

# Research on International Marketing Strategy of Chinese Export Enterprises

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## Abstract

**In the complex and changing international environment, Chinese aquatic product export enterprises need to fully consider all aspects of influencing factors when carrying out daily business activities, and formulate targeted international marketing strategies based on the current status of international market development and national policies and regulations. Based on the analysis of the current development status of the international market of aquatic products, this paper points out the advantages and disadvantages of the export of aquatic products represented by Chinese aquatic products export enterprises, and puts forward corresponding countermeasures for international marketing optimization.**

## Keywords

**International marketing; Export enterprises; International economy.**

## 1. Introduction

As an economically healthy source of high-quality protein, aquatic products account for an increasing proportion of current trade. As an important part of China's agriculture, aquaculture is the pillar industry of economic development in many areas, which plays an important role in stabilizing social and economic development, solving employment problems and revitalizing rural economy. However, at the current stage, the development of China's aquatic product industry is facing severe challenges. It is necessary for aquatic product export enterprises to deepen the reform of existing international marketing strategies, formulate more appropriate marketing plans, and eliminate potential marketing risks. By improving the service quality of aquatic product export enterprises, expanding marketing channels, innovating marketing methods, etc. It provides more abundant theoretical and practical support for the international marketing of Chinese aquatic product export enterprises.

According to the "State of World Fisheries and Aquaculture" report released by the Food and Agriculture Group of the United Nations (FAO) in 2022, the global apparent consumption of aquatic food increased by an average annual rate of 3.0% from 1961 to 2019. Total fisheries and aquaculture production reached a record high of 214 million tonnes in 2020, up 3% from 2018; Excluding algae, global seafood exports amounted to \$151 billion. The top three countries in the world fisheries rankings are China, India and Indonesia. Among them, China has one-third of the world's fish production, with an annual production of 58.8 million tons.

In 2023, China's exports of aquatic products were 3.7 million tons, a decrease of 1.3 percent. The export value was about 150.54 billion yuan, up 7.9% year-on-year. However, compared with the period from 2018 to 2020, both the export quantity and export amount showed a certain degree of decline, mainly due to the impact of the COVID19, China's exports to ASEAN countries and the "Belt and Road" countries of aquatic products showed a certain degree of decline.

Data released by the General Administration of Customs show that in 2023, China's imports of aquatic products were 4.54 million tons, an increase of 20.2%, and the cumulative import

amount was about 132.77 billion yuan, an increase of 40.6%. However, from the point of view of the current change in export volume, the unstable situation of China's import volume is more prominent, and it is always in an unbalanced state. The emergence of this phenomenon, in addition to the impact of domestic development policies and the impact of the international trade environment, it will also be directly related to the rising uncertainty of global economic policies and the rise of protectionism in some countries. In addition, China's trade protection policy for aquatic products is insufficient, and the impact of offshore fisheries in recent years is huge, resulting in more and more challenges faced by aquatic products enterprises.

## **2. Analysis of Advantages and Disadvantages of Chinese Aquatic Products Export**

### **2.1. Advantage**

First, geographical advantage. China's aquatic products are mainly distributed in Guangdong, Fujian, Shandong and Liaoning. The most important aquatic products are produced in four major sea areas, namely the East China Sea, the South China Sea, the Bohai Sea and the Yellow Sea. Although the Bohai Sea has a small area, it is an excellent "hatchery" for aquatic products. It has a good promotion effect on the growth of Marine organisms, and the output is large, the growth cycle is short, and the East China Sea is a good benthic animal and economic fish, shrimp, crabs spawning ground, fliming growth place, there are rich fishery resources, the Yellow Sea sea water with low temperature and high salt characteristics, low aquaculture cost, very suitable for shrimp scallops, sea cucumbers and other deep-sea aquatic products growth. Second, product quality advantage. For China's aquatic products, in addition to a good geographical location, product quality also has a greater advantage. For example, Zhoushan fishing ground in the south of the East China Sea can export aquatic products for 10 months a year. Compared with other regions, Zhoushan fishing ground is located in a position where the sea water salinity is moderate and there are distinct four seasons of temperature, so the meat quality of hairtail is more tender. Moreover, the East China Sea is rich in swimming crab, which is rich in nutrition, delicious and rich in meat quality, and has better economic benefits.

### **2.2. Shortcoming**

One is the scale limit. At this stage, most of the global use of aquatic products is direct consumption, and the processing scale is small. Coupled with the impact of COVID-19, the import volume of aquatic products from China continues to decrease. Moreover, the scale distribution of China's aquatic products is uneven, resulting in a prominent trade deficit of aquatic products, and the external dependence of aquatic products is as high as 80%, too dependent on imports. Second, market constraints. At present, the single market of aquatic products in our country is more prominent, which mainly stays in the consumption of aquatic products. Although the state and industry enterprises in recent years to increase the investment in artificial cultivation of shellfish and fish, but due to the short research time, the actual results have not yet appeared, in a short time can not effectively change the single characteristics of China's aquatic products. The third is the influence of structure. At present, China's export of aquatic products are mainly composed of shellfish, shrimp, fish, has a negative impact on China's aquatic product export trade, there is no scientific industrial structure planning, and the replacement of new products is not timely to keep up with the blind expansion of overseas markets, although the investment of large human, financial and material resources, but the effect is far from expectations. This problem is mainly caused by the lack of comprehensive in-depth research on overseas markets and the lack of scientific marketing methods, which can not meet the diversified needs of consumers in overseas markets, resulting in the problem of trade imbalance in aquatic products industry.

### **3. Measures to Improve International Marketing Strategies of Aquatic Products Export Enterprises**

#### **3.1. Accelerate industrial transformation**

First, when aquatic product export enterprises carry out business activities, they need to fully understand market changes and international development trends, take market demand as a guide, accelerate the transformation and upgrading of their own technology, adjust and upgrade the original product structure, achieve conformal and deep processing, and enhance the added value of aquatic products. Second, aquatic product export enterprises should increase brand training efforts, learn from international high-end brand marketing methods, develop diversified and multi-level products, create high value, high quality and high-quality aquatic product brands, minimize OEM export trade, and establish their own brands. Third, local government departments should increase tax incentives, give advanced technical support, encourage enterprises to develop and utilize green high-quality aquatic products, change the price strategy, narrow the difference with international aquatic products, and enhance the international market competitiveness of Chinese aquatic products export enterprises.

#### **3.2. Improve marketing service strategy**

First, establish a service concept. At present, many aquatic product export enterprises in China have not established the concept and consciousness of service, and the degree of service evolution is low. At this stage, the concept of many companies is to make cheaper goods, but the concept of the world is more focused on services. Therefore, aquatic product export enterprises should improve their service quality while continuously improving product quality. The second is to promote the implementation of 6P marketing theory. This theory is widely used in enterprises, management, society and economy, representing Political Power, Public relationship, Promotion, Place, Price and Product respectively. The 6P marketing theory is more contemporary and will adjust the marketing direction and model in time according to the actual changes. For fast-moving consumer goods such as aquatic products, companies need to properly handle customer complaints. A relevant survey shows that when customers are not satisfied, 25% of customers will complain, and the remaining 75% of customers think that the complaint exceeds the cost, or simply do not know who to complain to. Among the 25% invested customers, only 40% feel satisfied with solving the problem, and the remaining 60% feel very dissatisfied with the company and are not willing to buy the company's products. In view of this situation, aquatic products enterprises need to authorize employees to deal with the problem on the spot, and formulate corresponding remedial measures to eliminate customer dissatisfaction. For the customer who complains, the manager of the enterprise should contact the customer, try to solve the problem of customer complaints within 24 hours, save the data of the product and customer, and provide more information for the analysis of the cause and type of complaints.

#### **3.3. Optimize product strategy**

First, core products. Aquatic product export enterprises should always strengthen the supervision of aquatic product quality, have a full understanding of the international standards on core products and Chinese standards, and constantly strengthen the improvement of enterprise internal control standards. For example, in addition to the ISO9000 series of international standards, aquatic products export enterprises also need to meet other quality standards, such as the European Union EEC international standards, the United States HACCP standards. Aquatic product export enterprises should arrange their employees to participate in regular training, timely understanding of the relevant standards and policies of international aquatic products, and all employees should establish a good sense of quality. Second, additional products. For the development and use of aquatic products, we should not only pay attention

to the entity level, but also pay attention to the added value of service, packaging, brand and so on. The traditional competition of aquatic products is mainly price competition, but the current price competition can not meet the requirements of the current competition, and it is necessary to enhance the added value of aquatic products, such as variety, quality, packaging, service and order delivery. Brand is directly related to the development of an enterprise. Aquatic product export enterprises need to adapt to the era of brand competition, increase investment in brand marketing, and create a world brand with unique culture and value.

In the process of shaping the brand, we should pay attention to the maintenance and improvement of brand loyalty and affinity. Among them, brand loyalty includes customer and employee loyalty to the enterprise. Aquatic products export enterprises need to establish a positive brand effect, establish a good corporate culture, maintain brand value, strengthen crisis public relations and after-sales service. In addition, aquatic product export enterprises should pay attention to the core content of the packaging, such as origin, specifications, quantity and name, etc., need to set off the high quality of the aquatic products of the enterprise, lay the foundation for establishing a good brand image, and promote the smooth marketing of aquatic products through corporate culture.

### **3.4. Establish and improve the quality management system**

Aquatic products export enterprises want to improve the international competitiveness, it is necessary to establish a sound HACCP system. HACCP system is a system for identification, control and evaluation of food safety. Among them, (HA) stands for hazard analysis and prevention measures, and (CCP) stands for identification of critical control points, which are also two core components. HACCP system can effectively control the risk factors in the process of practice, and determine the critical control points with the help of CCP judgment tree. The application of HACCP system in aquatic products export enterprises can improve the consistency of product quality, maintain good product quality and establish a good brand image. Aquatic product export enterprises need to implement the HACCP system to ensure that the management system is more scientific and reasonable, reduce customer complaints, improve product quality while reducing costs, and reduce the scrap rate. On this basis, relying on the HACCP system to build more perfect hygiene norms and industry operating standards, as far as possible to avoid food safety problems.

## **4. Conclusion**

The proportion of aquatic products in China's agricultural economy is increasing. However, due to the influence of traditional ideas, scale, market, product structure and other related factors, there are still many problems to be solved in the international marketing of aquatic products export enterprises. Especially in the current complex market environment, the trade deficit of aquatic products has gradually expanded, and the location has not been played

Advantage, there are high production costs. Aquatic product export enterprises should combine the actual situation, accelerate industrial transformation and upgrading, improve marketing service strategy, optimize product strategy, establish and improve quality management system, build a diversified market pattern, improve the market competitiveness of aquatic product export enterprises in China, further increase the financial support of China's policy, and give play to the role of industry associations. To ensure the high-quality development of China's aquatic product industry.

## **Conflicts of Interest**

The authors declare that they have no conflict of interest.

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