

Research on Strategy of Green Agriculture Marketing Trade Based on Internet + Background

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Abstract: Along with the rapid development of the Internet, from consumption to marketing, from production to life, the Internet has gradually opened up many new business models, and it has gradually been adopted by more and more enterprises. As the first industry in China, agriculture needs to be combined with Internet technology to accelerate the realization of agricultural modernization, which is conducive to the combination of industry and the Internet. Therefore, based on the Internet + background, this paper conducts SWOT analysis of green agricultural marketing trade under the background of Internet +, and then proposes a new strategy of green agricultural marketing trade, providing some rationalization suggestions for agricultural products enterprises.

1. Research Background

1.1 Literature review

Under the background of the Internet, the network has become an indispensable channel for enterprise development. "Internet + Agriculture" has become the main reason for promoting the transformation and upgrading of agricultural products enterprises, and can realize the diversified strategic marketing of enterprises (Cui and Zhao, 2018). With the rapid development of the Internet and various e-commerce websites, companies have more consumer data. With the development momentum of Internet+, enterprises have achieved good marketing results through network marketing and maximized precision marketing (Li, 2017). Using SWOT analysis method, a comprehensive analysis of the green plant protection development environment in Fujian Province of China was carried out, objectively evaluated the advantages, disadvantages, opportunities and risks in the development of green agricultural products, which pointed out the direction for the development of green agricultural products enterprises and was conducive to enterprise strengthening. Marketing model (Lin, 2016). At present, China is facing a shortage of agricultural resources, and the agricultural industrial structure is in urgent need of transformation and upgrading. In the context of the Internet +, with the help of the networked marketing model, by transforming the traditional product marketing model and optimizing the spatial layout of agriculture, it can promote the development of environmentally friendly agricultural products enterprises (Yin et al., 2015).

1.2 Purpose of research

If green agricultural products enterprises want to gain certain competitive advantages in the fierce market competition, in addition to basic product development, they also need to follow the footsteps of the times and create a new marketing model based on the basic attributes of products and consumer characteristics. Adopting corresponding marketing measures and methods to promote seamless integration between products and consumers will help enterprises to conduct precise marketing and maximize business performance. Under the background of the Internet, the green agricultural product marketing model is proposed, and new product marketing channels and methods are derived, which can promote the marketing of green agricultural products and make it a new opportunity for enterprises to participate in market competition. Moreover, the Internet + green agricultural marketing trade mode is conducive to realizing the increase of farmers' income and solving the problem of farmers' employment difficulties, which has practical significance for

enterprise development.

2. Overview of related theories

Internet + mainly refers to the integration of traditional industries and the Internet industry. The + behind the Internet + can represent any industry, meaning Internet + various industries (Tian, 2018). Of course, Internet+ does not simply connect the Internet with traditional industries, but in the context of the Internet +, with some emerging information technologies and Internet platforms, the Internet and traditional industries can be seamlessly connected to promote the industry development model. The Internet+ model represents a new social form, giving full play to the advantages of highly concentrated information technology within the industry, helping to optimize the allocation of social resources, integrating new information technology achievements into different fields such as society and economy, and enhancing national innovation.

The concept of Internet+ was first produced in 2012 and was presented at the 5th Mobile Internet Expo. Relevant industry leaders said that the future Internet + formula will serve all industries. Internet+ will be accepted by the public for the first time through a new cross-industry cooperation approach. The Internet has always been a tool for innovation. It can achieve mass entrepreneurship and innovation in the country, and can effectively promote the success of all walks of life in the Internet.

The green agricultural marketing trade implemented under the background of the Internet+ refers to network marketing. In the context of the Internet+, compared with the traditional marketing and trading methods, the network marketing has the logistics supply chain and performance evaluation methods, which can promote the circulation of goods efficiently (Wang, 2013). The performance evaluation method in the traditional marketing method often uses the marketing task or the sales volume to measure whether the enterprise achieves the sales target. The higher the performance evaluation, the more the marketing activity is closer to the mission goal, and the opposite is the marketing activity. Relatively poor. However, in fact, the implementation of performance evaluation by enterprises should be a dynamic process that cannot be maintained and needs to be adjusted under different circumstances, that is, as the environment changes (Zeng and Fan, 2010). The performance evaluation is a comprehensive evaluation of the company's implementation of marketing activities. It is mainly used to evaluate whether the marketing members have achieved the established strategic goals of the company. The final result of the evaluation is to make the enterprise better adapt to the market environment and the ever-changing Economic form. Since the introduction of innovation theory, relevant enterprises have shifted the focus of corporate marketing to the performance evaluation system, and performance evaluation has gradually become a true portrayal of whether the enterprise has influence. For the product supply chain, network marketing is more suitable for social development than traditional marketing. In the network marketing environment, consumers have a game behavior in the vested interests, on the one hand, the product supply chain can be integrated and developed, and On the one hand, it can refine the entire supply chain, help to achieve long-distance transportation of products, ensure product quality, and improve product experience value.

Internet marketing requires a platform as a vehicle for docking consumers and businesses. The establishment of the network marketing platform is mainly focused on the performance evaluation indicators. Enterprises can determine the product marketing indicators through means of hierarchical analysis, resource integration and questionnaire survey, and then combine relevant marketing data to achieve a comprehensive evaluation of the marketing website. Conducive to guiding the future development of the company.

3. SWOT Analysis of Green Agriculture Marketing Trade under the Background of Internet +

3.1 advantage analysis

From the perspective of the advantages of green agricultural marketing trade, Internet + is

conducive to the sale of green products. The Internet+ platform is involved in related companies, which can generate new marketing channels and promote deep integration among all walks of life. Green agriculture is more innovative. The marketing model of Internet + green agriculture not only created the marketing model of agricultural products, but also promoted the deep integration of agricultural related industries with other industries, greatly reducing the intermediate links, and promoting other intermediate links between consumers and producers. The price has been maximized and profitable, which has greatly reduced the operating costs of the company (Wang and Zhang , 2013). Moreover, the Internet + green agricultural marketing model meets the needs of the vast number of consumers while meeting market demands.

3.2 Disadvantage analysis

From a disadvantage perspective, the deep integration of green agriculture-related industries with other industries makes it easy for other industries to exclude green agricultural products. And the industry pays too much attention to exchanges. To a certain extent, it lacks support and help for green agricultural products. It is easy to cause the development of enterprises after the development of enterprises, which greatly reduces the innovation space of enterprises and is not conducive to the long-term development of enterprises. The Internet + green agricultural marketing model is a multi-party game process. After the development of the green agricultural products enterprises, if there is no significant difference compared with the previously developed enterprises, it is easy to be eliminated by the industry during the half-year life cycle of the Internet. Moreover, the marketing model of Internet + green agriculture over-emphasizes the high degree of integration between different industries, which tends to lead to the dispersion of corporate funds, the main force of green agricultural products management can not be effectively guaranteed, affecting the long-term development of enterprises, and mainstream green agricultural products enterprises are always in a weak position.

3.3 Opportunity analysis

From the perspective of opportunity, Internet + green agriculture provides enterprises with a very low entry threshold. On the basis of sharing information on green agricultural products on the Internet platform, producers can also take active measures to connect with consumers and realize producers. The integrated sales model among consumers has brought new opportunities for the development of traditional green agricultural products industry, which is conducive to the realization of information interconnection between related agricultural products industries. Moreover, the Internet + green agricultural marketing model has broken through the high cost of traditional industries, and is no longer limited to the level of restraint between producers, manufacturers, logistics and consumers, forming an integrated business model, which is conducive to enterprises in the fierce Win a better chance of survival in the competition. At the same time, the integration of green agricultural products across industries can promote the greater attractiveness of Internet + green agricultural marketing. From production to sales, it is no longer independent, and more is a progressive relationship, providing a new brand for the development of agricultural products. Opportunity.

3.4 Threat analysis

From the perspective of threats, although the Internet + green agricultural marketing model reduces the cost of producers, enterprises need to achieve cold chain transportation in a short period of time, and attach great importance to warehousing and other aspects. Consumers can't stand the delayed delivery of products, and even have more demanding requirements for the freshness of the products, which has increased the transportation burden of the company to some extent. Enterprises need to be perfect from production to sales, in order to maximize the satisfaction of consumer demand. Since green agricultural products enterprises are an organic whole, there must be many competitions in the market. Therefore, while analyzing the potential users of the enterprise, it is necessary to base on the entire production chain of the enterprise and conduct a comparative analysis between the enterprise and the competitors. If a company wants to stand out in the fierce

competition, it must maintain an absolute competitive advantage in several aspects. This is undoubtedly a big threat to green agricultural products enterprises.

4. Green Agriculture Marketing Trade Strategy under the Background of Internet +

4.1 Internet + green agricultural enterprises implement digital management

The traditional green agricultural product marketing model has been unable to meet the needs of consumers, and it is difficult for enterprises to achieve all-round control. Therefore, Internet + green agricultural enterprises should implement digital management methods, combine advanced computer and intelligent automation technology, introduce Internet + technology management platform, integrate production, manufacturing and marketing, and provide data analysis, industry consultation and official for consumers. Services such as return visits and sales forecasts greatly enhance the value experience of consumers. The small and medium-sized management platform with Internet + as the main carrier gradually changes the management mode of traditional enterprises in the actual operation process, and also promotes the application of consumers to some digital products, which is conducive to the realization of consumption convenience and operation for enterprises. Provide greater convenience.

4.2 Internet + green agricultural enterprises adopt modular operation

The Internet + green agricultural marketing model has separated the traditional enterprise production, manufacturing, transportation and marketing activities, mainly by independent third-party enterprises to undertake sales tasks. In the entire supply chain, different companies perform their respective roles, play their respective roles, undertake their own tasks, and use the Internet + platform to realize the modular management of green agricultural enterprises through information sharing between enterprises. In the management process, in addition to paying attention to basic innovation activities, enterprises also need to pay attention to the unified management between modules, not only to ensure timely communication between enterprises, but also to provide basic operational guarantees for partners.

4.3 Pay attention to the construction of human resources management in enterprises

The implementation of the Internet + green agricultural marketing model places great emphasis on the use of human resources. Under normal circumstances, the rational use of high-end talents can give full play to the maximum effect of enterprise management. When enterprises implement the Internet + green agriculture marketing model, they need to pay attention to the construction of human resources management and give full play to the most effective use of enterprise talents. Enterprises should learn the advanced experience, pay attention to teaching students in accordance with their aptitude, and take the ability as the basic criterion as the basis for selecting talents. At the same time, companies need to pay attention to the experience of relevant talents, tie their work experience and career, and give full play to the potential of talents. Moreover, after recruiting talents, it is necessary to rationally arrange the positions of relevant personnel to promote the integration of talents with basic tasks, which is conducive to the long-term development of enterprises and related personnel.

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