

Hongxingerke Leveraging Marketing Strategy Research

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Abstract: This paper deeply analyzes the case of Hongxing Erke's trend marketing, firstly, it summarizes its trend marketing techniques, and analyzes the techniques used by Hongxing Erke in carrying out trend marketing, i.e., choosing the trend precisely, following the trend and taking advantage of the trend. Secondly, it innovatively proposed the rules that enterprises should follow in the process of applying the trend marketing, including the law of opportunity, the law of relevance, the law of emotional utility, the law of innovation, and the law of long-term. Again, the problems of Hongxing Erke's marketing are analyzed, including short influence cycle, lack of brand loyalty, and lagging development of supply chain system. Finally, the optimization plan is proposed for the marketing strategy of Hongxing Erke Industry Co., Ltd.: In the era of content is king, increasing R&D efforts and improving brand quality is the way to go; there should be a systematic planning and long-term marketing strategy for borrowing, and insist on long-term borrowing, so that the public's favorable feeling towards the brand can be transformed into purchasing actions and customer loyalty can be won; in the era of big data, the construction of supply chain management talents should be strengthened, and the supply chain should be seamlessly integrated. In the era of big data, we should strengthen the construction of supply chain management talents and strive for seamless integration of supply chain, so as to improve the operation efficiency of supply chain..

Keywords: Precision marketing; Hongxing Erke; Countermeasures.

1. Analysis of Hongxing Erke's trend borrowing skills

1.1. Grasp the timing, accurate selection of the situation

Some people say that this is unethical "disaster marketing", but I think that it seems a bit too harsh to say so, in the "which enterprise donates more" social opinion environment, Hongxing Erke Group only knows better how to use this hot topic to promote their own brand. After the rain disaster in Henan Province, it quickly donated 50 million yuan, the amount of donation is not small, but with this 50 million yuan investment, earned the company's reputation and the public's purchasing power, is really marvelous and commendable. Hongxing Erke company this use of charity to cause public emotional resonance, not only for consumers to provide a satisfactory emotional value, they also reaped the eye-catching sales, the effect is better than the high price of celebrity spokesman.

1.2. Follow the trend and resonate emotionally

In recent years, China's economy is in the stage of high-quality development, and its comprehensive national power and international influence are increasing, and the people have strong cultural confidence. In addition, the State Council issued the "National Fitness Plan (2021-2025)" in August 2021, which clearly puts forward the goal of "promoting the high-quality development of the sports industry", and the nation's concern for sports is increasing day by day. "This is also the specific performance of higher level needs in Maslow's hierarchy of needs theory.

1.3. Leveraging the trend and multi-dimensional communication

In addition to the attractiveness of the microblog itself, the

initial promotion is also crucial to the proliferation of the donation news on the official microblog of Hongxing Erke. Its preferred microblogging is the most active social networking platform in the country; "Hongxing Erke's microblog comments are so heartbreaking" on the hot search quickly reproduced in other social networking platforms, such as: WeChat, QQ, Jitterbug, etc.; then to a large number of mainstream media to its deep excavation, processing, mainly to Taobao live broadcast live, in the live broadcast room constantly Create laughs, and laughs evolved into new communication points, behind the network pushers to grasp the best time, follow the good advice. Finally, a kind of "common frequency vibration" of the communication effect, so that support, buy Hongxing Erke's products almost become a trend of the whole society.

2. Second, the Problems of Hongxing Erke Marketing Through the Trend

2.1. the impact of the cycle is short, the brand lacks loyalty

The impact of the event itself is a certain period, with a short time-sensitive characteristics. A single trend marketing can only have an immediate impact, can not form a lasting influence, so the effect of this trend marketing will be reduced over time. Although the use of hot events can increase the exposure of Hongxing Erke in the short term, but the Internet users are forgetful. After the passage of time, people will forget that they have been indignant forced to donate, used to where to buy goods will still go there to buy goods. People may not like the brands they are forced to donate to, but this will not affect them in any way to "drink the hate" and like their products. Our famous scholar Koo Hongming said, we Chinese people live a spiritual life, is with compassion and the power of the heart to remember things. People will be touched by the soft heart of Hongxing Erke's dedication of

"sacrificing the small for the big" and admire it, but it is still difficult to love the house for a long time, and people's consumption habits will not change overnight. Only when the audience establishes a certain degree of loyalty with the brand, the attention of the brand will not be covered up with the passage of time.

2.2. The development of supply chain system is lagging behind and still needs to be improved

Since the donation incident, a large number of fans flocked to Hongxing Erke's Taobao live streaming room for crazy sweeping action, and there are tens of thousands of netizens to monitor the situation of Hongxing Erke's factory in the cloud because of its slow work. Since July 23, Hongxing Erke's shipments have surged from the usual 4,000 units to 70,000 to 80,000 units. The netizens' desire to buy is still spreading, and the down jackets of Hongxing Erke are all sold out in such a three-volt day that the workers have to work overtime until twelve o'clock every night. Hongxing Erke in the shake platform issued a delivery inventory emergency announcement that the enthusiasm of the netizens led to Hongxing Erke's system paralysis, order delay data inaccuracy and other problems, and the existing capacity does not match the demand of netizens, can not supply some of the needs of netizens, and earnestly hope that everyone rational consumption. From this, we can see that in the face of the frenzied consumption wave, the supply chain system of Hongxing Erke still has more than enough strength. On the contrary, the top enterprises in the industry have flexible production lines and the ability to return orders quickly, but the strength of this part of Hongxing Erke is still somewhat weak, and the supply is not timely after the warehouse explosion. In the face of increasing market competition, compared with the heat of the moment, the lasting product strength and supply chain system is what Hongxing Erke should consider and improve.

2.3. Ignore the risk of borrowing, fail to donate according to the strength

Good things don't come alone, and marketing through the trend may bring good income effect to HongxingErke, but at the same time, it will inevitably bring considerable risks and challenges. There are many uncertainties in this donation event, although most of the materials donated by Hongxing Erke are from stock goods, and there is nothing wrong to give love in the disaster, but is the donation amount of 50 million beyond the limit? If the people did not buy Hongxing Erke's account, resulting in the closure of a number of its stores, employees lost their jobs, it will bring a series of social problems, Hongxing Erke will inevitably internal and external difficulties, adding to the difficulties. Admittedly, based on the goodwill of the rate and donations can be praised, "for all people to hold the salary of those who can not make it freeze first in the wind and snow," the value of goodwill also spread for a good story. However, the cost of this big bet is too large, a mistake, its situation will be aggravated, loss-making enterprises to make large donations is still worth further discussion. Hongxing Erke should focus more on product quality, research investment and service improvement.

3. Hongxing Erke Industrial Co., Ltd. to take advantage of the marketing strategy optimization

3.1. Increase research and development efforts to improve the quality of the brand

Innovation is always the core competitiveness of the product. Compared with international brands such as Nike and Adidas, whose R&D expenditures remain above 7%, domestic sports brands are generally lagging behind, and according to the financial reports of major brands, the R&D ratio of domestic sports brands is between 2% and 4%. In the long run, domestic sports brands lack core competitiveness and have very limited room for premiums. In recent years, the word "technology" has been frequently used in the performance reports of domestic sports brands, so technology and research have become an increasing focus for sports brands. Any brand PR is just the icing on the cake, product development and design is the core of the company. Product quality assurance is a prerequisite for marketing. Marketing guru Al Ries said: "PR has replaced advertising as the main tool for branding". Maintain public relations, good pre-sales and after-sales service, but also to ensure that the brand itself product quality, and can withstand the test of the public. In recent years, Hongxing Erke has not invested enough in R&D. Although Hongxing Erke has set up a shoe research center and hired many famous designers, the shoes are often suspected of being copied. The reason for this is the lack of R&D personnel and the similarity of product design. In terms of investment, Hongxing Erke invested \$10 million in 2008, which accounted for about 3% of its annual revenue. in 2015, investment companies had a 4.2% share of revenue, but dropped to 2.7% in 2016, and did not announce the investment in 2010. In comparison, Anta's share of R&D staff was 2.3% of revenue from 2010-2020, with the highest being 5.2%, while Li Ning has had a share of R&D revenue above 2% every year since 2008. In addition, Anta has 904 patents as of June 30, 2021, while Hongxingerke has only 5 appearance patents. This shows that without continuous investment in R&D, a strong brand will not be built. In order to transform, enterprises must understand customer needs and achieve self-revolution. To make the brand bigger and stronger, Hongxing Erke must put more effort on the design and experience of the products. More importantly, the first thing Hongxing Erke has to do is to make up for the shortcomings. Since its founding in 2000, Hongxing Erke has always lacked dazzling classic models, which can be created by adding some basic models of small white shoes, old man shoes and other products to create derivative sub-brands, out of the brand's high-end series, out of co-branded models, national style models, national tide models, and museums, famous designers and other collaborative shoes to create explosive models. With the heat of trend marketing, coupled with people's emotional support, even if the product has flaws at this time, people may unconsciously make wild consumption. But in the long run, when the craze is over, the "shield" of the brand will disappear and people will rationally measure the quality of the product. Therefore, brands need to strengthen the internal construction of their products, including quality and design, to continuously improve brand quality and create high-quality products to build brand image and strengthen brand association. Only in this way will consumers truly support national products, and the short-term

"wild consumption" will be able to move to long-term "rational consumption".

3.2. Long-term commitment to public welfare and active social responsibility

The mainstream of society is good and unprecedentedly unanimous. Socialist core values play a pivotal role in enriching people's spiritual world and building a beautiful spiritual home as the spiritual bond of the nation. The ideology, behavior and social attributes of enterprises are increasingly valued, and the public expects more and more from enterprises as society continues to develop. What enterprises need to do is to insist on transforming values into actions, to coordinate economic interests and social responsibilities, to make good products and at the same time actively take social responsibilities, to practice socialist core values and to establish a good brand image. The reason why Hongxing Erke's donation has been praised on the Internet is that people have a strong sense of recognition in their bones for enterprises to fulfill their social responsibility and actively do good deeds. Especially when the country is in crisis, the national brand pours out its money to help the country's difficulties, which shows its brand concept of social contribution and the purpose of serving the people. In the future, there may be a similar situation, and this love is often a strong national sentiment and national sentiment driven by. In a sense, the netizens support not Hongxing Erke, but the conscience of the old national product. The wild consumption is the unconscious savage consumption, and behind this wild consumption actually conveys the stressful satisfaction of the serious lack of social responsibility of the relevant enterprises. When national brands are closely associated with "patriotism", "nationality" and "pillar of the nation", they show extraordinary charm and attraction, and lead to greater solidarity on social media. The company should fulfill its social responsibility by The company should fulfill its social responsibility in a long-term and cumulative manner, and not under the guise of a sudden and impromptu move. Ltd. should continue to regard the fulfillment of social responsibility as a long-term investment, which can improve consumer satisfaction and trust on the one hand, and enhance the overall competitiveness of the company on the other.

3.3. Strengthen the construction of supply chain management talents and strive for seamless supply chain integration

When the market demand changes, enterprise managers should have the ability to make quick decisions in the face of changing trends and respond effectively. Of course, this requires It is necessary for enterprise managers to have strong professional ability and quality, and to closely connect all links of the supply chain. In the era of big data, Hongxing Erke Industrial Co., Ltd. should fully realize that supply chain management talents are crucial to the development of the enterprise, and regard talents as the first resource of the enterprise and recruit them for future needs. At the same time, a comprehensive training program should be designed to provide professional training for senior managers to continuously improve their decision-making ability and supply chain management awareness. From the supply chain point of view, in order to improve the flow of logistics, enterprises must improve the overall connectivity of the supply chain and make corresponding adjustments to their own production and procurement. Hongxing Erke should

speed up the flow of logistics, improve the inventory turnover rate, and make every effort to avoid possible waste in the process of logistics and transportation, so as to improve the operational efficiency of the supply chain and reduce the production cost of the enterprise, in order to respond to market changes. In this process, all parts of the supply chain should be digitally analyzed, and technological innovation, application and integration should be accelerated to ensure that relevant information about the production process can be accurately captured and the supply chain functions properly, thus improving the operational efficiency of the supply chain.

4. Conclusion

Leveraging marketing is an important marketing communication tool that hides the purpose of sales in the process of marketing activities and is subliminally integrated into product promotion in a consumer-friendly environment. In the attention economy of today, the use of marketing, especially through the Internet, has become a common marketing tool for all kinds of brands, and there have been numerous events. Hongxing Erke was famous for donating 50 million yuan in the "7-20 Henan rainstorm", which seemed to be a coincidence, but it was a "natural event" combining chance and necessity. In recent years, China's economy is in the stage of high-quality development, comprehensive national power and international influence are increasing, and the nation has a strong cultural confidence. The State Council's "National Fitness Plan (2021-2025)" policy clearly puts forward the goal of "promoting the high-quality development of the sports industry". Hongxing Erke is precisely to choose the trend accurately, follow the trend, eat this wave of "national fever", to achieve this perfect marketing.

This paper is a study of the success of marketing by the trend as the entry point, more on the analysis and interpretation of the case. Therefore, compared with quantitative research methods such as content analysis, perhaps more focused on the elaboration and explanation, may not be enough to accurately explain the strategy of Internet marketing. At the same time, due to the author's limited time and knowledge base, I only analyze and analyze the problematic aspects of the Internet marketing, and sincerely hope to have the opportunity to discuss it in more detail in the future.

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