Fresh Food Online Supermarket Development Study

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ABSTRACT

The preservation of fresh food is difficult, so the problems of food safety and the waste of it are very serious. The development of Fresh food online supermarkets will contribute to solve the problem. On the basis of describing the concept, scope and development status of fresh food, the development advantage and disadvantage of fresh food online supermarket is analyzed by SWOT method, future development analysis of the fresh food online supermarkets is been done. Predictive analysis of the future development of the fresh food online supermarkets mainly includes the spread of the fresh food online supermarkets, price transparency, food quality changes, fresh food cold chain logistics improvement and goods consumption evaluation. The relevant suggestions could promote the rapid and healthy development of the fresh food online supermarkets.

Keywords: Cold Chain Logistics, Food Safety, Fresh Food, Internet, Online Supermarket, SWOT

1. INTRODUCTION

In recent years, the supply mode of fresh food also quietly changes. As food quality problem and food corruption problem comes out, the fresh food online supermarket, which could bring us high quality food, comes into our life.

Fresh food development has much problems and the development strategy is important (Yang Hongzhi, 2004). The channel of the fresh food is been studied, which reflect that supermarket is still the main channel of purchasing fresh food (Zhou Yingheng, Lu Lingxiao and Geng Xianhui, 2003). But online purchase interactions: implications is important, as the online supermarket has many superior factors (Hirumalai, Sriram, Sinha, & Kingshuk K., 2013). The development of the Internet is very fast, especially with the coming up of wireless Internet. The wireless Internet technology will play an important role in fulfilling the socio-economic needs in the future (Wang Zhiqiang, 2012). The online supermarket network system operation is found in many places including

DOI: 10.4018/jeco.2014040102
universities (Fang Qing 2010). Claudia Bazzani, Maurizio Canavari (2013) forecasted a scenario of the fresh tomato market in Italy and in Germany. Understanding consumers’ online conversation practices is an important way to know customers’ need (Narvanen, Elina; Saarijarvi, Hannu, Simanainen, & Olli, 2013).

Change happens as the online fresh food market developed. TPL cooperative game under information asymmetry will not be as important as before, as the information is clearer. (Zhang Xuhui, He Hu, & Chen Hu, 2008; Qu Bo, Yang Chao, Zhang Min, & Dong Peng, 2006). Logistics distribution centre plays a more important role (Zhang, Jie, Prater, Edmund L., Lipkin, & Ilya, 2013). Consumer product knowledge and online shopping experience will effects customer loyalty (Yoon, Victoria Y., Hostler, R. E., Guo, & Zhiling, 2013). Feedback reviews and bidding in online practices is more popular (Zhang, J., Prater, E. L., Lipkin, & Ilya, 2013). For the transportation of fresh food, Yang Hao-xiong, and Yin Juan-juan. (2012) considered distributing fresh agricultural products using the urban rail transit will be more popular; Jin Nan (2011) considered China fresh food express delivery will have a greater development.


This research focuses on two parts: on the one hand, the fresh food online supermarkets’ future development is been analyzed; on the other hand, the effects it will make in the field of circulation of fresh food.

2. FRESH FOOD ONLINE SUPERMARKET OVERVIEW

2.1. Fresh Food Concept and Scope

The concept of fresh food comes from the foreign retail enterprises. There is a great difference in the understanding of the industry. In general, fresh food refers to the fresh fruits and vegetables, meat, aquatic products, which can be served on shelves without cooking or making deep processing. Attention should be paid to the preservation of such goods. Fresh fruits and vegetables, meat, aquatic products,