



# Research on the Development of E-Commerce in Fresh Corn Industry in Suihua City

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**Abstract.** With the rapid development of Internet technology, e-commerce has become an important force to promote the transformation and upgrading of agricultural industry. As an important fresh corn production base in China, Suihua City has significant research value for the development of e-commerce in its fresh corn industry. This article aims to explore the current situation, existing problems, and future development strategies of the fresh corn industry in the field of e-commerce in Suihua City, in order to provide theoretical support and practical guidance for the development of e-commerce in the fresh corn industry in Suihua City.

**Keywords:** Suihua City; Fresh corn; Electronic Commerce; Industrial development

## 1 Introduction

With the rapid development of Internet technology, e-commerce has become a key driving force to promote the transformation and upgrading of traditional agriculture. Especially in the field of agricultural products, the application of e-commerce not only expands the sales channels, but also promotes the market competitiveness and brand influence of products[1]. As an important agricultural production base in northeast China, Suihua's fresh corn industry has unique natural conditions and resource advantages. However, in the face of increasing market competition and diversification of consumer demand, Suihua's fresh corn industry urgently needs to upgrade and innovate through e-commerce platforms[2]. By analysing the e-commerce applications of the fresh corn industry in Suihua, and exploring how Internet technologies can be used to optimise the industrial chain, enhance the added value of products and enhance market competitiveness, to promote the deep integration of Suihua's fresh corn industry with e-commerce, to provide theoretical support and practical guidance for the development of e-commerce for agricultural products in Suihua and the whole country, and to promote the

sustainable development of the agricultural industry, promote the implementation of rural revitalization strategy[3].

## 2 Analysis of the Current Status of E-Commerce Development in the Fresh Corn Industry in Suihua City

Suihua City has a positive development trend in the field of fresh corn e-commerce, with a planting scale of over one million acres and more than 80 large-scale processing enterprises. The annual processing capacity exceeds 2.5 billion ears and the output value exceeds 3.8 billion yuan. Its brand value has reached 3.632 billion yuan, and it has been listed among the top 100 geographical indication brands in China for several consecutive years. With the help of e-commerce platforms, Suihua Fresh Corn can be widely distributed throughout the country and is highly favored by consumers. Looking ahead to the future, with the increasing popularity of healthy eating concepts, the market potential is enormous. E-commerce platforms such as Taobao provide vast market opportunities for fresh corn in Suihua. Local farmers and enterprises sell through online stores and use emerging marketing methods such as live streaming to increase sales[4]. The fresh corn in Suihua City, with its excellent quality, vast planting area, strong market demand, complete industrial chain, and diversified product forms, not only meets the demand for food, but also expands to other application fields. The Suihua Municipal Government actively supports the development of e-commerce for agricultural products and has introduced corresponding supportive policies. The city has a long history of agricultural planting and rich practical experience, with continuous updates and iterations of planting technology. However, the market competition is fierce, and brand building needs to be strengthened. The brand awareness is not high, which to some extent affects its market competitiveness.

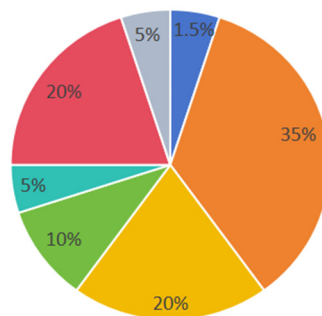


Fig. 1. Search for the keyword "fresh corn" and the distribution of the top 10 stores in terms of fresh corn sales on Taobao

Select the more representative e-commerce platform Taobao and Taobao search the keyword“Fresh corn”, select the top 20 sales of fresh corn products for origin statistics,

the specific search results are listed in Figure 1. Thirty-five percent of Taobao's fresh corn sales come from Harbin, 20% from Zhangjiakou, 20% from Kunming, and 20% from Shanghai. About 10% of fresh corn comes from Xishuangbanna, 1.5% from Jilin, 5% from Suihua and Shuangyashan, and 1.5% from Jilin City. As you can see, most of the fresh corn on the Taobao platform comes from other regions.

Set the keyword as "fresh corn" and search, select the top 10 stores with the highest sales volume of fresh corn, and sort them by sales volume. The search results are shown in Table 1. From this, it can be seen that among the top ten stores, there are no fresh corn stores in Suihua City on the list, and the business situation of fresh corn in Suihua City is relatively poor.

**Table 1.** Search for the keyword "Fresh Corn" on Taobao stores and select the top 10 ranked stores

Sales ranking	Location of the store	Sales ranking	Location of the store
the first	Harbin City	Sixth place	Beijing Municipality
proxime accessit	Yulin City	Seventh place	Foshan City
third	Baoding City	8th place	Ganzhou City
Fourth place	Kunming City	9th place	Xuzhou City
Fifth place	Xianyang City	Tenth place	Kunming City

### 3 Problems in the Development of E-Commerce in the Fresh Corn Industry in Suihua City

#### 3.1 Single E-Commerce Sales Channel

The fresh corn e-commerce in Suihua City mainly sells through platforms such as Taobao and Pinduoduo, but the insufficient use of social media has limited market expansion and sales growth. The development of cross-border e-commerce is also insufficient, mainly due to the insufficient use of WeChat mini programs for promotion, lack of cross-border e-commerce business strategies, limited attempts at social media marketing, and failure to enhance brand awareness and sales performance.

#### 3.2 Lack of High-End E-Commerce Operation Talents

E-commerce operators need knowledge of agricultural products, marketing, and e-commerce expertise. The fresh corn e-commerce industry in Suihua City is facing a shortage of professional talents, especially high-end operational talents[5]. Internet marketing has potential, but it is difficult for enterprises to attract and retain high-end talents who understand local agricultural products, leading to the loss of development opportunities. The serious loss of talent makes it difficult to attract foreign talents, and the cultivation of e-commerce talents is arduous.

### 3.3 Serious Homogenization Competition in Online Products

Check out a typical fresh corn shop in Suihua on Taobao. At the same time, the prices of fresh corn were collected from five non-Suihua fresh corn shops with high sales and good reputation for quality. As shown in Table 2, Comparing the prices of fresh corn on Taobao stores in Suihua City and five other regions, it was found that the product prices were similar, indicating severe homogenization in market competition[6]. There is no significant difference in the taste, sweetness, and nutritional value of fresh corn in these stores. The lack of innovation and widespread imitation among e-commerce enterprises in Suihua City have resulted in damage to brand value and market reputation[7]. The shortage of funds for research and development and brand building has constrained the development of enterprises. Consumers find it difficult to distinguish similar products, leading to a decrease in their willingness to purchase fresh corn in Suihua City and limiting the development of the industry.

**Table 2.** Price List of Fresh Corn

Store Name	Selling price
Zou Youcai Flagship Store	3.19 yuan per ear
Maike (Food) Flagship Store	3.38 yuan per ear
Light Language Time Flagship Store	3.39 yuan per ear
Gumei Premium Flagship Store	3.63 yuan per ear
Tianqin Grain Clean Flagship Store	3.73 yuan per ear
Northeast Cuihua	3.9 yuan per ear

### 3.4 Insufficient Construction and Promotion of Online Brands

Brand is the core of intangible assets and uniqueness of a company, and is crucial for sustainable development. The market competition is fierce, and brand power is particularly crucial[8]. However, the promotion of fresh corn brands in Suihua City is limited by funding, which has affected the dissemination effect. Although companies recognize the importance of online promotion, due to lack of experience, the online influence has not met expectations. For example, on the Taobao platform, the sales performance of fresh corn in Suihua City is lower than the national average, which may be due to insufficient consumer awareness of the brand.

## 4 Suggestions for Promoting the Development of E-Commerce in the Fresh Corn Industry in Suihua City

### 4.1 Enrich E-Commerce Sales Channels

Enterprises in Suihua City use WeChat mini programs to sell fresh corn, provide product information, and make online purchases. Enterprise design mini program interface, adjust strategies and promotional activities, and establish customer base. Expand inter-

national markets and enhance brand influence through cross-border e-commerce. Posting video content on social media to increase purchase intention and achieve direct sales.

#### **4.2 Introduce and Cultivate High-End E-Commerce Talents**

Fresh corn e-commerce companies in Suihua City should expand their recruitment channels, attract talents through online and campus recruitment, and collaborate with self media to publish job positions. Establish incentive mechanisms, improve compensation and benefits, and reward based on performance. Consider long-term incentives such as equity plans. Develop training programs, provide professional courses and skills training, and offer opportunities for on-the-job education and further education.

#### **4.3 Breaking the Dilemma of Product Homogenization**

Fresh corn enterprises in Suihua City need to innovate services, establish brands, enhance research and development, cultivate high-quality varieties, ensure quality, expand product lines, and meet market demand. Enterprises need to optimize service processes, update inventory information, cultivate customer service teams, quickly solve problems, and continuously improve service quality. Emphasize brand building, innovate advertising strategies, plan marketing activities, and attract consumers.

#### **4.4 Strengthen the Construction and Promotion of Online Brands**

Suihua's fresh corn e-commerce companies should increase financial support for brand building and promotion to ensure operational efficiency and quality improvements. The scale and structure of capital investment have a decisive influence on the extension and precision. Companies should also tap into Suihua's rich cultural heritage, integrate cultural elements into brand packaging design, and work with local cultural bearers to create brand stories with cultural characteristics, thus improve the brand recognition and added value. In addition, through the combination of offline experience and online live broadcast marketing strategy, enterprises can expand the scope of promotion and enhance interaction, and establish relationships with online celebrities, the use of diversified e-commerce platform to jointly promote the development of brand marketing.

## **5 Conclusion**

This article provides an in-depth analysis of the current development status, existing problems, and response strategies of fresh corn e-commerce in Suihua City. The research results indicate that although the field has achieved rapid growth, it still faces challenges such as incomplete sales channels, insufficient brand promotion efforts, shortage of professional talents, and severe product homogenization. Based on this, this study proposes several suggestions, including expanding e-commerce sales channels, strengthening brand building, cultivating e-commerce professionals, and implementing

product differentiation strategies, aiming to enhance market competitiveness and improve product attractiveness.

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