

Marketing Channel Planning Analysis and Recommendations for Anshan Nanguo Pears

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Abstract: Food is the foundation of people's livelihood, with nutrition being the primary concern. People focus on nourishing their bodies through diet, pursuing healthy lifestyles in both ingredient selection and cooking methods. Amid the current trend of consumption downgrading, local consumers increasingly emphasize cost-effectiveness, adopting a consumption philosophy of "spending wisely and buying appropriately." Anshan Nanguo Pears, renowned as the "queen of pears" in the fruit industry for their unique nutritional value, are the subject of this study. This paper aims to fully leverage the resource advantages of the Nanguo Pear industry, focusing on industrial development, cultivating market entities, promoting agglomeration, and building a distinctive brand.

Keywords: Consumption Downgrading; Nutritional Value; Nanguo Pear Industry; Distinctive Brand

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1. Macro-Environment Analysis

1.1 Policy Environment Analysis

The 2025 "Opinions of the Central Committee of the Communist Party of China and the State Council on Further Deepening Rural Reform and Solidly Advancing Comprehensive Rural Revitalization" proposes to enhance rural industrial development, infrastructure, and governance. The goal is to boost agricultural efficiency, rural vitality, and farmers' incomes, thereby laying a solid foundation for Chinese modernization.

1.2 Economic Environment Analysis

Anshan City has cultivated 400,000 mu (approximately 26,667 hectares) of Nanguo Pear orchards, with an annual output exceeding 400,000 tons and a total annual output value of 1.74 billion yuan. The integrated output value, covering production, storage, and processing, reaches 2.35 billion yuan, directly benefiting 80,000 households and over 200,000 people engaged in production, storage, processing, sales, and related services.

1.3 Social Environment Analysis

Consumer demand for natural and healthy foods continues to rise. Nanguo Pears, rich in anthocyanins and polyphenolic antioxidants, perfectly align with modern healthy dietary trends due to their "green and organic" attributes, making them a preferred choice for quality-conscious consumers. Preferences for specialty agricultural products have shifted from mere consumption to cultural and emotional value, highlighting Nanguo Pears as a signature agricultural product that carries Anshan's century-long cultivation history and regional cultural heritage.

1.4 Technological Environment Analysis

Anshan faces significant technological gaps in intelligent cultivation, green pest control, and deep processing. Traditional manual experience dominates planting, lacking precision technologies such as smart irrigation and IoT monitoring, resulting in low resource utilization efficiency. Chemical pesticides remain over-relied upon for pest control, with insufficient adoption of biological control and physical trapping technologies.

2.STP Analysis

2.1 Market Segmentation

For male consumers, marketing emphasizes the pear's lung-moistening and dryness-relieving effects, beneficial for smokers or those in arid environments. For female consumers, the focus is on its antioxidant properties.

2.2 Target Market Selection

Product strategies vary by age group:

- Children: Fun-shaped Nanguo Pear derivatives, such as cartoon-shaped gummies and sweet pear juice, to spark interest.
- Teenagers: Social and trendy products, such as creative gift boxes featuring internet memes or anime designs, and low-calorie Nanguo Pear sparkling water.
- Adults: Premium-quality products, such as high-end gift boxes and pear-based fruit wines, for refined lifestyles.
- Elderly: Health-focused offerings, such as health-preserving canned pears and low-sugar pear paste, for wellness benefits.

2.3 Market Positioning

Leveraging its health benefits, Nanguo Pears will be positioned around product promotion concepts. High-quality products and services enhance brand perception, allowing premium pricing to secure additional profits and increase farmers' income.

3.Marketing Mix Strategy

3.1 Product

A product-centric strategy requires rapid updates and responsive channels. Marketing resources should prioritize 1–2 flagship derivative products for broad appeal, with other products tailored to segmented market demands.

3.2 Price

Pricing reflects consumer motivations, brand value, and profit distribution. Aligned with brand positioning, pricing should encourage purchases while ensuring long-term competitiveness. The strategy avoids low-end pricing, instead leveraging intangible cultural heritage to justify premium pricing and support rural revitalization.

3.3 Channel

3.3.1 Meiyijia

As a Guangdong-based convenience store chain, Meiyijia offers high store density and accessibility. Strategies include:

- Exclusive coupons and discounts for members.
- Holiday bundles pairing Nanguo Pear gift boxes with best-selling convenience store products to increase average transaction value.

3.3.2 Wholesale Markets

These hubs serve retailers and catering businesses with large-scale, fast turnover. Nanguo Pears are graded (premium, standard, and substandard) for differentiated pricing, targeting high-end fruit stores, general retailers, and feed factories. Wholesalers receive tiered discounts and "single-item drop-shipping" services to reduce inventory pressure.

3.4 Promotion

Collaborations with Meiyijia stores in Guangdong establish sales points, leveraging the chain's brand to attract loyal customers through community-driven marketing. Storytelling and high-quality services enhance brand image, enabling premium pricing.

4.Research Conclusions

Deepen the exploration of Nanguo Pear cultural essence, extracting the spiritual symbols of Liaoning culture. Strengthen research to articulate its philosophical systems, thought patterns, and values, integrating them into the brand's core value,

product design, and marketing.

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Conflict of Interests

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