

Research on Marketing Model of Green Agricultural Product under the Background of Internet Plus

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Abstract: With the continuous development of network communication technology in recent years, China's socialist market has been continuously improved, and the level and standards of modern science and technology have also achieved a remarkable improvement. Coupled with the gradual integration of economies worldwide, China's Internet technology is also rapid developing. In the meantime, this ushered the development and formation of online marketing market in China. In particular, the business of by-products from the agriculture industry can also be promoted through the new marketing medium of the network, representing a major change in the market economy. The agricultural product marketing model using Internet Plus helps farmers to expand the sales of the agricultural products, and also provides a new opportunity for the further development of the network marketing. The author discusses the Internet Plus-based agricultural product marketing model, encompassing an analysis of the advantages of marketing green agricultural products in the Internet Plus era and the status quo of China's agricultural product marketing activities. Considering the sales demand of green agricultural product in the current market and the development of e-commerce under the Internet Plus model, it will further promote the development of network marketing activities of green agricultural product in China.

Keywords: Internet marketing, Internet technology, Agricultural products, Innovation and development

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1 Introduction

The influence of Internet Plus has resulted in the rapid development of e-commerce. Coupled with the rise of the logistics industry, the network marketing model has gradually matured, rendering a huge impact on the traditional marketing model. The agriculture in China is relatively inferior to most countries given its vast territory. With the rise of Internet Plus, the concept has gradually been considered as an innovation of the traditional marketing model for the agricultural product industry. Many people in the whole country have used the network platform to create different brands of agricultural products with local specialties and characteristics. This has greatly enhanced the value of agricultural products. This paper aims to analyze the existing problems of the current marketing model of agricultural product which can help to further improve the marketing model of this field in China.

2 Advantages of green agricultural products marketing in the era of Internet Plus

In the past four or five years, the frequency of major incidents pertaining to food safety has increased around the world. This has given rise to an increased demand for clean and organic food which will be part of healthy eating. With this, people are becoming more attracted to green agricultural products. In the past few decades, people have used traditional marketing models to carry out the marketing and sales activities of agricultural product, which has greatly restricted the development of the green agricultural products market. The Internet Plus-based marketing model was introduced as an innovation of the traditional marketing model. This

marketing model has become the main path for the rapid development of green agricultural products since its application.

2.1 Overcoming the geographical limitations of traditional marketing models

The marketing of green agricultural products using the traditional marketing mode is limited by both sales duration and sales territory due to the generally short shelf life of the green agricultural products. The farmers would have to face huge losses if the sales of green agricultural products have stalled during the peak season^[1]. For example, Shaanxi Yan'an had a good harvest of jujube in the year of 2017, but thousands of farmers had huge amount of jujube stocks in the storage. The supply of jujube was more than demand. Thus, they had to sell them to the farms to feed pigs and sheep. They were so distressed to see the crops they have harvested after so much hard work to have gone wasted. Such incident, however, can be avoided if the Internet Plus-based marketing model has been introduced earlier. Using Internet Plus-based model, farmers can apply the internet information to increase the sales without any geographical restrictions. They can even complete the sales to clear the green agricultural products within a limited period of time. Thus, this marketing model is a good news to the farmers since this model helps expand the sales of green agricultural products.

2.2 Information transparency of green agricultural products

In comparison with the traditional marketing model, Internet Plus has a unique advantage. Using this model, people can directly obtain the information of the seasonal green agricultural product and sales price through the Internet, and of course, they can freely select the varieties and quantities in their purchase. In addition, with this marketing model, it would be easier to adjust the cultivation of certain crops if their corresponding green agricultural products have become saturated in the market. This can further optimize the structure of green agricultural products. Therefore, the application of Internet Plus-based marketing model is conducive for the development of the modern green agricultural products market, given the transparency of information regarding the green agricultural product.

2.3 Integration of production, supply and marketing of green agricultural products

The Internet Plus-based marketing model enables the integration of production in the traditional sense and a variety of sales models. For example, we can use WeChat, Tik Tok videoclips and the special e-commerce platform to integrate the production, supply and sales activities to form a single marketing model. Under this model, the crops can be harvested by the farmers according to customer needs. For example, the market demand for organic rice is relatively large. Thus, the farmers can expand the area for organic rice plantation accordingly under the leadership of government. This will help meet the market demand. The model will also improve the efficiency of agricultural production and help avoid huge economic losses due to slow market sales of green agricultural products^[2].

3 Problem analysis of marketing green agricultural products using the Internet Plus-based marketing model

The increasing popularity of network model for marketing green agricultural product in China is mainly caused by the rapid development of modern information technology and logistics industry. Among many e-commerce platforms, the Meiriyitao, Jingdong and Taobao have achieved the largest business development. Together, they enable further development of the network marketing model of green agricultural products in China^[3]. However, in view of the development prospects of network marketing of green agricultural product in China, the existing problems in the marketing process of green agricultural products under the Internet Plus-based model should be analyzed in-depth, in order to truly make the marketing model diversified and achieve comprehensive development. In this regard, the author pointed out the relevant existing problems, taking into account the current situation of network marketing of green agricultural product in China, in the following.

3.1 Discrepancies in the positioning of agricultural product sales entities

The scale of e-commerce platforms in China is still relatively very small to a point that it is still not able to cope with the increasing demand for green

agricultural products despite many agricultural products have ceased to be marketed and sold in the physical stores, and many sellers have move the business to the e-commerce platforms. However, why is there a small market on the online sales platforms even when the demand for green agricultural products is increasing? The reason is mainly because the development of e-commerce platform has strong professionalism, and in general, many agricultural product sellers have low computer literacy to use a computer. Thus, many sellers are unable to meet the criteria as required by the Internet Plus-based marketing model to market their agricultural products. Hence, this has put China's online marketing in a dilemma that the marketing model itself has constraints and development risks^[4].

3.2 Improvements pending for E-commerce sales environment

Green agricultural product marketing activities are easily affected by seasons. Therefore, in the process of product sales, it is necessary to carry out excellent product preservation to keep the products fresh. At the same time, the selection and use of transportation should take the characteristics of different products into consideration. Nevertheless, the network marketing activities of agricultural products will be seriously hindered in the actual marketing situations due to severe shortage of logistics technology and weak market regulation capability. Such inferior environment for sales, along with the low specificity and diversity in the products, will hamper the marketing activities. However, the continuous development of the e-commerce industry has offered a brand new opportunity to the new shopping platform which is full of the mobile clientele, providing e-commerce a path for healthy development. However, the development of marketing activities of green agricultural network still faces many problems.

3.3 Lack of professional marketing talents

The stable development of any industry is inseparable from the joint efforts of professional talents. In the Internet Plus-based marketing model, the biggest challenge facing the marketing of agricultural product in China is the lack of talents. Owing to the prolonged influence of traditional marketing model, many farmers are unable to adapt to the flexibility and uncertainty the way network marketing works because many of them who are currently engaged in agricultural production are generally older and have a low level of education. Their

understanding and use of the Internet is only at the beginner level. On the other hand, although the majority of farmers are experts in agricultural production but they do not have a very good understanding about the agricultural products. In the Internet Plus-based marketing and business environment, the consumers tend to understand the product through the product information. Therefore, if they have no comprehensive understanding of product, it is unlikely that the consumers can trust the products.

4 Innovative strategies for the marketing green agricultural products in the Internet-plus Era

4.1 Indoctrinating green cognition in the public and enhancing green marketing promotion

The public can have a full understanding of green agriculture through a variety of publicity and promotion activities. Moreover, government departments at all levels should give support and introduce a series of related policies and allocate specific funds to support the concepts, so that they can actively participate in agricultural production activities. Finally, in addition to strengthening confidence in consumers and supporting government, efforts have been made to increase the channels of product sales activities in order to achieve a steady increase in sales^[5].

4.2 Improving the production standards of green agricultural products and building reputable product brands

When selecting the site for cultivation, it is necessary to choose the area away from the sites of pollution. At the same time, the selected plantation areas must be suitable for crop production of green agricultural products. We must maximize the use of the modern agricultural technologies for plantation in the daily routine process of producing green agricultural products. Furthermore, the requirements for the production of green agricultural products must be strictly followed. In this process, the information regarding the agricultural products or crops can be provided to the sales channels, so that all consumers can have a comprehensive understanding of the agricultural products before purchasing the products before they make the purchase. This can help build a reputation product brand and its positive effect can ripple through marketplace despite the fierce competition^[6].

4.3 Establishment of a new pricing strategy and supply chain model

The production process of green agricultural products is relatively complex. During the whole production process, many steps such as planting, harvesting, and product processing are reported. These complicated steps result in higher production costs of green agricultural products. However, if the sales personnel can rely on the trust of consumers in the quality of the product as the main sales strategy, the consumers will buy the products which they find satisfactory and consequently, the sales volume of the green agricultural products on the online platforms are bound to increase, generating favorable profits and revenues to the farmers and sales personnel.

4.4 Construction of modern logistics distribution system

The construction of roads in the rural regions, railway construction, upgrades in the transportation equipment, etc. will bring a huge improvement to the sales of agricultural by-products. Therefore, the improvement of facilities and roads should be the primary tasks in the effort to boost the sales of agricultural by-products. Secondly, it is also very important to build the logistics distribution centers so that the information regarding the agricultural products can be quickly transmitted. This can also help improve the level of service, and to tackle the counterfeit problems^[7]. In addition, it is necessary to establish a direct sales store to effectively reduce the difference of prices between the middlemen, by revealing the profit as well as the unit price. This can also effectively attract more consumers. The addition of excellent and instant delivery service option to the internet marketing will attract more consumers. The consumer satisfaction will be heightened if the delivery efficiency is improved to the level of 'same city delivery'.

5 Conclusion

With the huge development of network communication technology, the integration of Internet Plus and the sales of green agricultural product has become an inevitable trend, and has also gradually become an important approach to implement the national policy of "the precise alleviation of poverty through the

agriculture industry with the assisted development of farm villages". In this paper, the author first introduces the advantages of green agricultural products marketing in the Internet Plus era, and then analyzes the main problems existing in the development of marketing model of green agricultural products in China, which is set against the backdrop of the Internet Plus development. This marketing model as described in this research is expected to accelerate the publicity of green agricultural products to the market and promote the stable development of green agricultural product sales industry^[8]. The future research will focus on how to integrate green agricultural products, the Internet and precision poverty alleviation to create a new marketing model that is characteristic of the poverty alleviation industry. The author believes that a new opportunity awaits the production and sales of green agricultural products with the further development of the Internet industry.

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