

4C Marketing Theory from the Perspective of Horticultural Industry Marketing Strategy Analysis

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Abstract: The purpose of this paper is to analyze the market strategy of landscape industry in China. On this basis, by using the methods of literature, case analysis and questionnaire survey, this paper discusses the market strategy that should be adopted by the landscape industry in China, in order to provide some reference for the development of the landscape industry in China. In recent years, with the continuous development of the global economy, the level of science and technology is also constantly improving. People are increasingly pursuing a high quality of life. However, with the rapid development of The Times, human beings' requirements for ecological environment are increasing day by day. Therefore, the whole world is exploring how to improve the level of ecological security in our country. Landscape industry is the basis of human survival and development, but also the basis of human survival and development. Due to historical, cultural, economic and other factors, today's market conditions around the world are not the same, but they have their own unique advantages. Through literature research on the origin and development history of the horticulture industry, this paper finds that the horticulture industry is closely related to the development of human history and is closely related to the world's economy, culture, history, art and customs. Today, when the global ecological environment urgently needs to be improved, the landscape industry has been paid more and more attention worldwide. At present, the world has begun to pay attention to the benefits of landscaping on the human body, and carried out a variety of research on landscaping treatment, after the epidemic was raging around the world in 2020, people's yearning for natural life has become stronger. With the development of scientific research, people have attached importance to the beautification and healing effect of horticulture, The attention to ecological environment is the inevitable trend of the development of human society. In the garden, he also became more sophisticated. It is no longer just a natural exploration, but a government-led national architecture strategy, as well as an industry dominated by the elite, its emergence and popularity, so that more home garden fans can enjoy the beauty of nature to bring them. In this context, with the wide spread of the concept of "home garden", the development of Chinese landscape architecture has entered a new stage. Therefore, for the development prospects of the landscape industry, how to use market strategies to promote the development of the landscape industry and improve the influence of the industry, especially for the development of the landscape industry, has positive significance for the development of the landscape industry. By means of questionnaire survey, this paper studies the influencing factors of consumers' purchasing behavior of garden commodities, and integrates with the 4C market theory. Taking Hongyue Garden as an example, this paper conducts an empirical study on the company's market strategy, finds out the advantages and disadvantages of the company in the market, and hopes to bring some references to other garden companies. So as to better promote the development of the landscape industry.

Keywords: Horticulture Industry, 4C Marketing Theory, Customer Demand, Hongyue Flower.

1. Introduction

The landscape industry plays an important role in enriching, beautifying and optimizing the human living environment. Gardening is helpful in adjusting the psychology of modern society. The fragrance of flowers can make people's emotions relaxed, and emotions become peaceful. Put some potted plants in the bedroom, or plant some flowers and plants in the yard, bonsai, these can make people feel happy, so as to enrich and beautify the home environment, increase people's joy of life, but also eliminate people's various negative emotions. Planting flowers and making bonsai can not only make people get physical training but also reflect people's cultural and artistic qualities. A survey has proved that often looking at flowers and bonsai can make people with violent tempers into mild people, depressed people into cheerful people, and depressed people into optimistic people [1]. Some elderly autistic patients have added more interest to their lives after participating in garden work, and their loneliness has been greatly alleviated. In addition, when viewing flowers, people

will also experience and appreciate these elegant leisure and enjoyment so as to adjust their mood and obtain spiritual comfort and sustenance. Moreover, there are great benefits when it comes to adjusting your body and mind. Such as watering, sowing, weeding, etc., can improve physical strength so that the muscles and joints of the body are exercised.

In the world, the flower and wood industry is one of the most promising industries. At present, whether it is flower farmers or flower farmers, they have paid more attention to flower farmers and flower farmers and gradually regard it as a major form of consumption. Japan also uses flowers and green exhibitions to spread the concept of bonding planting and successfully broke through the Japanese courtyard layout based on stones and trees, which is also very suitable for China's living environment [2]. The use of containers, decorations and other accessories is developing towards the operation direction of container gardens and is welcomed by customers at home and abroad. In the Netherlands, people have applied the concept of flower art to the packaging of

flower products, thereby improving the added value of flower products. Therefore, it is necessary to publicize the concept of flower consumption in a planned way, change people's views on flower consumption, and gradually cultivate their consumption habits so as to stimulate their consumption demand and strengthen and promote China's flower industry, develop the business potential of the new flower market, so as to improve people's living standards [3]. Flower packaging is a new type of product that can improve its added value, improve its service life and reduce its use cost. The application of flower packaging and its corresponding supporting materials development has great prospects for development; it is a main way to improve the efficiency of flower management so that flower packaging can provide customers with more services so that people can better appreciate the flowers and enjoy a better life. After several years of recovery and development, China's garden industry has developed into a new industry with good development prospects. Since the beginning of this century, our horticulture industry has developed rapidly. In the construction of a "harmonious society," the people's pursuit of nature and the pursuit of green life is rising, and the horticultural industry closely related to it is in urgent need of a good momentum of development [4]. The modernization of large and medium-sized cities, the urbanization of rural areas, and the increasing attention to environmental protection issues in the implementation of major projects will greatly promote the development of the horticultural industry. Its development is a slow, strong and continuous process.

In 1985, Barbara put forward the view that "relationship marketing" refers to a kind of marketing activities that are customer-centric, customer-centric, customer-centric, and customer loyalty as the ultimate goal [5]. It can bring users social, economic, technical and other value. Schultz, the founder of integrated marketing communication in the United States, created the new concept of 4R marketing in the 1990s under the guidance of the 4C marketing concept. 4 R stands for reaction, connection, relationship, reward. In the process of the development of the market, enterprises must form a new and active connection with customers from a higher level and in a more efficient way. This paper makes a case study of Hongyue Flower Group, a famous garden company in China, to find out the advantages and disadvantages of Hongyue Flower Group in the market, hoping to bring some references to other garden companies so as to promote the development of the garden industry.

2. Current Development Status of China's Flower Industry

2.1. Development characteristics of the Beijing Flower Market

As one of the most populous cities in China, Beijing has great room for development in the flower market. Since the opening of the Beijing Garden Flower Market outside the east gate of the Temple of Heaven Park, the Beijing flower market has developed rapidly. In 1992-1996, China's flower market development was still in the early stages. During this period, most of the investors in Beijing's flower market were state-owned enterprises with certain strengths and professional management of the flower market, but Beijing's flower market was not a fully developed flower market [6]. Between 1997 and 2000, 19 flower markets of varying sizes opened in Beijing, and with the exception of a few flower markets, none

of them achieved 100% rental income. During this period, Laitai Flower Market had some new ways of operation, such as the flower market also began a competitive bidding system. The flower market is growing rapidly, with an average annual growth rate of 5%. Due to rapid growth, only 13 of the 19 flower markets remain. On the one hand, because people overestimate the consumption potential of urban residents, the purchasing power of urban residents is greatly reduced. Some investors have an insufficient understanding of the characteristics of the floristry industry. Lack of clear market positioning, resulting in customer dislocation, backward equipment, chaotic environment, poor management, etc., will reduce consumers' desire to shop.

Since 2001, the flower market structure of each flower market has stabilized, but the flower market strategy of each flower market is different [7]. The results show that the operation of the flower market has been effectively controlled, the rental volume of the flower market has increased significantly, and the operating income of the flower market has increased steadily. The flower market is service-oriented, with a stable customer base and high market sentiment. Some flower markets, fully equipped and fully functional, become multi-purpose sightseeing, shopping, and leisure places. Some flower markets have also adopted special strategies to attract merchants and customers. At present, the market share of this product has been divided by some major flower markets, but there are still some investors willing to participate.

2.2. Experience in standardization work in the Shanghai flower market

At present, the standardization degree of Shanghai flower market management is relatively significant in the whole country. At present, the wholesale flower market in Shanghai has developed to about 50, and more than 7,000 flower dealers have settled in. At present, some flower markets in our country are operating well, mainly focusing on service awareness, standardizing market behavior, highlighting product characteristics, and operating well [8]. As far as the work of the market is concerned, in addition to the general water and electricity, telephone, fax, computer typing, photocopying, environmental cleaning, security, industrial and commercial taxation, etc., there are also greenhouses, cold storage, parking lots, passenger and cargo vehicles, restaurants, negotiation rooms, and so on. Regular use of news media and the issuance of leaflets and other ways to promote and timely inform the latest developments and prices of flowers in order to improve market influence. The flower market and the Public Transport Department communicated so that buses could set up stops near the flower market. Provide you with free courses on floriculture, flower care, flower interior decoration and more. Organize some small flower shows and do some flower scenery. Understand the various situations of the flower and wood industry and communicate with the merchants [9]. In the name of the Marketing Department, the merchants settled and opened a network flower delivery line. In order to better play their own advantages, entering the business is also a way to give them all kinds of convenience so that they get the benefits they deserve. It is necessary to formulate relevant laws and regulations, establish the Management Council, and set up the customer complaint office to facilitate the supervision of customers. Establish a flower market with the theme of fresh cut flowers, potted plants, birds, fish and insects, and improve

its surrounding environment so that both merchants and customers are satisfied. However, there are still some flower market construction, such as blind investment, poor management services, lack of characteristics, unreasonable location, quick success, and no contact between the market.

2.3. Management characteristics of Yunnan Flower Market

Yunnan is the main producing area of China's flower market, and 80% of its flower markets are traded in the Dounan Flower Market in Chenggong County, Kunming City, which has formed the largest flower market in southwest China. Since the early 1980s, the "road market" has developed mainly a wholesale market, retail market, supermarket market, flower shop market, auction market, roadside hawker market and online market [10]. Yunnan wholesale flower sales mode, but because there are many links in the sales process, profit sharing and other problems, flower sales enterprises profit less, while logistics enterprises profit more. The flowers of flower friends have not been treated and preserved before, there is no unified norm, the types of flowers are chaotic, dispersed, not large-scale, and the quality is difficult to guarantee, affecting their reputation. The above problems have led to the rising price of flower trade in China, and it is difficult for high-quality flowers to compete equally in the market. The advantages of related enterprises such as packaging and refrigeration have not been well played, and the interests of growers, middlemen and underwriters have not been well distributed, which seriously restricts the healthy development of the flower industry. In the development process of the flower industry, the retail market is the most important kind of flower industry. Its operation mode and profit distribution are much simpler than the wholesale market, and it has a strong personality. However, due to their own evil intentions, some enterprises will appear as malicious competition at low prices, resulting in market confusion and information distortion. Kunming International Flower Market was officially established at the end of 2002, adopting a competitive bidding approach. In the overall operation process of the flower market, suppliers are the main, the competitive bidding market is supplemented, and the competitive bidding is carried out. Supplier refers to the florist and florist who sign a contract with the auction market and supply standard varieties to the auction market in accordance with the contract; Buyers refer to wholesale enterprises that bid for flowers in the flower market; Auction is an intermediary agency that provides bidding space and support services for buyers and sellers [11]. The procedures for suppliers and buyers to participate in bidding activities are purchase - quality inspection - tally - pending auction - bid - settlement - delivery of goods. The use of competitive bidding reduces trade costs, reduces intermediate links, shortens trade time, and is conducive to the income distribution of producers, middlemen and other aspects. In addition, it can also promote the professional and large-scale production of flowers so that manufacturers do not have to spend a lot of energy in finding new markets, thus ensuring the further development of Yunnan's flower industry. Kunming also has some large florists, mainly in the "Walmart" way of operation, and equipped with the corresponding service facilities, such as complaints telephone, cold storage, processing workshop, quality testing, flower arrangement and other aspects of the professional talent. Visitors who buy flowers at the supermarket can enjoy free transfers and change of boarding

passes. The suppliers of this supermarket buy flowers from manufacturers, auction markets, or growers, process them, and then sell them at low prices. You can try to sign a production contract with the flower farmer, which can prevent blind planting but also save a lot of time to find the market, so that the efficiency of the transaction can be improved, but also reduce a circulation link, so as to reduce the transaction cost. With the improvement of the online bidding system, the way of online bidding also comes into being.

3. Subjects and Methods

Starting from the market situation of Hongyue Floriculture Co., LTD., this paper analyzes the main problems faced by the company and the aspects to be improved. The research adopted literature research, case analysis, comparative analysis, data collection and other methods, and combined with the existing flower survey data, carried out a comprehensive analysis.

3.1. Subjects

The company is mainly engaged in the production and marketing of flowers, flowers, flowers, flowers, etc. Flowers are the product of life. Their real value is their beautiful and unique viewing value, the best viewing period of flowers [12]. Therefore, flowers, this daily necessity, also have their own characteristics. Because the growth of flowers consumes nutrients, water, electricity, substrate, drugs, and artificial substances, it has a certain cost. Moreover, over time, the growth rate of flowers will become faster, and the nutrients they need will increase, so the cost of flower production will increase faster. As can be seen from Figure 1, the rate of increase in costs has accelerated over time.

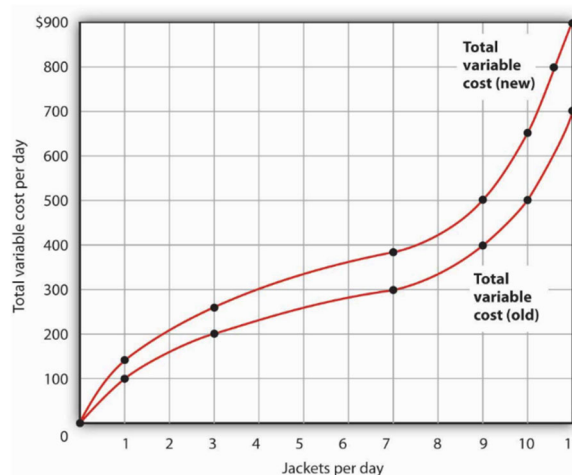


Figure 1. Cost curve of flower products

Flowers have costs from the time of planting, but the flowers themselves have no value because their own ornamental nature determines the value of the flowers. Therefore, since planting for a considerable period of time is a plant that only costs and has no value, that is, "negative." Its value is gradually revealed from the seedling, and as the growth rate accelerates, its price continues to rise. Its value reaches its maximum when it rises to the moment T when the flower grows into a finished flower, after which its value decreases with its life until it loses its ornamental function and its value drops to zero. The price curve of flower products is shown in Figure 2. During cultivation, the price of a flower is related to its cost of production, and when it is cultivated, its

price is its value, and when the best time is missed, its price will be lower and lower until it cannot be sold, and its price will become zero.

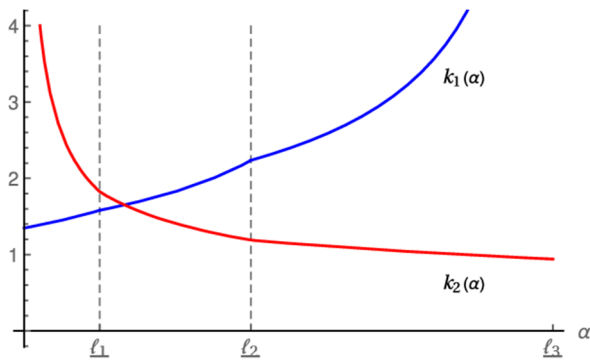


Figure 2. Flower product value curve

3.2. Research methods

3.2.1. Case analysis method

This paper takes the flower marketing strategy of Hongyue Flower Industry Co., Ltd. as a main topic. Based on the reference of domestic and foreign books, journals, academic papers and other literature on marketing, it carries out a series of combing and analysis work and constructs a relatively complete marketing strategy for the company's flower market by using the basic principles of marketing. A series of practical analyses is carried out.

3.2.2. Analysis of five power modes

Through the study of Mr. Porter's Five Forces model, the position of the company's stakeholders in the market is

analyzed so that the company has a better understanding of the harsh situation of the industry and the marketing strategy is further optimized.

3.3. Some problems in market operation

3.3.1. Product strategy issues

On the one hand, the company's publicity and promotion work has not been done well; on the other hand, the company's products in breadth, depth and length are not enough, resulting in the company's product sales difficulties. The packaging of goods not only reflects the style, connotation and market positioning of the goods but also reflects the intrinsic value of the goods, which has a certain impact on customers' shopping. The packaging of flower products should be both environmentally friendly and energy saving, beautiful and generous, have certain protective functions for goods, and have unique characteristics that are difficult to imitate. There are some problems with the outer packaging of flower products in China. First of all, the flowers sold in small quantities are packaged in transparent glass film, poor quality, poor safety, and easy to cause flowers to rot, and flower packaging is easy to imitate. In recent years, due to the existence of some problems in the production process of enterprises, the quality of products has declined, and errors often occur in the production process. In recent years, China's fresh-cut flower varieties, due to aging degradation, the number of buds reduced, dark color, small flower shape, and shorter flower stems, have been replaced by fake "Xilan brand" Gaoling and Yangling varieties, seriously affecting their quality. The main factors that greatly impact flower marketing are listed in Figure 3.

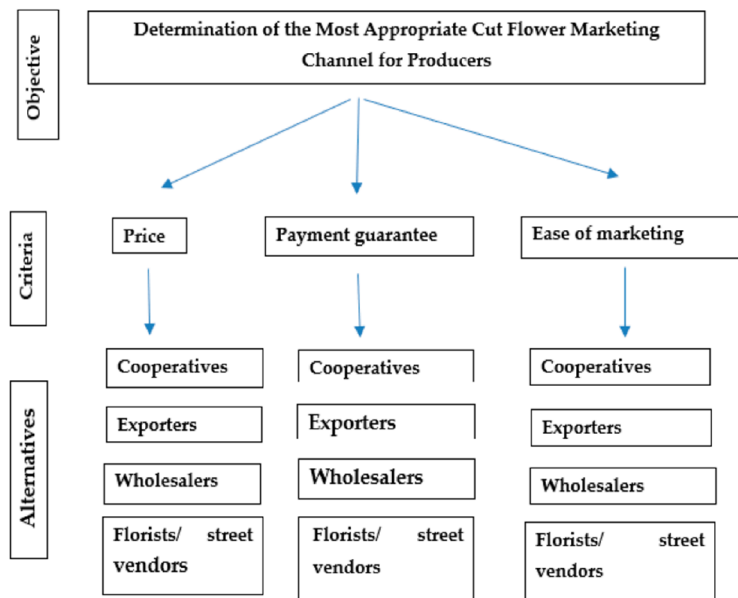


Figure 3. Some of the main problems in flower marketing

3.3.2. Questions about pricing

Pricing blindness. A good price decision can promote sales, gain profits, and compensate for costs, but also consider the acceptance of all stakeholders along the marketing chain, such as consumers, middlemen, and retailers. The company conducts tracking pricing based on the market but lacks independent understanding. However, the proposed pricing method is still "price product cost - enterprise target profit," and tracking pricing is still adopted in the actual pricing

process.

3.3.3. Questions on distribution strategy

Marketing channels fall into two broad categories: direct marketing and distribution. Direct selling, also known as "zero-level channels" or "direct marketing," is when a producer or producer sells their goods directly to the end customer without going through any agents or distributors. The cost of direct sales channels is relatively high because the enterprise sells its goods directly to the final customer, so its

warehousing, transportation, sales personnel, and management costs are high. At the same time, its sales network is scattered and imperfect, and the enterprise cannot control customers. The products of the direct sales channel do not need to go through any intermediate link but are directly reached by the manufacturing company to the hands of the final customer so that the company can have more contact with the market, better control the sales situation of the market, and thus obtain the maximum profit of the product. In addition to direct sales, the other three sales methods we call direct sales. Its disadvantage is that the production cost is higher, the production cycle is longer, and the production efficiency is low, which is not conducive to understanding the market [13]. Through direct contact with powerful local dealers in the flower market, we can effectively use their capital, network, channels, customers, human resources and knowledge of local dealers' local culture, life customs and other factors to increase our market share and increase our sales in a short period of time. Finally, achieve the goal of a win-win with manufacturers.

4. Use the 4 C Marketing Concept to Design the Marketing Strategy of The Horticulture Industry

4C marketing thought was first introduced in China in 1990 by Mr. Robert Lauterburn from the United States. 4C marketing theory has changed the concept of a vendor as the core in the past, focusing on the needs of customers and taking them as the four elements of the marketing mix: Customer, Cost, Convenience and Communication. Customer strategy is to provide customers with appropriate products according to their needs. Cost strategy refers to the fact that when enterprises consider the production cost of products, they should also consider the purchase cost of consumers, including the money, time, energy and decision-making risk that need to be paid for the purchase. The so-called convenience strategy is to make customers feel as convenient as possible when buying and using goods. In the communication strategy, the company should use various ways to actively and efficiently communicate and exchange with customers to establish a good relationship with customers. The theoretical architecture of C marketing is shown in Figure 4.

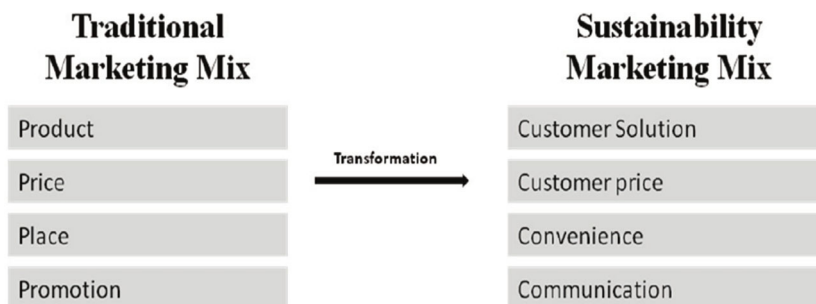


Figure 4. 4C marketing theoretical framework

4.1. Accurately meet consumer needs

The market positioning of flower consumption in China can be analyzed accurately, including the characteristics of flower products, market pricing, marketing model, sales network, marketing means and the factors that affect consumers' consumption of flowers. In addition, we can find out the development bottleneck of the company and put forward some feasible suggestions for the improvement of the company's flower marketing strategy. In this survey of 200 people, we believe that in the past year, 90 people have not consumed flowers, accounting for 45% of the survey, 110 people have consumed flowers, accounting for 55% of the survey, the number of the two is 11:9, so consumers have accepted the consumption of flowers, but not much. People buy flowers for the purpose of giving gifts to relatives and family decoration. Every holiday, even the birthdays of friends and family, and even illness, the demand for flowers increases. Most of the consumers who use flowers in home decoration will do so at normal times in order to make the home environment better, thereby improving their quality of life. Through the survey, we also found that the most common problem in the current procurement of fresh-cut flowers is the packaging is not exquisite and the lack of flower arrangement art, while the biggest problem in the procurement of potted flowers is transportation [14]. According to the research, the freshness of flowers, flowering time, color, fragrance, bud, outer packaging, ease of buying, price, service, florist environment and so on are the main reasons that affect

people's shopping. Therefore, it is necessary to ensure the quality of flowers and then improve and strengthen the follow-up services such as the packaging of flowers, the convenience of purchasing, the price, the service and the environment of the florist to attract customers. People's consumption of flowers is itself a pursuit of a better space and a better life. So the sale of flowers is very different from ordinary goods. Therefore, when selling flowers, it is necessary to carefully design and arrange the sales place of flowers so that people can enjoy the beauty of flowers and play a certain guiding role in consumer consumption so as to meet the consumption needs of customers to the greatest extent. At the same time, the survey also shows that consumers spend about RMB per person each time they buy flowers, so the price of flowers should be taken into account when pricing to prevent a mass loss of customers.

First of all, we need to collect and explore the user data in the network and analyze the personality characteristics of the user so as to determine the user object. Business leaders must develop a belief that they can only win if they are more market-oriented and customer-oriented and emphasize the importance of quality and value to customers. Department leaders should lead by example, show a strong customer perspective, visit important customers frequently, have a detailed understanding of customer dynamics, ideas and comments on the company's services, and reward the sales staff for excellent service. The senior leaders of the company should communicate with the main customers, exchange their

views with each other, visit large partners, understand the needs of customers, investigate internal customers, pay attention to the suggestions of sales personnel, etc., so as to set up their own service concepts for customers in mind, and lay a direction for the construction of customer-oriented marketing management system. In today's society, in the fierce market competition, in addition to providing high-quality goods, but also to provide goods with market value. In a company, the Marketing Department is the marketing think tank, and its work is proactive. Because there are only sales but no Marketing Department, its marketing work is very passive. In the process of marketing, the first implementation, after the correction, often is late and misses the best marketing opportunities. In the current market environment, because the interests of the company are closely related to the environment in which it operates, the "closed" mindset formed in the past due to the lack of resources is a disaster for the company. In the entire production marketing process, the sales department implements the marketing plan and uses contact with the market to obtain first-hand customer feedback information and the marketing information of competitors [15]. The Marketing Department uses the collation and analysis of information to predict the needs of the market and works out the corresponding marketing strategy. The production department, in accordance with the Marketing Department's marketing strategy in the product strategy, orders to produce. Therefore, correctly analyzing and forecasting the market is crucial for the company to win in the fierce market competition.

4.2. Improve pricing policies to meet the needs of users

Compared with other commodities, flower consumers are less sensitive to price factors, so it is not cost-effective to implement follow-pricing on the basis of the original product or carry out a price war. Under the premise of improving the product strategy, the company can adopt the strategy of price leadership, that is, the implementation of high-quality prices, and become the leader rather than the follower in the industry. In the development of forward-looking rare varieties simultaneously, we want to establish their own brand awareness on the basis of maximizing their own interests to

fully show their products in the consumption and service of the noble. In terms of ordinary goods, we should increase our market share for our own purpose. No matter what kind of price target is based on, in pricing, we can not ignore the impact of cost, competition and consumers [16]. At the same time, the impact of these three aspects is also different in different industries, products, and markets. According to the business purpose of the enterprise, in the product price setting, the customer is the first, and the competitor is the second. When the price of a product reaches a certain level, the impact of price is the greatest. Therefore, the company adopted the strategy of competitive prices with customers ten times to raise the price strategy in order to obtain higher profits. The pricing process is to calculate the cost of flowers - investigate and expect the price of competitors - investigate consumer income - and the market price of this product. The high-end pricing strategy of cost refers to the pricing method that takes consumers as the core. Therefore, according to the market survey of consumers, enterprises analyze and forecast their annual income, flower consumption ratio, flower consumption, etc., so as to determine the market price of flowers. Price adjustment is based on the company's actual situation, based on customers' needs and mentality, and is another important guarantee for the company's profit. The price adjustment is not a unilateral increase or decrease. It is a timely supplement and cooperation with the market response.

4.3. Create convenient sales channels to facilitate consumer purchase

Channel flattening strategy refers to the reduction of intermediate links in sales channels as much as possible and the removal of non-value-producing links in the middle so that commodities can be efficiently and lossless in the supply system from enterprise producers to consumers so as to achieve an effective transformation of the supply chain to the value chain. Common marketing channels are shown in Figure 5. The use of marketing channels to achieve timely, appropriate, effective and convenient transfer of goods in order to achieve the purpose of demand. Enterprises can use the first and fourth models combined to build sales channels.

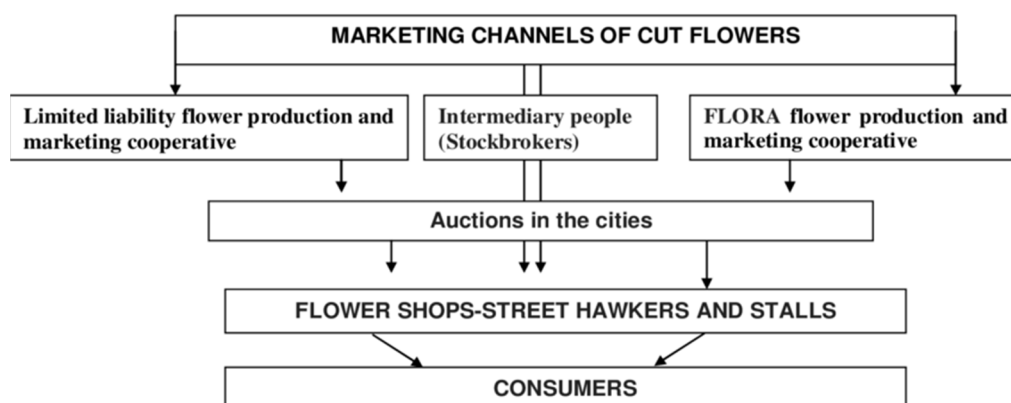


Figure 5. Flower sales channel analysis

The company and the distributor formed a mutual cooperation relationship to obtain their own interests. Each has its own power, and each has its own responsibility. In order to better control the market, achieve their sales goals, and expand their products, enterprises should restrict dealers to ensure and maintain an efficient and stable cooperative

relationship between the two sides. The company should determine the distribution type and time of distributors based on the characteristics of existing products, market development, market occupation stage and distribution capability to avoid wasting market resources. Companies sell flowers most notably through the flower market, where the

profit margin is usually less than 10%, and flowers are distributed layer by layer or directly to customers. In general, flowers from the market to the process of consumption, its price increase by 300%. Based on the company's existing sales channels, it is difficult to operate, and control is not conducive to maintaining the company's brand, and has caused huge profit losses. For a company to obtain more benefits and greater development, the best way is to strengthen the construction of the terminal in order to facilitate customer consumption, improve brand awareness, and provide a suitable platform for them. Relying on the airport's perfect logistics industry, the use of modern technical means to carry out telephone sales and network sales. In addition, we should also learn from the Netherlands, Japan, the United States, Taiwan and other countries or local marketing methods, department stores, supermarkets, office buildings, and even university campuses and libraries, as the main position of flower marketing, the implementation of diversified marketing.

4.4. Improve communication with customers

Interpersonal marketing refers to salesmen or authorized salesmen recommending them to customers for promotion and advertising to increase their sales volume, generally using the face-to-face method. Through marketing activities, marketers can get more consumer information, better understand consumers' needs, and better develop new markets. Therefore, to strengthen contact with customers, it is necessary to realize the "one-to-one" personalization of customers through their relationship with customers. It focuses on six aspects: customer analysis, through the analysis of different customers, to have a certain impact on the company's income, and the characteristics of dealers, retailers, and consumers are studied to guide the company to carry out market segmentation and formulate corresponding marketing strategies. Contact management is to standardize the process and method of contact with customers to provide customers with the most appropriate products and services to improve customer satisfaction and look for greater opportunities. Through exchange and communication, build a two-way communication channel so that the company has the methods, ways and ways to communicate with customers, to improve the satisfaction and loyalty of the company's customers, so that the company and customers can carry out a long-term, continuous, effective, rapid and accurate handling of customer opinions, reduce customer turnover rate, and build a customer file. At the same time, to carry out a scientific analysis of fixed and potential customers and give them appropriate guidance to grasp the customer's capital, sales channels, sales priorities and preferences and other important indicators. Understand customer perceptions, expectations and competition through surveys and competitive information systems. The first step to feedback on customer perception and expectations is to investigate the reasons for customer loss to build a framework of market competition information, some of which can be partially realized by outsourcing. Nowadays, many consulting companies can provide customers with competitive market intelligence. Strengthen peer information collection, especially peer personnel and quotation changes of the latest developments.

5. Conclusion

Although, at present, the domestic landscape enterprises

are still in a period of growth, the market competition is also very fierce, but in China, the landscape industry has strong vitality and broad market prospects. Moreover, the park forestry industry has entered a period of comprehensive competition; the profits of enterprises are becoming more and more average, and market segmentation and industry consolidation are ending. Therefore, the landscape industry should seize the opportunity for development, use new product research and development methods, brand building and market development, adopt differentiation strategies, and find a rapid, healthy and sustainable development path. Only by making enterprises' products become stars in the industry and consumers flock to the brands of small and medium-sized garden enterprises can they fundamentally promote the development and growth of small and medium-sized garden enterprises.

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