

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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**Robert J. Kaden, Gerald Linda, Melvin
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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 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

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The Handbook of Mobile Market Research Ray Poynter, Navin Williams, Sue York, 2014-08-12 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

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Clow, Karen E. James, 2013-01-09 Essentials of Marketing Research takes an applied approach to the fundamentals of marketing research by providing examples from the business world of marketing research and showing students how to apply marketing research results This text focuses on understanding and interpreting marketing research studies Focusing on the how to and so what of marketing research helps students understand the value of marketing research and how they can put marketing research into practice There is a strong emphasis on how to use marketing research to make better management decisions The unique feature set integrates data analysis interpretation application and decision making throughout the entire text The text opens with a discussion of the role of marketing research along with a breakdown of the marketing research process The text then moves into a section discussing types of marketing research including secondary resources qualitative research observation research and survey research Newer methods e g using blogs or Twitter feeds as secondary resources and using online focus groups are discussed as extensions of traditional methods such The third section discusses sampling procedures measurement methods marketing scales and questionnaires Finally a section on analyzing and reporting marketing research focuses on the fundamental data analysis skills that students will use in their marketing careers Features of this text include Chapter Openers describe the results of a research study that apply to the topics being presented in that chapter These are taken from a variety of industries with a greater emphasis on social media and the Internet A Global Concerns section appears in each chapter helping prepare students to conduct market research on an international scale This text emphasizes the presentation of research results and uses graphs tables and figures extensively A Statistics Review section emphasizes the practical interpretation and application of statistical principles being reviewed in each chapter Dealing with Data sections in each chapter provide students with opportunities to practice interpreting data and applying results to marketing decisions Multiple SPSS data sets and step by step instructions are available on the companion site to use with this feature Each Chapter Summary is tied to the chapter opening Learning Objectives A Continuing Case Study follows a group of students through the research process It shows potential trade offs difficulties and flaws that often occur during the implementation of research project Accompanying case questions can be used for class discussion in class group work or individual assignments End of Chapter Critical Thinking Exercises are applied in nature and emphasize key chapter concepts These can be used as assignments to test students understanding of marketing research results and how results can be applied to decision making End of chapter Your Research Project provides more challenging opportunities for students to apply chapter knowledge on an in depth basis and thus learn by doing

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

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Advanced Marketing Research Dr. Vijay Shivaji Mistary, Mrs. M. Anitha, Mr. Varun Kr. Singh, Dr. Pavitra Srivastava, 2024-11-11 Advanced Marketing Research is a comprehensive guide into sophisticated methodologies and analytical techniques used in contemporary marketing research Designed for professionals academics and advanced students the quantitative and qualitative approaches data analytics consumer behavior insights and decision making strategies It emphasizes real world applications integrating case studies and examples to bridge theory with practice With a focus on emerging trends like digital analytics and AI driven insights this book serves as an essential resource for mastering the complexities of modern marketing research and developing data driven strategies for competitive advantage

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

Proceedings of the 1998 Academy of Marketing Science (AMS) Annual Conference John B. Ford, Earl D. Honeycutt, Jr., 2015-02-05 This volume includes the full proceedings from the 1998 Academy of Marketing Science AMS Annual Conference held in Norfolk Virginia The research and presentations offered in this volume cover many aspects of marketing science including marketing strategy consumer behaviour entrepreneurial marketing international marketing advertising marketing education among others Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complimenting the Academy s flagship journals the Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science

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

The essential role of language in survey research

Mandy Sha, Tim Gabel, 2020-04-08 Language users such as survey respondents and interviewers must speak the same language literally and figuratively to interact with each other As diversity grows in the United States and globally interviewers and respondents may speak a different language or speak the same language differently that reflects their own cultural norms of communication This book discusses the role of language in survey research when comparisons across groups cultures and countries are of interest Language use in surveys is dynamic including words symbols e g arrows and even emojis The entire survey life cycle is carried out through language Researchers write or translate questions and instructions that will address research questions and then pretest them using various techniques including qualitative inquiry that focuses on context beyond just the numbers Human or virtual data collectors use persuasive messages to communicate with survey respondents and encourage their survey participation Respondents must comprehend and interpret survey questions and instructions to provide a response All of these survey processes and products contribute to data quality and the role of language is essential Praise for The Essential Role of Language in Survey Research This book highlights the importance of language issues for data quality provides frameworks for conceptualizing the underlying processes presents diverse methods for identifying problems at an early stage and illustrates and evaluates potential solutions in the form of improved translation and pretesting procedures Daphna Oyserman and Norbert Schwarz University of Southern California The role of language and issues of language are particularly salient for multinational multiregional or multicultural 3MC comparative surveys that are designed to collect data and compare findings from two or more populations This book highlights the critical need to consider a range of issues pertaining to language at various aspects and stages of 3MC survey design and implementation Julie de Jong Kristen Cibelli Hibben and Jennifer Kelley University of Michigan and Dorothe Behr GESIS Leibniz Institute for the Social Sciences Germany The need to reach increasingly diverse target populations requires survey researchers to be ever more aware of the role of verbal and nonverbal language in the survey research process This book provides a great resource for readers new to the subject as well as experts seeking to understand the implications of language for survey design implementation and resulting data quality Antje Kirchner RTI International and Coeditor of Big

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Table of Contents Marketing Research Text Only

1. Understanding the eBook Marketing Research Text Only
 - The Rise of Digital Reading Marketing Research Text Only
 - Advantages of eBooks Over Traditional Books
2. Identifying Marketing Research Text Only
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Marketing Research Text Only
 - User-Friendly Interface
4. Exploring eBook Recommendations from Marketing Research Text Only
 - Personalized Recommendations
 - Marketing Research Text Only User Reviews and Ratings
 - Marketing Research Text Only and Bestseller Lists
5. Accessing Marketing Research Text Only Free and Paid eBooks
 - Marketing Research Text Only Public Domain eBooks
 - Marketing Research Text Only eBook Subscription Services
 - Marketing Research Text Only Budget-Friendly Options

6. Navigating Marketing Research Text Only eBook Formats
 - ePub, PDF, MOBI, and More
 - Marketing Research Text Only Compatibility with Devices
 - Marketing Research Text Only Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Marketing Research Text Only
 - Highlighting and Note-Taking Marketing Research Text Only
 - Interactive Elements Marketing Research Text Only
8. Staying Engaged with Marketing Research Text Only
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Marketing Research Text Only
9. Balancing eBooks and Physical Books Marketing Research Text Only
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Marketing Research Text Only
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Marketing Research Text Only
 - Setting Reading Goals Marketing Research Text Only
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Marketing Research Text Only
 - Fact-Checking eBook Content of Marketing Research Text Only
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements

- Interactive and Gamified eBooks

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