

Research on Green Agriculture Marketing Strategy Based on Internet + Background

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Abstract: The wide application of the Internet in China's consumption field has made the related industries have greater development space. The combination of online and offline industries by using information and communication technology has become a new development trend. This development trend provides a new opportunity for the development of green agriculture, and has positive significance in increasing the sales channels of agricultural products, optimizing the factors of agricultural production, improving the quality of leisure agriculture and increasing farmers' income. However, there are still many problems in the development of Internet + agriculture, such as the imperfect infrastructure in rural areas. Based on this, this paper first analyses the problems of green agriculture marketing strategy under the background of the Internet, and then puts forward relevant countermeasures and suggestions from the marketing channels, marketing methods and promotion methods of agricultural products, in order to promote the rapid development of green agriculture.

1. Research Background

1.1 Literature review

Under the background of rapid development of Internet, Internet plus agriculture has become the focus of social attention. On the one hand, the rapid development of Internet agricultural projects not only improves the quality of agricultural production, but also opens up channels for agricultural products sales, which further solves the problem of inconsistent supply and demand in agricultural production (Wang, 2016). In addition, while improving consumers' recognition of agricultural products consumption, agricultural operators need to create a green agricultural marketing road under the Internet (Han, 2018). In the process of agricultural development, the issue of agriculture, rural areas and farmers has always been the focus of attention of the Party and the people. The development of characteristic agriculture is the product of adapting to market economy and an effective way to solve the problems of agriculture, countryside and farmers. Therefore, establishing the concept of developing characteristic agriculture, increasing the investment of talents in science and technology, and increasing government support are the cornerstones of realizing characteristic agriculture. In order to promote better and faster development of characteristic agriculture (Deng, 2018). Today, with the rapid development of economic globalization, harmonious coexistence between man and nature is still the focus of sustainable development, and ecological issues are still the focus of global attention (Feng and Lin, 2018). Among them, green ecological marketing is an important part of the task of ecological construction, which has an important impact on ecological construction (Chen, 2011).

1.2 Purpose of research

As the pace of life continues to accelerate, urban green space is occupied by a large area, more and more people are eager to return to pastoral life. Therefore, this requires us to give adequate protection to agriculture while vigorously developing the urban economy (Sun, 2018). In addition, with the continuous popularity of the Internet, the e-commerce industry has gained tremendous development space. Force the real businessmen to feel the crisis, in order to comply with the trend of the Internet era, expanding the sales channels of agricultural products has become the primary

problem to be solved in the development of agricultural economy (Xu and Zhao, 2015). Therefore, this paper mainly studies how to make agricultural products from the offline to the online, using marketing strategies to solve farmers' sales problems. In addition, in discussing the Internet + agriculture, the relevant departments have also made a policy analysis aiming at the current state's support for agriculture, with a view to promoting the further development of agriculture.

2. Current Situation of Green Agriculture Marketing under Internet Plus Background

With the advent of the Internet era, people's living standards and lifestyles have been greatly improved. China has paid more and more attention to Internet plus agriculture, and has made corresponding exploration and guidance in terms of policy and project investment guidance. But Internet + agriculture is a new industry combining the electricity supplier industry with traditional agriculture. Although the market prospect is broad, the investment of capital is large, and the market efficiency is extremely slow (Zhang, 2017). Different from other products, farmers can not plan corresponding marketing strategies according to the characteristics of agricultural products, so it is difficult to marketing agricultural products.

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3. Problems of Green Agricultural Marketing Based on Internet plus Background

3.1 Lack of effective marketing management system

At present, the agricultural marketing system is still in a spontaneous stage. It needs continuous innovation and improvement to make farmers realize that Internet agriculture can achieve self-production and self-marketing of products, and it does not need to use intermediaries to sell. In addition, the form of rural cooperation is a continuable model, which can be applied to Internet agriculture and cooperatives (Guo, 2011). A cooperative and an online shop, however, most of the farm enterprises with marketing awareness will publicize their products through TV and media advertisements. However, the selection activities of related enterprises are mainly aimed at enterprises themselves, rarely publicize green agriculture, and lack of integration of resources. The main problems are as follows:

First, rural network coverage is low. According to statistics of relevant departments, in 2017, the number of urban broadband users increased by 18.95 million, 4.5 times that of rural broadband users. This is not conducive to the development of the Internet industry, and it is easy for e-commerce agriculture to die if data is not disseminated and technology infrastructure is not satisfied.

Second, the introduction of Internet + agricultural talent is difficult. Agriculture, as the primary industry, is also the main industry in China. Most of the managers are farmers, and the employees are also family members who farm for generations. Lack of professional, scientific technical training and inability to use various commercial channels for marketing. Therefore, the shortage of channels, imbalance of marketing system and poor brand efficiency directly lead to the imperfection of marketing system.

3.2 Low added value of agricultural products

While building Internet + agriculture, we can develop green sightseeing agriculture synchronously, and utilize the added value of agricultural products such as green pastoral scenery, green and pollution-free vegetables and fruits, long history of farming and ethnic customs with

regional characteristics. These are attracting points for attracting customers and creating traffic market. However, it is not easy to make use of these added values. First of all, agricultural positioning will position the market as a simple farmhouse pleasure. With the saturation of the market in recent years, people are more inclined to pick gardens, such as agricultural entertainment places. Even in the face of good policy support, there are many problems in the development of value-added agriculture industry under the favorable geographical environment conditions, such as attracting investment, the majority of investors are villagers under the leadership of village directors, with low educational level and lack of professional training. In addition, the products do not match the added value attributes and lack the main products with regional and cultural characteristics.

3.3 Poor specialty of marketing channels

On the basis of existing sales channels, Internet + agriculture sales channels are mainly based on online platforms. Different from the traditional channel, the traditional channel basically belongs to consumer communication, and tourists lack the awareness of broadening the marketing channel. In addition, China's current development of leisure agriculture industry, the relevant laws are not perfect. Management functions are also divided into chaotic, so into a lot of misunderstandings, talent is very scarce. In addition, the lack of marketing awareness of agricultural operators, relying solely on traditional marketing methods, personal experience of the Internet agricultural autocratic management, which is very unfavorable. On the one hand, not adapting to the modern market will lead to the shrinkage of the original market. On the other hand, the low level of service and backward management experience of employees will seriously lead to the healthy development of leisure agriculture.

4. Improvement Strategy of Green Agricultural Marketing Based on Internet Plus Background

4.1 Product strategy

On the basis of the development of the original value-added products, we should build characteristic landscape and deepen the value-added industrial chain of products. Combine farming methods with small-scale peasant economy. Increase in harvesting gardens, fishing gardens, horseback riding and other items. At the same time, we should combine pastoral tourism with entertainment development projects to create a unique regional leisure tourism resort. The natural scenery in sightseeing agriculture should be displayed to the extreme, creating a pleasant leisure environment, so that consumers can feel the rural customs as much as possible. In addition, with the rising level of national consumption, the purchase of household cars has increased significantly. Self-driving tour, self-service tour and other forms have put forward higher requirements for the tourism industry. Now the national life has not only considered the price aspect, but also the experience and quality of consumer goods in the process of consumption. Therefore, agricultural operators must pay attention to brand benefits, and closely link health with green agriculture. When people think of green sightseeing agriculture, they will think of pure natural, pollution-free, green and healthy life.

4.2 Channel strategy

With the popularity of the Internet, China's Internet coverage is also growing, and the coverage of customers is also increasing. Especially in the Internet age, enterprises must firmly grasp the business opportunities brought by the Internet. The first step in building green eco-agriculture market is to highlight the regional characteristics of agriculture, so that the online market of agriculture continues to heat up. In the Internet marketing, it is more suitable for green eco-agriculture marketing mode, mainly online Internet direct marketing. First of all, Internet direct marketing refers to the online marketing mode in which products are placed directly on the Internet without the need for middlemen to increase their prices. This way can allow consumers to get more preferential space, more easily accepted by the majority of consumers. In addition, Internet

marketing in green agriculture is mainly manifested in tourism. At present, the number of Internet users in China has reached 400 million, and the huge Internet market includes a large number of tourism consumers. Therefore, the Internet marketing mode has the following characteristics: low cost, high efficiency and many opportunities.

4.3 Promotion strategy

Agricultural operators should also concentrate their attention on offline marketing activities while carrying out online marketing activities. Because agricultural products are seasonal, although transport conditions have improved. However, some seasonal products such as seafood, river food and other products with obvious seasonal characteristics can only be sold off-line on-site fishing site to satisfy consumers. Internet is only a channel to expand the market, and the development of agriculture can not rely entirely on online activities, so for agriculture, it is particularly important to develop online and offline promotional activities. Agriculture mainly focuses on green health, which can not only improve the quality of agricultural products, but also highlight the concept of product consumption. Starting from the aspects of diet, tourism and enjoyment of life, we should increase the recognition of the market. The specific promotion methods are as follows:

First, increase the diversity of agricultural products. Group consumption has diversified characteristics, and different consumers have different consumption levels, consumption concepts and favorite types. Therefore, when marketing for different consumers, we must diversify products, classify products into interactive products, experience products, display products and composite products to meet different types of consumer needs and improve consumer satisfaction.

Second, extend the promotion cycle. Because green agriculture belongs to the fast changing market of consumer demand, it presents the characteristics of increasingly fierce market competition. It is very difficult to complete the promotion plan in a short time. First of all, we should consider extending the promotion cycle. At this time, it requires the innovative ability of the enterprise's developers. Only by improving the core competitiveness of the enterprise, can the green agriculture project be guaranteed to innovate continuously, extend the promotion cycle, and thus improve the customer return rate.

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