

Research on Sustainable Marketing Model of Green Agricultural Products under the Background of “Internet +”

Jing Liu

School of Business Administration, Shandong Women's University, Jinan, 250300, China

2791764916@qq.com

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Abstract: The sustainable marketing of green agricultural products is guided by the concept of sustainable development, to meet the needs of consumers, and to optimize and upgrade the whole process of green agricultural products sales from a panoramic perspective. In the context of “Internet +”, this paper analysed the characteristics of sustainable marketing of green agricultural products and the relevant influencing factors. The goal and principle of the sustainable marketing model of green agricultural products under the background of “Internet+” was put forward, and the sustainable marketing model was constructed. It also proposed strategies for the sustainable marketing of green agricultural products, such as intelligent supply of green agricultural products, intelligent brand building, intelligent sales, and traceability throughout the process.

1. Characteristics of Sustainable Marketing of Green Agricultural Products under the Background of “Internet +”

In recent years, people's living standards have been continuously improved, and the requirements for quality of life have gradually increased. People's demands for green agricultural products are also growing stronger. People's high requirements for food safety and a good policy environment have brought opportunities for the development of green agricultural products.

Green agricultural products marketing means that under the concept of sustainable development, we must establish the concept of green agricultural development. From the perspective of protecting natural resources and long-term development of resources, enterprises and individuals should assume social responsibility. In product research and development, Sustainable development must be the ultimate guiding goal to promote the green development of products. The characteristics of agricultural products marketing under the background of “Internet +” are as follows:

1.1 Breaking time and space restrictions

The sales of traditional agricultural products have certain time and space restrictions.”Internet +” expands the way and quantity of agricultural products sold, making up for geographical defects. Agricultural products can be circulated throughout the network, breaking the geographical restrictions of urban and rural areas and further accelerating the circulation of agricultural products.

1.2 Promoting the transparency of agricultural product information

Internet marketing makes the information of products more transparent. People can use the network to understand the specific information of products and break the information asymmetry. Under the background of “Internet +”, farmers can sell agricultural products at home, obtain market information, and make adjustments to agricultural products in due course.

1.3 Realizing the integration of production, supply and marketing

The way of selling on the Internet simplifies the sales channels of agricultural products, and farmers can be integrated as a supplier and seller to achieve integration of production, supply and marketing. And it can increase the income of farmers through industrial chain integration.

1.4 Promoting to the optimization and upgrading of agricultural product structure

In the context of “Internet +”, the whole process of agricultural products sales is more transparent. People can use the network to learn more about the needs and prices of agricultural products. It can further promote the optimization and upgrading of agricultural products.

2. Influencing Factors of Sustainable Marketing of Green Agricultural Products

Providing the best services and agricultural products to the vast number of consumers is the current goal of sustainable marketing of green agricultural products, which achieves long-term sustainable agricultural product sales, and meets the needs of consumers. At present, the problems of single types of green agricultural products, lack of attractiveness, and imperfect construction of marketing links have brought certain resistance to the sustainable marketing of green agricultural products. It can be analysed from the following aspects.

2.1 Strong demand but poor recognition

With the continuous improvement of economic level and living standards, people's demand for green agricultural products is becoming more and more intense. However, due to the market information asymmetry and other issues, the judgment of scientific understanding of agricultural products is often neglected. Consumers often cannot directly perceive health information and production conditions leading to cognitive bias. There is a lack of strong agricultural product brands in the market, and the promotion of green agricultural products is far from enough.

2.2 Producer's concept is weak

The development of green agricultural products in China is relatively late, and farmers in many places lack understanding of green agricultural products, which leads to pursue economic interests blindly. The essence and connotation of green agricultural products cannot be accurately grasped; farmers turn a blind eye to green agricultural products. They did not recognize the long-term economic and environmental benefits of sustainable development of green agricultural products for agricultural production.

2.3 Product type is single

Due to poor recognition, the consumer market has not been widely developed. The types of green produce that have been developed so far are very few. Due to the idea of economic development is the most important and environmental protection is not important; the use of a large number of pesticides, fertilizers and industrial wastes has caused tremendous damage to the ecological environment. This seriously affected the cultivation of green agricultural products.

2.4 Lack of well-known brands

Due to the influence of traditional agricultural production concepts, many producers focus on the production and sale of agricultural products and it is easy to ignore the importance of agricultural brands. The construction of agricultural product brand is a project with large investment and high risk, and it is a project that can be effective in a long time. Therefore, the enthusiasm of agricultural producers for brand building is not high.

2.5 Marketing methods are developing slowly

However, the scattered production methods have led to the separate production of green agricultural producers, making it difficult to adopt modern sales methods. In terms of professional talents, the threshold for entry to agriculture is low, and it is not attractive to professionals. The modernization of production and operation of green agricultural products is difficult to improve.

3. Construction of Sustainable Marketing Mode of Green Agricultural Products under the Background of “Internet +”

3.1 Construction goal

The goal of the green agricultural products marketing model under the background of “Internet +”: Under the guidance of the rural revitalization strategy, the Internet and big data will be fully utilized to support the development of modern green agriculture. Take the production of green agricultural products as an opportunity to promote the improvement of agricultural production technology. Vigorously implement agricultural brand building and concentrate on building high-quality, well-known green agricultural products brands. Accelerate market development; build product traceability systems to shorten marketing channels. Establish a green logistics system to improve the efficiency of green agricultural products distribution.

3.2 Construction principle

3.2.1 Market-oriented

For producers of green products, in order to gain more profits, they need to follow the market-oriented principle. Adhere to customer-centric, make full use of modern information technology, pay attention to consumer information collection, and obtain effective information from it.

3.2.2 Whole Process Management

The sustainable marketing of green agricultural products studies the selection and construction of green agricultural products marketing models from a panoramic perspective, including not only the sales and circulation links, but also the production, processing and packaging of green agricultural products.

3.2.3 Practicality is guaranteed

The sustainable marketing model of green agricultural products should adhere to the principle of practicability; especially the attention cannot be disconnected from the actual agricultural production. We must adhere to everything from reality, make full use of “Internet +”.

3.3 Construction of Sustainable Marketing Model

Under the background of “Internet +”, based on new network technologies and information technologies, we will realize the intelligent management of green agricultural products production, sales and distribution until the whole process of market research. At the same time, the agricultural product traceability system is used to realize the whole process monitoring of green agricultural products from sowing to consumption, ensuring the quality and safety of green agricultural products.

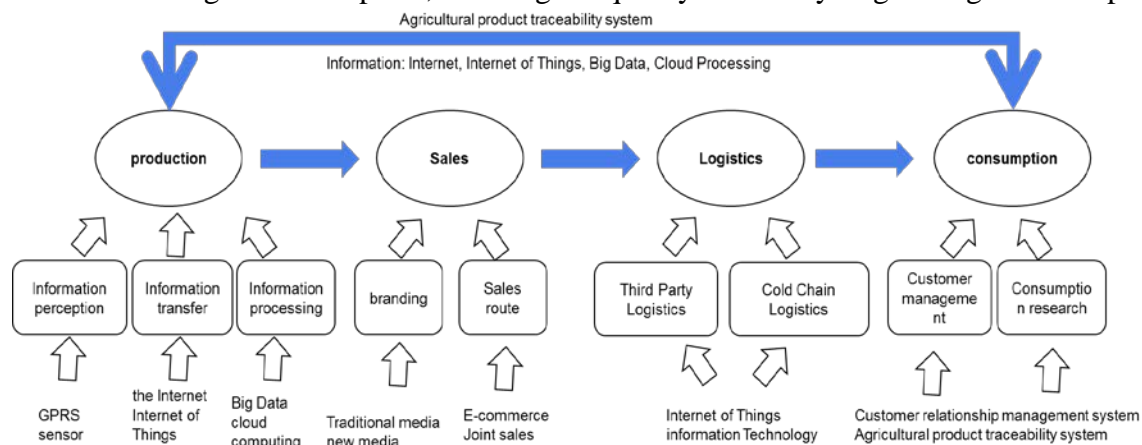


Figure1 Sustainable marketing model of green agricultural products

3.3.1 Intelligent supply of green agricultural products under the background of “Internet+”.

Modern information technology and network technology are adopted to form a scientific management chain in the various links and processes of agricultural production management. Promote the scientific nature of green agricultural production through the realization of agricultural product information perception, transmission, processing and information fusion, and promote the sustainable development of green agriculture. At the same time, we will build an intelligent management information system for agricultural product production, and realize the intelligentization of green agricultural products. In addition, it is needed to develop and design green agricultural products, enriching the types of agricultural products and improving market competitiveness.

3.3.2 Intelligent construction of green agricultural product brand under the background of “Internet+”.

Strengthening the brand building of green agricultural products and increasing brand awareness are important channels for expanding the market for green agricultural products. The intelligentization of green agricultural product brand construction mainly means to learn from domestic and foreign experience in the process of brand building, and make full use of modern information technology to provide support for brand building. In particular, we must be good at using modern media means to promote product branding and try our best to increase the visibility of green agricultural products brands.

3.3.3 Intelligent sales of green agricultural products under the background of “Internet+”

Vigorously develop e-commerce, including direct online sales of farmers, and sales of farmers and enterprises to jointly e-commerce platforms. Based on the Internet, using information technology, the advanced concept is applied to the product sales process. The use of modern media technology for product promotion, the use of online direct sales and other sales methods to achieve the integration of green agricultural products supply and marketing. In the process of product distribution, use scientific and technological means to control the storage conditions of green agricultural products.

3.3.4 The traceability of green agricultural products in the context of “Internet”

Construct a traceability system for agricultural products, and build a full traceability system for green agricultural production by means of informationization and intelligence. In the whole process of green agricultural production and consumption, the green agricultural product traceability information system is used as the carrier, and the product traceability barcode or label is used as the basic form to realize the traceability of the green agricultural products from planting to sales. Consumers can understand the production information, circulation information, sales information, etc. of the product anytime and anywhere and truly realize the whole process monitoring.

4. Conclusion

In the context of “Internet +”, we should make good use of network technology to realize the intelligentization of the whole process of green product production and sales, and promote the healthy development of green agriculture. This paper makes a preliminary design of the sustainable marketing model of green agricultural products under the background of “Internet +”. The construction and implementation of the sustainable marketing model of green agricultural products under the background of “Internet +” is a complex and multi-factor system engineering. In the later research, further research is needed by introducing questionnaires, field research, and expert consultation.

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