Status and trend of China's e-commerce fresh market: based on the research of Chengdu Zhengda Youxian

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ABSTRACT

By analyzing the current situation and user characteristics of Chengdu Zhengda Youxian market, this paper discusses the status and trend of online fresh market in the development of China's e-commerce industry. First of all, reviewing the development of China's e-commerce industry, pointed out that the fresh market has entered a stable period with the help of mobile Internet development. Secondly, it makes an in-depth analysis of the user characteristics of CP Youxian, including gender, age, occupation, family income and purchasing behavior. The analysis results show that Zhengda Youxian has a large user base among the young people, but it still needs to increase the publicity efforts and expand the market coverage to meet the growing consumer demand. To sum up, this paper provides an important reference and guidance for the market positioning and development of Zhengda Youxian.

Keywords: Zhengda Youfresh; Market Mining; Current Situation Analysis

1 INTRODUCTION

As a new retail format, Chengdu Zhengda Youxian market has attracted much attention for its emphasis on quality, convenient shopping experience and fresh fresh products. With the continuous improvement of consumers' attention to food safety and quality, the Zhengda Youxian market is rapidly emerging in the Chengdu market. However, despite the broad prospects of the market, its development still faces a series of challenges. The fierce competition in the consumer market in Chengdu, and the consumer demand is diversified and constantly changing, which puts forward higher requirements and challenges to the Zhengda Youxian market. Therefore, it is of great significance to deeply explore the current situation and user characteristics of Chengdu Zhengda Youxian market to understand the market development trend, formulate effective marketing strategies and enhance the market competitiveness. The purpose of this study is to analyze the position and influence of the market in Chengdu market, as well as consumers' cognition and preference of it, so as to provide theoretical support and practical guidance for the sustainable development of the market.

2 MODEL PREPARATION

In the model preparation stage, this study will rely on the data obtained from the questionnaire in the following dimensions: gender, age, work, income, fresh cost, proportion of fresh cost, frequency of purchase and time of using the fresh platform. These data will provide important basic information for research, and help to gain insight into consumer behavior and preferences in the fresh market, so as to build suitable analytical models. Through the collation and analysis of the data, this study aims to reveal consumers' purchasing habits, consumption characteristics and the use of fresh platform, so as to provide strong support for

further research.

Table 1：*shows the survey indicators*

Sex	Age	Work	Income	Fresh cost	The proportion of fresh cost	Purchase frequency	Time to use the fresh platform

3 CURRENT SITUATION OF ZHENGDA YOUXIAN

With the rise of mobile Internet, China's e-commerce industry has experienced nearly 30 years of development, and now it has become a common consumption channel in People's Daily life, but also an important part of the national economic operation. In the development of the e-commerce industry, the fresh market with the help of tuyere, early layout of the online market, has entered a stable period of development.

The first is the embryonic period of online fresh platform, from 2005 to 2011, with the establishment of the first online fresh platform "easy fruit network", online fresh market began to gradually emerge. However, due to the lack of promotion of the e-commerce platform at that time, the logistics chain is not perfect and the product price is expensive and other problems, fresh e-commerce can only survive in a few first-tier cities, the development model is not mature.

The second is the rapid development of online fresh platform stage, from 2012 to 2018, fresh electricity into the public view, the major giants such as Alibaba, Jingdong have entered the field of fresh electricity, to explore new business models. However, by the end of 2018 to 2019, due to the rupture of the capital chain, many fresh electricity companies are in trouble, or even closed down.

Finally, the online fresh platform ushered in a boom period, from 2020 to now, affected by the epidemic, the online fresh market ushered in a major turning point, the sharp increase in the purchase number, fresh electricity business established an important position in the minds of consumers.

4 USER CHARACTERISTICS ANALYSIS OF ZHENGDA YOUXIAN

4.1 Population analysis of online platforms

4.1.1 Sex distribution
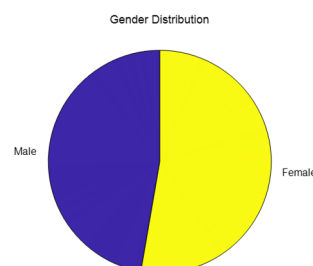
Fig.1: Sample, male to female ratio

As shown in Figure 1, Among the surveyed users, 52% were male and 48% were female; in the overall surveyed sample, 51% were male and 49% were female, and the male and female ratio was basically equal. Therefore, there is no obvious difference in gender for the fresh market.

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4.1.2 Age distribution
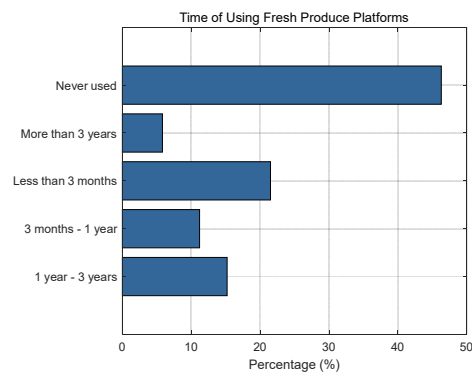
Fig.2：Sample age distribution

The figure 2 above shows that users aged between 20 and 49 account for the vast majority of users using the online platform. Among them, 43.7 percent were users aged between 20 and 29. Most of the people in this age group are young people who have just started to work. They have independent economic ability and are relatively young. They have strong ability to accept new things, and are suitable for development in the short term. In contrast, the age of 50 and over is related to a low rate of accepting new things and is suitable for potential long-term customers.

4.1.3 Occupational distribution
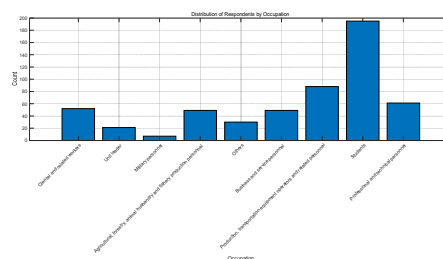
Fig.3：A. Sample occupation distribution

As shown in Figure 3, Among the users of online fresh food, the employed population accounts for the largest proportion. Among the 1,028 respondents, the proportion of school students and staff was roughly equal and the largest number. It can be seen that students are not independent, most of them have no demand for fresh, it is not suitable as the main market development direction, can focus on mining the potential market for workers. At present, the person in charge of the unit, production personnel and other professions use the online fresh platform less, the market potential is not fully developed, in the product publicity and improvement stage, more attention should be given.

4.1.4 Distribution of household income
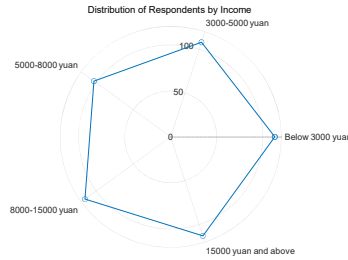
Fig.4 : Sample household income distribution

As shown in Figure 4, As can be seen from the figure above, the number of the five types of families is about 20%. It can be seen that there is no significant relationship between the family income level and whether to use the online fresh platform. Since fresh products are daily necessities, the threshold of using the platform is low, so the family income has no big impact on whether to use the fresh platform.

**4.1.5 Distribution of monthly household fresh food purchase expenses**
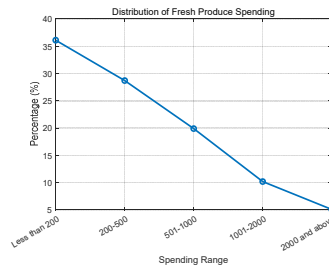
Fig.5: Distribution of monthly purchase of fresh food consumption

As shown in Figure 5,Online fresh spending less than 500 yuan per month as high as 65.79%, more than 2000 yuan is only about 5%, and by 2021, China's per capita fresh consumption has been more than 2000 yuan and is still being steadily increased. In contrast, the market size of online fresh is still small, and there is a huge development potential. We can further expand the online market by strengthening publicity, expanding influence and other ways.

4.2 Analysis of the online platform use situation

4.2.1 Use frequency distribution
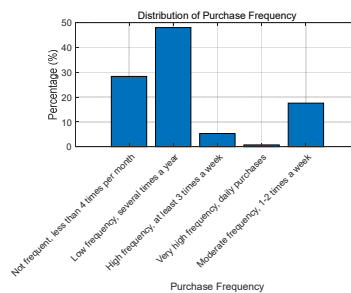
Fig.6: Sample use frequency distribution

According to the figure 6 above, the proportion of online platform users is 23.54%, among which the proportion of high-frequency users is only 0.68%, indicating that there are not many people included in the daily life of fresh online platforms or the delivery coverage area is small, and the market still has development potential. We can expand the market by increasing the publicity of the activities and expanding the scope of distribution.

4.2.2 Distribution of use duration
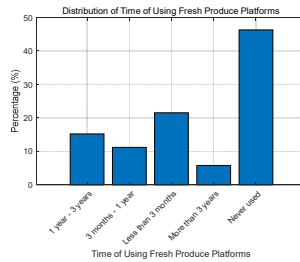
Fig.7：uses the time-length distribution

As shown in Figure 7, In the past year, 32.21 percent of the total number of users started using the online fresh platform. Using it for more than three years accounted for only 5.84%. Therefore, the development speed of China's online fresh market is accelerating. For the current businesses, seize the opportunity of China's Internet technology and logistics system constantly improve, expand the market scale is a top priority of the moment.

5 CONCLUSION

In the analysis of the current situation of this paper, it first reviewed the development process of China's e-commerce industry, and pointed out that the fresh market with the rise of the mobile Internet, has entered a stable period of development. Describes the development process of the online fresh platform from the embryonic period to the rapid development period and then to the prosperity period, and points out the challenges and turning points encountered in the development of the industry.

Then, this paper makes an in-depth analysis of the user characteristics of Zhengda Youxian. First of all, there is no significant difference between gender and the fresh market, and the ratio of men to women is basically the same. Secondly, users aged 20-49 account for the vast majority, with users aged 20-29 having the most, indicating that young people are the main user group of the platform. In terms of occupation distribution, the employed population accounts for the largest proportion, and students are not the main user group. There is no obvious relationship between the family income level and whether to use the online fresh platform, indicating that the use threshold of the platform is low. The monthly household purchase of fresh food is mainly less than 500 yuan, showing that the fresh market still has huge potential for development. Finally, it is observed that among the users using online fresh platform, the frequency of use is low, indicating that there is still room for development in the market. At the same time, the proportion of users who start to use the platform is increasing year by year, indicating that the development speed of China's online fresh market is accelerating.

Based on the above analysis, this paper can conclude that, as an online fresh platform, Zhengda Youxian shows good potential and prospects in terms of user group composition and market development. However, it is still necessary to increase publicity, expand the scope of distribution and other measures to further expand the market scale, meet the growing consumer demand, and achieve sustained and steady development.

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