

Features of E-commerce Consumers for Japanese Food Imports in China

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Summary

The promotion of food exports has become an important agricultural policy in Japan, and China is one of the main target markets. As income levels rise in China, so too has the demand for quality imported food with credible labeling. In addition, the Chinese government has been strongly supporting cross-border e-commerce (EC). Considering the rapid expansion in the online market of demand for imported foods, we scrutinized the consumer characteristics of Japanese food imports in the Chinese EC market by using information originally collected via a web survey, and discuss an effective marketing strategy for Japanese food exports.

The major findings of our research are as follows. First, the major characteristics of consumers, such as age, residential area, and household expenditure, are significantly related to the likelihood of purchasing imported food over the Internet. For instance, younger people who live in cities, have children, high expenditure, and are trend-conscious, are more likely to purchase food products imported from Japan. Second, regarding consumers' perceptions, those who regard Japanese food as safe, tasty, and prestigious, or those who prefer scarcity to price, are likely to purchase foods imported from Japan. Third, as a marketing strategy for Japanese food exports, it is suggested that the above-mentioned high-quality image of products should be provided on major EC platforms to improve Chinese consumers' awareness of Japanese food imports.

Key words: E-commerce, Chinese food market, Japanese food imports, consumer characteristics, Japan's food export policy

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