

# Research on the Marketing Model of Fresh E-commerce in China: model, Dilemma and Outlet

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## ABSTRACT

Fresh electrical contractor to deal with fresh consumption plays an important role in "the last kilometer" problem, fresh electricity industry in China has experienced exploration stage start, rapid development, transformation and upgrading of three phases, formed including traditional mode, the "home" mode, "home + to shop" mode, "the ark" community group purchase mode and mode, many marketing pattern. But, the shortage of profit, supply chain management and food safety management in the marketing process of fresh e-commerce is serious problems. In the period of stock game, fresh e-commerce needs to transform its operation mode and improve marketing efficiency from many levels, including the construction of integrated industrial chain, the improvement of cold chain logistics quality, and the enhancement of scientific and technological service capacity.

**Keywords:** Fresh electricity business; Marketing; Community; The stock of game.

## INTRODUCTION

Fresh e-commerce plays an important role in solving the "last kilometer" of residents' fresh consumption. Fresh e-commerce relies on Internet e-commerce technology to directly connect the fresh origin and consumers, greatly compress the intermediate links, and efficiently serve the daily life of residents. It is a great progress in the development of China's e-commerce industry. Fresh e-commerce can be said to be a sunrise industry, reflecting modern people's pursuit of green, healthy, environmental protection and high-quality life, representing a new consumption trend (Liu Zheng, 2019). Since China's first fresh e-commerce platform Yi Guo Fresh was born in 2005, China's fresh e-commerce industry has experienced a rapid outbreak of development process, the number of fresh e-commerce platforms in the market has exceeded 4000, the transaction scale has reached 360 billion yuan in 2020. The circulation of fresh agricultural products is closely related to the vital interests of farmers and consumers. Fresh e-commerce is connected with the producers of agricultural products at one end and consumers at the other end, playing a role of bond.

However, the problems of "difficult to sell" and "expensive to buy" of agricultural products have always existed in China's fresh e-commerce sector, which has had many negative impacts on the healthy development of the fresh e-commerce industry (Tian Gang, 2019). At the same time, after many rounds of transformation and upgrading of development, fresh electricity suppliers in our country, from the incremental game into the stock game period, fresh electricity suppliers platform marketing mode began to appear weak embarrassment, some inherent shortcomings are beginning to appear. Based on this, it is necessary to conduct in-depth combing and research on the existing marketing model of China's fresh e-commerce, in order to find out the main problems during the period, and put forward targeted