

Anxi Tieguanyin's Experiential Marketing Strategy Research

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ABSTRACT

Objective/Meaning: This paper aims to explore the development strategy of experiential marketing of Anxi Tieguanyin and provide suggestions for the innovative marketing mode of Anxi Tieguanyin. **Methods/procedures:** It takes Anxi Tieguanyin as the research object and uses the literature research method and analysis and induction method to analyze the general situation and predicament of Anxi Tieguanyin's marketing, experiential marketing and the theoretical basis of the experiential marketing of agricultural products. It also puts forward the countermeasures and suggestions of Anxi Tieguanyin experiential marketing. **Results/Conclusions:** The paper analyzes that Anxi Tieguanyin has a single marketing channel, its production and sales experience is disjointed, the market segmentation is insufficient, the emotional experience is lacking, the business model is traditional, and the interactive experience is lacking. And from the three aspects of action, emotion and personalization, Anxi Tieguanyin should focus on developing experiential marketing. The paper puts forward a number of specific suggestions such as improving consumer participation and action experience, deepening emotional connection and emotional experience, enhancing brand value and personalized experience, providing reference for promoting Anxi Tieguanyin's marketing upgrade and further promoting Anxi Tieguanyin's further development.

Keywords: Anxi Tieguanyin, Agricultural product marketing, Experiential marketing, Countermeasures and suggestions.

1. INTRODUCTION

With the improvement of living standards, new consumption concepts and consumption concepts are gradually formed, and consumers are more and more urgent for high-level spiritual satisfaction and needs. Since the issue of "agriculture, rural areas and farmers" was raised in 2000, it has been paid more and more attention by all parties. The rapid development of agriculture has put forward new requirements for the marketing of agricultural products. People are no longer sensitive to changes in product prices, especially agricultural products in daily necessities, but are more concerned about the psychological satisfaction brought by products and services, which means that spiritual needs will gradually surpass material needs and become people's dominant needs. The marketing of tea-related products is still dominated by traditional marketing methods, which are difficult to meet the

needs of consumers. Therefore, carrying out the strategy research of Anxi Tieguanyin's experiential marketing will promote the transformation and upgrading of Anxi Tieguanyin's marketing methods. In recent years, Anxi Tieguanyin marketing research has mostly focused on regional brand building, e-commerce development and industrialization development countermeasures. Chen Taisheng analyzed its marketing and development strategies by analyzing the growth stage of Anxi Tieguanyin regional brand [1]; Zhang Wenkai, Liu Yingxian, etc. started from the e-commerce development of Anxi Tieguanyin's new agricultural business entity, and discussed its marketing development strategies [2]; Xu Guosheng analyzed its marketing methods from the three aspects of Anxi Tieguanyin's industrial development policy, production and operation [3]. However, the research on Anxi Tieguanyin's experiential marketing is limited to its influence on

its brand power [4], and there are relatively few studies. By studying the predicament of Anxi Tieguanyin marketing and experiential marketing strategies, analyzing the current problems of Anxi Tieguanyin, and putting forward feasible measures and suggestions, on the one hand, it can supplement the application of experiential marketing theory in the field of agriculture, and on the other hand, it can optimize and improve the marketing environment of Anxi Tieguanyin, put forward suggestions for promoting the transformation and upgrading of its marketing methods, solve the problems existing in the Anxi Tieguanyin market, better meet the needs of consumers, and promote the long-term and stable development of Anxi Tieguanyin.

2. MARKETING STATUS

In recent years, with the continuous development of Anxi Tieguanyin, the location and brand advantages of Anxi Tieguanyin have gradually become prominent [5][6]. Anxi has always been famous for its tea. It is not only the hometown of Chinese oolong tea, but also the birthplace of the world famous tea Tieguanyin [7]. Most of the rural population earns a living from tea-related jobs such as growing and selling tea, and 56% of farmers' per capita net income comes from the tea industry. Over the years, the tea industry has helped Anxi grow from the largest poverty-stricken county in Fujian to one of the top 100 counties in the country. In 2021, Anxi County will issue the country's first tea stamp, further expanding the brand influence of Anxi Tieguanyin. The tea plantation area of Anxi County is about 40,000 hm² and the output is 70,000 tons. The total output value of tea has continued to grow and has increased to 28 billion yuan. Behind the prosperity of the tea industry, a series of chain effects have been brought about. Anxi's unique Anxi Tieguanyin brand is increasingly valuable. The brand value even reached 142.846 billion yuan, ranking first in the value of regional brands (geographical indication products) in China. The successful launch of the "Anxi Tieguanyin-1" satellite is the first major exploration of digital development in Anxi County. In the future, it will have an important impact on tea planting, tea garden management, and the development of tea culture system in Anxi County [8].

According to statistics from the China Tea Circulation Association, my country's tea production will exceed 3 million tons in 2021, and the national tea-related population will be about 80

million. The tea sales market has shifted from a seller's market to a buyer's market. The relationship between supply and demand has changed, and the situation of the tea sales market has become more and more severe. The current average price of Anxi Tieguanyin is about 600 yuan/kg. According to the calculation of good, medium and poor tea quality accounting for 15%, 50% and 35% of the total sales, the average price of ordinary tea is in the range of 500 yuan/kg- Between 1000 yuan/kg. Anxi Tieguanyin has grades, the lowest price is about 100 yuan/kg, but most of the high-quality Tieguanyin are above 1,000 yuan/kg. In terms of marketing methods, Anxi Tieguanyin mainly focuses on traditional marketing and online marketing. The online marketing mainly focuses on Douyin live marketing, WeChat official account marketing, Weibo marketing and Xiaohongshu marketing, accounting for about 50%; The tea sales are mainly based on the recommendation of regular customers. The recommendation of friends greatly helped the development of Anxi Tieguanyin in the early stage, but it is only limited to a small circle of friends, and it is not helpful for the long-term development of Anxi Tieguanyin brand [9]; 70%-80% of the tea gardens belong to the small production model of tea farmers, which are self-produced and sold, with a narrow sales range and insufficient tea culture marketing [10]; the integration of tea tourism is gradually emerging, promoting the integration of the three industries, creating Anxi Tieguanyin characteristic tea estate brand, and helping Anxi The Tieguanyin brand took off and became a new fashion [11]; tea ecological marketing appeared in the market, and the construction of Anxi Tieguanyin organic ecological tea garden and green tea garden was steadily advancing [12]; Anxi Tieguanyin tea food gradually poured into the market, tea moon cakes, There are many tea desserts, and innovation in the way of eating tea is also an exploration of its marketing methods; as one of the top ten famous teas, it has obvious advantages as a tourist commodity, but it is over-packaged in the swarm of tea farmers, and the packaging design lacks tea culture Features [13]; Anxi Tieguanyin lacks the use of new marketing methods in marketing, and has not yet formed a large-scale and branded marketing advantage. In the state of continuous upgrading of consumer demand in the new era, the transformation of Anxi Tieguanyin's marketing method is imminent. As a tea industry with a long history, Anxi Tieguanyin coexists with opportunities and challenges in the coordinated

development of tea culture, tea industry and tea technology.

3. MARKETING DILEMMA

At present, Anxi Tieguanyin is still mainly based on traditional marketing methods, and the application of new marketing methods is still in the initial stage. With the development of Anxi tea industry, the effect of traditional marketing methods has declined significantly, hindering the sustainable development of Anxi Tieguanyin. Expanding sales channels and changing business models have become indispensable new paths for development.

3.1 Single Marketing Channel, Disjointed Production and Sales Experience

At present, the main sales channels include the township tea market, the main distribution center of Anxi County — China Tea Capital, merchants purchasing from farmers, and self-opening tea houses. There are serious problems in sales, market information is asymmetric, and it is difficult to open the sales market; tea farmers mainly rely on middlemen for sales, and rarely face consumers directly. The emergence of new marketing models has changed this situation. With the successful application of experiential marketing in all walks of life, Anxi Tieguanyin has also begun to explore the road of experiential marketing. In the use of sales channels, because consumers currently lack trust in Anxi Tieguanyin, it is generally necessary to conduct trading transactions through friend referrals. At present, selling tea through acquaintances is an important means of Anxi Tieguanyin, but this is an important method for Anxi Tieguanyin. Tieguanyin has a relatively strict requirement for a stable customer base, so how to have such a high-quality customer base and how to develop this relationship has become a bottleneck that Anxi Tieguanyin is currently facing. With the gradual introduction of experiential marketing into people The role it plays in sales is more and more valued by people, especially in industries like Anxi Tieguanyin that urgently need a high-quality and stable customer base, the importance of new marketing methods experiential marketing is becoming more and more prominent.

3.2 Insufficient Market Segmentation and Lack of Emotional Experience

Merchants have more emotional connections with old customers, but they are extremely lacking in emotional connections with new customers. New customers who lack emotional experience are difficult to become brand loyal customers of Anxi Tieguanyin. With the improvement of living standards, tea consumers not only stay on the quality requirements of tea, but have new demands for the added value of tea, purchasing experience, service quality, and the low emotional experience leads to some businesses unable to satisfy consumers new demand, thereby reducing the effectiveness of marketing, resulting in lower consumer trust. As a group that accounts for most of the marketing share, new consumers will seriously affect the marketing of Anxi Tieguanyin if they do not get enough attention. In fact, it has already affected the operation and development of most businesses to some extent. The market competitiveness of Anxi Tieguanyin is not strong, there are too many scattered small-scale processing enterprises, and the sense of cooperation is relatively weak; the main body of the market is still individual tea farmers, the market order is not standardized, and the phenomenon of depending on people and selling prices is serious; the market is too scattered and chaotic, without forming a cluster advantage, the brand status in the minds of consumers is not high, and consumers have not formed a high degree of trust and loyalty to it. Anxi Tieguanyin urgently needs to develop new business and marketing models to change this situation.

3.3 Traditional Business Model, and Lack of Interactive Experience

As far as Anxi Tieguanyin itself is concerned, the traditional extensive business model and the fragmented market make it impossible for tea farmers to directly understand consumers' attitudes and feelings about their products, which is not conducive to the improvement and development of tea farmers' products. In the traditional business model, the marketing model is relatively simple. During the whole process, there is a lack of interaction between merchants and consumers, and they are in a stage of unfamiliarity and distrust of each other. Therefore, the time period for merchants to meet consumers' needs is long, resulting in poor shopping experience for consumers. It is not conducive to the establishment of Anxi Tieguanyin brand loyalty and brand value.

At present, its marketing model is mainly transformed from a single store operation to a chain operation of direct store + agency. There is a gap between tea producers and consumers, and the interactive experience is lacking. Therefore, the marketing model has stricter requirements on the value of the brand and needs to form its own uniqueness. The brand advantage of the company has an absolute number of loyal consumers, which requires businesses to give consumers a good feeling and service. In this marketing model, experiential marketing is undoubtedly a more convenient and fast method.

4. OVERVIEW OF EXPERIENTIAL MARKETING RESEARCH

4.1 *Experiential Marketing Concept*

In 2001, Bernd H. Schmidt systematically expounded experiential marketing for the first time in "Experience Marketing" [14], and experiential marketing gradually appeared in people's field of vision, which will be a major trend of future marketing models. Experiential marketing arises in the context of the experience economy. Qin Yufeng believes that experiential marketing is mainly to let consumers try products and corresponding services in the marketing process, the purpose is to let consumers experience the value of products or services, so as to generate trust in products [15]. In the research, we can find that experience as a service, invisibly, brings a lot of trust to enterprises, increases the value of their corresponding products and services, thereby gaining strong competitiveness and helping enterprises in the fiercely competitive market win in.

4.2 *Features of Experiential Marketing*

Wang Yexiang believes that experiential marketing is reflected in the enterprise's re-understanding and definition of consumers. Consumers pay more and more attention to the experience and feelings when consuming, and the emotional experience of consumers when consuming will be the marketing focus that enterprises must pay attention to [16]. By increasing consumer engagement, companies can understand the most authentic thoughts of consumers, and then narrow the distance with consumers by satisfying these thoughts. According to the nature of experiential marketing, experiential marketing has four characteristics: participation, interaction, emotion and personalization [17][18].

Participatory means that experiential marketing emphasizes the need for consumers to participate, provide opinions for the company to design products or services, and experience the products or services provided by the company; interactivity means that experiential marketing emphasizes the communication and exchange between enterprises and consumers. It is necessary to keep it smooth; emotionality means that experiential marketing emphasizes creating a close atmosphere for consumers during the experience process, so that consumers can form a special emotion with the company and the products or services it provides; personalization means Enterprises highlight their own characteristics and enhance brand value through experiential marketing.

4.3 *A Survey of Research on Experiential Marketing of Agricultural Products*

4.3.1 *Agricultural Product Experiential Marketing*

Agricultural products mainly refer to animals, plants and microbial processed products, which involve both edible products and non-edible products [19]. The nature of agricultural products determines that agricultural products are daily necessities, and the breadth of consumer groups is obvious, but how to stand out from many agricultural product brands and categories, experiential marketing is the key [20]. Experiential marketing itself is based on consumers' experience and perception of products and services, so consumers' feedback and needs become the key points.

4.3.2 *Tea Experiential Marketing*

Compared with other agricultural products, the consumer group of tea is smaller, and it is not a necessity of life in some areas, so the marketing of tea is more difficult [21]. At present, the sales of tea are still mainly based on regular customers, and the sales scale is small and the scope is very narrow. In non-tea-producing areas, most people do not have the habit of drinking tea, and most of the reason why they consume tea is to give it as a gift. With the continuous upgrading of consumer demand, innovations in tea have emerged one after another, including innovation in packaging, innovation in taste, etc. How can tea consumers experience the satisfaction that tea can bring in a timely manner? Marketing is an essential step. It allows consumers

to quickly understand the quality of tea and become loyal fans.

5. EXPERIENTIAL MARKETING ADVICE

In view of the current marketing dilemma and status quo of Anxi Tieguanyin, combined with the

advantages of experiential marketing, in order to promote the sustainable development of Anxi Tieguanyin, the following countermeasures and suggestions are put forward. "Figure 1" shows the roadmap of Anxi Tieguanyin experiential marketing.

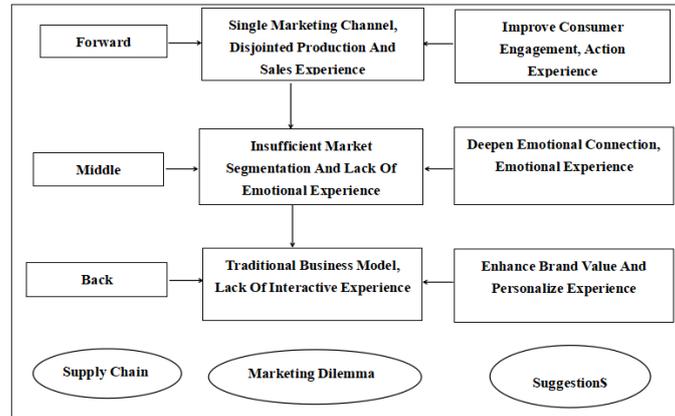


Figure 1 Anxi Tieguanyin experiential marketing roadmap.

5.1 Improving Consumer Engagement — Action Experience

Using customer communication as a means to meet consumer needs and even individual needs, establish two-way communication with customers, so as to quickly collect comprehensive information about customers, improve certain product characteristics in a targeted manner, and reflect them on the products they want to buy, so as to promote the occurrence of purchasing behavior. Enterprises should be aware of the importance of consumers from a deep level. Customers, as the basis for the survival and development of enterprises, play a vital role in the enterprise. If an enterprise wants to achieve long-term development, it must sincerely serve consumers. Think about it from the perspective of consumers, and understand what consumers want, so as to meet the needs of customers accordingly. With the continuous development of the market economy, the living standards of customers are rapidly improving, and their needs are changing rapidly, becoming more complex and elusive, which further reminds companies that they must understand consumers. The psychology of consumers can better provide customers with the products and services they need. The best way to understand consumers is to let consumers participate in enterprises, including providing suggestions for enterprises to design products or services, allowing consumers to directly

participate in and experience the products or services provided by the company for free, and increase consumer trust and satisfaction.

5.2 Deepening Emotional Connection — Emotional Experience

Anxi Tieguanyin should be guided by customer needs, take the real needs of consumers as the starting point, interact in a way that consumers can accept, change "pull" to "push", and enhance the initiative of the enterprise. With the rapid development of modern technology, various innovative products have developed rapidly, especially in communication. The wide-scale popularization of mobile phones and the expansion of Internet coverage have further shortened the distance between people. People can communicate through various chat methods such as QQ, WeChat, Weibo, forums, etc. Enterprises should also strengthen communication and exchanges with their consumers. Consumers can establish emotional connections and understand consumers' original intentions and expectations, so as to serve consumers. This is also a key point of experiential marketing. Only by interacting with consumers frequently can enterprises truly grasp the psychological needs of consumers, so as to meet the psychological needs of consumers to the greatest extent.

A large number of facts have proved that if an enterprise wants to achieve long-term development, it must have a stable and loyal customer group, and all enterprises hope that this group can continue to expand, but how to maintain a relationship with such a group can make them always trust this group. This is an extremely important key point. The emergence of experiential marketing is beneficial to the solution of this problem to a certain extent. Emotional marketing in experiential marketing is the most effective method. Through experiential marketing, consumers can experience the company's products or services for free. And give advice on what kind of products or services the enterprise should provide, which will give consumers a sense of their own, and invisibly strengthen the emotional connection between consumers and the enterprise, which is of great significance to the long-term development of the enterprise.

5.3 Enhancing Brand Value and Personalizing Experience

With the goal of customer satisfaction, today's consumers are no longer satisfied with the physiological utility brought by the product, but prefer the satisfaction brought by the consumption process. This requires enterprises to actively carry out various interactive communication activities while continuously improving the use value of products, so as to stimulate consumers to participate in the experience and meet their material and spiritual needs. The survey shows that Anxi Tieguanyin has a certain degree of personalization as a geographical indication brand due to its long history, but its degree of personalization is not high, and it does not fully highlight the difference between Anxi Tieguanyin and other similar products, and is also relatively lacking in innovation. Innovation is the driving force for the progress and development of an enterprise. Learning to innovate can enable enterprises to have unique and unsurpassed competitiveness. As far as experiential marketing is concerned, enterprises should develop innovative thinking as much as possible, establish their own personalization, and start from the perspective of "giving consumers a better experience", and conduct multi-channel, all-round and multi-domain personalization. Cultivation and establishment, including material experience, spiritual experience and changes in the way of experience, etc. A high degree of personalization can bring more loyal and stable customer groups to Anxi Tieguanyin.

6. CONCLUSION

To sum up, Anxi Tieguanyin should try to use the marketing model of experiential marketing to develop itself and increase sales in the development process. The application of marketing is still in the stage of directly copying and imitating excellent companies, resulting in the failure to exert the effect that experiential marketing should have. Therefore, Anxi Tieguanyin should also deeply study and study the knowledge of experiential marketing, flexibly combine the new marketing method of experiential marketing with its own actual situation, and promote its marketing transformation and upgrading.

AUTHORS' CONTRIBUTIONS

Qi Wei wrote the full text, Yongqiang Ma revised and edited the paper, Yaojie Wu participated in the writing, and Youcheng Chen guided the whole paper.

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