

A Study and Analysis of the Marketing Model of Haidilao, the Effect of Emotional Value on Consumer Willingness

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Abstract. With the economic development of the times and changes in the consumer market, and the end of the epidemic in various sectors of the economy began to recover, which brought about fierce competition in the market. People's living standards and purchasing power to improve at the same time, the consumer groups have changed with the times, after nine or five began to become an important part of the consumer groups, this type of consumer philosophy and traditional consumer concepts are very different, the practicality of the product, durability is no longer the focus of attention. Various industries need to keep up with the times to carry out innovative reforms, and similar products how to enter the public eye in the industry has also become the major enterprises need to seriously think about the problem. The paper discusses the impact of emotional value on consumer willingness, using the catering industry's Haidilao as a case study. Haidilao's success is attributed to its customer-centric service culture, innovative personalized services, and high-quality assurance, which foster customer loyalty and sustainable profits. The analysis aims to provide insights for other businesses.

1 Introduction

With the development of social economy and the improvement of people's living standards, more and more people will choose to go out to eat, and in the highly competitive catering industry, a variety of dishes, a variety of brand competition, Haidilao can quickly make a name for itself, the most important point is the quality of its own services and the emotional value for consumers. For example, it has long been famous for its manicure and birthday song, and the 'Subject 3' dance that suddenly became popular on the Internet some time ago, this catering brand seems to come out of the circle in an unexpected way every time [1]. Haidilao in the service process for the customer to provide meticulous care, in the customer dining at the same time for the customer to provide free snacks, on the meal show, free nail art and other original services, dining apron, go out when the deodorant blowers, Haidilao goods at a lot of small details to catch the customer's heart. Giving enough respect to customers as well as catering for their individuality [2]. Compared to the same old hotpot ingredients, a good service experience and emotional value is more likely to leave a deep impression on the customer, perhaps it is not just the delicious hotpot that matters to the

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customer, but the feeling of being well served. The ‘customer first’ approach to service, so that it in the consumer community rave reviews, many customers who have experienced the praise, through the accumulation of good word of mouth, many loyal customers will also be its free publicity, or bring friends and family to dine together. In the context of rapid socio-economic development, many products will no longer have the problem of product quality, and to make a product or brand stand out in the market, it requires all aspects of efforts. Not only the quality of the product and the traditional marketing methods such as advertising and communication. This paper analyses the marketing model of Haidilao to establish the importance and irreplaceability of good service attitude and unique corporate culture in product marketing. This paper through the collection of data investigation and analysis, to Haidilao dining customers issued questionnaires, questionnaire content contains the fundamental willingness of consumers to choose Haidilao dining as well as consumers repeatedly in the Haidilao consumption reasons, in order to analyse whether the Haidilao marketing model of the consumer's consumer willingness to influence, so that the consumer to choose Haidilao [3].

2 Current state of society

2.1 Case study: the impact of emotional value on consumers

The impact of emotional value on consumers is not limited to a certain period of time; there have been cases in the past when it had not yet been developed. The same is true of De Beers' strategy to promote diamonds, as the phrase “a diamond is forever, a diamond will last forever” binds love and diamonds, and people will always associate them with true love when they buy them. After entering the 20th century, the market competition gradually began to fierce, such as DR, Tiffany, Van Cleef & Arpels and other brands, and the DR diamond ring can quickly seize the market because of the advertisement ‘only one custom-made in a lifetime’. This special emotional value quickly attracted a number of loyal customers, and DR took what diamonds represent to a whole new level of significance that consumers demand. This kind of value-added products based on emotional value has become a mainstream competitive tool. This value-added to the product based on emotional value has become a mainstream competitive means, people in the product quality of similar circumstances, will always subconsciously choose to meet their own emotional needs of the product, which is a kind of uncontrollable spontaneity [4].

2.2 Practical analysis: today's consumers' willingness to spend

In today's society, the Post-95s and Post-00s constitute the main part of the consumer group, and the market's consumption trend has also changed with the times. Compared with the 80's and 90's, their living conditions have improved, thrift and will no longer be the main theme, and the fast-paced life of the times will often make young people feel the pressure and anxiety, young people need to emotionally consume to let some of their negative emotions to be cathartic [5]. The 2023 Youth Consumption Study found that almost half of young people's consumption behaviour was due to the emotional value that this product or service brought to them at the time, while the other part was due to their own interests at the time. The different stages of economic development have led to a significant improvement in the living standards of young people compared to their parents, and with the abundance of material life, young people are not only concerned about the practical attributes of the product itself, but also pay more attention to the service attributes and social attributes attached to the product when they are consuming [6]. And it does not mean that young people don not consume

sensibly, what they want more is to get extra emotional value as well as emotional support in the consumption process, which also drives the market change to a certain extent. For example, in today's hot milk tea cross-circle co-branding, the linkage of milk tea with games and anime characters adds extra value to the same product, so as long as the product meets the emotional value that young people need at the moment, young people are naturally willing to pay for it. Figure 1 illustrates that most of the consumer groups of Haidilao are between 20 and 40 years old, which proves that the marketing model of Haidilao just perfectly meets the needs of young people [4]. As shown in Figure 1 young people are easily attracted by its novel model, and when young people feel the emotional value it provides, it is natural that their consumption will be biased towards Haidilao, and in today's food safety concerns, Haidilao high-quality ingredients also make it possible to stabilise the consumer base, with enduring popularity.

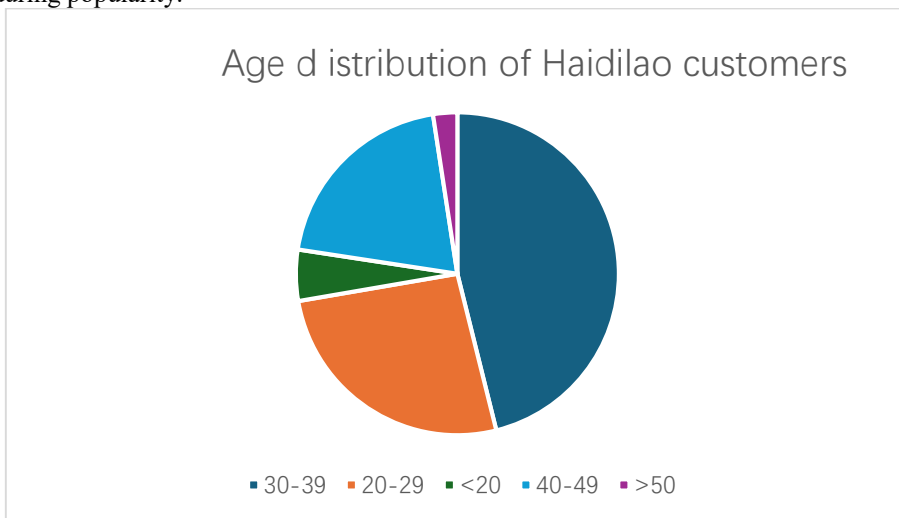


Fig. 1. Age d istribution of Haidilao customers

High-quality ingredients guarantee, Haidilao has its own raw material production base, and in order to ensure the freshness of ingredients, in Beijing, Shanghai, Zhengzhou and other places have established their own large-scale modern logistics and distribution base. Since 2021, Haidilao has set up an all-round, all-mobilising, all-chain ‘Hi Food Safety’ food safety management model, and fully implemented the ‘Supervision and Administration of Enterprises Implementing the Main Responsibility for Food Safety Regulations’. With high quality, fresh and healthy ingredients corresponds to the price of Haidilao dishes, compared with other similar catering industry, Haidilao dishes about 20% higher, but due to their own popularity among consumers as well as integral membership pricing marketing approach, consumers are willing to spend a higher price to get better quality of service [7]. And Haidilao also has different discounts for college students, making it a popular choice for many college students for weekend dinners. As shown in Figure 2, the data in Figure 2 illustrates that although Haidilao's prices for each dish are approximately 20% higher relative to other similar food and beverage brands, Haidilao adds value to its products through quality service attitudes, innovative dining styles, and strict dish control. Not only did this marketing approach not turn off consumers, but it also made the consumer base more recognised and willing to pay for this type of marketing. Figure 3 summarises and analyses Haidilao's marketing model and how it adds value to its products through this approach, and the summary analysis concludes that Haidilao attracts most consumers through its excellent marketing approach and good service attitude, which helps Haidilao to rapidly seize the

consumer market. As shown in Figure 3, then, because of its emphasis on ingredients, consumers recognise the quality of its products, enabling it to stabilise its consumer base, build a brand culture and promote it as a brand feature.

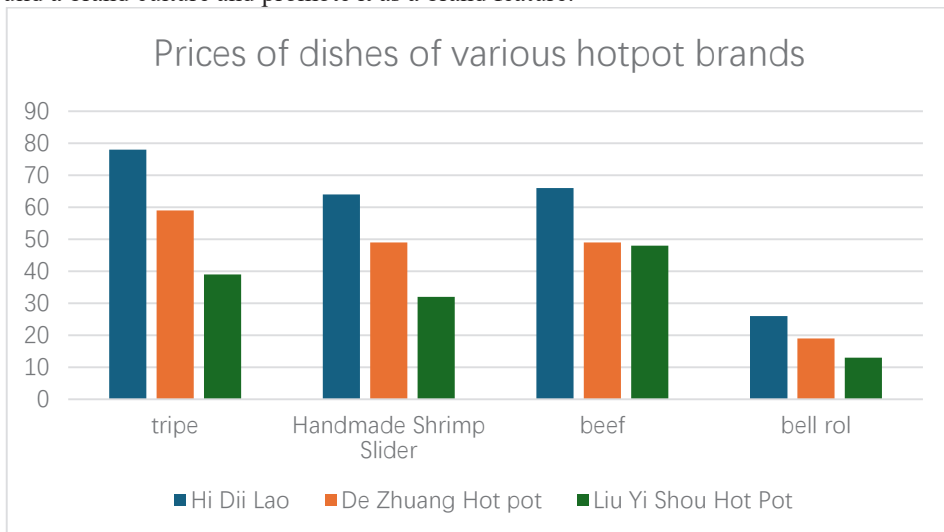


Fig. 2. Prices of dishes of various hotpot brands

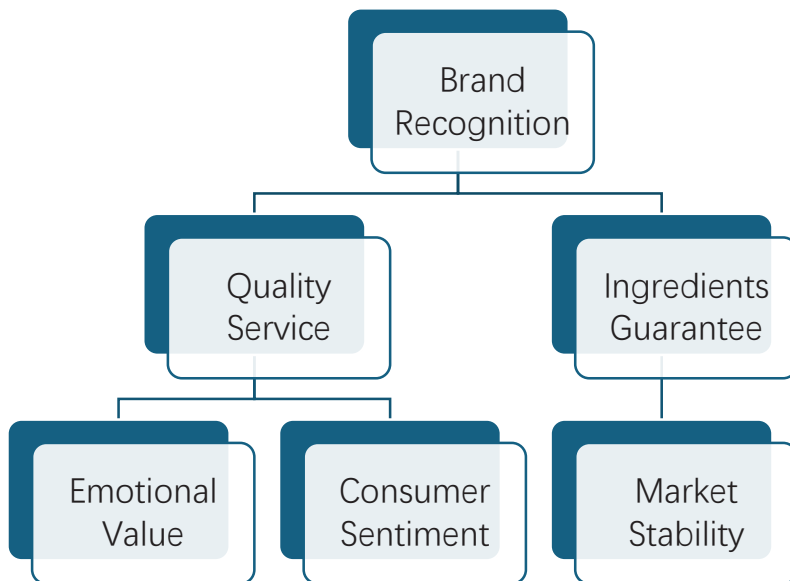


Fig. 3. Summary analysis of the marketing model of Haidilao

3 Methods

3.1 Programme of the study

Questionnaire was used to investigate the reasons why consumers choose to dine at Haidilao. The paper analyses the different sales of two products of the same type with and without emotional value added.

3.2 Data collection methods

This article investigates consumers' reasons for choosing Haidilao to dine by distributing questionnaires, field trips to similar companies and comparative analyses of Haidilao's marketing model as well as an investigation of its food prices [8]. It is hoped to analyse the impact of the emotional value brought to consumers behind product quality as well as brand effects on consumer willingness to spend.

3.3 Screening of data

A total of 50 questionnaires were issued, 48 questionnaires were recovered and 45 questionnaires were valid. The survey analysed the prices of the same type of dishes of the three hotpot brands and went to the Haidilao shops to compare and analyse the marketing model.

3.4 Analysis of data results

The marketing model is the basis of an enterprise to attract consumers, and the essence of the enterprise for marketing is the use of employees as well as the enterprise's human resources, a good marketing model can become the core of an enterprise, but also an important corporate culture. Haidilao's marketing model attaches importance to the complementarity of human resources and corporate culture, and to the role played by human resources in the core competitiveness of the enterprise [9]. Corporate culture is a long-term development of the enterprise since the concept of all people agree, an enterprise to be durable need to create a corporate culture in line with the positioning of the enterprise, which is the direction of the development of the enterprise, Haidilao's corporate culture that is the 'customer first' service concept. The quality of service often depends on the staff's own sense of identity and belonging to the enterprise, the catering industry relies on a high degree of staff, staff mobility and turnover is relatively high compared to other industries. Haidilao attaches importance to employee welfare by opening dormitories, granting pensions and other incentives, and even allotting shares to outstanding employees to reduce employees' concerns as well as risks in the current social employment environment. Haidilao's investigation and position setting for employees is not the staff's academic qualifications but the performance, enhance the staff's sense of identification with the enterprise, regard the enterprise as a big family, stimulate the staff's work motivation and mobilise the enthusiasm, and change from 'I want to do' to 'I'm going to do.' This is one of the reasons why the dining atmosphere as well as the emotional value of Haidilao shops are more attractive to customers compared to other catering industries.

Haidilao attaches great importance to the customer group, compared with the whole hot pot industry, Haidilao's customer consumption group most of the middle-income earners or college students. This group of people tends to care more about the dining environment as well as the quality of service, and Haidilao's personalised service, as well as the stylish design of its restaurants, makes it a leader among its peers. Haidilao's service model turns customers' needs from passive to active, and the meticulous service model makes customers rely on Haidilao's services, attracting consumers through continuous innovation. For example, the familiar tomato omelette and rattling beef rolls are a novel way for consumers to purchase ingredients in a 'bundled' way. Through customer feedback and market trends, "I am constantly updating the personalised services offered by hops and adding value to products beyond food and beverage". Compared with other traditional hot pot brands, Haidilao's sense of dining ritual also makes customers praise it, in-store flat plate ordering, popular dishes serving performance, these personalised services have made customers have a stronger

willingness to consume [10]. As shown in Figure 4 the ultimate essence of the catering industry is to convey the temperature, good service attitude for customers to bring the emotional value is immeasurable, for example, birthday to go to the bottom of the sea to dine on the birthday song as well as the birthday cake, which is the catering industry, most of the enterprises have not paid attention to. Compared with other companies' birthday discounts and other services, Haidilao's birthday song seems to be more warm and genuine, which can easily make customers feel good about it.

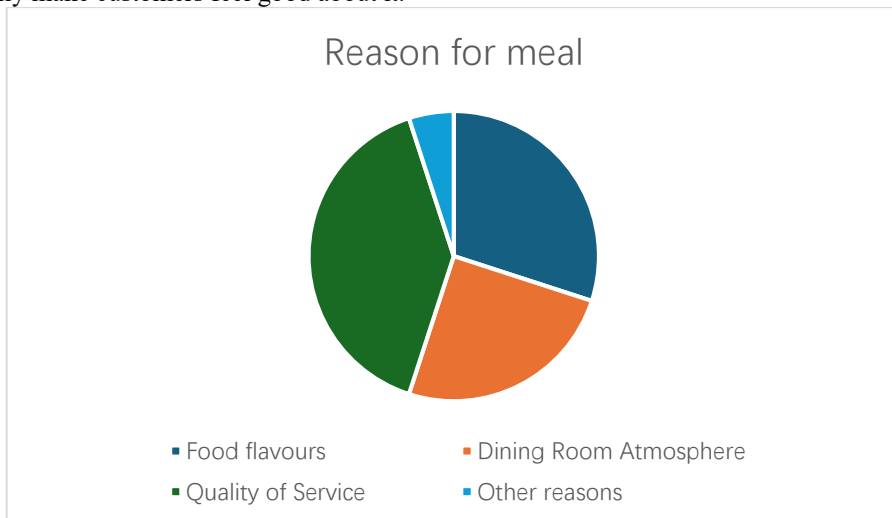


Fig. 4. Consumers' Reasons for Choosing Haidilao for Dining in the Questionnaire Survey

3.5 Analysis and discussion

Most consumers choose to dine with Haidilao because of its extremely high quality of service, and the quality of the product itself is still of concern to consumer groups. This also shows that most young people's emotional consumption is not blind, but the emotional value of the product to give customers a sense of belonging after they have already recognised the quality of the product.

4 Conclusion

Contemporary consumers' willingness to consume is deeply influenced by brand culture and the emotional value brought by the brand, and good emotional value and product quality are important factors to attract consumers. And good emotional value, that is, for when consumers buy the product, the brand or enterprise for consumers to bring psychological comfort, to bring closer to the distance between the consumer, so that consumers enjoy the product quality at the same time, feel the brand additional transmission of warmth. Emotional value is felt by young consumers who are under stress and anxiety. Businesses that use this type of approach as a marketing method tend to have a loyal consumer base that keeps the business alive and growing.

In this paper, the research and analysis of the marketing model of Hai Di Lao has been upholding a scientific and rigorous attitude, and after searching for relevant literature and reports and analysing fieldwork, the conclusion is that the emotional value is a more important guiding factor in today's society for the consumer group's willingness to consume. Through the conclusion of this paper, the analysis concludes that the brand in order to quickly

seize the market share, into the public's field of vision, relying solely on the quality of the product itself is difficult to support, the need for additional to the product additional emotional value to drive the consumer base. However, due to various influencing factors such as the questionnaires could not all be effectively collected and the limited scope of the survey, the data conclusions drawn in the article could not be guaranteed to be fully in line with the general public. It is hoped that the scope of future research investigations, as well as the survey data, will be broader, and this article sets the direction for future research.

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