

西安市儿童桌游的市场现状与推广研究

摘 要

随着我国改革开放的进一步深入，中国的整体教育水平得到了大幅度提升，在教育方面，人们更倾向于关注对孩子心理需求的满足与成长中的陪伴。一味地关注孩子学习成绩的教育观念逐渐被人们所否定，游戏化教育、互动性教育、益智性教育等新型的教育方式逐渐被人们所认可。由于儿童桌游的游戏规则较为简单，美术风格更为清新可爱，因此在一定程度上取代了普通玩具，成为新一代的亲子类游戏玩具。本文试图以儿童桌游的为研究切入点，采用文献研究法、观察法、问卷调查法等研究手段，对西安市儿童桌游的市场发展现状进行调查研究，并由此得出儿童桌游在教育领域、跨界合作以及数字化发展等方面的推广策略，从而为国内儿童桌游的产业发展提供一定的理论依据和实践经验。

关键词：桌面游戏，儿童桌游，市场现状，推广策略

Abstract

With the further deepening of China's reform and opening up, China's overall education level has been greatly improved. In education, people are more inclined to pay attention to the satisfaction of children's psychological needs and accompanying them in their growth. The educational concept of paying close attention to children's academic achievements has gradually been denied by people. The new educational methods such as game education, interactive education and intelligence education have gradually been recognized by people. As the rules of the game for children's table games are relatively simple and the artistic style is more fresh and lovely, it has to some extent replaced ordinary toys and become a new generation of parent-child game toys. This article attempts to take children's table games as the research breakthrough point. The thesis use the methods of literature research, observation, questionnaire survey and other research methods, to investigate and study the current market development situation of children's table games in Xi 'an city. This paper want to obtain the promotion strategies of children's table games in the fields of education, cross-border cooperation and digital development. Furthermore, the thesis attempts to provide some theoretical foundation and practical experience for the industrial development of children's table games in China.

Key words : Board games, Children's board games, market situation, promotion strategy

目 录

摘 要.....	I
Abstract	II
引 言	1
一、儿童桌面游戏概述	2
(一) 桌面游戏的基本理论	2
(二) 国内桌游产业的市场现状	3
(三) 儿童桌游的基本理论	4
二、西安市儿童桌游的市场现状	6
(一) 儿童桌游的产品市场分析	6
(二) 儿童桌游的消费者分析.....	7
(三) 儿童桌游的产业链分析.....	8
(四) 影响儿童桌游发展的因素	9
三、西安市儿童桌游的推广策略	10
(一) 设计并开发低龄化的儿童桌游	10
(二) 儿童桌游的跨界推广	10
(三) 进行线上的儿童桌游营销	12
结 语.....	14
参考文献.....	15
附 录.....	17
致 谢.....	22

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。

如要下载或阅读全文，请访问：

<https://d.book118.com/707032101036006132>