

# 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.

## 2. Firm description

### 2.1 Background information on Häagen-Dazs

#### 2.1.1 the early time of the Häagen-Dazs

The original founder of Häagen-Dazs was Ruben Mattus, who was committed to making the best ice cream. In 1960 Ruben Mattus, with the support of his wife, decided to establish the Häagen-Dazs brand. At first, Häagen-Dazs only had three flavors: vanilla, chocolate, and coffee. But Matt's passion for quality soon took him all over the world. His original ice cream recipe includes Belgian dark chocolate and carefully selected vanilla beans from Madagascar, creating a unique and indulgent taste experience. [OL] Häagen-Dazs relied on its own word of mouth in its early days, as Ruben Matus insisted on using only the best ingredients. At this time they were not yet using advertising as a means of communication. In the making of the product, Matas abandoned the current practice of favoring appearance over taste and used strictly 100% natural ingredients, regardless of cost. To guarantee the quality of its products, Häagen-Dazs works tirelessly to find the best ingredients in the world, free from preservatives, artificial flavors, stabilizers, and colors, adding more whipped cream to its ice cream and striving to reduce the air content of its ice cream. The use of skimmed milk, fresh cream, swallowed sugar and fresh egg yolks that have undergone rigorous quality control is the secret to Häagen-Dazs' impressive flavor, and as Häagen-Dazs claims: every bite of Häagen-Dazs ice cream is softer and more tender than the average ice cream [3].

In 1973, Mattus's daughter opened the first shop and it was a success.

In 1983, Mattus decided to sell Häagen-Dazs to the Pillsbury Company. Häagen-Dazs entered Singapore and Hong Kong.

In 1984, Häagen-Dazs entered the Japanese market. Häagen-Dazs operating business

From the early days of Häagen-Dazs' development, the company has been committed to using natural ingredients to ensure the quality of every step of the ice cream process and to give customers the best experience.

In 1996, Häagen-Dazs entered China and opened its first shop in Shanghai on Nanjing Road, followed by more than 10 cities including Beijing, Guangzhou, Hangzhou, Shenzhen, and Qingdao, and has now opened 50 shops in mainland China with more than 1000 retail outlets [4].

#### 2.1.2 Price positioning

Since 1989, Häagen-Dazs has been selling at prices that are 5 to 10 times higher than the retail prices of other brands. Compared to the lower prices of ice cream in the Chinese market, Häagen-Dazs rarely finds a competitor. High prices. The ice drizzle market is a competitive market, quite fierce when the "He Lu Xue", "Yili", "Mengniu", "Hongbao Lai" While the likes of He Lu Xue, Yili, Mengniu, HongbaoLai, and WuFeng are all launching economy and promotional packs to capture market share, Häagen-Dazs continues to keep its prices high, keeping its brand at the center of attention and never discounting: A large family pack costs over \$100 in China, a typical ice drizzle ball is around \$30, some specialty products such as matcha are \$48-60, a set menu such as "Fire and Ice" is usually \$120-160, and takeaway spending is usually \$4060 per person. The average takeaway price is RMB 40-60 per person and the average restaurant price is RMB 60-80 per person. Instead of discouraging consumers, the price of the best ice cream is complemented by the image of the best, which makes consumers think that only "Haagen-Dazs" is the best [5]. The philosophy at Haagen-Dazs maintains a high quality that is comparable to the high prices. Just like Mattus, which initially targeted the high-price market, Häagen-Dazs took the high ground at the beginning of its entry into the Chinese market.

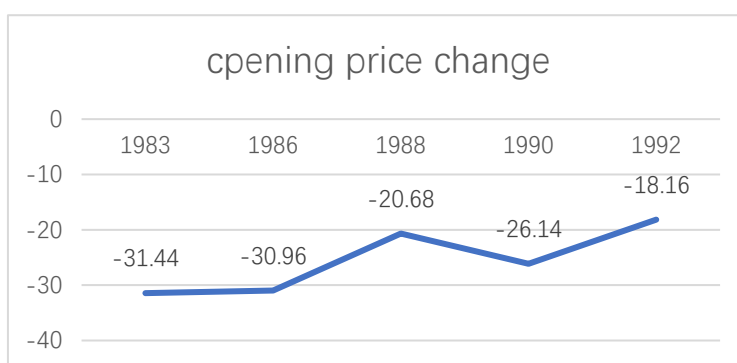
Haagen-dazs is the highest grade of "super quality" ice cream. "Super Premium" grade ice cream has a swelling rate as low as 20 percent and a high-fat content of 14 to 18 percent, and the ingredients are of the highest quality. Haagen-dazs as early as in the 1980s, the New York Times can be called "the Rolls Royce of ice cream." So Haagen-Dazs expensive is justified, and the difference in the taste of ordinary ice cream is very different.

## 2.2 the head company of the Häagen-Dazs

### 2.2.1 the background information of General Mills

In 1983, when Häagen-Dazs was sold to Pinsero, Pinsero became part of General Mills. General Mills is one of the largest publicly traded food manufacturers in the United States, with more than 500 different products. Today, its products are sold worldwide under major brands such as Häagen-Dazs, Betty Crocker, and Wanchai Ferry, as well as various breakfast cereal brands. Since its successful launch in China in 1996, Häagen-Dazs has more than 40 outlets in all major cities. In 1936, General Mills created the fictional Betty Crocker character. In 1966, General Mills introduced the Crunchy Corner. Pinfood bought the Hulk in 1979 and became the largest supplier of canned vegetables. Working back, the upmarket ice cream brand under the Danish name "Dau Haagen-Dazs" is fairly working back [6].

### 2.2.2 the stock change of the GIS when the brand Haagen-Dazs was brought in



**Fig. 1** General Mills stock price

General Mills is one of the largest publicly traded food manufacturers in the United States, with over 500 products. Häagen-Dazs is one of the main brands of this company. The table above shows the change in the opening price of Häagen-Dazs in the five years before General Mills acquired the brand, we can see that after General Mills acquired the brand Häagen-Dazs in 1986 it took nine years to raise the opening price of the stock market from -31.44 at the beginning to -18.16, for a super premium ice cream endorsement brand. Häagen-Dazs has made a significant contribution to the company.

## 3. Marketing Strategy Analysis

### 3.1 Marketing

#### 3.1.1 advertising

There is no more famous Hagen-Dazs advertising line in recent years than "If you love her, take her to Hagen-Dazs." This line comes from a love story in which a couple went to Hagen-Dazs before breaking up in 1947 and the woman picked up the ice next to her and started eating it. The shopkeeper saw this and told the couple that the ice cream was only sold to couples and told the woman that there was love in the man's eyes when he looked at her and that the shopkeeper didn't want them to lose it as he did. This story was passed down and gave rise to the advertising slogan. The story brought in many customers at the time and many people were willing to queue in the middle of the night to buy for their loved ones to show their love. It is clear from this that a funny little love story brought in a lot of money, and when ice cream and love were combined it also connected with different people in the community. One of the first to introduce emotion into marketing theory in its entirety was the American Professor Barry Feig. He believed that "image and emotion are the powerhouse of the marketing world, understanding customers' needs and satisfying them in order to build a strategic product model, which is your emotional origin. This is your emotional origin." Emotional marketing,

therefore, means that a company's marketing activities are emotional, with "emotion" as the main thread running through emotion" throughout the entire process of marketing activities the whole process of marketing activities, the development of humane products (or services), the use of humane. The success of Häagen-Dazs is due to its The success of Häagen-Dazs is due to the appropriate use of emotional marketing [7].

### **3.1.2 Consumer psychology and behavior**

Since Häagen-Dazs did not enter the Chinese market from the West, it has made different changes due to localization, such as launching different products during different Chinese festivals, such as ice cream moon cakes and ice cream hotpot. Häagen-Dazs has incorporated the western ice cream culture into the traditional Chinese festivals so that consumers can experience that Häagen-Dazs cares about them and respects Chinese culture. Nowadays, Häagen-Dazs is fading out of the consumer's view, with less advertising and less innovation in Häagen-Dazs' products, which seems to be developing slowly in a society that is constantly creating. Many consumers are choosing to buy more Netflix ice creams and less going to Häagen-Dazs counters to taste them.

## **4. SWOT**

### **4.1 Strength**

Häagen-Dazs has done a very good job with its own shops. Compared to other retailers, Häagen-Dazs' shops are decorated at a good value, providing customers with a warm, comfortable and quiet environment that is in line with current aesthetic values and easily attracts young people to sit down and enjoy a high-quality ice cream. For example, in the red and white design of Häagen-Dazs specialty shops, compared to the noisy environment of roadside ice cream, there are waiters in Häagen-Dazs specialty shops that offer lemonade and water coasters with logos. All these details will make customers feel the service attitude at Haagen-Dazs and can slow down the pace of life to enjoy a high-quality ice cream. While serving ice cream, Haagen-Dazs pays great attention to creating an atmosphere that makes tasting Haagen-Dazs ice cream a memorable experience. This is also "Haagen-Dazs moment." Then what kind of wonderful, unforgettable "this moment" gives the most infectious and symbolic meaning? Haagen-dazs naturally thought of love [8]. The romantic feeling brings the people good memory and keeps the story last forever.

### **4.2 Weaknesses**

Häagen-Dazs rarely interacts with the public in terms of marketing. In a society where short videos and live streaming are popular, Häagen-Dazs rarely advertises, resulting in rising prices in the market, but not in the customer base that Häagen-Dazs chooses. On popular Chinese mini-video sites such as TIKTOK, people can brush up on a number of advertisements and take-home videos, which is a new opportunity and way of advertising and marketing. Many niche and novel ice creams rely on the help of short videos that are turning into internet sensations, but there are few opportunities for Haagen-Dazs to appear.

### **4.3 Opportunities**

In the past, Häagen-Dazs used to put up advertisements in the shopping mall., Haagen-dazs high-grade consumption positioning makes its target consumer group small and fine, for this reason, Haagen-Dazs almost never fanfare to do TV advertising, the reason is that the coverage of TV is too wide, too scattered, for Haagen-Dazs, there is no need. Haagen-dazs ads are mostly print ads, and they run large ads in certain media [9-10]. Nowadays people prefer to buy the product in the form of takeaways. Häagen-Dazs could also join the takeaway industry such as E le ma which is a brand from Alipay, Flash Delivery, or the short video industry such as TIKTOK or DouYu, or it could insert advertisements in other software, such as the pre-entry screen of NetEase Cloud, to increase sales and awareness by broadcasting live to consumers during non-working hours.

#### 4.4 Threats

Häagen-Dazs faces a market with more different brands of ice cream with different decorations. Häagen-Dazs is in a high-priced market with more ice cream shops competing with it. For example, the soon-to-be-launched Mengniu Dairy is cheaper and more convenient for most consumers. When one sees the information available on the internet, it is clear that the age group choosing Häagen-Dazs is mainly those under 30 years old. This group is more likely to contrast with a brand like Mengniu than Häagen-Dazs. Known as the "Rolls-Royce of ice creams", Häagen-Dazs is known for its high quality, and its products are sold in 44 countries around the world, with annual sales of over US\$1 billion. In China, Häagen-Dazs is not only high quality, but also high priced, and its "outstanding" marketing approach makes it a "luxury consumer food", ranked as the "petty" consumption. It has been ranked at the top of the list of "cheap" ways to consume. Not long ago, Stephen Senge, the global CEO of General Mills, to which Häagen-Dazs belongs, stressed once again: Häagen-Dazs will not be made in China at present, nor will it build franchises in China. This "appropriate statement" fully shows its enthusiasm for "distance marketing". But now we can see that distance become a problem for people. People nowadays will not consider the distance between the shop and the custom as a problem. However, this move in an era of rapid development of the Internet, and information explosion, for Häagen-Dazs brought a certain negative impact, Häagen-Dazs advertising out of people's line of sight, replaced by cheaper and more popular ice cream.

#### 5. Conclusion

In the analysis of the marketing of Häagen-Dazs, the article uses SWOT analysis to conclude that in the Chinese market it is necessary to keep up with the times in terms of promotion and publicity and to find a place in different software that can help the brand enter the consumer's field of vision and help the brand's marketing grow.

With the strategy of advertising and marketing, the article concludes that when a brand wants to be synonymous with softness and silkiness, the best word to sum it up is love. Love stories can reach people's hearts and make them have unforgettable memories. This has the potential to help the brand's future growth and continued sales.

This article gives little insight into the past of Häagen-Dazs and does not give a good indication of the future of the brand, which will tend to be studied in terms of its impact on the international market and not just in China.

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