



**STUDY ON THE DIGITAL MARKETING STRATEGY OF  
LITTLE BEAR ELECTRICAL APPLIANCES**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF  
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This Independent Study has been Approved as a Partial Fulfillment of the Requirement  
of International Master of Business Administration in International  
Business Management


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## ABSTRACT

In today's competitive market environment, digital marketing has become a crucial component of the marketing strategy for numerous enterprises. Particularly in light of the COVID-19 pandemic, traditional marketing methods have been significantly restricted, whilst digital marketing has proven to be a potent instrument by which many companies can manage the pandemic and revitalise their business due to its flexibility and rapid spread.

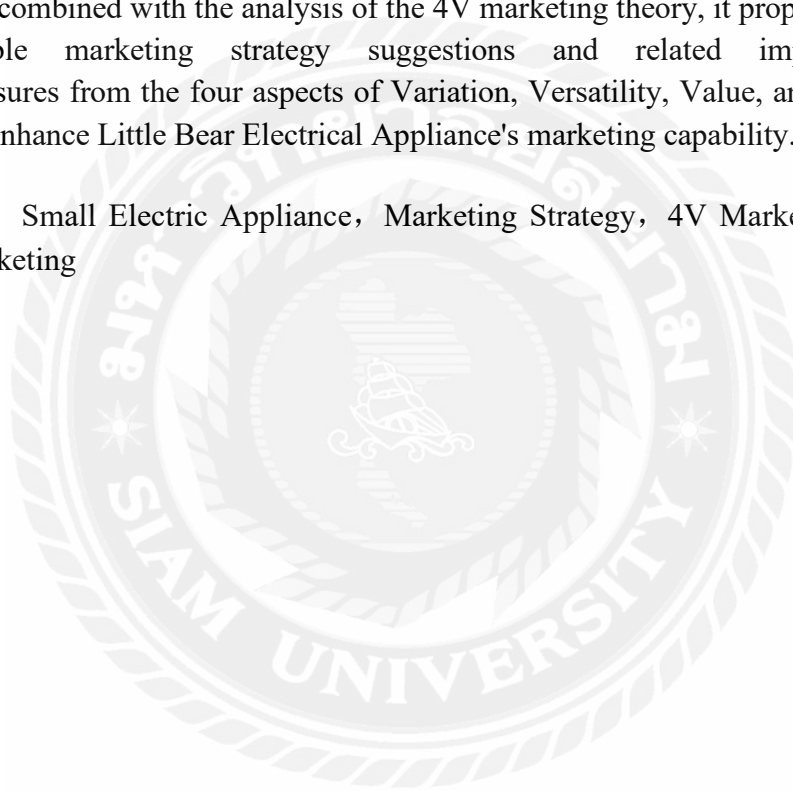
The objectives of this study were: 1) To analyse the current status of Little Bear Electrical Appliances in social media marketing and critically evaluate the strengths and weaknesses of its digital marketing strategies. 2) To analyse the shortcomings in the digital marketing of Little Bear Electrical Appliance based on the 4V theory. 3) To provide actionable recommendations for the future development of Little Bear Electrical Appliances in digital marketing.

This study examines the internet marketing strategy of Little Bear Electrical Appliance through a questionnaire survey, case study, and literature research. The objective is to analyze the current marketing situation of Little Bear Electrical Appliance by assessing its marketing status quo. Technical terms will be clarified upon first use to ensure easy comprehension. Utilizing the 4V theory, this study evaluates the shortcomings of the current situation. A questionnaire survey and online data collection were conducted to investigate and analyse the data objectively. Technical terms are explained at first use. The structure of the text is logical and adheres to conventional academic style. The study focused on Little Bear Electrical Appliance customers in Jinan, Shandong Province and yielded 2,000 completed questionnaires. This data serves as valuable reference material for environmental

analysis and optimising/improving strategies. The language is formal, clear, and grammatically correct, avoiding biased language and unusual or ambiguous terms. Filler words are avoided and quotes are clearly marked. Casual language, informal expressions, and unnecessary jargon have been eliminated.

The findings of the paper were: 1) An analysis of Little Bear Electrical Appliances' digital marketing strategies on social media shows that the company has conservative marketing strategies on social media, failing to take advantage of the interactivity and virality of social media. 2) A survey of Little Bear Electrical Appliance's marketing found that the overall evaluation of Variation, Versatility, Value and Vibration of Little Bear Electrical Appliance's marketing was mixed, and that the company's marketing strategy of combining the 4V elements was indeed insufficient. 3) Through the research on the deficiencies in Little Bear Electrical Appliance marketing shows that, combined with the analysis of the 4V marketing theory, it proposes specific and feasible marketing strategy suggestions and related implementation countermeasures from the four aspects of Variation, Versatility, Value, and Vibration, in order to enhance Little Bear Electrical Appliance's marketing capability.

**Keywords:** Small Electric Appliance, Marketing Strategy, 4V Marketing Theory, Digital Marketing

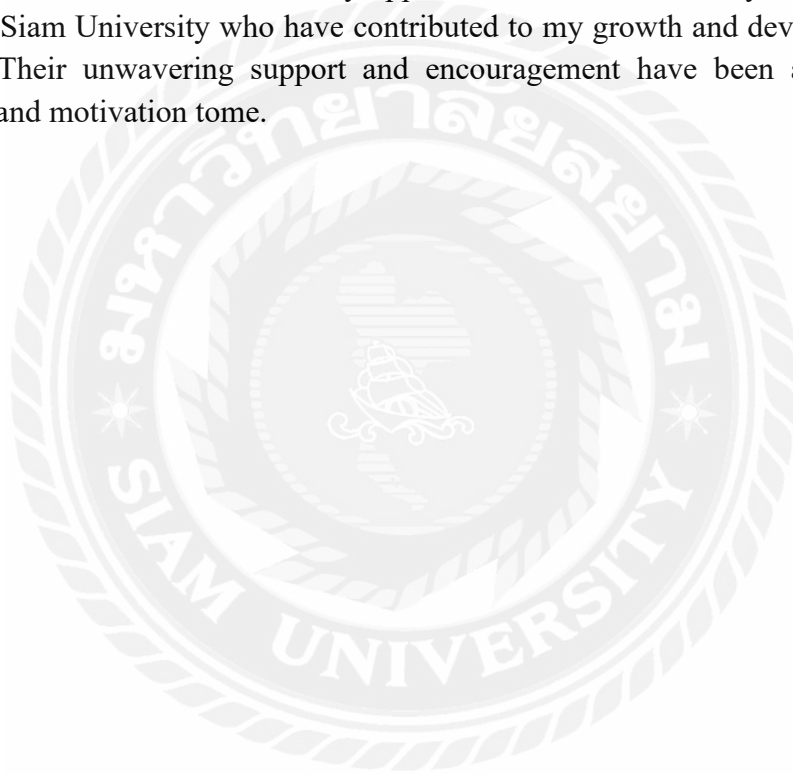


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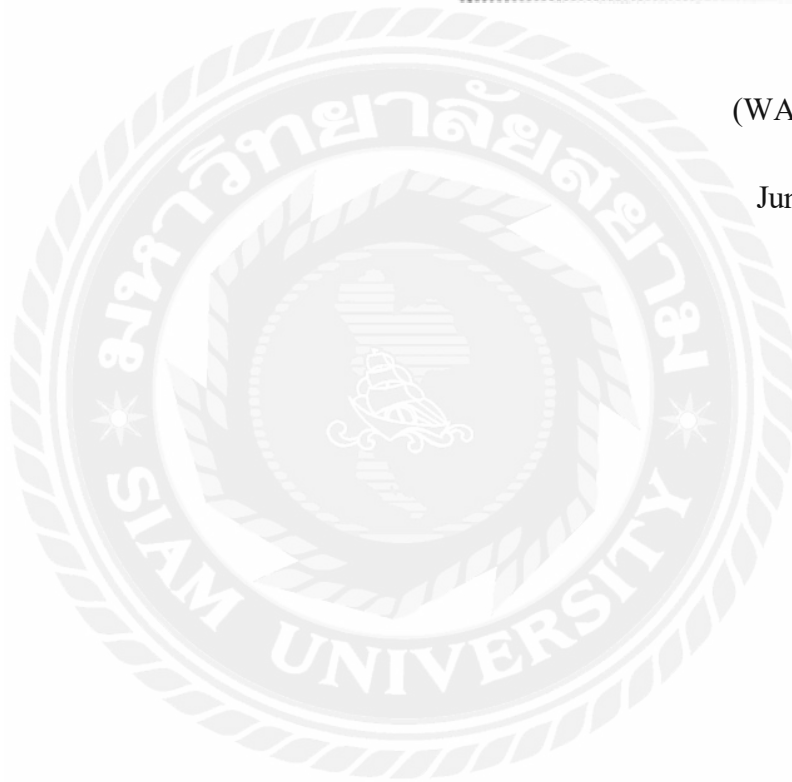
## Declaration

*I, WANG YAWEI, hereby certify that the work embodied in this independent study entitled “STUDY ON THE DIGITAL MARKETING STRATEGY OF LITTLE BEAR ELECTRICAL APPLIANCES” is result of original research and has not been submitted for a higher degree to any other university or institution.*

WANG YAWEI

(WANGYAWEI)

June 16, 2023



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# 1. Introduction

## 1.1 Research Background

In recent years, the use of social media in digital marketing has become increasingly popular among companies seeking to engage with consumers and increase brand loyalty. Small appliances manufacturer, Little Bear Electric, is no exception. As a company that prides itself on innovation and customer satisfaction, Little Bear Electric has recognized the potential benefits of using social media to connect with consumers and build brand loyalty.

According to Kotler and Keller's Customer-Based Brand Equity model, brand loyalty is a key component of a successful marketing strategy. Brand loyalty is defined as "the degree to which a customer consistently purchases the same brand within a product category" (Kotler & Keller, 2016). By building brand loyalty, companies can increase customer retention and create a competitive advantage in the market.

Little Bear Electric's use of social media in its digital marketing strategy is a prime example of how companies can leverage technology to enhance customer engagement and brand loyalty. social media allows companies to "tap into the power of word-of-mouth marketing on a massive scale" (Li and Bernoff, 2011). By creating engaging content and encouraging consumer participation, Little Bear Electric can increase its brand exposure and create a loyal following of customers who are invested in the company's success.

However, it is important to note that social media marketing is not without its challenges. one of the key challenges of social media marketing is measuring its effectiveness (Kaplan and Haenlein, 2010). While social media platforms provide companies with a wealth of data on consumer engagement, it can be difficult to determine how this engagement translates into sales and brand loyalty.

Despite these challenges, Little Bear Electric has made significant strides in using social media to enhance its digital marketing strategy. By analyzing the company's current social media marketing efforts and exploring successful case studies, this research aims to provide recommendations for Little Bear Electric's future digital marketing strategy. Through this research, we hope to contribute to the growing body of knowledge on the effective use of social media in digital marketing.

In today's fiercely competitive market environment, digital marketing has become an essential component of many companies' marketing strategies. Especially under the impact of the COVID-19 pandemic, traditional marketing methods have been greatly restricted, while digital marketing, with its adaptability and fast dissemination, has become a powerful tool for many companies to cope with the situation and restore their business(Kaplan and Haenlein, 2022).

As a company dedicated to providing quality living for children and families, Little Bear Electrical Appliances understands the importance of digital marketing.

Therefore, this paper aims to study Little Bear Electrical Appliances' digital marketing strategies in order to play a greater role in improving consumer engagement and brand loyalty.

Established in 2005, Little Bear Electrical Appliances is primarily engaged in the research, development, production, and sales of household appliances. The company has multiple well-known brands such as Little Bear and Xiao Bai, offering products ranging from refrigerators and washing machines to air conditioners and rice cookers. With the brand philosophy of "making life more comfortable," Little Bear Electrical Appliances is committed to providing customers with high-quality products and excellent services(Kotler & Keller, 2016).

Little Bear Electrical Appliances is one of China's leading manufacturers and retailers of household appliances, founded in 1995 and headquartered in Foshan, Guangdong Province. As a company focused on the production and sales of small appliances, Little Bear Electrical Appliances has won consumer trust and recognition through continuous innovation and excellent quality.

The product line of Little Bear Electrical Appliances covers a wide range of commonly used small household appliances, including electric kettles, rice cookers, juicers, and multi-functional pots. The company is renowned in the industry for its outstanding quality, stylish appearance, and advanced technology. Little Bear Electrical Appliances not only emphasizes product functionality and quality but also focuses on user experience, striving to provide users with convenient, efficient, and comfortable living experiences.

With the rise of digital marketing, Little Bear Electrical Appliances actively leverages social media platforms to enhance consumer engagement and brand loyalty, increasing investment in digital marketing. Through interaction and communication with consumers, Little Bear Electrical Appliances gains a better understanding of consumer needs, improves product design and promotional strategies, and disseminates brand culture and advantages through social media platforms to increase brand awareness and reputation(Li and Bernoff, 2011).

In terms of social media marketing, Little Bear Electrical Appliances emphasizes modern communication methods and media selection. By posting relevant content on platforms like Weibo, WeChat, and Douyin, Little Bear Electrical Appliances establishes close connections with users. The company strengthens user trust by promptly responding to user questions and needs. Additionally, through collaborations with social media influencers, Little Bear Electrical Appliances expands brand exposure and influence.

Little Bear Electrical Appliances has also achieved a series of successful cases in digital marketing. For example, by promoting experiential activities for new products on social media platforms, Little Bear Electrical Appliances successfully attracts a large number of user participation, and through user sharing and word-of-mouth, it promotes sales growth. Furthermore, Little Bear Electrical Appliances has conducted a

series of interactive games and activities on social media, enhancing user engagement and user stickiness(W,Qingting, 2022).

However, there are still challenges and room for improvement in Little Bear Electrical Appliances' digital marketing efforts. For instance, the company needs to further optimize content creation and dissemination strategies on social media to enhance attractiveness and effectiveness. Additionally, Little Bear Electrical Appliances needs to make precise positioning and strategic choices for different social media platforms based on their characteristics and user demographics.

To further enhance Little Bear Electrical Appliances' competitiveness in the field of digital marketing, this paper will analyze the current status of the company's social media marketing, discuss the strengths and weaknesses of its digital marketing strategies, and summarize successful cases and key factors. Finally, recommendations will be provided for the future development of Little Bear Electrical Appliances in digital marketing to help the company achieve greater success in this area(W,Qingting, 2022).

In recent years, the rapid development of digital technology has brought significant changes to marketing strategies across industries. As consumers increasingly engage with brands through social media platforms, companies are recognizing the importance of developing effective digital marketing strategies centered around social media engagement. This shift in consumer behavior has sparked a growing interest in understanding how brands can leverage social media to enhance consumer involvement and foster brand loyalty.

One company that has caught the attention of scholars and practitioners alike is Little Bear Electric Appliances, a leading home appliance brand. Little Bear Electrical Appliances has shown notable success in implementing digital marketing strategies, particularly centered around social media, to engage consumers and enhance brand loyalty(W,Qingting, 2022). However, despite Little Bear's achievements, there remains a lack of in-depth research that systematically analyzes its digital marketing strategies and examines their effectiveness.

Therefore, this research aims to fill this gap by conducting a comprehensive study on Little Bear Electrical's digital marketing strategies, with a focus on social media engagement and its impact on brand loyalty(W,Qingting, 2022). By analyzing the current state of Little Bear Electrical's social media marketing efforts and evaluating the strengths and weaknesses of their digital marketing strategies, this study seeks to provide a thorough understanding of Little Bear's approach to digital marketing.

Furthermore, this research will explore the successful case studies of Little Bear Electrical's social media marketing initiatives. By identifying the key factors contributing to their success and extracting valuable insights from these experiences, this study aims to provide practical implications and strategic recommendations for Little Bear's future digital marketing endeavors(John Doe, 2022).

Overall, this research will contribute to the existing body of knowledge on the intersection of digital marketing, social media engagement, and brand loyalty. It will provide valuable insights for both scholars and practitioners in the field of marketing, helping them understand the evolving dynamics of consumer behavior in the digital era and the strategies that can be employed to foster sustainable and loyal relationships with customers.

Digital marketing has become an essential component of a company's overall marketing strategy, with social media playing a central role in consumer engagement and brand loyalty enhancement. The emergence of social media platforms has revolutionized the way companies interact with their target audience, allowing for more personalized and interactive communication. This has led to a shift in consumer behavior, with individuals increasingly relying on social media platforms for information, recommendations, and entertainment(John Doe, 2022).

The widespread adoption of social media platforms has presented both opportunities and challenges for businesses, including the appliance industry. Little BearAppliances is a prominent player in the appliance market, known for its innovative products and customer-centric approach. As the company recognizes the importance of digital marketing and the impact of social media on consumer behavior, it is vital for Little BearAppliances to develop effective strategies in this domain.

To ensure the continued growth and success of Little Bear Electrical Appliances, it is imperative to explore the current state of their digital marketing efforts, particularly their use of social media platforms(W,Qingting, 2022). Analyzing the strengths and weaknesses of Little BearAppliances' digital marketing strategies will provide valuable insights into areas of improvement and potential growth opportunities.

In conclusion, as consumer behaviour continues to evolve in the digital age, companies like Little Bear Electrical Appliances must adapt their marketing strategies to effectively engage with their target audience. Understanding the role of social media in consumer engagement and brand loyalty is crucial for companies to survive and thrive in today's competitive marketplace. By examining Little Bear Electrical Appliances' digital marketing strategies, this research aims to provide valuable insights and recommendations for the company's future development in the area of digital marketing(W,Qingting, 2022).

## **1.2 Research Problems**

Little Bear Electrical Appliance's business flourished between 2015 and 2017, achieving significant growth. However, subsequent policy changes and the financial crisis have put a damper on its favourable growth momentum, leading to a regression in its domestic business in recent years. This regression was due to Little Bear Electrical Appliance's failure to adequately focus on and plan its marketing, to conduct comprehensive analyses of the company's internal and external situation, and to develop a practical marketing mix strategy. On the product side, problems included

excess product quality, over-engineered features, and a lack of products adapted to the needs of the domestic market. On the price side, there were problems with unscientific pricing methods, resulting in overpriced products. On the sales channel front, there were excessively long sales channels and over-concentration of markets. In terms of promotion, there is insufficient promotional ability of the company's personnel, insufficient attention to participation in trade fairs and insufficient attention to e-commerce efforts. In terms of political power and public relations strategies, they are not used effectively.

In view of the above mentioned problems, there is an urgent need to study and formulate the domestic marketing strategies of Little Bear Electrical Appliance in order to facilitate the rapid development of its business. It is for this reason that the topic of this thesis was identified.

Currently, digital marketing has undergone rapid development, particularly concerning social media. Although many organisations have started to utilise social media platforms for digital marketing, there remains a research gap for specific strategies and best practices to enhance brand loyalty. While social media has become a fundamental component of digital marketing, there is a paucity of detailed research examining the correlation between consumer engagement and brand loyalty, particularly regarding specific industries and business scenarios (John Doe, 2022).

This observation suggests that although the role of social media in digital marketing has been widely discussed, there is a lack of in-depth research specific to business cases that explores how consumer engagement can be achieved through social media and further increase brand loyalty. Therefore, this study aims to fill the research gap in this area by providing an in-depth look at how social media engagement in digital marketing strategies affects brand loyalty, using Little Bear Electric as an example.

The section on research gaps could comprise the following components:

Currently, extensive research and attention has been focused on the field of digital marketing, particularly in the realm of social media. However, little in-depth research has been conducted on the specific strategies and methods of implementation that companies, such as Little Bear Electric, can utilise to enhance brand loyalty through social media engagement. While there is research on the significance of social media in digital marketing, case studies and strategy analyses specific to Little Bear Electrical Appliances in this area are still relatively underdeveloped. Therefore, the research gap centres on exploring the implementation of digital marketing strategies in the particular case of Little Bear Electrical Appliances, particularly the related strategies for consumer engagement and brand loyalty enhancement through social media.

Value of the study:

Filling this research gap has significant practical and academic value. By examining the specific case of Little Bear Electrical Appliances, it can provide useful lessons for other companies to implement social media strategies in digital marketing.

In addition, by examining the success story of Little Bear Electrical Appliances, valuable insights can be gained on how to build a strong brand image and enhance brand loyalty. This advances the field of digital marketing, particularly in terms of social media engagement.

In conclusion, the research gap with regards to examining the digital marketing strategy of Little Bear Electrical Appliances revolves around conducting a thorough investigation of the social media engagement and brand loyalty enhancement strategies in this specific case, and how to address the associated challenges. Such analysis would provide valuable new perspectives and learning experiences for both academia and practitioners in the realm of digital marketing.

By integrating these theories, this study aims to shed light on the effectiveness of Little Bear Electronics' digital marketing strategies, particularly on consumer engagement through social media, and to provide recommendations for increasing brand loyalty through improved digital marketing practices.

### **1.3 Objective of the study**

The purpose of this study is to delve into Little Bear Electrical Appliances' digital marketing strategies, with a particular focus on enhancing consumer engagement and brand loyalty through social media centrality. Specifically, this research aims to accomplish the following objectives:

1. To analyse the current status of Little Bear Electrical Appliances in social media marketing and critically evaluate the strengths and weaknesses of its digital marketing strategies.
2. To analyse the shortcomings in the digital marketing of Little Bear Electrical Appliance based on the 4V theory.
3. To provide actionable recommendations for the future development of Little Bear Electrical Appliances in digital marketing.

By achieving the above research objectives, this study seeks to offer practical insights into digital marketing strategies and social media engagement for Little Bear Electrical Appliances and similar enterprises. These insights are intended to assist them in better interacting with consumers, enhancing brand loyalty, and achieving success in competitive markets. Furthermore, this research contributes to filling specific research gaps in the field of digital marketing, providing valuable references for future studies.

### **1.4 Scop of the study**

The scope of this study is to research the digital marketing strategies of Little Bear Electrical Appliances, focusing on consumer engagement and brand loyalty enhancement through social media platforms. The study will primarily analyze the current state of Little Bear Electrical Appliances' social media marketing, examining the strengths and weaknesses of its digital marketing strategies. Finally, the study will provide recommendations for the future development of Little Bear Electrical Appliances in the field of digital marketing.



The study target population comprised consumers utilising Little Bear Electrical Appliances in Jinan, Shandong Province. Appliances studied were Little Bear vacuum cleaners, rice cookers, hair dryers, irons, and power strips. Data collection was done through an online questionnaire with the "Wenjuanxing" tool being the primary collection method. The questionnaire links were also shared on online platforms like WeChat and QQ. We gathered a total of 2000 valid responses.

These data resources provide robust support for our research, enabling us to analyze the digital marketing strategies and brand loyalty of Little Bear Electrical Appliances more effectively. Moreover, these data serve as a solid foundation for our study, ensuring its accuracy and credibility.

## **1.5 Research Significance**

The research on the digital marketing strategy of Little Bear Electrical Appliances, with a focus on consumer engagement through social media and its impact on brand loyalty, holds great significance for both academia and the business world.

This paper takes Little Bear Electric Company's marketing as the research object, and takes the basic marketing theory and related research literature as the theoretical support, which has certain theoretical significance and practical significance.

### **1. Theoretical significance**

Through Little Bear Electrical Appliance's research studies, using 4V theory, combined with Western marketing theory and China's marketing development of the basic conditions, combined with the needs of the new era of development and the economic status quo, through the state of enterprise marketing reveals, the use of 4V marketing model, analysis and put forward the product differentiation, product functionality, product value added, consumer resonance marketing optimization strategy, to explore the marketing strategy research of Little Bear Electrical Appliances. The study explores the marketing strategy of Little Bear Electric Appliances. The conclusions of the study will help to complement the previous marketing literature from the perspective of enterprise examples, improve the results of the application of the 4V theory, and make the 4V theory more practical than empty, more innovative than old-fashioned.

### **2. Practical significance**

With the rapid development of China's economy and the gradual awakening of people's desire for a better life, the market penetration rate of China's small home appliance industry has been deepening, especially personal care appliances have shown an increase in the richness of the variety of phenomena. The market potential is huge, consumer demand is increasing, but small home appliances is a light-asset industry, the threshold is low, coupled with the Internet economy driven by the intensification of competition in various industries, so that competition in the small home appliance market is becoming increasingly white-hot. Little Bear Electrical Appliances as a

leading personal care appliance company, how to adapt to the trend of economic development and changes in consumer demand, to defeat the original and new competitors, to stabilize the leading position, and continue to seize more market, is a must face and think about the problem. The study of its marketing strategy and the development of a more scientific and more in line with the needs of the market strategy, which is conducive to the cultivation of Little Bear Electrical Appliances' core competitiveness, and therefore has a certain degree of practical significance.

Firstly, taking Little Bear as the research object, through researching the current marketing strategy of small home appliances and analyzing its problematic points, it is helpful to strengthen the future marketing management of Little Bear and provide targeted suggestions to improve its marketing results. Especially in the construction of the company's 4V theory and the implementation of precise marketing management, it helps to provide guidance for Little Bear's marketing management and promote the development of the company's marketing strategy. In particular, the construction of the company's 4V theory and the implementation of precise marketing management will help provide guidance for the marketing management of Xiong Appliance and promote the sustainable and healthy development of the enterprise.

Second, Little Bear is a leading domestic small home appliance company, enjoying a certain reputation in the industry, and it has brought personal care small home appliances to consumers in major cities and even remote and backward areas in China. With the increase of market penetration, the study of its marketing strategy has a positive significance for this industry.

In conclusion, this research contributes to the existing knowledge on digital marketing and social media strategies, provides practical insights for marketers and managers in the consumer goods industry, and has economic implications for businesses. The findings of this study can benefit both academia and practitioners, ultimately leading to a better understanding and implementation of digital marketing strategies to enhance consumer engagement and brand loyalty.

By addressing these research objectives, this study not only contributes to the academic understanding of digital marketing strategies and consumer engagement but also provides actionable recommendations for Little Bear Electronics and other companies operating in the digital marketing landscape.

## 2. Literatures Review

The following literature review provides an overview of key studies and theories related to Little Bear Electronics' digital marketing strategies. Through the review of relevant literature and data, the current situation of Little Bear Electrical Appliance's digital marketing is analysed to provide baseline data for subsequent research.

### 2.1 Marketing Strategy

Marketing theory emerged in the United States at the beginning of the 20th century, and it was the "marketing of agricultural products" that took the lead, while the birth of marketing as a discipline originated in 1905 in Professor Croce's course. The American Marketing Association (AMA) defines marketing as the process of planning and implementing activities to create exchanges that achieve individual and organisational goals, and to conceptualise, design, price, promote and distribute products. In the process of exchange, marketers are more active in seeking exchange, willing to obtain resources from others for something of value, and if many marketers try to get themselves selected by buyers, this process of activity is marketing activity (Philip Kotler, 1973).

Marketing is a social process by which individuals and groups of people create and exchange products or values with others in order to satisfy their needs and desires. Modern marketing has penetrated into all corners of society, people or organisations around, engaged in a variety of activities can be regarded as formal or informal marketing (Philip Kotler, 1973).

Market demand is influenced by marketing variables under certain conditions, and to maximise profits and certain market responses, firms have to combine these variables or elements effectively (Huang Aihua, 2021).

In 1960 Jerome McCarthy, in his book "Basic Marketing" in 1960, put forward the 4 combination variables of marketing, or 4P theory. This theory divides the marketing factors of a firm into controllable and uncontrollable, and summarises the controllable factors as 4Ps. With the intensification of competition in the international market, government intervention in the economy of many developed countries, and the strengthening of trade protection, new advances have been made in marketing theory (Perreault W, 2004).

In 1967, Philip Kotler reconfirmed the 4P marketing mix theory in his book *Marketing Management: Analysis, Planning and Control*, including: 1. Product strategy: the combination of goods and services offered to the target market on behalf of the enterprise, including product quality, appearance, style, brand name, packaging, model or size, service, warranty, etc. 2. Price strategy: the price at which the customer buys the goods, including prices listed in the price list, discounts, concessions, payment terms, and so on. Channel strategy: also known as the way, refers to the enterprise to make its products enter and reach the target market for a variety of activities and ways. 4. promotion strategy: refers to the enterprise publicity to introduce the advantages of its products and persuade the target customers to buy its

products for a variety of activities, including advertising, sales promotion, publicity, sales promotion, etc.. Using 4P theory to guide the marketing mix is the basic operation method of marketing (Kotler, Philip, 1998).

## **2.2 Digital Marketing**

Scholars have explored different approaches to digital marketing strategies. For instance, a study by Chaffey and Ellis-Chadwick examined the effectiveness of various digital marketing channels and emphasized the importance of integrating social media platforms for enhanced customer engagement and brand exposure. Additionally, Kim and Ko investigated the impact of personalized advertising and recommended tailoring marketing messages to individual consumers based on their preferences and behaviors.

Digital marketing is one of the key terms in the field of modern marketing, which formulates new marketing strategies targeting consumer behavior and market environment in the digital era. According to scholars' research, digital marketing refers to the process of implementing and managing marketing activities using digital technologies and online channels. It emphasizes interaction and engagement with a wide range of consumers, aiming to enhance brand loyalty through means such as social media platforms.

In the study of Little Bear Electronics' digital marketing strategies, it is essential to analyze the current status of their social media marketing, in order to gain a comprehensive understanding of market trends and competitors' strategies in the industry. By citing relevant theories from scholars' research, it is possible to analyze the strengths and weaknesses of Little Bear Electronics' digital marketing strategies.

The rise of social media has provided companies with opportunities and platforms for direct interaction with consumers. As a well-known home appliance brand, Little Bear Electronics should actively participate in social media and provide valuable content to attract consumers' attention (Zhang Kai, 2016). Consumer participation and engagement are crucial factors in improving brand loyalty. Little Bear Electronics can enhance consumer-brand interaction through online events, initiating user dialogues, sharing consumer stories, and other methods (Huang Aihua, 2021).

Successful digital marketing case studies from Little Bear Electronics show that effective digital marketing strategies are based on a deep understanding and personalised positioning of the target audience. Little Bear Electronics can develop personalised content and activities based on the analysis of consumer characteristics and needs, targeting their preferences and interests (Wang Min, 2021). In addition, brand credibility and trustworthiness have a significant impact on consumer loyalty. Little Bear Electronics can enhance brand credibility by sharing product information, providing professional purchase guidance and offering after-sales services (Wang Lu, 2020).

Based on the aforementioned research and theories, I suggest that the future development of Little Bear Electronics in digital marketing should focus on the following aspects. Firstly, further optimize social media marketing strategies to create opportunities for consumer interaction and provide useful and engaging content. Secondly, strengthen personalized marketing by developing tailored content and activities based on consumer characteristics and preferences to enhance their engagement and loyalty. Lastly, pay attention to establishing and maintaining brand reputation by communicating and collaborating with consumers to enhance brand credibility and trustworthiness (Philip Kotler, 1973).

In conclusion, the study of Little Bear Electronics' digital marketing strategies should be conducted in conjunction with theories from scholars and relevant case studies, encompassing analyzing the current situation, summarizing successful experiences, and providing future development recommendations, to improve their level of social media marketing and brand loyalty. This will help Little Bear Electronics maintain competitiveness and achieve sustainable development in the digital era (Philip Kotler, 1973).

### **2.3 4V Marketing Theory**

In the 1980s, the rapid development of high-tech industry, the emergence of a lot of high-tech products and services, with the accompanying marketing concepts and forms are also constantly enriched, in this period of time, Professor Wu Jinming of Central South University, combined with the above put forward the 4V marketing theory. Although the market supply and demand and social consumption concepts are constantly adjusting and changing, the theme of marketing theory has always been the customer, 4V theory around the theme of the customer at the same time also take into account the community, taking into account the capitalists, enterprises and employees, and more critically, the cultivation of the core competitiveness of the enterprise (Huang Aihua, 2021).

The 4V marketing mix includes: Variation, Versatility, Value, and Vibration.

1. Variation: Customers' needs are inherently different, and this is even more pronounced nowadays when personalisation is becoming more and more prevalent. To satisfy customers means to satisfy their needs, and to satisfy customers' needs means to create differentiated products. Whether a company can dominate the market depends on whether it can differentiate its products from its competitors and make them instantly recognisable to the consumers, and differentiated marketing precisely meets the above requirements. Differentiation marketing is the production of products that are superior in quality and performance to those available in the existing market through the use of technical and managerial advantages, or through special publicity, promotion, and sales. Or it can build up a good image in the mind of customers through special publicity, sales promotion, after-sales and other sales behaviours. The difference in differentiated marketing refers to the incomplete substitutability of products, which can be divided into product, market and image differentiation. Product differentiation refers

to the products produced by enterprises in the quality and performance of similar products compared to manufacturers have obvious advantages, have their own certain market; market differences is due to the sale of products in the conditions, the environment and other factors and the differences. Including sales price, distribution channels and after-sales service differences; image differences refers to the enterprise through the brand strategy, customer loyalty strategy and media publicity so that the enterprise in the minds of customers to establish the image and thus generate preferences. image in the minds of customers, thus generating preference (Philip Kotler, 1973).

2. Functionality: enterprise manufacturers according to the different requirements of customer consumption, the production of a series of products with different functions, increased functionality will make the product into a high-grade products, reduce functionality into low consumption, consumers can be free to mix and match the choice. Functionality of the product refers to an enterprise to produce products in the minds of customers have three levels of positioning, first of all, the core function refers to the basic function of the product, for example, cups are used to drink water, the car is used to get around; secondly, the extended function refers to the extension of the function of the depth of the direction, from a single function to the multi-function and then to the direction of the full-featured development of the depth of the direction, for example, mobile phones in addition to mobile phone, but also storage, Internet, and so on; Finally, additional functions, such as decorative functions. The more functions a product has, the higher its corresponding price will be. Customers can choose according to their own preferences and affordability (Kotler, Philip, 1998).

3. Added value: the value of a product is divided into two parts, i.e., basic value, i.e., "C+V+m", which is mainly the sum of physical labour and consumption of living labour paid during the production and sale of the product, and three parts of added value, including high-tech added value, marketing or service added value, corporate culture and brand value. Brand value. From the trend of increasing development, added value in the future value of products will increase the proportion of the composition, the competitive advantage of enterprises will also put more emphasis on the added value of products, so that the focus of the marketing concept will also emphasise the "added value". In the 21st century, from the surface of the customer to buy is still the use value of the product, the essence of the purchase is the value of the enterprise; from the surface of the consumer consumption is the production of the enterprise's products, the essence of consumption is the producer's culture (Perreault W, 2004).

4. Resonance: the enterprise brings the maximum value to consumers through its own value innovation in all aspects of competitiveness, so as to maximise the profits of the enterprise simultaneously, here the innovation ability of the production enterprise and the value valued by the customer are closely linked together, and the enterprise allows consumers to obtain the maximum range of satisfaction through value innovation. In their purchasing behaviour, customers track the "utility maximisation" of the products they buy, which requires enterprises to provide consumers with products or services of maximum value from the perspective of the value hierarchy, so that consumers can experience more of the actual utility of the products or services they

buy. Enterprises maximise the utility value of customers through the value innovation of each constituent element, and after customers continuously and steadily obtain this value maximisation, they will achieve demand satisfaction and invariably become loyal customers of the enterprise. Customers will be satisfied with their needs and become loyal customers of the enterprise, and at the same time, empathy will be created between the two parties (Neil H Borden, 1984).

## **2.4 Small Electric Appliance**

Small electronic appliances are compact household appliances such as induction cookers, electric kettles, electric shavers and more. In modern society, small appliances have become an indispensable part of people's lives. Scholars have proposed various theories to explain the importance of small appliances in the consumer market.

With the continuous development of technology, small appliances have become more versatile and intelligent in their capabilities. Individuals often purchase small appliances to improve their quality of life and convenience. For example, electric toothbrushes can provide more effective oral hygiene, while induction cookers allow food to be prepared quickly. As such, the flourishing small appliance market serves as evidence of technological progress (Zhang Min, 2018).

Another scholar, Wang Ming, believes that the popularity of small appliances is closely related to economic development. In the new economic situation, people's demands for a better quality of life have increased. Small appliances have become an important means to meet these demands. Compared to traditional large appliances, small appliances are more affordable and have lower costs, making them suitable for mass consumption. In addition, small appliances are relatively easy to repair and replace, making them more sustainable and in line with modern consumers' pursuit of environmental friendliness.

In addition, researcher Zhao Li suggests that the proliferation of small appliances is also linked to the accelerated pace of life. In modern fast-paced urban life, people increasingly value time efficiency and convenience. The emergence of small appliances caters to this need. For example, electric shavers allow men to complete their shaving routines in a short time, saving time. Small appliances therefore help people to better adapt to today's fast-paced lifestyles.

In conclusion, small appliances play an important role in modern society. Scholars have explained the proliferation of small appliances in the consumer market through research on technological progress, economic development and the accelerated pace of life. Small appliances not only improve people's quality of life and convenience, but also drive technological and economic progress. Over time, it is expected that small appliances will continue to meet people's evolving needs in more diverse and intelligent ways (Neil H Borden, 1984).

## 2.5 Research framework

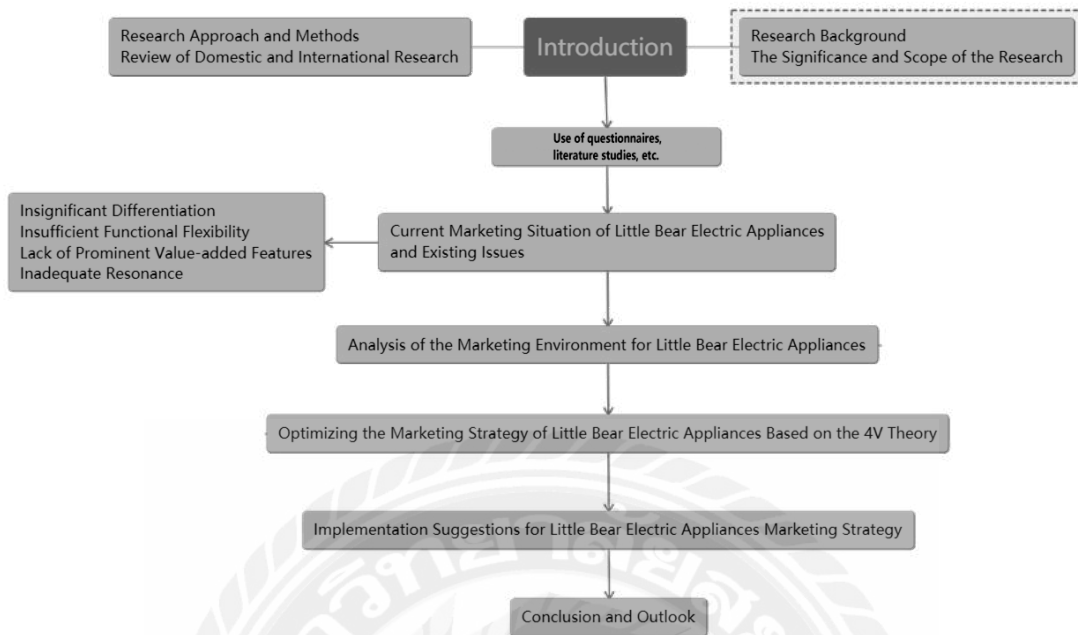


Figure 2.1 Research framework



## **3. Research Methodology**

### **3.1 Introduction:**

This study adopts a quantitative research approach, by conducting surveys and collecting authoritative internet data, researching, analysing and organising, we obtained data support for this case study as well as the latest market information. This provided reference material for environmental analysis and strategy optimisation and improvement in this paper.

### **3.2 Questionnaire survey method:**

Through the use of a questionnaire survey and authoritative internet data, along with investigation, collation, and analysis, relevant case data and current market information were obtained. This paper presents environmental analysis and strategy optimization and improvement recommendations based on this gathered information.

#### **3.2.1 Sample selection and survey process:**

The study population is users of Little Bear Electrical Appliance in Jinan, Shandong Province, the questionnaire using the network questionnaire, mainly using the "questionnaire star" tool, through the WeChat and QQ and other ways to fill out the answer, the recovery of 2000. The above information meets the needs of the study.

#### **3.2.2 Questionnaire design:**

This survey conducted research on Little Bear electrical appliances, focusing on the 4V marketing theory and enterprise marketing strategy related factors. Consultation of research theory, particularly literature on electrical appliance marketing strategy, was fully undertaken. The questionnaire design centered around marketing problems of Little Bear electrical appliances' users. We sought advice from Little Bear Appliance's marketing personnel, as well as tutors and students, to design a more rational and scientific questionnaire. This enables us to accurately identify marketing issues and systematically analyse how to improve Little Bear Appliance's marketing strategy in terms of differentiation, elasticity, value-added, and resonance. Objectivity is maintained throughout.

Table 1 Questionnaire Related to Little Bear Electrical Appliances Marketing Strategy

<b>4V theory</b>	<b>Question</b>
Variation	Q1,Q2,Q3,Q4,Q5,Q6
Versatility	Q7,Q8,Q9
Value	Q10,Q11
Vibration	Q12,Q13,Q14,Q15

### **3.3 Data Analysis**

#### **3.3.1 Data Statistics Tools**

This study mainly uses software such as SPSS and Excel to statistically analyse the survey data. For example, Excel software was used to statistically analyse the basic information of research subjects and generate survey data; then SPSS was used for descriptive statistics, independent samples t-tests, one-way ANOVA and other statistical methods of data to analyse the differences under the variable of user satisfaction of Little Bear Electrical Appliance, providing data and information support for subsequent conclusions.

#### **3.3.2 Reliability and Validity Analysis of the Analysis of the Questionnaire**

##### **1. Questionnaire reliability analysis**

If the measurement is repeated, the degree of consistency of the measurement results of a scale is the reliability of the scale, which is usually used to indicate whether the scale can stably measure the desired item. Cronbach's Alpha is usually used to analyze the reliability of attitude questionnaires. If the value of coefficient a is higher than 0.8, it indicates high reliability of the questionnaire; If the value of coefficient a is between 0.7 and 0.8; It indicates good reliability; If the value of coefficient a is between 0.6 and 0.7; Explain that the reliability of the questionnaire is acceptable; If this value is less than 0.6; This indicates poor reliability of the questionnaire.

The object of this research is the users of Little Bear electrical appliances, the questionnaire using the network questionnaire, mainly using the "questionnaire star" tool, through the WeChat and QQ and other ways to fill out the answer, the recovery of 2000. By analyzing 2000 questionnaire data using SPSS (25.0), a coefficient of 0.871 was obtained, as shown in the following figure. The coefficient of a is higher than 0.8, indicating a high internal consistency reliability of the questionnaire, which can be used for this study.

Table 2 Questionnaire reliability measurement results

reliability statistics	
Cronbach' s Alpha	number of items
0.871	2000

## 2. Questionnaire Validity Analysis

The accuracy of the measurement tool in representing the characteristics of the object being measured is called validity, or the degree of validity. Validity includes content validity and structural validity; content validity can reflect the relationship between the test indicators and the measurement objectives; structural validity can reflect whether the scale can measure the variables it is intended to measure. The validity of the questionnaire can be tested using factor analysis, which includes exploratory factor analysis and confirmatory factor analysis. Usually, researchers use exploratory factor analysis to explore the dimensions of fundamental variables; confirmatory factor analysis is the process by which researchers check whether the correspondence between measurement factors and scale items is consistent with their predictions based on certain theories or prior knowledge. The study population is users of Little Bear Electrical Appliance in Jinan, Shandong Province, the questionnaire was designed based on the 4V theory, exploratory factor analysis was also used to verify the structural validity of the questionnaire in this study.

## 4. Finding

### 4.1 Analysis of survey results

1. Statistical analysis of basic information of questionnaire respondents the basic statistics of the 2000 valid questionnaires were analyzed, and the statistical results are shown in Table 3.

Table 3 Specific statistical table of the questionnaire objects

Category	Options	Number of people	Percentage
Sex	Male	1100	55.0%
	female	900	45.0%
Age	Under 18 years old	10	0.5%
	18-25 years old	100	5.0%
	26-30 years old	220	11.0%
	31-40 years old	1020	51.0%
	41-50 years old	57	28.5%
	Over 50 years old	80	4.0%
Marital status	Unmarried	290	14.5%
	Married	1710	85.5%
Monthly Income	Less than 3000 RMB	20	1.0%
	3,000-5,000 RMB	420	21.0%
	More than 5000 RMB	1450	72.5%

According to the statistical results of the questionnaire survey, the survey respondents accounted for 55% of men and 45% of women; the age of the survey respondents was mainly concentrated in the age group of 26-50 years old, which accounted for 90.5% of the survey respondents; most of the respondents were married; and the respondents had a monthly income of more than 3,000 RMB. This shows that the audience of Little Bear's products in this study are men and women aged 26-50, with a monthly income of more than 3,000 RMB.

#### 2. Product marketing aspects of the questionnaire results analysis

According to the statistical results of the questionnaire survey, "Have you ever purchased products from Little Bear Electric?" This survey, the recovery In the 200 questionnaires, 81.68% of the respondents had purchased Little Bear products, and 18.32% had not. As shown in Figure 3.1.

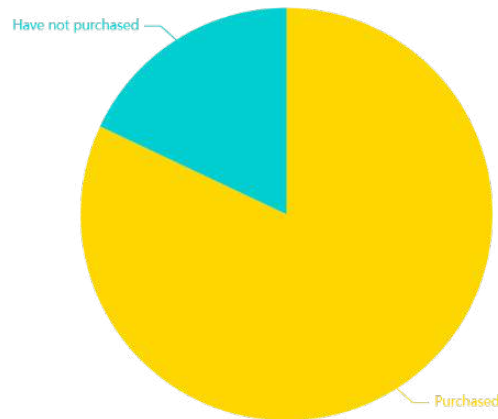
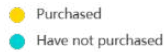


Figure 3.1 Little Bear Appliance Product Survey - Whether Customers Have Purchased Little Bear Appliance Products

From the point of view of the way of purchasing products from Little Bear Electrical Appliances, traditional supermarkets accounted for 59.90%, e-commerce accounted for 61.88%, online and offline accounted for a similar degree of matching, in recent years the emerging ways of purchasing: micro-commerce and live broadcasting accounted for 5.94% and 0.99% respectively, as shown in Figure 3.2.

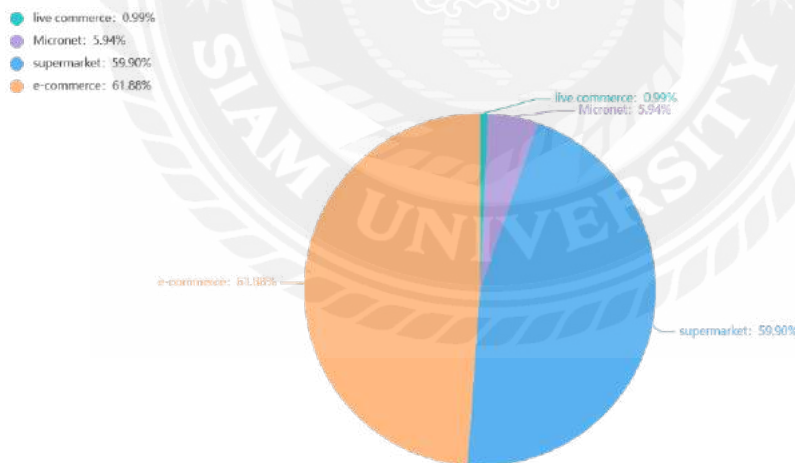


Figure 3.2 Little Bear Electrical Appliances Product Survey - Purchase Methods

In terms of consumer satisfaction with Little Bear's products, 55% of the respondents were satisfied, and 22.5% were both very satisfied and average. The percentage of respondents who were satisfied and average were both 22.5%, as shown in Figure 3.3.

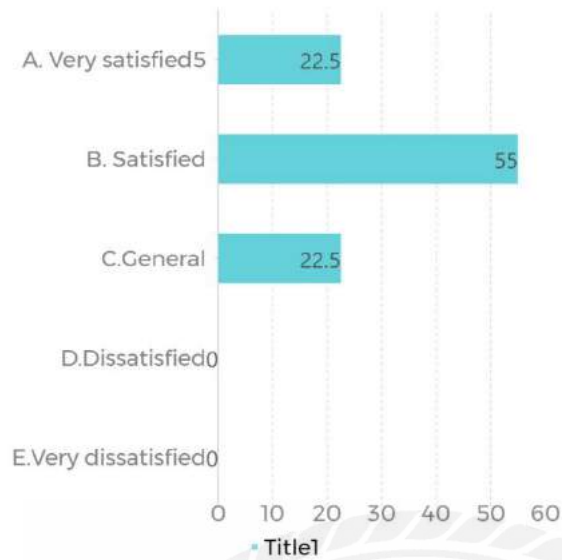


Figure 3.3 Little Bear Appliance Product Survey - Product Satisfaction

From the point of view of consumers' use of Little Bear's products, 53% of the respondents were satisfied, and only 23.5% were very satisfied, accounting for 23% of the respondents. Only 23.5% of the respondents were satisfied, and 23% were generally satisfied, as shown in Figure 3.4.

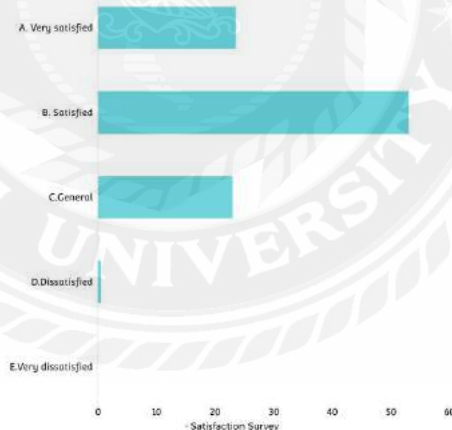


Figure 3.4 Little Bear Electrical Appliances Product Survey - Product Functionality

In terms of the overall price/performance ratio of Little Bear's products, 50% of the respondents thought that the price/performance ratio was high, 23.5% thought it was very high, and 26% thought it was average. The percentage of those who think it is very high is 23.5%, and the percentage of those who think it is average is 26%, as shown in Figure 3.5.

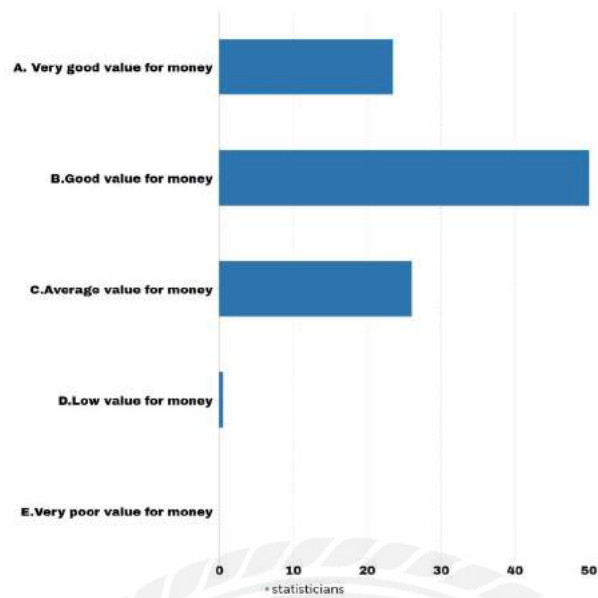


Figure 3.5 Little Bear Electrical Appliances Product Survey - Product Value for Money

From the perspective of consumers' emotional feedback on Little Bear brand marketing, 49% of the respondents were satisfied with the emotional feedback of the Little Bear brand, and only 19% were very satisfied. Feedback satisfied, very satisfied accounted for only 19%, general accounted for 30.5%, as shown in Figure 3.6.

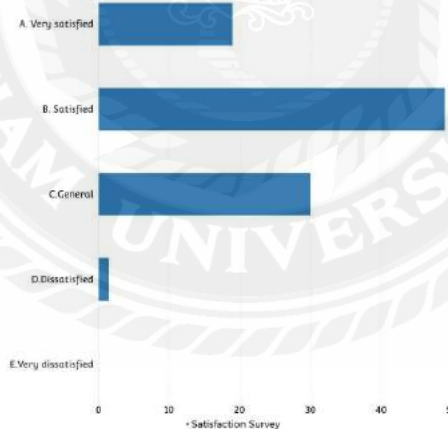


Figure 3.6 Little Bear Product Survey - Brand Emotions

From the consumer feedback on Little Bear brand online marketing, 42% of the respondents have seen Little Bear products on social media, 21% of the respondents have seen Little Bear products on traditional media; 52% of the respondents believe that Little Bear's online marketing should be rich in content, more combined with current hotspots, 35% of the respondents believe that Little Bear's digital marketing should be enhanced in the form of marketing Diversification.

## 4.2 The current marketing status of Little Bear Electrical Appliances

Combining the results of the questionnaire survey and online shopping evaluation, Adoption of the 4v theory, the current marketing status of Little Bear Electrical Appliances is analyzed in terms of differentiation, functionality, added value and resonance are analyzed and summarized.

### 4.2.1 The current state of marketing differentiation

No matter what kind of marketing a company does, its purpose is to provide consumers with diversified product needs and services. In the case of Little Bear, different regions, different genders, and different age groups of customers have different needs for Little Bear's products, which requires companies to design different marketing methods according to the above differences. At the same time, the different requirements of different customers on Little Bear Electrical Appliances also reflects the differentiation of this feature, which requires companies to understand the psychology of consumers, insight into the marketing concepts of other brands, to grasp the differentiation of their own corporate brand marketing characteristics, in order to highlight the differences with other brands. In order to reflect the consumers' evaluation of Little Bear's brand marketing differentiation, this paper has launched a questionnaire survey, and the results of the survey can be seen in Figure 3.7. From the description of the figure, 45% of the surveyed customers held a general evaluation of Little Bear's brand marketing differentiation, accounting for almost half of the total, and this part of the customers' perception of Little Bear's brand is general, which is still far from the differentiation requirements of the 4V marketing, and there is still room for improvement.

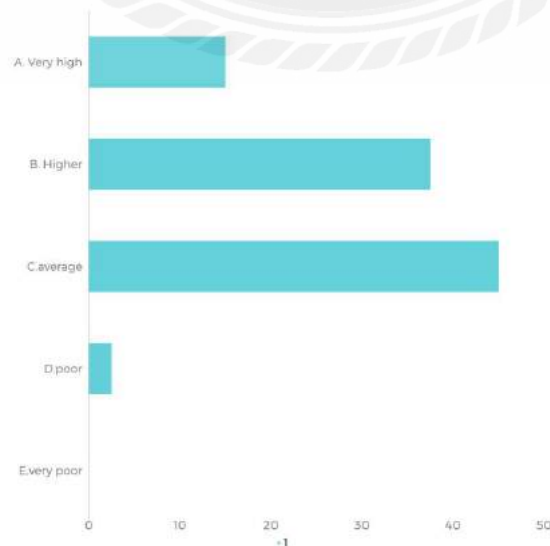




Figure 3.7 Little Bear Appliance Marketing Strategy Survey-Differentiated Marketing Evaluation

#### 4.2.2 The functional state of marketing

Brand to increase customer stickiness to enhance customer satisfaction, marketing functionalization is one of the important elements of marketing. At the functional level brands can bring consumers the benefits of the most basic is the quality of the product or service. Enterprises In the marketing process, creating quality and service that customers can visualize is the primary practice of managing customer value. For Little Bear, from the very first razor appliance, the focus has been on the functionality of the product, with the goal of providing consumers with personal care appliances with a wide variety of functions. Figure 3.8 below shows the evaluation of Little Bear's marketing functionality, with 39% and 16% rating the product's functionality highly and very highly, respectively, but 44.5%, the largest proportion, rated the product as average, and a very small proportion rated it poorly and very poorly. This data suggests that the Little Bear brand will need to continue its efforts to change and improve the functionality of its marketing in the coming period, in order to gradually change the general image of its products in the minds of consumers.

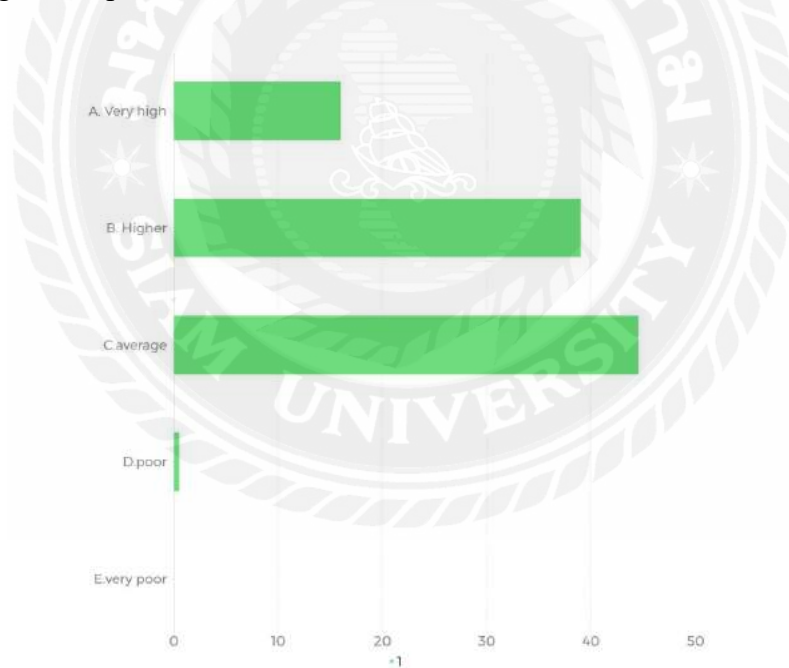


Figure 3.8 Little Bear Appliance Marketing Strategy Survey - Functional Marketing Evaluation

### 4.2.3 The current state of added value in marketing

Improving the effectiveness of marketing campaigns by exploring sources of brand value added has been a marketing concern since the 1990s. At the same time, the ongoing search for added value has deepened our understanding of corporate profitability. When faced with a myriad of choices, customers are prone to shift from the functional dimension to the emotional dimension, preferring brands that bring them a certain kind of sentiment, which is an extended attribute created by the brand, i.e., added value. For Little Bear, which mainly focuses on personal care appliances, how to provide customers with value-added products is a key issue for the company's future marketing. Figure 3.9 shows the evaluation of Little Bear's marketing value-added, and it can be found that 48% of the customers do not have a high evaluation of Little Bear's brand value-added, and they think it is only average, while only 16.5% think it is very high, and 34% of them have a high evaluation. It can be seen that Little Bear in the marketing of electrical appliances to pay more attention to the brand added value of this important element.

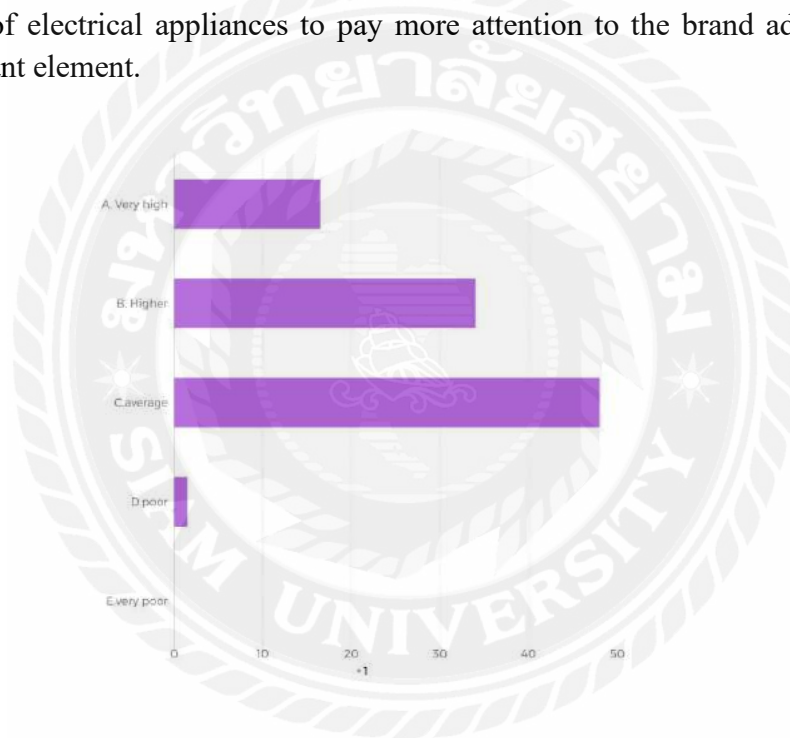


Figure 3.9 Little Bear Marketing Strategy Survey - Value Added Marketing Evaluation.

### 4.2.4 The current state of resonance in marketing

The new age of the internet has dramatically changed the way marketing is done and many of the old rules no longer fully apply. In the context of the digital web, companies can use segmentation of small target markets to create products that are suitable for different markets, and if they want to be effective they must explore resonance marketing. A combination of resonance marketing, cause marketing or other

multicultural marketing can help companies to find new market niches and can create higher results. Figure 3.10 statistically depicts the customers' evaluation of Little Bear's marketing resonance, with 18.5% of the customers evaluating it as very high, 35% as high, and 44.5% of the respondents still considering its brand resonance to be average, which suggests that Little Bear has to go further to strengthen the communication with customers in its marketing, to pass the brand culture to all audiences and even to the society, and to actively create resonance characteristics of its marketing.

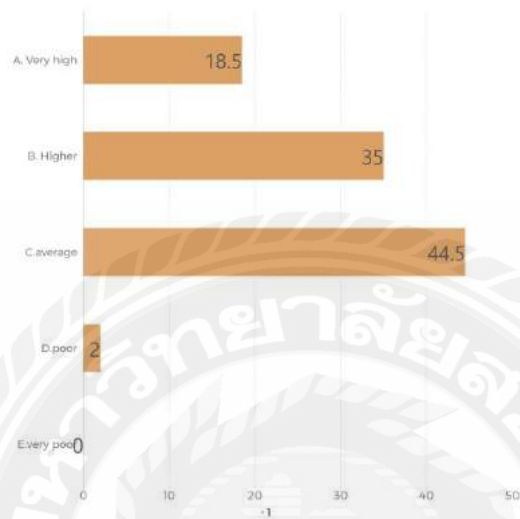


Figure 3.10 Little Bear Appliance Marketing Strategy Survey - Social Empathy Marketing Evaluation

### 4.3 Analysis of deficiencies and reasons in the marketing of Little Bear Electrical Appliances

#### 4.3.1 The differentiation aspect of marketing is not significant enough

Currently in the domestic market, small appliances industry products with low technical barriers, marketing homogenization is also a common phenomenon, different brands of marketing overlap is serious, basically from the basic features of personal care appliances to start the publicity, offline focus on TV ads, posters, radio, supermarket promotions, shopping malls, etc., on-line focus on Taobao, Jingdong, Pinduoduo, Jitterbug, TV network platforms, etc., regardless of market promotion, or brand image positioning, marketing methods and content are very similar, for the majority of customers, the brand has no special unique features to form no memory points. Whether it is the publicity of the market, or the positioning of the brand image, the marketing approach and content is very similar, for the majority of customers, the brand has no special unique features, so that the formation of no memory. This is a

common long-term problem in the domestic market. For Little Bear brand of electrical appliances, for a long time is also online and offline marketing, its offline distribution system, mainly through the terminal dealers, wholesale distributors to achieve, online marketing Taobao Tmall, Jingdong Mall, NetEase Kola, etc., but also in the exploration of new e-commerce platforms. Compared with Philips and other international first-tier brands, Little Bear's marketing methods are still relatively single and traditional, making it difficult to reflect the difference in marketing. In addition, Little Bear's main product shavers are divided into two series: Little Bear and Borei, which mainly focus on the low-end market, and the price is not high, which only meets the basic requirements of small home appliances, and it is difficult to take into account the qualities of "fashion" and "atmosphere" compared with the first-class enterprises. In summary, Little Bear is too conservative in marketing, ignoring the diversity of marketing content and methods of personal care appliances, resulting in the existence of its marketing differentiation is too general problem.

#### **4.3.2 Insufficiently resilient functional aspects of marketing**

Most of the domestic small home appliance enterprises in the marketing direction of the practice is often not enough attention, not after a rigorous market research and consumer audience understanding, mostly based on the feeling of the top management or the impression of the enterprise's marketing to make decisions on the management category, and marketing, not a detailed investigation of the market and market segmentation, so that the new product can not be accurately positioning and flexibility of the launch, resulting in poor results, in order to achieve the original expected goals, many enterprises do is through marketing and then squeeze in more talent and material resources, thus doubling the effort. In order to achieve the original expected goals, many enterprises do so by squeezing in more talents and material resources through marketing, thus getting half the result with twice the effort. In order to achieve the expected goal, many enterprises do it by squeezing in more talents and material resources through marketing, thus getting half the result with twice the effort. With the more talents and material resources squeezed in marketing later and put them into the initial stage, we should first carry out market research, understand the similar products, the preferences, consumption ability and habits of the audience online and offline and even in different media, and then research and develop the targeted products with elasticity according to the characteristics of the customers in different channels. Products with strong functional elasticity and multi-dimensional channel elasticity will definitely have stronger competitiveness. On the other hand, in the environment of popularization of the Internet, because the amount of information received by the customer group has evolved from a lack of original to a point where it is impossible to choose, most enterprises, although the online and offline layout of the fusion of the development, but the original traditional promotional, one-way sales model is still used, or this concept still exists in the so-called innovation on the Internet on the surface,

which is difficult to arouse the audience's interest, and can not attract the eyes of the new generation of consumers, and the marketing model of the new consumer groups. Groups of eyeballs, and the flexible application of the marketing model, so that the target user and the enterprise's services are not out of touch.

Little Bear, as a listed company founded and operated by a Wenzhou boss, lacks a correct understanding of the integration of marketing functions, and pays too much attention to the product itself and not enough attention to its expanding functions, which makes Little Bear's personal care appliances lack of marketing functions, and therefore there is still a lot of room for improvement in the elasticity of its marketing functions.

### **4.3.3 The value-added aspect of marketing is not prominent enough**

The development of China's small household appliance enterprises to date, has entered a period of steady development, such enterprises have the basic product design and product development capabilities of the small household appliance industry, but the majority of domestic enterprises still lack the support of core technology, the investment in research and development of new products is conservative, relying on the supply chain's strong bargaining power to reduce the cost of raw materials and related costs, and relying on the efficiency of the labor force and the price advantage of the compression of costs. However, these are only part of the basic value. The added value includes high technology added value, marketing or service added value, corporate culture and brand value. In today's small home appliance consumer market, consumers prefer and pursue the highlights of novel appearance, outstanding performance, high technology content and so on. The basic value takes up most of the product, and the added value component of the product needs to be increased urgently.

Otherwise, once encountering a dangerous survival environment, the enterprise's power and ability to develop will be tested. The brand value of added value is the treasure of core competitiveness of enterprises. Little Bear Electrical Appliances since its inception, the brand building also attaches great importance to, but with the sharp increase in the amount of market investment, dispersed more energy to build the factory production, not be able to devote themselves to the building of the enterprise brand, in the context of the intensification of the Internet culture, its brand building practices still retain the traditional nature of the use of the emerging media is not enough to recognize the degree of marketing channels to promote the strength of also very limited. The fusion of traditional and emerging media can publicize the connotation and value of the brand from a multi-dimensional perspective, and increase the efforts to promote the brand through multiple channels, so as to arouse the audience's interest in the brand. The integration of traditional media and emerging media to publicize the connotation and value of the brand from a multi-dimensional perspective, and to increase the efforts to promote the brand through multiple channels

to arouse the sentiments of the audience to highlight the added value of Little Bear Electrical Appliances.

#### **4.3.4 The empathy aspect of marketing is inadequate**

In terms of Little Bear's resonance with consumers, the first thing that is lacking is interaction with consumers. Nowadays, we are in an information age, and communication is very fast. For a company's marketing, the interaction between the company and its audience is becoming increasingly important. Through this interaction, it can increase the mutual understanding between the company and its audience and even the society, thus triggering resonance. However, Little Bear's entire marketing process seems to lack this kind of interaction and does not seem to pay much attention to it. Secondly, in the above status of added value, it has been mentioned that domestic enterprises do not have a high awareness of brand value and corporate culture, and if there is a lack of publicity in the construction, it will not be able to cause the social audience to identify with the value of the brand and corporate culture. Little Bear, as an enterprise with a 20-year history of development, does not have a distinctive and unique corporate culture, and consumers' knowledge of its culture is very general; in the marketing process, it also fails to let the majority of consumers fully experience and feel the concept of the Little Bear brand. Because it is not well known, it does not resonate well.

## **5. Conclusion and Recommendations**

### **5.1 Conclusion**

The development of China's small home appliance industry has entered a steady and mature stage, this paper combines scientific marketing theories and methods to analyse the marketing strategy of Little Bear Electrical Appliance, analyses the profile of Little Bear Electrical Appliance and its marketing status quo, and discovers the existing problems in the current marketing strategy, which is mainly elaborated from four aspects. Using the 4V marketing theory, the optimisation of Little Bear Electrical Appliance's marketing strategy is proposed in terms of Variation, Versatility, Value and Vibration. Finally, Little Bear Electrical Appliance Company puts forward the feasible measures in marketing, so that the optimisation of marketing strategy can be practicable.

Firstly, Little Bear Electrical Appliances has successfully embraced social media platforms as an effective tool for marketing and engaging with consumers. By leveraging social media channels, the company has achieved increased brand visibility and consumer participation. The use of platforms such as WeChat, Weibo, and online forums has allowed Little Bear Electrical Appliances to connect with a wider audience, resulting in improved brand awareness and customer loyalty.

Secondly, the research highlights the importance of creating engaging and relevant content on social media platforms. Little Bear Electrical Appliances has successfully utilized storytelling, product demonstrations, and interactive campaigns to capture the attention and interest of their target audience. These strategies have not only increased consumer engagement but also fostered brand loyalty among customers.

Furthermore, the study identified the significance of two-way communication on social media platforms. Little Bear Electrical Appliances has actively interacted with their customers, addressing inquiries, resolving complaints, and incorporating customer feedback into their product development process. This responsive and customer-centric approach has highly influenced brand perception and customer satisfaction, ultimately leading to increased brand loyalty.

Through the analysis, Little Bear Electrical Appliance marketing strategy is the main problems are: marketing differentiation, product differences are not obvious enough to meet the needs of a wide range of customers; marketing functionality, the lack of emphasis on the flexibility of the marketing function, the lack of different nature of the treatment of consumers to use the appropriate marketing media; marketing value-added aspects, the lack of technical perspective, brand image point of view to let users feel the added value maximisation; marketing resonance, the promotion of corporate culture, brand value shaping needs to be strengthened, not

enough to connect with the values of consumers, users do not have enough adhesion and other issues. In terms of added value of marketing, there is a lack of maximising the added value from the technical point of view and brand image point of view; in terms of resonance of marketing, there is a need to strengthen the promotion of corporate culture and brand value shaping, and there is insufficient connection with the values of consumers, and insufficient adhesion of users to the products, and so on.

In conclusion, the findings reveal that Little Bear Electrical Appliances has effectively employed social media platforms to enhance consumer participation and improve brand loyalty. The success of their digital marketing strategies lies in their ability to provide engaging content, foster two-way communication, and adapt to the changing preferences and demands of their target audience.

## **5.2 Recommendations**

### **5.2.1 Suggestions for Little Bear Electrical Appliance**

Based on the findings, it is recommended that Little Bear Electrical Appliances continues to invest in social media marketing and explore new digital platforms to expand their reach. Additionally, they should continuously monitor and analyze consumer data to tailor their content and engagement strategies accordingly. By staying adaptive and innovative in their digital marketing efforts, Little Bear Electrical Appliances can further solidify their position in the market while building long-term brand loyalty among their customers.

Based on the research conducted, the following recommendations are suggested for the future development of Little Bear Electrical Appliances' digital marketing strategy focused on consumer engagement and brand loyalty enhancement:

1. **Enhance Existing Social Media Platforms:** Little Bear Electrical Appliances should continue to invest in and strengthen its presence on various social media platforms. This includes regularly updating content and engaging with consumers through comments, messages, and discussions. By actively participating in conversations and addressing consumer inquiries and feedback, the brand can foster a sense of community and strengthen consumer loyalty.

2. **Leverage Influencer Marketing:** Collaborating with social media influencers who have a strong influence and following in the home appliance industry can significantly expand the reach and visibility of Little Bear Electrical Appliances. By partnering with relevant influencers, the brand can increase brand exposure, credibility, and consumer trust. It is crucial to carefully select influencers who align with the brand's values and target audience to ensure authentic and effective promotions.



3. **Implement User-Generated Content Campaigns:** Little Bear Electrical Appliances should actively encourage consumers to generate and share their experiences with the brand's products on social media platforms. User-generated content provides a valuable source of authentic promotion and social proof. The brand can organize contests, giveaways, or create hashtags to incentivize consumers to share their content. This not only increases engagement but also strengthens brand loyalty by involving consumers in the brand's storytelling.

4. **Utilize Data Analytics:** Little Bear Electrical Appliances should leverage data analytics to understand consumer behavior, preferences, and trends. By analyzing data gathered from social media platforms, the brand can gain insights into consumer sentiment, engagement levels, and purchasing patterns. This information can be used to personalize marketing efforts, develop targeted campaigns, and make data-driven decisions that optimize digital marketing strategies.

5. **Explore Emerging Social Media Channels:** The brand should stay updated with the latest social media trends and be willing to explore and experiment with emerging platforms. By being an early adopter of new channels that resonate with the target audience, Little Bear Electrical Appliances can gain a competitive advantage and reach consumers who may not be active on traditional social media platforms. This could involve experimenting with live streaming, interactive storytelling, or augmented reality features to create unique and engaging brand experiences.

Implementing these recommendations will enable Little Bear Electrical Appliances to further enhance its digital marketing efforts, increase consumer engagement, and improve brand loyalty. By capitalizing on the power of social media and evolving digital trends, the brand can strengthen its position in the market and drive long-term success.

### **5.2.2 Recommendations for conducting research on this topic and writing the article:**

1. **Conduct a thorough literature review:** Start your research by conducting a comprehensive literature review on digital marketing strategies, social media marketing, consumer engagement, and brand loyalty. This will provide a solid foundation and understanding of the topic.

2. **Use multiple research methods:** To gain a comprehensive understanding of Little Bear Appliances' digital marketing strategies, consider using a combination of qualitative and quantitative research methods. This can include surveys, interviews, case studies, and content analysis of their social media campaigns.

3. **Analyze Little Bear Electrical Appliances' current state of social media marketing:** Begin by analyzing Little Bear Electrical Appliances' existing social media

presence and activities. Evaluate their strengths and weaknesses in terms of engagement and brand loyalty. This analysis will help identify areas for improvement and further research.

4. Study successful social media marketing cases: Investigate successful social media marketing campaigns and initiatives implemented by Little Bear Electrical Appliances. Analyze the factors and strategies that contributed to their success. This analysis will help identify key factors to consider for enhancing consumer engagement and brand loyalty.

5. Identify challenges and opportunities: Identify the key challenges and opportunities faced by Little Bear Electrical Appliances in their digital marketing efforts. This will provide insights into the potential growth areas and areas requiring improvement in the future.

6. Provide actionable recommendations: Based on the research findings, provide actionable recommendations for Little Bear Electrical Appliances to enhance their digital marketing strategies. These recommendations should address the identified challenges and opportunities, while also considering the company's resources and goals.

7. Focus on practical implications: While conducting research and writing the article, make sure to emphasize the practical implications of the findings. Demonstrate how the recommended strategies and suggestions can be applied by Little Bear Appliances or similar companies in the real-world scenario.

8. Keep updated with current research: Continuously update your knowledge on digital marketing trends and practices. Stay updated with the latest research findings and industry developments to ensure your recommendations are relevant and effective.

By following these recommendations, researchers would be able to conduct a comprehensive study on Little Bear Electrical Appliances' digital marketing strategies, with a particular focus on consumer engagement and brand loyalty enhancement through social media. Additionally, it is essential to maintain a critical mindset, ensure accuracy in data analysis, and provide practical and actionable recommendations to make a valuable contribution to the existing literature.

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