



Research Article

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Study on the market positioning and brand created of Chinese health food

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ABSTRACT

In order to guide the healthy development of Chinese health food industry, health food development strategy and formulate appropriate management strategies in line with Chinese national conditions is imperative. While Chinese health food industry has been rapidly developed compared to previous years, but still there are many problems. So focus on brand positioning, scientific and technological investment and brand innovation to guarantee the food safety of the people effectively and meet the health needs of people, in order to promote the healthy development of health food industry and improve the international competitiveness of Chinese health food continuously.

Keywords: Chinese health food, brand building, brand Strategy.

INTRODUCTION

The production 80 years since the 20th century in China since the rapid development of health food production, but in a very long time, the State did not make clear that such foods, so the functional food, health food, health food, nutrition, food and other product names are there. Until 1995, "Food Hygiene Law of the People's Republic" and the 1996 "health food management approach" have been introduced, the health food is defined as: "Health food is that food with specific health functions, which suitable for specific food groups, regulate the body functions, not for the purpose of the treatment of food", from health food to the legal management of the track, into the health department's jurisdiction.

In April 2010, according to CTR media intelligence monitoring data, Chinese advertising market overall advertising spending of 47.6 billion yuan, accounted for more than 70%, advertising spending market share of TV media, performance varies in each province. In terms of provincial satellite TV put on the industry, the food industry ranks third in the overall TV ad spending remains at the provincial level. Invested in March on the basis of further decline, according to CTR Media Intelligence the advertising monitoring of April data, the food industry in April overall advertising published cases of overall advertising spending decrease of over 26 million, a year-on-year decline of 15%. But viewed as a whole, the advertising supporting role of health food for the food industry as a whole is still very obvious. Traditional strong position in the advertising part of the health food brand in April is still showing delivery more active posture, three fine, Hayao six the Besunyen ad spend compared with March has improved (see Table 1).

Creating its own brand of health food in China on the basis of quality management system, will help to promote further improvement of safety level of health food in health food production enterprises on the premise of ensuring the health care function that products expressed, will help to enhance consumers' confidence, and further enhance corporate image and international competitiveness.

Table 1 Spending of food advertising put in channel ranking

Ranking	Channel	A D Spending/million yuan	Market Share/%
1	Jiangsu satellite TV	80	9.2
2	Zhejiang satellite TV	58	6.6
3	Hunan satellite TV	53	6.1
4	Tianjin satellite TV	52	6
5	Guangdong satellite TV	41	4.7
6	Shanghai Dragon TV	41	4.7
7	Sichuan satellite TV	41	4.7
8	Jiangxi satellite TV	39	4.5
9	Hubei satellite TV	37	4.2
10	Liaoning satellite TV	34	3.9

Source: CTR Media Intelligence

EXPERIMENTAL SECTION

The demand of people for health food increased, partly because the control enforcement of state on health food strengthened, the market has been purified to improve the overall quality of products; the other hand, due to the popularity of nutritional knowledge, people attach importance to health food demand; In addition, people desire good health, strong effort because of fast-paced modern society, high work intensity. But there are still some outstanding issues in the process of creation of health food brands, mainly in the following areas:

Quick Success and Breeds Similarity

Many companies see a big price to sell health food products, have launched. Health food market has not fully rational analysis, but rather to the blind pursuit of short-term benefits, have to follow, the introduction of products. This makes a variety of health food market similar, structural imbalance of the consequences. Mei Yu [1] found that a large number of health food with no approval flooded to health food market, with the increasement of approval and supervision on health food by state day by day, and many criminals simply fake or counterfeit health foods in the market because their products can not withstand scrutiny, once they are investigated immediately move on, and re-enter into new markets after face-lift.

Wang Jin [2] found that for example, the current flagship regulate blood lipids health food market about 1,000 kinds of about 200 kinds of lipid-lowering drugs in the OTC and prescription drugs on the market, while foreign brands have this feature there are more than 700 kinds, so total there are about 2000 kinds of products in eating the market, although our existing patients with high blood cholesterol about as many as 80 million, and its market potential of about 10 billion, but the market share a cup of the soup is also very easy, similar efficacy can replace each other in many varieties, with the same pattern to sales, coupled with the blind imitation of the health food industry, the competitive pressure can be imagined.

Lack of Influential Brand of Health Food

You will find wide range of riveting health food when you have a turn to supermarkets or health food specialty stores. And consumers either repeat comparisons on the basis of experience or pick up a random one during the purchase, while the products with brand awareness and brand reputation are directly attracting consumers to buy. The inevitable result of market competition is the survival of the fittest, and reviewed the development process of Chinese home appliance industry: from hundreds of brands to dozens of brands now.

Weakness of the Investment of Science and Technology

According to the data, the number of health food products of China that allowed the registration by Ministry of Health and SFDA was up to 9900, "various food" and famous "Health" series, "Review No", "monitor Kin" series and other sorts of health food that approved by Local health departments at all levels have reached as many as 50,000 kinds in recent years. In the present, large enterprises of a total investment of 1 billion or more account for only 2% in more than 3,000 health food production enterprises in China, more are with investment of 10 million yuan or 100,000 yuan, which account for more than 50% of all manufacturers. The data of China Health Care Association in 2008 shows that current annual sales of health food of China is about 60~65 billion yuan. The survey of China Consumer Association indicates that more than 70% of health food products of China exists the phenomenon of false advertising and hype and there are a substantial proportion of health food products are counterfeit products.

RESULTS AND DISCUSSION

According to incomplete statistics, as of the end of 2011, the Ministry of Health and the State Food and Drug Administration approved the product of more than ten thousand in production over 4000 products, more than 2,000

health food production enterprises, the annual output value of 26 billion yuan. Billion in annual output value of more than 70 enterprises, accounting for 38% of GDP. The results of Li tao, Linhong Yu and Yian Song [3] showed according to the food and Drug Administration Web site statistics, Beijing, Guangdong, Jiangsu, Zhejiang, Shandong, Shanghai, 6 provinces (cities) enterprises accounted for more than half of the total number of health food, Yunnan, Xinjiang, Qinghai, Tibet and other Chinese herbal medicines in resource-rich areas of Beijing not only one-fifth, description resources exploitation and utilization of Yunnan, Qinghai and Tibet was not entirely (see Table 2 below). The regulation of health food on the basis of uneven development of health food companies is difficult, the single regulatory difficult to play effectiveness. In the case of health food laws and regulations have not been perfect sound, some places on innovative regulatory approach based on local facts fee has thought of the effort. For example, Nanjing, Shanghai, Beijing and other places are doing better. Zhejiang province health products industry association, and Shanghai City health products Association, and Jiangsu province health health industry association, and Jiangxi province health products industry association four home units established has long triangle area nutrition health industry Union, they full play their organization advantage, strengthened has long triangle area within of industry exchange and cooperation, achieved "integrity self-discipline, and complement each other, and resources integration, and health development" of situation, such of "regional joint" worth certainly and reference.

Table 2 Distribution of major health food production enterprises

Province	The number of health food production firms	The number of varieties for domestic health food approval certificate
Yunan	86	183
Zhejiang	147	679
Jiangsu	135	-
Shanghai	63	416
Shanxi	-	265
Beijing	129	-
Guangdong	181	1312
Shandong	189	549

CONCLUSION

Implementation of brand strategy depends on building our own brands of health food in China, which will become world famous brand through continuous efforts. Driving enterprises to constantly improve the scale and the level and to take the road of the development of mass production by national best brand, can facilitate the formation of competitive enterprise groups, and then can be open to the world, occupy international market and revitalize the national economy.

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