

Exploring The Marketing Strategy of SIMPLE LOVE Yogurt Based on 4I Theory

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Abstract. Purpose—The purpose of this study is to investigate the shortcomings of SIMPLE LOVE yogurt's marketing strategy through PEST analysis tools and Porter's five forces model, and to propose effective marketing strategy improvement programs and specific measures based on 4I theory. **Design/methodology/approach**—The research method of this paper is the literature research method and the case study method. The author puts forward the marketing strategy of improving SP yogurt by studying a large number of literature and searching the data analysis and summary of the case. **Findings**—Through the analysis of 4I theory, this paper finds that there are four problems in the marketing strategy of SIMPLE LOVE yoghurt. First, the packaging lacks a sense of fun. Second, the quality of SIMPLE LOVE yogurt is affected by the processing of the OEM, resulting in damage to the interests of consumers. Third, the interaction between SIMPLE LOVE yoghurt and consumers is single and lacks new ideas. Fourth, the personalized marketing of SIMPLE LOVE yoghurt is insufficient. In addition, this paper proposes specific marketing strategies for SIMPLE LOVE yogurt starting from the four principles of the 4I theory. **Originality/value**: This article will enrich the depth and breadth of integrated marketing. In addition, this article can enrich the successful case studies in the field of brand communication based on the case analysis of SIMPLE LOVE yogurt enterprises. The research results of this paper are beneficial for Chinese yogurt enterprises to learn from the successful experience of SIMPLE LOVE yogurt to promote the development of their own enterprises

Keywords: 4I theory, SIMPLE LOVE yogurt, marketing strategy.

1. Introduction

1.1 Research Background

In 2014, DSM, the international nutraceuticals group, conducted a survey of consumers' views on yogurt consumption in Brazil, China, France, Poland, Turkey and the United States. 53% of the consumers said that the consumption of yogurt is higher than three years ago, especially in families with children under the age of 16, nearly 60% said that the amount of yogurt drinking has increased year by year. Especially in emerging markets such as China, where yogurt consumption is growing significantly. Also in 2014, SIMPLE LOVE yogurt brand was born. Different from other brands of yogurt, SIMPLE LOVE Yogurt has set the brand goal and purpose of "making a cup of good milk for our family and children" since its birth. The following year, SIMPLE LOVE Yogurt entered the market and grew rapidly, with the brand growing at a compound annual growth rate of 109% by December 2020, with an average annual growth rate of 155%, increasing sales 57 times in the five years since its inception. According to the *2019 Great Health White Paper* released by the market research group Ipsos Marketing, yogurt ranks sixth among consumers expecting healthier products. 94% of consumers think that high-quality dairy products depend on cost, milk source and technology. With the rise of the post-90s parents, the middle class with higher education and higher consumption requirements has become the main force, putting forward higher standards for the safety, health and nutrition of dairy products. At the same time, consumers' consumption of brands is not limited to the product itself, but the pursuit of more interesting and personalized services. They join the brand support group and fan group to grow together with the brand. Although affected by the epidemic and the global economic downturn, China is still the market with the most potential for consumption, and some

domestic brands have still created miracles. In this context, it is more meaningful to study the marketing strategy of SIMPLE LOVE yogurt.

1.2 Theoretical Implications

At present, there is a lot of literature on the marketing of dairy products in China, but there are very few articles in the field of low-temperature yogurt, especially in the case of SIMPLE LOVE yogurt, a brand born in 2014. According to a search of the CNKI (China National Knowledge Infrastructure), articles that use the 4I theory as a basis for studying marketing strategies mostly focus on how to market the product itself. This text will combine PEST and Porter's Five Forces analysis tools to study the experience of 4I theory in brand marketing, which will have certain promoting significance for expanding the content of network marketing integration that appeared in 1990s. The research takes the brand of SIMPLE LOVE Yogurt as a research case, which has certain significance and case support for enriching the cases in the field of brand communication research.

1.3 Practical Implications

After the Sanlu milk powder incident Melamine incident in 2008, China's dairy market was in a state of collapse, and consumer trust in domestic dairy products had fallen to a freezing point. With the outbreak of covid-19 epidemic in December 2019, the cohesion and responsibility shown by the country in the process greatly increased national pride and self-confidence, and the year saw the rapid development of national brands. Among them, SIMPLE LOVE yogurt is the leading brand growth case in China, and the exploration of its brand development trajectory and marketing methods will open up ideas for China's dairy brands to designate marketing strategies. The analysis of the problems of SIMPLE LOVE brand marketing strategy can also give direction to its corporate development.

1.4 Innovation Points

By searching the literature related to the 4I theory and the literature related to marketing strategy, we found that there are certain innovative points in our research.

The idea is innovative, our research analyzes the marketing strategy of the brand through four aspects of interesting, interaction, interests and individuality, which broadens the research content of 4I theory to a certain extent. PEST and five forces model, which are used to analyze the status quo of brands, also increase the use of relevant analysis tools, which better verifies the practical significance of the analysis model. The subject of the study differs from previous scholars in that the SIMPLE LOVE brand was created in 2014 and has only been in development for 7 years so far. In searching for literature related to SIMPLE LOVE yogurt, only one journal was found discussing the financing of SIMPLE LOVE yogurt. In addition, there is very little literature on specific brands in the yogurt market, so the object of the study is a little complementary to the research on corporate marketing strategies

2. Theoretical Development and Method

2.1 Internet marketing integration 4I theory

4I theory is based on network marketing IMC proposed, different from the traditional marketing theory 4P is from the four perspectives of the interests of enterprises, namely, Product, Price, Place and Promotion, customers and enterprises are separated, from the perspective of enterprise effectiveness marketing products, one-way output toward the customer, whether the customer Whether the customer accepts the product and is satisfied with the product, it is difficult for the company to receive timely feedback, which makes it

easy for the company to fall into the low-price strategy [1]The 4I theory adds an interactive way based on the network platform on the basis of the 4C theory centered on customer needs, so that customers can truly participate in product marketing, obtain customer feedback information in a timely manner, and adjust strategies at any time. Timeliness and enthusiasm interactivity has been well reflected. The 4I theory was proposed in the 1990s by Don Schultz, a professor of marketing at Northwestern University in the United States [2]. Provide interesting information, valuable information, interactive information and unique information that meets individual needs. Customers accept and approve these information and actively disseminate them, so as to achieve the purpose of marketing products and establishing brand image. In the process, we can continue strengthen the connection between consumers and enterprises, and increase customer loyalty to the brand.

Specifically, the 4I theory consists of four principles: Interesting, Interests, Interaction, and Individuality [3].

In the current era of information explosion, whoever gets the information flow will get the attention and generate benefits, so whether the marketing is interesting and entertaining enough to catch the consumers' eyes at the first time becomes a crucial aspect. The purpose of the principle of interesting is to increase the attractiveness

The principle of interests suggests that a brand must not be a salesman but a consultant. In the Internet age, consumers can get information through various channels, and at the same time, they will screen valuable information. Traditional advertisements are in the eyes of self-righteous "rational consumers" that junk information is quickly filtered out. Then how can an enterprise become a consultant, and deliver product marketing information to consumers through scientific data and knowledge points, which is the so-called valuable information.

The principle of interaction is to allow consumers to participate in the marketing of the brand, to recognize the company's products from the heart, to participate in the production and research and development process, and for the brand to produce products that better meet consumer needs based on consumer feedback. This interactive process also enhances the intimacy between the brand and the consumer.

The principle of individuality, almost all brands know the importance of personalized marketing for consumers, the cost of personalization in the past is too high, so it can only serve a small number of high-spending people, with the advent of the era of big data, through cloud computing can easily outline a person's consumer tendencies and thus lock personalized marketing.

2.2 Method

Literature research

Read a lot of literature related to 4I theory, online integrated marketing and yogurt marketing, organize relevant information, summarize the views of different scholars, analyze the core connotation and application scenarios of 4I theory, and analyze the current situation of domestic yogurt market. Read related reports and consultations about the Jane Eyre yogurt brand, and then better study the marketing strategy of SIMPLE LOVE yogurt.

Analyzing Tool

PEST analysis model

The PEST analysis model was proposed by American scholars Johnson-G and Scholes-K in 1999 [4]. The model is mainly used for the analysis of the macro environment faced by a company in the process of strategy formulation. PEST analysis is mainly to look at the specific situation of these four aspects of the macro environment (Political, Economic, Social and Technological) in which the company is located, and to find out the opportunities and difficulties of the company.

Porter's Five Forces Analysis Model

Porter's five forces model was created in 1979 by Michael E. Porter, a professor at Harvard Business School [5], to study the competitive situation of the industry and the position of the company in the industry, so that the company system appropriate competitive strategy. Porter's Five Forces are five forces (suppliers bargaining power, buyer bargaining power, potential new entrants, Threat of substitute product, The rivalry among competing sellers) that have an impact on the competitive advantage of a company and the profitability of the industry in which it operates. From these five competitive forces, three corporate competitive strategies have evolved: cost leadership strategy, differentiation strategy, and concentration strategy.

2.3 Literature Review

From the middle of the 20th century, research on the definition and connotation of branding has intensified, and many academic results on brand marketing have gradually emerged. Among them, in the book *Strategic Brand Management*, American marketing professor Kevin Ryan Keller proposed the relevant theory of brand marketing, the purpose of which is to maximize the brand's assets, and also studied the influence of brand marketing in his book. Theoretical research on brand marketing has also gone through several stages: In the 1960s Jerome McCarthy proposed the 4P theory of marketing [6], and later Philip Kotler proposed the 6P theory on this basis, these theories of brand marketing are based on increasing brand profits while ignoring consumers' own demands[7]. That is why relationship marketing was proposed and Barbara Bender Jackson, a leading American marketing expert, argued that the focus of marketing is to maintain the relationship between the customer and the brand [8], emphasizing the importance of human relationships in brand marketing. Professor Lu Taihong [8], a leading Chinese marketer, proposed that the previous study of brand marketing focused on the creation of value and products by companies, while the focus of brand marketing shifted to consumer-centered value creation, and now the value of brand marketing needs to be jointly created by companies and consumers, and on this basis, he constructed the consumer purchase decision model AISAS.

Through the collation of domestic and foreign scholars' research, we found that brand marketing originated in the United States and developed the corresponding theories 4C.4P, 4R to 4I, which provided the basis for the subsequent brand research, Chinese scholars stood on the shoulders of giants and combined with the Chinese economic environment to propose a brand marketing theory and consumption model with Chinese characteristics. However, there are few researches on marketing strategies focusing on the yogurt market, especially those that focus on a single brand.

3. Enterprise Basic Information

3.1 Enterprise Profile

The SIMPLE LOVE yogurt brand was founded by Guangzhou Honest Dairy Ltd. Corporation., which was established in 2014. Mainly engaged in low temperature yogurt products, the current product series include "Simple love no additive", "father love formula", "body know ". Low-temperature market share ranks in the top 10. Consumers are praised as "the first brand of low-temperature yogurt without additives in China". Sales channels are distributed in more than 200 cities across the country ^[9]. In 2019, venture capital was introduced, and the company's valuation reached RMB 2-2.5 billion. In May 2020, the A round of financing will be completed with an amount of 400 million Yuan. In March 2021, the B round of financing will be completed with an amount of 800 million Yuan. In March 2022, DCP Capital will complete the C round of financing for SIMPLE LOVE Yogurt. The founder and chairman of the brand, Xia Hating, is the former general manager of China Mengniu Dairy low-temperature division, and several other founders are executives from

China Mengniu Dairy. At present, the milk source of SIMPLE LOVE's yogurt mainly comes from eight pastures of six animal husbandry companies, including Modern Animal Husbandry, Australia-Asia Animal Husbandry and Fonterra Animal Husbandry. At the same time, it also actively invests in the construction of its own milk source base factory. In 2021, it will invest 400 million Yuan in Fengning Ranch, Hebei Province. At the same time, it will be equipped with modern factories, eventually forming a "factory+ranch" supply chain to further strengthen the stability of milk source supply of SIMPLE LOVE's yogurt.

3.2 Macro-environmental analysis of SIMPLE LOVE yogurt

In this research, we use the PEST model to analyze the macro environment in which the brand is located, and we will analyze the external factors of SIMPLE LOVE Yogurt from four aspects: Political, Economic, Social and Technological.

Politically, low-temperature yogurt belongs to dairy products in terms of industry supervision and policies and regulations. It belongs to the supervision and management of China Food State Council Food Safety Committee, National Health and Health Committee, National Development and Reform Commission, Ministry of Agriculture and Rural Affairs and other departments. These departments are responsible for overall management of food safety, supervision and implementation of food arrangement responsibilities, formulation of food safety standards, evaluation and analysis of food safety risks and timely elimination of hidden dangers. The above departments are mandatory supervision of dairy products. In addition, the China Dairy Products Industry Association, China Dairy Association will also be responsible for the supervision and management of the relevant dairy processing and farm safety production work. From the perspective of administrative legal supervision, in 2008, the State Council promulgated the *Regulations on Dairy quality and safety supervision supervision and management regulations* which is the first legal regulation specifically for the dairy industry [10] During China's "12th Five-Year Plan" and "13th Five-Year Plan", provide corresponding policy basis for promoting the development of dairy products, accelerate enterprise mergers and integrations, eliminate backward productivity, improve standardized breeding technology, etc. During the "14th Five-Year Plan" for the layout of farms and dairy breeds to dairy production, transport and sales of guidance and supervision are gradually refined. In particular, the Chinese government has proposed to further expand the low-temperature milk market while maintaining its dominance in the liquid milk market and promoting the diversification of dairy products to meet consumer demand. From the perspective of China's national political laws and regulations, the supervision has been further tightened, the standards have been raised again, and the main body of market responsibility is clear. It can be said that the macro development prospect of China dairy products market is healthy and stable.

On the economic side, China is one of the most economically dynamic countries in the world, despite the impact of the COVID-19 outbreak at the end of 2019. According to the report released by the National Bureau of Statistics on January 17, 2022, China's GDP reached 114367 billion Yuan in 2021, with a growth rate of 8.1%, accounting for 18% of the world economy and maintaining the world's second largest economy. In 2021, the per capita disposable income of Chinese residents will reach 35,128 Yuan, with a real growth rate of 8.1% compared to last year, of which the per capita disposable income of urban residents will reach 47,412 Yuan. In terms of per capita consumption expenditure of Chinese residents, it will reach 24,100 Yuan in 2021, with a real growth rate of 12.6%, including 30,307 Yuan per capita consumption expenditure of urban residents. It can be seen that with the obvious trend of China's overall economic upturn, residents' consumption is growing, with per capita milk consumption reaching 14.4 kg, an increase of 10.6%. The growth of consumer demand is obvious. On the social aspect, according to the Statistical Bulletin of China's Health and Health Development in 2021 issued by China National Health and Health

Commission, the average life expectancy of Chinese residents has increased to 78.2 years compared with last year. From 2015 to 2021, the life expectancy of China people has increased from 76.34 years to 78.2 years, which shows that we are living more and more healthily, and the quality of social life has also improved significantly. People's lifestyles have also changed after the epidemic. Due to the epidemic more and more people are getting used to cooking at home, paying more attention to healthy eating and developing new fitness habits. According to a survey conducted by China Information Research Institute, the top 3 habits developed after the epidemic were; watching the news, cooking for yourself and eating vegetables. The outbreak of the epidemic has made people pay more attention to health and hygiene, and the willingness to learn about health has increased significantly. In terms of technology, low-temperature storage technology continues to develop. From the beginning of importing artificial dry ice from Europe and America to producing artificial dry ice in China, the cost is greatly reduced. The hydrogen liquefier with piston expansion agent is widely used in China laboratory, and then the research of superconductor technology.

In addition, the continuous improvement of logistics network and the continuous updating of distribution equipment have further promoted the development of the logistics industry, especially the rapid development of logistics robots, unmanned storage, and intelligent logistics, which greatly reduced the labor cost and improved the logistics efficiency. The logistics system is moving towards a more intelligent and integrated direction in an all-round way, and the further development of the Internet of Things promotes the information interconnection of the whole process of the logistics system.

3.3 Industry Environment Analysis of SIMPLE LOVE Yogurt

For the industry environment analysis of SIMPLE LOVE Yogurt, the research will use Porter's Five Forces model to analyze from five competitive forces: suppliers bargaining power, buyer bargaining power, potential new entrants, threat of substitute product, and the rivalry among competing sellers.

Drawing on suppliers bargaining power, the suppliers of SIMPLE LOVE Yogurt mainly come from the pastures where milk is produced. China's large dairy companies all have their own pastures, such as Sam Yuan Dairy and Guang Ming Dairy, which are distributed in Hebei. In the early stage of the creation of the SIMPLE LOVE brand, due to limited funds, the use of the New Hope Dairy factory for OEM (original equipment manufacturer) processing, although in the OEM factory Jane's Love yogurt has an exclusive production line, but the brand itself can not directly control the milk source and factory. The quality and quantity of goods are directly influenced by the supplier's ability to supply, which means that the supplier has strong bargaining power. Especially after the incident of worm eggs (a customer complained that worm eggs were found in SIMPLE LOVE yogurt), SIMPLE LOVE yogurt also realized the problem, and then invested 800 million in the construction of farms and factories in the B round of financing.

Drawing on buyer bargaining power, the positioning and target customer groups of SIMPLE LOVE Yogurt are very clear. Young parents with high education and middle and high income in first-and second-tier cities and young white-collar workers who attach importance to "body management" and "face value management". This type of buyer is characterized by studying the relevant information and analyzing whether the yogurt formula fits their knowledge structure to slowly form a sense of brand identity, and once this sense of brand identity is formed, it is difficult for this type of buyer to shift. Secondly, these buyers have certain economic strength and are more receptive to prices. So the bargaining power of the buyer is weak.

Drawing on potential new entrants, the barriers to entry in the low-temperature yogurt sector are mainly the acquisition of milk sources, the establishment of factory production

lines, the establishment of sales channels and the provision of low-temperature cold chain transportation and logistics. These do not exist as a threshold for the dairy giant companies, but currently the dairy giants are more in the ambient liquid milk layout, low-temperature yogurt is not their main track, which gives startups the opportunity to open up their own blue ocean in the red sea of dairy products. These do not exist as a threshold for the dairy giant companies, but currently the dairy giants are more in the ambient liquid milk layout, low temperature yogurt is not their main track, which gives startups a blue ocean strategy (W.Chan Kim, 2000) to implement in the fierce dairy economy market.

Drawing on threat of substitute product, Substitutes are mainly those products that are similar in function to their own products, and can also make consumers feel a similar sense of satisfaction. The substitutes of low-temperature yogurt products recommended by SIMPLE LOVE are normal-temperature yogurt, low-temperature cheese, low-temperature fresh milk and normal-temperature yogurt. The main competitive factors of substitutes are price and switching cost. Since the target customer group of SIMPLE LOVE Yogurt is white-collar workers with high income, the quality and service of the product is more important than the price sensitivity, so the price factor will reduce the threat of entrants. In terms of switching costs, low-temperature yogurt as a standardized product has almost no switching costs and can be satisfied by purchasing substitutes whenever the buyer feels the need.

Drawing on The rivalry among competing sellers, the main competitors of SIMPLE LOVE Yogurt are LePur', Classy and Herun. LePur' was the earliest in the field of high-end low-temperature yogurt, and the price is also the highest of all low temperature yogurt. 6 boxes of LePur' yogurt for 95 RMB, average 15.8 RMB per box of LePur' yogurt. In the Chinese dairy industry, 8RMB is generally used as the starting price for mid- to high-end milk. The cost of low-temperature yogurt itself is not high, and the cost of a box of yogurt is generally 2-4 Yuan, which means that the price premium at the C-end (client) is high, and the price of LePur' yogurt is over 15 Yuan, which makes many sensible consumers cry out "IQ tax". Classy yogurt and SIMPLE Love yogurt have been mainly attacking high-end boutique supermarkets, and the promotional price war between the two was once very fierce. Since its establishment, Classy Yogurt has focused on the southern market with Shenzhen as its core, and once its share in the catering market reached 80%. Unlike the cooperation with SF Logistics, Classy yogurt builds its own cold chain logistics, so Classy's is a regional layout from the beginning of its establishment, which is different from the national layout of SIMPLE LOVE yogurt. HURUN yogurt is a local yogurt company in Beijing, and its products are characterized by being pure and natural without additives, which is similar to the positioning of SIMPLE LOVE yogurt. But also in the field of low-temperature yogurt, and Herun yogurt price is lower, the capacity is larger, although the taste is more acidic without Jane Eyre yogurt taste mellow, but its super high cost performance products and SIMPLE LOVE yogurt launched a differentiated competition.

3.4 Problems with SIMPLE LOVE Yogurt Marketing Strategy

According to the previous analysis, we can see that SIMPLE LOVE Yogurt is growing rapidly and has already completed Series C financing, and this growth rate is inseparable from Jane's Love Yogurt's strong marketing strategy. But after the rapid growth of SIMPLE LOVE Yogurt, the revenue growth was shortened from 9 times to 4 times, So our research tries to find out the key problems of the current SIMPLE LOVE yogurt marketing strategy from 4 perspectives of 4I theory;

Drawing on interesting principle, in the era of attention economy, fragmented information explosion, users are easily burned out when browsing various information. In particular, advertising with a clear purpose of marketing is more likely to cause consumer resentment, so how to incorporate entertaining and interesting information in marketing is crucial. The marketing strategy of SIMPLE LOVE Yogurt is mainly targeted channel marketing, mainly around the target customers (high

knowledge young parents and fashionable white-collar) to do boutique supermarket placement. The first choice is OLE and Fresh Hema yogurt shelves, which are displayed together with high-end yogurt like Classy yogurt to create the same leading impression of high-end consumption. Then, when selling through guides, it focuses on introducing the characteristics of "no addition", which is different from Classy yogurt. Because of its "minimalism" positioning, it lacks in marketing interest, marketing focuses more on its healthy and pure characteristics. Marketing for young parents on WeChat, TikTok and KOL (key opinion leaders) is mainly based on scene education, which is also lacking in interest. It is difficult to arouse consumers' curiosity and stimulate their desire to buy through entertainment.

Drawing on principle of interests, SIMPLE LOVE yogurt in order to satisfy the interests of consumers, so that consumers have a stronger sense of satisfaction. First, to meet the functional interests, dairy products can supplement the human body's needs for protein and calcium, and the fermented bacteria contained in yogurt can promote gastrointestinal digestion to a certain extent. SIMPLE LOVE Yogurt focuses on directing consumers' attention to the ingredient list in its marketing, emphasizing "raw cow's milk, sugar, lactic acid bacteria, and nothing else" in its packaging and promotional slogans to enhance consumers' brand memory. SIMPLE LOVE Yogurt registered the trademark of "nothing else" as SIMPLE LOVE to enhance the differentiation of its products. This also satisfies consumers' pursuit of healthier and more nutritious yogurt. Second, from the interest of the message function, SIMPLE LOVE Yogurt did not hire brand endorsement like other brands, but hired a product spokesperson. SIMPLE LOVE yogurt 0 Sugar series has invited supermodel Du Juan as the spokesperson of the product line, The supermodel Du Juan has outstanding temperament, self-discipline and healthy life, which is in line with the target customers of the 0 sugar series —the pursuit of highly educated women. The marketing department filmed 3 scenes of supermodel Du Juan's daily yogurt consumption to convey the supermodel's healthy lifestyle habits to consumers, allowing them to obtain useful information on healthy self-disciplined living and to associate such information with 0 sugar yogurt. In this process consumers find a sense of identity and value as highly intelligent women, and SIMPLE LOVE Yogurt builds a series of fan circles through the principle of interest. Some KOLs have also questioned Jane Eyre yogurt's claim that its pure formula means it is healthier and pointed out that its milk source is not the highest quality and the OEM model has been criticized. Although SIMPLE LOVE yogurt provides valuable information, once the functional benefits of the product are suspected, it is undoubtedly fatal to such high-end yogurt.

The interaction principle in the 4I theory is an important way to strengthen the connection between brands and consumers. The interaction principle in the 4I theory is an important way to strengthen the connection between brands and consumers, brand is no longer a unilateral output, but promotes brand growth together with consumers. The most important thing is to increase the number and frequency of contact with consumers. Like all brands, SIMPLE LOVE Yogurt has its own fan club, Blue Blue CLUB, where members can enjoy more rights and benefits according to their higher levels. Secondly, the marketing method of SIMPLE LOVE yogurt has always paid great attention to the interactive feedback of consumers, inviting KOL with a huge fan base as consumers to carry out scientific evaluation and popularization of science to young parents, so as to close the distance with consumers. In addition, the 0 sugar series carried out some high value flash store activities in Hangzhou CBD with the theme of "0 sugar breakfast new proposition" to let the surrounding high-education women feel the 0 sugar self-discipline lifestyle and enhance the user's understanding of the product application scenarios. In terms of interaction mode, SIMPLE LOVE Yogurt has been trying to find a more efficient way. However, it is not difficult to find that the interactive marketing methods of SIMPLE LOVE Yogurt as an Internet celebrity yogurt are the same as all Internet celebrity products. After the novelty of users fades back to rational consumption, how to enhance consumer loyalty through diversified interactive means is the main problem facing SIMPLE LOVE Yogurt at present.

In the Internet era, information is exploding rapidly, and everyone is eager to become the main character to show their personality. So the personalized marketing of the product can enhance the

core competitiveness of the brand to stand out from the many competing products. SIMPLE LOVE Yogurt's personalized marketing by opening up different product lines, currently the main products are 0 sugar series, father's love formula and body know series, targeting high knowledge women, young parents and big city white-collar workers respectively. SIMPLE LOVE Yogurt personalized marketing according to the different characteristics of these 3 types of target customers: The marketing method of SIMPLE LOVE Yogurt for the target customer group - high knowledge women - is to do KOL and KOC content-based scene placement and science excellent videos on major social platforms such as TIK TOK and Wotobuy. The main concern of young parents is food safety, SIMPLE LOVE yogurt adopts the cooperation with third-party quality inspection institutions, the father's love formula product line is sent for inspection nearly 2000 batches every year, and the cooperation with PICC to insure "food safety liability insurance" and other excellent operations to further win the trust of parents. It is not difficult to find that the personalized marketing methods of SIMPLE LOVE Yogurt are aimed at the crowd, but there is no way to refine each customer, nor can the consumer portrait for each customer describe the pain points, and secondly, this marketing method is not for each consumer's personalized information for after-sales maintenance is also one of the difficulties of SIMPLE LOVE Yogurt

4. Marketing strategy suggestions

According to the analysis of the previous article on the marketing strategy of SIMPLE LOVE yogurt brand found the difficulties of the brand now, as a FMCG product how to sustain the power of this is the primary goal of SIMPLE LOVE yogurt. Furthermore, the low-temperature milk market has great potential. The current market size is about 70 billion RMB, and it will not be take a long time to break through the 100 billion market, which means that major dairy giants and various enterprises will exert their strength in the low-temperature milk market. Furthermore, the low-temperature milk market has huge consumption potential, and the current market size is about 70 billion, and the time to break through the 100 billion market will not be short, which means that the major dairy giants and various enterprises will enter the low-temperature milk market successively. In addition, there are no high technical barriers to the product, so the marketing strategy becomes particularly important. The research will give corresponding marketing strategy suggestions from the 4 principles of 4I theory.

4.1 Suggestions for marketing strategies based on the principle of Interesting

From the perspective of interest, we suggests that SIMPLE LOVE yogurt brand increase the interest of marketing strategy from two aspects.

First, Increase the interest of brand packaging.

The brand packaging of SIMPLE LOVE Yogurt is white and blue, which shows the simple style of SIMPLE LOVE Yogurt. At the same time, in order to fit the positioning of its high-end yogurt, the packaging tries its best to show its elegant characteristics. However, it seems too monotonous, especially the "Father's Love Formula" product series focuses on children's "first bite of yogurt", and the packaging of yogurt is just cartoon cow printed with SIMPLE LOVE yogurt, which is slightly boring for children. It is suggested that SIMPLE LOVE Yogurt should adopt more vivid packaging, cartoon images with more movements and expressions in the product series for children, and different cartoon skins can be customized according to the membership level to form a guarantee with memory characteristics. In addition, we suggest that the "Father's Love Formula" yogurt packaging can be co-branded with the major internet celebrity animation images.

Second, Increase the interesting of experiential activities

At present, there are mainly two modes of experience activities of SIMPLE LOVE Yogurt, the first mode is to conduct free tasting promotions by exclusive guides in supermarkets, and the second mode is to let consumers experience different scenarios of using SIMPLE LOVE Yogurt in flash stores in CBD centers of first and second-tier cities in China. These two models seem too mediocre

in today's internet celebrity brands. It is suggested that SIMPLE LOVE Yogurt try to add more entertainment items in the experience activities, such as inviting net celebrity fitness experts to conduct fitness instruction on site and lead more fans to participate in the status quo fitness activities to create a phenomenal fever, while inviting KOCs from different industries to conduct communication activities to enhance consumer stickiness, adding more interesting game sessions in the activities, and using the cartoon cow of SIMPLE LOVE Yogurt to design more interesting interactive sessions. -Blue Blue as the theme to design more interesting interactive links

4.2 Suggestions for marketing strategies based on the principle of Interests

Whether the interests of consumers can be more protected and satisfied is the core of the next marketing of SIMPLE LOVE yogurt. Based on this marketing core, we propose the following recommendations; First, SIMPLE LOVE Yogurt needs to continuously improve the quality of its products to meet consumers' needs, as some KOLs in the previous analysis questioned SIMPLE LOVE Yogurt's OEM model and milk quality, especially in 2020 when SIMPLE LOVE Yogurt was exposed to the "worm egg incident" ^[11], although it was proven to be a misunderstanding through third-party and relevant department testing, it was a big blow to SIMPLE LOVE Yogurt's brand image. Although it was later proved to be a misunderstanding through third-party and relevant department testing, it was a big blow to the brand image of SIMPLE LOVE yogurt. At present, SIMPLE LOVE Yogurt's adjustment to this problem is to improve the upstream supply chain, build its own pasture and factory, and invest in Australian and Asian pasture to ensure the quality of milk source. We suggest that SIMPLE LOVE Yogurt should also strengthen the supervision of the whole industrial chain, set up a special supervision and emergency department, supervise each batch of product lines, and announce the production process of products to the public in time to make production more transparent, improve consumer confidence, and make timely response to negative news to reduce the damage of brand image.

4.3 Suggestions for marketing strategies based on the principle of Interaction

The interactive communication activities of SIMPLE LOVE Yogurt are too single, so we suggest that SIMPLE LOVE Yogurt should enrich the types of interactive activities to enhance communication with consumers and promote consumers' awareness of the brand, and our research suggests that mutuality can be strengthened in two ways;

First, Create product-related topic and increase consumers' sense of participation

At present, the most favorable means to promote SIMPLE LOVE Yogurt is to make consumers have a strong desire to buy through KOL's publicity and knowledge bloggers' explanation of product-related knowledge on public social platforms where all companies can participate, such as Weibo, Wotobuy and Tik Tok. This unilateral marketing will make consumers lack a sense of participation. We suggest that SIMPLE LVOE Yogurt could launch a challenge based on a combination of the hottest topics of the day and SIMPLE LOVE yogurt's "healthy" and "additive-free" philosophy. For example, the "Liu GenHong Girl" that was popular on the internet some time ago can be combined with the natural and healthy lifestyle of SIMPLE LOVE Yogurt, allowing consumers to show their own mental state and body changes after practicing exercises with Liu GenHong every day with a cup of 0 sugar yogurt to challenge who is the most "pure and natural". "This will create a topic buzz, increase the flow of SIMPLE LOVE yogurt, and strengthen consumers' awareness of SIMPLE LOVE yogurt.

Second, Enhance the flow of private domain attention and increase the sense of interaction.

The number of private network followers mainly refers to the brand's own social media, such as SIMPLE LOVE Yogurt's official website, WeChat public number and certified microblog. We suggest that SIMPLE LOVE Yogurt should strengthen these media operations by writing articles that generate public interest or creating eye-catching topics to attract new followers and maintain loyal customers. In addition, the marketing team of SIMPLE LOVE Yogurt can also create QQ and WeChat fan groups to distribute benefits and encourage consumers to share their reviews and related

life scenes about SIMPLE LOVE yogurt in their moments of WeChat to create new consumer attention through existing customers.

4.4 Suggestions for marketing strategies based on the principle of Individuality

Under the guidance of personalized marketing, Jane's Love Yogurt used the attention of the fan community and invited 30+ sisters from the second season of the popular variety show *Sisters Who Makes Waves* to showcase the power of women while recording a VLOG to introduce the healthy and natural concept of Jane's Love Yogurt to fans. This is a good marketing promotion for young fans who seek individuality. We also suggest that Jane Eyre Yogurt not only start from the fan economy but also try a more diversified model. For example, KOCs (Key Opinion Consumers) are invited to visit farms and milk sources to provide suggestions for product development of new flavors, helping SIMPLE LOVE Yogurt to develop yogurt products that better match consumers' personalities. We also suggest that SIMPLE LOVE Yogurt can customize special flavors of yogurt for its loyal customers for limited distribution, so that consumers can gain a sense of identity and honor of the product to increase consumer stickiness.

5. Conclusion and Limitations

5.1 Conclusion

Based on the theory of network marketing 4I, the research analyzes the marketing strategy of SIMPLE LOVE yogurt brand by literature analysis and case analysis, using PEST model and Porter's five forces analysis tools. After analyzing the macroeconomic environment and industry background, we gradually find out the success of SIMPLE LOVE Yogurt, and analyze the current problems of SIMPLE LOVE Yogurt marketing strategy through the 4 principles of 4I theory and put forward the corresponding strategic suggestions.

As a commodity with consumer confidence and word-of-mouth as its core, SIMPLE LOVE yogurt should further guarantee product quality and safety to enrich consumer confidence. The current era of intelligent information technology has put forward new requirements for brand marketing, as consumers have multiple channels to obtain information, so brands should meet the requirements of consumers for product information transparency through rich marketing tools. This is both an opportunity and a challenge for SIMPLE LOVE Yogurt. The research gives some insights into the future marketing of SIMPLE LOVE Yogurt through the analysis of 4 aspects: interesting, interests, individuality and interaction, and also fills the case content of 4I theory.

5.2 Limitations and Future Directions

The research in the analysis process due to the constraints of the conditions, the research methods in the process of inquiry is not diverse enough, the study is not deep enough, as the brand continues to develop the analysis of this research lags behind the situation

SIMPLE LOVE Yogurt's strategy of finding its own suitable track in the highly competitive mature dairy market, finding the pain points of target customers and precise marketing are all worthy of reference for present and future startups. The future is the era of human-computer interaction and interconnection, and the content of integrated online marketing will be further expanded, while more companies with references will appear, and the analysis and research of marketing strategies will be according to rich and comprehensive.

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