

基于 4P 理论的酸奶品牌营销策略分析——以安慕希和乔巴尼为例

摘 要

安慕希和乔巴尼分别作为中国和美国最知名的酸奶品牌，如何在日趋激烈的竞争中保证自己的生存和发展并利用品牌和产品优势，成为乳品企业的领军企业，是两大公司关注的主要问题。本论文主要围绕安慕希和乔巴尼这两个品牌的营销策略来展开对比研究，从而探究中外酸奶品牌营销策略。

为了研究最适合国内市场的酸奶营销策略，本论文选取了乔巴尼和安慕希，在搜集大量相关文献资料、时事新闻、相关数据报告的基础上，对比分析各自的优势和成功的原因。本论文主要围绕安慕希和乔巴尼这两个品牌的营销策略来展开对比研究，从而探究中外酸奶品牌营销策略。本文主要应用了 4P 营销理论，从产品、价格、渠道和促销方面对比分析这两家公司的营销策略。

最后得出结论，国内酸奶企业应充分利用网络媒体，优化国内酸奶品牌的营销策略，从而获得更好的销售量，这将是国内酸奶品牌发展的方向。产品策略、价格策略、渠道策略和促销策略的整体升级是国产酸奶品牌在激烈的市场竞争中前进的推送力。本论文重要意义在于对国内希腊酸奶市场的运营方法提出改进建议。

关键词：安慕希；乔巴尼；营销策略

ABSTRACT

As the most famous yogurt brands respectively in China and America, it is imperative for Ambrosial and Chobani becoming leading enterprises through guaranteeing their survival and development as well as taking advantage of their brands. This paper mainly focuses on the marketing strategy of Ambrosial and Chobani to explore the marketing strategies of Greek Yogurt at home and abroad.

In order to research for the optimal solutions to yogurt brands in domestic market, this paper selects Chobani, a famous giant in the US, as a case comparing with Ambrosial and analyzes the reasons and advantages for their success by analyzing marketing strategies based on related data and current news. The paper applies 4P marketing theory. This paper mainly used 4P marketing theory to compare and analyze the marketing strategies of these two companies from the aspects of product, price, place and promotion.

This paper shows that domestic yogurt company should make good use of the online media, they will be the direction for domestic yogurt brands to optimize their marketing strategies and obtain better sales. The overall upgrade of product strategy, price strategy, place strategy and promotion strategy are the boosters for domestic yogurt brands to advance in fierce market competition. Great significance of this paper is providing suggestions on improving the operation methods of Greek yogurt in domestic market.

Key words: Ambrosial; Chobani; marketing strategies

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