

Research on the Development of Strawberry E-commerce - Taking Strawberry E-commerce in Dandong City as an Example

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Abstract: Under the strategy of rural revitalization, with the popularization of Internet technology and the increasing demand of consumers for convenient shopping, strawberry e-commerce is booming in Dandong, but there are still many problems. After analyzing the current situation, environment, model, achievements, and problems of Dandong Strawberry E-commerce, this article proposes suggestions for diversified customization, strengthened supervision of products, and innovative strategies, in order to help the development of Dandong Strawberry E-commerce.

Keywords: E-commerce; Development stage; Dandong Strawberry

I. Development Environment of Strawberry E-commerce in Dandong City

After the release of the Implementation Plan for Accelerating the Construction of Rural Postal and Logistics System in Dandong City in 2022, the Dandong Municipal Bureau attaches great importance to accelerating the construction of rural postal and logistics system, strengthens the implementation of responsibilities, actively coordinates relevant departments, encourages and supports postal enterprises to focus on the development needs of county-level characteristic agricultural products and modern agriculture, and enhance their customized service capabilities for rural e-commerce. At present, three brands, Postal Service, Zhongtong, and JD.com, have settled in Donggang Northeast Asia E-commerce Industrial Park to promote the coordinated development of rural e-commerce and express delivery, and provide professional delivery services for agricultural products.

1. Economic environment

(1) Economic globalization and international trade liberalization

Economic globalization and international trade liberalization have provided a broad stage for the development of e-commerce. Through e-commerce, regional restrictions can be overcome, international markets can be expanded, and the facilitation of international trade and the improvement of circulation efficiency can be promoted.

(2) Enhancement of consumer purchasing power

With the combination of online and offline consumption, e-commerce has gained widespread recognition and support in Dandong City. Consumers can shop anytime and anywhere through e-commerce platforms, choosing a wider range of products and services.

2. Social environment

(1) Consumer's pursuit of convenience

Modern people's pace of life and work is accelerating, and their demand for convenience is also increasing. The emergence of e-commerce has met the demand of consumers to shop anytime, anywhere.

(2) Influence of Internet thinking

Internet thinking focuses on information sharing, innovation and cooperation, making e-commerce a new business model and promoting the transformation of business forms.

(3) The brand is highly popular

Dandong strawberries are a must-have for many young people seeking a sense of atmosphere and have become a popular fruit on the internet. On well-known domestic e-commerce platforms, Dandong Strawberry often ranks among the top fruit enthusiasts, and on some short video platforms, the number of related account fans is in the millions.

3. Technological environment

(1) Popularization of the Internet

The popularization of the Internet is an important prerequisite for the vigorous development of e-commerce. With the gradual maturity of Internet technology, it is more and more easy for people to access the network, so that they can easily carry out online shopping, online payment and other e-commerce activities.

(2) The rise of mobile Internet

The rise of mobile Internet has greatly promoted the development of e-commerce. With the popularity of smartphones and mobile applications, people can conduct transactions and communicate anytime, anywhere.

(3) Application of cloud computing technology

The widespread application of cloud computing technology provides strong support for the rapid development of e-commerce. Through cloud computing, businesses can more efficiently manage and store data, reduce IT costs, improve data security, and further promote the prosperity of e-commerce.

II. Development Model of Strawberry E-commerce in Dandong City

In recent years, Dandong City has explored a new modern marketing model of “brand empowerment+e-commerce marketing” by building a development alliance of “e-commerce+cooperatives+parks+farmers”.

The combination of brand empowerment and e-commerce marketing refers to the Dandong Strawberry brand enhancing its influence and competitiveness in the market through online e-commerce marketing activities, thereby enhancing the brand’s value and profitability. Specifically, it includes the following aspects:

1. Enhance brand awareness: Increase brand awareness through online channels such as advertising, public relations, and social media, allowing people to enhance their understanding, trust, and loyalty to the brand.
2. Creating brand image: Brands shape their brand image through packaging design, product expression, brand story, etc., enabling consumers to better understand the value and positioning of the brand.
3. Expand market share: Brands expand their market share and increase market share through e-commerce marketing activities and promotional segments.
4. Improve customer satisfaction: Brands improve customer satisfaction through the quality, comfort, and cost-effectiveness of their products and services, thereby enhancing customer loyalty and reputation.
5. Enhancing brand value: A brand enhances its brand value through its reputation, image, and reputation, thereby increasing consumer recognition and willingness to purchase.

III. Current Development Status of Strawberry E-commerce in Dandong City

In recent years, Donggang National Modern Agriculture (Strawberry) Industrial Park in Dandong City has explored a new path of brand prosperity through distinctive brand creation, standardized brand cultivation, and strong marketing. It has driven Donggang Strawberry E-commerce sales to account for more than 70%, becoming the top online strawberry seller in China. The regional brand value of Donggang Strawberry in Dandong City has exceeded 30 billion yuan. Drive employment for over 100000 people.

At present, the strawberry e-commerce industry in Dandong City is in a rapid development stage. Some well-known strawberry e-commerce platforms such as JD.com, Taobao, Tmall, etc. have also entered the Dandong market, promoting the vigorous development of strawberry e-commerce.

In Dandong City, many farmers and agricultural cooperatives use e-commerce platforms to directly sell strawberry products. Consumers can purchase fresh strawberries through the e-commerce platform and enjoy a convenient shopping experience. At the same time, some strawberry e-commerce platforms also provide diversified variety selection, discounted prices, and fast delivery services, attracting more consumers to pay attention and make purchases.

In addition, the strawberry e-commerce platform also focuses on quality and safety, ensuring the quality and safety of the strawberry products sold through strict product review and certification mechanisms. Consumers can learn detailed information about the origin and planting process of the product through e-commerce platforms, which increases their trust in the product. At the same time, some platforms have also introduced measures such as membership systems and promotional activities to attract consumers, promoting sales growth and improving user loyalty.

1. Development Achievements of Strawberry E-commerce in Dandong City

(1) Marketing promotion of strawberry brand

Dandong holds brand promotion events and high-quality development forums for the strawberry industry, continuously cultivating domestic high-end markets such as “Beijing, Shanghai, Guangzhou, and Shenzhen”, and expanding international markets such as ASEAN; Participated in various national agricultural trade fairs and agricultural expos, won numerous awards such as “Most Influential Agricultural Product Brand”, and continuously improved brand influence.

(2) Implement the “e-commerce market swap” strategy

Sign strategic cooperation agreements with Alibaba, JD.com, and other large e-commerce platforms to open strawberry flagship stores; Establishing Gushan Town E-commerce Town and Northeast Asia E-commerce Incubation Base, attracting 89 live streaming companies; We will improve the county-level and rural level e-commerce service points, build 44 village level strawberry sorting, packaging, and warehousing infrastructure, cooperate with China Post Airlines, SF Express and other express companies, and open “strawberry special planes” to achieve nationwide delivery of strawberries within 48 hours.

(3) Play a good brand “defense war”

Establish a grid based supervision system with four levels of linkage between county and rural groups; Establish a supervision platform for the quality and safety of agricultural products, and include all strawberry production and operation entities and pesticide operation units under the management of the platform; Implement the agricultural product qualification certificate system to achieve full traceability of strawberry quality.

2. Development Issues of Strawberry E-commerce in Dandong City

(1) The variety of strawberry sold in Dandong’s e-commerce market is relatively concentrated

The relatively concentrated variety in the strawberry e-commerce market in Dandong City is mainly due to several major brands

occupying the vast majority of sales share in the market. These large brands usually have the advantage of large-scale production and sales, and can quickly push their products to the market through a strong supply chain and marketing network. Consumers often choose products from these large brands when purchasing strawberries, resulting in other brands or products from small farmers not being able to gain sufficient market share.

Secondly, due to the relatively concentrated variety, there is a serious problem of product homogenization in the strawberry e-commerce market in Dandong City. In order to pursue economies of scale and market share, big brands often choose varieties with high planting yield, good appearance, and consistent taste, while ignoring other varieties with excellent quality but low yield. This has led to a relatively single variety and lack of diversity of strawberry varieties in the market, which cannot meet the needs of consumers for different flavors and qualities.

Finally, the relatively concentrated variety also brings difficulties to consumers in choosing. Due to the relatively limited variety of strawberries in the market, consumers find it difficult to find products that meet their taste and needs, and can only choose products from a few major brands. This not only affects the shopping experience of consumers, but also limits their attempts and experiences with different varieties of strawberries, affecting the diversity and innovation of the strawberry market.

(2) Dandong Strawberry E-commerce sells counterfeit brands or inferior products

Firstly, this behavior not only damages the reputation and market share of legitimate brands, but also puts consumers in a dilemma of purchasing counterfeit products. Consumers not only cannot enjoy authentic quality and service, but may also lose confidence in the entire strawberry e-commerce industry, affecting the healthy development of the industry.

Secondly, this behavior leads to frequent issues such as poor quality and potential safety hazards during use. After purchasing these fake and inferior products, consumers not only suffer economic losses, but may also face health risks, causing serious harm to their rights and interests.

Finally, some unscrupulous merchants have implemented consumer rights issues such as inadequate after-sales service and refusal to return or exchange products on the Strawberry e-commerce platform. Once consumers purchase counterfeit or inferior products and hope to return or exchange them or protect their rights, some merchants may perfunctorily pass the buck, leading to increased difficulty in protecting consumers' rights and interests. This kind of poor after-sales service not only harms the interests of consumers, but also damages the reputation and credibility of the Strawberry e-commerce platform.

(3) The strawberry e-commerce market is fiercely competitive

Intense competition leads to frequent price wars. In order to attract consumers, many strawberry e-commerce platforms have to lower product prices, thereby reducing profit margins. Meanwhile, due to fierce market competition, the competition between new entrants and existing platforms intensifies, leading to instability and intense competition for market share.

In this situation, the Dandong Strawberry E-commerce Platform is facing a series of challenges. Firstly, the decrease in profits has made it difficult for the platform to maintain operation and development, affecting its long-term development plan. Secondly, the difficulty in obtaining stable market share means that the platform is facing market share fluctuations and competitive pressure, making it difficult to establish a stable market position and brand influence. This may lead to a decrease in the platform's competitiveness in the market, making it difficult to compete with other competitors.

IV. Suggestions for Promoting the Development of Strawberry E-commerce in Dandong City

1. Diversified variety selection and customized services: Strawberry e-commerce platforms can actively expand product supply chains, cooperate with more strawberry planting bases and farmers, and promote diversified strawberry varieties. By introducing strawberry varieties with different flavors, colors, and sizes, we aim to meet the diverse needs and tastes of consumers and enhance product diversity; We can provide customized services based on consumer needs and preferences. For example, customizing gift boxes for strawberries based on consumer taste and needs, providing mixed and matched services, meeting personalized purchasing needs of consumers, and promoting sales of diverse varieties.

2. Strengthen supervision and review, enhance product traceability and certification: Government departments can increase their supervision of the Strawberry e-commerce platform, establish a sound review mechanism and supervision system. Punish and ban platforms that sell counterfeit brands or inferior products in a timely manner to protect the legitimate rights and interests of consumers; We can strengthen the traceability management of products to ensure their traceability. At the same time, introducing third-party certification agencies to certify products, providing authentic and reliable product information, and increasing consumer trust in the products

3. Strengthen cooperation with suppliers and logistics companies: optimize supply chain and distribution services, reduce costs, improve efficiency, and increase profit margins.

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