



**STUDY ON THE MARKETING STRATEGY OF INTANGIBLE
CULTURAL HERITAGE BRANDS BASED ON 4P THEORY—
—TAKING “ZHEN SANHUAN” ZHANGQIU IRON POT AS
AN EXAMPLE**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
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**STUDY ON THE MARKETING STRATEGY OF INTANGIBLE
CULTURAL HERITAGE BRANDS BASED ON 4P THEORY—
—TAKING “ZHEN SANHUAN” ZHANGQIU IRON POT IN
JINAN CITY AS AN EXAMPLE**

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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

Advisor:
(Dr.Liao Zhigao)

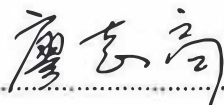
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ABSTRACT

In recent years, intangible cultural heritage brands had developed rapidly and were sought after by the public, but at the same time, some traditional handicrafts non-heritage enterprises were still at the workshop stage, relied only on the inheritor and a small number of apprentices to make purely handmade, which was a very important problem faced by some of the brands of intangible cultural heritage, the lack of a correct marketed strategy. The main objectives of this paper were: 1) To analyze and study the current situation of the marketing of the intangible cultural heritage brand "Zhen Sanhuan"; 2) To provide marketed strategy suggestions to "Zhen Sanhuan" based on 4P theory.

This paper adopted the quantitative research method, took the intangible cultural heritage brand "Zhen Sanhuan" as the research object, focused on the intangible cultural heritage brand and its marketing, combining the four parts of the 4P theory, and designing a questionnaire, which lasted for one month, and 196 valid questionnaires were issued and returned.

Through the study, it was found that : 1) The intangible cultural heritage brand "Zhen Sanhuan" is characterized by the lack of product competitiveness; high labor costs due to handmade products and the loss of craftsmen, which leads to a decline in production capacity and a lack of price advantages; imperfect marketing channels; and insufficient publicity for the brand, which has a narrow communication audience. 2) Through the analysis, on the basis of 4P marketing theory, combined with the advantages of intangible cultural heritage products, Zhen sanhuan Zhangqiu Iron Pot should: firstly, market-oriented update products, for different consumer groups, to determine the different brand positioning, introduce more differentiated products, so as to match different consumer groups; secondly, optimize the product price, according to the different market customer demand for different set of advantages of the product and price; again on the marketing channel to expand, through the strengthening of cooperation with e-commerce channels, expanding retail channels,

high-end customized channels to achieve; and finally to market feedback as the goal to strengthen the promotion, through advertising, discounts, concessions, and do a good job of people pushing the way to do a good job of publicity.

Keywords: Intangible Cultural Heritage Brand , "Zhen Sanhuan", Zhangqiu Iron Pot , 4P Theory, Marketing Strategy.

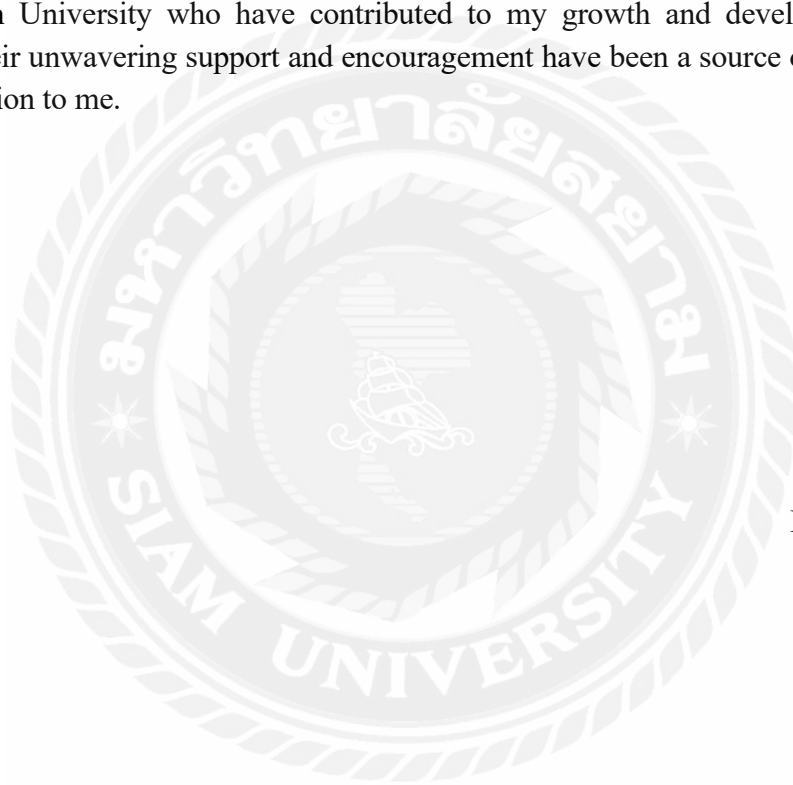


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JING XUE
Dec 1, 2023

Declaration

I, Jing xue, hereby certify that the work embodied in this independent study entitled “Study on the Marketing Strategy of Intangible Cultural Heritage Brands Based on 4P Theory—Taking “Zhen Sanhuan” Zhangqiu Iron Pot as an Example” is result of original research and has not been submitted for a higher degree to any other university or institution.

Jing xue .

(JING XUE)

Dec 1, 2023



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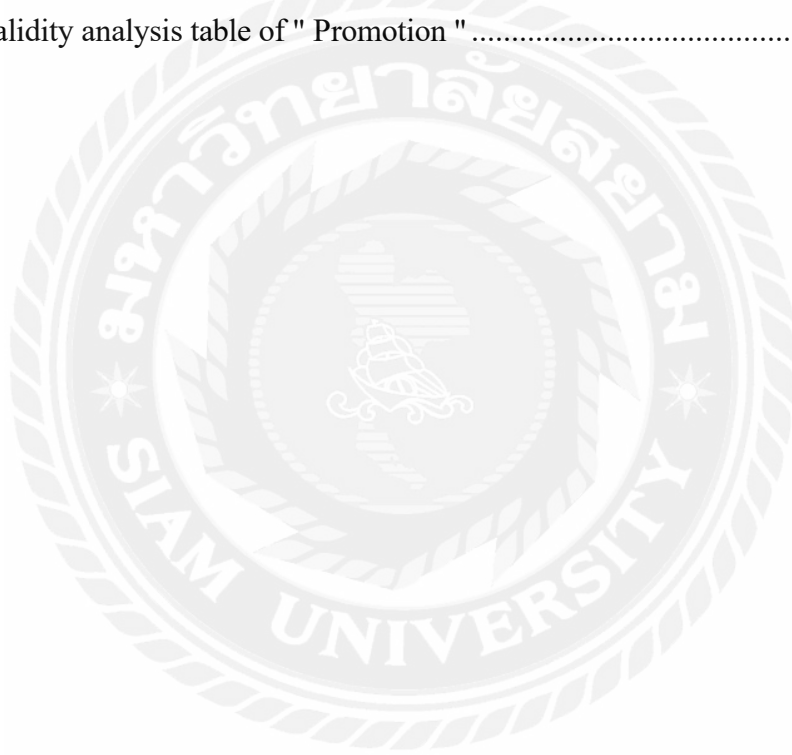


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Chapter1 Introduction

1.1 Background of the study

According to the definition of the Convention for the Safeguarding of the Intangible Cultural Heritage established by the United Nations Educational, Scientific and Cultural Organization (UNESCO), intangible cultural heritage refers to oral or intangible property, as opposed to tangible property or material property that can be inherited, and includes the entirety of creations from a civilized society (Jin, 2013).

In China, the long history of humanity and the brilliant ancient civilization have brought the Chinese nation a vibrant historical and cultural heritage. China has permanently attached importance to the protection of intangible cultural heritage. With the unremitting efforts of the whole Chinese economy and society, the protection of intangible cultural heritage in China has gained apparent progress (Song, 2013). However, it still faces many problems to date. Due to the internationalization of the economy and the modernization of society, China's cultural environment has gradually declined, while the current situation of environmental protection is grim; for example, some intangible cultural heritages are regarded as old-fashioned, outdated and unfashionable, but after being processed by other countries, they have become cultural treasures, and have been sought after (Guo & Li, 2016). Therefore, how to popularize and commercialize China's intangible cultural heritage, promote development with the spirit of intangible heritage, and feed the development of intangible corporate culture as an innovative work idea to maintain China's intangible historical and cultural heritage (Song, 2021).

In recent years, the global economy continues to show the trend of integration; at the beginning of 2020, by the impact of the new coronary pneumonia, the economic development of all countries was affected by a particular impact, and international competition intensified. With the development of society, people's material living standards continue to improve; the public the requirements of the goods are also more and more tricky, not only to meet the primary use of attributes, but also personalized diversified. The kitchenware industry as a traditional and new industry; sales rose faster, and the market share was a jump in the development of China's domestic market size is now more than 100 billion, pots and pans production enterprises that are in the scope of this industry.

As people pay more attention to traditional crafts and culture, the iron pot, a traditional cooking utensil, has attracted attention for its unique handmade craft and profound cultural connotation. Especially in China, iron pots have a long history and wide application in home cooking. In the Jinan area of China, the iron pot-making process has a long history and unique tradition. Zhangqiu iron pot is famous for its exquisite craftsmanship, excellent performance, and profound cultural connotation. However, with the constant changes in market demand and the upgrading of production

technology, the craftsmanship and market demand for Zhangqiu iron pots face many new challenges.

Zhangqiu Iron Pot, officially selected as a municipal intangible cultural heritage project in Jinan and under the brand "Zhen Sanhuan", is one of China's precious intangible cultural heritage resources and a typical positive case of China's intangible cultural heritage in recent years, which has gone from being an obscure and cold product to successfully reaching the top of the national hot search list (Li & He, 2018). "Zhen Sanhuan" is a traditional Chinese intangible kitchenware brand under Shandong "Zhen Sanhuan" Kitchenware Co., Ltd., which mainly manufactures and sells traditional Chinese intangible cultural heritage products focusing on utility and living and adopts e-commerce to realize the effective operation of the whole industrial chain. The brand mainly manufactures and sells Chinese traditional non-heritage cultural products focusing on practicality and living. The brand's primary production now includes Zhangqiu iron pots, cast iron steel pots, handmade kitchen knives, casseroles, copper hot pots, and corresponding kitchen daily life utensils. In October 2017, the "Tongue 3" film crew, after many interviews, finally decided to record the famous iron master Wang Lifang as the representative of Zhangqiu blacksmiths forged Zhangqiu iron pots, and columns after the start of broadcasting; Zhangqiu iron pots will be overnight popularity. "Zhen Sanhuan" has vigorously promoted traditional Chinese intangible cultural heritage and boosted the local economy and employment rate, becoming a hot topic for a while, proving that the ancient Chinese intangible cultural heritage can also become a Netflix (Li et al., 2019).

Due to the fierce competition in the market, the marketing strategy of intangible cultural heritage brands is unable to maintain the current market scale and growth rate, and the enterprise development has encountered a bottleneck, so it is necessary to adjust the marketing strategy in time in order to stand out in the fierce competition in the market. Therefore, it is vital to explore the 4P marketing strategy of the intangible cultural heritage brand "Zhen Sanhuan" Zhangqiu Iron Pot to improve the enterprise's competitiveness and promote the industry's development. 4P marketing strategy, i.e., Product, Price, Place, and Promotion, is a critical element of marketing management. The 4P marketing strategy, namely Product, Price, Place, and Promotion, is the core element of marketing management and the basis for enterprises to formulate marketing strategy. By optimizing the product, price, place, and promotion strategies of "Zhen Sanhuan" Zhangqiu Iron Pot, we can better meet consumer demand, enhance market competitiveness, and achieve sustainable development. "Zhen Sanhuan Zhangqiu Iron Pot needs to seek more innovative and effective marketing strategies to attract more consumers and increase sales and customer satisfaction.

Given the above understanding and background, this paper chooses the Zhangqiu Iron Pot series products under the intangible cultural heritage brand "Zhen Sanhuan" as the subject of the research, analyzes its marketing strategy, and proposes suggestions for the subsequent development direction, to provide replicable references for other similar intangible cultural heritage brands, and to help promote the healthy development of China's intangible cultural heritage in the new era.

1.2 Research Problems

In the era of e-commerce, traditional handicraft non-heritage enterprises face serious challenges, and there are a series of problems such as low degree of differentiation, unclear market segmentation, unclear product positioning, and poor product innovation ability in promotion. It has become the main problem affecting the development of intangible cultural heritage brands. Only by changing the traditional marketing concepts, establishing an innovative business model, and realizing online and offline integrated marketing can the intangible cultural heritage brand be invincible in the fierce market competition. This paper studies the development of an intangible cultural heritage brand and provides more scientific marketing suggestions for the "Zhen Sanhuan" company.

The main problems of this paper:

1. Based on the 4P theory, take Zhen Sanhuan as an example, what is the current marketing situation of intangible cultural heritage brands?
2. Combined with the 4P theory, what is the marketing suggestion for Zhen Sanhuan?

1.3 Objectives of the study

This paper analyzes the marketing environment of "Zhen Sanhuan" Zhangqiu Iron Pot, clarifies the current situation of its marketing and the existing problems, and finds feasible and suitable marketing strategies through the research of the existing literature on intangible cultural heritage and Zhangqiu Iron Pot, using the relevant tools and knowledge system learned, to help "Zhen Sanhuan" out of the business difficulties and win the competition. "ZhenSanHuan" company, out of business difficulties, won the competition. The main objectives are as follows:

1. To analyze the current situation of the intangible cultural heritage brand "Zhen Sanhuan."
2. To provide marketing suggestions for "Zhen Sanhuan" based on the 4P theory.

1.4 Scope of the study

This study takes some pots and pans users in Shandong Province, China, as the research object, focuses on the target customer groups of "Zhen Sanhuan" Zhangqiu Iron Pot and carries out an investigation around the intangible cultural heritage brand and 4P marketing theory.

After reading and sorting out more than 100 pieces of literature related to the thesis topic, 38 core articles were finally identified for academic analysis.

The questionnaire was designed according to the 4P marketing theory. The QR code was generated through the Questionnaire Star platform. The electronic

questionnaire was distributed on the Internet from July 2023 to August 2023, and 196 valid questionnaires were distributed and recovered.

This thesis focuses on marketing and the promotion of "non-heritage" brands as the starting point and combing the current domestic influential thesis in order to deeply understand the central theme of the research, to carry out better research and analysis. This thesis mainly focuses on some concepts of marketing. Based on the current marketing situation of the "Zhen Sanhuan" brand and the problems it faces, it provides several opinions on marketing optimization and the protection of the intangible historical and cultural heritage of "Zhen Sanhuan," which not only helps to promote the brand effectively, but also helps to protect the intangible historical and cultural heritage of "Zhen Sanhuan." It provides some suggestions for marketing optimization and protection of the intangible cultural heritage of "Zhen Sanhuan," which not only helps to preserve the intangible cultural heritage effectively but also has specific innovative significance for the research of enterprise market and marketing strategy.

1.5 Research Significant

1.5.1 Theoretical Significant

This paper fully utilizes the 4P marketing theory. It puts forward strategies with practical significance from different aspects such as product, price, channel, and publicity, which fully reflects the research perspective and practicality of the 4P marketing theory. The study also provides the corresponding practical value and scope for applying 4P marketing theory to further deepen the theoretical research and better apply it to practice. It is not only of great significance to the actual realization of "Zhen three rings" marketing but also can better enhance the practical and academic value of marketing theory.

1.5.2 Practical Significance

This paper analyzes the problems and reasons in the marketing process of "Zhen Sanhuan." It puts forward the solution strategies for the four aspects of products, prices, channels, and publicity to maximize the influence and marketing effect of "Zhen Sanhuan." This is an excellent opportunity for "ZhenSanHuan" to improve its influence and marketing effect. This has practical solid value for optimizing marketing strategy and the effect of "Zhen Sanhuan," and also provides new methods and ideas for marketing other ICH-related enterprises, which will further promote the better development of the industry.

Chapter2 Literature Review

2.1 Introduction

Through the literature review method, this paper analyzes and summarizes domestic and foreign scholars on intangible cultural heritage brand, Zhen Sanhuan, Zhangqiu Iron Pot, 4P marketing theory, and other keywords based on the relevant research, "Zhen Sanhuan" brand Zhangqiu Iron Pot as an example, to provide optimization suggestions for enterprise development.

The keywords of intangible cultural heritage brand, Zhen Sanhuan, Zhangqiu iron pot, and 4P marketing theory will be introduced individually.

2.2 Intangible Cultural Heritage Brand

An intangible cultural heritage brand (ICH Brand) is a brand with attributes and characteristics of ICH (Ning, 2012). China has many intangible cultural heritage resources, some of which have been registered as brands. Intangible historical and cultural heritage is the main component of excellent traditional culture, which has been continuously inherited worldwide and by all nationalities for generations and is manifested in unique traditional culture, which also covers objects or buildings with traditional cultural characteristics (Gao, 2016). The development and preservation of intangible cultural heritage is the main symbol of the full development of this nation in its long history. Buildings, historical places, monuments, and artifacts are all part of the intangible cultural heritage and include intangible intellectual wealth such as folklore, customs, beliefs, traditions, and knowledge (Ji, 2023).

As defined by UNESCO, ICH of humankind consists mainly of the following types: traditional languages and expressions transmitted orally from human beings, including traditional languages used as vehicles of ICH of humankind; performing arts; social practices, celebrations, and festivals; scientific knowledge and technology concerning nature and the world; and traditional crafts. Generally speaking, cultural heritage consists of the products and processes of a culture that are preserved and transmitted from generation to generation. Some of this heritage takes the form of cultural property, formed by tangible artifacts such as buildings or works of art. However, many parts of culture are intangible; they are a form of culture that can be documented but cannot be touched or stored in physical form like in a museum but can only be experienced through the carriers that express it (Zhang & Zhao, 2012). These cultural vehicles are called "human treasures" by the United Nations. These intangible cultural heritages, which have been passed down from generation to generation, have brought identity and continuity to their own cultures through the long-term interaction and historical reconstruction of their internal and external environments and their

natural environments, from individuals to groups and, in doing so, have enhanced the society's emphasis on humanistic diversity and people's creative abilities (Tong, 2010).

2.3 Zhen Sanhuan

Zhangqiu iron smelting culture tradition began in the Spring and Autumn Period in the Western Han Dynasty Han Wu Di era; there are forty-eight iron officials in the country, twelve in Shandong, at the same time, in the Zhangqiu country has a "Dongping Ling." To the Tang Dynasty, according to "Shandong Tongzhi" Volume 41: "Tang iron Zhangqiu most prosperous". Blacksmith is also the most concentrated position of Zhangqiu craftsmen; the past is "a life of fire, the whole family iron; grandparents, children, and grandchildren to continue." Zhangqiu blacksmiths not only in the local practitioners and wandering around, running Jiaodong, on Hebei, under the Ruxi, break into the East, outside the people accounted for about three-fifths of the number of blacksmiths, so there is a "Zhangqiu blacksmiths all over the world," said (Du, 2020).

At the end of the Qing Dynasty, Cao Shengyong, a celebrity of the Beijing Spoon, settled in Jinan and made a living by beating pots and pans on Zhengjuesi Street in Jinan City, whose forging technology is typical of the "playing seat furnace," and the iron pots and pans made by him have the reputation of "forging 36,000 hammers, and the bottom of the spoon is clear and white" (Du, 2020). In the early Republic of China, Wu Yunjia and Wu Yunmao, people from Zhangqiu, successively worshipped Cao Shengyong as their masters. The Wu siblings, based on inheriting their master's craft, adjusted the pot shape of the Zhangqiu Iron Skillet so that it was easy to turn upside down and the depth of the pot was appropriate, and the chefs deeply loved it (Li et al., 2019).

Mr. Liu Zimu, the actual controller of "Zhen Sanhuan," has been trying to save the traditional handmade iron pot technique through e-commerce dissemination and sales since 2009, and successfully registered the trademark of "Zhen Sanhuan" in 2015 and formally put forward the name of Zhangqiu Iron Pot, with the production factory located in the East of Jinan City, Shandong Province, which is famous for iron smelting since ancient times. The production factory is located in Zhangqiu, East of Jinan City, Shandong Province, and has been famous for iron smelting since ancient times. The "Zhen Sanhuan" handmade iron pots have been inherited from a hundred years of iron-making craftsmanship. Zhen means the most beautiful, which is also the old artisans's insistence on quality; Sanhuan is the symbol of quality, the blacksmith's guarantee of quality. Today, when mechanized technology is widely used, "Zhen Sanhuan" still insists on inheriting the traditional handmade technology, and each pounding embodies the craftsman's spirit.

2.4 Zhangqiu Iron Pot

Zhangqiu Iron Pot is a traditional local hand-forged pot and pan produced in Zhangqiu District, Jinan City, Shandong Province, known for its exquisite craftsmanship, excellent quality, and smooth stir-frying, never sticking to the pan, and its forging was once one of the representative trades in Zhangqiu (Yu, 2021). The "Metal Forging Technique" (Zhangqiu et al.) was selected as one of the seventh batch of municipal intangible cultural heritage extended project list of Jinan City, Shandong Province, in July 2018, and the "Zhangqiu Blacksmithing Customs" was selected as one of the second batch of provincial intangible cultural heritage projects list of Shandong Province in September 2009 (Zhou, 2021). The Zhangqiu iron pot and its manual forging techniques are rooted in the unique human geographic environment of Zhangqiu District, Jinan City, and have deep historical origins, unique craft value, and sound economic value, and are a vivid testimony to the historical development of the local society (Luo & Chen, 2023).

2.5 4P Theory

A marketing mix strategy known as 4Ps is related to product, price, place, and promotion (Singh, 2012). Organizations use two strategic processes to devise a marketing mix (Nuseir & Madanat, 2015). The first process is to select the market the organization wants to penetrate, and the second is the development procedure of the 4Ps, combining all aspects of the marketing mix, such as price, place, product, and promotion, to satisfy customers (Baker, 2016).

Product: The product level contains many levels of content such as product development, packaging design, manufacturing, after-sales service, etc.; the enterprise carries out marketing activities, and its ultimate goal is to sell the product; the product is the object of marketing activities (McCarthy et al., 1979).

Price: Price profoundly affects the demand for a product in a market and determines customers' desire to buy. Prices also reflect the economic benefits of selling a product, and the price level includes the introductory price of the product, product discounts, and so on (Nagle & Muller, 2018).

Place: The channel level includes product distribution channels, retail channels, product storage, and other aspects of the content; for the enterprise, the channel ensures that consumers can timely and efficiently buy products produced by the enterprise's key links (Dent, 2011).

Promotion: The promotional dimension includes advertising, advertising promotions, event promotions, etc. Promotions are designed to enable companies to publicize their products and brands more effectively. When enterprises carry out marketing activities, in order to strengthen the link between enterprises and consumers, enterprises will use a variety of media tools to the effect of publicity, including but not limited to television commercials, multimedia advertising, newspapers, and so on,

through such tools to stimulate the customer's desire to buy, to promote their products and to shape their brand image, to increase sales (Kazmi & Batra, 2009).

2.5.1 Product Strategy

Only production comes first, and then sales are generated, and in marketing strategy, product strategy is the part that occupies a central place. Product strategy is the flexible use of the goods' characteristics, appearance, construction, and other relevant elements. For the company's marketing purpose to be realized, it makes a kind of global goods that it intends to produce and sell to adapt to the customers' needs. The product level contains many content levels, such as product development, packaging design, manufacturing, after-sales service, etc. Companies carry out marketing activities; their ultimate goal is to sell the product, which is the object of marketing activities (Baker & Hart, 2007).

2.5.2 Price Strategy

Price profoundly affects the demand for a product in a market and determines the customer's desire to buy (Beneke et al., 2013). Price also reflects the economic return a company makes on the sale of a product, and the price level includes the introductory price of the product, product discounts, etc. A product's value is affected by various factors, such as changes in supply and demand, market conditions, and government policies. A product's value is affected by various factors, such as supply and demand, changes in market conditions, and government policies. Pricing programs are designed to achieve the firm's strategic objectives while pricing the products produced per the changing market conditions (Nagle & Holden, 1998). Enterprises may be based on the performance of the product, the business situation, the number of competitors in the industry, etc., to set prices; when the business level of the enterprise is different at the same time, the price will be different, the enterprise not only to formulate its price strategy, but also to the competitors' price plan to understand, but also to understand the overall price of the market, to have a rationalization of the price program. The price of the enterprise should also be tailored to the region. Enterprise price strategy should also be different for the region, with targeted adjustments to match the market demand and improve the production of mouth sales(Faith, 2018).

2.5.3 Place Strategy

Channel strategy refers to a program in which a company chooses the appropriate method of using specific methods of distributing goods to achieve the company's strategic purpose. A company's channel strategy is often divided into direct sales and distribution, where direct sales is where the factory sells the product directly without pretending to be someone else. In contrast, multiple distributor companies carry out the distribution. Therefore, the channel strategy for the company to reduce marketing costs

and enhance its strength has a crucial value. However, it occupies a pivotal position in the whole market sales system (Ren, 2011).

Enterprises in the channel strategy to establish must choose an enterprise positioning with the most consistent strategy. At the same time, it must be compatible with market demand so that the sales of goods have increased. Finally, the channel strategy must help the company promptly provide feedback on market changes to drive the company's development, the initial goal to achieve(Zhang, 2011).

2.5.4 Promotion Strategy

Promotional strategy refers to the programs proposed by a company in order to bring up the sales target, aiming to make customers desire to buy more, combining online and offline methods, and increasing the publicity by integrating information about all the products of the company and those that are in the process of being sold. (Wang &Sun, 2008).

The promotional level includes advertising and event promotions designed to enable companies to publicize their products and brands more effectively(Ma, 2007). Enterprises in marketing activities, in order to strengthen the link between enterprises and consumers, enterprises will use a variety of media tools to the effect of publicity, including but not limited to television advertising, multimedia advertising, newspapers, etc., through such tools to stimulate the customer's desire to buy, to promote their products and shape their brand image, to increase sales (Liang& Zhang, 2005).

In the marketing aspect of the company, the significance of the promotional strategy is extraordinary; it can not only timely push the correct goods to the market but also make the sales of goods climb so that the company in the market occupies a more significant proportion of the image of the company to spread out (Jiao, 2011).

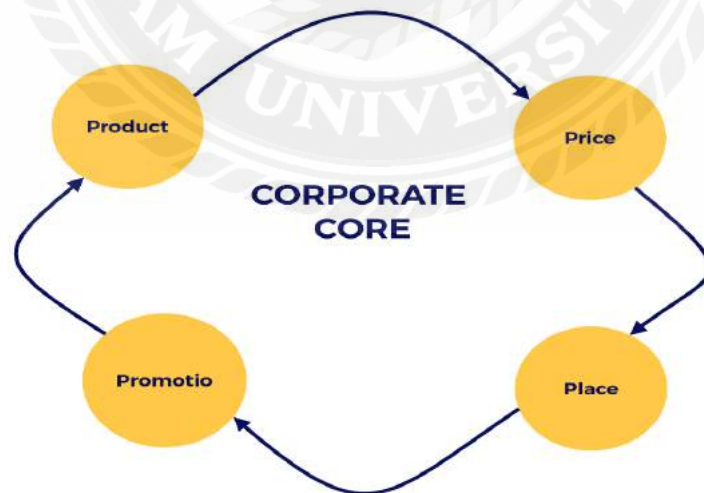


Figure 2.1 4P model

Chapter3 Research methodology

3.1 Introduction

This paper adopts a quantitative research method by reviewing the 4P marketing theory, collecting, organizing, and analyzing the research literature on similar topics, and designing an online questionnaire based on the 4P theory, generating links and QR codes through “Wen juan xing,” and distributing the e-questionnaire on the Internet from July 2023 to August 2023, with a total of 196 valid questionnaires distributed and recovered.

3.2 Data collection process and research tools

3.2.1 Research program for the literature

Concerning CNKI China Knowledge Network, Wikipedia, Wanfang, Google Scholar, and other well-known academic resources at home and abroad, this study collects, organizes, and analyzes research literature and practice reports on similar topics. By referring to CNKI China Knowledge Network, Wipro, Wanfang, Google Scholar, and other well-known academic resources at home and abroad, this study collects, organizes, and analyzes the research literature and practical reports on similar topics, such as "4P Marketing Theory", "Intangible Cultural Heritage Branding," "Zhen Three Rings," "Marketing Strategy," "Marketing Strategy," and so on. ", "4P marketing theory", "intangible cultural heritage brand," "Zhen three rings," "marketing strategy," and so forth as keywords to search, combed through the literature resources related to the thesis topic, read more than 100 literature resources related to the thesis topic, and finally identified 38 core articles to be analyzed academically.

3.2.2 Research program on the questionnaire

The questionnaire was designed according to the "4P theory," and the characteristics of intangible cultural heritage brands, and the QR code was generated through the Questionnaire Star platform and distributed online through Questionnaire Star.

An electronic questionnaire was distributed online from July 2023 to August 2023, and 196 valid questionnaires were returned. The questionnaire is divided into two parts; the first part is the respondents' demographic information, such as gender, age, etc. The second part is designed according to the four "4P theory" stages. The second part was designed according to the four steps of the "4P theory" to study and analyze the different views and opinions of the respondents on the "Zhen Sanhuan" brand products in terms of product, price, place, and promotion.

According to the 4P marketing theory, analyze and study the "Zhen Sanhuan" brand product marketing status quo, clarify the existing problems, propose from different angles, "Zhen Sanhuan" brand Zhangqiu iron pot market strategy development suggestions and guidance, and then realize the research purpose of this paper.

Table 3.1 Questionnaire

Products	The type of pots and pans you own
	Do you know the intangible cultural heritage brand "Zhen Sanhuan" Zhangqiu iron pot
	Do you think there is a big difference between "Zhen Sanhuan" brand Zhangqiu iron pot and Shanzhai Zhangqiu iron pot
	Your satisfaction with the product quality of "Zhen Sanhuan" brand Zhangqiu iron pot
	How satisfied are you with the package design of Zhangqiu iron pot of "ZhenSanHuan" brand
	The main reason influencing you to buy "Zhen Sanhuan" Zhangqiu iron pot
	Whether you will buy back and the reasons
Price	What do you think of Zhen Sanhuan's pricing for iron pots
	Product price you can accept
	In terms of price, do you think the Intangible Cultural Heritage brand Zhangqiu Iron Pot is more competitive than ordinary brand iron pots
Places	The way you buy Zhen Sanhuan Zhangqiu iron pot
	The specific e-commerce platform where you bought frying pans
	Do you think the purchase channel is convenient
Promotion	How did you learn about the intangible cultural heritage brand "Zhen Sanhuan" Zhangqiu Iron Pot
	Are the promotional activities of Zhen Sanhuan Zhangqiu Iron Pot attractive to you
	Did you participate in the on-site experience when you bought the pot offline?
	Your satisfaction with the offline product experience

3.2.3 Reliability and Validity Testing

In this paper, some of the options in the questionnaire were measured on a five-point Likert scale, coding the level of satisfaction "very satisfied," "satisfied," "fair," "dissatisfied," and "very dissatisfied" as 1-5.

The Cronbach's coefficient was used for the reliability test using SPSS 20.0 software. Since the value of Cronbach's Alpha ≤ 0.5 means that the data are "slightly reliable," the value of Cronbach's Alpha ≤ 0.7 means that the data are "relatively reliable," and the value of Cronbach's Alpha ≤ 0.9 means that the data are "very reliable." The significance of Cronbach's Alpha > 0.9 means that the data are "very reliable," and the data are "very reliable." Cronbach Alpha ≤ 0.7 means the data is "more plausible," Cronbach Alpha ≤ 0.9 means the data is "very plausible," and Cronbach Alpha > 0.9 means the data is "very plausible."

The first stage of the "product" questionnaire used spss software for reliability analysis, using the Cronbach reliability coefficient for reliability testing, resulting in a questionnaire Cronbach coefficient value of 0.701, which is greater than 0.7, thus indicating that the data of the study has a high quality of reliability.

Table 3.2 Reliability analysis table of " product "
Cronbach's Reliability Analysis - Simplified Format

item count	sample size	Cronbach's alpha coefficient
7	196	0.701

In terms of validity, this paper uses KMO and Bartlett's test for validity verification, as can be seen from the table below: the KMO value is 0.732, which is between 0.7 ~ and 0.8, and the research data is suitable for extracting information.

Table 3.3 Validity analysis table of " product "
KMO and Bartlett's test

KMO value		0.732
	approximate chi-square (math.)	21.881
Bartlett Sphericity Check	<i>df</i>	15
	p-value	0.027

The second stage of the "price" questionnaire used spss software for reliability analysis, using the Cronbach reliability coefficient for reliability testing, resulting in the

questionnaire Cronbach coefficient value of 0.808, which is greater than 0.8, thus indicating that the research data reliability quality is high.

Table 3.4 Reliability analysis table of " price "
Cronbach's Reliability Analysis - Simplified Format

item count	sample size	Cronbach's alpha coefficient
3	196	0.808

In terms of validity, this paper uses KMO and Bartlett's test for validity verification, as can be seen from the table below: the KMO value is 0.722, which is between 0.7 ~ and 0.8, and the research data is suitable for extracting information.

Table 3.5 Validity analysis table of " price "
KMO and Bartlett's test

KMO value	0.722
approximate chi-square (math.)	12.467
Bartlett Sphericity Check	
<i>df</i>	6
p-value	0.019

The third stage of the "place" questionnaire uses spss software for reliability analysis, using the Cronbach reliability coefficient for reliability testing, resulting in the questionnaire Cronbach coefficient value of 0.702, which is greater than 0.7, thus indicating that the research data reliability quality is high and can be used for further analysis.

Table 3.6 Reliability analysis table of " place "
Cronbach's Reliability Analysis - Simplified Format

item count	sample size	Cronbach's alpha coefficient
3	196	0.702

In terms of validity, this paper uses KMO and Bartlett's test for validity verification, as can be seen from the table below: the KMO value is 0.728, which is between 0.7 ~ and 0.8, and the research data is suitable for extracting information.

Table 3.7 Validity analysis table of " place "
KMO and Bartlett's test

KMO value		0.728
	approximate chi-square (math.)	26.262
Bartlett Sphericity Check	<i>df</i>	6
	p-value	0.023

The fourth stage of the questionnaire on " Promotion " was analyzed for reliability and validity using spss software, and the Cronbach's reliability coefficient was used for the reliability test, resulting in a Cronbach's coefficient value for the questionnaire of 0.76, which is greater than 0.7, thus indicating that the data from the study are of high quality in terms of reliability and can be used for further analysis.

Table 3.8 Reliability analysis table of " Promotion "
Cronbach's Reliability Analysis - Simplified Format

item count	sample size	Cronbach's alpha coefficient
4	196	0.760

In terms of validity, this paper uses KMO and Bartlett's test for validity verification, as can be seen from the following table: the KMO value is 0.744, which is between 0.7 ~ and 0.8, and the research data is suitable for extracting the information, which reflects the validity very well from the side.

Table 3.9 Validity analysis table of " Promotion "
KMO and Bartlett's test

KMO value		0.744
	approximate chi-square (math.)	37.307
Bartlett Sphericity Check	<i>df</i>	6
	p-value	0.013

Chapter4 Finding

4.1 Introduction

Based on the 4P marketing theory, this study adopts a quantitative research method to investigate and analyze the marketing of the intangible cultural heritage brand "Zhen Sanhuan" Zhangqiu Iron Pot by combining it with the relevant literature on the intangible cultural heritage brand of Ying Ying. It adopts the SPSS method to statistically analyze the data. A total of 196 valid questionnaires were successfully distributed and returned, relevant data were collected and statistically analyzed using the SPSS method:

4.2 Data on the questionnaire

Of the 196 valid questionnaires, 87 (44.39%) were from males, and 109 (55.61%) were from females, a higher percentage of females than males.

About age, 1% are under 18 years old, 5% are 18-25 years old, 8% are 26-30 years old, 27% are 31-40 years old, 39% are 41-50 years old, 16% are 51-60 years old, and 4% are over 60 years old.

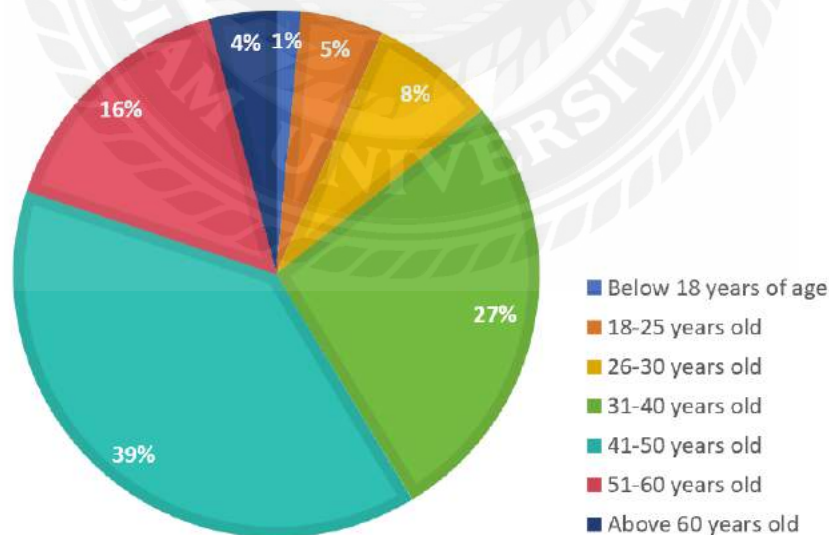


Figure 4.1 Age distribution of the questionnaire

4.2.1 Product

In the question of "the type of pots and pans you own," 88.24% chose "wok," 70.59% chose "stockpot," 70.59% chose "pressure cooker," 52.94% chose "frying pan," 17.59% chose "steamer," and 17.5% chose "other." "Pressure cooker" accounted for 70.59%, "frying pan" accounted for 52.94%, "steamer" accounted for 70.59%, and others accounted for 17.65%.

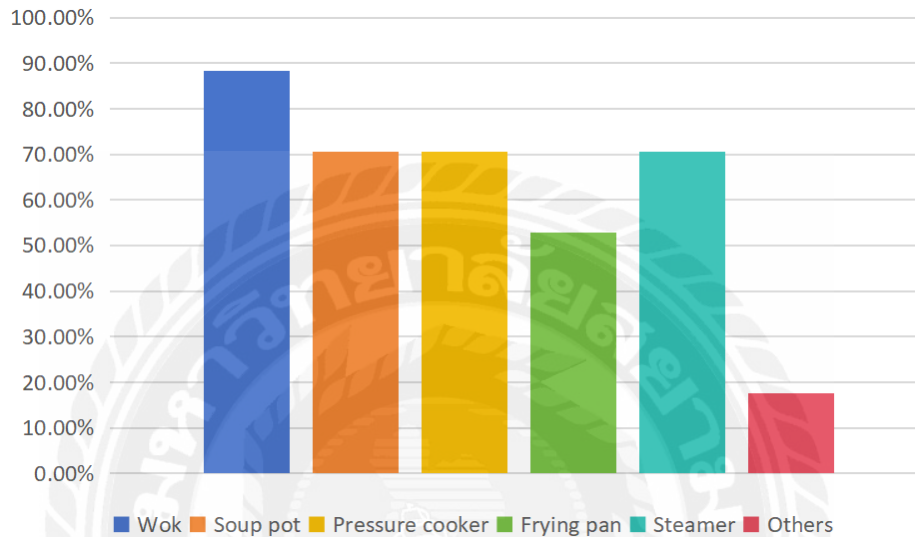


Figure 4.2 Type of cookware you own

On the question "Do you know the intangible cultural heritage brand 'Zhen Sanhuan' Zhangqiu iron pot?", 58% chose "Yes" and 42% "No".

In the question, choose "difference" accounted for 68%, and "difference" accounted for 32%.

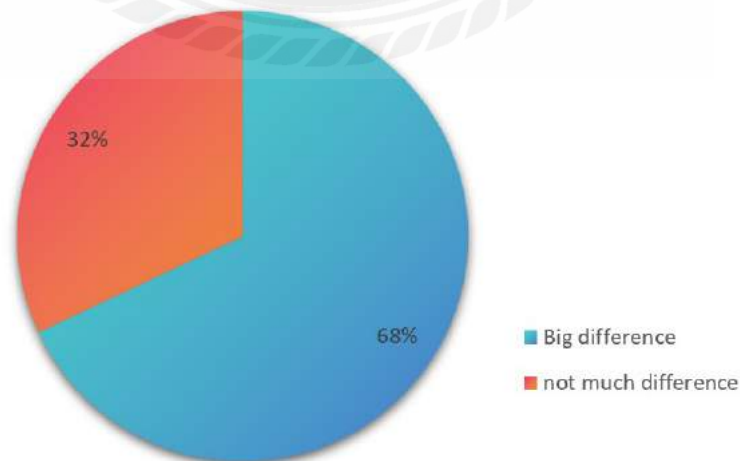


Figure 4.3 You think 'ZhenSanHuan' brand zhangqiu iron pot and ShanZhai zhangqiu iron pot difference

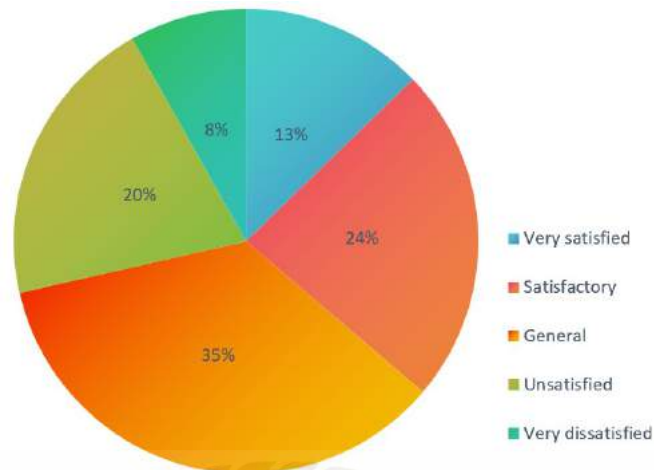


Figure 4.4 How satisfied are you with the quality of Zhangqiu iron pots and pans under the brand name of "Zhen Sanhuan"

On the question, 16% chose "Very satisfied," 33% "Satisfied," 40% "Fair," 8% "Dissatisfied," and 3% "Very dissatisfied."

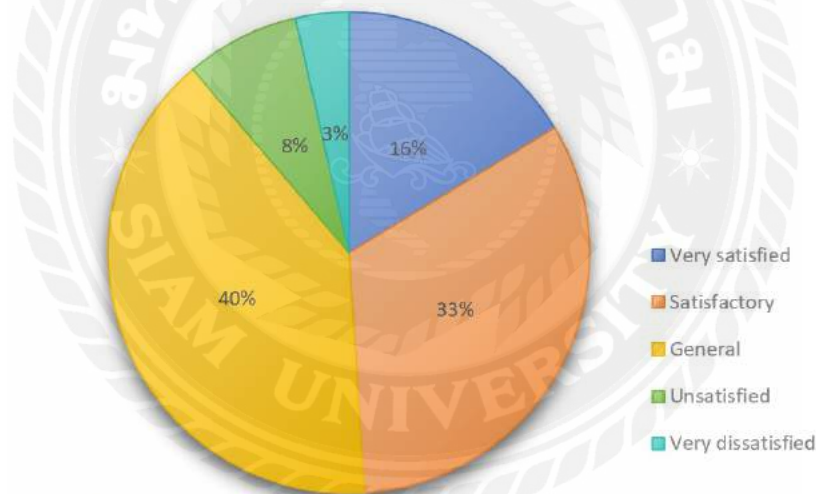


Figure 4.5 How satisfied are you with the package design of "ZhenSanHuan" brand products

In the "influence you buy" ZhenSanHuan "zhangqiu iron pot main reason" question, "price" accounted for 31%, "brand awareness" accounted for 21%, "product quality" accounted for 12%, "appearance design" accounted for 10%, "other" accounted for 26%.

In the "whether you will buy back and the reasons" question, the choice of "will" accounted for 65%; this part of the customer that "ZhenSanHuan" zhangqiu iron pot quality is guaranteed, non-coating frying healthy, solid and durable; choose "will not" accounted for 35%, this part of the customer that "ZhenSanHuan" zhangqiu iron pot

price is too high, the weight is too heavy, the handle heat conduction fast, and ordinary iron pot that does not have the advantage.

Most families have a variety of pots and pans types at the same time; every family needs help to leave the frying pan. Zhangqiu iron pot, as a kind of frying pan, is very marketable.

Many people need to learn more about intangible cultural heritage brands. Zhen Sanhuan, as an intangible cultural heritage brand, has ZhenSanHuan, as a brand of intangible cultural heritage, has yet to find its selling point, insufficient publicity, and a narrow communication audience. "ZhenSanHuan" is not well known in the minds of consumers of other age groups, except for a certain degree of popularity among young and middle-aged people. In Zhangqiu, iron pots are the standard equipment in many people's kitchens. Still, before hearing the concept of "Zhangqiu iron pots," the public generally understands "Zhangqiu blacksmith," and few people are interested in "Zhen Sanhuan" brand Zhangqiu iron pots. "brand Zhangqiu iron pot has too much knowledge.

"Zhen Sanhuan" brand Zhangqiu iron pot products themselves also have some problems, such as heavy weight, usually more severe than the layer of the pot weighs about a pound; if not properly used and maintained, easy to rust; there are a lot of fake and shoddy products on the market, consumers need to be careful to buy; due to the complexity of the production process and time-consuming, and therefore the cost of higher; not as good as the appearance of other modernized brands. Brands with exquisite appearance.

4.2.2 Price

On the question, 12% chose "low pricing," 30% chose "moderate pricing," 40% chose "slightly high pricing," and 18% chose "too high pricing." Too high" was selected by 18%.

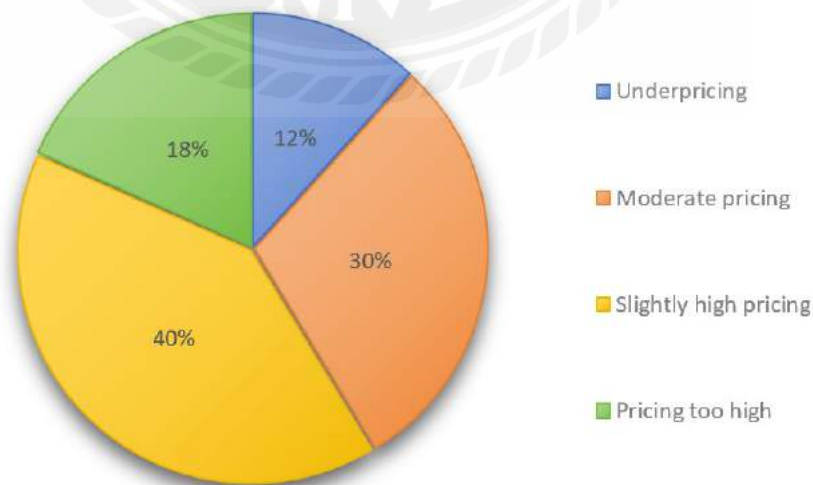


Figure 4.6 What do you think of Zhen Sanhuan's iron pot pricing

In the question, 14% chose "less than 100", 37% "100-200", 26% "200-300", 13% "300-400", 6% "400-600", and 26% "more than 600". "300-400" accounted for 13%, "400-600" accounted for 6%, and "more than 600" accounted for 4%.

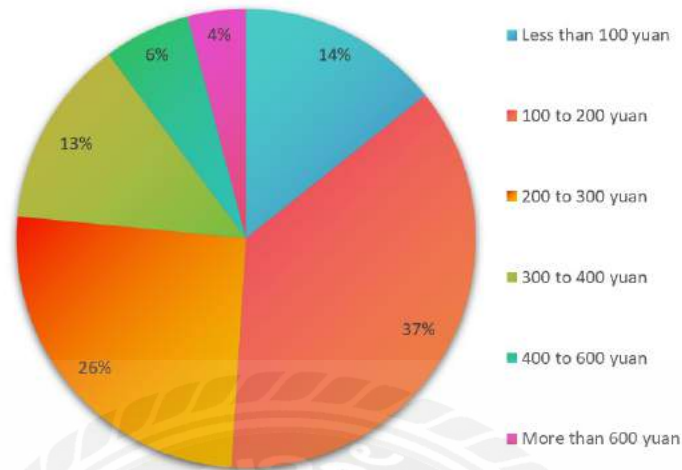


Figure 4.7 What price are you comfortable with

On the question, "In terms of price, do you think the Intangible Cultural Heritage brand Zhangqiu Iron Pot is more competitive than ordinary brand iron pots?" 16% chose "Strongly Disagree," 33% "Disagree," 15% "Uncertain," 25% "Agree" and 11% "Strongly Agree".

Because "Zhen Sanhuan" Zhangqiu iron pots are handmade, the loss of craftsmen has led to a decline in production capacity and high labor costs, and therefore, they do not have a price advantage. Moreover, the cost is different depending on the material of the iron pot, the production process, and the production time. Due to the fierce competition in the iron pot market, some consumers may choose lower-priced iron pots instead of Zhen Sanhuan Zhangqiu Iron Pot.

4.2.3 Place

In the question, choose "brand stores" accounted for 17%; "supermarkets" accounted for 11%; "home stores" accounted for 8%; "online e-commerce" accounted for 26%; "short video live platform" accounted for 34%, "other" accounted for 4%.

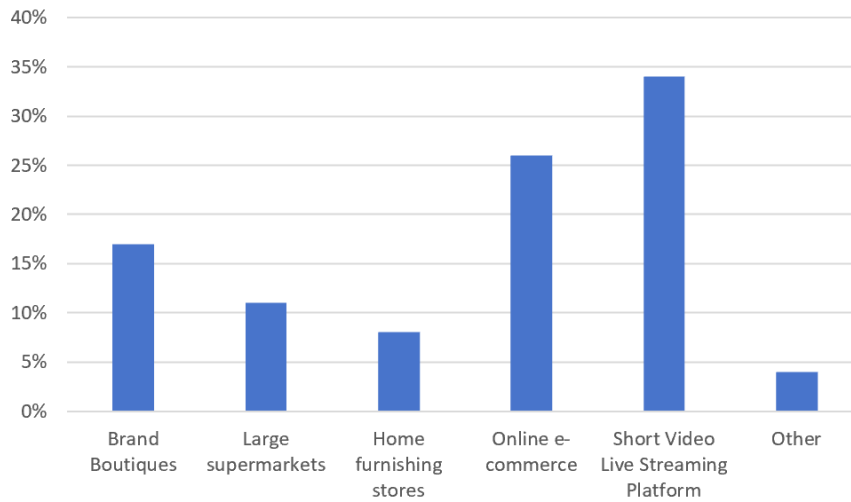


Figure 4.8 Your path to purchasing a Zhen Sanhuan Zhangqiu frying pan

On the question, 42% chose "Taobao or Tmall," 35% "Jingdong," 12% "Xiaohongshu," 31% "Pinduoduo" 65% "Jitterbug or Shutterbug," and 11% "Other."

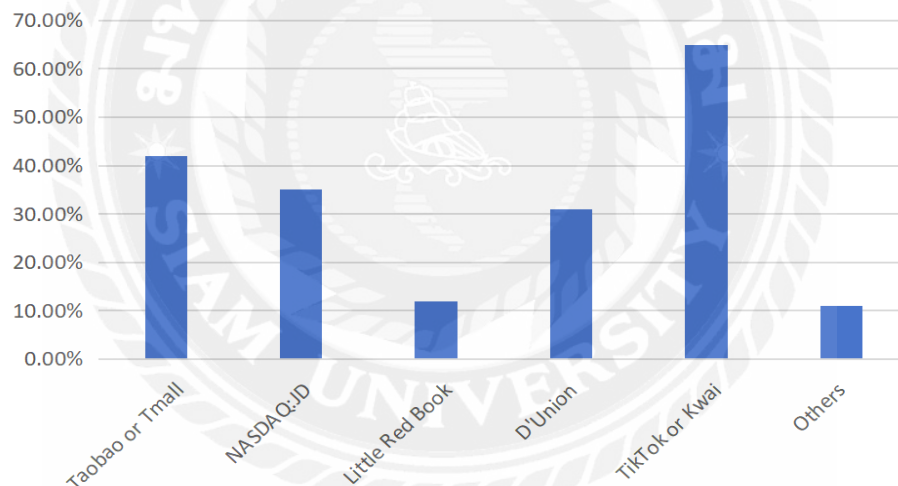


Figure 4.9 the specific e-commerce platform where you purchased the wok

On the question "Do you think the purchasing channel is convenient?", 72% of the respondents chose "Yes," and 28% chose "No."

Although "Zhen Sanhuan" has offline experience stores, flagship stores, directly-managed stores, etc., most of its sales are still completed from online e-commerce, which is doomed to a narrower audience. E-commerce platforms have advantages and disadvantages, and the advantages and weaknesses are more prominent. For example, one of the advantages of e-commerce, but also a disadvantage, is that the sales situation is straightforward to be guided by key opinion leaders; if the key opinion leaders recognize this commodity, then it is undoubtedly a good thing, can bring a tremendous amount of traffic for the merchant; at the same time, if the key opinion leaders have a

negative evaluation of a particular commodity, then the impact on the merchant is also devastating. Although the development of e-commerce is getting better and better, the consumers who shop online still favor younger groups; these situations will eventually affect the enterprise to enhance the "ZhenSanHuan" in the domestic market share, to the wrong side of the assumptions and even will not increase rather than decrease, so that "ZhenSanHuan The market share of "Zhen Sanhuan" is getting lower and lower.

4.2.4 Promotion

On the question, 7% were promoted by "company sales staff and dealers," 1% by "exhibitions," 29% by "social media," 21% by "search engines and third-party sales platforms," 14% by "friends' recommendations"; 16% by "online product marketing"; and 7% by "others".

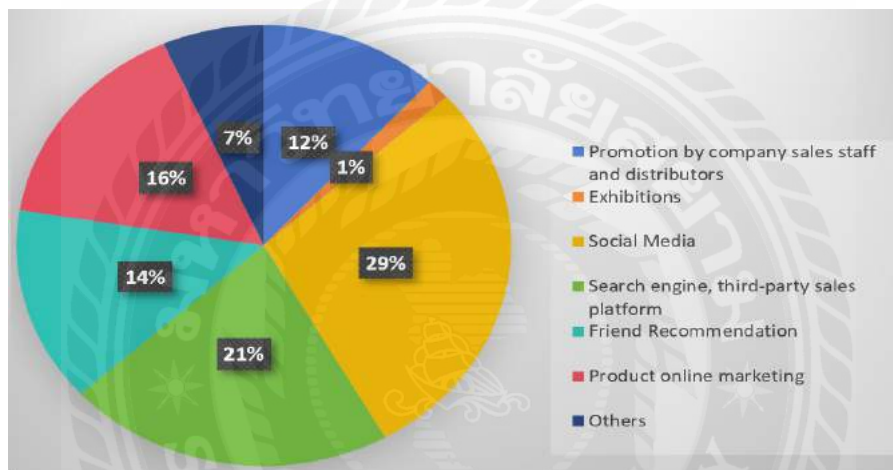


Figure 4.10 Through what channels did you learn about the intangible cultural heritage brand "Zhen Sanhuan" Zhangqiu iron pot information

On the question, "Is the promotion of Zhen Sanhuan Zhangqiu Iron Pot attractive to you?" 42% chose "Yes," and 58% chose "No".

On the question of "whether you have participated in the on-site experience when buying pots and pans offline," 43% of the people have participated in the experience, and 57% have not participated in the experience.

In the question of "How satisfied are you with the offline product experience?" more than half of the customers who participated in the offline experience chose to be satisfied, and fewer people were dissatisfied or to increase the product experience link so that customers could experience it before buying.

Intangible cultural heritage brand "Zhen Sanhuan" Zhangqiu iron pot publicity channels are relatively limited; many consumers do not know enough about the brand; product promotions are small, and there are not enough concessions; as pots and pans, the offline experience is not perfect.

Chapter5 Conclusion and Recommendations

5.1 Conclusion

5.1.1 The current marketing situation of the intangible cultural heritage brand "Zhen Sanhuan" Zhangqiu Iron Pot

According to the 4P marketing theory design questionnaire, through the questionnaire star network distribution, 196 effective questionnaires, at the same time combined with domestic and international literature research, found that the intangible cultural heritage brand "Zhen Sanhuan" is currently facing.

Product status.

1) Lower production capacity. As most of the "Zhen Sanhuan" products are handmade by master workers, the output is not comparable to that of mechanized factory assembly lines. Take Zhangqiu iron pot as an example; at present, several factories are in total production, and the annual output is only a few tens of thousands of pots. According to relevant research data, in 2019, the production of Nepal's kitchenware products alone reached more than 40 million sets, while for other small-scale kitchenware production enterprises, their production capacity can also get several million. Tens of thousands or even tens of millions, compared to the "Zhen Sanhuan" capacity, is at an absolute disadvantage, which is also due to the nature of the product manufacturing process.

2) Insufficient product competitiveness: the product line needs to be richer, a single product type. The existing product line is still centered around the Zhangqiu iron pot, a star product; if consumers want to buy other styles uses of kitchenware, they can only move to different homes. For example, the kitchenware manufacturer of the German brand Shuangliren, according to its official website, shows that its product line covers knives, stainless steel pots and pans, small appliances, cast iron pots and pans, ceramics, non-stick pans, and a series of products, product variety is relatively rich to meet a variety of consumer needs. Compared to other brands, the "Zhen Sanhuan" product line is relatively scarce, unable to meet the changing needs of consumers in the new era, which concludes that the potential of intangible cultural heritage brand products needs to be further developed. There are some things that could be improved in the products themselves, such as insufficient ergonomics, excessive weight, and the iron pot's rapid heat conduction, which leads to hot handles and other problems.

3) There is low brand awareness and vague positioning. "Zhen Sanhuan" relatively lacks marketing awareness; as for the construction of the brand, the use of the brand to improve the intrinsic value of goods and thus improve the actual competitiveness of the enterprise's consciousness is also relatively weak in the establishment of the brand has not been paid enough attention to. The result is that when mentioning the Zhangqiu iron pot, usually a household name, but once mentioned "Zhen Sanhuan," know very few

people; although "Zhen Sanhuan" is the most authentic manufacturer of Zhangqiu iron pot, many cottage manufacturers have taken advantage of the information asymmetry drilled a hole.

Price status.

Because "Zhen Sanhuan" Zhangqiu iron pots are handmade, the loss of craftsmen has led to a decline in production capacity and high labor costs, and therefore, they do not have an advantage in price. Moreover, depending on the material of the iron pot, the production process, and the production time, the cost is different. Due to the fierce competition in the iron pot market, some consumers may choose lower-priced iron pots instead of Zhen Sanhuan Zhangqiu Iron Pot. In addition, the price of Zhen Sanhuan Zhangqiu Iron Pans is also affected by the cost of raw materials, production costs, and other factors, which may also lead to an increase in the price, thus affecting consumers' purchasing decisions.

Place status.

Although "Zhen Sanhuan" has offline experience stores, flagship stores, directly-managed stores, etc., most of its sales are still completed from online e-commerce, which is doomed to a narrower audience. E-commerce platforms have advantages and disadvantages, and the advantages and weaknesses are more obvious. "Zhen Sanhuan" is currently too dependent on e-commerce channels; if e-commerce is in the wind, it is safe and sound, but once the e-commerce recession, "Zhen Sanhuan" sales will be seriously affected. With online marketing tends to be saturated, the cost of traffic is getting higher and higher.

Therefore, "Zhen Sanhuan" in the actual marketing process not only takes full advantage of the advantages of e-commerce but also offline to stand firm, two-pronged approach, and ultimately succeed in realizing the "Zhen Sanhuan" multi-directional promotion purposes.

Promotion status.

The promotion mode is relatively single, "Zhen Sanhuan" is mainly through the e-commerce channel, and most of its sales are based on online completion. At the same time, compared with large enterprises such as Nepal, because of the lack of sufficient capital investment, "ZhenSanHuan" can not diversify its brand publicity; the product promotion process can only rely on exhibitions, brand introduction, and Taobao Tmall and other forms of advertising, the effect is more limited.

Brand publicity needs to be stronger, and the audience needs to be narrower. "Zhen Sanhuan" currently has a certain degree of popularity among the young and middle-aged groups, but in the minds of consumers of other age groups, it is not well known. In Zhangqiu, iron pots are indeed the standard equipment in many people's kitchens. Still, before hearing the concept of "Zhangqiu iron pots," the public generally understood "Zhangqiu blacksmith," and few people were interested in the "Zhen Sanhuan" brand Zhangqiu iron pots. "brand Zhangqiu iron pot has too much knowledge.

Promotional methods need to be more diverse and flexible. At present, in the increasingly fierce kitchenware market, the major enterprises, in order to seize market share at all costs, "Zhen three rings" marketing strategy is generally by the pace of the

e-commerce platform to comply with the rules of the e-commerce platform, to a certain extent, reducing its flexibility. In addition, "Zhen Sanhuan" usually uses the strategy of price war, which is more straightforward. For example, in some festivals or double eleven, double twelve, etc., by combining the activities of the e-commerce platform to carry out some discount activities such as complete reductions, this strategy ignores the characteristics of the product itself to take their disadvantages to compete with the advantages of competitors, and can not be received better results. By comparing the Taobao page data, "Zhen Sanhuan" light and sound models of iron pot without a discount price of 386 yuan, discount price of 346 yuan, about 8.9% off, the discount is not robust. Other product discounts are also similar, which are shown as "Zhen Sanhuan" discounts. This indicates that the discounts of "Zhen Sanhuan" are not strong, and almost all of them are 10% or 95% off.

5.1.2 Provide marketing suggestions for "Zhen Sanhuan" based on 4P theory

This paper synthesizes the use of 4P marketing theory, the design of the questionnaire, through the questionnaire star in the network issued questionnaires, retrieved 196 valid questionnaires to summarize the intangible cultural heritage brand "Zhen Sanhuan" Zhangqiu iron pot marketing status. According to the "4P marketing theory" on "Zhen Sanhuan," current products, prices, channels, and publicity research are used to explore a more targeted marketing strategy.

5.1.2.1 Market-oriented updating of products

Customers of the "Zhen Sanhuan" brand are usually consumers who have high requirements for quality, as these consumers have very high requirements for products focusing on craftsmanship and usability. For this group of middle and high-end consumers, the products can be improved and upgraded in two aspects: long-term and short-term. Short-term: upgrading the appearance to enhance the visual experience of consumers; long-term: improving the forging technology to enhance the use of consumer experience, adding new unique features to match the high-income families, and attracting the eyes of consumers with beautiful design.

Define different brand positioning for other consumer groups. Each consumer group has its characteristics, "Zhen Sanhuan" needs to launch more differentiated products to match different consumer groups.

The middle-aged and elderly consumer groups they are characterized by a conservative consumption tendency, and they care more about the quality and durability of the products than the novel design and innovative functions. "When facing this group of consumers, Zhen Sanhuan must emphasize the craftsmanship and quality of its products and pay attention to promoting intangible cultural heritage.

For young consumers, it is necessary to customize the packaging and products to meet their preferences so that the "national trend" of youth attracts more young consumers.

Almost all brands of pots and pans in the world are already available in the Chinese market, and each brand has a comprehensive product chain that can cover the above needs. If ZhenSanHuan wants to expand its market more comprehensively, it has to carry out R&D and design according to the following three principles: firstly, it should be of high quality and low price; secondly, it should emphasize the functionality and ergonomics to enhance the consumer's ease of use; and thirdly, it should be of good looks and aesthetics to meet the aesthetics of all kinds of people. On the point of quality and price, because "ZhenSanHuan" all product lines are handmade by master workers, relative to other enterprises to take the modern industrialized cluster production, both the cost of raw materials, ironmongery masters wages, and additional costs are much higher, so the way to fight the price war is impractical, and not "ZhenSanHuan" is good at the direction. "ZhenSanHuan" can only be achieved through the improvement of their quality to ensure that they are at the same price to achieve the best artistry on the market. Iron pots on the market are usually heavy and follow the same design as the ancient ones without any significant improvement, and some consumers also reflect that iron pots are too heavy. In addition, in order to preserve the tradition, "ZhenSanHuan" products do not give too much consideration to ergonomics, which brings a certain threshold for the user, resulting in the user adapting to the pot rather than the pot adapting to the user, which is both the advantages of "ZhenSanHuan," but also This is both an advantage and a disadvantage of "Zhen Sanhuan." In designing new products, it is possible to incorporate functional and ergonomic design to make the product more humanized.

Regarding the appearance of the product, a thousand readers have a thousand Hamlets, and not all groups will recognize the traditional design; in order to win more consumers, "ZhenSanHuan" can consider the introduction more in line with the tendency of various consumer groups of products, from the appearance of zhangqiu iron pot on the improvement, to win more consumer groups. The second and third points are "Zhen Sanhuan" from the improvement of the easier to carry out the direction, so it is recommended that "Zhen Sanhuan" from these two aspects of the start to carry out research and development. The use of factory masters for many years inherited iron skills, improved to meet the needs of consumers in the new era of Zhangqiu iron pot, or based on Zhangqiu iron pot, to enrich its functionality, such as for the fast heat conduction of iron pots, the handle scalding the problem, you can develop the handle anti-scalding process or research and development of raw materials in the product is rich in beneficial to the human body trace elements, from the frying of vegetables healthier angle of the publicity! The heat conduction problem of the iron pan is fast, and the handle is hot.

5.1.2.2 Optimizing Price Strategies

(1) Price strategy for the low-end market

In this price range, consumers' price elasticity is very high, so if "Zhen Sanhuan" wants to maintain the stability of the low-end price market, it must set the price positioning based on the industry average level being slightly lower.

For the enterprise itself, to maintain an excellent upstream supply chain so as to avoid the impact of changes in raw material prices on prices when the price of raw materials is rising, with the help of large-volume purchases to obtain the bargaining power of the way or compression of management costs, to control the impact on product prices, to maintain their competitive advantage in price. Should classify the upstream suppliers and sign long-term supply contracts with the suppliers with large proportion, long cooperation, and good qualification as far as possible to ensure the stability of raw material supply and avoid price fluctuation, reduce the impact on the selling price of the low-end products, and use the way of low profit and high sales volume to maintain the proportion of "Zhen Sanhuan" in the low-end customer groups. The company will keep the share of "Zhen Sanhuan" in the low-end and middle-end customer groups.

(2) Price strategy in the middle and high-end market

Consumers in the middle and high-end market tend to pay attention to both brand, quality, and price, with a low degree of product standardization and relatively complex technical requirements. However, in this price range, ZhenSanHuan's product line is fairly rich, and it can set pricing slightly higher than that of its competitors and take into account the consumption level of the target market.

Pricing in the high-end market should not only take into account changes in raw material prices but also form a complete set of price systems for the high-end market. In high-end market marketing, the dealers take a reasonable and sufficient rebate policy to improve their sales momentum. For different dealers, when using different pricing, coordinate the relationship between dealers to avoid internal competition.

(3) High-end market price strategy

For the high-end market, customers are mainly concerned about the quality of goods, safety, and the added value they produce, but this also includes the inner sense of satisfaction, and the price elasticity of demand in this area is relatively small. Hence, consumers are mainly concerned about the brand, pre-sale / after-sales service quality, more attention to the product design, whether there is a unique selling point (such as master craftsman production), whether to reflect the buyer's taste and financial strength, etc., pricing, pricing, and so on, to the buyer's taste. The buyer's taste and financial strength, etc., are very insensitive to pricing.

Therefore, for the high-end market, it is necessary to consider the functional selling points of the product as the main focus and emphasize the attributes of intangible cultural heritage. The price level is chosen to follow the market as a whole without destroying the balanced ecological environment of the industry, and at the same time, will not reduce its own high-end positioning.

5.1.2.3 Channel Expansion Portfolio Strategy

For the "Zhen Sanhuan" brand, the main measures are to strengthen the cooperation channel with e-commerce and expand retail channels and high-end customized channels. Channel strategy for enhancing the competitiveness of enterprises and reducing operating costs has a key role; it is in the whole marketing system that accounts for a critical component and is an indispensable strategy.

For the low-end market, the main channel is the electric sales channel; due to the share system, the e-commerce platform needs to cooperate with the "ZhenSanHuan" to carry out all kinds of marketing activities; as for the high-end market segment, it is necessary to high-end towards, customized, personalized channels, the ultimate goal is to carry out one-to-one customized service with high-end user groups, on the one hand, in the exchange of communication, on the other hand, in the exchange of communication, in the exchange of communication, in order to strengthen the cooperation channels, expand retail channels and high-end customized channels. The ultimate goal is to carry out one-on-one customized services with high-end user groups, on the one hand, to deepen the depth of understanding of customer needs in communication; on the other hand, through customized services, to win customer satisfaction and loyalty.

(1) Strengthen cooperation channels with e-commerce

Compared with the high-end market, the low-end market is limited by cost and other factors and can not produce high-added value; the market generally takes the low-price competition, which must strengthen the cooperative relationship with the major cooperative e-commerce. Because there is no physical store convenience, it is more important to do a good job of after-sales service; therefore, in the establishment of e-commerce channels, it is necessary to put the responsibility in place for the person, and it is best to choose a particular practical experience, loyalty to the company's e-commerce team, to facilitate the establishment and stabilization of the relationship with the customer, outside of the quality of the product, the professionalism of the service personnel is the maintenance of the key to this kind of customers.

(2) Expand retail channels

In addition to e-commerce channels, there are some offline retail channels for the low-end market. China's offline channels are still dominated by large shopping malls and supermarkets, such as Suning, Gome, RT-Mart, and so on. In such large shopping malls, usually, a floor will have dozens or even dozens of different brands competing on the same stage, whether the success of the sales reached a lot of variables, such as whether close to the door, whether the mall has promotional activities, and so on. In this case, how to stand out from a series of competitors is the crucial question; first of all, "Zhen Sanhuan" must develop a product line offline but also differentiate it from other brands. Currently, with more and more popular so-called online or offline special models, there may be subtle differences in artistry. Still, for the average consumer, perception is not apparent, which is "ZhenSanHuan" can refer to the link. Another critical factor in the offline retail channel is the need for professional sales staff, whom

ZhenSanHuan may not necessarily employ. You can refer to the management of the Shandong Ginza Shopping Mall, where all the brand's sales staff are employed in the mall itself and are incentivized to sell through a commission-based sales system. "By adopting a commission sales system, they are incentivized to sell ZhenSanHuan's products, and the professional sales staff can report to the company promptly based on the first-line market situation so as to facilitate the company's decision-making level to receive timely feedback and thus adjust the marketing strategy.

(3) High-end customized channels

After "ZhenSanHuan" became popular, some high-end restaurants took the initiative to contact "ZhenSanHuan" to upgrade themselves, requesting to customize commercial Chinese works with the same forging techniques as Zhangqiu Iron Woks at a price much higher than the regular Zhangqiu Iron Woks. Although the market share of this kind of demand and customized products in China is meager, usually not more than ten percent, such products are non-standard customized products, and their profit margins are very high, especially if large-scale mass production can be "ZhenSanHuan" to bring a very considerable income. For this kind of special needs of customers to pay more attention, it can be directly docked by the company's middle level and above, and it can take this opportunity to cut into its related high-end customer groups and gradually enter the high-end market by way of mutual referral.

Overall, it seems that "Zhen Three Rings" is too dependent on e-commerce channels; if e-commerce is in the wind, it will be safe and sound, but once the e-commerce recession, "Zhen Three Rings" sales are seriously affected, can not be put all the eggs in one basket. "ZhenSanHuan" should actively expand its marketing channels and expand its marketing audience. At present, as online marketing tends to be saturated, the cost of traffic is getting higher and higher, so it is a good time to kill offline. "Zhen Sanhuan" can take advantage of local advantages, first to Shandong as a pilot and gradually open more stores.

5.1.2.4 Targeting market feedback to enhance outreach

As a brand of intangible cultural heritage, "Zhen Sanhuan" should increase the publicity of the brand and products so that consumers can recognize and understand the difference in the production process of the intangible cultural heritage brand of iron pots and pans.

To make consumers establish a high degree of recognition of "ZhenSanHuan" brand products and improve the enterprise's own consumer awareness, to enhance the market share of pots and pans in the domestic market, "ZhenSanHuan" should be based on the current marketing activities, and at the same time, should be combined with the positioning of the product price. The following promotional strategies should be adopted based on the current marketing activities and in conjunction with the positioning of the product price:

(1) Advertising Strategy

"ZhenSanHuan" in the choice of network advertising based on the synchronization of investment in a number of outdoor advertising, such as crowded stations, subway stations, etc., but also in the large business district to arrange some of the ads, and even more and more vending machines, FengNao courier cabinets can be placed on the ads. At present, more and more public transportation, such as cabs and buses, also have led advertising equipment; such advertising platforms belong to the mobile advertising carriers, and such advertising generally pays attention to simplicity and clarity, through a moment for consumers to form an instant memory, unforgettable. In recent years, a community pedestrian access control advertising system has been introduced. This publicity can choose to put in the relatively strong purchasing power of high-end neighborhoods so that the publicity is more targeted.

(2) Discounts

"Zhen Sanhuan" can take advantage of holiday opportunities and e-commerce or shopping malls to carry out joint promotional activities so that their products are involved in e-commerce or shopping malls to carry out promotional activities.

At present, major e-commerce platforms such as "Double Eleven," "Double Twelve," "Goddess Day," and other special periods will carry out a series of promotional activities, and more and more shopping malls have been affected by its recent, more and more shopping malls have been influenced by them and have also carried out such activities. By cooperating with e-commerce and shopping malls to showcase your products, you can save on marketing costs and increase exposure.

Offline platforms can carry out a series of promotional activities, such as purchasing "Zhen Sanhuan" products to meet a certain amount, participating in the lottery, the prize for their other products, and the opportunity to let consumers experience other products to explore potential users. Local cities will also hold various exhibitions, such as furniture expositions, etc., which is also "ZhenSanHuan" to show their opportunities in the exhibition can be launched to limit the discounted products, or for large customers can be given to the group purchase rebate, to improve their purchasing enthusiasm.

(3) Do an excellent job of promoting people on the ground

"Zhen three rings" can specialize in training a group of professional push personnel; personnel sources are not limited to shopping mall employees or social recruitment of temporary workers. This group of ground push staff must have a certain degree of professionalism, fully understand the needs of consumers, and, according to their requirements, recommend the most suitable products. The importance of the front-line publicity work must be addressed. For this part of the ground promotion staff, in order to save marketing costs and promote their work enthusiasm, you can take a high commission, low base salary way to arrange their salary system, so that they are more willing to go to sell "ZhenSanHuan" under the goods.

5.2 Recommendation

According to the 4P marketing theory, through the study of "Zhen Sanhuan," current products, prices, channels, and publicity combined with the product characteristics of the development proposals.

First of all, market-oriented update products for different consumer groups need to launch more differentiated products to improve their quality to ensure the best production process; secondly, optimize the product price according to the low-end market, medium-high-end market, high-end market customer demand for different set of product advantages and prices; again on the marketing channel to expand, through the strengthening of cooperation with the e-commerce channel, expanding the retail channel, high-end customized channels to achieve; and finally, to strengthen the promotion of the market feedback as the goal, highlighting the advantageous features of the brand of intangible cultural heritage, through the advertisement, discounts and concessions, and make good people push the ground to do an excellent job in publicity.

This paper takes "Zhen Sanhuan rings" as the main body of research, combines the 4P marketing theory, applies in the market strategy research and development of intangible cultural heritage brands, thinks and analyzes the problems exposed in the current industry, and puts forward corresponding countermeasures by using the characteristics and advantages of intangible cultural heritage brand, which can be continued to be explored and researched in depth in the future, and can be applied to the whole market of intangible cultural heritage brand. It can be further explored and researched in the future and applied to the entire ICH brand market.

Finally, due to the limited personal level, low research ability to understand the thesis is not deep enough, the lack of systematic research to support the theoretical system of this study, and data calculation is not precise enough, which will affect this research project to a certain extent. Individuals need to continuously strengthen theoretical research and practical innovation to improve the quality of the research project for the development of society.

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Appendix

"Zhen Sanhuan" Company Zhangqiu Iron Pot Questionnaire

Greetings! Thank you very much for taking the time to fill in this questionnaire. In order to truly understand and grasp the marketing situation of Zhangqiu Iron Pot, so as to better optimize the marketing strategy and service users, according to the need to design this questionnaire. Please read and fill in the answers carefully to help complete the collection and organization of relevant information. This questionnaire is anonymous, please feel free to fill in truthfully, again, thank you very much!

1. Your gender is ()
 - A Male
 - B Female
2. Your age is ()
 - A. Below 18 years old
 - B. 18-25 years old
 - C. 26-30 years old
 - D. 31-40 years old
 - E. 41-50 years old
 - F. 51-60 years old
 - G. Above 60 years old
3. The type of cookware you own () (Multiple choices allowed)
 - A. Wok
 - B. Stockpot
 - C. Pressure cooker
 - D. Frying pan
 - E. Steamer
 - F. Others
4. Do you know the intangible cultural heritage brand "Zhen Sanhuan" Zhangqiu iron pot ()
 - A Yes
 - B No
5. Do you think "Zhen Sanhuan" brand Zhangqiu iron pot and cottage Zhangqiu iron pot difference ()
 - A big difference
 - B not much difference
6. Your "Zhen Sanhuan" brand Zhangqiu iron pot product quality satisfaction ()
 - A very satisfied
 - B satisfied
 - C general
 - D not satisfied

- E very dissatisfied
7. Are you satisfied with the packaging design of Zhangqiu iron pot of "Zhen Sanhuan" brand ()
- A very satisfied
 - B satisfied
 - C general
 - D not satisfied
 - E very dissatisfied
8. influence you to buy "Zhen Sanhuan" Zhangqiu iron pot is the main reason ()
- A price
 - B brand awareness
 - C product quality
 - D design
 - E other
9. Whether you will buy back and the reasons ()
- A Yes
 - B No
10. What do you think of the pricing of Zhen Sanhuan's iron pots? ()
- A.Pricing is on the low side
 - B.Moderately priced
 - C.Slightly high
 - D. Pricing is too high
11. You can accept the price of the product ()
- A.less than 100 yuan
 - B.100 to 200 yuan
 - C.200 to 300 yuan
 - D.300 to 400 yuan
 - E.400 to 600 yuan
 - F. More than 600 yuan
12. In terms of price, do you think the intangible cultural heritage brand Zhangqiu iron pot is more competitive than ordinary brand iron pot ()
- A.Strongly disagree
 - B. Disagree
 - C.Uncertain
 - D. Agree
 - E.Strongly agree
- 13.The way you buy Zhen Sanhuan Zhangqiu frying pan ()
- A.Brand stores
 - B. Large supermarkets
 - C. Home furnishing stores
 - D. Online e-commerce
 - E. Short video live platform
 - F.Other

14. You buy frying pan specific e-commerce platform ()
- A. Taobao or Tmall
 - B. Jingdong
 - C. Little Red Book
 - D. Pinduoduo
 - E. Jitterbug or Shutterbug
 - F. Others
15. Do you think the purchase channel is convenient ()
- A Yes
 - B No
16. Through what way did you learn about the intangible cultural heritage brand "Zhen Sanhuan" Zhangqiu iron pot information ()
- A. Promotion by company sales staff and dealers
 - B. Exhibitions
 - C. Social media (microblogging, public number, shaking sound, etc.)
 - D. Search engine, third-party sales platform
 - E. Friend recommendation
 - F product line marketing
 - G. Others
17. Is the promotion of Zhen Sanhuan Zhangqiu Iron Pot attractive to you ()
- A Yes
 - B No
18. Did you participate in the on-site experience when you bought pots and pans offline ()
- A Yes
 - B No
19. How satisfied are you with the offline product experience ()
- A Very satisfied
 - B Satisfied
 - C Average
 - D Unsatisfied
 - E Very dissatisfied