

Marketing Research about Häagen-Dazs Based on SWOT Analysis

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Abstract. This paper uses advertising, pricing, location, and customer behavior as points of analysis for the marketing strategy of Häagen-Dazs, in which the background information of Häagen-Dazs is analyzed and the preliminary objectives of the start-up brand are provided. In addition, the economic level and background information of the parent company of the brand acquisition will also be presented. In the article, the STOW analysis will be used to understand the current marketing situation and potential opportunities for Häagen-Dazs in the Chinese market. This article uses STOW analysis to explain the current marketing situation and potential opportunities and problems in the Chinese market. At the last, possible solutions and future directions will be proposed.

Keywords: Information; STOW analysis; advertise

1. Introduction

When Haagen-Dazs entered the Chinese market on the high consumption of the field, and now the ice cream market price is higher and higher, compared with the current popular ice cream, choose Haagen-Dazs crowd has not increased. Haagen-Dazs initially entered the domestic market, and seriously analyzed the country. The mentality of the consumer. At that time, the Chinese people thought that the white-collar workers in the high-end office and the blond foreigners were the spokesmen of the fashionable life.

According to the analysis of market data and the choice of the crowd, it can be preliminarily considered that Haagen-Dazs for the current market publicity reduction and can not be very good to integrate into the current society's consumption mode and sale form and lead to the number of choices do not increase but decrease. Haagen-dazs is positioned in the high-end ice cream market and has profound consumer psychology. The company believes that with the continuous progress and development of society and the stability of life, people gradually become rich. After meeting the basic needs of food and clothing, people begin to pay more attention to spiritual enjoyment and pay more attention to themselves and spiritual enjoyment, so that fashion consumer goods and premium brands will have a market.[1]

Advertisement spreads abundant commercial information, provides a reference basis for consumers to choose commodities, and also creates convenience for enterprises and their products to enter the market. When people's basic material needs are met, consumption rises to the symbolic and spiritual level. Here again, it is strongly supported by advertising: "What we consume is the symbol or symbol of a product, not its specific utility. [2] At present, ice cream products such as Xue Zhonggao, Mengniu, and Yili are being advertised and broadcast lives on a series of short video software and website advertisements such as Douyin and Douyu, and people can also find and buy them well on major food delivery platforms, and Haagen-Dazs is more inclined to do propaganda in the counter and their microchannel mini program. This is not advantageous to the development of Haagen-Dazs at this stage.

This article will start with the background of the Häagen-Dazs brand, including who started it and when, as well as the defining position of the brand, and will then go on to provide an analysis of the company that acquired the brand and its share price. It will also discuss the benefits and drawbacks of these strategies for Häagen-Dazs' operations, using SWOT analysis, including the most widely recognized strategies in the Chinese market, such as short videos and publicity.

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Carl McDaniel, Jr., Roger Gates



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Marketing Research Carl McDaniel, Jr., Roger Gates, 2020-11-10 Marketing Research Using Analytics to Develop Market Insights teaches students how to use market research to inform critical business decisions Offering a practitioner's perspective this fully updated edition covers both marketing research theory and practice to provide students with a comprehensive understanding of the subject A unique applications based approach grounded in the authors 50 years combined experience in the marketing research industry features real data real people and real research to prepare students for designing conducting analyzing and integrating marketing research in their future business careers Already a standard text in marketing research courses the twelfth edition contains thoroughly revised content that reflects the latest trends practices and research in the field Numerous examples of companies and research firms such as Twitter ESPN Ford and General Motors are featured throughout the text to illustrate how marketing research is gathered and used in the real world Detailed yet accessible chapters examine topics including marketing intelligence problem definition and exploratory research big data and data analytics online and social media marketing research questionnaire design statistical testing and managing marketing research studies and teams

Doing Marketing Research Alison Lawson, Charles Hancock, 2025-03-31 Traditional research methods in marketing can be illuminating when used well but all too often their results fail to provide the depth of understanding that organisations need to anticipate market needs *Doing Marketing Research* enables researchers to get greater depth and meaning from their research and organisations to make smarter strategic decisions This unique book explains market sensing simply and practically and demonstrates how it can benefit researchers It teaches non mainstream and alternative research methods which facilitate innovative research design and achieve deep insights into the mindsets of consumers The methods explored in this book include sensory research using ZMET discourse analysis consumer ethnography social media networks narrative and storytelling and gamification This second edition has been fully updated to include several new chapters covering newer methods and topics including the Delphi method archival research visual methods and the decolonisation of research With a wealth of examples diverse case studies and pedagogy such as seminar activities to aid student learning this textbook is recommended and core reading for advanced undergraduate and postgraduate students studying marketing research and business research methods more generally as well as marketing practitioners Online resources include PowerPoint lecture slides

The Impact of Investments in Market-based Assets on Firm Performance Karlo Oehring, 2022-01-18 Market based assets such as brands or customer relationships can be thought of as intangibles that arise through the commingling of the firm with its environment As such they are constructs that bridge the conceptual gap between managerial actions and firms financial performance This dissertation conducts three studies that advance the understanding of investments in market based assets conceptually empirically and methodologically First it rigorously examines prior research in the marketing finance interface and synthesizes the findings in a conceptual overview

of the field Second it examines investments into different drivers of customer based firm value and relates them to different aspects of firm performance Third it develops a novel method to estimate investments in market based assets for firms with undisclosed accounting information through textual analysis of legal statements *Qualitative Marketing Research* Johanna Moisander, Anu Valtonen, 2006-05-11 Aimed at both graduate and undergraduate students majoring in business administration and in other fields of social sciences Qualitative Marketing Research unpacks the emerging cultural approach in the field of marketing and consumer research and provides an interesting and informed study for anyone interested in cultural approaches to economic and social theory The book also provides insights for MBA students and other business professionals who work in the field of marketing advertising media planning and qualitative market research offering methodological resources for keeping professional skills up to date and help with designing and conducting relevant and skillful market research which is sensitive to the cultural dynamics of the marketplace behaviour Games and Gamification in Market Research Betty Adamou, 2018-11-03 Games are the most engaging medium of all time they harness storytelling and heuristics drive emotion and push the evolution of technology in a way that no other platform has or can It s no surprise then that games and gamification are revolutionizing the market research industry offering opportunities to reinvigorate the notoriously sluggish engagement levels seen in traditional surveying methods This not only improves data quality but offers untapped insights unattainable through traditional methods Games and Gamification in Market Research shows readers how to design ResearchGames and Gamified Surveys that will intrinsically engage participants and how best to use these methodologies to become and stay commercially competitive In a world where brands and organizations are increasingly interested in the feelings and contexts that drive consumer choices Games and Gamification in Market Research gives readers the skills to use the components in games to encourage play and observe consumer behaviours via simulations for predictive modelling Written by Betty Adamou the UK s leading research game designer and named as one of seven women shaping the future of market research it explains the ways in which these methodologies will evolve with technologies such as virtual reality and artificial intelligence and how it will shape research careers Alongside a companion website this book provides a fully immersive and fascinating overview of game based research *Marketing Research Principles* Kenneth E. Clow, Karen Elaine James, 2020-03-10 The third edition of Marketing Research Principles offers a strong emphasis on how to use marketing research to make better management decisions w application of marketing research to marketing and business situations The authors focus on understanding and interpreting marketing research studies and throughout the book they integrate data analysis interpretation application data presentation and decision making A Dictionary of Marketing Charles Doyle, 2016-04-28 A Dictionary of Marketing is an accessible and wide ranging A Z providing over 2 500 entries on topics spanning terms for traditional marketing techniques from strategy positioning segmentation and branding to all aspects of marketing planning research and analysis as well as leading marketing theories and concepts Both classic

and modern marketing techniques are covered Entries reflect modern changes in marketing practice including the use of digital and multi media the impact of the World Wide Web on advertising and the increased influence of social media and search engines on advertising and the rise of global brand management Also included is a time line of the development of marketing as a discipline and the key events that impacted the development as well as over 100 relevant web links accessed and updated via a companion website In addition the main appendix provides greater depth on the subject including advertising and brand case studies with a strong international focus These are arranged thematically e g automobile industry food and drink luxury goods and focus on iconic brands marketing campaigns and slogans of the 20th century that have permeated our collective consciousness exploring how the ideas defined in the main text of the book have been utilised successfully in practice across the globe This dictionary is an indispensable resource for students of marketing and related disciplines as well as a practical guide for professional practitioners and people with a general interest in marketing

The Proceedings of the 2024 Conference on Systems Engineering Research Alejandro Salado,Ricardo Valerdi,Rick Steiner,Larry Head,2024-07-25 The 22nd International Conference on Systems Engineering Research CSER 2024 pushes the boundaries of systems engineering research and responds to new challenges for systems engineering CSER was founded in 2003 by Stevens Institute of Technology and the University of Southern California In 2024 the conference was hosted by the University of Arizona home to the first ever established Department of Systems Engineering The following foundational research topics are included Scientific Foundations of Systems Engineering Digital Engineering Digital Twins Digital Transformation Advances in Model Based Systems Engineering MBSE Value based and Agile Systems Engineering Artificial Intelligence for Systems and Software Engineering AI4SE Systems and Software Engineering for Artificial Intelligence SE4AI Cybersecurity and System Security Engineering Uncertainty and Complexity Management Trust and Autonomous Systems Human Systems Integration Systems of Systems Social Systems Engineering Systems Thinking Advances in requirements engineering systems architecture systems integration and verification and validation The 21st Annual Conference on Systems Engineering Research CSER 2024 was poised to push the boundaries of systems engineering embracing a wide array of themes from its scientific underpinnings to the forefront of digital engineering transformation and the seamless integration of artificial intelligence within systems and software engineering Delving into cutting edge topics such as Model Based Systems Engineering MBSE cybersecurity and the management of uncertainty and complexity CSER 2024 tackled the varied challenges and seize the opportunities emerging in the field The conference s commitment to blending theoretical insights with practical innovations makes it a pivotal event for the systems engineering community

The Handbook of Mobile Market Research Ray Poynter,Navin Williams,Sue York,2014-10-06 The premier guide to mobile market research The Handbook of Mobile Market Research is the first guide to focus exclusively on the use of mobile technology in market research From a global perspective more people own mobile phones than landlines or computers and most people have their

mobile phones with them at all times along with their tablets smartwatches media players and navigation devices The continuous surge of mobile innovation provides unprecedented access to real time consumer behaviour Mobile market research allows users to reach more people engage more people and collect more valuable data as respondents are free to engage at their own pace on their own time Industry forerunners Ray Poynter Navin Williams and Sue York employ decades of study to examine the present and future state of mobile market research as well as the advantages and disadvantages of various approaches This book contains clear comprehensive knowledge for those who implement utilise and study the field Readers will learn The characteristics scope and importance of mobile market research Purposes and effects of principal tools like brand tracking ad testing customer satisfaction research and research technology How mobile devices are used for qualitative and quantitative research by way of online focus groups online discussions mobile diaries mobile ethnographies and mobile surveys Aspects and implications of mobile computer interviews mobile phone interviews mixed mode research international mobile research and research using passive data panels lists and communities The significance of the mobile ecosystem market research ethics and research on research Designed to be accessible and helpful for beginners and advanced users alike The Handbook of Mobile Market Research is an extensive guide to one of the most promising dynamic methods of data collection **Marketing Research** Steve D'Alessandro,Hume Winzar,Ben Lowe,William

Zikmund,2020-06-18 Marketing Research 5e equips students with the knowledge and skills required to successfully undertake marketing research Combining a solid theoretical foundation with a practical step by step approach the marketing research process is explored through a learning model that is constantly reinforced throughout the text Using local and international examples data sets and case studies to explain traditional marketing research methods Marketing Research also examines new theories and techniques To reflect emerging industry practices each stage of research reporting is detailed as well as a range of presentation methodologies For analysing data the text covers both SPSS and Excel outputs This text is indispensable for students studying marketing research in any business or marketing course Premium online teaching and learning tools are available on the MindTap platform Learn more about the online tools cengage com au mindtap

Leading Edge Marketing Research Robert J. Kaden,Gerald Linda,Melvin Prince,2011-11-09 Designed for advanced business students marketing research academics practitioners and consultants Leading Edge Marketing Research provides guidance on how to master apply and disseminate knowledge of recent innovative developments in marketing research Essentials of Marketing Research Kenneth E. Clow,Karen E. James,2013-01-09 Essentials of Marketing

Research Putting Research into Practice an exciting new practical guide by Kenneth E Clow and Karen E James offers a hands on applied approach to developing the fundamental data analysis skills necessary for making better management decisions using marketing research results Each chapter opens by describing an actual research study related to the chapter content with rich examples of contemporary research practices skillfully drawn from interviews with marketing research

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The Market Research Toolbox Edward F. McQuarrie, 2006 An ideal resource for those who want to conduct market research but have little experience in doing so The Market Research Toolbox describes how to think of market research in the context of making a business decision The book begins by defining market research and discussing some of the various types and techniques It then examines what objectives can be met by doing market research and the expected payoffs Six traditional market research techniques are covered secondary research customer visits focus groups surveys choice modelling and experimentation The author describes how each technique works along with its costs and uses tips for success when and how to use certain techniques and precautions to take while using them Next McQuarrie discusses nontraditional types of market research that have evolved in recent years to meet the needs of business to business marketers and technology firms The volume concludes with a chapter on five common business applications that can be addressed by combining several individual research techniques into a research strategy New to the Second Edition Chapters 1 and 2 have been extensively revised and updated based on feedback from students Chapter 3 on secondary research includes a new section on Internet research Chapter 6 will be split into two chapters one to focus on survey research procedures and the other to focus on questionnaire design Chapter 7 will be revised to focus almost exclusively on conjoint analysis a key tool Chapter 9 will be deleted and relevant material will be moved to other chapters Chapter 10 will be expanded to include new topics such as forecasting An Instructors Resource on CD ROM will be made available to lecturers adopting the book for course use It contains PowerPoint slides case questions teaching notes for suggested cases that can be linked to the book and a sample syllabus

Not Just Numbers Lawrence D. Gibson, 2016-11-15 In this provocative and insightful book highly regarded marketing research expert Lawrence Gibson argues that the multi billion dollar marketing research industry has largely failed Not Just Numbers shows you exactly why it s failed too much focus on gathering and analyzing data and how it must change Gibson asserts that businesses need a different way of looking at marketing research both more scientific and more practical Marketing research needs to take a stronger role in helping to solve marketing problems and capitalize on marketing opportunities and not merely be a source of data The logical steps required to solve marketing problems and realize opportunities are simply and clearly explained in the book Cases from the author s experience show you how this problem solving approach has worked in real world situations and demonstrate the dramatic sales and financial gains you can achieve when marketing research is properly designed and used The book also provides you practical guidance to enhance your problem solving and political skills to help corporate leaders identify more profitable

actions and make more profitable decisions

Managing E-commerce in Business J. Botha, C. H. Bothma, Pieter Geldenhuys, 2008-02-27 Information and Communication Technology ICT is becoming indispensable in the spheres of business government education and entertainment It makes Internet marketing e government e learning and online chat services possible And its commercial aspect e commerce is part of this trend Today no business training is complete without the inclusion of at least the basics of e commerce But although e commerce has opened up new opportunities it also presents threats and risks The success of e commerce hinges on security and trust Every business manager should therefore have a fundamental awareness of the meaning of e commerce and ICT security and risk management This second edition provides guidelines for overcoming these challenges by exploring the ways in which entrepreneurs and managers should co operate with IT experts to exploit opportunities and combat the threats imposed by new technologies

Plunkett's Telecommunications Industry Almanac 2008: Telecommunications Industry Market Research, Statistics, Trends & Leading Companies Jack W. Plunkett, 2007-08 A market research guide to the telecommunications industry a tool for strategic planning competitive intelligence employment searches or financial research It includes a chapter of trends statistical tables and an industry specific glossary It also provides profiles of the 500 successful companies in telecommunications

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Plunkett's Engineering & Research Industry Almanac 2007: Engineering & Research Industry Market Research, Statistics, Trends & Leading Companies Jack W. Plunkett, 2007-05 A guide to the trends and leading companies in the engineering research design innovation and development business fields This book contains most of the data you need on the American Engineering Research Industry It includes market analysis R D data and several statistical tables and nearly 400 profiles of Engineering and Research firms

Market Research and Analysis MARCUS GONCALVES, 2024-09-03 This book provides a comprehensive discussion of market research and analysis covering key concepts process descriptions qualitative and quantitative techniques for market research and data analysis and application

scenarios Although it is not an academic textbook it is geared toward business management professionals and graduate students who want to enhance their skills in addressing management decision problems MDP and test them for statistical significance Readers will appreciate the breadth and depth of this subject market research techniques and how they are relevant to the business enterprise whether it is a startup entrepreneurship or an established business organization This book guides readers on how to conduct market research and solve business challenges The structure of the book is based on the six steps of the market research process problem definition development of an approach to the problem research design formulation fieldwork and data collection data preparation qualitative and quantitative analysis statistical test of significance of results report preparation and presentation

Marketing Research Al Marshall, 2023-02-04 Marketing Research A Managerial Approach is a new textbook that explains the market research process in a way that is easy to understand The author discusses the main elements problem identification methodologies data collection analysis reporting and also places a strong focus on digital and observation based research to reflect their growing role in marketing research practice Balanced coverage is given to both qualitative and quantitative methodologies The textbook provides the right amount of theoretical knowledge and practical skills needed for students who plan to become marketers and will use market research agencies rather than conduct the research themselves Learning features include suggested journal articles key terms review questions and also discussion questions There are extensive examples provided throughout the textbook There are also a range of online resources for lecturers to use in the classroom including PowerPoint slides a Teaching Guide and videos This textbook is suitable for all students studying marketing research at either an undergraduate or a postgraduate level Dr Al Marshall is a Senior Lecturer in Marketing and a Postgraduate Coordinator in the School of Business at Le Cordon Bleu and has had a long career in market research consultancies in different countries

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