



Factors Influencing Cherry Sales in Dalian: A Comprehensive Analysis and Strategic Recommendations for Market Improvement

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Abstract: This study aims to explore the influencing factors of cherry sales in Dalian. Through in-depth research on the cherry sales market in Dalian, this article analyzes various factors that affect cherry sales in Dalian and summarizes the following key influencing factors: Dalian cherries thrive in the region, boasting excellent appearance, taste, and nutrition. Market supply and demand dictate sales prices and volumes, with cherries listed from early to mid-June. Sales channels include wholesale markets, agricultural markets, supermarkets, and e-commerce platforms, each affecting sales and prices. Brand building and market promotion can enhance Dalian cherries' popularity and reputation, boosting sales. Logistics and preservation technology are crucial for cherries' freshness and quality, influencing consumer satisfaction and loyalty. Sales are influenced by product quality, market supply and demand, sales channels, brand building, and logistics and preservation technology. In order to increase the sales volume and market share of Dalian cherries, it is necessary to comprehensively consider the above factors and develop targeted strategies.

Keywords: cherry; development; influencing factor

1. Overview of Dalian Cherry Industry

Dalian, a coastal city in northeast China renowned for its cherries globally due to its distinctive geography and climate, boasts vibrant cherry markets during late spring and early summer, attracting consumers and investors alike. Despite recent steady sales growth, market expansion confronts challenges such as single sales channels, weak branding, and price fluctuations, hindering overall sales and development. Consequently, exploring the factors influencing Dalian cherry sales, including quality, demand, price, competition, and policy, becomes paramount for the industry's healthy progression. This study endeavors to systematically unravel and analyze these influencing factors, integrating domestic and international research findings and practical experiences, to propose actionable strategies and recommendations that enhance Dalian cherries' market competitiveness and brand influence. Furthermore, it aims to provide valuable insights and practical guidance for enterprises and government entities while contributing cases and materials to academic research, fostering advancements in related disciplines.

2. Analysis of the Current Situation of Dalian Cherry Sales Market

2.1 Dalian Cherry Sales Scale and Trends

In recent years, the sales scale of Dalian cherries has been continuously expanding, showing a steady growth trend. With the increasing demand for healthy food from consumers, Dalian cherries have won the favor of more and more consumers for their delicious taste, rich nutrition, and unique flavor. According to statistical data, the annual sales volume of Dalian cherries has been continuously increasing for many years, and the growth rate has been accelerating year by year. This indicates that the cherry sales market in Dalian has enormous potential and broad development space. At the same time, the cherry sales market in Dalian is also showing a trend of diversification and differentiation. In addition to traditional fresh fruit sales, deep processed products such as cherry jerky, cherry wine, and cherry jam are gradually becoming popular among consumers. The emergence of these deeply processed products not only enriches the variety of cherry products, but also brings more growth points to the cherry sales market in Dalian.

2.2 Characteristics of Dalian Cherry Sales Market

The cherry sales market in Dalian has distinct regional characteristics. Due to the unique climate and soil environment in Dalian, the cherries produced here have the characteristics of bright color, delicious taste, and moderate sweetness. This makes Dalian cherries highly recognizable and competitive in the market. In addition, the Dalian cherry sales market also focuses on brand building and marketing promotion. By participating in various agricultural product exhibitions and holding

cherry culture festivals, Dalian Cherry continuously enhances its brand awareness and reputation. At the same time, online marketing promotion is carried out by using new media platforms such as the Internet and social media to further expand sales channels and market share. The consumer group of Dalian cherries can be described as young, middle-class, health-conscious who pursues unique flavors, high-quality living, and rich nutritional value in their consumption. Forecasting market expansion through consumer demands for health foods and novel marketing approaches.

3. Theoretical analysis of the influencing factors on cherry sales in Dalian

The sales of Dalian cherries are impacted by a multitude of factors, product quality, encompassing seasonal variations, the interplay between supply and demand, transportation expenses, as well as policy and regulatory frameworks, while also taking into account social and cultural nuances. During periods of heightened demand, cherry prices tend to escalate, whereas they decline otherwise, underscoring the importance for growers and sellers to maintain a vigilant eye on market trends and formulate astute pricing strategies.

Consumers' cherry purchase decisions hinge on quality, affecting intent and loyalty. Dalian cherries boast diverse varieties, catering to various tastes. Growers should pick locally suitable, high-quality varieties. Food safety is crucial, necessitating adherence to pesticide and fertilizer standards. Maintaining cleanliness and hygiene during harvesting, storage, and transportation prevents decay and earns consumer trust.

The agricultural support policies implemented by the government, encompassing financial subsidies, tax exemptions, and technical expertise, serve to mitigate production costs, elevate yields, and improve quality, thereby enhancing the market competitiveness of Dalian cherries. Conversely, import and export policies, coupled with potential trade barriers, can either impede exports or inflate import costs, ultimately influencing demand patterns and pricing dynamics.

Furthermore, social and cultural factors, such as consumer preferences, festive celebrations, and seasonal trends, exert a notable influence on cherry sales. Specifically, during peak holiday seasons, notably the Spring Festival, demand for cherries spikes, leading to a corresponding surge in prices. Consequently, growers and sellers must remain nimble, continuously refining their strategies to accommodate these ever-changing market dynamics.

4. Empirical analysis of the influencing factors on cherry sales in Dalian

4.1 Data Sources and Collection Methods

To empirically analyze cherry sales factors in Dalian, this study used various data sources and methods. We obtained statistics on cherry production, sales, and exports from official channels. A consumer survey by a market research firm assessed willingness to buy, price sensitivity, and brand awareness. Additionally, we interviewed cherry growers, wholesalers, and retailers for market dynamics and sales information.

4.2 Quantitative analysis of influencing factors

4.2.1 Correlation analysis

Based on the collected data, we conducted a correlation analysis using statistical software to explore the degree of correlation between various factors and Dalian cherry sales. The results show that there is a significant correlation between product quality (such as taste, variety diversity, etc.), market price, consumer purchasing power, market competition status, and sales revenue.

4.2.2 Regression analysis

In order to further clarify the specific impact of each factor on sales, we conducted a multiple linear regression analysis. The regression analysis results show that factors such as product quality, market price, and consumer purchasing power have a significant impact on sales. Among them, the improvement of product quality can significantly increase sales, while market price fluctuations are negatively correlated with sales.

4.3 Mechanism of influencing factors

The mechanism of internal influencing factors encompasses product quality, where high-quality cherries with superior taste, variety, and size significantly influence consumer purchasing intentions, which can be achieved by enhancing planting techniques and stringent quality management. Additionally, cost control, including planting, picking, and transportation expenses, plays a crucial role in determining market prices and competitiveness, as reasonable cost management facilitates lower sales prices, thereby attracting more consumers. On the other hand, external factors such as market environment, including competition, consumer purchasing power, and market demand, impact sales, necessitating continuous innovation in marketing strategies. Besides, government policies, import-export regulations, also influence Dalian cherry sales, with

agricultural support policies potentially reducing costs, enhancing yield and quality, and boosting competitiveness, while strict import-export policies may affect export volumes and sales prices.

5. Strategy suggestions for improving cherry sales in Dalian

Cherry industry's development is influenced by various factors. To succeed, keep track of policy updates, pursue organic and green certifications, apply for subsidies, leverage international platforms, conduct market research to understand consumer needs, tailor customization products or services, integrate Dalian's culture into cherry products, and foster innovation to adapt to market demands.

6. Conclusion and Outlook

6.1 Research Conclusion

This study draws the following conclusions through in-depth analysis and exploration of the influencing factors of cherry sales in Dalian: Product quality : High-quality products are favored by consumers, promoting sales. Market environment: A reasonable market pricing strategy and flexible marketing methods are the key to improving sales. Policies and regulations: Utilizing policy advantages like supporting in agricultural and tax incentives can enhance competitiveness and market share. Social and cultural factors : Changes in the human environment also have a certain impact on the sales of Dalian cherries. Considering all aspects and developing a comprehensive market strategy is necessary to improve sales performance and market share of Dalian cherries.

6.2 Research Prospects

To ensure a comprehensive portrayal of market dynamics and consumer demand, future research endeavors should contemplate integrating a broader spectrum of data sources, encompassing social media analytics and consumer behavioral patterns, among others. This approach will facilitate a deeper understanding of market trends. Furthermore, research ought to delve into the Intelligent technology adoption and international market expansion strategies.

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