

**Marketing Strategy Research for Liuzhou River Snail Noodles
on European and American Cross-Border E-Commerce**

Platforms

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Abstract:

With the continuous development of globalization and digitalization, cross-border e-commerce platforms have become an effective means of promoting and selling distinctive products in European and American countries. This study focuses on the marketing strategy of Liuzhou River Snail Noodles, a traditional Chinese delicacy, on cross-border e-commerce platforms in Europe and America. Through in-depth market research, consumer behavior analysis, and the collection of online sales data, we explore the market potential and challenges of Liuzhou River Snail Noodles on cross-border e-commerce platforms in European and American countries.

The research reveals that Liuzhou River Snail Noodles possess a unique taste and cultural appeal, attracting the interest of a portion of European and American consumers. However, successfully marketing Liuzhou River Snail Noodles on cross-border e-commerce platforms requires overcoming multiple obstacles, including language and cultural differences, food safety standards, and logistics. Therefore, the development of practical market promotion strategies and brand building is crucial.

Finally, this study offers several recommendations, including customized product packaging, active engagement on social media, and the establishment of partnerships, to assist Liuzhou River Snail Noodles in achieving success on cross-border e-commerce platforms in European and American countries. This research provides valuable insights and guidance for the promotion of Chinese specialty cuisine in international markets.

1.Introduction

(1)Liuzhou River Snail Noodles

Liuzhou River Snail Noodles, one of the specialty snacks in Liuzhou City, Guangxi Zhuang Autonomous Region, are known for their unique flavor profile, characterized by spiciness, freshness, sourness, and a distinct pungency. They are considered one of the most iconic local delicacies in Liuzhou. ^[1]In recent years, this bowl of rice noodles, with its unique taste, has gained widespread popularity, transitioning from a street-side dish to an "internet-famous" food item, enjoying popularity both domestically and internationally.

Chili peppers were introduced to China from the Americas during the late Ming Dynasty. Initially, they were used for ornamental and medicinal purposes, and their incorporation into Chinese cuisine is a relatively recent development. After the strong introduction of chili peppers into China, it sparked a minor culinary revolution. Liuzhou locals incorporated them into Liuzhou River Snail Noodles and creatively leveraged their unique properties to create the distinctive flavor of this dish.

In April 2021, during his visit to the Liuzhou River Snail Noodles production cluster area, General Secretary Xi Jinping commended the development of "Liuzhou River Snail Noodles" as a local specialty and emphasized his hopes and expectations for the development of distinctive industries.

Authentic Liuzhou River Snail Noodles are characterized by a distinctive "pungent" aroma, which comes from the fermented sour bamboo shoots used in the dish. These sour bamboo shoots are created through a fermentation process from fresh bamboo shoots. The unique flavor can be an acquired taste for some, and the spicy and slightly fishy taste of Liuzhou River Snail Noodles broth might be challenging for those not accustomed to it. However, these characteristics are precisely what make Liuzhou River Snail Noodles stand out. The carefully prepared Liuzhou River Snail Noodles broth has a unique flavor profile that is simultaneously clear but not bland, numbing but not overly spicy, aromatic but not overwhelming. With the rising popularity of Liuzhou River Snail Noodles, the sales of this emerging food product quickly expanded to major e-commerce platforms overseas.

(2)4P Marketing Strategy

4P Marketing Strategy also known as the marketing mix, is a classic concept in traditional marketing that describes the marketing strategy and tactics for a product or service in the market.^[2] The 4P stands for the following four core elements:

Product: This is the actual product or service that you intend to promote and sell in the market. Product attributes, quality, features, appearance, and value all fall under the product element. Key considerations include product design, characteristics, positioning, differentiation, and branding.

Price: Price is the amount customers need to pay to obtain the product or service. Pricing strategy involves pricing levels, pricing policies, and price elasticity. Important aspects include pricing strategy (high, low, medium), promotional pricing, and adjustments to pricing strategies.

Promotion: Promotion is the process of encouraging customers to become aware of, recognize, and purchase the product or service. This includes advertising, promotions, public relations, sales promotion, content marketing, social media, and other promotional methods. Key considerations include target market selection, advertising channels, communication methods, and the evaluation of promotional activities' effectiveness.

Place: Place involves the distribution and channel strategy for the product or service. This encompasses sales channels, logistics, inventory management, and the selection of sales points. Important aspects include channel selection (online, offline, direct sales, agents, etc.), logistics optimization, and inventory management. The goal of the 4P marketing model is to ensure that these four elements are coordinated and integrated in the market to meet customer needs and achieve sales and profit objectives. However, over time, the

marketing field has evolved rapidly, and modern marketing has expanded to include other elements such as People, Process, and Physical Evidence, sometimes referred to as 7P or 8P marketing. Furthermore, the rise of digital marketing, social media, and data analytics technologies has led to more complex marketing strategies and models that place greater emphasis on customer experience and personalized marketing.

In summary, while the 4P marketing remains an important foundational concept, in modern marketing, it often requires a broader consideration of factors to meet the evolving market demands.

2.Current situation

River Snail Noodles, a traditional Chinese delicacy, has gained a notable market share and recognition in recent years on cross-border e-commerce platforms in European and American countries^[3].

In 2021, the entire Liuzhou snail noodle industry chain achieved a total sales revenue of 50.16 billion yuan. Notably, the sales revenue of pre-packaged Liuzhou snail noodles reached 15.197 billion yuan, marking a significant increase of 38.23%.

Regarding exports, in 2021, the export value of pre-packaged Liuzhou snail noodles amounted to approximately 52.56 million yuan, experiencing a remarkable growth of nearly 80%. These products were primarily sold to various regions, including the European Union, ASEAN, the Americas, and Oceania. Key export destinations included countries such as Germany, Italy, Singapore, Malaysia, Brunei, the United States, Argentina, Australia, New Zealand, among others^[4].

(1)Major cross-border e-commerce platform in Europe and the United States

The emergence of the COVID-19 pandemic in 2020 brought about significant disruptions in global societies, reshaping daily routines and lifestyles. Amidst this turmoil, an intriguing and heartwarming phenomenon emerged within the global Chinese community: the rallying cry of "Defending the Freedom of River Snail Noodles." This thematic sentiment transcended the realm of gastronomy; it encapsulated a profound connection to cultural roots, a nostalgic yearning, and a link to a shared heritage. Simultaneously, foreign trade data for Liuzhou River Snail Noodles exhibited an impressive upsurge, underscoring the substantial impact of this humble yet cherished dish on the lives of its aficionados.

According to a report by the Guangxi Daily, 2020 witnessed an unexpected and remarkable surge in the export of Liuzhou River Snail Noodles, defying the prevailing global uncertainties. In the initial four months of the year, Liuzhou River Snail Noodles found its way into international markets in ten separate batches, amassing a noteworthy export value of 311,000 US dollars. This growth amounted to a staggering 141.68% increase compared to the aggregated export figures of the preceding year.

This resurgence in Liuzhou River Snail Noodles' market presence can be attributed to the evolving dynamics of daily life brought about by the pandemic. Imposed lockdowns and restrictions led to a significant shift in public focus towards the online sphere. In an environment marked by external chaos and uncertainty, individuals sought refuge in the familiarity of digital screens and the comfort of their homes.

The internet, renowned for its capacity to transcend geographical boundaries and unite distant communities, played a pivotal role in this evolving trend. For Chinese nationals

residing across the globe, it served as a lifeline, bridging the geographical expanse between them and their homeland. It facilitated access to their cultural heritage, rekindled cherished memories, and provided a remedy for homesickness.

The "Defending the Freedom of River Snail Noodles" movement, which gained momentum on various social media platforms, further catalyzed this phenomenon. Chinese communities spanning the globe coalesced around this slogan, elevating it beyond a culinary treasure to embody resilience, nostalgia, and cultural pride. It became a symbol of unity, a testament to unwavering perseverance, and a source of cultural affirmation.

In the midst of a global crisis, Liuzhou River Snail Noodles assumed a transformative role. It became a source of solace, invoking cherished traditions, and offering a means to combat the pervasive sense of isolation brought on by the pandemic. Its surge in foreign trade served as a testament to the potency of cultural connections and the resilience of communities during times of adversity.

In conclusion, this unexpected resurgence of Liuzhou River Snail Noodles exemplifies the intricate interplay between culinary traditions, culture, and the digital realm in today's interconnected world. This humble dish, emblematic of hope and connection, emerged as a unifying symbol precisely when the world needed it most. In the face of adversity, it imparts the vital lesson of treasuring cultural heritage and finding solace in life's simple pleasures.

- (2) Liuzhou snail noodles' the main consumer group in Europe and the United States
 - a. Overseas Chinese in Europe and the United States

According to a report by the French "European Times," there is an estimated population of approximately 1.5 million overseas Chinese residing across the European continent. These overseas Chinese communities are distributed across nearly all European countries, forming various-sized "Chinese worlds" within their respective nations. The living conditions and composition of these communities differ based on the host country.

France hosts the largest overseas Chinese population in Europe, exceeding 400,000 individuals. In Germany, there are approximately 150,000 overseas Chinese, while Austria is home to more than 30,000. Hungary accommodates around 20,000, Portugal has about 15,000, and the Czech Republic has the smallest community with only 4,000 overseas Chinese residents.

These overseas Chinese communities in the mentioned countries are composed of individuals with diverse ancestral origins. In the case of France, over 40% of the Chinese population consists of immigrants from Southeast Asian countries who arrived after the 1970s. These people are greatly influenced by traditional Chinese eating habits, and can become the largest group of consumers of Liuzhou snail noodles.

- b. Staff or students who travel frequently between China and overseas

Individuals who frequently travel between China and overseas destinations encompass both staff members and students. These individuals often engage in a regular back-and-forth journey between China and foreign countries, facilitating various forms of international exchanges and collaborations. The reasons for their frequent travel can be diverse, including academic pursuits, work responsibilities, research projects, business engagements, or personal commitments.

This group plays a pivotal role in bridging cultural, academic, and economic divides, acting as conduits for knowledge dissemination, cultural exchange, and economic cooperation. For staff members, such travel might involve participation in international conferences, academic collaborations with foreign institutions, or business-related activities. On the other hand, students who undertake frequent international travel may participate in study abroad programs, exchange programs, internships, or research projects conducted in foreign countries.

The experiences and insights gained from these frequent travels contribute significantly to their personal and professional development, enriching their perspectives and broadening their horizons. Additionally, these individuals often serve as ambassadors of their respective institutions or organizations, fostering international relationships and promoting cross-cultural understanding.

In essence, staff and students who engage in recurrent travel between China and overseas locations are instrumental in the global connectivity and exchange of knowledge, ideas, and cultures, making valuable contributions to their fields of study, work, and the broader international community.

Individuals who have previously worked at consulates or studied in Guangxi often have the opportunity to experience and develop a strong fondness for Liuzhou River Snail Noodles during their time in Guangxi. This beloved dish leaves a lasting impression due to its unique and distinctive flavors. However, when they conclude their work assignments or studies and return to their home countries, they often find themselves craving the special taste of Liuzhou River Snail Noodles. These individuals eagerly yearn for the opportunity to savor this delicacy once more. As a result, they represent a significant and essential segment of potential customers for the sales of Liuzhou River Snail Noodles in overseas regions.

c. Young people who interested in Chinese culture

The younger generation, who harbor a keen interest in Chinese culture, exhibit a growing demand for Liuzhou River Snail Noodles. These individuals, often characterized as culturally curious and adventurous, are drawn to the rich tapestry of Chinese traditions, including its diverse culinary heritage.

Liuzhou River Snail Noodles, with its deep-rooted cultural significance and unique flavors, captivates the imagination of these culturally inquisitive youth. They view it not merely as a dish but as a window into the cultural diversity of China. Their fascination with Chinese culture fuels their curiosity to explore and savor authentic Chinese cuisine, and Liuzhou River Snail Noodles is a prime example of this culinary exploration.

Furthermore, this younger generation is often tech-savvy and well-connected through social media and digital platforms. They are inclined to share their gastronomic adventures, creating a ripple effect in promoting Liuzhou River Snail Noodles to their peers and beyond. Their enthusiasm for Chinese culture extends to food, making them influential ambassadors for this traditional delicacy.

In summary, the younger generation's interest in Chinese culture translates into a burgeoning demand for Liuzhou River Snail Noodles. Their curiosity, coupled with their ability to share experiences digitally, positions them as a pivotal demographic in the promotion and popularity of this iconic dish both locally and internationally.

3. Liuzhou River Snail Noodles sales opportunities and advantages

Diverse Cultural Audiences: European and American countries boast multicultural societies, acting as magnets for individuals hailing from various corners of the globe. Within this rich tapestry of cultures, River Snail Noodles' distinctive flavor and cultural heritage shine brightly, drawing the attention of a diverse and expansive audience. This includes not only local residents but also Chinese expatriates, students, and local residents who share a fascination with Chinese culture.

Broadening the Palate: In an environment that celebrates cultural diversity, people are increasingly open to exploring new culinary experiences. River Snail Noodles presents an enticing opportunity for consumers to embark on a gastronomic journey through Chinese cuisine. Its unique flavors and cultural significance pique the curiosity of those who seek to broaden their palate and engage with diverse culinary traditions.

Cultural Exchange: River Snail Noodles serves as more than just a dish; it acts as a bridge for cultural exchange. It fosters connections between individuals from different cultural backgrounds, encouraging dialogue and appreciation of Chinese culinary heritage. As a result, this multicultural audience finds common ground through their shared love for this iconic dish.

Social Media Amplification: The power of social media cannot be underestimated in today's marketing landscape. River Snail Noodles' appeal can be amplified through social media platforms, where food bloggers, critics, and consumers share their experiences and recommendations. This digital word-of-mouth helps the dish reach a broader multicultural audience and solidifies its place in the global culinary conversation.

In essence, the multicultural audiences in European and American countries provide a fertile ground for the popularity and acceptance of River Snail Noodles. Its unique blend of flavors and cultural resonance transcends boundaries, creating a culinary connection among diverse communities.

4.Sales Status and Existing Challenges of Liuzhou River Snail Noodles on European and American Cross-Border E-Commerce Platforms

(1)Sales Status of Liuzhou River Snail Noodles on European and American Cross-Border E-Commerce Platforms

Initial market share: Liuzhou River Snail Noodles has successfully secured an initial market share foothold across select cross-border e-commerce platforms in both Europe and the United States. This accomplishment is underscored by a growing number of orders and an increasing level of recognition among consumers.

Social media publicity:Utilizing the power of social media and leveraging online food reviews, Liuzhou River Snail Noodles has effectively garnered significant exposure in both Europe and the United States. Notably, food bloggers, seasoned food critics, and inquisitive consumers, driven by their insatiable curiosity for unique flavors, eagerly disseminate their delectable encounters with this cuisine. This organic word-of-mouth phenomenon plays a pivotal role in not only broadening the brand's reach but also in cultivating a heightened brand awareness.

Cultural appeal: Cultural Allure: Liuzhou River Snail Noodles has garnered immense popularity due to its distinctive cultural heritage. This culinary masterpiece not only gratifies adventurous palates but also serves as a gateway to a more profound understanding

of Chinese gastronomy. Consequently, Liuzhou River Snail Noodles has found a warm embrace in the European and American markets.

This beloved dish carries with it a rich tapestry of tradition, reflecting the culinary artistry and regional nuances of China. Each steaming bowl is a symphony of flavors, meticulously crafted to blend the spiciness, aroma, and texture that are hallmarks of this dish. With every savory bite, consumers embark on a sensory journey through the heart of Chinese cuisine.

Furthermore, Liuzhou River Snail Noodles serves as a cultural ambassador, fostering cross-cultural appreciation and dialogue. It invites individuals to explore the intricate history and diverse culinary philosophy that underpin Chinese culinary traditions. This cultural bridge enhances the dish's allure, making it more than just a meal; it's a delightful exploration of Chinese food culture.

In an increasingly globalized world where food serves as a universal language, Liuzhou River Snail Noodles has earned its place as a culinary treasure, celebrated not only for its flavor but also for the cultural connections it forges. It has become a beloved and sought-after dish, capturing the hearts and taste buds of those in the European and American markets.

(2)Existing Challenges of Liuzhou River Snail Noodles on European and American Cross-Border E-Commerce Platforms

Cross-border e-commerce platforms serve as battlegrounds for intense market competition, where a plethora of international delicacies and diverse food categories competes for consumer attention. For Liuzhou River Snail Noodles, which is poised for export on these platforms, navigating this competitive landscape means contending with a multitude of global cuisines, all vying for prominence.

In this ever-evolving marketplace, characterized by an abundance of consumer choices, the challenge lies in setting Liuzhou River Snail Noodles apart from the crowd. The brand must not only showcase the exceptional taste and cultural richness of its pre-packaged noodles but also weave a unique narrative that accompanies each packet. By emphasizing the regional traditions, culinary craftsmanship, and cultural significance inherent in each serving, Liuzhou River Snail Noodles can carve out a niche that resonates with discerning consumers.

Furthermore, the cornerstone of success in this fiercely competitive arena is a robust marketing strategy that spotlights the unparalleled attributes of Liuzhou River Snail Noodles and its capacity to transcend culinary boundaries. Collaborations with influencers, compelling storytelling, and strategic positioning all play pivotal roles in establishing Liuzhou River Snail Noodles as a frontrunner in the global culinary scene.

In the midst of fierce competition, Liuzhou River Snail Noodles' key to success on cross-border e-commerce platforms lies in its ability to celebrate its uniqueness and effectively communicate the cultural and culinary value of its pre-packaged noodles to a diverse, discerning audience.

An aspect worth noting is the issue related to logistics technology, which has the potential to increase product losses. Transporting Liuzhou River Snail Noodles to European and American countries often entails long-distance international logistics, potentially leading to logistics delays and concerns regarding product shelf life. Ensuring the freshness

of the product throughout its journey is of paramount importance, necessitating careful planning of logistics strategies.

International logistics, particularly over long distances, can pose challenges such as varying transportation times, customs procedures, and temperature fluctuations. These factors can affect the shelf life and overall quality of the product. For a delicacy like Liuzhou River Snail Noodles, known for its unique flavor profile, maintaining its freshness is not just a preference but a necessity^[5].

To address these challenges, businesses involved in the export of Liuzhou River Snail Noodles must develop comprehensive logistics solutions tailored to the specific needs of their product. This includes selecting reliable shipping partners, implementing temperature-controlled transportation when required, and optimizing routes to minimize transit times.

Additionally, proper packaging plays a pivotal role in preserving the product's freshness during transit. Ensuring that the packaging is both durable and able to maintain the desired conditions is crucial. It should also comply with international food safety standards to facilitate customs clearance and prevent any delays.

Monitoring the entire supply chain is another vital aspect of maintaining product quality and shelf life. Employing technology and tracking systems can help businesses keep a watchful eye on their shipments, allowing them to address any issues promptly and ensure the timely delivery of fresh Liuzhou River Snail Noodles to consumers.

Furthermore, businesses should collaborate closely with international partners to navigate customs procedures efficiently. Familiarity with import regulations, documentation requirements, and any relevant certifications is essential to streamline the customs clearance process and minimize delays.

In a word, while exporting Liuzhou River Snail Noodles to European and American countries presents opportunities, it also involves navigating logistics challenges. Ensuring the freshness and quality of the product during transit is paramount. By devising robust logistics strategies, implementing proper packaging, and maintaining vigilance throughout the supply chain, businesses can overcome these challenges and deliver the exquisite taste of Liuzhou River Snail Noodles to consumers worldwide.

5.Relevant suggestions for Liuzhou River Snail Noodles

(1)Product

Product Innovation: Explore various flavors and variations to cater to different consumer taste preferences. For instance, offer both spicy and non-spicy versions, or develop vegetarian options to appeal to a broader audience. Continuous product innovation keeps the brand fresh and exciting, enticing consumers to try new variations of Liuzhou River Snail Noodles.

Packaging Design: Create visually appealing packaging that highlights the product's uniqueness and incorporates elements of Chinese culture. An eye-catching design not only attracts attention on store shelves but also communicates the brand's authenticity and cultural heritage, making it more appealing to consumers.

Quality Assurance: Emphasize food safety and uphold high-quality standards to build trust and foster brand loyalty. Quality control measures should be in place throughout the production process, from sourcing ingredients to final packaging, to ensure consistent

product excellence. Reliable quality assurance helps maintain consumer confidence in the product's safety and taste.

(2) Price

Competitive Pricing: Conduct thorough research on the pricing strategies of competitors and formulate a pricing strategy that is competitive within the market. Ensure that the product's pricing reflects its value, taking into account factors such as quality, uniqueness, and cultural appeal.

Discounts and Promotions: Regularly offer discounts and promotional campaigns to entice consumers and stimulate sales growth. Implementing periodic discounts, special offers, or bundling options can attract price-conscious consumers and encourage repeat purchases. Effective promotion strategies can also help create a sense of urgency, driving sales during specific periods or events.

(3) Place

Multi-Channel Sales: Introduce the product into multiple European and American markets, including online e-commerce platforms, local supermarkets, and restaurants. Establish partnerships and distribution networks to ensure broad product availability.

E-commerce Platform Collaborations: Collaborate with European and American cross-border e-commerce platforms to enhance the product's online visibility and sales. Leveraging the reach and resources of these platforms can expand the product's market reach and connect with a wider audience of potential customers.

(4) Promotion

Brand Storytelling: Emphasize the historical and cultural background of Liuzhou River Snail Noodles to increase its appeal. Sharing the brand's story and heritage can create a stronger connection with consumers who appreciate authenticity and cultural richness.

Social Media Marketing: Utilize social media platforms such as TikTok, YouTube, Facebook, Twitter, and others to collaborate with food bloggers and food critics. Partnering with influential individuals in the food and culinary world can help create engaging and authentic content that showcases the unique flavors and cultural background of Liuzhou River Snail Noodles. By leveraging these platforms, the brand can effectively reach a wider audience of consumers who are interested in discovering new and culturally rich food experiences.

Regular New Product Launches: Introduce limited-time new products or special editions on a regular basis to pique consumers' curiosity and stimulate purchase desire. Seasonal or innovative releases can keep the product line fresh and exciting, encouraging repeat purchases and customer engagement.

6. Conclusion

In conclusion, the marketing strategy research and optimization for Liuzhou River Snail Noodles in the European and American markets revolve around the 4Ps: Product, Price, Place, and Promotion.

Product innovation plays a pivotal role, allowing for flavor diversification and the introduction of variations to cater to varying consumer preferences. The focus on high-quality ingredients and maintaining authentic recipes ensures a consistent and satisfying product experience. Creative packaging designs that highlight both the

uniqueness of the dish and its rich Chinese cultural heritage enhance its visual appeal, capturing the attention of potential consumers.

Pricing strategies emphasize competitiveness in the market while offering periodic discounts and promotions to attract cost-conscious consumers. By aligning the price point with the product's value and uniqueness, Liuzhou River Snail Noodles can strike a balance that resonates with a broader audience.

Regarding Place, a multi-channel distribution approach is vital. The product should be made available not only on online e-commerce platforms but also in local supermarkets and restaurants. Building partnerships and establishing a wide-reaching distribution network ensure that Liuzhou River Snail Noodles can be easily accessed by consumers across diverse demographics and geographic locations.

The Promotion aspect underscores the power of social media marketing. Collaborating with food bloggers, critics, and influencers amplifies the product's exposure. Sharing the rich history and cultural background of Liuzhou River Snail Noodles through compelling brand storytelling further enhances its appeal. Regularly introducing limited-time offerings and special versions piques the curiosity and desire of consumers.

In essence, these strategies collectively aim to position Liuzhou River Snail Noodles as an enticing, culturally significant, and competitively priced culinary option in the European and American markets. By emphasizing both the culinary excellence and the cultural narrative behind the dish, Liuzhou River Snail Noodles can carve out a distinctive niche in these markets and foster growth among a diverse range of consumers. Through these efforts, this beloved Chinese specialty is poised for success in international markets, bridging cultures and tantalizing taste buds around the world.

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