An Analysis of Marketing Strategy of Premium Fresh Milk Based on 4v Theory—a Case Study of Yuexianhuo Milk

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Abstract. With the continuous improvement of consumer living standards and health awareness, the consumption of dairy products in China has gradually increased. "Yue Xianhuo" seizes the opportunity and quickly grabbed a place in the dairy market.

This article fully understands the 4V theory and the development of YueXianHuo milk through case study, and also analyzes the marketing strategy of YueXianHuo milk from the consumers' point of view through questionnaire method. To sum up, this article hopes that the case of marketing strategy of YueXianHuo can provide reference and suggestions for other similar dairy enterprises and promote the development of dairy industry.

Keywords: 4V marketing theory; YueXianHuo milk; low-temperature fresh milk.

1   Introduction

This thesis takes the marketing strategy of "YueXianHuo milk" as the research object, and explores its marketing strategy with the 4V marketing mix theory. It is hoped that the research in this thesis can solve the problems and deficiencies of YueXianHuo milk in marketing, provide reference for other similar dairy brands in marketing strategy, and promote the development of the dairy industry.

1.1   Research Background

The infiltration rate of low-temperature fresh milk market has increased, and sales have grown rapidly. Large-scale dragon -headed dairy companies have also joined the low-temperature fresh milk market.

1.2   Research Significance

In terms of marketing, YueXianHuo has its unique and worthwhile aspects. Through 4V marketing theory, this article analyzes the reasons for the success of YueXianHuo's marketing in the background of the fierce competition in the low -temperature fresh milk market, starting from its marketing strategy through the 4V marketing theory. Studying its marketing strategy has certain theoretical and practical significance.

1.3   Research Questions

(1) Based on the 4V marketing theory, is the marketing strategy of YueXianHuo effective? (2) What are the shortcomings of YueXianHuo in marketing?

2   Literature Review

2.1   Studies on the Application of the 4V Theory

In June 2001, Professor Wu Jinming of Central South University in China published an article entitled "4V Marketing Mix in the New Economic Era" in China Industrial Economy, in which he comprehensively put forward the 4V marketing theory, including the four principles of Variation, Versatility, Value and Vibration.[11]

The 4V theory can be used in the research of high-tech industry, cultural products and other fields. In these areas where the update is replaced, the 4V theory can help enterprises to gain competitive advantage in the competitive market through unique value creation and delivery. Some domestic scholars have conducted in-depth research, such as the theoretical analysis of the new energy vehicle brand Tesla us area[7]. Domestic scholars have combined the 4V marketing theory with local practice by combining the characteristics of the Chinese market, and put forward some innovative research results. These research delves into Chinese consumer behavior regarding fresh milk products, revealing a preference for branded and certified milk, with distinct consumer groups identified through a latent class model. Fresh milk, despite its importance in China's dairy sector, has room for increased consumption, with safety certification, shelf-life, and nutrition being the most valued attributes by consumers. Regional disparities in preferences are noted, with developed areas favoring safety and taste, while less developed areas prioritize quality and brand. Marketing strategies for the Ningxia Xixia Wang wine brand and Hunan's camellia oil industry are also discussed, emphasizing the need for brand differentiation, service enhancement, and intelligent traceability systems to boost competitiveness and market share. [3] [6] [8] [10].

2.2   Studies on the Marketing Strategies of Fresh Dairy Products

In the research on dairy marketing strategy, it generally involves factors such as products, channels and network marketing. Scholars have studied almost from these aspects.

Fresh dairy products becomes a key focus area. In terms of distribution, research highlights the importance of minimizing distribution costs and time to maintain the quality of fresh milk. A study in Mojosongo identified direct marketing channels from farmers to consumers as the most efficient, while also emphasizing the need for effective logistics to prevent spoilage during transportus area[1]. Overall, the integration of efficient marketing strategies and responsive policies is crucial for enhancing the marketability of fresh dairy products in a rapidly evolving landscape.The research analyzes fresh milk marketing in Kabupaten Klaten, identifying channels, costs, profits, margins, and efficiency, highlighting two efficient marketing channels with high farmer's share percentages.us area[9]. Many scholars have analyzed the dairy market from the perspective of marketing, consumer and competition[2][4][5][12].

All in all, the current scholars have conducted many explorations and analysis of the development of low-temperature fresh milk dairy products. However, there are very few marketing strategies for YueXianHuo milk. Therefore, this article will analyze the marketing strategies of YueXianHuo milk based on the perspective of 4V marketing theory, providing inspiration and reference for the marketing of more similar brands.

3   Research Methodology

In this chapter, based on the research question, used to analyze whether the marketing strategy of YueXianHuo milk under the 4V theory is effective. Next, participants, questionnaire design, data results will be presented.

On the one hand, The innovative process of YueXianHuo milk demonstrates the company's strong innovation capability; on the other hand, the INF009S sterilization process creates a clear difference from the concept of most fresh milks in the market. Therefore, this research puts forward H1 as below:

H1. The INF009S technology has a positive impact on the product sales of YueXianHuo milk.

The success of YueXianHuo milk was mainly achieved through marketing strategies such as product innovation, functionalization of product design, celebrity effect, and meeting emotional needs, which enhanced the brand image and corporate competitiveness. Besides, in the convenience stores where young white-collar workers gather, YueXianHuo milk has become the nutritional choice of consumers due to its excellent product quality. Therefore, hypotheses are proposed as below:

H2. Channel promotion for convenience stores has a positive impact on the market share of YueXianHuo milk.

H3. Television advertisements and celebrity effects have a positive impact on satisfying the emotional needs of YueXianHuo milk's consumers.

3.1   Participants

In this paper, a questionnaire was randomly distributed on the Wenjuanxing platform, with a total of 188 effective questionnaires collected. From gender of respondents, there are 31.38% of respondents are male and 68.62% are female. From age of re-

spondents, it is show that the number of respondents under the age of 18 is 8, accounting for 4.26%; the age of 19-30 is 144, accounting for 76.6%; the age of 31-40 is 27, accounting for 14.36%; over the age of 40 is 9, accounting for 4.79%.

3.2   Questionnaire Design

This paper retains the Chinese version of the original measurement items, which enables respondents to better understand the items and to better test the effectiveness of the marketing strategy of YueXianHuo milk. In order to ensure validity and effectiveness of the questionnaire, trial test was conducted by 20 respondents (excluded in the final test) who have bought YueXianHuo milk. The final items are shown in Tab.1 as below:

Table 1. Items to Be Tested

Construct	Item	Source
Variation	A1. Do you agree that you choose to buy YueXianHuo milk because of its high degree of freshness? A2. Do you agree that you chose to buy YueXianHuo milk because of its long shelf life? A3. Did you learn about YueXianHuo milk through the convenience store channel? A4. Are you consistent with purchasing YueXianHuo milk from convenience stores as a channel?	Li, 2019 Yu, 2019 Wang, 2020
Versatility	B1. Did you know that YueXianHuo A2B-Casein milk is more suitable for lactose intolerant people and easy to absorb and digest?	Shi, 2023
Value	C1. Did you learn about YueXianHuo milk through the channels of the convenience store, micro film, celebrity endorsement ?	Zhang, 2022
Vibration	D1. The microfilm "Let Youth Be Fresh and Vibrant" inspires your emotional resonance and willingness to buy. D2. Have you experienced "Xiyang", a meta-universe product by YueXianHuo and Baidu? D3.The experience will increase your trust in YueXianHuo milk and increase your engagement.	Wang, 2020 Gai, 2022

3.3   Data Results

As can be seen from Fig.1, students and office workers accounted for 59.57% and 36.7% respectively, they were the major groups among the survey participants, and more concerned about YueXianHuo milk. Obviously, these figures also show that the main consumers of YueXianHuo milk are indeed young people.
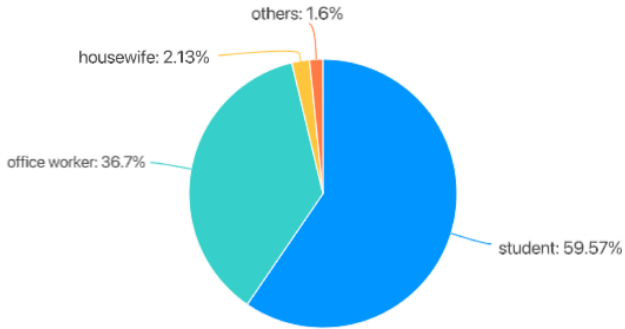
Fig. 1. Respondents

According to Fig.2 below, the percentage of people who have heard of YueXianHuo milk is 42.02%. The percentage of people who are more familiar with the brand and have purchased it is 44.15%. The percentage of people who are very familiar with the product and have purchased it many times is 10.64%. The percentage of people who don't know the product is 3.19%.

In terms of knowledge and purchasing behavior, a relatively large number of people have heard of YueXianHuo milk but have not purchased it. The high percentage of people who are more familiar with the brand and have purchased the product indicates that the brand is recognized and chosen by consumers to a certain extent. The low percentage of people who are very familiar with the brand and have purchased it many times indicates that there is still room for improving the brand's loyalty in the market. The percentage of people who do not know the product is 3.19%, indicating that the popularity of YueXianHuo milk in the market still needs to be improved.
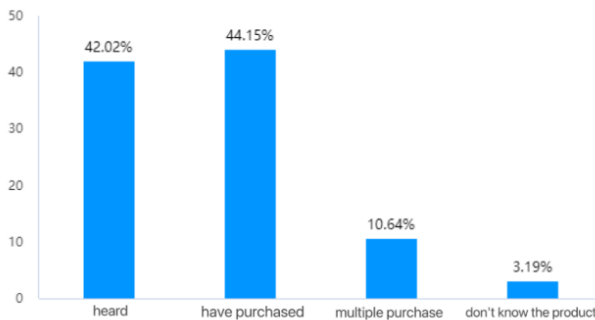

Fig. 2. Brand Awareness

As shown in Fig.3 and Fig.4 below, the highest ranked channels for consumers to learn about and purchase YueXianHuo milk are convenience stores, which shows that YueXianHuo milk's strategy of heavily investing in convenience stores is effective.
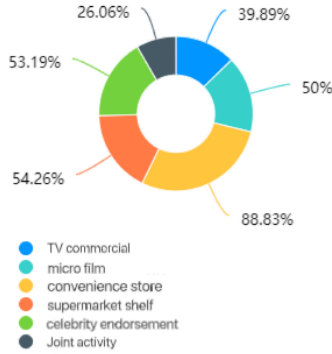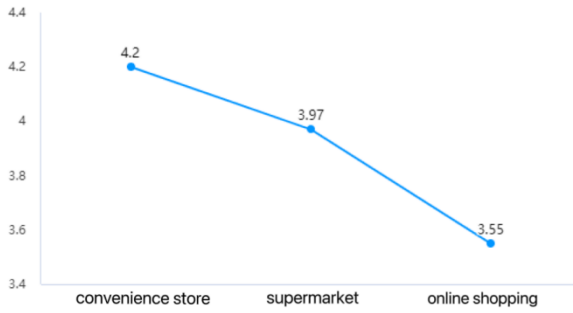
Fig. 3. Understanding Channels

Fig. 4. Purchasing Channels

As can be seen from Fig.5, more than half of the people think that YueXianHuo milk is slightly expensive, 41.49% think it is moderately expensive and only 0.53% think it is relatively cheap. This indicates that the majority of people hold a higher view on the price of YueXianHuo milk.
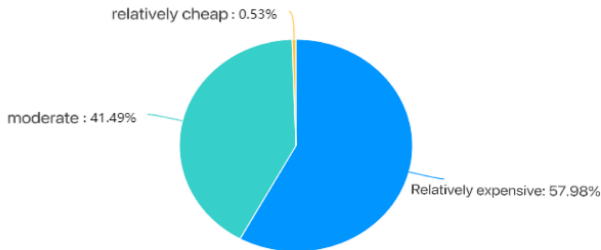

Fig. 5. Perspectives on Price

Table 2. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.878	.878	9

The thesis performs analysis to verify construct validity and reliability. Tab.2 shows that all variables have construct reliability. The Cronbach's alpha values for all variables are above 0.8 (α=0.878), representing further that the measurement of these constructs is statistically reliable. The KMO shown in Tab.3 is 0.909, above 0.9, representing the validity of the data.

Table 3. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.909
Bartlett's Test of Sphericity	Approx. Chi-Square	884.852
	df	36
	Sig.	.000

4 Conclusion

After analyzing the marketing strategies of YueXianHuo milk based on the 4V theory, the summary and study limitations will be rendered in the last chapter.

4.1 Findings

This paper analyzes the marketing strategy of YueXianHuo milk through the 4V marketing theory, which provides reference for the marketing practice of other dairy products' enterprises. In addition, there is little analysis on the marketing strategy of YueXianHuo milk in China, which shows that the study of its marketing strategy is of practical significance.

As can be seen from this thesis, firstly, YueXianHuo milk enhances its competitiveness through these three differentiations of products, consumer groups and brand promotion. Secondly, YueXianHuo milk offers a series of products with different functions according to the needs of consumers, and utilizes the channel of convenience stores to meet the needs of young people. On top of that, it creates added value through cross-border cooperation and celebrity effects. Finally, by launching the short film "Let youth be fresh and vibrant" and establishing a meta-universe space, it drew closer to consumers and triggered the empathy of young people.

Besides, the questionnaire survey verified the effectiveness of the marketing strategy of YueXianHuo milk. It also analyzes the problems and optimization strategies in the marketing of YueXianHuo milk.

Based on the questionnaire survey and case study analysis, this paper identifies several problems in the marketing of YueXianHuo milk. The first one is that YueXianHuo milk has few loyal consumers, the second is that it has a relatively single marketing channel, and the third is that it is easy to run out of stock on the shelves. For

these problems, this paper also proposes optimization strategies to solve these problems.

4.2   Limitations

This thesis utilized a questionnaire survey to analyze the marketing strategy of YueXianHuo milk. However, due to insufficient research experience and limited time, the research still has shortcomings. The subjects are mainly 19-30 years old. Other age groups and people are not well reflected in the results of this survey.

   Besides, due to the small number of samples, this conclusion may not be universal, but only reflects the situation in the sample. In order to reach a more accurate conclusion, it is necessary to further expand the sample size and conduct a broader investigation.

Acknowledgment

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