumer groups, Jiang Xiaobai wine industry public recognition.

Jiang Xiaobai Liquor Industry has transformed China's long-standing liquor technology and liquor culture into creative and innovative development, and opened up the market of low-alcohol liquor, which is conducive to the healthy and fashionable development of liquor. At the same time, Jiang Xiaobai Liquor Industry has actively let Chinese liquor go abroad and open up overseas markets. Its excellent wine quality and innovative packaging design can quickly attract consumers, let consumers have a desire to consume, and finally leave a good impression to consumers with high quality.

#### **4.7.4 Disadvantage Analysis**

Jiang Xiaobai's marketing activities mainly rely on Sina Weibo and some from the media platform to spread the topic interaction and soft advertising placement in TV

series. Jiang Xiaobai brand marketing way is too single, can use a variety of ways to carry out comprehensive publicity. For example, it can sponsor popular programs on local stations, and it can also take the popular activities such as "WeChat collection likes good gifts" and "forwarding and sharing awards" to further enhance the popularity of products.

Jiang Xiaobai wine industry's products are too single, market segmentation is not enough, the target consumer is too single, in addition, Jiang Xiaobai this "sentiment wine ", some consumers will not pay. On the basis of the existing market, we should further explore the market potential, innovate marketing strategies and methods, expand the target consumer groups, change the deep-rooted cognition of liquor among middle-aged and elderly consumers from the point of view of healthy drinking, and lead the development of domestic wine industry by actively opening up overseas market and innovating liquor marketing form.

#### **4.8 Summary**

According to the current situation and problems of Jiang Xiaobai's emotional marketing strategy, some reasonable suggestions are put forward to Jiang Xiaobai's emotional marketing strategy from the perspective of the audience's cognitive needs, entertainment needs, emotional needs and social needs.

The cognitive needs of the audience are actually a kind of motivation to obtain information, including the pursuit of things, cognition, the internal motive force of understanding, such as curiosity, curiosity and so on. Brand cognition is an important part of brand assets, including the four basic elements of difference, relevance, respect and recognition. As long as we grasp these four elements, we can make the audience enhance the cognition of the brand and meet the cognitive needs at the same time, and enhance the resonance between the brand emotion and the audience. In the theory of resonance, the mutual sharing of rational views can deepen consumers' cognition of brand and form brand preference, thus bringing a certain positive impact on brand purchase.

To create brand differentiation, occupy a place in the hearts of the audience, by deepening the brand culture inside, each brand has its own most unique brand culture, so as to effectively attract target groups and potential target groups. In view of Jiang Xiaobai's personification animation image, may invite the audience to participate in the rich animation image activity. For example, regularly invite some comic KOL and Jiang Xiaobai animation comic story linkage, to attract the attention of a wave of comic

powder. Or in some festival nodes, such as the early Mid-Autumn Festival, choose social platforms such as Weibo to collect "Jiang Xiaobai best moon rabbit image" to encourage users to participate in the moon rabbit version of Jiang Xiaobai image creation, and select high-quality original comics to make Jiang Xiaobai Mid-Autumn Festival series theme packaging. Taking into account the characteristics of Jiang Xiaobai's post-80s and post-90s target groups in pursuit of fashion personality, Jiang Xiaobai animation can also hold various interesting exhibitions offline, such as 3 D exhibition, creative exhibition, life exhibition, emotional exhibition, etc., to break the limitations of Jiang Xiaobai's ordinary rigid image, so that the young group of love card exhibition while taking photos, Jiang Xiaobai's vivid image is preserved in the album, forming the audience's memory of the brand IP image.

After the physiological needs and security needs are met, the social needs will be highlighted, and then a certain incentive role and stimulate consumer purchase. From the market strategy point of view, the level of social demand needs to meet the brand or product with strong social attributes, to help consumers interpersonal communication.

From the survey data, people over 38 years old accounted for more than a quarter of the respondents, and have a certain understanding of Jiang Xiaobai's series of emotional marketing strategies, but also generated a certain interest, indicating that Jiang Xiaobai's target group positioning still has a certain ductility, through a series of fan activities to stimulate and expand the continued purchasing power of potential target groups. Especially in Jiang Xiaobai's emotional content of service, the respondents are obviously more interested in Jiang Xiaobai's fan activities than the degree of understanding, in addition to increasing the coverage of offline activities, such as YOLO music festival, the same city wine conference and other forms can increase the frequency of holding, expand the city held, and at the same time increase some Jiang Xiaobai cultural exhibition and other activities, attract more audience interactive experience and a series of offline activities such as the dissemination of strength and volume need to be expanded.

Jiang Xiaobai can also establish online brand and consumer communication platform, and thus establish the emotional relationship between brand and consumer, such as various brand-themed WeChat group, QQ group, BBS, so that the audience and brand side together as community administrator. After the establishment of the community, Jiang Xiaobai can increase his emotional experience of service through various fan benefits. First of all, we can set up several sections in the community, such as today's hot spots, promotional information, event preview, etc., to help the audience in the information age to simplify, improve the fragmentation time browsing effective

information efficiency at the same time.

To deepen the understanding of brand, promotion and product information. Moreover, the presentation of information can be more diverse in form, with video classes, H5、 and even VR to try. Secondly, Jiang Xiaobai can provide rich and diverse fan benefits in the community and enhance fan stickiness, such as coupons, discount coupons, customized gifts and so on. In this way, not only attract more people to join the Jiang Xiaobai family, but also let them feel Jiang Xiaobai's attention to them and identity privileges, so as to continuously deepen their sense of belonging to the brand.

## **CHAPTER V: SUMMARY CONCLUSION AND RECOMMENDATION**

### **5.1 Introduction**

After analyzing the current situation of Jiang Xiaobai brand market, this paper also combs the current situation of Jiang Xiaobai brand emotional marketing, at the same time, from the use and satisfaction of the psychological needs of the audience in the theory, establishes a theoretical model, and puts forward hypotheses. At present, it seems that Jiang Xiaobai brand's emotional marketing strategy is more powerful than other liquor brands in the aspects of brand emotion, promotion emotion, product emotion and service emotion, but through the investigation, we have carried out some questionnaire research on the audience under the view of use and satisfaction, and analyzed the SPSS from the data that Jiang Xiaobai brand's emotional marketing strategy has the highest correlation with the audience's cognitive needs, the promotion emotion strategy with the audience's entertainment needs, the product emotion with the audience's emotional needs, and the service emotion with the audience's social needs. And from Jiang Xiaobai emotional marketing strategy to the audience's psychological needs to meet the degree, as well as the audience's psychological needs on the brand purchase willingness to analyze the brand concept difference is small; promotional activities dissemination is weak; product line is relatively single; fan service range is narrow and so on.

### 5.1.1 Brand Concept Differences

Brand differentiation refers to the occupation of a special position for the brand in the mind of the consumer to distinguish it from the actual point and market position of the competitive brand. This is much more difficult than product differentiation, because brands are the sum of a kind of cognition and judgment in the minds of the likes and the public.

Brand differentiation is to distinguish competitors in brand concept and character when the market can not accept excessive subdivision. Such as Pepsi to "new generation of choice" to distinguish Coca-Cola and so on are examples of brand differentiation. Brand differentiation requires enterprises to carry out the necessary strategic transformation from terminal strategy to media strategy. This involves a concept of "abandonment", but also the key to success or failure of enterprises. To build a brand, there must be mass media, and enterprises at this time more only terminal competition experience. Within the limited resources, it is necessary to make corresponding choices about the direction of key inputs. Whether an enterprise can abandon the successful experience of the past and focus on the media communication of the brand requires great wisdom and courage. But enterprises that can not achieve brand transformation can not establish real brands. Take Sibao Group as an example, Shulei shampoo with basically the same product structure as P & G cut into the market, and on the end of the sudden rise, shaping the "red legend" of local Chinese enterprises. However, when it comes to brand differentiation, we regret to see that Sibao still can not get rid of the past terminal strategy, resulting in too much resources into the terminal, and brand differentiation can not be formed, but also lead to the terminal cost when the boat is high, become unbearable. The realization of brand differentiation, must take the concept of differentiated brand as the core, and pass this difference to consumers, is the realistic way out.

In the era of increasingly fierce global international brand competition, brand is not just a concept, name or logo, it has long become the effect of products or services in the hearts of consumers, become an important, can be updated or transmitted intangible assets.

Brand differentiation is the main strategy of brand competition which is generally accepted recently. The main methods include "product differentiation, service differentiation, brand image differentiation".

## I. Product differentiation

The strategy that general people first consider is product differentiation, it is divided into vertical difference and horizontal difference again, vertical difference refers to better product than competitor; horizontal difference is different product from competitor. In real life, the successful introduction of your own brand by alternating vertical and horizontal differentiation, such as Procter & Gamble, which we are all familiar with, can be overwhelming. There are six shampoo brands in China. Because Procter & Gamble skillfully uses the product differentiation, has designed the six brands individualization localization, thus realized in the shampoo industry remarkable record. Of course, there are many successful examples of this in China, Shenzhen women's clothing is one of them.

But, In following the example of some well-known enterprises to implement product differentiation, We must be careful of two misunderstandings. First, product differentiation should be avoided conceptually. We are familiar with the concept wars that have appeared in our home appliance market in recent years, So-called "digital ", " intelligent ", " human ", " environmental" in order to find and create new concepts, Business is a mess, Dig in, And the consequences are often counterproductive, reduces the credibility of the consumer to the product. Just step into the supermarket, A variety of conceptual products will dazzle you, A small commodity is often magical, Like toothpaste , " white as a brush ", " modern Chinese medicine, He who clears away the heat and loses the fire ", " let you eat it "; Some of the side products are often labeled "environmental products ", " green products ", " marine products ", " genetic products ", etc. They're really suspicious. Meanwhile, If businesses are content with conceptual product differentiation, Over time, They lose their creativity in developing new products, This is also one of the reasons why many brands eventually die out.

Second, should all companies focus on implementing product differentiation? This is what we are about to talk about the implementation of product differentiation strategy of the second misunderstanding at any cost, strive for differentiation. Take shampoo as an example, whether all shampoo brands should be like Procter & Gamble-like, constantly develop and establish a variety of brands, from the product function to create differentiation. The answer is no, because most Chinese daily chemical companies do not have P & G, Unilever's strong economic strength and advanced R & D capabilities. And once the cost of the product is increased due to R & D or manufacturing process, the price of the product is higher than that of other similar products, and the original consumer will be lost instead.

## II. Service differentiation



In China, Haier Group is the most convincing among companies that have won brand competitiveness through the strategy of service differentiation. Professor Zhao Ping, School of Management of Tsinghua University, made a detailed and incisive explanation of Haier's service differentiation. He analyzed the feasibility of Haier's choice of service differentiation positioning, and thought that there were four main reasons: first, from the nature of the Chinese market environment, the credit crisis in the Chinese market is a normal, or a very common phenomenon. Second, the legacy of the planned economy. Third, in the eyes of Chinese consumers, security needs become mainstream. Fourth, just is the level of economic development in China. At the same time, he also explained how Haier implemented the service differentiation strategy, Haier not only put forward its own "star service standards ", that is :- results: deliver the perfect service; two ideas: take away the customer's troubles, leaving Haier's sincerity; three indicators: service complaint rate, service omission rate, service dissatisfaction rate less than one in 100,000; Four requirements: all the problems mentioned by the customer must be recorded in the database, all the problems raised by the customer must be dealt with, all the results of the treatment must be reviewed, all the results of the treatment must be notified to all relevant departments of the company, and Haier has also carried out these standards one by one.

Behind Haier's success, we can see that the so-called service differentiation is to build their own advantages on the service.

### III. Brand image differentiation

In these ways, brand image differentiation will be the focus of differentiation. First of all, because the establishment of product differentiation needs to have some hard conditions, such as strong scientific research investment, strong product research and development support, and strong economic base to support, most businesses are deterred from improving the quality or performance of products, so that the degree of homogenization of most products will be higher and higher, and the competition for homogenization of products will intensify. At the same time, with the rapid development of modern science and technology and the advent of the network age, product from the technology, function, technology, price, promotion, service, homogenization is the inevitable result, how manufacturing enterprises make differences is a challenge to the survival ability of enterprises. And brand image differentiation is based on knowledge, which determines that it can be more personalized than product differentiation relying on technology. Therefore, brand image differentiation is the main strategy of enterprises after the stage of price competition and product homogenization.

Moreover, because of the information asymmetry phenomenon in the real consumer market, the brand image differentiation can minimize the degree of "information asymmetry", win the trust of consumers, and finally enhance the competitiveness of brands. Many international brands make full use of brand image differentiation to eliminate the lack of information on consumers, such as - when it comes to "Nike", people think of its different from other sports shoes, such as its good quality, its unique style and so on, in short, it is the "brand endorsement".

Finally, when it comes to brand image differentiation, advertising and public relations will naturally play an important role in it. Some time ago, CCTV's golden advertising space bidding, various annual selection of "Miss so-and-so products" activities, and enterprises claiming that they donated part of their profits to "Project Hope" or "China Red Cross" are the best proof. In addition to advertising and public relations and other means of communication to achieve brand image differentiation, brand naming, positioning, packaging design and so on can not be underestimated. Because of the metaphysical nature of brand image differentiation, it can avoid the homogeneity brought by science and technology and turn to the competition of knowledge power. Low-knowledge enterprises are more imitation, brand image promotion is also difficult, only high-knowledge enterprises may make substantial breakthroughs in differentiation, visualization. "And brand image differentiation - once formed, will establish a consumption concept, consumption behavior model.

There is no doubt that brand image differentiation gives each enterprise greater competition space. However, there is space also means that there is a risk, accidentally, you will fall into the advertising PR investment too big, little effect or product packaging, the awkward situation. So whether the brand image differentiation strategy can succeed, the key is whether the content of the choice of differentiation can be coordinated with itself and the environment, and the key lies in whether the selected strategy can be implemented effectively and finally. Of course, it is also the key to realize the brand differentiation strategy including product differentiation, service differentiation and image differentiation.

It can be seen that brand concept differences are very important to the development of all aspects of the brand, and Jiang Xiaobai enterprises in the brand concept differences are relatively small, can not occupy a very high position in the hearts of consumers.

### 5.1.2 Promotions are Weak

Promotion, as the name implies, is to promote sales, but the purpose is not only to pull sales, but sales volume, more important is to enhance the reputation of the brand, so as to further expand brand loyalty, to achieve brand sustainable and long-term development.

Many enterprises fall into the strange circle of not promoting quantity, frequent promotion and no effect, often because there is no systematic planning of the overall promotion activities, but limited to the promotion for promotion. Of course, the effect of promotional activities is also often affected by the nature of the product, promotional objectives, market characteristics, product life cycle and other marketing strategies. But the promotion activities of consumer goods should be carried out systematically from the aspects of the construction of terminal sales atmosphere, the notification of media publicity, the design of the theme of promotion activities, the organization and management of personnel, etc.

According to the survey data :65% of consumers are affected by the end image of the product, activities and purchase transfer behavior. Not paying attention to the construction of terminal sales atmosphere is a fatal weakness of many marketers, so that the product in the eyes of the target consumers have no impression at all. Some novel and unique products have been on the market for several months, consumers even do not know the existence of this product. Therefore, the construction of terminal sales atmosphere is the premise of promotional activities, the purpose is to improve product awareness.

The construction of terminal sales atmosphere mainly includes product standard display and terminal image packaging, which must reach the overwhelming, overwhelming and ubiquitous momentum as far as possible, so that the product in the eyes of the target consumers to form a shocking visual impact, leaving an unforgettable deep impression. First of all, fully tap and use all the company's existing resources, including sales aids, related expenses, plus the use of good customer relations, including dealers, terminal stores, for the terminal sales atmosphere to lay a solid foundation. Marketing personnel in the regional market, we must focus on the strength of several support terminals, in line with the principle of doing a point to live a point, so as to point to line, line to face, and finally achieve the goal of invigorating the overall situation.

The construction of terminal sales atmosphere is not a simple work to be accomplished overnight, it needs to be included in daily management and assessed.

Otherwise, if the construction of terminal sales atmosphere is intermittent, it is bound to cause waste of resources, and the final effect is also abandoned. The construction of terminal sales atmosphere includes conventional terminal construction, durable terminal construction and soft terminal construction. Conventional terminal construction is to use posters, paper shelves, Yilabao and other POP to focus on the core stores, key stores, general stores for strategic packaging; durable terminal construction is to all kinds of stores door head, background wall, light box, counter and other areas for product image packaging; soft terminal construction is to mobilize all available terminal front-line personnel to focus on product terminal interception, such as dispatch, guide, sales promotion, sales, etc.

The effect of promotion activities is not ideal, a large part of the reason is that the promotion information is not communicated to the target consumers at all, it is naturally impossible to achieve the goal of promotion. The development of promotional activities must be combined with media publicity, so that the information of promotional activities can be widely disseminated, induce the target consumers to buy behavior, but also to condense the popularity of the promotion site, to meet the terminal store to the flow of people, cash flow pursuit.

It has more forms, such as roadshows, newspaper soft articles, flyers, post, handwritten posters, in-store broadcasts, store displays, text messages, etc. Marketing personnel should combine the characteristics of the regional market and the actual investment of the company to formulate the most effective media publicity and notification combination to achieve twice the result with half the effort. Inside the terminal store, we need to consider handwritten posters, Kanban, banners, in-store broadcast, in-store display screen, etc.; outside the terminal store, we can consider road shows, leaflets, post, out-of-store display screen, etc.; at high altitude, we can consider: TV subtitles, radio, newspaper soft text, text messages and so on, so as to form a three-dimensional cross-communication mode.

In the media publicity to avoid the waste of resources or not in place. First of all, we should consider the actual situation of the market, weigh the gap between our products and competing products in the market performance, and then combine the investment of the company to draw up a phased media publicity implementation plan, that is, paving, starting, climax, closing period of publicity and communication program, and strive to invest limited resources into the core, key areas, stores, targeted, and truly effective direct to the target consumers; in addition, we should avoid all-out blooming, resulting in serious waste of resources.

Promotion is not carried out for promotion, it also shoulders the task of brand building. Promotion activities must have a theme, which is the soul of the whole promotion activities, the purpose is to improve the brand reputation. Mining the most inflammatory promotion theme from the heart of the target consumer, taking this theme as the core of the whole promotion activity, integrating all kinds of marketing elements, forming an interactive atmosphere between the terminal and the consumer, maximizing the psychological distance between the consumer and the product and the enterprise, attracting a group of stable and loyal consumer groups, thus most effectively promoting the sustained growth of product sales performance.

Promotion theme should be considered from a time period, in this time period can design different themes, but each theme must be linked, the whole activity theme in one line, one step at a time, forming a shocking effect of brand influence. The theme of promotion activities should be consistent with the product brand appeal and positioning, to avoid the impression of confusion or even confusion to the target consumers, must be determined according to the company's overall brand strategic objectives; the theme of promotion activities is the key to impress consumers, must be close to the interests of the target consumers, is their focus, not for the boss to see; the theme of promotion should be concise, prominent, creative, and clear mouth, reflecting the core ideas of the promotion activities; the theme of promotion should also make full use of the current hot spots, such as Spring Festival, Mother's Day, Olympic Games and so on, must have a certain news value, to a certain extent can attract the attention of public opinion.

There are three main types of theme promotion activities: product-themed promotion activities; seasonal characteristics of the theme of the promotion activities; combined with the promotion of specific holidays and so on. Need to clarify the theme promotion activities are not simply buy gifts, special prices, road shows and other forms of activities, but around a series of themes this activity soul to reflect the brand's appeal and positioning, consumer interests.

Personnel organization and management often a good promotion program due to implementation and management gaps can not achieve the desired results. The implementation effect of promotional activities is also the key to the implementation of the organization, the need to set up in advance the organization of promotional activities and clear division of responsibilities of personnel, through training and monitoring to ensure the smooth development of the entire promotional activities.

The organization of promotional activities and the division of responsibilities is the premise of stable and orderly activities. In the establishment of the organization, it

is necessary to have the role of a similar supervisor, such as commander-in-chief and general coordination, as well as the specific person in charge of each project. In the division of responsibilities, should reflect clear and clear principles, dedicated personnel, to avoid unclear responsibilities, the phenomenon of mutual wrangling. In the process of promotion implementation, the supervisor should be responsible, on the one hand, the project leader must maintain the authority of the supervisor, on the other hand, the supervisor must be responsible for all events in the region to which he belongs.

Personnel system training is the key to ensure the quality of promotional activities. Not only for promoters, but also for all staff involved in promotional activities, there is a need for systematic training, although the content of individual personnel training has a different focus. Through the enterprise background, product characteristics, promotion skills and other aspects of training to improve the professional quality of promotional personnel. And in the promotion activities, guide the promoters to pay attention to the psychological changes of consumers, according to the different personality characteristics of consumers, adopt different ways of persuasion. For the other personnel involved in the activities, it is necessary to clarify the purpose, manner, theme, content, matters needing attention, the overall process of the activities, typical problem handling, problem feedback procedures, sales promotion management content, the use of various forms, and the relevant rules of reward and punishment, etc.

Strict monitoring measures is an important link to ensure the efficient development of promotional activities, including regular meetings during promotional activities, reporting system and related rewards and punishments.

It can be seen that the dissemination of promotional activities on the impact of enterprise marketing is very big, and Jiang Xiaobai in the promotion of obvious is not in place, resulting in marketing strategy is not perfect.

### **5.1.3 Product Line is Single**

A product line is a group of related products that may have similar functions, be sold to the same customer group, go through the same way of selling, or be within the same price range. If the optimal length of the product line can be determined, it can bring the maximum profit to the enterprise.

product mix, usually consisting of several product lines. Product line, refers to the series of similar products. A product line is a product category, is the use of the same

function, can meet the same requirements and specifications, models, colors and other different product items. A product item refers to each product listed in the enterprise product catalogue.

The width of the product portfolio refers to the number of product lines contained in the product portfolio, and the wider the product line is, the depth of the product portfolio refers to the number of product items contained in each product line, the deeper the product line is, and the degree of relevance of the product portfolio refers to the degree of correlation between various product lines in terms of end use, production conditions, sales channels, etc. Different product combinations have different degrees of correlation.

#### Corresponding Basis of Product Strategy

##### Product (combination) width

refers to the number of product lines owned. If a company has detergent, toothpaste, strip soap, diapers, toilet paper, then its width is 5.

##### Length of product line

The number of product items within each product line is called the length of the product line, of course, if a company has more than one product line, the company can add up the length of all product lines to get the total length of the company's product portfolio, divided by the width can get the average length of the company's product line.

##### Product (combination) depth

The number of varieties in each production item is called the depth of the product mix, such as a brand of toothpaste with a variety of flavors and fragrance, which constitutes the depth of the toothpaste.

##### Product line relevance

Different product lines may have some degree of correlation in terms of performance, use, channel, etc., which is called correlation degree.

##### Sales and profit analysis

It is important to determine the contribution of each item in the product line to total sales and profits. It can generally be analyzed by calculating the percentage of sales and profits of each item in the product line.

For example, A product line in an enterprise A account for 50% of total sales, 40

per cent of total profits; B account for 30% of total sales, 30 per cent of total profits; (b) The proportion of project C to total sales volume and total profit is 10% and 10% respectively; (b) The proportion of project D to total sales volume and total profits is divided into 5% and 15%, respectively; and the proportion of project E to total sales volume and total profit is 5% and 5%, respectively. For businesses, To focus on operating more profitable than major product projects, For the small proportion of profits of the product items can not be the focus of business. In the example above, Project A 、 project B and project D account for 85% of total product line profits, So when other environmental factors permit, These three projects can be listed as the focus of business operations.

The profit of the product line is too concentrated on a few items, which means that the elasticity of this product line is poor, and the challenge of meeting strong competitors is often greatly affected. Therefore, enterprises should spread the profit evenly among multiple projects as much as possible.

#### Product project positioning

Product project positioning refers to determining the position of the product project of the enterprise and the product project of the competitor in the market competition. generally can be analyzed by product item positioning.

But Jiang Xiaobai enterprise's product line is too single, the product type is not many, the pioneering product content and the pattern is not many, causes the Jiang Xiaobai enterprise's marketing to occupy the market share and the domain not many, therefore, the product line single is also the Jiang Xiaobai enterprise in the marketing domain major flaw.

#### **5.1.4 Narrow Fan Service**

The fan economy refers to the operating income-generating behavior based on the relationship between fans and the people concerned. It is a business operation mode which can enhance the stickiness of users and obtain economic and social benefits in the form of word-of-mouth marketing. Previously, celebrities, idols and industry celebrities, such as fans in the music industry to buy pop star albums, concert tickets, as well as stars like or endorsements of goods and so on. Now, the Internet breaks through the shackles of time and space, and the fan economy is widely used in many fields, such as cultural entertainment, selling goods, providing services, and so on. Merchants with a certain platform, through a certain point of interest to gather friends circle, fan circle,



to provide fans with diversified, personalized goods and services, and finally into consumption, to achieve profit.

Fan economy first emerged from the six-room show, its grassroots singers in the real-time performance process accumulated a large number of loyal fans, fans usually through the purchase of flowers and other virtual gifts to express their love for anchors, especially active in the holiday and singer birthday and other specific periods of gift consumption, according to statistics show ARPU value up to 1,000 yuan.

The emergence of the concept of fan economy for music, film and television entertainment industry to identify customers, distinguish customers and users, and differentiated service to these two groups is being widely concerned by the industry, the industry expects fan economy to change the recent income downturn, new people and lack of new work reality.

In western countries, the fan economy began to emerge in the 1990s. British scholar Sears observed that in the transition from "broadcast" to "narrow broadcast" media industry, loyal fans are most likely to become consumers with strong attraction. If the TV station wants to make a profit, it doesn't have to pursue the largest number of ordinary people, it only needs to create and cater to a certain number of the most loyal audience. Under the production conditions of post-Fordism, the elastic accumulation of capital requires producers to pay close attention to the response of consumers in the design, production and marketing of products in order to better capture the changing market demand. Many enterprises realize that fans' emotional input to products is actually a valuable emotional capital. The value of the brand lies in the lasting emotional connection between fans (consumers) and the brand. In addition, fans are willing to spend a lot of time and energy on the good object in order to meet their personal emotional needs. Their unpaid labor constitutes the main value source of the new network economy. At present, most user-led Web2.0 models rely on fans (users) to contribute popularity, traffic and content. Fans' eyeballs and drool are key factors in the growth of the online community.

Fan economy in recent years not only in the entertainment industry, star spread, in the enterprise brand is also more and more powerful development, brand loyalty is also presented, and Jiang Xiaobai enterprise fan service scope is not wide enough, grasp the story of young people and I have stories you have wine psychology, but in the elderly this circle is not too much involved, resulting in Jiang Xiaobai enterprise fan service scope is too narrow, limited marketing scope.

## **5.2 Suggestions for Optimizing the Emotional Marketing Strategy of Jiang Xiaobai Brand**

### **5.2.1 Deepen the Brand Culture Inside Information, Raise Audience Recognition Degree**

To deepen the brand culture inside, online advertising language and brand concept through the audience to participate in the topic discussion, appropriately increase the brand's own culture and traditional culture, while encouraging the audience to create golden sentences to let the audience participate in the way of brand culture co-construction; offline set up emotional catharsis station flash shop, encourage the audience to make their own ideal living state and customized small white bottle, strengthen the relationship with the audience's cognitive needs, achieve deep value resonance.

### **5.2.2 Enrich the Form of Emotional Promotion to Stimulate the Entertainment Needs of the Audience**

First of all, according to the target group's media use habits and purchase habits, targeted information dissemination and media delivery, while keeping the content to promote the transmission of fun, create Jiang Xiaobai talk show, while allowing consumers to participate in interaction, in various social phenomena ridicule, to resolve the target group's inner anxiety, enhance their sense of entertainment; in the operation of official blog, appropriate increase in the form of interaction, set up new rules of interaction, enhance user stickiness.

### **5.2.3 Expand Multiple Product Lines to see the Emotional Needs of the Audience**

Expand the multi-product line, combine the typical liquor consumption scene of the target group to carry on the theme bottle body design, at the same time cooperate with the hot variety IP that the target group likes, select the golden sentence to carry on the creative packaging of the bottle body copy, strengthen the fusion degree and resonance with the emotion scene; For different age groups or different regions of the target group to build different product lines, expand the diversified taste line.

#### **5.2.4 Emotional Service Precision, Meet the Social needs of the Audience**

To create and maintain online emotional communities, such as all kinds of online communities with Jiang Xiaobai color theme, feedback is most timely to QQ groups, WeChat groups, and BBS and other discussions, to strengthen effective and timely communication between enterprises and consumers, at the same time for the promotion of brand activities to increase more channels, improve certain coverage. Appropriate increase in the diversity of some online activities to enhance interaction with the audience; on the other hand, increasing the coverage of offline activities, such as YOLO music festival, city wine conference and other forms can increase the frequency of holding, expand the city held, while adding some Jiang Xiaobai cultural exhibition and other activities to attract more audience interactive experience.

### **5.3 Recommendations**

Through the analysis, selection and implementation of the competition strategy of Jiang Xiaobai wine industry, this paper makes a detailed analysis of the overall competition strategy of Jiang Xiaobai wine industry and the competition strategy that Jiang Xiaobai wine industry should adopt in the field of wine industry advantage, cross-border competition and cross-border competition, and provides some schemes and ideas, in order to give some inspiration to the problems and solutions of Jiang Xiaobai wine industry enterprises in carrying out diversified competition strategy.

### **5.4 Limitations**

Although this article has carried on the research to the Jiang Xiaobai brand emotion marketing strategy under the use and the satisfaction horizon, also has proposed the corresponding adjustment suggestion to its emotion marketing strategy, but still has many imperfect places:

1. academic research on Jiang Xiaobai problem is less, Dr. Shuo papers are less. So the research status of Jiang Xiaobai brand can refer to less academic materials.
2. not compared with other liquor brands, the conclusion is not perfect.
3. material collection channels are less, lack of corresponding in-depth investigation; questionnaire data samples are less, data analysis has a certain one-sidedness, so the problem is not fully considered.
4. the lack of practical experience, the later stage needs to further put the theory into practice to confirm its rationality.

## **5.5 Future research**

In the future research, Jiang Xiaobai only in the traditional wine industry, out of the original circle of thinking, opened up a new world of traditional wine industry. Focusing on the mainstream consumer group of young consumers, we deeply analyze their lifestyle and consumption attitude, find the connection point between products and their living needs, and create products to meet the needs of the market. From the product packaging and channel construction to control the cost, maximize the integration of resources, using the advantages of the Internet, combined with the characteristics of consumers, to achieve precision marketing. In today's traffic society, through the Internet to build a loyal fan consumer groups, to achieve traffic realization. According to its own brand and product characteristics, it is the key to its success to build a set of unique set of brand positioning, brand marketing, channel construction in one of the perfect marketing system. The success of its brand marketing is undoubtedly worthy of analysis and reference.

### **5.5.1 Increase Visibility**

Jiang Xiaobai Liquor Industry should set up major market distribution points in all large and medium-sized cities to develop the market share of Jiang Xiaobai Liquor Industry, especially in places where liquor culture and liquor lovers are more in our country, and organize various marketing activities of products on a regular basis to break people's conventional cognition of liquor brands. Gradually build up loyal customers' dependence on the liquor brand, so that more people in all cities and regions of the country have a deep impression on the brand, specific practices can be used advertising investment methods, The advantage of advertising investment is wide spread, can find a lot of business personnel can not find potential dealers, its shortcomings are high cost, low quality investment, poor pertinence. Therefore, the relevant marketing personnel due to the development of Jiang Xiaobai wine industry, planned and purposeful use of a variety of ways to attract investment publicity.

### **5.5.2 Development of Liquor with Different Palate Levels**

Jiang Xiaobai's success mostly comes down to its network red person attribute, the liquor and the copy match has produced a magic chemical reaction, by virtue of the talented Jiang Xiaobai does not take the ordinary road, but for a wine enterprise, the product still depends on the strength to speak, compared with the traditional liquor, Jiang Xiaobai actually is more like a drink wrapped in the alcohol shell, so many

consumers buy Jiang Xiaobai more out of a kind of attempt psychology, after the attempt is to return to the quality and taste of the wine, this is the Chinese liquor culture precipitated for thousands of years, therefore, Jiang Xiaobai liquor industry grasp the existing market and consumer groups on the basis, Gradually introduce more products suitable for different ages and different taste levels.

### **5.5.3 Development of the Market for the Elderly**

At present, the whole Chinese liquor consumption market still takes the middle-aged and the elderly as the main consumption, and the proportion of liquor consumption in young people is only 8%. Young people like to drink beer, followed by wine, pre-mixed wine, flavored beer and other low-alcohol. In the pursuit of personalized young consumer groups, it is very difficult to produce a tens of billions of liquor products, which is determined by the volume of the market. Jiang Xiaobai Liquor Company can use its existing market and distribution channels to cooperate with other traditional liquor industry to develop other fragrant liquor products, at the same time actively explore the outer packaging design, in the high-end wine market preliminary exploration, increase the variety of products to meet the consumer demand of different levels of consumption capacity. Although Jiang Xiaobai liquor industry is known as redefining liquor, the well-known brand of Jiang Xiaobai liquor industry which depends on Fen-flavor liquor needs to continue to maintain its brand characteristics, but if Jiang Xiaobai liquor industry wants to further develop the market, it needs to develop other fragrant liquor products to meet the needs of liquor consumers with more taste needs.

### **5.5.4 Control of Investment Costs**

Jiang Xiaobai's original wine is produced by Jiangji Winery of Chongqing Jiang Xiaobai Winery Co., Ltd. Jiangji Winery has a complete industrial chain to distill sorghum fermentation into filling, considering the need to increase sales volume and expand production capacity. Jiangji Winery has contracted a large farm near the park to grow sorghum, which ensures that the product is indeed a carefully controlled wine from the source, and has the ability to produce its own products. However, with the continuous development of enterprises in the domestic market, Jiangxiao liquor industry also needs to further improve production capacity, grow its own wine raw materials sorghum, and extend the industrial chain to the upstream. Investment in wineries, power production technology, up to sorghum planting, agriculture and animal husbandry tourism industry, down to brewing workshops, glass bottles and other supporting enterprises, even logistics enterprises. It is not conducive to enterprises to concentrate on R & D and sales of products, should shorten the industrial chain and then control

costs, control capacity and improve flavor.

## 5.6 Conclusions

Through analysis and demonstration, the following conclusions are drawn:

Along with the young consumer group in the liquor taste highlights the difference, the liquor industry is experiencing some structural adjustment. Jiang Xiaobai Liquor Industry, as a new liquor brand, has gradually broken the inherent thinking impression of traditional liquor and tried the new taste of liquor. Jiang Xiaobai Liquor Industry, in the target customer group, takes the post-80s and post-90s as the target consumer groups, and provides new ideas for the market development of liquor industry.

First of all, Jiang Xiaobai has a clear brand positioning —— simple, free, literary, pure and so on, and this brand positioning highlights brand personality. In marketing strategy, Jiang Xiaobai Liquor Marketing team mainly adopts interactive form with strong interaction and high consumer participation. In the process of brand communication and promotion, Jiang Xiaobai Liquor gradually forms its own brand logo. Through the marketing form with its own flow, Jiang Xiaobai Liquor has gradually promoted its brand value. However, as a newly established liquor company, there is still a big gap between the team management, product development and distribution channels and the traditional well-known large liquor industry. Secondly, we can improve our distribution channels and financing channels by cooperating with well-known wine industry. Finally, Jiang Xiaobai wine industry should adhere to its clear brand positioning, strictly control product quality, and gradually accumulate reputation and reputation in the hearts of consumers. Only in this way, Jiang Xiaobai wine industry can maintain a competitive advantage in the competitive liquor industry for a long time.

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