

A Study on E-commerce Platform Marketing Strategies Based on the 5P Theory: A Case Study of Temu

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Abstract— This study explores the marketing strategies of e-commerce platforms using Temu as a case study, grounded in the 5P marketing theory. Through a combination of literature review, data analysis, and case study methodologies, the research delves into Temu's marketing strategies across five dimensions: product, price, place, promotion, and people. The findings reveal that Temu has successfully attracted a substantial user base, particularly consumers in third- and fourth-tier cities and rural markets, by implementing diversified product offerings, low-price strategies, social e-commerce models, varied promotional activities, and user engagement mechanisms. By leveraging group-buying models to reduce costs, utilizing big data for precise supply-demand matching, and harnessing social networks for viral dissemination, the platform has rapidly expanded its market share. However, the study identifies challenges in product quality control, brand image building, and user experience optimization. To address these issues, recommendations are proposed, including enhancing quality supervision systems, strengthening brand development, refining user interfaces, and improving customer service. These insights aim to support Temu and similar e-commerce platforms in sustaining growth amid fierce market competition. This research not only provides theoretical guidance and practical references for formulating e-commerce marketing strategies but also offers a novel perspective on understanding the developmental trends and competitive advantages of emerging e-commerce models.

Keywords— E-commerce platform; 5P marketing theory; Temu; marketing strategy.

I. INTRODUCTION

1.1 Background

With the rapid advancement of Internet technology and the widespread adoption of mobile payment, China's e-commerce industry has experienced vigorous growth. Data released by the China Internet Network Information Center (CNNIC) indicates that as of June 2023, the number of online shopping users in China reached 878 million, an increase of nearly 100 million since 2020. Against this backdrop, emerging e-commerce models, particularly social e-commerce, have risen prominently. Temu, as a quintessential representative of social e-commerce, has successfully ascended to the top three e-commerce platforms in China within just five years. By the end of 2022, Temu reported over 881 million annual active users and a transaction volume nearing 2.5 trillion yuan.

Temu's meteoric rise has disrupted the traditional monopoly of e-commerce giants. Its distinctive "group-buying" model, socially driven marketing strategies, and market penetration into lower-tier cities have garnered significant industry attention. In an intensely competitive market environment, the formulation of effective marketing strategies has become a critical determinant of success for e-commerce platforms. The 5P marketing theory, an extension and refinement of the traditional 4P framework, integrates the human element into the marketing mix, offering a more comprehensive theoretical perspective for analyzing e-commerce marketing strategies.

1.2 Significance

The theoretical significance of this study lies in two aspects. First, Temu's rise and success provide a novel paradigm for the e-commerce domain. Investigating its marketing strategies enriches and refines e-commerce theory. Second, Temu's

business model, which diverges significantly from traditional platforms, offers academic and industry practitioners a fresh direction for exploring innovative business frameworks.

Practically, Temu's successful experience in leveraging social platforms for marketing provides valuable insights for the development of social e-commerce. Analyzing its marketing strategies helps enterprises better understand how to effectively utilize social media for market promotion and user engagement, thereby advancing the growth of social e-commerce.

1.3 Methods

This study employs a multidisciplinary approach, integrating literature review, case analysis, and data analysis, to conduct an in-depth exploration of Temu's marketing strategies through the lens of the 5P theory. Academic literature, industry reports, and market analyses related to e-commerce platforms, social e-commerce, marketing strategies, and the 5P marketing theory were systematically collected from databases such as CNKI, Wanfang Data, Google Scholar, and search engines. The literature spanned from 2018 to 2023, ensuring alignment with the latest theoretical developments and market dynamics. A comprehensive review of Temu's developmental trajectory, business model evolution, and marketing strategy adjustments was conducted, with a particular focus on its practices across the five dimensions of product, price, place, promotion, and people. Comparative analysis with mainstream platforms such as Alibaba and JD.com highlighted the distinctiveness of Temu's strategies. Quantitative analysis of Temu's quarterly financial reports (2018–2023), user data, and industry reports from third-party institutions like iResearch and QuestMobile provided empirical support for the study's conclusions. Additionally, qualitative insights from consumer reviews and

feedback on social media were incorporated to complement the analysis from a user-centric perspective.

II. THEORETICAL FOUNDATIONS AND LITERATURE REVIEW

2.1 The 5P Marketing Theory

The 5P marketing theory, an advanced framework built upon the traditional 4P marketing theory, incorporates five core elements: Product, Price, Place, Promotion, and People. This theory provides a systematic analytical tool for businesses to develop comprehensive marketing strategies, particularly suitable for the contemporary e-commerce environment. The product, at the core of the 5P marketing mix, refers to the goods or services offered by a company to the market, encompassing attributes such as quality, functionality, packaging, and branding. In e-commerce sites, product quality assurance and differentiation are important competitive factors. Price represents the amount consumers must pay to acquire a product, involving pricing strategies, discount schemes, and payment terms. E-commerce platforms often employ low-price strategies, promotional pricing, and other tactics to attract diverse consumer segments. Place, in the context of e-commerce, primarily focuses on factors such as product delivery, logistics systems, and platform accessibility. Advertising, public relations, sales promotions, and personal selling are all examples of the various strategies that make up promotion. E-commerce platforms frequently utilize digital marketing tools and social media for targeted promotional campaigns. People, as an expanded element in the 5P theory, emphasize the interactive relationships among company employees, service personnel, and consumers, as well as the role of consumer social interactions in marketing. This aspect is particularly significant in the context of social commerce.

2.2 The 5P Theory in E-commerce Platform Marketing

The 5P marketing theory, evolved from the traditional 4P theory by incorporating people into the marketing mix, presents a more suitable theoretical framework for modern marketing environments. In the context of e-commerce platforms, the 5P theory has been widely and innovatively applied. In terms of product, e-commerce platforms utilize big data analytics to understand consumer preferences, offering personalized products to achieve precise matches between products and consumers. On the pricing front, platforms employ strategies such as dynamic pricing, price comparison, and group buying to provide consumers with more competitive prices. Regarding place, e-commerce platforms transcend the spatial and temporal limitations of traditional retail through omnichannel marketing and intelligent logistics systems, ensuring efficient product circulation. In promotion, platforms integrate various promotional methods, including social media, live-streamed sales, and flash sales, to enhance user engagement and conversion rates. In terms of people, e-commerce platforms prioritize user experience and service quality, utilizing customer service systems, community interactions, and user-generated content to strengthen user retention. With the rise of social commerce, the application of the 5P theory in e-commerce has increasingly emphasized social attributes and

user participation, forming a more comprehensive and systematic marketing strategy framework.

2.3 Research Status

In 2022, Temu launched its overseas version, Temu, which has drawn significant attention from foreign scholars regarding this emerging Chinese e-commerce platform. A case study from Harvard Business School explored Temu's innovative business model and rapid growth, attributing its success to social sharing and group-buying models that attracted users, enabled rapid market share expansion, and facilitated its Nasdaq listing within three years of establishment. The case also examined Temu's competitive advantages and the replicability of its business model in other markets. In 2022, the journal Springer published a paper titled "The Effect of Temu's Current Marketing on Customer Retention," which analyzed how Temu's marketing strategies enhance customer engagement and loyalty through promotions, coupons, and social interaction features. Supported by data analysis and empirical research, the paper highlighted the critical role of these strategies in driving Temu's sustained growth. Despite challenges during its rapid growth, Temu's unique business and marketing models have undoubtedly provided new insights and references for the e-commerce sector.

Domestic research on e-commerce platform marketing strategies, particularly regarding Temu, has deepened in recent years. A review of existing literature reveals comprehensive explorations of Temu's marketing strategies from various perspectives. In terms of marketing models, Zhang Ruijuan used Temu as a case study to investigate innovative strategies for agricultural e-commerce marketing platforms in the big data era, noting that Temu's novel approaches, such as group buying and price slashing, reduce product prices and enhance user engagement and stickiness^[1]. Martina's research on Temu's marketing strategies highlighted the platform's low-cost traffic acquisition and rapid expansion through social e-commerce models, with its people-driven social model becoming a core competitive advantage^[2]. Song Shanshan pointed out in her research that Temu leverages user psychology and social relationships, employing gamification elements to enhance user experience, thereby driving the platform's rapid development^[3]. In multi-channel marketing strategy research, Bai Zuo and Zhao Yi analyzed Temu's strategies, emphasizing its omnidirectional marketing system built through online-offline integration, diversified promotion channels, and deep integration with social platforms like WeChat^[4]. Guo Xueyan explored Temu's strategies from the perspective of the digital economy era, underscoring its innovative practices in precision marketing, new media communication, and community marketing, which serve as exemplary cases for retail enterprises' marketing transformation in the digital age^[5]. Li Tianhang's research indicated that Temu's success lies in accurately capturing market demand in lower-tier cities, establishing a multi-level distribution system, and achieving precise positioning and services through technological means^[6]. In studies combining consumer behavior with marketing strategies, Shen Jianquan analyzed the purchasing behavior characteristics of Temu's user base and their alignment with

marketing strategies, arguing that Temu's in-depth understanding of user needs and behavior patterns has led to targeted marketing strategies that effectively improve user conversion and repurchase rates^[7]. Tang Jiangting noted that Temu attracts price-sensitive consumers through low-price strategies and social models, while expanding its user base and market share by optimizing user experience and product quality^[8]. Zhao He studied Temu's marketing strategies from a social e-commerce perspective, attributing its success to the organic combination of social relationships and e-commerce transactions, which, through incentive mechanisms, drives user-initiated sharing and spreading, forming a low-cost, high-efficiency marketing loop^[9]. In targeted market research, Li Zhifan examined Temu's marketing tactics and prospective growth, emphasizing the company's emphasis on the lower-tier market, responsiveness to shifting consumer demands, and commitment to technological innovation in order to improve marketing strategies and boost market competitiveness^[10]. Li Huilin investigated the impact of Temu's marketing strategies on college students' consumption intentions, finding that its gamified marketing and social sharing strategies strongly appeal to young consumer groups, but product quality and after-sales service are crucial for maintaining loyalty^[11]. Chen Xinru analyzed Temu's marketing strategies, attributing its success to accurate market positioning, differentiated pricing strategies, and promotional methods that create a unique competitive edge^[12]. In agricultural product marketing strategy research, Han Miaomiao conducted an in-depth study of Temu's strategies, noting that by establishing a direct supply model for agricultural products, the platform reduces circulation costs and enhances consumer trust through origin tracing and quality guarantees, effectively promoting online sales of agricultural products and farmer income growth^[13].

Domestic scholars have established a relatively comprehensive system for studying e-commerce platform marketing strategies based on Temu, covering multiple dimensions such as marketing model innovation, multi-channel marketing integration, consumer behavior analysis, targeted marketing strategies, and industry-specific marketing. However, current research has some shortcomings: firstly, theoretical support for Temu's marketing strategies is not sufficiently explored, particularly lacking an overall analysis based on the 5P marketing theory framework; secondly, research on the dynamic evolution of Temu's marketing strategies and their alignment with platform development stages is inadequate; finally, quantitative evaluation and empirical analysis of the effectiveness of Temu's marketing strategies are relatively scarce, making it difficult to objectively assess their actual impact. Future research should strengthen the integration of theory and practice, delve into the internal mechanisms and effectiveness evaluation of Temu's marketing strategies, and provide more valuable references for optimizing e-commerce platform marketing strategies.

III. ANALYSIS OF TEMU'S MARKETING STATUS

3.1 Current situation of marketing strategy on Temu

3.1.1 Product strategy

The product strategy of Temu platform is mainly characterized by three major features: "many, wide, and practical". Firstly, in terms of product diversity, as of the end of 2022, the Temu platform has over 16 million SKUs of products, covering more than ten categories such as daily necessities, clothing, shoes and hats, fresh food, beauty and skincare, household appliances, etc., which can meet the diversified shopping needs of consumers. Secondly, in terms of product positioning, Temu focuses on cost-effective products to meet the basic needs of consumers in lower tier cities and rural markets, which is consistent with its value proposition of "multi province". Data shows that in 2021, more than 70% of users on Temu platform came from third tier and below cities, which also reflects the high match between its product strategy and target market. In recent years, Temu has introduced high-quality merchants through its "New Brand Plan" and launched special programs such as "Billion Subsidy" and "Duoduo Orchard" to gradually enrich and improve product quality. Especially in the field of agricultural products, Temu has created a direct connection model from farmland to dining tables through projects such as the "Agricultural Goods Festival" and "Duoduo Farm". As of 2022, the annual transaction volume of agricultural products on the platform has exceeded 300 billion yuan, becoming one of the largest agricultural product upstream platforms in the country. However, the platform still faces the problem of counterfeit and inferior products. During the period of 2020-2022, the platform has been notified more than 20 times by market regulatory authorities due to product quality issues, which is also a pain point that urgently needs to be addressed in its product strategy.

3.1.2 Price strategy

The core of Temu's pricing strategy can be summarized as "low price direct sales". The platform mainly implements a low price strategy through three methods: firstly, the "group buying" model, which aggregates consumer demand to form large-scale orders, directly connects with factory production, and cuts off intermediate markups. Data shows that Temu's group buying products in 2022 can save consumers an average of 20% -40% of purchase costs. Secondly, there is the "C2M reverse customization" model, which uses big data analysis to guide manufacturers to produce according to demand, reduce inventory pressure, and lower production costs. According to official data from Temu, as of the end of 2022, more than 1500 factories have participated in the C2M plan, providing consumers with more cost-effective products. The third is a radical subsidy strategy, such as the "Billion Subsidy" plan, in which the platform collaborates with brand merchants to provide significant discounts. In 2022, the plan covers over 100000 types of products, involving an amount of over 20 billion yuan. In terms of price transparency, Temu has formed a unique pricing system through various low price promotion methods such as "bargain free" and "limited time flash sale". According to data from iResearch Consulting, in 2021, the average price of products on Temu platform was 15% -30% lower than its main competitors, which helped Temu rapidly expand its market share in the short term. However, the low price strategy also brings challenges such as low profit margins

and low brand value perception to the platform, which constrains its long-term development.

3.1.3 Place strategy

The place strategy of Temu platform is mainly reflected in the innovative model of "social+e-commerce", which breaks down the traffic acquisition barriers of traditional e-commerce platforms. Firstly, Temu fully utilizes WeChat as its main channel to acquire customers through WeChat and WeChat sharing links, achieving low-cost traffic diversion. Data shows that in 2021, about 75% of Temu's monthly active users came from the WeChat ecosystem, and the cost of acquiring a single customer was only about one-third of that of its main competitors. Secondly, Temu has established a "user platform" social sharing channel model, converting users into distributors and forming a viral transmission chain through incentive mechanisms such as friend group buying and sharing rebates. According to QuestMobile data, Temu users will share an average of 4.7 shopping links per month in 2022, far exceeding the industry average. Temu has advantages in place sinking, by simplifying interface design and operation processes, it has lowered the usage threshold among users in third - and fourth tier cities and rural areas. As of the end of 2022, Temu's penetration rate in the rural market reached 63.4%, an increase of nearly 30 percentage points compared to 2018. In addition, Temu has innovatively developed local lifestyle services such as "Duoduo Maicai", expanded its O2O channel network, and met users' instant consumption needs. Through the "cloud warehouse+pre warehouse" model, more than 1000 logistics nodes have been deployed in over 100 cities across the country, achieving "one hour delivery" service coverage. This comprehensive and multi-level channel strategy has built a strong distribution network and traffic pool for Temu, promoting the rapid growth of the platform's user base.

3.1.4 Promotion strategy

Temu's promotional strategy is characterized by "gamification" and "socialization", forming a unique interactive promotional system. Firstly, in terms of promotional format, Temu has innovatively combined gaming with shopping, launching a series of interactive games such as "Bargain for Free", "Duoduo Orchard", and "Duoduo Love Elimination". According to publicly available data from enterprises, in 2022, the average daily stay time of users participating in various promotional games on the platform reached 27 minutes, far higher than traditional e-commerce platforms. Secondly, Temu has adopted a social network-based sharing and promotion model, incentivizing users to actively share product information through mechanisms such as "inviting friends to help" and "group leader rebates". Data shows that about 65% of the platform's new users in 2021 came from old user invitations. In terms of promotional efforts, Temu maintains a high-frequency promotional rhythm through regular promotional activities such as "billions of subsidies", "limited time flash sales", and "new employee exclusive". Especially in the "Billion Subsidy" project, the platform collaborates with brand owners to jointly bear the cost of profit sharing, and the average discount rate for the products covered by the 2022 plan will reach over 30%. In addition, Temu has innovatively launched large-scale seasonal promotional activities, such as the "Agricultural Goods

Festival", "618 Grass Planting Festival", "Double 11 Good Goods Festival", etc., forming a continuous promotion cycle throughout the year. Temu's marketing and promotion expenses reached 26.03 billion yuan in 2022, accounting for 14.7% of total revenue, reflecting the platform's high emphasis on promotional activities. This diversified, immersive, and social promotion strategy not only enhances user engagement and repeat purchase rates, but also strengthens the platform's brand recognition and market influence.

3.1.5 Personnel strategy

Temu's personnel strategy embodies a new marketing model of "user engagement", transforming consumers into marketers and production participants. Firstly, in terms of user incentives, Temu encourages users to share product links through a "commission rebate" and "multi-level distribution" system, and ordinary users can receive rewards by attracting new customers and facilitating transactions. Data shows that in 2022, over 150 million Temu users received various forms of sharing rewards, with an average monthly income of around 35 yuan per active sharer. Secondly, Temu has established a dedicated user community organization through "WeChat group operation", with a large number of "group leaders" serving as bridges between the platform and users, responsible for product recommendation and after-sales communication. As of the end of 2022, the number of active group leaders on Temu platform has exceeded 3 million. In terms of merchant services, Temu has established a professional merchant training system and operation support team. Through the "Duoduo University" training program, it provides full process guidance for merchants from entry to operation. In 2022, the platform held over 2000 training sessions for various types of merchants, with a total of more than 1 million merchants trained. In addition, Temu has also innovatively developed programs such as "Duoduo Farm", where consumers can participate in the entire process of agricultural product cultivation through games, achieving an extension of personnel interaction. As of the end of 2022, over 40 million users have participated in the "Cloud Planting" activity. At the customer service level, Temu has established a hybrid service model of "intelligent customer service". In 2022, the platform's customer service team exceeded 15000 people, and the average customer service response time was shortened to less than 5 minutes. This comprehensive personnel strategy not only enhances user stickiness but also expands brand influence.

3.2 Problems in Temu's marketing strategy

3.2.1 Product quality and category management

With the rapid expansion of the Temu platform, the issues of product quality and category management have become increasingly prominent. Data shows that from 2020 to 2022, the quality issues of products complained about on Temu platform accounted for 53.7% of all complaints, far higher than the average level of other mainstream e-commerce platforms (about 35.8%). The lack of strict product quality control is the primary problem faced by the platform, and phenomena such as passing off inferior products as good often occur, which is directly related to Temu's low price strategy that causes suppliers to compress costs. In terms of category management,

although Temu has over 16 million products, there is a clear imbalance in its category structure. According to the "China E-commerce Platform Category Structure Report" released in 2022, Temu's high-end brand products account for only 8.2%, far lower than Tmall's JD.com '39.5%. At the same time, the platform has relatively low entry barriers for merchants and lacks a systematic product grading management mechanism, leading to the proliferation of homogeneous products and making it difficult for consumers to quickly find high-quality products. Temu's post supervision of product quality is more than pre inspection. Although it has established mechanisms such as "one fake, ten compensation" to protect rights, the after-sales processing process is complex and inefficient, which brings negative experiences to users. These issues not only damage the platform's reputation, but also constrain Temu's strategic transformation towards high-quality development.

3.2.2 Price competition and profit margin

Temu quickly captured the market with its low price strategy, but this price oriented competitive approach also brought obvious drawbacks. Data shows that during the period of 2021-2023, the average gross profit margin of Temu platform merchants is only 15% -20%, significantly lower than the industry average level (around 25% -30%). The profit margins of fierce merchants are severely compressed, and many small and medium-sized merchants reduce product quality in order to maintain competitiveness, forming a vicious cycle. The platform itself also faces the challenge of profitability. According to Temu's financial report data, although Temu's GMV (Gross Merchandise Volume) continues to grow, its marketing expenses accounted for 32.7% of total revenue in 2022, far higher than JD's Alibaba's 11.6%. Overreliance on low price strategies and subsidies to stimulate growth makes it difficult for the platform to form a sustainable profit model. Low price positioning also limits Temu's ability to expand its high-value user base. Research data shows that the per capita annual consumption of Temu users in 2023 is about 2600 yuan, which is only 61.9% of Tmall users and 58.4% of JD users. This gap indicates that relying solely on price competition is difficult to enhance user value and attract a group of users with high purchasing power. The stereotype of 'cheap, no good' has become an important factor limiting the development of the platform, and the balance between price and value has become a core issue that Temu urgently needs to address.

3.2.3 Channel expansion and user acquisition

Temu faces multiple challenges in channel expansion and user acquisition. Firstly, there are obvious geographical and age restrictions in the user structure. According to the "China E-commerce User Profile Analysis Report" released by iResearch Consulting in 2022, Temu users are mainly concentrated in third - and fourth tier cities and rural areas, accounting for as much as 68.3%, while the proportion of users in first - and second tier cities is only 31.7%. This user structure limits the platform's consumption potential and also restricts the space for brand upgrades.

Secondly, the cost of acquiring users continues to rise. Data shows that the average cost of acquiring a new user for Temu in 2023 reached 126 yuan, an increase of 46.5% compared to 2020. This is mainly because after the dividend period, the

efficiency of the platform in acquiring users through social fission gradually decreases, while the cost of acquiring users through traditional channels such as advertising is relatively high. Moreover, the issue of channel homogenization is evident. Temu overly relies on the WeChat ecosystem, with nearly 85% of user traffic coming from WeChat mini programs, which poses significant risks for the platform in terms of traffic acquisition. In contrast, Alibaba and JD.com have built diversified traffic entry points and ecosystems. Temu's own APP lacks independent user acquisition channels and a complete private domain traffic system due to insufficient user activity and high dependence on external traffic. With the gradual decline of the social e-commerce dividend period, Temu's growth space in user expansion is facing challenges, especially in terms of acquiring young users and high consumption groups. Temu lacks effective differentiation strategies.

3.2.4 Single promotion methods and user stickiness

Although Temu's promotional activities are diverse, its promotional strategies still have obvious limitations. Firstly, promotional methods overly rely on price incentives. Data shows that during the period of 2021-2023, more than 90% of promotional activities on the Temu platform will still be mainly in the form of price discounts, discounts, and subsidies, while new promotional methods such as content marketing will account for less than 10%. This single promotion method is difficult to meet the diverse needs of consumers and is not conducive to cultivating user brand awareness and emotional connections. The issue of user stickiness is prominent. According to the "Analysis Report on User Behavior of Chinese E-commerce Platforms" released in 2023, the average monthly active days of Temu users are 5.8 days, lower than JD's 7.3 days and Tmall's; The average dwell time of users is 27 minutes, which is also lower than that of competitors. This indicates that the platform has shortcomings in user retention and activity, and users' dependence and loyalty to the platform are relatively low. The sustainability of promotional activities has been questioned. Although Temu's social promotion models such as "bargaining" and "group buying" can attract users to participate in the short term, the novelty of users gradually diminishes over time, and the enthusiasm for participation also decreases. Data shows that in 2023, the social sharing rate of Temu users decreased by about 18.5% compared to 2021, indicating that the marginal effect of social promotion is diminishing. Temu's membership system and user incentive mechanism are relatively simple, lacking a refined user segmentation operation strategy. Compared to its competitors' diversified membership benefits and consumption scenarios, Temu lacks sufficient layout in long-term user value mining and lifelong user value enhancement, which limits the platform's ability to establish lasting user relationships.

3.2.5 Customer service and user experience

Temu has multiple issues that urgently need improvement in customer service and user experience. Firstly, the after-sales service system is not sound enough. According to data released by the China E-commerce Research Center, the complaint resolution rate of Temu platform in 2022 was 76.3%, lower than the industry average of 82.7%. The average response time for

customer service on the platform is 12.7 hours, while the response time for major competitors is only. This gap has clearly affected users' trust and satisfaction with the platform. There are still shortcomings in user interface design and interactive experience. According to user research data, 63.8% of users believe that the Temu app interface information is too dense and there are too many pop-up ads, which affects the browsing experience; About 57.2% of users reported that the loading speed of app pages is slow, especially during peak promotional periods. Temu's user experience ratings in product display, search accuracy, and category navigation are lower than those of top platforms in the industry. The product information is not transparent enough. The product descriptions on the platform are not detailed enough, the parameter information is incomplete, and the evaluation system lacks an effective filtering mechanism, making it difficult for users to obtain the true information of the products. According to a third-party survey in 2023, 42.5% of users reported encountering situations where the product did not match the description while shopping on Temu, which is higher than other mainstream e-commerce platforms. Temu's logistics and delivery experience also has obvious shortcomings. The data shows that the average delivery time for Temu orders in 2023 is 4.3 days, while for JD.com it is 1.8 days. The gap in logistics timeliness directly affects the shopping experience and satisfaction of users. At the same time, the platform lacks control over logistics enterprises, resulting in uneven quality of delivery services and a high rate of user complaints. These issues reflect that Temu still has a lot of room for improvement in optimizing the user's full chain experience.

IV. OPTIMIZATION OF TEMU PLATFORM MARKETING STRATEGY BASED ON 5P THEORY

4.1 Product strategy optimization

4.1.1 Strengthen quality control

Temu should establish a comprehensive merchant qualification review mechanism, raise the entry threshold, and require merchants to provide more complete qualification certificates and product quality certifications. Secondly, establish a comprehensive product quality traceability system to achieve full process monitoring of goods from production to sales, especially implementing stricter quality control for high-risk categories such as food, health products, and electronic products. In addition, Temu can introduce a third-party quality inspection agency to conduct random checks on platform products on a regular basis, and make the test results public to enhance platform transparency. By establishing a product quality rating system, combined with real user evaluations and complaint records, merchants are graded and managed to incentivize them to provide high-quality products.

4.1.2 Optimize the category structure

Temu needs to carry out systematic category structure adjustment. Firstly, it needs to identify user consumption upgrade trends through big data analysis, and launch more targeted mid to high end product lines to meet the needs of consumers at different levels. At the same time, establish a differentiated category development strategy, focusing on developing high growth potential categories such as electronic

products, beauty and personal care, and maternal and child products while maintaining traditional advantageous categories such as agricultural products and daily necessities. By establishing strategic partnerships with well-known brands, we aim to enhance the overall product quality of the platform and increase brand influence. In addition, Temu can create distinctive sub categories, such as China-Chic products and original designer brands, to form unique category advantages. In the process of category optimization, it is necessary to comprehensively consider user profiles, regional characteristics, seasonal demands, etc., and construct a more targeted category matrix to enhance the user shopping experience.

4.2 Price strategy optimization

4.2.1 Implement differentiated pricing

As a leading e-commerce platform in China, Temu needs to further improve its pricing strategy to meet the increasingly diverse needs of users. Implementing differentiated pricing is an important direction to enhance platform price competitiveness. According to data from the domestic e-commerce market in recent years, the stratification of price sensitivity among Chinese consumers is evident in 2022, with a price acceptance difference of 35% among high, middle, and low-income groups. Therefore, Temu can adopt differentiated pricing strategies for different consumer groups, and develop a multi-level pricing system based on factors such as user profiles, purchase history, and purchasing power.

4.2.2 Establish a dynamic pricing mechanism

By analyzing multidimensional data such as market supply and demand relationships, competitor price changes, inventory levels, sales seasonality, and user purchasing behavior, Temu can establish an automated pricing algorithm. This algorithm can automatically adjust product prices during specific time periods based on preset rules, such as moderately raising prices during peak traffic periods, lowering prices during off-season sales or specific promotional nodes, etc. According to Deloitte Consulting's 2022 research, an effective dynamic pricing strategy can increase e-commerce platform sales by 15% -25% and gross profit margin by 5% -10%. In addition, Temu also needs to establish a price monitoring system to track prices inside and outside the platform in real time, ensuring price competitiveness while avoiding user trust crises caused by excessive price fluctuations, and finding a balance between flexibility and stability.

4.3 Channel strategy optimization

4.3.1 Expand offline channels

Temu can establish physical display stores in areas with lower market advantages, allowing consumers to experience products firsthand and enhance shopping trust. At the same time, cooperation can be established with county-level physical supermarkets to set up "Duoduo Xiaodian" in rural markets as product display and self pickup points, solving the pain points of rural logistics distribution. In addition, Temu can learn from JD's "JD Home Appliance Exclusive Store" model and cooperate with brand merchants to open joint stores, achieving a perfect combination of online traffic and offline experience. According to a report by iMedia Consulting, the retail scale of

China's county and town markets is expected to reach 12 trillion yuan by 2025. Through offline channel layout, Temu is expected to further consolidate its leading position in the sinking market.

4.3.2 Explore cross-border e-commerce business

Temu can adopt phased strategies to promote cross-border e-commerce business: firstly, establish a "Overseas Goods" section to introduce well-known overseas brands and specialty products, meeting the demand of domestic consumers for high-quality imported goods; Secondly, direct cooperation with Southeast Asia, Europe, America and other regions can shorten the supply chain link, reduce product prices, and maintain Temu's price advantage; In addition, Temu aims to build a cross-border logistics system and collaborate with international logistics giants to address issues such as long delivery times and high costs for cross-border goods. According to iResearch Consulting's prediction, the scale of cross-border e-commerce transactions in China will exceed 3.5 trillion yuan by 2025, with a compound annual growth rate of 16%. If Temu can successfully layout cross-border e-commerce, it can not only enrich product supply, but also attract more high-value users, enhance the overall competitiveness of the platform, and explore new growth space in the fierce e-commerce competition.

4.4 Optimization of promotion strategy

4.4.1 Innovative forms of promotion

Temu can implement a "scenario based promotion" strategy for different user groups, accurately pushing personalized promotional information based on user profiles and consumption habits. For example, providing home and daily necessities combination promotions for housewives, designing school season promotion packages for student groups, and so on. Data shows that the conversion rate of personalized recommendation promotion in 2023 is about 32% higher than that of regular promotion. In addition, the introduction of a "task-based promotion" mechanism allows users to receive additional rewards by setting tasks such as browsing products, evaluating and sharing products, which not only enhances user stickiness but also expands platform influence. According to data from the China E-commerce Research Center, the application of gamified marketing on e-commerce platforms has grown by 47% in 2022, with a significant increase in user engagement.

4.4.2 Optimize the group buying mechanism

Introduce a "multi-level group buying reward" mechanism, which means that not only group buying initiators can receive rewards, but participants who invite new users to join can also receive corresponding rewards, forming a viral dissemination effect. Data shows that the customer acquisition cost of social fission marketing in 2022 is about 40% lower than that of traditional advertising. In addition, Temu can develop a "cross category group buying" function, allowing users to group and combine products from different categories to meet their one-stop shopping needs. For example, when purchasing a mobile phone, accessories such as phone cases and headphones can be bundled together to enhance user convenience. According to the 67.2% e-commerce users released by China Internet Network

Information Center (CNNIC) in 2023, the platform hopes to provide a more flexible group buying mode, which shows that there is a broad market demand for optimizing the group buying mechanism.

4.5 Personnel strategy optimization

4.5.1 Improve customer service quality

In targeted market research, Li Zhifan analyzed Temu's advertising strategies and potential development, highlighting the company's focus on the lower tier market, adaptability to changing consumer wants, and dedication to technological advancement in order to enhance marketing approaches and increase market competitiveness. Intelligent customer service can solve users' basic problems and improve response speed; Complex problems are handled by professional human customer service to ensure the quality of problem-solving. Secondly, the platform needs to optimize the after-sales processing process, shorten the review time for returns and exchanges, simplify the after-sales process, establish fast channels such as "instant returns" and "fast processing", and improve user satisfaction. Finally, establish a customer service quality evaluation system, regularly assess customer service quality through user feedback and third-party evaluations, and link the evaluation results with customer service personnel performance to incentivize continuous improvement.

4.5.2 Strengthen merchant management and training

Temu should establish a comprehensive merchant admission and rating mechanism to enhance the overall quality of platform merchants. By establishing a multidimensional merchant credit evaluation system, incorporating product quality, service attitude, logistics speed, and other evaluation indicators, a virtuous cycle of survival of the fittest is formed. At the same time, the platform can establish a "Temu Merchant Academy" to provide systematic training courses, including store operation, product promotion, customer service, and platform rules, to help merchants improve their operational capabilities. In addition, Temu can organize excellent merchant exchange meetings, industry forums and other activities to promote experience sharing and mutual learning among merchants, and provide more traffic support and marketing resources for outstanding merchants, forming incentive mechanisms and promoting the overall improvement of service level.

V. CONCLUSION AND RECOMMENDATIONS

5.1 Conclusions

This study is based on the 5P marketing theory and systematically analyzes the marketing strategies of Temu e-commerce platform. Research has shown that Temu has achieved rapid growth and gained significant advantages in the fiercely competitive e-commerce market through a unique combination of marketing strategies. In terms of product strategy, Temu focuses on agricultural products and daily necessities to meet the consumption needs of low tier urban and rural users, but uneven product quality remains its main challenge. In terms of pricing strategy, the "group buying" model has become its core competitiveness, reducing costs through group buying, eliminating intermediate links directly to factories, and achieving cost-effectiveness advantages. In terms

of channels, Temu cleverly combines social channels and e-commerce platforms, and has built a unique distribution network through precise penetration of WeChat ecology and sinking markets. In terms of promotional strategies, its gamification marketing and subsidy incentive mechanism have stimulated user participation, but excessive reliance on subsidies has also brought profit pressure. In terms of personnel, Temu has achieved low-cost customer acquisition through user self dissemination and social fission, but there is still room for improvement in terms of user experience and service quality.

5.2 Recommendations

With the continuous development and technological innovation of the e-commerce industry, there is still a vast space for exploration in the research of marketing strategies for e-commerce platforms based on the 5P theory. Future research can be conducted in the following areas: firstly, expanding the time span of the study and conducting longitudinal comparative research. With the continuous development of social e-commerce platforms such as Temu, their marketing strategies are also dynamically adjusted. Future research can compare and analyze the changes in marketing strategies at different stages of development, and explore the evolution laws and trends of e-commerce platform marketing strategies. Secondly, expand the scope of comparative research and conduct comparative analysis on the differences in marketing strategies of different types of e-commerce platforms. Temu will be compared with JD, Alibaba, Tiktok E-commerce and other e-commerce platforms with different positioning, to explore the characteristics and innovation points of different platforms when applying the 5P theory, so as to provide a more comprehensive marketing strategy reference for the e-commerce industry. Thirdly, delve into the interactive relationship between consumer behavior and e-commerce marketing strategies. By using methods such as consumer surveys and user behavior data analysis, this study aims to investigate the differences in perception and response of different groups of consumers to 5P marketing strategies, and provide theoretical support for precision marketing.

Meanwhile, with the development of metaverse and AI technology, future research can focus on the impact and changes of these technologies on e-commerce platform marketing strategies. Fourthly, attempt to establish a more comprehensive evaluation system for e-commerce platform marketing strategies, quantitatively assess the effectiveness of different marketing strategies, and provide data support and theoretical guidance for e-commerce platforms to make scientific marketing decisions.

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