



How Integrated Marketing Accurately Shapes Consumer Behavior: Taking Honey Snow Ice City as an Example

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Abstract. With the continuous development of China's economy, people's consumption level has generally improved, especially the demand and consumption of fast-selling products have greatly increased. Tea drinks are deeply affected. This paper studies how to influence consumer behavior from the perspective of in-depth analysis. First of all, the brand of Honey Snow Ice City is analyzed, then the marketing idea is analyzed, and finally, some suggestions are put forward and conclusions are drawn. By the method of literature analysis, this paper takes "Honey Snow Ice City" as the research object, and studies the marketing strategy and model of Honey Snow Ice City, to further analyze consumers' purchasing motives. It is found that integrated marketing brings consumers better information integration than other competitive brands, which is the main motivation for consumers to buy. In addition, the marketing model of Honey Snow Ice City has given birth to many problems, such as the serious homogenization of marketing content among platforms, and the fact that each platform has a certain basic fan base but fails to realize traffic conversion. In addition, this study will put forward suggestions for the marketing development of the Chinese tea brand market.

Keywords: Integrated Marketing, Consumer Behavior, Honey Snow Ice City.

1 INTRODUCTION

With the decline of the traditional media industry and the rise of the new media wave, more mobile phone applications that can cater to the new market economy have developed rapidly, and the online economy has gradually dominated. When the online economy can provide more convenience for consumers, people's consumption habits change and they begin to choose online consumption more and more [1]. Under the influence of the COVID-19 epidemic, people are more dependent on online consumption, pushing more online economy into a new era dominated by traffic, promoting the formation of customers' online consumption habits, and realizing a benign promotion and cycle. Honey Snow Ice City is a national brand product of tea. Products meet multiple consumer demands, and it is necessary to have a positive impact on consumers frequently, to attract more consumer groups and guide customers to buy back many times. Nowadays, the market competition in the tea industry is becoming more and more fierce, and

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Michelle Ice City is the first to enter the multi-platform marketing model. Taking Honey Snow Ice City as an example, this paper explores and analyzes how integrated marketing accurately shapes consumer behavior. This study focuses on how to integrate the marketing of the tea brand Honey Snow Ice City in the fierce competition of tea brand industry, so as to achieve the purpose of accurately shaping consumers. This research has practical reference significance for the integrated marketing of most brands. This study mainly discusses the marketing methods of brands. The literature analysis method is used to find and read relevant materials and documents. The advantage of this method is that it can well analyze the methods and advantages of integrated marketing, which is conducive to the research. The ultimate goal of this study is to analyze how integrated marketing accurately shapes consumer behavior. In order to achieve this goal, the multi-platform marketing of Honey Snow Ice City brand is analyzed in detail.

2 CASE ANALYSIS

2.1 Brand Analysis

Honey Snow Ice City, founded in 1997, is a national chain brand of ice cream and tea. In June 2007, Honey Snow Ice City was opened to join. Mi Xue Bing Cheng opened an overseas store in Vietnam in 2018, realizing the first development of overseas markets. Since then, it has opened stores in Indonesia, the Philippines, South Korea, and other places. On February 26th, 2022, Michelle Ice City opened its first stores in Singapore and Malaysia respectively [1]. By 2023, there will be more than 25,000 stores in the country, covering 31 provinces (cities and autonomous regions). There are more than 29,000 stores in China and more than 3,000 stores in overseas markets.

The brand positioning three brand star products are popular chilled lemonade (price in 4 RMB), explosive fresh ice cream (price in 2 RMB), and online celebrity shake milkshake (price in 6 RMB). Honey Snow Ice City has improved the attractiveness of the product itself, and the product has a very high favorable rate, and it stands out from the competition of many tea brands with absolutely low prices and high-quality products. Among them, the product is popular with chilled lemonade, which pays attention to and meets the needs of consumers. It is sold at a low price of one cup in 4 RMB, and the annual sales volume is as high as 200 million cups [2].

The brand of Honey Snow Ice City is positioned in the market with high quality and fair price, and its target customers are the student party, young people who have just entered society, and low-consumption people in the third and fourth lines. Shops are usually located on commercial streets, shopping centers, or near schools. Honey Snow Ice City quickly occupied a large number of tea products market share with accurate market positioning. A large number of shops located in a good geographical area can satisfy consumers' immediate consumption psychology. The three-star products are highly matched with the target customers and are unique in the tea and beverage market.

Realize the complete industrial chain of operation management, R&D and production, warehousing, and logistics, and lay a solid foundation for the realization of low price and high quality in Honey Snow Ice City. To make a drink more affordable, the R&D team of Honey Snow Ice City has carefully studied it from the cup to the lid. To

control the price, Honey Snow Ice City abandoned the method of purchasing raw materials commonly used in the industry but built its central factory R&D center, and the core raw materials were produced and sold by itself. Subsequently, Honey Snow Ice City again.

2.2 The Content of Brand Management

In 2019, Honey Snow Ice City upgraded its brand, and the Snow King wearing a crown, an ice cream scepter, and a red cloak was born. The brand is successfully personified. The Snow King's great sense of contrast has sprouted consumers, making people willing to stop around the lovely Snow King in a busy environment. On June 23, 2022, the term "Snow King Blackened" successfully rushed to the hot search, and the snow king turned all black except the ice cream scepter. After successfully causing a big wave of traffic, the official explained that the reason for the blackening was "the mulberry was tanned in the mulberry garden". This wave of operation can be said to have attracted the attention of consumers, deepened the cute and interesting image of Snow King and successfully promoted new products [3].

Registered "I Love You You Love Me" trademark. The theme song of Honey Snow Ice City was sung by Honey Snow Ice City, and released on December 23, 2019. The theme song style is highly coincident with the tonality of Honey Snow Ice City brand "grounding gas". The whole song is only "You love me, I love you, honey snow and ice city are sweet." Repetition is simple and catchy, which conforms to the habit of young people playing with stalks. Once it was launched, it exploded online and had a wide publicity range. The offline stores play circularly, and the theme song is light and pleasant, spreading all over the streets and deeply rooted in people's hearts.

The brand IP "Snow King" is enabled on the plaque of offline stores, which is combined with China Red to increase recognition. The overall design is simple and transparent, and warm lighting is used to create a warm environment and further strengthen the brand image. A transparent production platform can facilitate customers to directly see the production procedures and ensure the hygiene of products. The difficulty of decoration is reduced, which facilitates chain expansion. At a time when many tea brands are emerging and expanding, the products are rapidly expanding and occupying the market at absolute low prices. High-quality products give customers a high sense of experience and a good word-of-mouth effect. According to competing milk tea, the price ranges from 15 RBM to 35 RBM, which is generally high. At the same time, the income in the target market is low, and the low price is in line with customer consumption expectations.

The brand of Honey Snow Ice City is IP-based, which makes it more like a child who is looked up to by people. As the consumption structure shifts from functional to emotional and spiritual values, the demand for products by consumers has shifted. Honey Snow Ice City has carried out multiple brand public welfare activities, taking them from society and feeding them back [4]. In the event of multiple disasters in domestic cities, Honey Snow Ice City donated tens of millions of yuan without compensation to support the disaster areas. The behavior of Honey Snow Ice City not only

made significant contributions to the process of assisting disaster relief and reconstruction in disaster areas, but also established a good brand image in the hearts of consumers, effectively enhancing product significance, and establishing brand value by influencing consumers' opinions, and promoting consumers to subconsciously feel that Honey Snow Ice City is a trustworthy and deserving object to be helped. It can also be said that the multiple brand public welfare activities carried out by Honey Snow Ice City were very effective brand marketing.

2.3 Marketing Mode

Honey Snow Ice City conducts digital marketing on platforms such as MicroBlog, Tiktok, and WeChat. Compared with traditional marketing, digital marketing is interactive, participatory, open, massive, and accurate, which provides incomparable advantages for Honey Snow Ice City [5].

MicroBlog mainly publishes the contents of brand activities. MicroBlog users are small groups that rely on common interests or hobbies, which can greatly improve the operability of brand marketing. Therefore, MicroBlog, the official brand, can focus on the fans to achieve the purpose of effective marketing. By using the convenient interactive communication technology on the Internet platform, the brand can clearly get feedback and evaluation from the audience, thus contributing to providing better services to meet the needs of consumers [6]. Recently, Honey Snow Ice City released a video related to the brand's activity cream music, which has obviously improved the attention compared with other videos. MicroBlog takes advantage of the high overlap of the two audiences, effectively improving brand awareness and influence, and attracting more potential users to buy.

TikTok mainly focuses on IP Snow King's funny videos and live broadcasts and offers preferential group purchases on the merchant interface. First of all, Honey Snow Ice City complied with the principle that the TikTok Platform respected originality and released the funny video of Snow King. The IP Snow King of Honey Snow Ice City is positioned as cute and funny. The funny video of Snow King was released on the TikTok platform, which attracted a lot of people's love and successfully established and deepened the brand image in consumers' minds. The people's attention and heated discussion have enabled Honey Snow Ice City to harvest a lot of traffic, which not only drained the live broadcast room but also further spread the brand IP. Secondly, add Snow King IP, different clothes, and other elements to the live broadcast in TikTok to sell goods by promotion and form. The form of sales promotion affects consumers' spending time, allowing consumers to decide to buy coupons in a short time, laying a solid foundation for successful consumption transformation. Finally, give consumers preferential group buying activities in the merchant interface and provide detailed information on recent merchants, which will affect consumers' final decision.

WeChat applet focuses on product content, activities, and after-sales, which improves the customer's consumption experience. The main interface of the WeChat applet is Production. Sell products in two ways: self-pickup and takeaway. Launch various types of activities and release brand-related information. Display recent activities

and popular celebrity products to consumers through the homepage advertising interface, attracting their attention and purchasing products. Two types of food retrieval methods provide consumers with more choices and enhance their purchasing experience. The problem feedback interface is responded to in real time by online customer service, effectively achieving the product feedback process. Therefore, WeChat mini programs have improved consumers' purchasing experience.

Honey Snow Ice City's social media boom is keeping up with the trend of young people playing with memes. The official release of theme songs on various platforms marks the beginning of the meme creation. A lively and repetitive melody forms a promotional advantage. On Bilibili, bloggers of various types, such as dance, music, comedy, food, and other genres, have created a second round of fancy creations, gaining popular entries and traffic, achieving cross-border integration, and reaching more potential audiences. Break the threshold on platforms such as TikTok and Kwai, promote offline shopping, and achieve traffic conversion. Promote the rise of popular songs on various platforms through the path of "creating memes, exploding memes, connecting memes, triggering trends, and harvesting traffic" [7]. At the same time, the wild "Snow King" is active in various popular video comment areas, attracting the attention of other viewers with humorous language, and strengthening consumers' brand impression.

3 MARKETING IDEAS

3.1 User Positioning and Analysis

The target audience is clearly defined as the student party, young people who have just entered society, and low-consumption groups in the third and fourth tier. These groups have a purchasing demand for milk tea but have limited budgets [8]. At present, when the average price of products from competitors in this target market, such as Nayuki, HEYTEA, and other brands is around 25 yuan, Honey Snow Ice City naturally becomes the first choice for low consumer groups. In today's era of constantly rising prices, the insistence of Honey Snow Ice City on not raising prices has attracted a group of iron fans. Determine the positioning of the brand and product in the target market, emphasizing its unique value proposition of 'genuine people, genuine products, no shortcuts, no scams'. High-quality raw materials and the widespread use of "hard work and technology" to achieve differentiated advantages, to attract the target audience.

3.2 Marketing Strategy

Create celebrity products to meet consumers' basic needs and strengthen consumer stickiness. They are simultaneously diversifying products, giving brands more possibilities, and stimulating consumer consumption. Use IP Snow King packaging to enhance the social attributes of the product. Strengthen core values, meet the needs of target audiences, and align with brand positioning. The complete industrial chain of Honey Snow Ice City provides cost protection for maintaining a low-price strategy. Consumers' willingness to pay is low, and low prices ensure a balance between price

and value. Some platforms have launched group buying preferential policies and corresponding promotional activities during holidays. Use a guaranteed delivery platform for sale to ensure that the product can be efficiently delivered to the target audience and provide a good purchasing experience. Determine comprehensive promotion strategies, including advertising, promotion, promotion, and public relations, to increase brand awareness and sales volume.

4 RECOMMENDATION

Develop a specific communication plan, determine which channels and media will be used to disseminate brand information, how to conduct regular promotional activities, and develop a schedule based on needs and budget.

Explore comprehensive marketing methods and channels, such as digital marketing, social media marketing, content marketing, word-of-mouth marketing, etc., to ensure multifaceted communication and influence. In digital marketing, strengthen content differentiation creation and attach importance to content verticality. At present, there is a lack of innovation in product marketing communication methods. After the popularity of the theme song "You Love Me, I Love You" gradually faded, Mi Xue Ice City chose to continue using the marketing and communication model of "brainwashing magic song" to attract consumers' attention. However, it is evident that such marketing activities with high similarity in a short period have strong marketing purposes, making it difficult to mobilize consumers' enthusiasm for participating in topic discussions, and even easily causing consumers to develop resistance. Therefore, comprehensive marketing methods and channels should be urgently opened [9].

Regularly evaluate and adjust the execution effect of marketing strategies, continuously improve and optimize based on market feedback and consumer needs, in order to increase brand influence and market share.

Strictly enforce quality control and reject food safety crises. On the one hand, due to the low pricing of Honey Snow Ice City, its profit margin has been further compressed, resulting in loopholes in its management of employees and stores. On the other hand, the pressure to go public in Honey Snow Ice City is high, and accelerating the opening of stores also results in uneven store management levels. More than 10000 stores in Honey Snow Ice City have put forward higher requirements and brought greater challenges to its entire supply chain system. Joining can easily lead to sheep-like management. Therefore, quality control should be strengthened to avoid the occurrence of malicious news [10].

5 CONCLUSION

The research result of this study is that the brand Honey Snow Ice City achieves the goal of accurately shaping consumers through integrated marketing, and further concludes that integrated marketing has an indelible positive image for shaping consumers. This study provides valuable reference significance for future research in this direction, mainly affecting the understanding of the importance of integrated marketing for

brands. Future research should focus more on the direction of comprehensive marketing methods for in-depth exploration.

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