

Research on Marketing Mode of “Internet + Agricultural Products” based on Accurate Poverty Alleviation -- Taking Li County as an Example

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Abstract: In 2013, Xi Jinping put forward the “precision poverty alleviation” for the first time. At the same time, “Internet + precision poverty alleviation” has become an important starting point for the development of poor areas. With the hot marketing mode of “Internet + agricultural products”, people began to actively explore the use of this model to solve the problem of rural poverty. At the same time, the marketing model is in line with the precise poverty alleviation policy. It has quickly become an effective method and means of precise poverty alleviation, promoted the development of rural economy and injected new vitality into rural development. The article investigates the agricultural product marketing model in Lixian, discovers the characteristics of its marketing model and existing problems, and proposes corresponding countermeasures to create a distinctive agricultural product brand, enhance competitiveness, and promote the development potential of rural areas through multiple channels and ways to achieve “The effect of poverty alleviation and precision aging.

1. Introduction

The meaning of “Internet plus agricultural products” refers to the marketing mode of integrating the Internet with all links including production, processing and marketing of agricultural products so as to realize the modernization and intellectualization of agricultural development [1]. The marketing mode of “Internet + agricultural products” has changed the sales way of traditional agricultural products, and even has a positive role in promoting various industrial chain links of agricultural products [2]. Nowadays, there are more and more examples of the application of Internet technology in the field of agricultural products, which has accelerated the transformation of agricultural production mode, accelerated the pace of development of modern agricultural products, and become an important grasp of catch-up after the development of poverty-stricken areas [3]. Using Internet technology to improve the production links of agricultural products to improve production levels, use the Internet to supervise the entire production and operation process to ensure the quality of agricultural products, use Internet marketing to innovatively design agricultural products marketing, and form a complete industrial chain to achieve the goal of poverty alleviation and income increase [4].

2. Research Background and Significance

2.1 Research Background

At the beginning of 2017, the No. 1 Document of the Central Committee first proposed the “Strengthening the Construction of E-Commerce Platform for Agricultural Products”, which demonstrated the recognition and support of the state for the development of rural e-commerce [5]. The “Internet + Agricultural Products” marketing model has innovated ways to solve rural poverty problems, and found practical methods and means for accurate poverty alleviation, further stimulating the vitality of rural areas and promoting the development of rural e-commerce [6]. In recent years, in addition to Ali, Jingdong and other top e-commerce industry giants gradually shifted the strategic focus to rural areas, but also many emerging e-commerce enterprises aimed at rural

areas. The dividend of rural Internet population is continuously released and consumption is steadily rising, but not all rural areas have successfully realized this model [7]. To a certain extent, some rural areas still can not effectively utilize Internet technology due to the problems of infrastructure, weak coverage of logistics network, inappropriate methods and so on.

2.2 Research Meaning

Under the background of precise poverty alleviation, rural problems have been significantly improved, but there is still a long way to go to achieve rural modernization and poverty eradication. It is well known that farmers live on “agriculture”. Therefore, the key to solve the rural problems lies in solving the problem of agricultural product sales [8]. Through the research of this project, on the one hand, we have a clearer understanding of the current situation of local agricultural products in Lixian County, including the types of agricultural products, sales situation, main consumers and sales patterns, and understand the cooperation degree between local agricultural products and e-commerce, and the completeness of infrastructure; thus, we formulate a network marketing program that is in line with local conditions to solve the local agricultural products sales [9]. On the other hand, we can gain experience and new inspiration in repeated practice, so as to achieve the effect of one example against the other, and provide solutions for the related problems in other rural areas. In addition, in the era of this information network, the implementation of Internet-based agricultural products management is conducive to promoting the brand of local agricultural products, so that agricultural products can be sold more quickly and efficiently, bringing more sales; Conducive to the return of farmer industry funds, so that farmers' funds can maximize investment, while attracting more enterprises and customers to invest, promote the expansion of agricultural product sales channels and the transformation of sales methods, and at the same time, promote the upgrading of agricultural industrial structure [10].

3. Research Process and Analysis

3.1 Research process of Lixian County

In the early stage, we searched for relevant information about agricultural products in Lixian County, searched for some successful cases, and made use of the existing marketing mode theory analysis method to make a comprehensive analysis of the Internet + agricultural products marketing mode, and customize the overall plan of the Internet + agricultural products marketing mode.

Mid-term to county field research, visits to villages, understand the local villagers' sales of agricultural products, to the e-commerce development center to understand the current situation of local e-commerce development and integration of agricultural products. The group went to Ganbao Tibetan villages for key research. Later, through the integration of resources and data in the early and middle stages, the research findings were concluded, and the “Internet + three party linkage” marketing mode was designed.

3.2 Sales of Agricultural Products

Through the analysis of the information obtained during the investigation and the analysis of the data obtained from the survey, it is known that the agricultural product circulation model of Li County still adopts the traditional agricultural product circulation mode. From the perspective of distribution channels, the producers first produce them, sell them to suppliers or wholesalers, then supply them to retailers for retail sales, and finally reach consumers. The ownership of agricultural products and the entity of agricultural products are transferred from producers to consumers through many intermediaries, and the funds are naturally transferred from consumers to producers (farmers) with the consumption of agricultural products. Because of the asymmetry of supply and demand caused by the information asymmetry of agricultural products and the way of vertical circulation of agricultural products, producers and consumers lose control over the price of agricultural products.

3.3 Production and Transportation of Agricultural Products

At present, the logistics cost of agricultural products has become an important part of the cost of

the whole industrial chain as a whole. When agricultural products pass through each circulation link, a large number of costs and costs are generated. In order to obtain more profits, the intermediaries increase their prices layer by layer, which is transmitted to the downstream end-users and greatly increases the prices of agricultural products. The problem that causes this kind of phenomenon is: First, the infrastructure of agricultural products logistics chain is relatively lagging behind. As a poverty-stricken county, Li County has received support from the state to a certain extent in terms of infrastructure construction. However, there are still imperfect infrastructures such as roads, water supply, and lighting, and there are still problems such as inadequate storage and storage equipment. Second, there is widespread information asymmetry in the market, and logistics trading means are single. Third, the degree of agricultural product logistics is low, and the scale of development is low. Agricultural product logistics has been stagnant for several years, still stuck in the traditional concept of integration of transportation and warehousing, and can not jump out of this concept.

3.4 Existing Problems

From the survey of Lixian County, there are several problems in the process of production and marketing of agricultural products. First, the local e-commerce infrastructure of agricultural products has not been completely improved. It is precisely because the local area belongs to poverty-stricken counties, the infrastructure of the Internet is relatively weak, information access is not timely and the source of channels is single, the degree of information is low, leading to information asymmetry. Second, the agricultural products logistics network coverage is weak. The distribution network of commodities directly affects the sales and circulation of commodities. Third, the market competition of agricultural products lacks enthusiasm. The agricultural product market is more biased towards a completely competitive market in terms of its nature, which also means that the product is homogeneous and uncompetitive. Fourth, there is a lack of information education, and information technology talent is scarce. With the rapid expansion of e-commerce, the professional problems in the industry have also arisen, which requires professional personnel to deal with them in a timely and proper manner.

4. “Internet + three Party Linkage” Marketing Mode

4.1 Government-led Construction of E-commerce Platform

The local villagers' acceptance of network information is an important basic condition for the rapid development of the Internet in the local area. The government should take a lot of measures to promote the network in this regard. In Lixian County, the government should use more media such as radio, television and telephone to build more forms of information network platform, so that villagers have more opportunities to contact information consultation services with channels and help them master the application of information.

For the time being, the network infrastructure of Lixian has not been fully completed, and there is still much room for development in the development of e-commerce. Local governments should play an active role in providing more financial support for the construction of related infrastructure, so as to promote the coverage of information networks to the wider rural areas. Let every farmer use the Internet to carry out agricultural sales activities.

According to on-the-spot investigation, Lixian has initially established an e-commerce center and incubator park. The government creates such a platform, which is conducive to expanding the regional influence of the local. Promoting local products through products not only promotes local visibility, but also enhances the economic benefits of local farmers, promotes local economic development, and enhances the competitiveness of local agriculture. Understand the local cultural characteristics, improve the government's credibility, and thus drive the development of other industries in Li County.

4.2 Enterprises Build E-commerce Marketing Network to Form Large-scale Sales

With the rapid development of information technology and network economy era, enterprises

play an important role in social marketing. As an organizer, we should establish a network model of agricultural product marketing organization. This mode realizes the combination of modern commodity circulation channels, circulation modes, relevant information technology and the unique characteristics of agricultural products, thus forming a standardized and commercialized innovative circulation mode. It combines the internal information resources of agricultural products with today's e-commerce and the external management of commercial organizations. Establish a standardized agricultural product sales system suitable for the scale of contemporary organizations, and play the role of synchronously solving, planning and managing the logistics, capital flow, information flow and sales flow of agricultural products, and ensuring the promotion of agricultural products market, rural market and farmers market. Competitiveness and the operation of a sustainable development strategy. This model can reduce the cost of buying and selling, reduce the intermediate circulation, expand the sales channels of agricultural products, promote the rationalization of current consumer demand, improve the efficiency of agricultural sales, and spread the price risk to enhance the overall function of the agricultural market.

At present, Li County has already owned the Lixian E-commerce Public Service Center. The center has completed the infrastructure construction of the information center, exhibition center, training center, operation center and service center, and realized 22 e-commerce service enterprises and individuals. Enterprises and individuals engaged in e-commerce in Li County provide one-stop e-commerce integrated services such as network marketing planning, packaging design and production, brand registration and operation. Up to now, Lixian e-commerce public service center has completed all the software and hardware upgrades, and has comprehensive service capabilities such as displaying County e-commerce model, developing and experiencing tourism resources, and has been put into operation formally. And Lixian actively complies with the development trend of e-commerce. According to the development idea of "government promotion, enterprise main body, outstanding features and lasting effect", we actively promote the development of "Internet + agricultural products" project, to some extent, providing a feasibility for the development of local agricultural products.

4.3 Tourist Experience Marketing to Promote the Third Industrialization

With the advent of the experience economy era, agricultural products can also increase the value beyond the product rating by creating experience, so as to increase the sales of agricultural products and enhance brand awareness through experience marketing. The particularity of agricultural products and the actual needs of buyers in the social development are the decisive factors of the marketing mode of experiential marketing of agricultural products. The supplier and the living person of agricultural products are farmers themselves, but many small and scattered suppliers of agricultural products generally do not have the ability and scale to create a new brand, do not have better channels and ways to expand brand awareness, and can not enhance the value of agricultural products and brand image. The "experience" marketing model is to establish a closer relationship between diverse agricultural products and customers, a more convenient interaction, a more direct experience, the core is to drive the participation of consumers, and will join the unique agricultural products to the life experience. The element is to infuse the rich experience memory into the life of the consumer, to create the most direct enjoyment atmosphere through the all-round and three-dimensional experience, and to stimulate the consumer's purchase behavior in such an "experience" way. In the process of selling agricultural products, it is also possible to integrate local tourism characteristics. In this way, agriculture, life and entertainment are organically combined and integrated.

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