

Title: The Marketing Strategy of Haidilao Consumers' "Gen Z" in Beijing Based on Purchasing Behavior

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ABSTRACT

The catering industry is one of the earliest open industries in China. Since the reform and opening up, China's economy has developed rapidly. The average income level of the people has continued to rise. From everyone cannot eat to everyone can eat, and then to the pursuit of nutrition, healthy style and characteristic culture, table culture reflects people's increasingly diversified demands and requirements for the catering industry. Haiyao shares is one of the landmark enterprises of hot pot catering. Its marketing results have always led the same industry. Its previous marketing strategy is also worth many enterprises to learn and emulate. Therefore, the title of this paper is the marketing strategy research of Haidilao consumers, but combined with the current situation of the hot pot catering market, more and more hot pot brands have emerged, and the market saturation is getting higher and higher, leading to more and more fierce competition in the Haidilao market. If Haidilao is to continue to maintain its leading position in the industry, it must improve its current marketing strategy to better meet the market demand.

Keywords: Haidilao; consumer demand of 18-30; service marketing strategy