



Research Article

ISSN : 0975-7384
CODEN(USA) : JCPRC5

How to build a strong brand of Chinese health food

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ABSTRACT

Brand building of Chinese health food is important for us to realize agricultural sustainable development, to speed traditional agriculture changing into modern agriculture and to promote the international competence of agricultural products. A detailed analysis on the development condition of domestic health food industry has been conducted to explore problems in the development of health food in this paper. And only accurate positioning, management practices, innovative, timely capturing the market demand, and quickly adjusting their business strategies can it break a fight to survive in the fierce market.

Keywords: Brand building, Chinese health food, Brand strategy

INTRODUCTION

The development of health food industry in China, and taking the road of sustainable agricultural development is the development direction of all over the world. China, as a large agricultural country, must seize the consumer market of health food which shares with ten percent of the food consumption market in world and form new "brand" economic growth in the new round of agricultural reform in order to promote sustainable economic development in China.

Brand is comprehensive thinking and feeling which is caused by a product or service, relating to all it brings. Brand is a feeling, an emotion, a kind of association. The brand name, logo, label is the tool which caused these emotions and feelings. However, the value of the brand can bring not only the recognition of product, but also creating a winning brand strategy, so health food companies must understand the value of the brand truly [1].

With rising living standards, the development of consumer choice of food is from simple food taste and nutritional value to the environmental, ecological and personal health and security [2]. Therefore, some health food manufacturers combine the interests of product with environment, health and other demands of society for common interpretation of the value of products.

EXPERIMENTAL SECTION

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 building of health food brands, mainly in the following areas:

Many companies found that health food could be sold in great price, so that they have been started in succession, did not go through fully rational analysis on health food market, but rather to pursue short-term benefits blindly, to follow, and to introduce products. This makes a variety of health food market similar, structural imbalance of the consequences. Some companies even produced shoddily whose quality of health food does not cross the border at all. The current substandard products on the market was up to 40%, and even "a large pot two-cylinder, three guys canned" health food companies existed [3]. The exposure of these news by media caused the majority of consumers suspicion on function of health food.

As the integration of Chinese market and international market, foreign health food companies must export large-scale brand to China. The fourth-largest health care products companies in the United States - Natural Sunlight Company nutrition brand entered Chinese market formally with a "natural herbal" banner in September 2003 and has occupied part of the health food market. The health food processing enterprises in China have large gap in terms of size, quality, marketing ability and other aspects with well-known brands of world-class. No brand and brand everywhere (but the lack of influential brand) coexist currently in Chinese health food industry, and one of the major problems that health food companies faced is how to create the own brand of company in the market competition and open up international markets based on the domestic market.

Weak strength of science and technology, poor development ability of science and technology and relatively low technology content in Chinese health food are some common questions, so that it is difficult to withstand the test of the market and consumers in the fierce competition of market. Meanwhile, many companies look relatively shallow, could not bear a lot of money and technology equipment to develop and research to a truly effective health food products with high technological content, which can not be clearly and accurately create a unique brand of the product, then the upgrading of products and the research and development of new products are even more out of the question, so it will be impossible to strengthen the recognition of brand and the accumulation of brand value.

RESULTS AND DISCUSSION

The access management of foreign products can be divided into three categories, namely division by the regulation type of product are: the regulatory mode similar to that of ordinary food, the regulatory framework for pharmaceuticals, the third category legal and regulation system different from that of food and medicine (see Table 1 below).

Table 1 Comparison to the admittance management model of the nutrition and health food of multi-nations

Supervision type	Type of common food	Type of reference drugs	The third type of product
Behalf of the state	the United States	Australia	Japan
Official title	Dietary supplements	Supplementary drugs	Including nutritional functional foods and foods for specified health use
Regulatory approach	The record system, by the FDA for post-supervision.	Supplementary drugs need to be registered or enrolled according to the claims of ingredients and health.	Nutrition functional foods: the record system; foods for specified health use: the individual approval system (government license)
Regulators	Food and Drug Administration	Therapeutic Administration Goods	Health Ministry
Remarks	Although the U.S. developed specifically the Dietary Supplement Health Education Act for dietary supplements (referred to as DSHEA), take the record management system by the FDA for post-supervision, and regulation is very similar to ordinary food.	There is no specific legislation to supplementary drugs, but is included into the existing Therapeutic Products Law to manage.	Japanese developed special management model for health functional foods with the differences of management between different products.

Nutrition and health food products in developed countries experienced a long and tortuous development process, it culminated in the management model suitable for respective countries after numerous arguments and the evolution of history for the identity and regulation of health food. Overseas management practices also provide valuable reference for the adjustment and improvement of regulations in Chinese health food [4].

Chinese health food developed with Chinese characteristics shares 41.5% of the total number of health food in current China market, according to TCM theory, combined with modern research results, from materials edible for medicine and food and that can be used for health food as raw materials, in accordance with the functions specified by national standards [5], which is an important component of the health food of China with unique advantage, and less investment, short development cycles and small risk. Therefore, we must seize the opportunity to adhere to Chinese medicine theory, Learn from successful experiences of other countries to make full use of advanced methods and scientific research results of modern science, strengthen brand awareness and enhance the development of innovation, improve the development level, position market accurately, and actively develop with international markets.

CONCLUSION

So that health food products with Chinese characteristics of Chinese medicines as the main raw material can go to the world as soon as possible, the brand of health food in China can be built to contribute to human health and the

development of Chinese national economy.

Acknowledgments

This project was supported partially by Harbin University of Commerce Ph.D. research project startup (13DW028).

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