

The Impact of Marketing Methods on Consumers' Consumption Strategies-Taking Master Kong's as an Example

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Abstract. As a country with a large population, China has a vast fast-moving consumer goods market. Master Kong is one of them, competing with Uni-President Enterprises, Jinmailang Beverage and other companies for market share. At the same time, scholars must always be vigilant about the impact of the takeaway industry on the fast-moving consumer goods industry, and the increasing popularity of the concept of healthy living in recent years has also posed a major challenge to the fast-moving consumer goods industry. This article will start with studying Master Kong's marketing methods to explore how Master Kong can maintain its competitiveness in adversity, while continuously increasing corporate revenue and expanding the company's influence in China and even the world. It will also study its marketing strategies, including brand co-branding and product design strategies, and communication channel layout to analyze the impact on specific consumer behaviors. Of course, this article also gives relevant examples and makes reference suggestions and hopes that Master Kong will continue to maintain its competitiveness in the future and write its own story.

Keywords: Marketing Method, Consumption Strategies, Master Kong.

1. Introduction

As a supermarket for food and beverage consumption, China has a huge fast-moving consumer goods industry. The market is fiercely competitive, including Uni-President Enterprises, Jinmailang Beverages, etc. Master Kong has also transformed from a single dominant enterprise to a diversified competitive development pattern. Although its market influence is not as good as before, its brand influence remains unabated.

Master Kong, also known as Master Kong Holdings Group, began as an instant noodle company in 1992 and, in large part because it is a Taiwanese corporation, extended its convenience food and beverage business in mainland China in 1996. By finalizing a strategic partnership with PepsiCo's Chinese beverage division, Master Kong significantly grew its beverage business in 2012. As a result, it became the only producer, distributor, retailer, and bottling company for PepsiCo's non-alcoholic beverages in China. Master Kong, a household name in China, has been loved and supported by Chinese consumers after years of hard work and accumulation. As a leading brand in

the fast-moving consumer goods industry, Master Kong shoulders the mission of leading the industry in food safety and quality assurance, continuously building and improving its management system, establishing a risk prevention management mechanism, implementing all-round control of food safety, ensure that the product is of high quality and safety, and supply consumers with food that is safe, delicious, and healthy. It brings in about 60 billion dollars a year and continues to increase. Additionally, Master Kong is always enhancing its nationwide sales network, which makes it possible for new items to reach the market more swiftly and efficiently and place the group's products at the top of the market. Master Kong serves 217,087 direct merchants and 76,875 wholesalers with 303 warehouses and 348 corporate offices as of December 31, 2023. In February 1996, Master Kong went public on the Hong Kong Stock Exchange. The market value as of December 31, 2023, was HK\$53.6 billion. Master Kong aims to become the "world's largest Chinese convenience food and beverage group" by focusing on food manufacturing, marketing and distribution and strengthening the sales and channel system network [1].

The theme of this article is the impact of Master Kong's marketing methods on consumers' consumption strategies. As a large food company, Master Kong's status and image in the hearts of the people are of great importance. After all, before the takeaway industry developed, instant noodles and tea drinks occupied half of the fast-food market. Even now, Master Kong is still closely related to people's lives, it is essential to investigate the impact of its marketing tactics on customers, which can also help customers gain a better understanding of the Master Kong brand. This article will also be explained in detail in the following, through the analysis of instant noodles, tea beverage marketing strategies, specific case studies, and related suggestions and summaries.

2. Analysis of marketing strategies for instant noodles and tea beverages

2.1. Brand co-branding

Popular anime IPs, such as Minions, are some of the most popular anime characters in the world. Minions have a broad mass base, and Master Kong can use its strong fan effect to promote its own products by co-branding with Minions. In addition, the product co-branded with Minions is the Golden Soup Beef Noodles, which is highly consistent with the image of Minions. The two complement each other. While at the same time, Master Kong has also carried out a number of offline activities, Consumers are encouraged to check in and purchase related peripherals via the Minions food truck check-in point.

Traditional culture, such as the co-branded rock sugar snow pear with the Dunhuang Museum, which incorporates the image of "Flying Apsaras" into the product design, combines Chinese traditional culture with beverages, and makes the packaging more culturally meaningful and visually attractive. This not only improves the appearance of the product but also allows consumers to experience the Dunhuang culture. At the same time, two products were co-branded, namely, Rock Sugar Pear and Rock Sugar Red Grapefruit. These two products are classic products of Master Kong, and the co-branding further enhances the added value of the products, while satisfying the physiological and psychological needs of consumers.

2.2. Product design strategy

Make the packaging more attractive to consumers, just like Master Kong has put a lot of effort into the packaging design, using very bright colors. The most typical product, such as braised beef noodles, uses a red tone, which is not only very eye-catching, but also highlights the deliciousness of

the food. At the same time, it can also attract consumers' consumption interest and enhance product competitiveness. The realization of emotional design in product design primarily involves the form, material, color, and other aspects of the product, which all have an impact on the user's experience [2].

At the same time, Master Kong has also designed a series of product packaging with different specifications. Typical products include "one and a half" and mini buckets. These different packaging are also suitable for different scenarios. Each consumer can choose the product they want according to their current needs. Some consumers have a large appetite, and normal-sized instant noodles may not meet their needs. If they eat two bags of instant noodles, it may cause waste, so "one and a half" becomes a better choice. Although the actual content has only increased slightly, this creates a cognitive illusion of larger quantity and better value [3]. At the same time, for some office workers and students who do not have much time to prepare meals, easy-to-carry mini buckets or small biscuits have become their best choice.

2.3. Communication channel layout

Social media explosion: Douyin, Rednote User-Generated Content (unboxing videos, check-in photos). As the Internet develops at a rapid pace, more and more companies are turning their attention to different social media platforms. Merchants have also begun to promote and market on online platforms. They have achieved cooperation with the platforms and issued various coupons on the platforms, so as to attract consumers and promote their own products at the same time. E-commerce platforms have introduced a new trading environment for merchants and are an important accelerator for product sales. Advertising traffic has become an important source of income for these platforms, so cooperation can easily achieve a win-win situation [4]. Master Kong even cooperated with animation companies to make relevant Computer-generated imagery. This move also attracted some groups who are very interested in the second dimension, indirectly stimulated product sales, and greatly enhanced product competitiveness. In addition, Master Kong will also cooperate with some individual self-media users to enter the public eye through artistic creation of secondary processing of products or inserting advertisements. Marketing strategy is one of the main factors affecting the marketing effect of enterprises. Achieving accurate understanding of consumer behavior and psychology is the key to developing a correct marketing strategy [5].

3. Case analyze

3.1. Iced Tea and NBA joint event

Master Kong seizes the star effect of the Z generation's preference for physical exercise and NBA big-name stars, because the main consumer group of Master Kong Iced Tea is relatively young, and the age group of the main audience group of NBA in China is also the same. The two work together to accurately link the brand with youth, passion, enthusiasm, and sports, and seize the consumer psychology. Consolidate its consumer influence among young groups. Ice Tea's appearance was redesigned by Master Kong simultaneously. Master Kong printed the numbers of relevant players on the bottle, and launched NBA limited edition packaging bottles, designed an independent logo, and fully combined NBA elements with Iced Tea. Consumers have more opportunities to choose their favorite stars to buy the corresponding style of Iced Tea. This can not only attract NBA fans to buy but also stimulate consumers' desire to collect. At the same time, Master Kong also invites corresponding NBA superstars to participate in commercial activities such as advertising shooting

and fan meetings to attract more consumers. Because some stars have a huge influence in China, for example, during the Wenchuan earthquake, many stars donated to China, leaving a deep impression on many fans. For this reason, Master Kong printed the QR code on the bottle cap, and everyone has the opportunity to scan it to win prizes, further expanding the competitiveness of the product, which is also a very successful means. In terms of offline experience, Master Kong, as the chief partner of the NBA China Games, deeply combines the brand with NBA events through halftime shows and other reliefs to enhance brand exposure. With the rapid development of multimedia, Master Kong also seized the opportunity to cooperate with multiple platforms and use NBA official media resources to further enhance the influence of products.

This strategy has promoted sales growth and attracted more young people, including friendly basketball games and fan meetings. With the huge influence of stars in China, the joint name will undoubtedly bring a lot of income to both parties. Obviously, the joint name of Master Kong and NBA is a successful cross-border cooperation. Through the precise positioning of the target audience, product innovation and packaging design, rich interactive experience and multi-channel communication and promotion, Master Kong successfully integrated iced black tea with the NBA's super IP, further enhancing its market competitiveness.

3.2. Golden Soup Beef Noodles and "Minions"

Master Kong adopts strategies such as creative marketing activities, selling related surroundings and setting up exclusive photo punching points. Master Kong has collaborated with Minions to launch its Golden Soup Beef Noodles. Minions, as a world-renowned cartoon character, have a wide audience worldwide. The combination of their cute and interesting cartoon characters with Golden Soup Beef Noodles can quickly attract consumers' attention and stimulate their desire to buy. At the same time, the colors of Minions and Golden Soup Beef Noodles are highly similar, both with yellow as the main color, which does not make consumers feel a huge contrast. The two can be perfectly integrated in packaging. In addition, this cooperation also made it clear that Master Kong wants to open up more instant noodle markets among young people, so it uses popular anime IP to open up this market. Similarly, Master Kong is also promoting on major platforms, using advanced Internet technology to let more people know about the joint brand and other products, and initiating discussions on the joint brand with Minions through social media to attract users to discuss and participate, and even share with others, further expanding the brand influence. At the same time, offline marketing is also being carried out. The simplest way is to advertise, such as cooperating with bus companies to put their own products on buses and subways and promote their own products in places with large traffic. Of course, Master Kong also held a series of offline activities and opened related stores, attracting many consumers who came to participate in parent-child activities. The typical activity is fun running, where parents bring their children to participate in parent-child running, and after the end, they can participate in graffiti activities and enjoy related products. The surrounding sales stores opened next to the event venue have become their must-visit stores, indirectly driving the sales of their own products.

These strategies attract consumers to check in for consumption, buy peripherals that are related to increasing consumer consumption, successfully attract a large number of consumers, and increase product popularity and exposure. The co-branded product "Golden Soup Fat Beef Noodles" has also caused a lot of discussion on the Internet and has become a hot topic. At the same time, through online and offline activities, Master Kong has further increased consumer participation, stimulated consumer enthusiasm, and facilitated the identification of the brand by consumers. Finally, Master Kong has further expanded its influence among young groups through the co-branding with

Minions. For example, Master Kong has undoubtedly left a deep impression on the young group who just participated in the parent-child activities. This approach has also promoted the brand's rejuvenation process and successfully established a deeper emotional connection with consumers.

4. The impact path of different marketing methods on consumer consumption decisions

4.1. Emotional marketing and IP cooperation

Master Kong uses old products to maintain their image, attracts young groups while attracting old customers, and gives products more emotional value and cultural connotations through cooperation with popular IPs, such as Minions and Douluo Continent. Through this emotional resonance, consumers' desire to buy is stimulated, especially young groups. Master Kong transforms the relationship between sellers and consumers into an emotional resonance relationship, which will have different effects on the overall attitude and behavior of the product according to the product type and consumer's purchase goals [6]. Of course, in terms of social attributes, IP cooperation often has a high topicality, which can trigger consumers' desire to share and further expand the brand's communication range. Consumers will also go through the stages from cognition to interest, from purchase to becoming loyal customers in the decision-making stage. Master Kong can also choose to continue to establish a deeper connection with young consumer groups through IP cooperation and emotional resonance strategies. Master Kong can also regularly launch limited edition products related to popular IPs or cultures and enhance interaction with consumers through social media and offline activities. The emotional needs of consumers are where emotional marketing comes from. By triggering consumers' emotional resonance and incorporating emotions into marketing, it is capable of doing so. Consumers in the age of emotional consumption don't only care about the quantity, quality, and price of products, but also require emotional satisfaction and psychological identification while making purchases [7].

At the same time, Master Kong can also use the user co-creation mechanism to allow consumers to participate in the design and marketing of products, so that they can change from consumers of products to participants in design. Let consumers also have a special experience.

4.2. Digital marketing and one item one code

Master Kong uses Quick Response Code (QR code) technology to ensure that each product has one item and one code, such as opening the lid of iced black tea. Transform product packaging into a digital touchpoint between the brand and consumers. Consumers can participate in a series of activities by scanning QR codes, such as lucky draws or earning points. Direct stimulation of consumer desire can be directly achieved through this immediate interaction. With the rapid development of the Internet, the product life cycle has become more complex as the Internet of Things and communication technologies have accumulated a large amount of data. Feedback information that includes user preferences, market demand, and visual display is often incorporated into the product life cycle [8]. Master Kong can also collect consumer data by having customers scan QR codes, use big data for analysis, understand consumers' purchasing habits and preferences, and then push relevant product advertisements to achieve precise digital marketing. The competitive advantage can be positively impacted by both digital marketing and innovation [9]. Therefore, digital marketing is very necessary.

However, Master Kong should also improve QR code scanning technology to minimize the chance of scanning failure or cooperate with relevant technology suppliers to optimize QR code

recognition technology to ensure the success rate of scanning. In addition, Master Kong can also develop its own APP, launch its own shopping festival activities, increase user participation, and ultimately use the Internet to complete its own digital marketing.

By working with design agencies and building information architecture for websites, mobile applications, and other platforms, Master Kong can ensure the success of information architecture. The structure of the site is organized like a house blueprint. Information architects assist consumers in finding information on the platform by efficiently organizing information by adding tags to content and setting up pages [10].

4.3. Strengthening product quality and health concepts

Master Kong has also taken a series of measures to meet consumers' demand for high-quality and healthy food by emphasizing the quality and health attributes of its products. It uses freeze-drying technology to improve product quality, reduce the oil and salt content in instant noodles, or launch zero-sugar iced black tea to give consumers a better consumption experience. Of course, Master Kong also needs to increase scientific and technological research and development, improve product quality, strengthen supervision, and make healthier and more delicious food.

5. Conclusion

This study comprehensively analyzes the impact of Master Kong's marketing strategies on consumer behavior. Through in-depth research on Master Kong's brand co-branding, product design strategies, communication channel layout, and specific cases (such as the Master Kong Iced Tea and NBA joint event and the Golden Soup Beef Noodle and Minions collaboration), scholars identified several key factors that drive consumer purchase decisions. Emotional marketing and IP co-branding have proven to be effective in resonating with consumers, especially young consumer groups, stimulating purchase desire by infusing cultural and emotional values into products. Digital marketing tools using QR code technology further enhance consumer engagement and achieve more precise marketing. In addition, Master Kong's efforts to emphasize product quality and health attributes also meet consumer demand for healthy food. With its innovative marketing strategies, Master Kong is expected to continue to maintain and expand its market share. As consumer preferences evolve, especially the increasing emphasis on health and wellness, Master Kong's commitment to improving product quality and reducing unhealthy ingredients through advanced technologies such as freeze-drying technology will help strengthen its brand image. The integration of digital marketing and user co-creation mechanisms will enable Master Kong to connect with consumers in a more interactive and personalized way. In addition, the continued trend of IP cooperation and emotional marketing will help Master Kong maintain its relevance to its existing consumer base and attract more new consumers. In short, Master Kong's marketing strategy has had a significant impact on consumer behavior, creating short-term sales and long-term brand loyalty. By staying agile and innovative, Master Kong is expected to continue to forge ahead in the evolving consumer environment and become a better company.

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