

Brand Market Research and Marketing Strategy Exploration Based on Youth Group: Take Zhonghua Soap as an Example

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Abstract: In recent years, with the improvement of people's quality of life, more and more people are pursuing natural, non detergent and care products. As an old brand product in China, Chinese soap should seize this opportunity. In order to strengthen the brand construction of Zhonghua Soap and continuously improve its popularity among young people, this study analyzes the problems faced by Zhonghua soap in the youth market through market research and analysis of the youth group and qualitative analysis of the industry and competitors. On this basis, feasible marketing strategies are proposed to expand the market share of Zhonghua Soap. Strengthen brand building to provide new ideas.

Keywords: Youth Group; Market Research; Marketing Strategy; China Soap

1. Introduction

Affected by the rapid economic development in recent years, the per capita income level of our people is also increasing, people's awareness of the pursuit of high-quality life is also increasing, and they pay more attention to their own health, making people have higher requirements for cleaning products, product changes and new, so that there are many personal care products on the market. As a domestic brand with a long history and profound cultural heritage [1]. Zhonghua Soap is facing the challenges and opportunities of market transformation. In order to further explore the problems faced by Chinese soap in the youth market, this paper adopts the literature research method, interview method and questionnaire survey method. At the same time, combined with the data platform to conduct in-depth analysis of effective questionnaires, we find that Chinese soap has some problems in the youth market, such as

low popularity, imperfect functions and further strengthening of publicity effect. On this basis, through the effective combination with 4P marketing strategy, this study puts forward targeted solutions, which provides a reference for China Soap to strengthen brand construction and expand the market scale [2].

2. Current Situation Analysis

2.1 Research Objects

The United Nations and the World Health Organization usually define the age group of youth as 15 to 24 years old. The youth group surveyed in this questionnaire is mainly college students. As can be seen from Table 1, the proportion of male and female students is 50.38% and 49.62% respectively, and the proportion of junior students in this survey is the largest at 44.27%.

Table 1. Descriptive Statistics of Samples

variate	category	number of people	valid percent
Gender	Male	66	50.38%
	Female	65	49.62%
Grade	Freshman	21	16.03%
	Sophomore	16	12.21%
	Junior	58	44.27%
	Senior	24	18.32%
	Graduate	12	9.16%
Monthly living expenses	less than 1000	14	10.69%
	1000-1500	64	48.85%
	1500-2000	35	26.72%
	Over 2000	18	13.74%

2.2 Research Methods

Literature research method: Before conducting research, a large number of relevant social research literature should be consulted to obtain reliable data and theoretical guidance.

Questionnaire survey method: Based on the basic information, perception of the product and suggestions of the research object, the questionnaire is comprehensively analyzed and designed to obtain a large amount of realistic data, and the data is processed by descriptive statistical analysis and Chi-square test.

Interview method: Investigators ask relevant

questions to interviewees according to the needs of the investigation, and collect materials according to the answers. The subjects of this interview are mainly college students, mainly for the current use of soap and other aspects of the interview.

2.3 Interpretation of Qualitative Research and Analysis Results

2.3.1 Industry analysis

In recent years, the total production of soap products has been declining, which is in sharp contrast to the huge growth of body wash, hand sanitizer and facial cleanser. With people's pursuit of high-quality life, consumption upgrading and increasing disposable income, they have gradually lost their favor for traditional solid soap cleaning products. Under the publicity of many "we media" and social media, people have turned to liquid and semi-liquid cleaning products as well as high-quality products such as hand sanitizer, facial cleanser and shower gel with clear functional classification. Because hand sanitizer produces less skin irritation and a lower risk of infection than soap, Chinese consumers are increasingly using hand sanitizer and soap usage has declined [3].

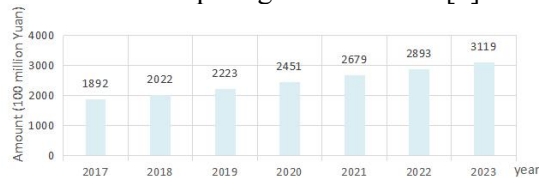


Figure 1. Market Size of China's Washing and Care Products from 2017 to 2023

As can be seen from Figure 1, the market size of China's wash and care industry has been increasing in the past seven years, and with the continuous adjustment and support of China's beauty product policy in recent years, wash and care products, as an important part of cosmetics, will also benefit from it.

2.3.2 Competitive product analysis

As shown in Figure 2, the CR5 of China's soap industry is 54.7%, a relatively concentrated pattern, in which Safeguard is the leading enterprise in China's soap industry, accounting for the largest proportion, accounting for 35.7%, accounting for the second proportion, accounting for 5.3%, accounting for the third proportion, accounting for 4.8%, accounting for the fourth proportion, accounting for 4.6%, accounting for the fifth proportion, accounting for P&G. Accounted for 4.3%, other

enterprises accounted for 45.3%.

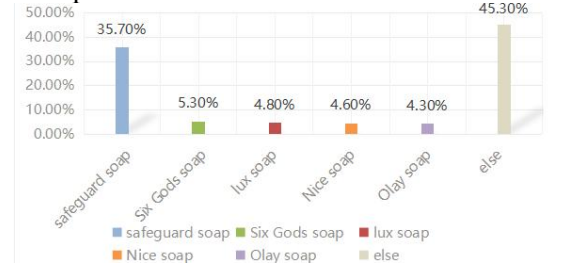


Figure 2. Market Share of Different Brands in China's Soap Industry

2.4 Interpretation of Questionnaire Survey Analysis Results

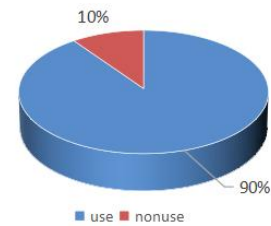


Figure 3. Do You Use Soap

As shown in Figure 3, 200 questionnaires are distributed this time, and 131 valid questionnaires are collected. Among the 131 respondents, 90% of them used soap in daily life. Since the respondents were randomly selected, we can believe that soap and other care products have certain marketing prospects among college students. As for the actual brand effect and marketing prospects, further analysis is needed.

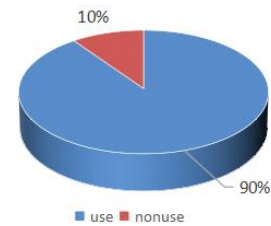


Figure 4. Whether You Have Used Chinese Soap Before

As shown in Figure 4, among the 131 respondents, 37% had used Chinese soap, and 63% had never used Chinese soap. It can be seen that college students do not have a high degree of use of Chinese soap.

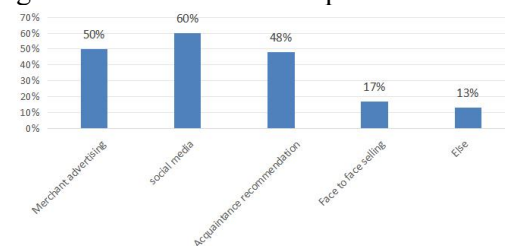


Figure 5. What Aspects Would You Like to See China Soap Improve in the Future

As shown in Figure 5, in the survey of people who have used Zhonghua soap, 56% of the respondents hope that Zhonghua soap can be improved in terms of functions. At the same time, the respondents' demands for the improvement of shape, fragrance and packaging account for 50% and 48% respectively. Therefore, Zhonghua Soap should focus on these three parts in terms of product strategy.

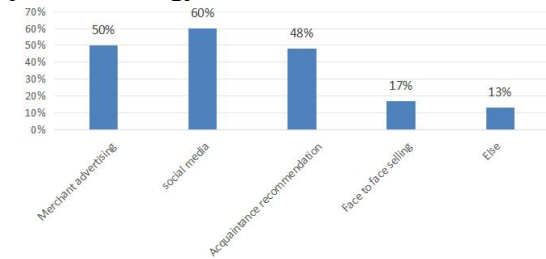


Figure 6. How Did You Learn About the Brand of Zhonghua Soap

As shown in Figure 6, the survey of people who have used Chinese soap shows that 60% of the respondents know that Chinese soap is made through social media, followed by merchants' advertisements and acquaintances' recommendations, accounting for 50% and 48% respectively. Video communication has become a more popular communication method for consumers [4]. This indicates that Chinese soap should strengthen its publicity in social media. At the same time, efforts should be intensified in advertising and word-of-mouth marketing.

As shown in Figure 7, the survey of people who have used Zhonghua soap shows that the main channels for respondents to obtain Zhonghua Soap are online shopping platforms, convenience stores and supermarkets, which indicates that Zhonghua Soap should carry out more professional management and cost control in these three channels.

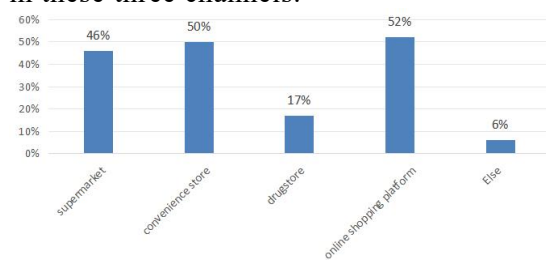


Figure 7. How Do You Usually Get Chinese Soap

Chi-square analysis was used to explore the difference between the frequency of buying

Chinese soap in convenience stores and the expected frequency in each gender group. As can be seen from Table 2, χ^2 (df=1, n=48) = 4.0833, $p=0.0433 \leq 0.05$ was significant. Therefore, it can be considered that there are differences between men and women in the choice of buying Chinese soap through convenience stores. Men prefer to buy Chinese soap in convenience stores more than women. Analysis of the survey results: According to the summary of the interview contents, Chinese soap is mainly faced with the problems of low popularity and insufficient publicity among young people. Meanwhile, the functions of soap cannot fully meet the needs of young people, and there is no obvious pertinences in the formulation of marketing strategies in different scenes.

Table 2. Chi-square Test List

variate	level	gender		aggregate	χ^2	p
		male	female			
convenience store	0	8(33.33)	16(66.67)	24(50.0)	4.0833	0.0433
	1	16(66.67)	8(33.33)	24(50.0)		
aggregate		24	24	48		

3. The Marketing Strategy under the 4P Theory

3.1 Product Strategy

High-quality products are more likely to be recognized by consumers [5]. Focus on core products, based on core products, pay attention to quality control, create very clean products; Develop different sizes in shape, pay attention to market popular demand in fragrance, and further develop in skin care and other functions to meet the different needs of consumers; Adhering to the concept of sustainable development of the brand, the packaging of plastic packaging as much as possible, the use of recyclable materials; Committed to building a national tide IP, combining traditional elements with modern popular elements, keeping pace with The Times, and constantly improving its recognition among young people [6].

3.2 Price Strategy

Adopt the 3C model that affects pricing, that is, consider Cost, Competitor, and Customer. Considering the natural ingredients of Zhonghua soap and other costs, reasonable pricing, and always pay attention to the price level of competitive products and consumer feedback.

Based on the value, according to the propaganda of the value concepts of "natural ingredients" and "Creating national tide IP" of China soap, the price is priced by the buyers' perceived value of the product; Bundle pricing refers to the sale of multiple products at a single price, that is, the sale pricing of multiple product combinations of different types, so that the sale in the form of combination or set can leave consumers with an affordable and cost-effective brand impression [7]. Discounts, event pricing, consumers like promotions, coupons, discounts, seasonal offers and other price reduction activities.

3.3 Promotion Strategy

Co-name with hot IP to increase visibility and expand consumer market [8]; Bundle sales of the company's products: the company can sell the perfume and soap at the same time, using the perfume consumers to expand the potential customers of soap; Present "Chinese" culture-related hand gifts: Combine excellent traditional Chinese culture with soap as hand gifts; Offline marketing activities, recruit some sales personnel with strong business ability, choose the more prosperous areas in various urban areas for marketing activities.

3.4 Channel Strategy

Strengthen the collaborative operation of online and offline channels to achieve effective transformation from offline to online [9]. At present, with the development of the Internet, people mostly learn about the products or services they need from various online social media. Use celebrity influencers to attract consumer users in social media [10]; Send goods evaluation to well-known bloggers first, give full play to the KOL effect, and increase the channels for consumers to understand the purchase; On May 13, 2022, Zhonghua Soap joined Zhonghua Preferred with the concept of "service brand·create brand", that is, put forward the "Zhonghua Preferred brand strategy", which enables enterprises to make full use of this advantage to further expand marketing channels.

4. Conclusion

This paper takes the youth group as the research object and conducts a questionnaire survey on the basis of qualitative analysis. Through further analysis and interpretation of

the data, this paper has an in-depth understanding of the youth group's use of Chinese soap, further analyzes its internal reasons, and constructively proposes a marketing plan combining the 4P theory, which is not only conducive to the brand construction of Chinese soap. At the same time, it has very important practical value and promotion significance for the formulation of other brand marketing programs.

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