

Research on the Marketing Strategy of Galanz Company

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Abstract: Under the background of increasingly intensified market competition, consumers' demand for products and services is constantly evolving. In order to meet consumer demand and maintain competitive advantages, enterprises need to carry out in-depth market research to develop precise marketing strategies. Based on the marketing theory, this study first summarizes the external macro environment of China's home appliance industry, and then comprehensively analyzes the current marketing strategy of Galanz company, and reveals the main problems. To solve these problems, specific solutions are proposed: firstly, deep market segmentation, product oriented, produce goods that meet consumer needs; secondly, build brand value, brand building as the core; The enterprise should establish the early warning system and response procedures for crisis public relations, and at the same time, improve its sales channel, implement scientific pricing, and promote the construction of an efficient management information system.

1. Introduction

With the improvement of living standards and the change of consumption concept, consumers' demand for home appliances presents a trend of diversification. Therefore, enterprises need to formulate corresponding marketing strategies according to the changes in market demand to meet the consumer demand. Home appliance industry is the field of rapid development of science and technology, and the continuous emergence of new technological innovation poses challenges to home appliance enterprises. Companies need to study technology trends and market acceptance, and how to apply new technologies to product development and marketing to lead the market trend. Based on the theory of marketing related, this study first introduces the external macro environment of China's home appliance industry, and then analyzes the current marketing strategy of Galanz company, and points out the main problems. In view of these problems, the following optimization measures are proposed. In short, home appliance enterprises should constantly adjust and optimize the marketing strategy to adapt to the market changes and consumer demand, so as to remain in an invincible position in the fierce market competition.

2. 4P theory overview

The 4P theory is one of the classic theories of marketing, dating back to the 1950s. In 1953, American marketer Eugene Jerry McCarthy (Eugene Jerome McCarthy) first proposed the 4P theory in his book *Basic Marketing: A Theory and Its Application* (*Basic Marketing: A Managerial Approach*). McCarthy believes that companies can maximize the [1] of product marketing,

customer orientation, efficiency, and marketing goals through product (Product), price (Price), channel (Place), and promotion (Promotion). The 4P theory provides a systematic framework to help companies fully understand and manage the key elements in marketing. By comprehensively considering the four elements of product, price, channel and promotion, enterprises can better meet the needs of consumers, improve market competitiveness, and achieve marketing goals.

3. Galanz company profile

Galanz, China's famous private home appliance enterprise, was founded in 1978, is a comprehensive white home appliance brand enterprise with a leading position. Adhering to the development vision of "century-old enterprise, world brand", Galanz is based in Guangdong, expands the whole country and goes to the world, from microwave oven manufacturing to microwave oven "intelligent manufacturing", and then to become a comprehensive and leading white goods group, always playing the advantage of manufacturing industry in the international market [2]. With the progress of society, Galanz knows the importance of technological innovation, and constantly increases its investment in scientific research funds to improve its independent research and development capability. Since its establishment, Galanz has applied for more than 1,900 patents at home and abroad, and has owned more than 1,600 authorized patents at home and abroad, including more than 80 invention patents. In May 2018, Galanz was invited to participate in the [3] of "2017-2018 China Air Conditioning Industry Summit Forum" under the guidance of China Home Appliances Association and Information Resources Development Department of State Information Center and hosted by China State Grid. In this forum, Galanz won the 2017-2018 annual air conditioning industry "outstanding brand award" and "best-selling model award".

4. Marketing environment analysis of Galanz Company

4.1 Political and legal environment

Galanz's business operations are influenced by the political environment. For example, Chinese government policies, including industrial, foreign and regulatory policies, have had a profound impact on Galanz's business operations. At the same time, the trade war and trade protectionism in the international political environment have also brought external pressure to Galanz's market strategy.

In terms of laws and regulations, the market environment operated by Galanz company has put forward clear guidance for its operation and marketing behavior. In particular, the home appliance industry must strictly abide by the national laws and regulations on product quality, environmental protection and trade barriers, otherwise it may face economic losses and commercial reputation damage. In addition, intellectual property protection is also an important legal risk facing enterprises, including intellectual property infringement, patent authorization and other issues.

As a home appliance enterprise, Galanz company is also under the strict supervision of the relevant national institutions. For example, China's State Administration for Market Regulation conducts comprehensive supervision over Galanz's product safety, quality, advertising and publicity, and any violations will be severely punished. At the same time, Galanz companies in overseas markets, especially the European and American markets, also need to follow the relevant regulatory requirements of local governments, such as the RoHS and CE standards of the European Union.

In short, the political and legal environment has an important impact on Galanz's marketing strategy. A comprehensive analysis of these environmental factors is of great significance for Galanz company to develop and implement marketing strategies. Therefore, Galanz must abide by all laws and regulations, pay close attention to the political environment, timely understand and

adapt to the latest regulatory requirements of the market, to ensure compliance operation, maintain the company image, and ensure the sustainable development of the business.

4.2 Social environment

With the aging of the population and the change of family structure, Galanz company needs to pay attention to the changes of consumer demand of different ages, gender, region and family structure, thus adjusting the market strategy and product design. At the same time, for the rapid development of some young consumers' demand and the rise of consumption, Galanz also needs to adapt to and guide [4].

The rapid development of digitization has had a profound impact on the marketing of Galanz company. The Internet, social network and other Internet platforms have provided a new marketing way for Galanz, but at the same time, with the rapid growth of e-commerce, there is also a fierce competition with the traditional offline store sales of Galanz. Galanz needs to pay close attention to the rapid development of the network market and the application of new digital technology, formulate corresponding digital marketing strategies, and promote the coordinated development of online and offline.

Due to China's vast territory, unbalanced economic and cultural development, and regional lifestyle differences and other reasons, Galanz faces different environments in different regions. Galanz should formulate different marketing strategies and promotion plans according to the cultural background, consumption habits, economic level and other conditions of different regions, so as to adapt to the market competition and demand of different regions.

In today's society, people pay more and more attention to health, environmental protection and energy conservation issues. Galanz should improve the understanding and attention of health, environmental protection and energy saving issues, pay attention to health, environmental protection and energy saving factors in the manufacturing and marketing of products, improve product quality, environmental protection performance and durability and so on.

The society gradually attaches importance to corporate social responsibility, and Galanz should also increase the development of brand value and corporate responsibility. Galanz needs to establish a good brand awareness, establish a long-term relationship between product quality and service quality with consumers, and at the same time assume its own corporate social responsibility, and actively contribute to the society [5].

4.3 Economic environment

Economic growth will promote the improvement of people's living standards and enhance people's consumption power. Galanz company should adjust its product positioning, pricing and marketing strategies in time according to the economic growth situation and the consumption power of different regions, so as to meet the needs of consumers at different levels.

The increase of debt burden will affect the purchasing power of consumers. Galanz needs to pay close attention to the impact of debt situation on consumers' purchasing decisions. Flexible adjustments in product pricing and promotional activities are made to meet consumers' purchasing power and needs.

The change of consumption concept and consumption habits have a profound impact on Galanz marketing. For example, consumers' demand for environmental protection, health and intelligent products is growing. Galanz can seize these trends, develop products that meet the needs of consumers, and highlight the characteristics of products and their positive impact on the environment and health in the market promotion.

4.4 Technical environment

With the continuous introduction and application of new technologies, Galanz company has more choices and advantages in product innovation. For example, new technologies such as smart home appliances and virtual reality are expected to be used to promote product upgrading. Technological progress is also enough to reduce production costs, increase the added value of products, and increase the market share of Galanz company.

With the popularity of social media and e-commerce, Galanz company can use various social media platforms to achieve online promotion and brand promotion. E-commerce can also help Galanz company to realize online and offline coordinated sales of goods, improve sales and enhance enterprise competitiveness [6].

A large amount of consumption data is recorded and stored on the platform. Companies can use big data analysis technology to conduct data mining and analysis, grasp the needs and habits of consumers, and optimize products, services and marketing strategies. The application of data analysis can not only increase the sales of Galanz company, but also provide strong support for the decision of enterprises.

Changes in commodity technical standards will have a direct or indirect impact on the design, manufacture and marketing of the company's products. For example, the improvement of environmental protection requirements and consumers' requirements for quality refinement have exerted pressure and challenges to the manufacturing and marketing of Galanz's products. Galanz company should actively develop new products and technologies according to the change of technical standards to meet the final consumer and market needs.

5. Galanz company marketing existing problems

5.1 High degree of product homogeneity

In the home appliance industry, many companies' products show striking similarities in appearance design, which undoubtedly sets a problem for consumers to choose. Galanz is also not immune, as some of its products have similar appearance problems to other competitors, which undoubtedly increases consumer decisions. Especially in home appliances such as washing machines and refrigerators, the difference between technological innovation and performance becomes more and more difficult to detect, making it difficult for Galanz to highlight its unique selling points in many similar products. At the same time, home appliance enterprise also shows amazing convergence on marketing strategy. Whether it is package promotion or full reduction discount, these traditional marketing means frequently appear among major brands, which not only aggravates the homogenization of products, but also makes differentiated marketing difficult. For Galanz company, how to find its own way of differentiation in such a market environment will be an important topic for its future development [7].

5.2 Inadequate brand promotion efforts

In the process of brand promotion, Galanz company's media investment is relatively small, and the channels and frequency of advertising release are also limited to some extent, which affects the exposure of the brand to a certain extent. Compared with other brands, Galanz has fewer cooperation opportunities, while the cooperation of well-known brands has many advantages for improving popularity and expanding influence. However, Galanz has failed to play its full potential in brand cooperation, and the depth and breadth of cooperation need to be improved. In addition, Galanz lacks a specialized brand management department and has not yet formed a clear brand

development strategy, which leads to a relatively vague brand positioning and a lack of unique brand tonality and emotional impression. In order to stand out in the fiercely competitive market, Galanz should increase investment in brand construction, strengthen strategic cooperation with all kinds of partners, and clarify the core value and positioning of the brand, so as to create a unique brand image and emotional connection.

5.3 Crisis and public relations ability is still lacking

In the face of the crisis event, Galanz company's response speed is relatively slow, failed to respond quickly, so that the impact of the crisis further spread, seriously damaged the company's brand image and the trust of consumers. From the perspective of crisis management, Galanz company obviously lacks a set of perfect plan system, unable to timely and accurate response to emergencies. In addition, the company also lacks unified crisis public relations guidelines and operational standards, making the lack of clear direction and strategy in the face of crisis. At the time of the crisis, Galanz's work in communication and information disclosure was also unsatisfactory. Due to the lack of timely and transparent information transmission mechanism, it is difficult for consumers to understand the real situation, which undoubtedly increases unnecessary speculation and misunderstanding, further aggravating the negative impact of the crisis. In short, Galanz has obvious deficiencies and shortcomings in crisis management, which not only affects the company's image and reputation, but also damages the trust relationship with consumers. In order to improve the company's crisis response ability, galanz company need to establish a more perfect plan system, clear crisis public relations guidelines and operating standards, and strengthen communication and information disclosure work, ensure that when the crisis can quickly and accurately, reduce misunderstanding and speculation, so as to protect the company's brand image and consumer trust [8].

5.4 Improvement of the sales channel department

The sales channel structure of Galanz is too single, which mainly relies on traditional physical stores, but fails to keep pace with The Times and integrates into diversified e-commerce platforms and other modern sales channels. This limited sales channel model is not only difficult to cope with the diversified development trend of the market, but also more difficult to meet the growing personalized needs of consumers. In addition, Galanz company also has obvious deficiencies in the cooperation with dealers. The company failed to establish a close cooperative relationship with dealers, and failed to give full play to the advantages of dealers in channel construction. This has led to the company's weakness in joint sales, further limiting its coverage in the market. At the same time, Galanz company in the sales channel technology and management investment is also very short. Due to the lack of advanced sales technology and efficient management methods, the company's sales model is too traditional and old, and it is difficult to adapt to the rapidly changing market environment [9]. This not only affects the company's sales efficiency, but also has a negative impact on its market competitiveness.

6. Improving strategies for marketing problems in Galanz Company

6.1 Further market segmentation and promote the process of product innovation

Further subdivide the target market, and implement targeted marketing strategies according to the needs and characteristics of different market segments. This will help us to have a deeper understanding of our target customers and provide products and services that more closely meet

their needs. Through accurate positioning and targeted promotion, to enhance the market share and brand awareness. Our company should increase resources and energy investment, committed to product research and development and innovation, in order to continue to launch new products to meet the market demand. Product innovation is the key to gaining competitive advantage, which can attract consumer attention and expand market share. At the same time, we will actively listen to consumer feedback and needs, continue to optimize product design and quality, and improve user experience. By focusing on market research and data analysis, companies can gain an in-depth understanding of consumer needs, habits, and market trends. Through this research, they can accurately grasp the market demand, refine product positioning and marketing strategy, and enhance the company's competitiveness. The combination of market segmentation and product innovation enables our company to better meet consumer needs and enhance our brand influence and market competitiveness. By strengthening market research and brand building, we can offer reliable support in decision-making and steer the company towards making informed choices in its marketing endeavors.

6.2 Build the brand value and shape the core connotation of the brand

Galanz company needs to deeply explore the core value of its brand, and find the emotional bond with consumers, so as to give deeper meaning to the brand image and core connotation. To achieve this goal, companies must adhere to the brand-centered, consumer-oriented principle, and focus on addressing the actual needs and pain points of consumers. This will help to significantly enhance the competitiveness of the brand and further consolidate and expand its market share. In the process of building the brand image, Galanz company needs to clearly and accurately convey its brand characteristics and advantages of [10]. By carefully creating a unique brand image, the company can create a distinctive brand characteristics, improve the brand recognition, and establish a positive brand reputation and reputation. At the same time, Galanz company should also pay attention to the construction of brand culture, to ensure the high degree of consistency of corporate culture and brand culture. By cultivating a unique brand culture, the company can further enrich the connotation of the brand, enhance the value of the brand, and establish a unique brand image in the hearts of consumers. In order to realize the extensive dissemination and deep popularity of the brand culture, Galanz company needs to actively use digital means to strengthen the promotion and dissemination of the brand in the network market. With the help of the Internet platform, companies can more effectively convey the values and cultural connotations of the brand to consumers. Through the implementation of the above strategy, Galanz will be able to successfully create a unique and charming brand value, create the core connotation of the brand, and occupy a favorable position in the market competition. At the same time, it will also help the company to establish closer ties with consumers and achieve the long-term sustainable development of the brand.

6.3 Establish a crisis public relations early warning system and form a crisis public relations handling procedure

Galanz company must be committed to building a sound and efficient crisis public relations early warning system. The system should comprehensively use the means of market dynamic monitoring, competitive intelligence analysis and public opinion monitoring to accurately identify the potential crisis factors and problems. The existence of the early warning system enables the company to realize the coming of the crisis in the first time, and quickly formulate countermeasures accordingly to effectively curb the further spread and deterioration of the crisis. At the same time, Galanz company should also establish a set of detailed crisis public relations processing process. This process requires clarifying the division of responsibilities among the relevant departments,

establishing a list of contacts in an emergency situation, and preparing specific responses for different types of crisis scenarios. These processes should not only be documented in detail, but also through extensive publicity and training to ensure that every employee acts quickly and accurately in the event of a crisis. Crisis communication skills are also crucial in Galanz's daily operations. In the event of a crisis, companies must deliver information quickly and accurately and respond to concerns in a timely manner. Through establishing a solid public relations communication channel, Galanz can maintain close contact with consumers, media and partners, and effectively maintain the company's image and reputation. In addition, after the end of each crisis management, Galanz company should conduct a comprehensive assessment and summary. By deeply analyzing the root causes and lessons of the problem, companies can avoid another similar crisis in the future. This continuous learning and summary can not only improve the Galanz company's ability to respond to the crisis, but also will bring it greater advantages in the fierce market competition. In short, through the establishment of a perfect crisis public relations early warning system and a systematic crisis public relations processing process, Galanz company will be able to better respond to various challenges in marketing, properly handle the crisis, and to protect its precious brand image and reputation. After all, in the vast world of marketing, efficient crisis management and public management will undoubtedly be the key to greater success of the company[11].

6.4 Establish and improve the sales channels, and predict the changes in the market environment and demand

Galanz is urgently needed to build a diversified sales network, which will include flagship stores, exclusive stores, distributors and network direct network sales channels. This strategy aims to accommodate the needs and behavior patterns of consumers in different regions, thus satisfying their diverse purchase intentions. In order to accurately grasp the market dynamics, Galanz company will rely on market research, consumer feedback and network monitoring and other means to gain insight into the change of market demand. On the basis of a deep understanding of market demand, Galanz will continue to summarize experience and improve products in order to enhance brand value and market share. Especially importantly, the company needs to strengthen its innovation and research capabilities, continue to bring forth the new, and drive brand development with technology. Through careful research and development, material selection and process innovation, Galanz will continue to improve the quality and performance of our products, to ensure that we maintain a leading position in the market. In addition, in order to meet the personalized needs of consumers, Galanz will pay attention to product customization and differentiated design, attract and retain consumers with unique product characteristics, and then enhance brand loyalty and user stickiness. Through a perfect sales network and keen market insight, Galanz company will better grasp the market opportunities, continue to enhance the brand influence and market competitiveness, and lay a solid foundation for the long-term development of the company.

7. Conclusion

With the increasing maturity of the home appliance industry and the increasing competition, Galanz must examine its own environment and strength, so as to develop a long-term plan that meets the long-term development needs. In this process, marketing has become a key link for the company to survive and develop, and it becomes particularly important to develop effective marketing strategies. After in-depth study of the marketing strategy of Galanz company, the following conclusions can be drawn: Through careful analysis of different markets, Galanz company has successfully built a diversified product line to meet the needs of various consumer groups. This strategy not only helps to improve the company's market share and brand awareness,

but also enhances the company's market competitiveness to a certain extent. In addition, through the strategic cooperation and careful layout with its partners, Galanz company has successfully established a number of physical stores and e-commerce platforms in the home appliance industry. This not only optimizes the company's sales channels and logistics channels, reduces the cost and waste of capital, but also strengthens the connection between the company and its partners, laying a solid foundation for expanding the potential market [12]. In short, Galanz company has laid a solid foundation for the long-term development of the enterprise through accurate market analysis and effective strategic layout. In the future, Galanz will continue to take marketing as the core, constantly improve its competitiveness and market influence, and strive to achieve more ambitious long-term goals.

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