

Research on network marketing strategy of Hongze Lake hairy Crab

Abstract: Hongze Lake hairy crab is an important aquatic product raised by fishermen and aquaculture enterprises in Hongze Lake area, and has a certain popularity in the aquatic product market. With the rapid development of e-commerce, Hongze Lake hairy crabs are sold online and offline, but the application of network marketing strategy is not mature enough and needs to be optimized urgently. The current situation of the network marketing of Hongze Lake hairy crab and its influencing factors put forward the optimization countermeasures of the network marketing strategies such as improving the network brand influence of products, enriching the online supply of products and consumer online shopping habit education, so as to provide reference for the expansion of the network market of Hongze Lake hairy crab.

keyword: Hongze Lake hairy crab; network marketing; countermeasures

Introduction

Hongze Lake is one of the five major freshwater lakes in China, which is the only living water lake among the great lakes and the largest freshwater wetland nature reserve in Jiangsu Province. The excellent water resources conditions of Hongze Lake provide a good environment for aquaculture. Hongze Lake hairy crab is an important aquatic product raised by fishermen and aquatic enterprises in the lake area, and has a certain popularity in the aquatic product market. In recent years, with the rapid development of e-commerce, network marketing has become an important way for the sales model of Hongze Lake hairy crabs, but there are not some limitations in the application of marketing strategy, and the optimization of network marketing strategy has become a problem that needs to be solved in expanding the market expansion of Hongze Lake hairy crabs.

1 Hongze Lake hairy crab network marketing status quo

1.1 Marketing model from the traditional marketing to the online transformation

Hongze Lake hairy crabs from the traditional marketing model to online and offline integrated sales model change. Hongze Lake Hairy Crab online mainly uses Taobao, Pinduoduo and other e-commerce platforms to carry out online marketing. The distribution method of relevant stores on the online platform provides cold chain air transportation, dead crab compensation package, and delivery service within 24 hours after delivery. Held the network marketing activities, expand the scale of sales, promote the hongze lake hairy crabs network brand influence, joint Meituan optimization hongze lake hairy crabs series of products network

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marketing "group contest", there are more than 60000 Meituan community collective for a month-long challenge, for the crab king, crab, crab will be "title", focus on the number of tens of millions of netizens, hongze lake hairy crabs "web celebrity degree" rising. Hongze Lake gate Crab exclusive store has become the new business form of modern aquatic product circulation. According to relevant statistics, the sales of Hongze Lake hairy crabs is growing steadily at a rate of 5% per year. In Nanjing, Shanghai, Tianjin and other cities and regions, the wholesale and retailers of Hongze Lake hairy crabs have gradually established their own marketing channels, got rid of the dependence on third-party channels, strengthened the stability and timeliness of supply channels, achieved steady growth of performance, and achieved certain economies of scale.^[1]

1.2The online brand influence of Hongze Lake hairy crab is increasing

With the development of network marketing, the network brand influence of Hongze Lake hairy crab is constantly increasing. Hongze Lake hairy crab products are a natural "geographical indication" of Hongze Lake. The unique letter "H" on the back marks the brand characteristics of Hongze Lake, with big, chelate fat, meat fragrance, male fat white as jade, and female paste yellow as gold. In 2012, Hongze Lake hairy crab was approved by the state as a geographical indication product protection; in 2019, it was selected as a regional public brand of agricultural products in China Agricultural Brand Catalogue. In recent years, the number of registered brands in the increase, "hongzelake" "nan", "green kang" reputation "LuSheng" brand on the Internet, hot selling river "Yangtze river delta" region of major cities, to cooperate with the online market, in Nanjing, Shanghai, Tianjin and other regions set up offline stores, channel stability and timeliness guaranteed. According to the Survey and Analysis Report of China's Hairy Crab Market and Industry, the sales volume of Hongze Lake hairy crabs is all over major cities across the country, with Beijing, Shanghai, Shenzhen and Guangzhou at the forefront, and the online sales are growing steadily.

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1.3Sales of Hongze Lake hairy crabs are on the rise

Hongze Lake hairy crabs show a booming trend of online sales and consumption. Sales grew steadily at a rate of 5% per year, with the daily trading volume reaching more than 200 tons. Consumers based on regional differences have different preferences, and the consumption of hairy crabs in Yangtze River Delta region is relatively saturated and the demand is stable, among which consumers in Zhejiang prefer male crabs; the demand of Hongze Lake hairy crabs increases significantly during the Spring Festival, while the consumption demand in Northeast China increases significantly during the Mid-Autumn Festival, while the consumption of hairy crabs in Northwest and Southwest China is mainly on holidays and Mid-Autumn Festival. According to the market survey, the online sales of Hongze Lake hairy crabs accounted for 53.13% for men and

46.88% for women. The respondents were mainly divided into 25% college students, 34.38% office workers, 29.17% freelance occupations, and 11.46% hairy crab farmers.

1.4 Hongze Lake hairy crabs online sales festival demand is strong

Hongze Lake hairy crabs online sales in the festival day consumption demand is strong. According to taobao electric business platform such as big data survey, hongze lake hairy crabs network consumer crowd is given priority to with young people, after 80 and 90 become hongze lake hairy crabs main network consumption, the customer group accounted for 76% of the total consumer groups, because the age of festivals has high awareness and consumption enthusiasm. Other age groups have been cautious about online shopping for hairy crabs. In the Mid-Autumn festival, National Day, New Year's day holiday time node, consumer enthusiasm for hongze lake hairy crabs, online hairy crabs, frequency, enterprise thank customers, enterprise welfare, gift friends, friends reunion consumption demand increase, hongze lake hairy crabs online sales growth, hairy crabs gift attribute is stronger, consumer demand for gift boxes, gift certificates is higher.

3 Hongze Lake hairy crab network marketing strategy problems

3.1 The brand's online awareness did not reach the expected height

Hongze Lake hairy crab and well-known brands compared, the network market visibility is not high. The annual turnover of China's hairy crab market is nearly 1,000 yuan, and the per capita market consumer demand can increase by about 15% every year. The market demand is broad and shows an upward trend.^[2] The survey shows that 75% of the hairy crab consumers have heard of Hongze Lake hairy crab, and 25% of them have never heard of Hongze Lake hairy crab. Hongze Lake hairy crab has a certain reputation in the market, but the awareness is not very high, and it only has a market reputation in the region. Online platform brand promotion is not enough, lead to insufficient brand influence, only 11.25% will buy online search to division local breeding hairy crabs, in taobao, jingdong and other well-known electric business platform search keywords "hongze lake hairy crabs", the screening bar show are not shown in the hongze lake hairy crab brand, and in taobao related store fans only more than two thousand, it serves to show the hongze lake hairy crab brand online awareness is not high. Hongze Lake hairy crab online and offline promotion awareness is not strong, brand marketing promotion lacks long-term consistent value goals, from breeding, fishing, processing, sales, the lack of brand influence cooperation, can not form a joint force, the lack of leading enterprise origin brand industrialization operation, to create a well-known brand. In addition, the brand protection of Hongze Lake hairy crab is not enough. There are illegal traders with shoddy, short weight and shoddy behaviors, and the quality and safety supervision is guaranteed, which affects the positive shaping of the brand image of

HongzeLake hairy crab.

3.2Inadequate use of online channels

Online channel expansion of Hongze Lake hairy crab is limited. With the development of mobile Internet technology, online sales channels more and more broad, online promotion tools and methods are mainly search engine marketing, license E-mail marketing, blog marketing, microblogging marketing, etc., and WeChat marketing, APP marketing, community marketing, mobile advertising marketing has become the main means of network marketing, into the era of 5G, short video APP became mobile social media to be bestowed favor on newly, gradually show marketing advantages. Survey data show that only 25% of hongze lake hairy crabs online operators will use TikTok live marketing, the other 75% operators only through business super online platform and taobao shop provide purchase links, network marketing propaganda efficiency is low, reduce the convenience of consumers online multi-channel access to product information, increased the search cost, in addition to the individual stores, most stores, franchisees of hongze lake hairy crabs participation and support all stay at a lower level, reduce the convenience of consumers online purchase products. Due to the crab farmers overall cultural level is limited, dare to participate in network sales and marketing of farmers less, hindered the development of hairy crab industry heavy aquaculture and self-marketing, hairy crabs is given priority to with general public consumption, deep processing ability is insufficient, the lack of large-scale deep processing leading enterprises, in catering, leisure tourism, cultural product development is relatively weak.

3.3Online supply categories are not rich enough

The product categories provided by Hongze Lake hairy crab on the online platform are not rich enough to meet the different consumption demands of online shopping consumers. The consumption of hairy crabs has a unique consumption demand. In the sales process, the specification division is very detailed, and the price increases geometrically according to the weight. There is also a big gap between the price of male crab and female crab, which is also a big difference from other products.^[3] Consumers have relatively high requirements for the richness of the hairy crab product package, and any subtle difference in the hairy crab product package will lead to a huge gap, including the product. Hongze Lake hairy crab provides less online product packages, Pinduoduo official store spot hairy crab only one specification of the package. Taobao related stores only have 4 specifications of packages, and the packaging is single. The products of 4 specifications share a set of gift box. There is no obvious difference in the outer packaging, so customers cannot know the grade of the internal products. Some farmers and operators lack market awareness and e-commerce technology, and the use of network marketing strategy is not flexible enough. In the e-commerce platform, they cannot provide rich types of crab products and

perfect package organizations according to the preferences of online consumers, and the profit space is more and more limited.

Table 1 hairy crab product portfolio sold in Hongze Lake Crab Industry on Taobao

specifications	specificatio ns	specifications
assort or arrange in pairs or groups	assort or arrange in pairs or groups	assort or arrange in pairs or groups
Pricing (YUAN)	Pricing (YUAN)	Pricing (YUAN)
Male crab 4.0-two, female crab 2.5-2.0 two	Male crab 4.0-two, female crab 2.5-2.0 two	Male crab 4.0-two, female crab 2.5-2.0 two
Four pairs of eight	Four pairs of eight	Four pairs of eight

Source: Taobao Hongze Lake crab industry selected shop

4Hongze Lake hairy crab network marketing strategy optimization countermeasures

4.1Create brand characteristic positioning, pay attention to differentiated marketing strategy

Need to pay attention to product differentiation marketing strategy. There are many products in the market and the competition is fierce. Hongze Lake hairy crabs should find their own product positioning. Difference is the advantage, is the selling point. Do no one I have, people have me more, more people I excellent, people excellent I cheap, or larger specifications, better taste, or better quality. We will pay close attention to the cultivation of high-quality seedling enterprises, export-oriented enterprises and river crab intensive processing enterprises, fill the weak links in the development of the hairy crab industry, develop the hairy crab intensive processing products, promote the integrated development of Hongze Lake hairy crab breeding and the secondary and tertiary industries, and extend the industrial chain of Hongze Lake hairy crab. The same species adopts the combination of multiple varieties, such as fish and crab marketing, which can sell cheap and good quality freshwater fish, to achieve the difference of product portfolio sales. By guiding crab farmers for accurate marketing, better expand the scope of sales and personalized service, hongze lake hairy crab breeding enterprises can use advanced breeding technology to provide services for the market, to meet personalized consumption, promote the deepening of the hongze lake hairy crab product market segmentation, market form of niche crack

segment, to breeding enterprises provides numerous market opportunities, meet the demand of niche market, improve the economic benefit of crab farmers and breeding enterprises. Through advertising on HuaianXiaohongshu and major Internet celebrities on TikTok platform, build the development pattern of "regional brand + enterprise brand".

4.2 Enrich online product categories to meet personalized consumer needs

The consumer demand of market consumers began to divide, never pay attention to brand to brand purchase. Personalized consumption characteristics to promote the deepening of the aquatic products market segmentation, in the future may no longer exist large-scale market segments, more market form is different niche split aquatic products market niche, which provides breeding enterprises provides many market opportunities, also to the enterprise how to meet the niche market demand on the basis of scale operation presents the challenge. By guiding crab farmers to carry out precise marketing, it can better expand the sales scope and carry out personalized services, and the consumption of hairy crabs in the sales process can be effectively reduced, and the economic benefits of crab farmers can be improved.^[4] The future aquatic products, including hairy crab products, consumer demand to green, healthy and safe direction, etc. The pursuit of environmentally friendly, conducive to long-term health products will be the demands of the government and consumers. Aquatic product operators should provide rich hairy crab products online, and at the same time, change the sales pattern of a single quarterly listing, and adopt a flexible business model of round fishing and random listing. In the sales season, shop goods of different specifications, different combinations of crab products, appropriate to reduce the product price sales. In the off-season, can through greenhouse technology early stocking large specifications crab, listed in this off-season, raise price sales, at the same time with fishing, development of recreational fishery, multiple varieties wrong season supply, balanced listing throughout the year or in major holidays or important period, east road gifts and tourism specialty consumption demand.

Aquatic enterprises or operators should be in accordance with the relevant standards of the state, establish their own quality assurance system, the scope of quality certification gradually expanded to breeding areas and feed and fishery medicine production areas, focus on HACCP, ISO9000 international quality certification, green food certification and environmental certification, strengthen the fishery, hongze lake hairy crabs production, processing, export each link of quality control, healthy farming. "Green and healthy" will be regarded as a synonym for Hongze Lake hairy crabs to enhance customer satisfaction and promote potential consumers to buy them.

4.3 Attach importance to hairy crab products soft text promotion, flexible marketing strategy

Attach importance to the writing and release of hairy crab products, and create the cultural atmosphere of Hongze Lake hairy crab products. By inviting writers and writers to write soft articles related to Hongze Lake hairy crab products, we will foil the cultural situation and interest of hairy crab products' consumption, and penetrate the influence of the consumer brand of Hongze Lake hairy crab products. For example, Hongze Lake hairy crab breeding process, Hongze Lake hairy crab food culture, the history of Hongze Lake hairy crab, nutritional value of the human story, and the photography, painting and singing competitions to encourage consumers with the expertise of the marathon, table tennis, chess, basketball and fun games. It can also be combined with local tourism, so that the two sides contrast, the advantages and disadvantages are easy to show to promote users' understanding of the product. We can also write user advertorials to evaluate and discuss the products from the perspective of users, attract potential users to buy and consume, and expand the network market share.

4.4 Select the brand e-commerce platform and strengthen the online channel collaboration

E-commerce platform is the key to product brand promotion and market expansion. In order to broaden the marketing channels of Hongze Lake hairy crabs and carry out precise marketing, it is necessary to make good use of various e-commerce platforms and big data technologies to carry out data mining and product marketing activities. Hongze Lake hairy crab has become a large group. In the era of big data and cloud computing, the establishment of large databases is essential. Because individual businesses in Hongze Lake operate scattered operations, the investment in the construction of large databases is also insufficient. Therefore, some aquatic products such as Hongze Lake hairy crab should not only rely on third-party e-commerce platforms to drag down their development, but should turn to self-built platforms to establish an e-commerce platform between small merchants and the market.

To increase investment attraction and expand the development space of Hongze Lake hairy crabs. To attract hongze lake hairy crabs deep processing project as speed up the development of hongze lake hairy crab industry, firmly establish a "project is king" consciousness, to vigorously promotes attract high quality seedling enterprises, export enterprises, river crab deep processing enterprises and other agricultural projects in division, fill the weak link in the hairy crab industry development, hairy crabs deep processing products, promote the division division lake hairy crab breeding and tertiary industry integration development, further extend the hairy crab industry chain.^[5]

4.5 Train consumers to online shopping behavior and develop online consumption habits

Pay attention to the consumption education of hairy crab products, and develop online shopping behavior habits. Aquatic products enterprises to timely online shopping and electricity

knowledge, method lecture, related to consumer electricity training, can for rural idle labor and unemployed youth training and organization, encourage in rural electricity, help rural revitalization, coordinate national support agriculture for poverty alleviation policy at the same time, help the hongze lake hairy crab farmers better understand electricity knowledge and online methods. We can also employ competent anchors to adopt fashionable and interesting live broadcasting methods to carry out "down-to-earth" and "promotion" e-commerce education, so as to cultivate consumers' habits of Hongze Lake hairy crabs.

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