
Review Article

Analysis of brand strategy under the focus of urban marketing --

Taking the development of ceramics in Dehua County, Fujian

Province as an example

Abstract: With the rapid development of the global economy, the competition between cities is becoming increasingly fierce. Urban marketing plays an important role in enhancing the competitiveness and popularity of cities, and brand building is the material foundation, means, path and result of urban marketing. As a typical export-oriented city with ceramic industry as the pillar, Dehua County has no outstanding geographical and economic location advantages. In recent years, the wanton spread of the new crown epidemic overseas has led to the economic downturn of the overseas ceramic industry, the domestic ceramic industry is chaotic, the competition pressure in the industry is great, and Dehua Ceramics is facing transformation needs. Based on the research perspective of urban marketing, this paper summarizes the case experience of other city brands through the analysis of the current situation of Dehua, compares and summarizes the case experience of other city brands, uses multi-perspective research methods, deeply analyzes the problems existing in the development of Dehua city brand, uses centralized marketing strategy, that is, focuses on marketing and series of marketing awareness, mechanism and means, excavates various resources in the city and systematically plans and integrates, how to establish the image of Dehua in the case of huge changes in the internal and external environment, and carry out Dehua city marketing based on the brand. It has important practical significance.

Key words : urban marketing、 focus on marketing、 Dehua ceramics、 brand building

1 Introduction

American humanist urban planning theorist Lynch(1964) came up with the concept of "city impressions"; Writings by Kotler et al. (1997)— The marketing of nations: A strategic approach to building national wealth also pointed out that a country can operate like a business, that is, urban marketing is to treat the city as an enterprise, and sell the various resources in the city and the public goods or services provided to target customers in the form of modern marketing. Under the background of accelerating globalization and closer business exchanges between other domestic cities and overseas, China's urbanization has become the theme of China's economic development, the competition between cities has become more and more intense, and more and more local governments regard "city marketing" as an important means to promote urban economic development and enhance the popularity and competitiveness of cities(Wang, 2016).Dehua County of Fujian Province is a typical export-oriented economy, with limited space and resources for development, foreign trade and export is an important development direction in recent years, with its long history and unique white porcelain technology and large-scale mechanized production, it has the advantages of foreign expansion. In recent years, the wanton spread of the new crown epidemic overseas has led to the economic downturn of the overseas ceramic industry, the domestic ceramic industry is chaotic, the image of the city is not clear, the pressure of competition in the industry is great, Dehua ceramics is facing transformation needs, and urban marketing has become a breakthrough(Chen, 2020).

The purpose of urban marketing is to carry out marketing planning with the existing level of resources, so that the residents and enterprises of the city are satisfied with the city in which they are located, and the needs and desires of investors or tourists for the city are satisfied. As one of the typical representatives of small and medium-sized cities, Dehua City's development usually adopts a centralized marketing strategy, that is, focusing on marketing, dividing the entire market into multiple segments of different sizes, and only selecting one of the small markets as the target market, and providing a commensurate marketing mix strategy. The main

purpose of this study is to seek new opportunities for the development of urban brand building in Dehua City, refer to the marketing experience of other cities, focus on the awareness, mechanism and means of marketing and series marketing, innovatively adopt multi-perspective marketing strategies, and explore various resources in the city from a comprehensive perspective and systematically plan and integrate, put forward the problems in the current situation of urban marketing development in Dehua City according to multi-directional investigation and analysis, and put forward corresponding suggestions for improvement. Provide new ideas for the development of relevant workers in the urban brand building of Dehua City, and then provide reference for marketing brand building in other cities.

2 Current situation of Dehua County and selection of comparative cities

Dehua County belongs to Quanzhou City, Fujian Province, and is the birthplace of Chinese ceramics. The production of Dehua porcelain can be traced back to the Neolithic period, has a long history, rose in the Tang and Song Dynasties, Dehua porcelain with the development of Quanzhou port commercial system engineering overseas trade and sold well overseas, becoming an important commodity of the "Maritime Silk Porcelain Road". In the Ming Dynasty, Dehua ceramics were much higher than the Song and Yuan Dynasties in terms of decorative arts, porcelain technology, production varieties, process design and product quality, and although there was a period of decline in the late Qing Dynasty, they also quickly resumed development after the founding of New China. Dehua ceramics has always been an important trade product of China abroad, and has made significant contributions to the spread of porcelain art and cultural exchanges between China and the West. Dehua County is known as the "Chinese porcelain capital", and the atmosphere of ceramic culture can be felt everywhere in the local area, of which the height of the "Crossing the Sea Guanyin" city sculpture is 7.5 meters, composed of 137 parts, 6.4 meters high after firing, with more than 8 tons of porcelain clay, and half a ton of soil for the head alone. There is no written record of porcelain reaching such heights, and it is a spot that can highly reflect the characteristics of local ceramic culture.

There are also many cities in China with the same distinctive local characteristics as Dehua County, this article selects the following cities as reference objects for urban marketing, and describes the development characteristics of these cities as follows:

(1) Yichang City, Hubei Province: This city is also known as the "Piano City of China". Now Yichang City is a collection of piano and other string instruments and related accessories manufacturing, wholesale, retail and maintenance business in one, including the competitive advantage of musical instrument production and sales industry chain kingdom, all kinds of products sold all over the world. The famous Hong Kong Perth Music Group also established its subsidiary Jinbao Musical Instrument Manufacturing Co., Ltd. in Yichang City, its brand influence and economic benefits are the best in the industry, and the sales performance of "Perth Music Company" in Yichang City is also very eye-catching(Lu, 2018).

(2) Wuyishan City, Fujian Province: Dahong Pao tea in Wuyishan, Fujian Province has always been a representative product of Wuyishan, Dahongpao is one of the typical Wuyi rock tea varieties, the first of the four famous fir, with rich aroma, mellow taste, rock Yunming is significantly known in the world, known as the "king of rock tea". Since the vigorous development of Wuyishan tourism industry, the popularity of Dahongpao's products has been greatly improved. And as an add-on to Wuyishan, people will think of Da Hong Pao as long as Wuyishan, and their own brand will be established(Hou et al., 2020).

(3) Qingdao, Shandong Province: The city's beer is one of the three giants of China's beer market. Tsingtao Beer has a long history and strength in the industry, and Tsingtao Beer also has a certain popularity abroad, and is exported to the United States, Japan, Germany, France, Britain, Italy, Canada, Brazil, Mexico and other more than 70 countries and regions in the world. Barth Report, an authoritative report in the global beer industry, ranks according to production, and Tsingtao Beer is the world's fifth largest beer manufacturer(Han,2013).

(4) Pian Zixi in Zhangzhou City, Fujian Province: Pian Zixi is a traditional Chinese medicine company in Zhangzhou City, Fujian Province, with good

anti-inflammatory and detoxification functions, according to legend, it is a formula handed down by the people of the court in the Ming Dynasty, and the legendary color and deep history are the unique cultural heritage of time-honored brands.

3 Literature Review

(1) Marketing method of tea in Wuyishan City, Fujian Province

Relying on the unique geographical advantages and the profound heritage of tea culture, Wuyishan tea industry has received policy support from the local government from the aspects of production and manufacturing standards, industrial upgrading and transformation, and regulating the market environment. First of all, starting from Wuyishan Dahong Pao, a brand with local regional characteristics, it not only standardizes the production specifications and food safety standards of Wuyi Rock Tea Dahong Pao, but also enhances the market share of Wuyishan Rock Tea in the tea market. The local government promulgated relevant policies to promote the sustainable development of Wuyi Mountain tea industry. Secondly, relying on the unique local tourism resources of Wuyishan, it pays attention to the development and creation of tourism add-on products, and makes multi-level use of Wuyishan's local cultural resources to carry out tea expos, tea culture promotion activities and cultural tourism, and skillfully uses its popularity to publicize products, which is more conducive to its regional brand construction.

However, Wuyishan rock tea still has some deficiencies in marketing, and in the early stage of its regional branding, there are problems of unsound distribution channels and low marketing efficiency. Among the 3,500 tea enterprises registered in Wuyishan City, only a few tea enterprises have relatively complete distribution channels. Due to their small production scale, most tea enterprises do not have the ability to improve distribution channels, and most of their sales are mainly offline tea shops and online e-commerce marketing, and their marketing efficiency is low, which also causes the problem of product price confusion.

A similar problem exists in Dehua County. Although Dehua has a large number of ceramic enterprises, because most of them exist in the form of small and medium-sized micro enterprises, family-type workshops and studios, there are also

problems of imperfect distribution channels and low marketing efficiency. Dehua ceramics is an extremely important industry for Dehua County, and the county government has also issued many documents to support the development of the industry, in order to improve the current situation and dilemma of many local brands but generally weak, fierce internal competition, chaotic prices, and unsound distribution channels, it should concentrate on its most representative local enterprises, change its "leaderless" status quo, and promote the sustainable development of Dehua.

(2)The marketing method of piano in Yichang City, Hubei Province

Yichang City, Hubei Province has attracted more international talents by relying on the huge local piano production chain, exerting its absolute piano advantages to the outside world and establishing its own brand. Yichang City has won the brand honor of "China Piano City", a large part of which is due to the huge sales system of Yichang piano industry. In addition, Yichang City continues to work the road of introducing talents, and during the 7th Yangtze River Piano Music Festival, it successfully invited three international pianists to become "Yangtze River Piano Artists", which is a transnational cooperation, but also in response to the "Belt and Road" initiative, to promote the diversified development of music culture, and combine with global piano music masters to help the development of "China's Piano City". This way of introducing talents has promoted the diversified development of pianos in Yichang City, Hubei Province.

However, on the other hand, there is a shortage of talents in the ceramic industry in Dehua County, and Dehua County is located in a mountainous area, which has a lack of attraction and is difficult to introduce talents. Ceramic enterprises in Dehua County are relatively insufficient in measures and efforts to cultivate talents, and have not yet formed a set of incentive mechanisms conducive to the development of talents. There is a lack of mechanism to cultivate marketing talents in response to modern market changes, and it is difficult for enterprises to create senior marketing talents who master the laws of the ceramic market, are familiar with international market rules, and are proficient in market planning. Most Dehua ceramic enterprises lack

long-term strategic planning, insufficient R&D investment, limited training capabilities, and have less cooperation with ceramic universities, ceramic research institutions, and world-renowned ceramic professional masters. It can be seen that in terms of talent introduction cooperation, we should also learn from Yichang City, Hubei Province, which is an important factor in promoting industrial upgrading, which can promote the ceramic industry in Dehua County to enter high-end consumer goods, integrate relevant cultural connotations, and improve the cultural added value of the industry.

(3)The marketing method of beer in Qingdao City, Shandong Province

Qingdao's beer industry promotes its own products and brands through "festival-making" marketing, strengthens its own brand building, and increases its market share, which is a method worth learning from Dehua County to build a brand. As a characteristic festival activity planned by humanities, "festival making" needs certain objective conditions to rely on in order to be deeply rooted in the hearts of the people. Qingdao became the first city in China to introduce beer. The Oktoberfest is Qingdao's "festival-making" marketing to further enhance the market share of products, and at the same time enhance brand construction. Festivals are not only the product of social and historical development, but also reflect the cultural interaction and social interaction between social development and people and nature, people and society, and social groups. Feng (2020) emphasized, culture is constantly changing, and festival culture is no exception. Dehua County ceramic brands can learn the way of "festival-making" marketing, strengthen their own brand building by setting up a "ceramic festival", attract more people to participate in this festival, and also promote their own products and brands, which is more conducive to increasing market share. "Festival-making" marketing is also a collection and control of the audience's emotions. Zhang et al. (2022) pointed out, during the holding of the beer festival in Qingdao, some celebrations of the participants made the cultural symbol of the burning and release of Tsingtao beer itself vividly interpreted. The merchant provided this activity rendering, allowing consumers to immerse themselves in the cultural carnival of beer, which aroused the emotional resonance and emotional recognition of

consumers. Referring to the practice of Qingdao City, Dehua Ceramics can also rely on the festival of "Ceramic Festival" to make consumers feel the cultural symbols of ceramics themselves through activities. At the "Ceramic Festival", not only ceramics are sold, but also the dual output of ceramic culture and brand emotions. While consumers are immersed in the charm brought by ceramics, they can effectively awaken their deep emotions and create a good experience for consumers to purchase ceramics. This can strengthen consumers' liking, and even preference, of the brand. Allowing consumers to have a better brand experience in their purchases is very helpful for brand building and marketing. In addition, Tsingtao Beer has established an image of sports, youth and vitality through its sponsorship of several sports events. And through the promotion of brand culture, Tsingtao Beer has established a high-quality product image. After several years of efforts, Tsingtao Beer has become the beer brand with the highest brand awareness and reputation in the national beer market. Dehua Ceramics can learn the branding method of Tsingtao Beer, through the shaping, publicity and enhancement of brand competitiveness, enhance market share, and strengthen regional brand marketing.

(4)The marketing method of Pian Zixi in Zhangzhou City, Fujian Province

Attractive brand stories and deep brand culture are conducive to the formation of brand associations, and Zhangzhou's Pian Zixi is a good example. According to legend, it was a recipe in the court of the Ming Dynasty, and there were many stories of miraculous medicinal effects, and it is actually given a good reputation by users to this day. Due to the good mouth of the brand, Pian Zixi is often given to international friends as a "national gift", and it is also an extremely valuable brand association, which has made it gain a respected status beyond similar brands. Dehua County ceramics were exported to other countries as early as the Song and Yuan Dynasties, and were repeatedly presented as national gifts to foreign rulers at that time, and set off a wave of "Chinese white" at that time. In modern times, Dehua ceramics have been repeatedly selected by President Xi Jinping as national gifts to be presented to foreign VIPs. Building positive, unique, and powerful brand associations is an important means of enhancing brand equity. The brand association of Dehua County

Ceramics comes to a large extent from its more than 4,000 years of historical and cultural heritage, which is more conducive to the brand construction of Dehua Ceramics through its brand association. Good word-of-mouth effect is also a major focus of brand construction. In Zhang et al. (2022)'s opinion, In the context of today's flood of propaganda information, a group of rational consumers have been created, they are indifferent to the advertising of product brands, no longer blindly believe in advertising, so relying on word-of-mouth marketing communication is the most reliable. With its reliable antibacterial properties, Zhangzhou Pian Zixi first became a necessary drug for Hokkien people to go to sea. Later, after the spread of Hokkien people and reliable medicinal effects, it quickly spread to Southeast Asia and soon spread to the whole country. The reason why the popularity and reputation of the film is so high is its own reputation. When Dehua ceramics is in the brand construction, you can refer to the practice of Zhangzhou Pian Zixi. When it is exported and sold domestically, strengthen the quality control of its products. Industry associations should also strengthen the control of defective products and reduce the situation of defective products sold under the banner of Dehua Ceramics.

4 Conclusion and Recommendations

Reverence for the industry status is the best "business card" for the construction of time-honored brands. The establishment of time-honored brands can not be established overnight, which requires the inheritance and development of generations to establish, which is undoubtedly a plus when building regional brands(Chen,2009).Dehua Ceramics can give full play to the "halo effect" brought by time-honored brands, which will improve consumers' trust in the brand, thereby enhancing the competitiveness of Dehua Ceramics in the market. From the perspective of urban marketing, urban marketing plays an important role in enhancing the competitiveness and popularity of cities, and brand building is the material foundation, means, path and result of urban marketing. From the perspective of the construction of Dehua ceramics itself, we analyzed the Dahongpao tea leaves in Wuyishan in Fujian Province, the piano in Yichang City, Hubei Province, the beer in Qingdao City, Shandong Province, and the piece of Zhangzhou City in Fujian

Province, we found that ceramics in Dehua County, Fujian Province have problems such as small industrial scale, unclear positioning of consumer groups, lack of creative design in the industry, shortage of human resources, and insufficient research and development capabilities. Therefore, in order to promote the construction of Fujian Dehua ceramic brand, we should increase publicity, create a brand image of urban marketing and increase the recruitment of talents, relying on existing productivity to integrate into an economy of scale.

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