

Research on Marketing Strategy Innovation of Agricultural Products under the Background of Digital Economy



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Abstract: Based on the research background of digital economy, this paper puts forward the basic idea of agricultural products marketing model, focusing on the key words of "flow", "big data", "cross-border" to promote the innovation of agricultural products marketing strategy. And on this basis, this paper explores five modes of agricultural products marketing innovation: promoting the whole process of visual marketing of agricultural products, relying on social platform personal IP marketing of agricultural products, live broadcast + factory + farm marketing mode, agricultural products crowdfunding platform sales mode, agricultural products + adoption marketing mode and agricultural products F2C marketing mode. In order to effectively promote the operation of these modes, this paper also puts forward three countermeasures and suggestions from the aspects of brand building of agricultural products, value perception of agricultural products and innovation of agricultural products consumption scene.

Key words: digital economy; agricultural products; marketing strategy;

Data from the Ministry of Agriculture show that the sales of agricultural products for the Internet will grow well in 2022. Sales in China's urban and rural areas reached 2.17 trillion yuan, up 3.6 percent year on year. Of this, the Internet sales of goods in urban and rural areas reached 1.99 trillion yuan, up 4.9 percent year on year. China's online sales of agricultural and sideline products reached 531.38 billion yuan, up 9.2% year on year and 6.4% higher than in 2021. By the end of 2022, the number of e-commerce platforms for agricultural products in China had reached more than 15,000, and the transaction volume of agricultural products reached 3 trillion yuan. However, while the scale is growing, there are still problems in the e-commerce of agricultural products, such as the unstable quality of agricultural products and the unstable factors in the transportation process, which will bring inconvenience to consumers; The development of market players of agricultural and sideline products is not perfect, and the sales players that can represent the characteristics of agricultural and sideline

products industry and the interests of the industry are not mature; It is difficult for scattered and weak farmers to overcome their own defects and lack advantages in entering and participating in the market.

Under the background of rapid development of digital economy, traditional sales endow new business philosophy and constantly innovate the sales mode of various enterprises. The integration of new retail will make the retail industry realize the integration of online and offline, and break through the limitations of business scenarios. (Retailing, 2020) At the same time, it will realize the deep combination of online consumption and offline feelings. Based on the dilemma of the current sales model of agricultural products in China, it is of practical significance to explore the innovation of sales strategy of agricultural products.

1. Literature Review on Marketing Strategy of Agricultural Products

Through the reading of literature on this topic, the research on marketing strategy of agricultural

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products mainly includes the following three aspects: First, the marketing strategy of agricultural products based on market demand: Research on Marketing Strategy of Agricultural Products Based on Market Demand (Li Xiaoming, 2019) points out that the target market and consumer demand should be determined through market research and analysis, and brand building and product differentiation should also be paid attention to. (Yan, 2020) Second, research on marketing strategy of agricultural products based on supply chain management: Research on Marketing Strategy of Agricultural Products Based on Supply Chain Management (Wang Xiaohua, 2020) points out that supply chain management can optimize the production and sales process of agricultural products and improve the quality and efficiency of products; (Wang, 2023) Third, research on marketing strategy of agricultural products based on digital technology: Research on Marketing Strategy of Agricultural Products Based on Digital Technology (Chen Lihua, 2019) points out that digital technology can improve the production efficiency and quality of agricultural products, and also achieve accurate marketing and service.

In recent years, more and more contents related to digital agriculture are involved in the No. 1 document of the Central government. Words such as the combination of information technology and agriculture, smart agriculture, and Internet agriculture are frequently mentioned. The Digital Agriculture and Rural Development Plan (2019-2025) puts forward a 2025 vision for the development of online sales of agricultural products, digital agriculture and rural Internet. At present, how to innovate the marketing strategy of agricultural products under the background of rapid development of digital economy lacks more depth and application. This paper will further discuss the innovation of marketing strategy of agricultural products on the basis of existing research and follow the essence of marketing, so as to provide reference for the government and relevant enterprises.

2. Innovative Ideas of Marketing Strategy of Agricultural Products

Guided by the development of digital economy and based on the essence of marketing, innovative marketing strategies for agricultural products can follow the following ideas:

2.1 Take the customer as the center and pay attention to the development of private domain traffic

The fundamental purpose of agricultural products marketing is to achieve efficient circulation of agricultural products through effective market strategies and means, focusing on enhancing the added value of agricultural and sideline products, meeting user consumption needs, increasing farmers' income and realizing sustainable agricultural development. In the case of explosive growth of the same type of products, only the products that meet the needs of consumers can sell well. The sales of agricultural products need to pay attention to the "customer group" or a group of "target customers" with specific attributes. At present, the traditional drainage cost remains high. How to drainage in new media channels, such as public accounts, short videos, communities, etc., to form fan groups, how to cultivate higher customer stickability is the basis of the establishment of private domain traffic. Due to the fixed production cycle of agricultural products, higher requirements for freshness, community marketing, the last mile of the supermarket is a channel for many people to choose to buy fresh vegetables, seasonal fruits, meat, eggs and milk, individuals and small businesses play an important role in this marketing mode, as long as the successful establishment of their own community and fan base in the front end, they can sell agricultural products. Multi-channel drainage, the establishment of private domain traffic, so that fans become product sales staff is an important direction of agricultural products sales in the future.

2.2 Use big data to grasp customer information in real time

Under the background of digital economy, mobile technology and artificial intelligence technology continue to penetrate into the retail link of agricultural products. With the application of computer technology, consumer behavior has changed greatly. Enterprises have noticed that consumers receive information quickly. How to seize the time and mind of consumers and grasp the sales opportunity is a problem faced by more and more enterprises. (Chen, 2022) In such an environment, to improve customer stickiness, it is necessary to use big data to analyze consumer browsing rate, conversion rate and transaction rate, maintain customer retention

rate, establish customer labels, find out the customers worth paying attention to through big data technology, and achieve precision marketing.

2.3 Cross-border integrated marketing of agricultural products

With the rapid development of digital economy, cross-border marketing of agricultural products has also become a new research direction. The application of digital technology can help agricultural products achieve brand building and marketing promotion. (Wang, 2021) Through social media, e-commerce platforms and other channels, agricultural products can be more accurately positioned to target groups, targeted marketing and promotion, and improve product awareness and reputation. The application of digital technology can also help agricultural products achieve supply chain management and logistics distribution optimization. Through data mining and data analysis and other technical means, agricultural and sideline products enterprises can realize the process monitoring and management of the whole production process of agricultural products, which can improve the production efficiency, product quality, distribution efficiency and reduce logistics costs at the same time. The application of digital technology can also help agricultural products achieve cross-border cooperation and innovative product development. (Wang et al., 2022) Through cooperation and exchanges with other industries, joint marketing and promotion with other industries can be carried out to jointly explore the market.

3. Research on Marketing Strategy Innovation of Agricultural Products

3.1 Promote whole-process visual marketing of agricultural products

"Interactive visual agriculture" mainly refers to the use of information technology, network, Internet of things, digital technology and modern technology to show the tools, methods and means of the growth process of agricultural products or the growth and development process of livestock in front of the public, so that users can trust to buy excellent agricultural products. Quite a number of "interactive visual agriculture" users or investors use the Internet platform to track the whole process and place orders. (Wang & Wu, 2021) They can use the interactive visual platform to monitor the planting, production

and management of vegetables, fruits, pigs, beef and mutton and other livestock products in all places. For example, the "Visual smart agriculture" of Jingdong Digital is a kind of visual agriculture mode. Such a strategy can not only ensure the quality and safety of food, but also solve the problem of difficult sales, but also obtain pre-sale orders, laying a good foundation for the sales of agricultural products.

3.2 Marketing of agricultural products by relying on personal IP on social platforms

Consumers can publish their agricultural and sideline product information through personal social platforms, including daily planting, growing and picking of agricultural products, as well as farmers' daily life. The growth of agricultural and sideline products can be posted on the personal social platform in the form of pictures or videos, so that consumers can know the various conditions of agricultural products in the first time. It can also build a "personal" brand to win the trust and recognition of more "friends". Such a model needs to pay attention to three points: first, to create a personalized brand and achieve brand premium. The focus is to accurately position, tap its own advantages, and form a unique brand image through its own capabilities, characteristics, style and other factors. Continuously update the content and keep it active; Second, logistics distribution, cold chain technology is the key; Third, we show our true self. What social platforms sell is not only products but also consumers' love and recognition for us (Tian, 2022).

3.3 Brand side live broadcast + factory + farm live broadcast marketing model

From the current development trend of live e-commerce industry, the purchasing mode of consumers will change greatly in the future. In the future, each brand will establish its unique user group. (Wang et al., 2022) Under such a trend, all users in the future may directly go to the live broadcast channel of each brand to buy goods before buying products, and the brand will certainly establish its own service team in each city, that is, the original dealers or channels will be transformed into service providers one after another. To provide users with better logistics and distribution services. In the future, under the new format of Internet celebrity live broadcasting, users' purchase is online direct purchase, and at the same time, there will be various

brand service teams localized. In terms of the selection of agricultural products, branded agricultural products, public brands and regional brands are the first choices, such as Wuchang rice and Yantai Apple.

3.4 Sales model of crowdfunding platform for agricultural products

Selling agricultural products with the help of crowdfunding platform can solve problems such as unsalable agricultural products and brand communication of agricultural products. At present, the crowdfunding platforms suitable for the sale of agricultural products include crowdfunding network, Taobao crowdfunding, Jingdong crowdfunding and so on. In order to attract users, the original intention and vision of the seller should be described sincerely in the project. At the same time, the product should ensure high quality, health and ecology. From the perspective of consumers, the safety of agricultural products must be guaranteed. Secondly, the advantages of agricultural products should be described in more specific and detailed, flavor and taste, geographical advantages, your planting advantages, etc., using pictures, words to impress users. For agricultural products such as vegetables, rice, fresh and other necessities with high consumption frequency, launch package, configure products for users in advance, let users pay first, and then regular distribution. Third, they can let others sell them on their behalf. Can provide agents with one-click service, agents in addition to the product price advantage, can also enjoy the product benefits, such as free access to free experience of agricultural products, etc., take a certain amount of goods can also return a certain commission.

3.5 Agricultural products "community + terminal" marketing model

Community is to bring together people with similar hobbies and interests. For example, in terms of agricultural products, there are fans of local characteristic agricultural products, fans of green and pollution-free products, and fans of seasonal agricultural products who have the same demand for a certain agricultural and sideline products or people in the same circle. Because they have the same demand, As long as the product is good enough, the loyal fans of a certain product will not be lost, but will split more users to come in and consume.

Drawing on and referring to the operation

experience of Starbucks, the specific methods are as follows: Attract users to pay attention to its public account, Facebook and other community sites through online and offline stores, form basic value interaction by publishing preferential activities and public welfare activities on the site, promote value diffusion by sharing benefits such as prizes from time to time, complete the stick-to-users of store products, and form a double-layer resonance from consumption value and spiritual value. In this way, the products can truly link to the user groups with common values and consumption views, and promote the positive growth of the brand.

As for agricultural products, how to apply this model based on "community + terminal" can take the following three-step strategy:

First, value products: no value, no community. The foundation of community marketing of agricultural products brands is based on the value of products. Only the value has the power of diffusion and stickiness. It can even be said that the product can be low price but not low value. Jiang Xiaobo does liquor community marketing, does the youth hip-hop culture, does the drinking and gathering life scene, this scene is the source of the continuous generation of its copy, on the contrary, if there is no Jiang Xiaobo's copy, no scene consumption value, Jiang Xiaobo will become naked liquor, any community store is placed a bunch, its brand will disappear. Of course, this is not to say that the more expensive the product, the better, the core is that the brand of agricultural products to do community marketing must have valuable products, the price can be high or low, but only the value, there is extension, can there be agricultural products brand go further.

Second, topic content: let fans voluntarily share attractive topics. From the current situation of social marketing in agricultural enterprises, the biggest problem is that there are too many advertisements and too few topics. In the face of fashionable urban kitchen food life, it is not difficult to create topics for agricultural products. In fact, only by constantly creating strong topics based on the connotation of agricultural products, consumer life, and even social hot spots, can the brand content of agricultural products make full use of the power of fans and share them.

Third, sticky service: based on reach, configure activities to land products. Making value is to make

target users interested in the product, and making topic is to make users become fans and fans of the community. Including sending red envelopes and doing promotions, they are all for users to continue to stay in the group and achieve links with the product. And what really makes these links into benefits is product sales and services. Not only pre-sales service, but also after-sales service. Haidilao is to use service to conquer every consumer who comes to the store. It not only improves the ordering service of wechat platform, but also launches various preferential activities on it, creating the value of enterprise in the community with good reputation. The same is true for the brand of agricultural products.

3.6 Agricultural products + adoption (Internet adoption of agriculture) model

People jointly adopt a (head), (head), (mu) of agricultural products (plants, animals), according to the demand of the number or position of subscription, enjoy the fun of adoption, together to obtain high-quality agricultural products.

Agricultural products + adopt mode needs to pay attention to the adoption process of service and supervision problems, adopt the situation to be transparent, information sharing, there is no deception.

3.7 F2C marketing model of agricultural products

F2C in the field of agricultural products is Farm To Customer, which adopts the online channel mode. For the agricultural products of the brand agricultural base, the e-commerce platform can be used to realize the connection between the farm and the family, and the mode of pre-sale + order can be adopted to sell agricultural products. There are four ways to solve the difficulties of F2C mode of agricultural products:

(1) Start with logistics

We can improve logistics efficiency, reduce logistics costs and improve user service level through pre-sale time agreement and purchase quantity control.

(2) Start from marketing ability

F2C model tests the marketing ability of the manufacturer or the origin. If the marketing is not in place, the product is difficult to sell. In addition to building the brand of agricultural products, it is also necessary to enhance the marketing ability, teamwork ability and e-commerce operation ability of agricultural products enterprises.

(3) Start from the channel promotion

Channels refer to the brand promotion channels of agricultural products or product display channels. F2C mode directly faces users. We use the current emerging new media and large flow platform to carry out marketing and promotion activities, and adopt the way of pre-sale system to sell products.

(4) Start from product operation

Product is the basis and core of marketing, and all marketing models should be carried out around the product. The ability of product operation directly determines the effect of "F2C model". So, is it a single product operation or a series of products operation? The previous stage of single product operation is more suitable for "F2C mode", with a certain explosive product to quickly attract traffic and interact with it, and then through consumer operation to join other series of products to meet more needs of consumers.

4. Innovative countermeasures of agricultural product marketing strategy under the background of digital economy

Under the background of digital economy, the innovation of marketing strategy of agricultural products is inevitable to improve the sales channel of agricultural products, the quality and safety of agricultural products, and accurately grasp the needs of users. In view of this, the following three countermeasures are formulated.

4.1 The brand building of agricultural products is the strong support and guarantee of agricultural products marketing

The key to brand building of agricultural products lies in improving the quality of products, and ensuring the quality of agricultural products is the basis of brand building. Only high-quality products can win the trust of consumers. In addition, the characteristics of agricultural products should be explored, which should be organically combined with regional culture and historical traditions to form a unique brand image. Use social media, online linkage, etc., to expand brand communication channels, improve brand awareness, enhance brand value.

4.2 Enhance the perceived value of

agricultural products customers

It is undeniable that what customers buy when they make a purchase behavior is not the product, but the added value they expect. This value is consumers' perception of the value of agricultural products themselves. Generally, the subjective cognition, that is, the direct value judgment of agricultural products, belongs to the external cognitive orientation of customers, such as color and size. The key for consumers to perceive the value of products is to perceive the core benefits of products, and consumers will make purchase decisions based on their real perceived value. For example, if you want consumers to perceive celery as green and pollution-free, you need official certification; Let consumers feel the radish taste good, taste it with their mouth; Let people perceive that certain agricultural products have local characteristics and can provide regional production location; To make people feel the tea culture, it is necessary to tell a good brand story.

4.3 Innovation of agricultural product consumption scene

User demand must be related to time and space. For the same product, different consumption scenarios will lead to completely different values and purchase intentions of users. Taking Yuanjiacun rural food as an example, from the buildings, surrounding scenes and the display of tables and stools, the fiery red chili, as the background music of Guanzhong, all have the Guanzhong flavor and Guanzhong style. Eat authentic Guanzhong food and experience the original rural life here, thus arousing the childhood memories and homesickness of a generation of urban people. Through the combination of online and offline ways, let consumers participate, interact with consumers, encourage users' feedback, and stimulate the interaction and remembrance between people and scenes.

Conflict of Interest

The authors declare that they have no conflicts of interest to this work.

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