

Analysis on Marketing Strategy of Ningxia Wine Market Based on 4P Perspective

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Abstract: With the development of our society and the continuous improvement of people's living standards, consumers demand for wine is also growing. In recent years, China's wine industry has entered a stage of rapid development, although the Ningxia wine is a national enterprise, but also the old brand, but because of the market, many brands of wine, Ningxia wine is facing many brands of similar products between the competition. Under such a huge market competition pressure, how to seize the market opportunities, establish a good product image, so that Ningxia wine in the market invincible, has a very important significance. Based on the marketing theory and the information collected from the market, this paper analyzes the current situation and existing problems of Ningxia wine, and puts forward some suggestions for the situation of Ningxia wine, hoping to bring some help to Ningxia wine.

Keywords: Ningxia wine; Marketing status analysis; Strategy analysis

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1. Introduction

With the rapid development of economy in recent years, China's wine industry has entered a period of rapid development, wine production capacity, sales are growing rapidly, many companies have joined the market competition, but because of the lack of marketing ideas, making the domestic wine market Was occupied by foreign brands.

Based on the analysis of the marketing environment and existing problems of Ningxia grape industry, this paper explores the marketing strategy of Ningxia wine with Ningxia wine industry as the starting point, puts forward some suggestions for the marketing strategy of Ningxia wine market, and provides some development suggestions for Ningxia wine wine marketing management. Ningxia wine sales market to expand the idea of innovation. The

study will provide guidance on the actual marketing work of Ningxia wine, which is conducive to the better design of its marketing strategy system. Drawing on the experience of successful enterprises, to solve the practical problems in the marketing of Ningxia wine has a reference to the Ningxia wine to healthy and orderly development track, has important practical reference.

2. Analysis of Wine Environment in Ningxia

2.1 Macro Environment Analysis

2.1.1 Economic Environment

With the growth of China's per capita GDP, the rapid upgrading of consumer spending structure, enjoy the consumption began to dominate, people's demand for wine will be increasing. China's wine consumption in 2012 more than 2.16 billion bottles, compared with 1.9 billion

bottles in 2011 increased by 13.68%, China's per capita wine consumption from 0.25 L in 2002 expanded to 1.24 L in 2012, an increase of 400%. But compared with the global per capita consumption of wine 3.38 L, China's per capita consumption of wine is still low, the wine market in the wine market share of the smaller.

2.1.2 Political and Legal Environment

April 2003, Helan Mountain Dongfang wine has been with excellent ecological and natural conditions by the State Administration of Quality Supervision approved, the implementation of national origin of regional product protection. This is a powerful way to enhance the branding effect of the northern foothills of Helan Mountain, and to improve the competitive advantage in the domestic and foreign markets.

In 2004, the autonomous region government introduced the "Autonomous Region People's Government on accelerating the implementation of the development of grape industry in our region," a clear plan for the development of grape industry, the grape industry identified as regional advantages of industry, included in the agricultural industrialization development program, Helan Shandong Lu grape industry in Ningxia regional economy occupies an important strategic position.

In 2011, the autonomous region government formulated the "China (Ningxia) Helan Mountain footland grape industrial belt and cultural corridor development master plan", clear the specific development strategy of the region. Autonomous Region government has introduced a series of support and preferential policies in Yinchuan, Qingtongxia, Yongning, Hongsipu, Shizuishan development of wine grape cultivation, planting area in 2015 has reached 47,000 hectares in 2020 will form a million acres of grape industry corridor. In short, the grape industry will be in the local policy support to achieve leapfrog development.

2.2 Micro-Environment Analysis

2.2.1 Consumer Analysis

There is a large part of the consumer who likes to drink wine because it does not have much alcohol content. Consumers of Chinese wine culture is the continuation of liquor culture, in the domestic consumers on the taste and quality of wine to understand too little, so it will often appear to blush blossom cola, Sprite, many consumers do not know how to drink Drinking culture too little knowledge, ruined the unique quality of wine, but do not care what value and culture.

2.2.2 Competitor Analysis

Local enterprises are not good at the game, not with similar enterprises in the field to start an effective cooperation and competition, Ningxia Helan Mountain East area wine industry in the development process, but subjectively want to do bigger and stronger, too dependent on government power, very few In the integration of external capital, management, technology, marketing and other aspects of practical action, but also failed to fully develop and nurture market economy channels. This is not in line with the requirements of open economy and market management. Open economy is bound to appear cooperation or non-cooperation issues, market management is always a game problem, and around the specific industry and the game is mostly repeated game.

3. Ningxia Wine Marketing Strategy in the Existing Problems

3.1 Product Lack of Competitive Advantage

3.1.1 Product Brand Influence is Insufficient

Ningxia wine brand is not as big as other brands have the advantage, in general, the lack of their own characteristics, the product has yet to be developed. Some winery brand types are not many, only launched dry red or dry white, and each species, including too few varieties, will make consumers feel too monotonous, in the competitive products will not highlight the characteristics.

Wine companies use their own advantages to find the market, the brand effect has not been fully exploited. Although the "Xixia Wang", "Helan Mountain" dry red, dry white and other wines in the domestic market to enjoy a higher quality reputation, but the current Ningxia is not relatively high-end, distinctive wine market. Wine on the basis of the same raw materials in the paste Zhangyu, dynasty, the Great Wall and other well-known brands, a bottle of wine can be sold for hundred or so, or even higher, and Ningxia product prices have been hovering around 30 yuan.

3.1.2 Packaging Lack of Characteristics

Wine packaging imitation Western style is more serious, the lack of local characteristics, stay in the Western model to follow, can not break its own problems. Color composition changes a single, it is difficult for consumers to have a bright feeling. In the packaging is too old, no innovation, so that consumers do not have much visual in the visual senses. For the initial purchase of the product is difficult to distinguish between consumers of Ningxia

wine and other products, making consumers feel that the product is too monotonous. Without its unique identification, it is difficult for consumers to remember.

3.2 Promotion Strategy is Simple

3.2.1 Means a Single

Ningxia wine only uses the staff marketing and advertising in two ways, too single. Now all kinds of wine, each has launched a different means of promotion. Ningxia wine for the two means of publicity is not enough, can not attract consumers, more customers are difficult to specifically understand the wine industry in Ningxia.

3.2.2 Publicity is Not Big Enough

Advertising only in the magazine or business weekly to do, most consumers will not go to the newspaper commercial magazine, too limited. Do not read the newspaper this part of the crowd will not know the brand of Ningxia wine. And busy day of office workers they just want to take a break to ease the day's fatigue, but will not go to the weekly, for commercial bosses can also, but not for the majority of consumer groups.

3.3 Market Supervision is Not Big Enough

The rapid development of the wine industry led to the emergence of fake wine is growing, making the fake wine market mixed more and more serious, many criminals mixed into them. Their main purpose is to rely on the visibility of existing brands to create the same kind of alcohol products, reduce the price, to seek profits. But consumers do not know what the wine in the end is what raw materials manufacturing, only from the packaging can not tell whether it is genuine, criminals use of industrial fraud, consumers are difficult to identify out, so that manufacturers of wine drilled loopholes.

4. Analysis on Marketing Strategy of Ningxia Wine

4.1 To Carry out Product Innovation, Shaping the Brand Culture

The wine produced in China is bitter and the taste is not particularly sweet. The Australian wine to liqueur-based, taste is also relatively smooth, you can learn from the practice of Australian wine, to produce more sweet wine. Their wine color is also very good, not very deep, more in line with the wine of the aesthetic. Ningxia wine should learn from their production principles to create more in line with the Chinese taste of new products, so that consumers shines, and other brands to distinguish. For different wineries of wine to have their own winery culture, so

that culture in the wine, wine and culture. As long as have their own winery culture, will have more loyal consumers.

4.2 Improve Product Packaging

Packaging to have a unified element, a strong symbol of the characteristics of the change in the unity. Requirements packaging design novel, with original, full of personality, different from the competitive brand; customer DIY special custom, custom out of the customer's favorite packaging, according to customer requirements designed to exclusive of their exclusive products.

And as the main banquet, senior wine supermarket wine, to reflect the high-end cultural theme. Change the appearance of Ningxia wine products, only to innovate in order to be remembered. Suggestions: packaging materials, square solid wood box packaging, carton packaging. Graphic text: simple text "Ningxia xxx winery" is very simple, allows consumers to understand and remember the brand in Ningxia. In the packaging according to different products have different design concepts. Because it can highlight the different categories of each product in order to allow consumers to remember.

4.3 Customer Differentiation Promotion

1) For the general level of consumption of customers in the supermarket can be launched in the discount or buy gifts activities, supermarket customers are generally more value in the price, you can in the holidays when consumers for the promotion of activities, consumers in the purchase of products You can directly reduce the price or return the form of coupons, or by buying a gift in the form of stimulating consumer desire to buy.

2) For the mid-level consumer level in the restaurant launched three activities, you can take full gift promotions. For example: consumption of 300 yuan gift of a bottle of 68 yuan worth of wine; consumption of 1,000 yuan to 2,000 yuan, presented a bottle of 238 yuan worth of grapes; consumption of more than 3,000 yuan, presented a bottle of wine worth 698 yuan The So that customers feel the enjoyment of food at the same time, but also enjoy the delicious sweet and delicious wine.

3) For high-income consumer level customers in the Ningxia wine winery inside to buy wine to customers free wine strategy, to provide customers with the best quality after-sales service. For customers who buy high prices of wine can be free to them for VIP membership card, the implementation of points system, the cumulative score is different, the final reward products are also different. At the same time take them to the winery in Ningxia inside to

visit, taste the library wine.

4.4 To Strengthen Publicity Efforts to Enhance Brand Efficiency

In the publicity, you can take a lot of ways to increase consumer awareness of Ningxia wine.

4.4.1 Cooperation With Public Welfare Programs

Most people will see, but also increase the Ningxia wine in the minds of consumers a good impression, increase recognition.

4.4.2 Trade Fairs Publicity

So that customers free tasting activities, relatively large flow of people to attract more consumers, increase consumer awareness.

4.4.3 TV Ads

Invitation some customers like the star as a product spokesperson, so that consumer psychology to generate new awareness, so as to stimulate consumer motivation to buy.

4.5 To Strengthen Market Supervision

Now on the market a lot of lawless elements to use brand awareness for fraud. There is a great risk in the security, improve the quality of wine is the basis of the development of wine in Ningxia, but also to promote its development of the most important. Strengthen the supervision of the wine market, strengthen the control of the retailers to crack down, strengthen the quality of the production process, we must establish a safe and healthy wine production system and management system, improve the laws

and regulations require a special law, improve the testing standards, Establishment of long-term mechanism of liquor circulation management.

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