

劲酒品牌形象定位研究：基于武汉  
市青年男性市场的调查

**Brand Image Positioning Research:  
the Survey Based on Young Male  
Market of WuHan**



## 摘要

随着经济的发展、居民收入水平的不断提高，人们越来越关心健康有保障的高品质生活。作为一种新型的保健酒，劲酒的品牌形象建设成效显著，品牌认知度越来越高，品牌价值影响力大。长期以来，劲酒主要面向中老年市场，在中老年市场中的销售额以 20%-30% 的在上升，在中老年市场已经比较稳定了，但是随着其他保健酒企业的进入，一方面，劲酒在中老年市场中的竞争越来越大，另一方面，劲酒在青年男性市场中的品牌认知度，市场覆盖度都挺低，大概只有 1%-3%。所以劲酒企业应该开拓新的市场，比如进军青年男性市场。

文章主要探讨了劲酒在青年男性市场的品牌形象定位问题。文章主要运用了文献研究法和问卷调查法调查了武汉市青年男性市场对劲酒的品牌认知及消费行为。回顾了品牌形象、品牌形象定位影响因素及品牌形象定位过程的相关理论及参考文献。通过调查发现了劲酒在武汉市男性市场中的品牌定位问题并形成了调查结论及建议。最后，文章针对劲酒在青年男性市场的品牌形象定位提出了相关的对策和建议。

**关键词：**品牌定位；品牌形象；青年男性市场；劲酒



## Abstract

With the development of economy and the continuous improvement of residents' income level, people were more and more concerned about healthy and guaranteed high-quality life. As a new type of health wine, the brand image construction of strong wine had achieved remarkable results, the brand awareness was higher and higher, and the brand value had great influence. For a long time, strong wine was mainly for the middle-aged and elderly markets. The sales volume in the middle-aged and elderly markets was increasing by 20% - 30%, which had been relatively stable in the middle-aged and elderly markets. However, with the entry of other health wine enterprises, on the one hand, strong wine had become more and more competitive in the middle-aged and elderly markets, on the other hand, strong wine's brand awareness and market coverage in the young male market were quite low About 1% - 3%. Therefore, strong liquor enterprises should open up new markets, such as young man's market.

This paper mainly discussed the brand image positioning of Strong Wine in young man's market. This paper mainly used literature research and questionnaire survey to investigate the brand recognition and consumption behavior of Strong Wine in Wuhan young man's market. This paper reviewed the theories and references of brand image, the influencing factors of brand image positioning and the process of brand image positioning. Through the investigation, we found the brand positioning problem of Strong Wine in the male market of Wuhan and formed the investigation conclusion and suggestions. At last, the article put forward the relevant countermeasures and suggestions for the brand positioning of Strong Wine in the young man's market.

**Key words:**Brand Positioning;Brand Image;Young Man's Market;Strong Wine

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