

# Research on Youth Consumer Behavior and Brand Marketing Strategy of Want Want Group

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**Abstract.** This paper studied the teenage consumer behavior and brand marketing of Want Want Group because the main consumer group of the Want Want brand is teenagers, and it is difficult for Want Want to break through the current state. The consumer population is slowly updating, although it is trying to become younger. Want Want needs a more optimized strategy to maintain the freshness it brings to consumers to attract more young people's attention and consumers. This paper also used the survey method and comparative analysis and found that when buying snacks, most people are most concerned about the price of snacks. More than ordinary people choose paper bags or cartons as snack packaging. More than half of the people learn about Want Want products through TV advertisements. Most people think that the disadvantages of the Want Want brand are that the packaging is not exquisite enough, and the celebrity publicity is not in place. It is believed that the frequency of TV advertisements for the Want Want is low. Many people will choose to buy Want Want products because of their spokespersons. The people aged 17-18 account for the largest proportion of Want Want target consumers. Want Want needs to increase the delivery of advertisements and increase the delivery of advertisements. Want Want can choose short videos as a form of advertising and add more pictures to attract consumers. Want Want also can add celebrity spokespersons to encourage consumers to buy their products.

**Keywords:** Youth Consumer Behavior; Brand Marketing Strategy; Want Want Group.

## 1. Introduction

### 1.1 Research background

With the continuous expansion of the food market, people pay more and more attention to the influence of factors such as brand awareness when purchasing food. Want Want Group has seized the opportunity and successfully built a food kingdom for young people as a well-known food brand. Its excellent marketing strategies have enhanced its brand awareness and image. But we also found that the Want Want brand is difficult to break through the current state, and the update speed of the consumer population is slower, although it is trying to become younger. Want Want needs a more optimized strategy to maintain the freshness it brings to consumers to attract more young people's attention and consumers. As teenagers, we find that many people around us buy Want Want brand food. Therefore, we want to study the relationship between the Want brand's youth consumer behavior and marketing strategy. We also want to improve and optimize the Want brand's marketing strategy to make it sustainable.

### 1.2 Literature review

“Want Want's marketing has not been a success,” said an article on Want Want's marketing strategy, “Want Want attaches great importance to the impact of TV advertising. However, the development of the market and the improvement of consumer rationalization have caused the effectiveness of advertising to decline. Suppose Want Want chooses to reduce or stop advertising.

The market reaction was immediate. Sales fluctuated wildly with advertising. Taking TV advertisements seriously, Want Want also needs to use other means to be like the magazine; outdoor advertisements rarely. However, besides public relations and promotion, the market is vivid and waiting for a measure, Want Want also seems to use very little of it" [1].

TopDigital, a shanghai-based platform focused on branding and marketing, analyzed that as a well-known snack brand in China, Want Want has always been "doing its spokesperson" in the face of changes in the consumer market. This focuses on achieving brand rejuvenation through crossover, innovation, and other means to capture the hearts of young people [2].

Bao proposed want Want has been "expanded" and "expanded" year after year since it launched giant snacks on Singles' Day in 2017, from snacks to Plum Ziming to furniture. Want Want's brand is young, not to cater to young people, but it is its own internal "bigger" to carry out emotional links with the growth of users; we grew up, but Want Want did not pull away from us because it also grew up with us. This kind of resonance is very valuable. But perhaps because of consumers' strong feelings for Want, Want Want traditional products have almost filled the user's mind about Want products. Its stereotype makes it harder for Want Want's innovation and product expansion to attract long-term attention. Although Want Want also has efforts and results in this respect, such as the popular "Really cannot afford to pick beans" series of drama. However, Want Want pick beans provided good exposure and visibility but lacked follow-up and fermentation, not from a long-term perspective [3].

Lou Quan, from the same major as Bao, thinks that what people remember most about Want Want is undoubtedly the TV advertisements they saw when they were young. These advertisements are brainwashed because of their evil nature, and ghost animals often create them. So the impression we left on Want Want's original products will be the impression we had before. But now, Want Want is introducing new products in a new way, such as using new forms of creative marketing, such as bean noodle, which no longer produces the same feeling as the old advertising. Products use point of view, and youth consumers are core audiences that prosperous as an established enterprise, has been a guarantee on the taste. Still, Want Want tries to market to more children, both IP image and brand image, more and more popular with children who want to eliminate "naive" brand impression and younger people's need to do so in the marketing process [3].

Most scholars and articles mainly study consumers' decision-making when buying products; Take consumer experience as the core, and link the whole channel to achieve brand rejuvenation; Marketing strategy analysis; Brand background culture. These are the things that most scholars and most papers study. In contrast, few scholars and articles study how to let Want company obtain greater achievements in the next few years or even decades and improve their sales and visibility. Think about how to make your brand dominant in the market [4].

### 1.3 Research framework

First, we use questionnaires to collect teenagers' consumption behavior characteristics. To collect data efficiently, we send the links of the questionnaires to their respective WeChat groups and circles of friends. To ensure privacy, the questionnaires were filled out voluntarily and anonymously. Secondly, after collecting the data, we will organize and analyze it to obtain the characteristics of young people's consumption behavior and their thoughts on the Want brand's marketing strategy. We will also compare and analyze the differences in the consumption behavior of teenagers at different ages to formulate differentiated marketing strategies. Again, we will analyze the drawbacks of Want Want's current marketing strategy and consult relevant literature. According to the questionnaire analysis, we will formulate the marketing optimization strategy of Want Want, so that the Want brand can obtain higher satisfaction and maintain the freshness to consumers.

## 2. Methods

First of all, this paper uses a questionnaire to understand the consumer behavior of young people. We identified the questionnaire questions based on the relevant literature. And we also designed related questions about teenagers' views on Want Want's brand marketing strategy. Try to be as effective as possible on each question. After making the questionnaire, each member of the research group will publicize and fill out the questionnaire sender's respective circle of friends and WeChat group. After collecting the questionnaire data, we conducted the data collation and analysis. According to the final situation of the data, we know how the consumer behavior of teenagers in today's era and the impact of Want Want's brand marketing strategy on teenagers.

Second, we separate the data of each age group for comparison. We can know the difference in the consumption behavior and acceptance of Want Want's brand marketing strategy among young people of various age groups. Therefore, we can optimize the marketing strategy of Want Want according to different age groups and formulate more suitable marketing strategies to increase the consumer base of Want Want and make it sustainable.

## 3. Result

### 3.1 Current situation

As people's lives are improving, people's demand for snacks is also increasing. And with the advancement of technology, people are always attracted to new things. People began to pay more attention to factors such as brand packaging, brand spokespersons, and brand advertisements to decide whether to buy related products. The brand's marketing strategy has become the content of competition among various brands. A good marketing strategy can allow a brand to understand that the customer's interests are maximized when the market comes today. Having a good marketing strategy can lead the market development. Research shows that the perceptual factors in the consumption drive of young people have increased, and casual snack companies should improve the brand building, cultural upgrading, emotional resonance, and value resonance. Research shows that teens are the main group of casual snack consumers. But the Want Want brand is not innovative and youthful enough [5]. According to the questionnaire we made, 120 people filled out. The number of girls who participated in the entry was three times that of boys. The age is generally 17-18 years old. We learned that 50.83% of them live on an average of less than 1,000 yuan per month. 49.17% of people will buy snacks priced at 10-20 yuan. When shopping for snacks, most people are most concerned about the price of the snacks. More than average, people choose paper bags or cartons as snack packaging. More than half of the people learned about Want Want products through TV commercials. Most people think that the disadvantage of Want Want brand is that the packaging is not refined enough, and the star publicity is not in place. The highest proportion of people thinks that the TV advertising perspective of Want Want brand is unique. The Want Want brand is perceived to have a low frequency of TV commercials. Many people choose to buy Want Want products because of their endorsement. Nearly half of the people often buy Want Want puffed food. People are more satisfied with Want Want products. 81.67% of people generally buy Want Want food in supermarkets. Most people buy Want Want products because of their taste. 90.83% of people are willing to share and recommend Want Want products to others. The largest proportion of the average monthly living expenses is more than 3,000 yuan is 17-18 years old. And the 17-18-year-old group accounted for the largest proportion of the purchase price of snacks above 30 yuan.

### 3.2 Problem identified

According to these consumer behaviors, Want Want should pay more attention to the packaging design and advertising direction to optimize the marketing strategy. In the research group's investigation, we found that the packaging of Want Want brands is very simple, lacking in design, single in color, and not particularly attractive to people. Want Want products can be designed into

paper bags or carton packaging to add colorful illustrations. Teenagers are more likely to be attracted by graphic content, so more graphics should be on the packaging to attract customers. And people think that the frequency of TV advertisements invested by Want Want is not high, so we should put more advertisements on more online platforms on TV. Moreover, advertisements can add the most popular celebrities to endorse the Want Want brand and promote its fan base to consume and buy. Most people buy Want Want branded food in offline supermarkets, which also shows that Want Want brand is not well promoted online. Live streaming has become a popular marketing method in today's Internet era. Hence, Want Want brands can invite high-traffic anchors to sell live streaming, vigorously promote online platforms, and conduct large-scale promotional activities to make the audience feel friendly and engaged. And it can relatively increase the price to increase the level of the brand, thereby attracting more consumers.

## **4. Discussion**

### **4.1 Increases the amount and coverage of Want Want advertisements**

People's leisure mode is mainly watching TV programs, so people have a lot of time to contact the advertisements on TV [6]. According to our questionnaire, people generally say that the frequency of TV advertisements put by Want want is low, so Want Want needs to increase the frequency of TV advertisements so that more potential consumers can often see the TV advertisements of Want Want, to stimulate their purchasing desire. And Want Want can make TV advertisements into small humorous sitcoms to stimulate the audience's interest. And according to our questionnaire, only 10.83% of the people learned about Want Want's products from the electronic advertisements on the mobile phone software. Therefore, this indicates that the advertising volume of the Want want a brand on mobile phone software is insufficient. And Want Want should develop more advertising forms for mobile phone software. Most young people use social software such as WeChat, Weibo, and Tiktok. The advertising time on mobile phone software is short, generally several seconds or more. Therefore, the advertising content must be concise and clear to catch people's eyes. Young people are often attracted by music with a clear and simple rhythm. Therefore, the advertisements that Want Want in Tiktok can be matched with the background music that can reflect the characteristics of its brand culture and has a brainwashing rhythm. Much hot news is often generated on Weibo. Want want brand can cooperate with them in advertising and marketing according to these hot news to increase the popularity of its brand. Want Want should always appear in people's sight so as not to be forgotten. The Want Want brand increases the amount and coverage of its advertisements so that consumers can see the electronic advertisements of Want want with high frequency and understand the promotion activities of the brand in real-time, to improve the purchase volume and consumption of Want Want brand.

### **4.2 Invite stars to endorse new products and launch relevant snacks jointly with TV dramas or movies**

As we all know, Want Want has always used Wang Zai (a cartoon character) as their brand's image. But with the development of entertainment information, people are no longer attracted to cartoon animation. Instead, they pay more attention to movies, TV series, and entertainment stars, which are the products of the new era. Many consumers will buy corresponding endorsement products and accessories for their favorite stars. For example, Pepsi invited Blackpink, a Korean pop group, to be its spokesperson for the Asia Pacific region in 2020 [7]. In the first 24 hours since the announcement, 6,500 copies of Blackpink have been sold [8]. It can be seen that the influence of stars is great. Want Want, as a brand that wants to achieve youth in an all-around way, should invite stars to endorse new products and launch relevant snacks jointly with TV dramas or movies.

Menghualu, a period drama released in early June 2022, has attracted many viewers and won public praise as soon as it aired. Heytea, a local milk tea brand, spotted the trend and launched a new milk tea with Menghualu at the end of June. At the same time, it is inspired by the play's heroine, the

innovative design of a new logo. Since the news broke, Heytea's co-branded products have sold out daily [9]. At the same time, the co-branding also integrates the traditional tea culture in the TV series with the new tea drinking culture, realizing  $1+1 > 2$  effects. What Want Want needs to learn from Heytea is to capture the attention of the masses and have keen insight into the market.

### 4.3 Making a better package to attract youth consumers

Want Want is leisure food; the object is mainly to meet young women and children, and each taste has an obvious distinction. Advertisements mainly promote products in the shape of health and upward. If the product has a unique packaging appearance and then changes the old pattern and color, replacing the more than ten years of unchanged advertising, it will be more attractive on the shelf.

As we all know, Strong is Want's biggest competitor. Previously, Strong had advertised it as an ability to suck Jelly. CICI's brand positioning focuses on teenagers' sensory experience and personality pursuit of leisure snacks and conveys CICI's cultural concept of sweet, refreshing, healthy, and lively. Therefore, in the design, not only to show jelly category attributes but also to show healthy and happy visual feelings, to "jump out" on the terminal shelf, because the quality image of the product on the shelf is the best publicity media.

With its most creative and subversive design, unique packaging style, and visually colorful brand recognition, the jelly brand that CICI can drink has become a representative of jelly beverage brands after being listed and has been recognized and sought after by the majority of consumers. The packaging design continues the brand strategy: the use of bright and delicate fruit and jelly pictures to make the contents of the package clear at a glance while creating a variety of fruit taste associations [10].

In graphic design, Jacky lee designers, through the characteristics of "can suck jelly", "CI" to "absorb" the vision from the correlation on the sound interaction, combination "voices" creative brand name. To establish a complete set of packaging design image systems, using bright colors to distinguish the different categories of personality characteristics. The combination of the small "C" mouth in the cartoon image and the dynamic shape of the straw explains the happy experience of consumers when they absorb Jelly, which not only attracts the attention of the new generation of teenagers but also satisfies their yearning for pure childhood. Overall, it uses the three-dimensional integrated brand meaning composed of sound, vision, and experience to shorten communication distance with teenagers. In the treatment of color, the use of bright gradient color, pass healthy sunshine, youth, and lively brand tone, after the market on the harvest of young people's warm response. In terms of product visual packaging design, "Strong" has become synonymous with jelly pudding, leading and leading the snack jelly industry in a more high-end direction with the concept of high quality, nutrition, and health.

The colorful figurative image of CICI not only expands the consumer group of Jelly but also breaks the stereotype of consumers that "jelly is a snack for children", making eating jelly a representative product of "fashion" and "trend pursuit" for young people. And Want brand can also design an attractive package like Strong, making a better package to achieve better results than now.

## 5. Conclusion

### 5.1 Findings

Our research questionnaire found that Want's advertising efforts are insufficient. Most people like to watch TV, so we think Want Want to increase sales by depriving people of their eyeballs with short advertising videos. Of course, the frequency of advertising should also be increased. Want Want's brand image has always been the same, based on cartoon characters. However, with the development of The Times, more people will pay attention to the products endorsed by some entertainment stars and movie stars. Therefore, Want company should change its brand image and become more popular. Want Want Company knows its sales target, so its packaging design is always done well. Want Want

Company will compete with other brands through its packaging design, and they can succeed in this market.

## 5.2 Research significance

We mainly write down the current sales target of Want Want Company in this market and its marketing strategy. After analyzing these things, we found the deficiencies of Want Want Company and came up with some solutions. Of course, there are many other food companies like Want Want in China, and they are all facing the same problems and situations. Through the questionnaire feedback sent to the public, we got a lot of data and put forward many referential solutions according to these data. To some extent, we think all these solutions can help Want Want.

## 5.3 Limitations and future studies

We also have some shortcomings. The questionnaire was only filled out by a small number of people in a concentrated area because the consumption behavior of teenagers in each area will be different, so we ignored other areas. The discordant ratio of male and female students and the discordant ratio of age groups were all problems we did not consider in the questionnaire, so we can conduct further investigation to make the questionnaire more detailed. Only well-prepared and thoughtful questionnaires can reflect a true situation and provide us with more accurate data.

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