

# Enhancing Duoduomaicai's Customer Experience through New Retail Strategies in Fresh Food - Take the Pick-Up Points Around Ningxia University as an Example

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**Abstract:** Community group purchase has received widespread attention. Pinduoduo-group purchases have achieved remarkable results. Through the IPA analysis to study the impact of different factors of service on consumer behavior, it can be clear that Duoduomaicai consumers are most concerned about the factors, and the platform needs to improve the level of service in the quality of fresh products freshness and after-sales service through the means of logistics, big data aspects. The study of this issue can provide information support for the field of new retail research about the area around Ningxia University.

**Keywords:** Duoduomaicai, Fresh Food, E-commerce, Marketing Strategy

## 1. Introduction

### 1.1 Research Background

As an emerging O2O e-commerce model, community group purchase has received widespread attention. New users increased to 67.8 million in 2023, and the market penetration rate of fresh food e-commerce is 8.97%, down from the previous year, but the market potential is still huge. Enhancing consumer experience is crucial for Duoduomaicai, one of the three major fresh food e-commerce platforms in China. Duoduomaicai faces delivery service inefficiencies, inconsistent product quality, and slow after-sales service, leading to significant customer dissatisfaction and highlighting the need for improvements to enhance user experience and service.

### 1.2 Research Issues

To enrich the user experience theory within the community group-buying context by

identifying and analyzing key factors that impact consumer satisfaction in the fresh food e-commerce sector, the research focuses on the application of the 4Ps marketing theory (Product, Price, Place, Promotion) to fresh food e-commerce.

### 1.3 Research Significance

The significance of addressing the identified issues in this research is crucial for Duoduomaicai's growth and competitive positioning. Despite Duoduomaicai's growing market presence, it faces substantial operational challenges, particularly in user experience services. Improving these services is essential for maintaining competitiveness. Enhancing user satisfaction and loyalty can significantly expand Duoduomaicai's customer base, transaction volume, and market share.

### 1.4 Aims and Objectives

Aiming at the lack of existing research on the problem of customer experience on the Duoduomaicai fresh food e-commerce platform, the use of a combination of qualitative and quantitative methods to determine the factors affecting customer experience, combined with the results of quantitative analyses, combined with the new technologies and marketing theories on the Duoduomaicai fresh agricultural products marketing to put forward targeted strategies, and to explore measures to break through the bottleneck in the development of the fresh food e-commerce platform.

### 1.5 Research Approach

The mixed research method provides a comprehensive understanding of complex research problems by leveraging each approach's strengths. Qualitative methods, such as in-depth interviews, explore complex

phenomena and aid in theory generation, assisting in interpreting quantitative survey results. Quantitative methods analysis and qualitative interviews define the problem, surveys collect quantitative data, and interviews gather qualitative data. The SWOT framework organizes findings, ensuring continuous integration of qualitative and quantitative approaches.

## 2. Literature Review

### 2.1 Fresh Food E-commerce and Consumer Experience

The rise of fresh food e-commerce has transformed consumer purchasing behaviors. Consumers now prioritize factors such as consumer characteristics, logistics, merchant reputation, and product quality. Logistics, particularly cold chain logistics, plays a crucial role in maintaining product quality. Cold chain logistics must be tailored to different categories of refrigerated and frozen goods to establish refined standards (Dong, Li, and Wang, 2024). The effectiveness of e-commerce platforms in establishing consumer trust and loyalty is also critical. Scott (2012) emphasized the importance of social marketing in fostering consumer relationships. Platforms like Pinduoduo utilize group-buying strategies to create value through social connections (Kotler, 2012; Deng, Wang, and Zhou, 2015).

### 2.2 Marketing Strategies and Community Group Buying

Community group buying leverages group leaders to aggregate orders, offering competitive prices (Guo, 2024). Community group buying's marketing strategies include targeting specific consumer segments and utilizing social marketing techniques to enhance engagement. The model's ability to reduce fulfillment costs and wastage rates is a notable advantage. However, it must address challenges in last-mile delivery and service experience to sustain its growth.

### 2.3 Supply Chain and Delivery

Supply chain management is pivotal in the fresh food e-commerce sector. The complexity of supply networks and the need for cold chain transport pose significant

challenges (Dong, Li & Wang, 2024). Effective management of cold chain logistics is essential for minimizing product losses. Innovative delivery models are being explored to improve efficiency and reduce costs. These models aim to address the high requirements for cold chain transport and the associated wastage rates. Community group buying models, with their unique logistics setups, offer valuable insights into optimizing supply chain operations.

### 2.4 Consumer Trust

Consumer trust is a critical factor influencing online purchases of fresh food. Trust is built through consistent product quality, reliable delivery, and responsive customer service. The perishability and seasonality of fresh products add complexity to ensuring consumer satisfaction (Kotler, 2012). Effective marketing strategies and robust supply chain management are essential for building and maintaining consumer trust. Addressing concerns related to product freshness, delivery times, and overall service quality can enhance consumer confidence in online fresh food platforms.

## 3. Research Methodology

### 3.1 In-depth Interviews

A purposive sampling method was used to ensure diverse representation in terms of age, gender, and frequency of platform use. A total of 15 in-depth interviews were conducted. The interview guide included open-ended questions aimed at exploring user experiences, satisfaction levels, and perceived challenges. Key areas covered were product quality, delivery services, and customer support.

### 3.2 Questionnaire Survey

The questionnaire was distributed to Duoduomaicai users through online channels, including the platform's app and social media accounts. Offline surveys were also conducted at community stores and front warehouses to capture a broader audience. A total of 200 questionnaires were distributed, with a stratified random sampling method ensuring diverse demographic representation.

### 3.3 IPA Analysis

Importance-Performance Analysis (IPA) is a strategic tool used to identify critical areas for improvement by assessing the importance and performance of various service attributes. This method helps prioritize resources towards areas that will have the most significant impact on customer satisfaction.

### 3.4 SWOT Analysis

The SWOT analysis was conducted using data from both primary sources (interviews and questionnaires) and secondary sources (industry reports, company financial statements, and official documents). It provided a comprehensive framework for understanding Duoduomaicai's internal capabilities and external market conditions.

## 4. Case study of Duoduomaicai

### 4.1 SWOT Analysis Findings

#### 4.1.1 Opportunities (O)

Fresh food e-commerce platforms like Duoduomaicai benefit from supportive government policies aimed at promoting agricultural development through the 'Internet Plus' approach. Policies encourage the development of cold chain logistics and infrastructure improvements for agricultural products (Ren et al., 2024). China's 2023 GDP grew by 5.2%, with disposable income per capita increasing by 6.3%. In 2023, total retail sales of consumer goods grew by 7.2%. Increased consumption of food and alcohol supports fresh food e-commerce growth. Competition among platforms like Meituan and Cainiao drives industry advancements. Internet technology adoption. Mobile payment advancements improve user experiences, while cold chain logistics expansion supports industry growth.

#### 4.1.2 Threats (T)

Major competitors like Meituan and Alibaba's ventures pose significant threats to Duoduomaicai's market share and customer loyalty. The competitive landscape includes strong financial backing and established logistics networks (Wang, 2023). The community group-buying model's low entry threshold attracts new competitors, intensifying market

competition. This pressure requires constant innovation from Duoduomaicai to maintain customer satisfaction and market share. New fresh food e-commerce models, such as front warehouses and platform-to-home services, along with traditional offline channels, compete with community group buying. BoxMa Neighborhood's integrated shop and warehouse approach offers comprehensive product varieties and better service, potentially attracting Duoduomaicai's customers. High supplier bargaining power can increase costs and reduce margins, impacting product pricing and quality. Suppliers' strong market positions and unique product characteristics enhance their leverage, challenging Duoduomaicai's ability to offer competitive prices. High price sensitivity and ease of switching mean customer loyalty is fragile. Duoduomaicai must continually innovate and offer value to retain its customer base, as the primary consumer group frequently compares prices across platforms.

#### 4.1.3 Strengths (S)

Duoduomaicai's direct procurement rate of agricultural products is 75%, surpassing the industry average. Advanced logistics infrastructure minimizes delivery costs by approximately 30%, optimizing capital turnover and ensuring product freshness and quality (Lu, 2024). It offers commodity prices about 15% lower than the average market price. Its efficient delivery service and elimination of intermediaries enhance consumer surplus and streamline market channels. Targeted promotions effectively stimulate consumer purchasing. Its targeted advertising and refined incentive mechanisms for 'group leaders' foster strong interactions and loyalty. These strategies have reduced the churn rate and increased customer satisfaction (Smith, 2023).

#### 4.1.4 Weaknesses (W)

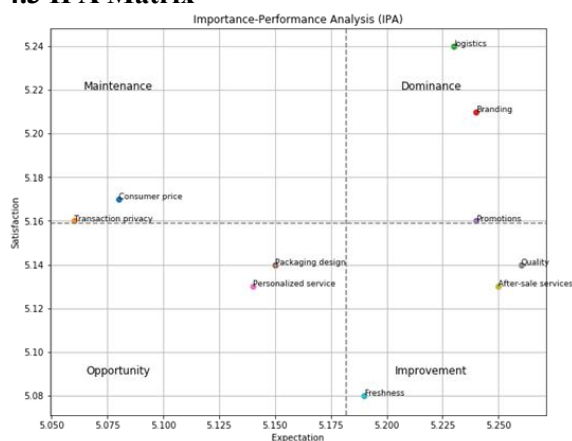
Supply chain inefficiencies and supplier variability lead to inconsistent product quality. About 30% of perishable goods deteriorate during transit due to inadequate temperature controls, affecting consumer satisfaction (Wang, 2024). Long response times and inefficient after-sales support impact customer satisfaction. Improving customer service through training, technology integration, and feedback loops

is essential for enhancing user experiences and retention.

#### 4.2 Consumer Interview Analysis

Consumers expressed both positive and negative experiences with the fresh food e-commerce platform. The strengths highlighted include the convenience of home delivery and the wide variety of products available. However, weaknesses were noted in terms of inconsistent product quality and occasional delivery delays. Opportunities identified involve expanding into rural areas where access to fresh produce is limited. Threats include increasing competition and rising logistical costs.

#### 4.3 IPA Matrix



**Figure 1. IPA Analysis of Questionnaires**

The maintenance quadrant represents areas where customers have high expectations and satisfaction with service elements. For Duoduomaicai, price and transaction privacy are areas of high customer concern and current satisfaction. The dominance quadrant includes aspects where customers have low expectations but express high satisfaction. Elements such as branding, promotions, and logistics fall into this category. The opportunity quadrant is characterized by both low expectations and low satisfaction, indicating areas that are less crucial but could benefit from minimal improvements. The improvement quadrant is critical as it reflects high expectations coupled with low satisfaction levels. Elements such as the quality and freshness of products and after-sale services require urgent attention.

## 5. Findings

### 5.1 Product

Duoduomaicai places significant emphasis on the quality and diversity of its products. According to the customer feedback, the satisfaction rate regarding product freshness is 82%, which is above the industry average by 5%. However, there is notable room for improvement in organic and exotic product categories. The IPA analysis highlighted that product freshness is crucial for customer satisfaction and loyalty.

### 5.2 Price

The low-pricing strategy has been effective in attracting cost-conscious consumers and enhancing market penetration. Quantitative data suggests that Duoduomaicai's pricing is approximately 15% lower than traditional supermarkets and about 10% lower than other e-commerce competitors. This competitive pricing is largely due to efficient supply chain management and direct partnerships with producers.

### 5.3 Promotion

Duoduomaicai leverages established e-commerce platforms for distribution. The strategic use of multiple platforms enhances visibility and accessibility, which is crucial for customer satisfaction. However, privacy and data security concerns have been raised, highlighting the need for stronger data protection measures. Additionally, an effective after-sales service is essential for maintaining customer satisfaction.

### 5.4 Recommendations

Duoduomaicai should focus on expanding its range of organic products and implementing stricter quality control measures. Regular training for quality assurance teams and leveraging technology to track product quality throughout the supply chain are also recommended. To maintain its competitive pricing advantage, Duoduomaicai should strengthen supplier relationships, introduce dynamic pricing capabilities, and develop region-specific pricing strategies. Optimizing the distribution strategy involves enhancing data security, developing a professional after-sales service team, and improving

resource allocation based on performance data from different sales channels. Duoduomaicai employs various promotion tactics, such as discount coupons, flash sales, and loyalty programs. While these are effective in driving short-term sales, long-term strategies should focus on personalized promotions, optimizing the timing and frequency of promotions, and improving communication about promotional offers.

## 6. Conclusions

This study significantly contributes to the theoretical understanding of marketing strategies in the context of fresh food e-commerce. The findings expand the existing body of knowledge by detailing how technological advancements can be leveraged to refine marketing strategies, particularly in a highly competitive and rapidly evolving market. This research's limitations include small sample size, focus on one company, and reliance on qualitative data, limiting generalizability. Future studies should use larger, diverse samples, conduct longitudinal studies, compare with competitors, and explore the impact of AI and cultural factors.

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