

Research on the Precision Marketing Strategy of Beixi Organic Grape in Linfen City

Hongyu Hao¹

¹ School of Economics and Management, Guangxi Normal University, China

Correspondence: Hongyu Hao, School of Economics and Management, Guangxi Normal University, China. E-mail: 2223697987@qq.com

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Abstract

In recent years, with the deepening of reform and opening up, the consumption level of our people has been increasing day by day. In the past, "having enough to eat" has been difficult to meet the people's high requirements for food. At the same time, the food poisoning happened all over the country, which appeared in the major news media, and the organic agricultural products also came into being. Compared with other eastern coastal cities, the development of organic agricultural products in Linfen City lags behind, and the incomplete industrial system also inhibits the sales of organic grapes. This paper draws lessons from the works of outstanding scholars at home and abroad on organic agricultural products, and uses the professional theory of marketing, so that the research finds that the sales channels of Beixi organic grapes are too single, and there is no effective use of the Internet and other publicity channels. In view of these problems, a practical solution was made for the organic grapes in Beixi, Linfen City, mainly for introducing professional knowledge talents, interacting with local news media, expanding diversified channels, and then achieving accurate marketing.

Keywords: organic grapes, marketing theory, precision marketing

1. Introductory

One of the main characteristics of organic agricultural products is that they are natural, free of pesticides, safe and nutritious, and are also known as "eco-foods". In addition, it is manufactured and processed according to the principles of organic agriculture and the production methods and standards of organic agricultural products, which means that it is an agricultural product that has been certified by an organic food certification organisation. To complete the picture, organic agriculture is actually production in a closed agricultural energy cycle, and the whole process uses agricultural resources rather than non-agricultural energy (fertilisers, pesticides, production regulators, additives, etc.). Organic agriculture is a method of production that utilises the four factors of production - animals, plants, micro-organisms and soil - in an efficient way that does not disrupt the biological cycle.

This paper first sorts out the problems encountered in the sales of Beixi organic grape in Linfen City, analyzes the problems in its operation process, and starts from the market operation environment in which it is located, designs its marketing strategy, and uses the research to put forward targeted improvement suggestions and put forward applicable strategies. Through the case study, the relevant theories can be further improved, which can provide a theoretical basis for other small and medium-sized agricultural production and operation companies with Internet marketing to formulate relevant policies for agricultural production and operation, and play a certain reference role in formulating scientific strategies for agricultural production and operation.

1.1 Geographical Location

Linfen Beixi Grape Base is located in the south of Shanxi Province, near Jade Township of Linfen City, south of Xiangfen County and north of Xianti Town. It is located in the east of Yaodu District, with its unique hilly terrain, with geographical coordinates between 111°05'07"-113° 07'30 "E and 35°54'21"-36°19'48 "N. The site is located in the south of Shanxi Province, near Linfen City Jade Township.

Beixi village has a favourable geographical position, belongs to the hilly area, fertile land, abundant water, unparalleled environment, so that the grape industry has become an important way to develop and expand the village collective economy, but also to nurture to create "Beixi grapes" this prestigious industrial business card. For the implementation of the "rural revitalisation strategy" has written a unique chapter of Beixi. At present, the

village grape planting area of 2,000 acres, annual production and sales reached more than 600 million pounds, annual output value of more than 12 million yuan, per capita net income of farmers reached 13,500 yuan.

BeiXi village grapes originated very early, but initially not on a large scale, each family manages each family, quality production and sales are not valued, "bumper harvest", the future is bleak. 2008, BeiXi village party branch combined with the village situation, put forward the local conditions, seek truth from facts approach, and actively encourage individuals and collectives to transfer, contracted land at a cost, use of all the available voluntary development of organic grape production. All available voluntary development of organic grape production. Comprehensive introduction of "Giant Peak" varieties. An organic grape picking festival is held in mid-August every year.

1.2 Current Status of Marketing

At present, there are three main marketing modes for organic grapes in North Seat. (1) Experience marketing. Specifically, picking festivals are held during the ripening period of organic grapes, and customers who want to purchase come from all directions. Hands-on grape picking, that is, the joy of labour. (2) Direct marketing mode. That is, the wholesaler route, the unit price is low out of the volume. (3) Network marketing mode. The specific way is to carry out network distribution in Linfen. The wave of the big data era drives the development of online e-commerce, the same organic grape sales also need to rely on the network, in order to bring people closer to each other.

However, the price of organic grapes in Linfen North Seat is not uniform. Different prices are implemented according to different marketing models. This arrangement is reasonable to a certain extent, but a more reasonable system is needed. Only in this way can it be more competitive to similar competitive products. At this stage, the specific pricing of organic grapes in the North Seat is as follows: the price of grapes picked by tourists at the picking festival is 8 yuan/catty, and the wholesale price is 3-5 yuan/catty. Compared with the same industry, the price is low. Therefore, some adjustments need to be made in product pricing.

1.3 Literature Review

Precision marketing refers to finding accurate and targeted marketing people, usually speaking, to find current customers and customers who will consume in the future. In 2003, marketing expert Philip Kotler (1993) [1] pointed the concept of "big marketing" was first explicitly proposed, and marketing theory was applied to a number of other fields. In addition, he emphasized that a variety of other factors, such as the political environment, economic growth, social progress, cultural incentives, social responsibilities and ethical constraints, can also have a certain impact on market decision-making. Jeff Zabin (2008) [2] put forward his own vision of precision marketing in 2008: precision marketing is the goal of a company to provide more accurate product information to the right consumers at the right time through the right sales channels, and to achieve the goal of changing the customer's purchasing decision-making behavior, that is, to promote achievement.

The concept of market segmentation was proposed by the American marketer Wendell Smith (1956) [3] in 1956. Depending on the needs of the customers themselves, the entire market (which is too big for businesses to serve) can be divided into several sub-markets with common characteristics. Specifically, the consumer groups in the same market segment are called target consumer groups, and are related to the mass market. The term Focus is used to describe customers in the sub-market.

The 4P theory is a marketing theory namely: Product、Price、Place、Promotion. Professor Jerry McCarthy first proposed this theory in his *Marketing* (first edition, published in 1960). Product: From a marketing perspective, a product is anything that people can use and consume and bring into the market to meet their specific needs, including tangible products, services, people, organizations, ideas, or a combination thereof. Price: It refers to the price at which a consumer buys a product, such as a discount or payment term. Pricing or pricing decisions are related to the company's profits, cost compensation, and whether or not it helps to sell and promote the product. In addition, the three most critical factors that affect pricing are demand, cost, and competition. As we all know, market demand determines the maximum price, and the lowest price depends on the cost of the product. A company can set the price of a product in the maximum and minimum price ranges, which depends more on the price of the same product offered by its competitors. Channel: The so-called sales channel is the sum total of all the connections and dynamics experienced by the entire flow of goods from the producer to the consumer. Promotion: It's not just about promotion. A broad definition should also include public relations, branding, social public relations, and many other aspects.

2. Questions

2.1 *Inaccurate Market Positioning*

According to the author's field investigation, I found that the grape base of a significant problem is more vague market positioning. That is, we do not understand for whom our products are produced, who are our competitors. Market positioning is a very important step to win the battle of the market. Consumers are the main marketing target, and businessmen should pay extra attention to the evaluation of products by consumers. In this process, marketing operators and consumers need to communicate and exchange, using various ways to attract consumers, or to solve the various problems arising from consumers in the shopping process, so that consumers can continue to shop here, or to bring more traffic. However, the actual situation is the opposite, the interaction between merchants and consumers is small, the communication is insufficient, the merchants are unable to accurately judge the consumer's preferences and needs, and some of the merchants are unable to find a good way of communication and lack of grasp of the details.

2.2 *Insufficient Publicity for Organic Grapes*

In the current stage, Linfen North Seat organic grapes are in a critical period of entrepreneurship and development. Like many other organic agricultural enterprises, it encounters numerous challenges. Among these challenges, the problem of insufficient publicity stands out. As a result, most of the target consumers of organic grapes are inadequately informed about the organic grapes from the BeiXi base.

As we move forward into the next chapter, we will conduct an in-depth analysis of this pressing issue. The lack of publicity has led to a limited consumer base aware of the BeiXi organic grapes. Consequently, this has had a direct impact on the sales of BeiXi organic grapes, as the target customers are not sufficiently aware of the product's existence and its unique advantages. This has further hindered the overall development and growth of the Linfen BeiXi organic grapes enterprise. The inadequate promotional efforts have not only affected the current sales performance but also pose a significant obstacle to the company's future expansion and market penetration. If this issue remains unaddressed, the enterprise may struggle to achieve sustainable development and face difficulties in competing within the organic agricultural market.

2.3 *Lagging Branding*

Brand building is an integral and crucial component of precision marketing. When it comes to agriculture in China, it is still in a relatively underdeveloped stage compared to other industries. Agricultural business entities across various products have not yet established a strong brand consciousness. Reference indicates that Linfen BeiXi organic grapes may also be lagging in brand building. The brand image lacks distinctive characteristics and recognition, making it difficult for consumers to form a deep impression of the brand. Additionally, limited brand communication channels and insufficient interaction with consumers hinder the enhancement of brand awareness and reputation. As stated in reference, the quality of agricultural marketing fundamentally determines consumer satisfaction and has a significant impact on their subsequent purchase behavior. If Linfen BeiXi organic grapes can improve its brand building and marketing strategies, it may be able to enhance consumer satisfaction and positively influence their purchase decisions.

2.4 *Inadequate Data Analysis and Application*

Precision marketing hinges on the in-depth analysis and precise application of consumer data. However, Linfen BeiXi Organic Grapes may exhibit deficiencies in this aspect. The absence of a robust consumer data collection and processing system means that the company is unable to delve into consumer needs and behaviors. Without a comprehensive understanding of its target audience, it becomes challenging to tailor marketing strategies effectively. Additionally, the application of the data that is collected lacks both relevance and innovation. This makes it difficult to create marketing campaigns that truly resonate with consumers and meet their specific preferences. As a result, achieving the objectives of precision marketing, such as increased consumer engagement and conversion rates, becomes an uphill battle. The inability to leverage data effectively not only limits the company's ability to attract new customers but also hinders efforts to retain existing ones and foster brand loyalty.

3. Strategy

3.1 *Market Segmentation*

Segmented by geographical factors. The consumer base of Linfen city is divided into four areas: Gulou Square, Pingyang Square, New East City and City South. Gulou Square is the main urban area of Linfen City, there are many institutes, government and institutions in this area, and all kinds of schools totalling 22 schools; Pingyang Square is the commercial shopping centre of Linfen City. There are large shopping malls such as Shenglong

International and Suning E-shop in this area; New East City is the direction of Linfen City's urban expansion in recent years; the southern part of the city is the urban and rural intersection area, and the consumption ability is generally low. Therefore, the North Seat organic grapes need to take different strategies according to local conditions, Gulou Square belongs to the concentration of high-consumption people, and most of them are highly educated people, to carry out high-end organic agricultural products direct shops. Pingyang Square can open chain shops in large shopping malls. Dongcheng and Nancheng can develop a community model, encouraging groups to group discounts.

According to the consumer occupation and psychological characteristics of the breakdown can be divided into four types: First, the party, government and enterprise officials: due to the different types of work, the health of the human body is more focused on the situation, more than ordinary people can accept the product. Second, university and high school students: young people have the ability to think ahead and have insight into the ever-changing changes. Third, the general group: concerned about taste and quality. Fourth, unemployed people: low understanding of organic fruits. According to the consumers' occupation, the target group of BeiXi Organic Grape Base are petty groups and civil servants.

Segmentation by consumer income: Because of the high cost of growing and managing organic grapes, the target group is high consumers, i.e. consumers with higher incomes.

3.2 Market Positioning

From the perspective of consumer demand: Bei Xi organic grapes as a positioning in the high-end fruit products, no matter what groups, the focus is on high nutrition and dietary health. Aiming at the high-end market and then put forward a reasonable marketing plan, will be the BeiXi organic grapes in the fierce competition in the market to gain an advantage.

From the product expectations: North organic grapes only as a seasonal fruit is difficult to meet the diversified needs of customers, the development of deep-processed products has become a must for enterprises to become bigger and stronger. For example: organic sultanas, organic grape jam, grape drinks and so on.

3.3 Target Market Selection

Through the questionnaire and logistic data analysis, the target market of Linfen North Seat Organic Grapes should be set as the high-income and high-consuming people aged 20-40 within Linfen city. The reasons are specifically the following two points:

Firstly, this part of the population is the middle and high income group, and has high requirements for fruit quality. North Seat organic grapes are rich in nutrients, no chemical pesticides, and high security. It can meet the demand.

Secondly, young people have high consumer loyalty. Good reputation and good products will win the favour of consumers for a long time. In turn, they will promote each other within consumers to achieve the purpose of precision marketing.

3.4 Expand Marketing Channels

In the survey of consumers' purchasing behaviour, it was learned that large supermarkets, organic agricultural product franchises, farmers' markets and online shops accounted for a higher proportion of consumers' intentions. Therefore, precision marketing theory should be applied according to consumer demand. There are four points as follows:

(1) Large supermarkets. Now, Linfen city has several large supermarket chains such as Carrefour and Metro, if we can reach a long-term co-operation relationship with these large outlets, it will be very helpful to develop the market for North Seat organic grapes.

(2) Organic food shops. In agricultural products from farmers to consumers, there are multiple intermediaries. This undoubtedly increases the price of organic agricultural products, customers expressed pressure on this, and farmers did not get high income.

(3) Online sales. Xiao Jun (2019) [4] believes that improving the reputation of agricultural products, cultivating compound talents, and popularizing Internet knowledge should be regarded as the ways to achieve agricultural product marketing in the context of "Internet +". ; Zeng Yiwu et al.(2021)[5] discussed the marketing of agricultural products in the context of rural revitalization, and believed that the marketing of agricultural products in the context of rural revitalization should be solved from the aspects of top-level government design, building characteristic brands, integrating and developing with other industries, carrying out live broadcast marketing, and doing a good job in the anti-corrosion and logistics of agricultural products. With the rapid development of information technology and e-commerce, the North Seat organic grapes have more opportunities and challenges.

Setting up their own online shop and establishing a whole industry chain for online sales has become the first thing to be solved.

(4) Eco-tourism market. From June to October every year, delicious wines and fresh fruits will be prepared for tourists in the 3,000 acres of the estate, and people come back happy and satisfied.

4. Conclusion

(1) Domestic demand for organic fruit is increasing, the future development of organic grapes in the North Seat should not be underestimated.

(2) Precision marketing can't just focus on online channels, but should realise the benign interaction between online and offline channels to effectively meet the differentiated needs of different customers, so to build brand image and improve brand awareness.[5]

(3) The organic grape base in Beixi should take the road of sustainable development. According to the different needs of consumers, to carry out a diversity of products and services, to create a differentiation strategy to improve customer loyalty.

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