

ส่วนประสมทางการตลาดที่ส่งผลต่อการซื้อผลไม้ไทยของ
ผู้บริโภคในมณฑลซานตง
MARKETING MIX AFFECTING ON CONSUMERS' PURCHASE
OF THAI FRUITS IN SHANDONG PROVINCE

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บทคัดย่อ

การวิจัยนี้มีวัตถุประสงค์เพื่อ (1) ศึกษาส่วนประสมทางการตลาดที่ส่งผลต่อการตัดสินใจซื้อผลไม้ไทยของผู้บริโภคในมณฑลซานตง และ (2) ศึกษาการตัดสินใจซื้อผลไม้ไทยของผู้บริโภคในมณฑลซานตง

การวิจัยนี้เป็นการวิจัยเชิงปริมาณ ประชากรที่ใช้ในการวิจัยครั้งนี้ คือ ผู้บริโภคที่เคยซื้อผลไม้ไทยในมณฑลซานตง โดยไม่ทราบจำนวนประชากรที่แน่นอน กลุ่มตัวอย่างจำนวน 400 คน ได้แก่ ผู้บริโภคที่เคยซื้อผลไม้ไทยในมณฑลซานตง ใช้วิธีการสุ่มตัวอย่างแบบเจาะจง เครื่องมือที่ใช้เก็บรวบรวมข้อมูลคือ แบบสอบถาม สถิติที่ใช้ในการวิเคราะห์ ได้แก่ ค่าความถี่ ค่าร้อยละ ค่าเฉลี่ย ส่วนเบี่ยงเบนมาตรฐาน และการวิเคราะห์ความถดถอยเชิงพหุคูณ

ผลการวิจัยพบว่า (1) ส่วนประสมทางการตลาดที่แตกต่างกันส่งผลต่อการตัดสินใจซื้อผลไม้ไทยของผู้บริโภคในมณฑลซานตงแตกต่างกัน อย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05 โดยเมื่อพิจารณาเป็นรายด้าน พบว่า ด้านผลิตภัณฑ์ส่งผลต่อการตัดสินใจซื้อผลไม้ไทยของผู้บริโภคในมณฑลซานตงมากที่สุด รองลงมาคือ ด้านการส่งเสริมการตลาด ด้านราคา และด้านช่องทางการจัดจำหน่าย ตามลำดับ (2) การตัดสินใจซื้อผลไม้ไทยของผู้บริโภคในมณฑลซานตง โดยรวมอยู่ในระดับมาก เมื่อพิจารณาเป็นรายด้าน พบว่า ด้านการรับรู้ปัญหา มีค่าสูงสุด รองลงมาคือ ด้านการค้นหาข้อมูล ด้านการประเมินทางเลือก และด้านพฤติกรรมหลังการซื้อ ตามลำดับ

คำสำคัญ: ส่วนประสมทางการตลาด ผลไม้ไทย ผู้บริโภค

ABSTRACT

The objectives of this research were: (1) to study marketing mix affecting consumers' purchasing decisions of Thai fruits in Shandong province; and (2) to study the decision to purchase Thai fruits of consumers in Shandong province.

This research was quantitative research. The population used in this research were customers who used to purchase Thai fruits in Shandong province by the exact population was unknown. The sample group of 400 people consisted of consumers who have purchased Thai fruits in Shandong province. Using a purposive sampling method. The data collection tools were questionnaires. The statistics used in the analysis were frequency, percentage, mean, standard deviation and multiple regression analysis

Major Findings: (1) different marketing mix affected on consumers' purchasing decisions of Thai fruits in Shandong province differently with statistically significant at the 0.05 level. When considering each aspect, it was found that product had the highest affected on consumers' purchasing decisions of Thai fruits in Shandong province. It was followed by promotion, price, and distribution channel, respectively; (2) the decision to purchase Thai fruits of consumers in Shandong province that overall, it was at a high level. When considering each aspect, it was found that the problem identification had the highest level, followed by the information search, the alternative evaluation and the post purchase behavior, respectively

Keywords: Marketing Mix, Thai Fruits, Consumers

Research Background

With the reform and opening up of China and the implementation of a series of economic policies, China's fruit industry has developed rapidly. At present, China is a big fruit producer and exporter, as well as a big fruit importer. According to the database of China Business Industry Research Institute, China's export volume of fresh and dried fruits and nuts was 3.88 million tons in 2020, up 7.4% year-on-year. Fruits are mainly temperate fruits such as apples, oranges and pears, accounting for

more than half of the export share, of which, the export value of fresh apples is 1.45 billion U.S. dollars and the export volume is 1.058 million tons, ranking first. Imports of fruit also increased with economic globalization and the rapid development of China's economy, imports of fruit mainly to the southeast is also the main fruit. China's import sources are more concentrated. 2020, China's top three fruit imports are: Thailand, Chile, Vietnam, with a combined import value of 66.3%. Among them, Thailand's imports amounted to USD 4.04 billion, accounting for 33.2%.

Most areas in China are in the subtropical and temperate zones, mainly producing temperate fruits such as apples, citrus and pears. For example, Shandong Province is a typical warm temperate monsoon climate type, with sufficient light resources and fertile land, and has the reputation of "China's temperate fruit country", with fruit products such as Yantai apples, Naiyang pears, Feicheng peaches, Rizhao blueberries, Zhugou strawberries, Weifang goat horn honey, Yantai cherries, etc. In 2021, Shandong Province ranked first with 30,325,900 tons of fruit production. million tons of fruit production, ranking second in China. However, the majority of tropical fruits, such as durian, bananas, mangosteen, longan, dragon fruit and other fruits need to be imported for the most part to make up for the lack of domestic production. Meanwhile, as China's economy grows and people's living standards continue to improve, people's material needs are changing and there is a growing demand for higher quality imported fruits from around the world.

In 2020, China's total imports of fruits and their products exceeded US\$10 billion for the first time, with a year-on-year growth of 7.4%. from 2010 to 2020, China's imports of fruits and their products grew at a CAGR of 19.2%. In terms of imported fruit categories, Chinese consumers have the highest demand for durian, followed by cherries, bananas, and mangosteen. in 2020, China's imports of durian amount to US\$2.3 billion, up 43.7% year-on-year, accounting for 21.6% of China's total imports of fruit products. In terms of source, almost all imported durian comes from Thailand. This is related to the proposed free trade agreement with ASEAN and the large production and high quality of durian in Thailand. Second, in 2020, the top-ranking Chinese mangosteen import was also Thailand, with US\$580 million, or 80.3% of the total. Again, at present, the number of registered orchards of Thai fruits for

export to China and the number of Thai fruit varieties for export to China in 2020 has increased to 22, with new varieties including perfumed coconut, banana, pineapple and pineapple honey. Pineapple honey is one of the fastest growing fruit categories in recent years, with imports soaring 248% year-on-year to 75,556 tons in 2019. It is evident that Thailand is the number one source of fruit imports into China due to its tropical fruit products such as durian and mangosteen, and is an important fruit trade partner of China.

Thai fruits are favored by Chinese consumers because of their higher quality and lower transportation costs compared to other countries. However, for traders of Thai fruits, it is important to develop a reasonable marketing model and publicity to provide new ideas on how to maintain hot products such as durian and further sales of other fruit products to enter and expand the market in China's Shandong Province, and to promote Thai fruits in the Chinese market.

Research Objectives

1. To study the marketing mix affecting consumers' purchasing decisions of Thai fruits in Shandong province.
2. To study the decision to purchase Thai fruits of consumers in Shandong province.

Research Hypotheses

Different the marketing mix affecting consumers' purchasing decisions of Thai fruits in Shandong province, differently.

Research Scopes

In this research, the researcher has defined the scope of research as follows:

Content Scope

The decision to purchase Thai fruits of consumers in Shandong province.
Focus on the study of factors including

Independent:

1. Demographic factors: Age, Gender, Educational level, Occupation, Monthly income

2. 7Ps marketing mix: Product, Price, Place, Promotion, People, Process, Physical Evidence

Dependent: Consumers' Purchase of Thai Fruits

Area Scope

Shandong province

Population and Sample Size

The population used in this research were customers who used to purchase Thai fruits in Shandong province by the exact population was unknown.

The sample group was 400 people consisted of consumers who have purchased Thai fruits in Shandong province. Using a purposive sampling method.

Research Framework

Independent

Dependent

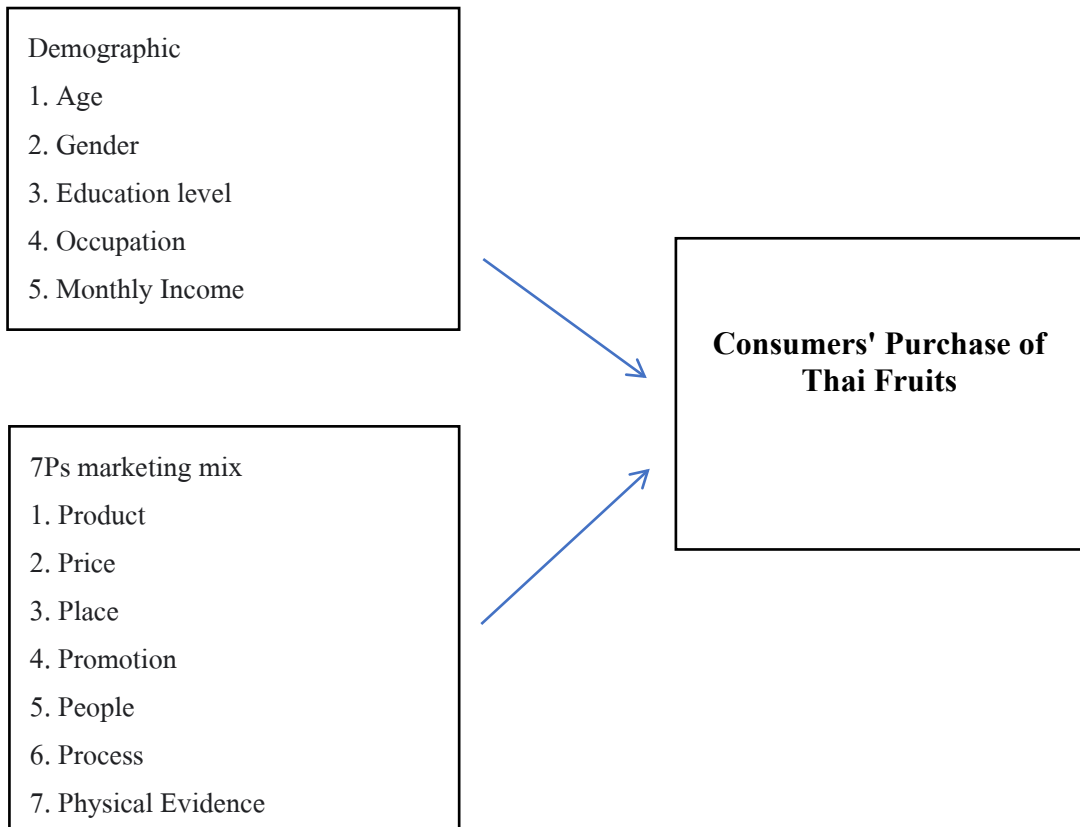


Figure 1 Conceptual framework

Expected Benefits

1. This article will be based on the characteristics and unique situation of Thai fruits, using marketing theory and consumer behavior theory to analyze and study the marketing strategies of Thai fruits in the specific market of Shandong Province, China. This article uses traditional marketing theory tools and combines the actual economic situation of Shandong Province in China to conduct a comprehensive and systematic analysis and research on the marketing strategies of Thai fruits in the market of Shandong province in China. It will be a beneficial supplement to the fruit market marketing theory.

2. This article helps Thai entrepreneurs better understand the sales situation of Thai fruit products in the Chinese market. This thesis will analyze consumer behavior, focusing on the product specifications, prices, channels, promotion, and other aspects of Thai fruits, in order to understand the purchasing behavior and influencing factors of Chinese consumers in Shandong Province when purchasing Thai fruit products. The research findings help business managers develop market plans, strategies, and entry opportunities suitable for consumers in Shandong Province, China, and assist managers in predicting future events and preparing adequately.

3. This article provides a basis for the Thai government to understand the sales situation, existing problems, and explore the Chinese market of Thai fruits, and to consider on designing and formulating appropriate policies to promote Thai entrepreneurs to smoothly enter the fruit market in Shandong Province.

Literature Review

This research title is the Marketing Mix Affecting on Consumers' Purchase of Thai Fruits in Shandong Province. The literature review that makes the research findings useful and achieves the established is divided into 4 sections:

2.1 Concept of Marketing

2.2 Concept and Theory of 7Ps Marketing Mix Strategy

2.3 Theory of Consumer Buying Behavior

2.4 Situation of Fruit Industry in Thailand and the People's Republic of China

2.5 Related Research

Research Methodology

Research Model

The researcher conducted the study according to the research process and quantitative research methodology. By using a questionnaire to collect information from a sample of the population, it is descriptive research.

Population

The population used in this research were customers who used to purchase Thai fruits in Shandong province by the exact population was unknown.

Sample size

The sample group was 400 people consisted of consumers who have purchased Thai fruits in Shandong province. Sample sizes were determined. From Taro Yamane's formula (1973) at 95% confidence level and tolerances of 5% sample selection were accepted 400.

Research Tools

The questionnaire content of this study was divided into the following 3 parts:

Part 1 Questions about respondents' basic information, including demographic data such as gender, age, occupation, education level and income.

Part 2 The marketing mix factors (7P marketing mix strategies) that influence consumers' purchase of Thai fruit products in Shandong province, including 7 aspects

of product, price, place, promotion, people, physical and process. The questions in this section were scored using a five-point Likert scale method. A score of 1, 2, 3, 4 and 5 represent strongly disagree, disagree, average, agree and strongly agree respectively

Part 3 The purchase decision process affecting the purchase of Thai fruit products by consumers in Shandong province, including awareness needs, information collection, choice evaluation, purchase decision, and post-purchase behavior.

Data Collection Methods

Researchers in this study collected data through a combination of online and offline methods, and a total of 400 valid samples were collected. The specific data are as follows: primary data collected questionnaires from the sample group. Secondary data researchers collected data from studies in related literature.

The Statistics Used in Data Analysis

Descriptive statistical analysis. The first part of the questionnaire is the basic information of the respondents, which is qualitative data, so frequencies, percentages, and averages are used in this paper. The second part of the questionnaire is the 7Ps marketing mix strategies) that influence the purchase of Thai fruit products by consumers in Shandong province, which is quantitative data, and this paper uses mean, standard deviation to describe the general information of the sample and analyze the opinion data, independent and dependent variables. The third part of the questionnaire is the purchase decision affecting the purchase of Thai fruit products in Shandong province, which is quantitative data, and this paper uses the mean and standard deviation to analyze the findings. The criteria are as follows:

Based on the five-point Likert scale method, the questions related to the marketing mix factors affecting the purchase of Thai fruit products by consumers in Shandong Province were assigned scores, and consumer approval was classified into five levels based on this criterion. The collected data were then analyzed to find the mean and standard deviation of the sample.

Score scale:

Strongly agree means a score of 5 points

Agree means a score of 4 points

Neutral means a score of 3 points

Disagree means a score of 2 points

Strongly disagree means a score of 1 point

Therefore, the criterion of interpretation is to divide the mean score into the following ranges:

Mean score between 4.20 - 5.00 indicates strongly agree

Mean score between 3.40 - 4.19 indicates agree

Mean score between 2.60 - 3.39 indicates neutral

Mean score between 1.80 - 2.59 indicates disagree

Mean score between 1.00 - 1.79 indicates strongly disagree

Conclusions

1. The 1 Marketing mix affecting consumers' purchasing decisions of Thai fruits in Shandong province.

Different marketing mix affected on consumers' purchasing decisions of Thai fruits in Shandong province differently with statistically significant at the 0.05 level. When considering each aspect, it was found that product had the highest affected on consumers' purchasing decisions of Thai fruits in Shandong province. It was followed by promotion, price, and distribution channel, respectively

1). Influence of product factors on the purchase of Thai fruits by consumers in Shandong province

Currently, the category of Thai fruits is a factor that is highly valued by Chinese consumers in Shandong province when purchasing Thai fruits. When there are more categories of fruits, consumers will have more choices to purchase. With the improvement of people's living standard, people are more interested in buying fruits that are not available locally, such as fruits imported from foreign countries like Thailand. Therefore, fruit sellers not only increase the import volume of seasonal fruits from Thailand, but also import other niche fruit varieties from Thailand to seize the market in advance.

2). Influence of price factors on the purchase of Thai fruits by consumers in Shandong province

The core factor that determines the price of Thai fruits is the consumer's perception of the value of the fruits. Therefore, when pricing and adjusting fruit prices, companies should try to be close to consumers' value perception. Consumers will consider the prices of other brands of similar fruits when purchasing fruits. Therefore, when pricing, sellers should consider the pricing of similar products in addition to the pricing strategies of their competitors. At the same time, for consumers with different individual characteristics, the corresponding pricing strategy is formulated, and the pricing is graded according to the quality of Thai fruits, etc. to meet the purchasing needs of more consumers.

3). The influence of place factors on the purchase of Thai fruits by consumers in Shandong province

In the channel design of the fruit industry, the reliability of Thai fruits is the primary consideration. Sellers need to ensure that the fruit purchased by consumers is genuine Thai fruit and not impersonated by other products. Only by establishing an honest and reliable brand reputation can they gain the trust and recognition of more consumers. Secondly, it is also necessary to provide consumers with a convenient way to buy. With the development of Internet technology, sellers should pay more attention to direct sales and online marketing methods.

4). The influence of promotion factors on the purchase of Thai fruits by consumers in Shandong province.

Respondents consider promotional factors to be very important factors in purchasing Thai fruits and play a crucial role in their purchasing decisions. Among them, the respondents considered that sellers set up promotions for Thai fruits during holidays as the primary factor, including some free, complimentary and discounted promotions. Therefore, retailers can take advantage of various traditional festivals or e-commerce shopping festivals to develop various forms of promotions to attract consumers and promote their purchasing behavior.

5). Influence of people factors on the purchase of Thai fruits by consumers in Shandong province

In terms of the recognition of Thai fruit products by consumers in Shandong Province, they believe that the promotions of merchants have a great influence on their purchasing behavior, followed by the influence of their friends and family members around them on their shopping experience. Therefore, fruit sellers should pay more attention to their own publicity and promotion of their products, which can be done by designing promotional posters and combing Thai product signage to display Thai fruit products prominently.

6). Influence of physical evidence factors on the purchase of Thai fruits by consumers in Shandong province

In terms of physical display, respondents consider the unique appearance of Thai fruits due to their growth in the tropics as a very important factor. Consumers will have the willingness to want to buy it because of its different appearance from local fruits. Secondly, more and more supermarkets, fruit stores and online platforms are gradually promoting the brands of Thai fruits and the number of consumers who are aware of the brands of Thai fruits is gradually increasing, especially the current seasonal fruits such as durian, mango and mangosteen.

7). Influence of process factors on the purchase of Thai fruits by consumers in Shandong province

With the progress of society, consumers are not only concerned about the product itself, but also about the whole process of buying the product, including the service and after-sales service provided by the seller at the time of purchase. It can be seen that sellers can gain consumers' satisfaction and loyalty by creating unique services to gain new customers and retain old ones. In the fruit market of Shandong Province, there has been a qualitative leap in recent years in terms of service, after-sales service and other consumer aspects. It is no longer the same as before. Although profit is the ultimate driving force of the business, customer demand is the purpose of the business.

2. The decision to purchase Thai fruits of consumers in Shandong province.

The decision to purchase Thai fruits of consumers in Shandong province that overall, it was at a high level. When considering each aspect, it was found that the

problem identification had the highest level, followed by the information search, the alternative evaluation and the post purchase behavior, respectively.

Suggestions

Based on the analysis of the current market situation of Thai fruits in Shandong Province, China, and some factors that affect the purchase of Thai fruits by consumers in Shandong Province, China, four types of marketing strategies are finally designed, namely: brand awareness strategy, product promotion strategy, sales channel strategy, and service enhancement strategy.

1. Brand awareness strategy

When a brand wants to launch a new product or promote a product in a new market before consumers are exposed to the product, entrepreneurs should use brand awareness strategy to attract consumers. It gives consumers the opportunity to experience the product, learn about the product and the brand, understand the existence of the brand, attract consumers' attention, stimulate their consumption needs, and ultimately achieve consumer satisfaction.

Sellers should use brand awareness strategies to raise awareness of Thai fruit products among consumers in Shandong Province and to increase the chances that the products will be tried in this market. First of all, Thai companies promoting Thai fruit products to Shandong Province, China, should highlight Thai cultural characteristics in all aspects of the brand and use the unique Thai style to attract the attention of consumers. For example, the image, packaging, and advertising of Thai fruit brands should attract consumers' attention and make them recognize that they are from Thailand. Second, retailers such as fruit specialty stores and large supermarkets should clearly display the flag and name of the country of origin of Thai fruit products on their packaging and shelves, including the "Product of Thailand" Thailand Diversity Refinement ""Thai Trust Mark" and other Thai product certification marks to gain the trust of consumers.

Finally, Thai companies should cooperate with the Thai government, such as the Department of International Trade Promotion of the Ministry of Commerce of Thailand, the Thai Chamber of Commerce in China and other Thai units. The

government will help enterprises design activities related to market development. In terms of strengthening brand protection, the government should improve relevant regulations on agricultural brand and trademark protection to create a good legal environment for protecting agricultural brands: through rectifying and regulating the market economic order improving the credit system of agricultural processing enterprises, establishing a sound law enforcement linkage mechanism and other effective measures to combat infringement of various agricultural brands and create a fair market competition environment. In addition, the government should develop a corresponding reward system to reward enterprises with outstanding performance in brand building. For example: the famous brand-name products, export brand-name agricultural products processing enterprises to obtain pollution-free food, green food and organic food certification of agricultural products processing enterprises, government departments should give financial support.

2. Product promotion strategy

The regression analysis of the marketing mix that influences the purchase of Thai fruit products by Chinese consumers in Shandong Province shows that the "promotion factor" in the marketing mix has a significant impact on the purchase decision. In addition, in the purchase decision process, Chinese consumers in Shandong Province believe that they will buy Thai fruit products again because of the quality of the products, but also because of the low price and the variety of products. Therefore, this paper concludes that "organizing promotions" and "increasing product variety" can stimulate Chinese consumers in Shandong Province to purchase Thai fruit products quickly, and these two methods can also increase the sales volume of the products.

(1) Organizing promotional activities

According to this paper, the marketing mix of Thai fruit products influencing consumers in Shandong Province, China found that in terms of promotional factors in the marketing mix, consumers in Shandong Province, China think that there are 3 promotions that most attract them to buy Thai fruit products, as follows: Price discount promotions, Buying and giving promotions and Full sale promotion.

(2) Increase product variety

When Thai thousand fruit products enter the market of northeastern provinces of China, this paper believes that companies should first introduce to the market the types of fruits that local consumers are more familiar with, such as mango, durian, coconut, pineapple and pineapple honey. When consumers are familiar with the products and brands, then they should start to introduce new products into the market. Secondly, the data analysis revealed that consumers in Shandong province are currently more familiar with Thai fruits such as durian, pineapple honey, coconut, mango and plantain. This paper argues that sellers should consider starting to introduce new products into the market, such as niche tropical fruits like red bag single and lotus fruit, to capture part of the fruit market in Shandong Province, China. Secondly, retailers should also select other fruit types from Thailand according to the favorite tastes of local consumers and introduce them to the market. In addition, derivative products of fruit products should be designed, such as dried coconut coated with chocolate sauce or various fruit jams and dried fruits. The technique of freezing dried fruits can increase the shelf life of fruits and produce a unique taste to attract young people to buy them.

3. Sales channel strategy

The results of the analysis of the marketing mix and purchase decision process affecting the purchase of Thai fruit products by consumers in Shandong Province, China, indicate that in terms of channel factors of the marketing mix, Thai fruit products are sold downstream (fruit specialty stores, hypermarkets), online (websites, live streaming platforms), and in places where Thai fruit products are sold reliably, which are considered important by consumers in the three northeastern provinces. factor. In addition, in terms of purchase decision factors, many consumers also decided to purchase Thai fruit products from sales channels, with the main purchase channels being fruit specialty stores, fruit stalls, supermarkets, and online platforms.

In this paper, we believe that Thai fruit products should be sold through reliable large supermarkets, community fruit stores and shopping software as the main sales channels in Shandong Province, China.

4. Service enhancement strategy

Companies with good service will gain the emotional resonance of consumers, and poor customer service will make customers spread the word one by one, leading to damage to the company's reputation and corporate economic losses. The analysis of the influence of process factors on the purchase of Thai fruits by consumers in Shandong Province shows that consumers attach great importance to the level of service. At the same time, people with different education level have different requirements for service, and the higher the education level, the more they value the service level of the company. Therefore, retailers should keep the concept of "customer first" and train their staff to provide good service to customers when selling products. Secondly, if a product has quality problems after the sale, it should be replaced promptly, especially for Thai fruits purchased online, so as to enhance the consumer's experience.

However, to improve the service level of sellers, it is not enough to rely on the input of enterprises themselves. It is also necessary that domestic and foreign finances at all levels should set up special funds to support the enhancement of the added value of Thai fruit products and services, and establish as soon as possible a multi-level input mechanism between Chinese and Thai governments at all levels to increase financial support. The financial sector should expand loan programs, especially micro-credit business, to support the research and development of agricultural high technology. The financing channels should be actively broadened and support should be given to typical Thai fruits that meet the conditions for listing so that they can be listed as early as possible. In addition, tax incentives should be improved, and importers and exporters of agricultural products and services with high value-added development should be given tax incentives and exemptions in business tax, income tax and VAT.

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