Study on Retail Channel Strategies in the Food Manufacturing Industry amid the Digital Economy

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Abstract: In the context of the digital economy, the retail channels of the food manufacturing industry are undergoing significant transformation. Traditional channel advantages are diminishing, while emerging channels such as e-commerce platforms and social media are rising, bringing both opportunities and challenges to the industry. Taking Wolong Food as a case study, this research explores how to flexibly adjust retail channel strategies to achieve brand expansion and market enhancement. The study aims to provide insights and recommendations for the food manufacturing industry to adapt to the development of the digital economy era.

Keywords: Digital economy; Food manufacturing; International retail channels

1. Background

Amidst the wave of the digital economy, research on retail channel strategies in the food manufacturing industry has become crucial. With the widespread adoption of digital technology and the deep penetration of the internet, consumer behaviors and demands have undergone profound changes, prompting the food manufacturing industry to reevaluate and adjust its retail strategies. The Chinese government actively promotes the digital transformation of industries, issuing a series of relevant policies that provide clear guidance for the food manufacturing industry.

2. Reach Trend at home and abroad

Foreign scholars have extensively researched retail channel strategies and internationalization transformation in the context of the digital economy. For instance, the study conducted by Andre and David (2020) found profound impacts of digital technology on retail channel structures and consumer behavior. Alex and Bruce (2022) investigated methods utilizing big data analytics to enhance efficiency and competitiveness in the retail business. Additionally, Bunje and Simon (2022), through the analysis of panel data spanning from 1990 to 2019 across 47 African economies, discovered the crucial role of the digital economy in driving the internationalization transformation of businesses in Africa.

3. Research Content

This study aims to navigate the food manufacturing industry, represented by Wolong Food, in choosing suitable international marketing channels amidst the rapid development of the digital economy. Against this backdrop, the research proposes valuable insights and strategies for the digital transformation of international retail channels. Through this, the goal is to enhance the international performance of the food manufacturing industry, enabling it to stand out in intense global competition. This, in turn, is expected to trigger a cluster effect, driving urban economic development and aligning with the current trend of increased international openness. The study will focus on various aspects to contribute to the successful digitization of international retail channels in the context of the fast-paced digital economy.

3.1 Digital Transformation Strategy

In the context of the digital economy, the food manufacturing industry, represented by Wolong, recognizes the necessity of keeping pace with the times and leveraging new technologies and digital tools to enhance internal operational efficiency and management capabilities. To achieve this, the company plans to implement a series of innovative measures aimed at achieving smarter and more efficient production and business operations.

Firstly, the food manufacturing industry, represented by Wolong, will introduce Internet of Things (IoT) technology to achieve re-

al-time monitoring and automation control of production lines through intelligent management. By collecting data from IoT devices, the company can have a real-time understanding of the production line, promptly identify and address potential issues, thereby improving production efficiency and quality control. This intelligent management approach not only reduces manual intervention and errors but also enhances the stability and reliability of the production line.

Secondly, the food manufacturing industry will establish an e-commerce platform and mobile applications to optimize order processing, inventory management, and customer service. Through the e-commerce platform, customers can conveniently place orders, make payments, and track order statuses online, enhancing the overall shopping experience. Mobile applications enable customers to stay connected with the food manufacturing industry anytime and anywhere, accessing the latest product information and promotional activities. Additionally, the industry will leverage these platforms and applications to collect customer feedback and market data, enabling a better understanding of customer needs and market trends.

In addition to the application of digital tools, the food manufacturing industry, represented by Wolong, will also emphasize data analysis and mining. Through big data analysis, the company can gain deep insights into market trends and consumer behavior, enabling better demand prediction, adjustment of product portfolios, and market positioning. By analyzing information such as consumer purchasing behavior, taste preferences, and feedback, the food manufacturing industry can introduce products that better align with market demands and formulate more targeted marketing strategies.

3.2 Channel Integration and Innovation

In the current era of e-commerce, the strategic transformation of the food manufacturing industry, exemplified by Wolong, is evident. Acknowledging the need to merge traditional physical stores with online channels, the industry aims not only to meet diverse consumer demands but also to ensure sustainable business development. By creating a seamlessly connected shopping experience and adopting a multi-channel sales approach, the industry strives to enhance brand influence and market share.

The integration and expansion of online platforms, leveraging cross-border e-commerce platforms, allow the food manufacturing industry to effortlessly enter international markets and connect with global consumers. Through the 'B2B2C' model, direct communication with overseas consumers becomes possible, enabling a better understanding of their needs and feedback for improved product strategies. Additionally, the group-buying model and the 'overseas direct shipping + direct sales and purchase' model open new sales channels, making it more convenient for consumers to purchase products.

Personalization and Customization Services are paramount in the food manufacturing industry, as demonstrated by Wolong. In addition to basic e-commerce functionalities, the industry places a strong emphasis on providing consumers with personalized recommendations and customization services. By collecting and analyzing user shopping data, the industry can recommend products that better suit consumers' preferences and even customize exclusive products for them. This service model significantly enhances the consumer shopping experience and further elevates the brand image of food products, represented by Wolong.

Recognizing the limitations of relying solely on internal capabilities, the food manufacturing industry underscores the importance of Partnerships. Establishing alliances with cross-border e-commerce platforms, supermarkets, and other partners helps expand the sales network and improve product accessibility. These partnerships also bring more traffic and attention to the food products represented by Wolong, achieving resource sharing and complementarity.

To attract a broader consumer base, the food manufacturing industry, represented by Wolong, collaborates with cross-border e-commerce platforms for Cross-Border Marketing and Activities. These initiatives not only increase the visibility of food products represented by Wolong but also attract new consumers, boosting sales. Additionally, cooperating with supermarkets to establish dedicated sales areas allows for better product display, further enhancing brand influence.

4. Data-Driven International Marketing

Food enterprises leverage big data for precise targeting and personalized marketing. In the current data-driven era, the food manufacturing industry, represented by Wolong, recognizes the significance of big data. Through in-depth insights into consumer behavior, the food

manufacturing industry, exemplified by Wolong, can accurately position itself in the international market and formulate personalized marketing strategies. This precision not only contributes to enhanced sales performance but also strengthens connections with consumers, fostering brand loyalty.

Consumer Data Insights: Represented by Wolong Food, the food manufacturing industry collects and analyzes consumer data to gain a deep understanding of preferences and demands across different countries and regions. This data-driven decision-making allows Wolong to formulate product positioning and market promotion strategies, ensuring alignment with the demands of the target market.

Social Media and Influencer Collaborations: The food manufacturing industry, represented by Wolong, maximizes the use of global social media platforms to interact and communicate with consumers. Collaborating with well-known influencers or opinion leaders allows the industry to spread its influence more widely, attracting a larger audience of potential consumers. This collaborative model not only expands brand visibility but also enhances consumer confidence through word-of-mouth propagation.

5. Social Media and Mobile Applications

Food enterprise social media strategy: In the digital era, social media has become a crucial platform for brand-consumer interaction. The food industry, represented by Wolong, acknowledges this significance and actively establishes a presence on domestic and international social media platforms to enhance brand visibility and user engagement. Through carefully curated interactive initiatives, it has successfully attracted a substantial following and built a strong reputation.

Integration of Domestic and International Social Media Platforms: The food manufacturing industry, represented by Wolong, maintains an active presence on both domestic and international social media platforms. On mainstream domestic platforms such as WeChat and Douyin, Wolong, as a representative of the food manufacturing industry, attracts a significant following by sharing food images, recipes, and product introductions. Simultaneously, on international platforms like Facebook, Instagram, and Twitter, active engagement with international consumers takes place, sharing product information and unique food culture.

Word-of-Mouth Marketing and Recommendations: Word-of-mouth marketing on social media significantly impacts a brand's influence. Wolong, as a representative of the food manufacturing industry, has earned consumer trust and positive reviews by providing high-quality products and services. These positive reviews further enhance Wolong's reputation, attracting more potential consumers.

Summary

In conclusion, the food manufacturing industry, led by Wolong, adeptly navigates the digital era, enhancing brand influence through precise international positioning, big data application, and strategic social media initiatives. Future advancements and market changes will drive continued exploration and innovation, ensuring the industry meets evolving consumer demands with high-quality food and services.

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