

SUMMARY OF MASTER' S DISSERTATION

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<p>Title</p> <p style="text-align: center;">Marketing Strategy for Safe and Secure Fresh-Food Supermarkets in Chinese Cities</p>			
<p>Abstract</p> <p>With the increasing usage of SNS media such is Weibo in China recently, the speed and efficiency of information sharing has also increased drastically. As a result, an incredible amount of information on food safety has also made their way onto the internet, and Chinese citizens began to show high level of concerns regarding food safety. However, the reality is that poisonous/harmful foods, especially fresh produces, still exist in large quantities in markets. This situation prompts an increase in the need of safe food sources. In this research, after examining and reviewing government laws, we proposed a marketing strategy with the introduction of “Safe and Secure Fresh-Food Supermarkets”, from which consumers could rest assured that the fresh produces they bought are guaranteed. We applied conjoint analysis in this research to find out the preferences of consumers in terms of fresh produces markets. We found out that Chinese consumers indeed reflected a very high level of care in terms of food safety, and very low concerns on the price regardless of their gender and income. While Chinese consumers were regard as price-sensitive consumers. Applying the result of consumer preference analysis on top of current China’s food safety situation, we designed a marketing strategy with the involvements of HACCP certification, publicity of food safety in stores, and SNS such as Weibo to enable sharing and tracing of information. To verify the strategy, we analyzed consumers’ willingness to pay premiums for safer food. We found that consumers are willing to pay 37.3%~62.3% more for pork, and up to 150% more for bok choy with the implementation of our strategy. Also interviews were conducted with food industry related personnel in Japan and China. High evaluation and positive comments were received from them, regarding the feasibility and effectiveness of the strategy we designed.</p>			
<p>Key Word(5 words)</p> <p>Fresh food, Supermarket, Food safety, Consumer preference, Marketing strategy</p>			