

电子商务背景下健康食品产业营销问题研究----以好想你枣业股份有限公司为例

摘要

在经济快速发展的情况下消费者越来越关注食品健康问题，健康食品产业逐渐走到了大家的视野下。然而如何在如今的电子商务时代发展健康食品产业是一大难题。本文首先分析了健康食品产业所处的宏观环境，和通过波特五力模型详细叙述了该产业内的竞争情况，对健康食品产业有了一定的认识。然后着重分析了红枣上市公司好想你枣业股份有限公司面临的环境、市场策略和营销策略发现了其存在市场营销观念落后、不重视市场调研、选择目标市场不清晰、企业营销创新手段多局限于形式和跟风、不重视且缺乏专业营销人才等营销问题，并提出了相应的对策，且进一步对电子商务时代健康食品产业营销发展做出探索。

关键词： 电子商务 健康食品产业 市场营销 营销问题 好想你

Abstract

In the context of rapid economic development, consumers are paying more and more attention to food health issues, and the health food industry has gradually come to everyone's perspective. However, how to develop the healthy food industry in today's e-commerce era is a big problem. This paper first analyzes the macro environment in which the health food industry is located, and details the competition within the industry through the Porter Five Force model, and has a certain understanding of the health food industry. Then it focuses on the analysis of the jujube listed companies. I think that the environment, market strategy and marketing strategy faced by Jujube Co., Ltd. have found that their existence is backward in marketing concept, lack of market research, not paying attention to the choice of target market, and the means of corporate marketing innovation remain in form and Follow the trend of the wind, do not pay attention to and lack professional marketing talents, and put forward corresponding countermeasures, and further explore the development of health food industry marketing in the era of e-commerce.

Keywords: e-commerce, health food industry, marketing problem, marketing, I miss you

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