

Research on the Application and Promotion of e-Commerce of Local Special Agricultural Products in Xianning

Guang Luo, Peixuan Wu, Wen Jiang, Dandan Yi, Degang Chen*

Hubei University of Science and Technology, Xianning, Hubei, 437100, China

*corresponding author

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Abstract: Through literature method, SWOT analysis method and other research methods, taking Xianning characteristic agricultural products as the research object, taking Qingzhuan tea as a case, a detailed analysis of the current situation and problems of the application and marketing promotion of Qingzhuan tea in Xianning City, and proposing innovative marketing promotion strategies. That is, integrated marketing, channel strategy and service strategy.

1. Introduction

1.1 Overview of Xianning Agricultural Products

Under the guidance of government policies, develop the traditional hometown of bamboo, osmanthus, ramie, and tea, focusing on the development of six major industries, namely, vegetables from Jiayu, kiwifruit from Chibi, Lei bamboo shoots from Chongyang, and Tongcheng The live pigs, the oranges from Tongshan, and the seedlings from Xian'an make the six counties and districts have characteristic, high accuracy, and profitable agricultural pillar industries. Relying on tea: Xianning Chuanyu Tea Industry Co., Ltd., Tingsi "Chuanyu" brand organic tea, "Yaqixiang" brand hot spring Haofeng tea, "Chuan" brand blue brick tea, "Locomotive" brand rice brick tea, Tongcheng The black tea from Shuangshi Tea Company was sold to Hamburg, Germany, and the brick tea from Zhaoliqiao Tea Factory in Hubei was sold to the United States, South Korea and other countries.

1.2 E-Commerce Application of Agricultural Products

Since 2018, the Hubei Xianning City Supply and Marketing Cooperative has carried out in-depth rural e-commerce network construction to provide strong support for the construction of the city's "one network" circulation pattern. Build an e-commerce platform to promote diversified development. Further broaden cooperation channels, build comprehensive county-level e-commerce ports, and strive to promote the development of e-commerce in rural areas of the city. Strive for e-commerce projects and develop multi-channel services. Seize the opportunity of the central "new network project" project application, and actively strive for the application of the rural e-commerce beneficial agricultural project construction project in Xianning City. Relying on the "supply and marketing e-home" e-commerce platform, it provides platform support and technical services for social trade and circulation enterprises, local suppliers, warehousing and distribution enterprises, etc.

1.3 Network Marketing and Promotion of Xianning Agricultural Products

In 2016, the Bureau of Agriculture cooperated with telecommunications companies to jointly create an "Internet + Agriculture" comprehensive cloud platform. The 12316 information service platform will change from a single hotline call mode to a mobile phone screen, TV screen, and computer screen integration mode, and vigorously promote the virtual platform to the county and village Extend, stay close to farmers as much as possible, make overall use of the service resources of grassroots agricultural service institutions and production and operation entities, and gradually

build a resource sharing and business collaboration platform system to provide channels for the collection and distribution of agricultural big data and the convergence of high-quality service resources. In order to further broaden the sales channels of agricultural products, this cooperation will further build a rural e-commerce platform. The agricultural sector will unite family farms, professional cooperatives, leading agricultural enterprises, etc. through the platform. The Municipal Bureau of Agriculture will further strengthen business training, focusing on the development of informatization knowledge training for new-type professional farmers and new-type business entities, and enhance the ability of informatization construction.

2. The Status Quo of Xianning Qingzhuan Tea and Swot Analysis

2.1 Current Status of Xianning Qingzhuan Tea

Xianning City has mild climate conditions, abundant rainfall, abundant sunshine, four distinct seasons, and long frost-free period. The annual average rainfall is 1577.4 mm, and the annual average sunshine time is 1754.5 hours. The annual average frost-free period is 245 to 258 days. The climate and soil conditions are superior, which is very suitable for the planting and growth of tea trees. Xianning is located on the southeast bank of the middle and lower reaches of the Yangtze River, at the northern foot of Mufu Mountain. The famous and high-quality morning tea area of Mufu Mountain, which Xianning belongs to, is one of the four key development areas of advantage tea in Hubei Province.

The history of Qingzhuan tea can be traced back to 1368 AD. At that time, the He family, a tea-making family, first produced hat box tea, which was the embryonic form of Qingzhuan tea. Later, in 1791, the Changsheng Chuanzhuan Tea Factory was opened to specialize in the production of Qingzhuan tea. Since then, Qingzhuan Tea has begun its glorious history of more than two hundred years, and it has occupied an important position in the Sino-Russian Wanli tea ceremony. Moreover, our city is the source of Wanli tea ceremony. The products entered Central Asia and Europe as early as the 19th century, and have now been exported to Russia, Malaysia, Germany, Kazakhstan and other countries and regions. In recent years, Xianning has insisted on culture as its soul, promoted tea culture, created tea brands, prospered the tea market, and developed the tea industry.

Xianning tea has more than 70 registered trademarks, including 1 Chinese time-honored brand, 5 Chinese well-known trademarks, 19 Hubei famous trademarks, 22 Xianning well-known trademarks, and 11 organic tea certification enterprises. The “Chuan” brand brick tea production process was officially listed as a national intangible cultural heritage in 2014. Chibi Qingzhuan Tea, Chibi Rice Brick Tea, Yangloudong Brick Tea, Xian'an Brick Tea have successfully applied for national geographical indication protection products, “Yangloudong” “Brick Tea Culture System” became the first “China's Important Agricultural Cultural Heritage” in the whole province.

2.2 Swot Analysis of Xianning Qingzhuan Tea

Good mountains and good water produce good tea. Southern Hubei is located on the south bank of the middle and lower reaches of the Yangtze River. The terrain is high in the west and low in the east. The soil is rich in rainfall and sufficient sunlight. The soil is mainly acidic soil, suitable for the growth of a variety of crops, and the soil moisture is moderate and ventilated. The tea gardens are mostly located in plains and gentle hills covered by red and yellow acidic soil. The soil is rich in aluminum, silicon and potassium, has a light texture, and has low pH and base saturation. It is an ideal production area for high-quality tea.

Our city is the hometown of Chinese tea. There are more than 70 brands of green tea, black tea, and blue brick tea. The output of blue brick tea has reached 45,000 tons, accounting for more than 1/3 of the country. It is an important characteristic industry. Qingzhuan tea has the unique effects of lowering lipids and relieving greasiness, which is more and more recognized and the market demand is increasing.

Qingzhuan tea production and processing enterprises have a low level of intensive production,

slow technology updates, uneven quality, multiple links, high costs, and large losses, and they cannot form market scale effects. Due to the high cost and low price, the efficiency is not ideal and the competitiveness is reduced. In addition, the promotion of Qingzhuan tea is relatively weak. As a local famous tea, it does not make full use of local media resources, and the publicity effect is visible.

With the rapid development of the national economy, the increasing income of the people, the rapid improvement of people's living standards, and the strong growth of my country's consumption expenditure, the development space of the consumer goods market is also increasing. And people began to pay more attention to a healthy lifestyle, and have slowly reduced the consumption of alcohol and carbonated beverages, and began to pay more and more attention to the beneficial effects of green tea.

The Ministry of Agriculture has pointed out the need to vigorously develop the tea industry. The city's tea area totals 431,400 mu, and there are 64 tea-producing towns and towns in the city, of which 59 are townships and forest farms with a tea garden area of more than 1,000 mu. The tea industry has become one of the leading industries for poverty alleviation in Xian'an, Chibi, Tongcheng, Chongyang, and Tongshan. At present, the city has invested a total of 180 million yuan to promote the development of the tea industry, and newly developed 124 tea bases with an area of 46,400 mu.

2.3 The Rapid Development of Tea Industry

Although my country's tea consumption population is relatively small and per capita tea consumption is relatively low, the tea industry has been developing at a rate of more than double digits per year in recent years, indicating that there is still a lot of room for the development of the tea industry in the market.

With the continuous increase of consumer income and the continuous strengthening of consumption power, consumer demand for tea products is also gradually increasing, especially the rapid growth in demand for quality and service.

Although tea is one of the three major beverages in the world, with the development of science and technology, different tea beverages are being introduced on the market, and tea beverages with different flavors are more popular among young consumers. As one of our traditional culture, tea is facing tremendous changes.

There are many types of tea products, and different tea varieties have launched different products. There are countless types of famous teas on the market, which poses no small threat to the market expansion of Qingzhuan tea.

3. Xianning Qingzhuan Tea e-Commerce Application and Marketing Promotion Issues

3.1 Limitations of Market Distribution and Consumer Groups

The main markets for green brick tea are distributed in Inner Mongolia, Gansu, Shaanxi, Xinjiang, Tibet, Outer Mongolia, Europe and other places. There are relatively few other places except Hubei, Hunan, Sichuan, and Guangzhou in the inland areas. Few people see green tea in the market. Brick tea, fewer people understand it. Green brick tea is mainly used by border ethnic minorities to make milk tea. It uses beef and mutton as the main food. It lacks vegetables and other substances to supplement vitamins and cellulose. This greasy diet causes people to discomfort and needs to digest and eliminate greasy. Meet people's life needs. The traditional herders are getting older, the younger generation has become more sinicized, and their lifestyles have been modernized. People who maintain the habit of drinking milk tea are older and fewer in number.

3.2 Awareness of Brand Building is Not Strong

On July 4, 2015, the State Council issued the "Guiding Opinions of the State Council on Actively Promoting the "Internet +" Action". Since then, "Internet +" has begun to shine in various fields. "Internet +" represents a new economic form, relying on Internet information technology to

realize the integration of the Internet and traditional industries. In this context, the Internet is even more explosive and disruptive. Nowadays, large companies that have grown up rely on the rapid rise of the Internet. Speaking of Xianning, Qingzhuan tea, as a local characteristic industry in Xianning, should also be developed along the way. However, the current brand effect of Qingzhuan tea is low, and it lacks competitiveness compared with other well-known tea brands. Compared with other emerging teas that have emerged (relying on the development of the Internet), the traditional Xianning Qingzhuan tea appears to be more stretched. In addition, the managers lack the awareness of brand building, resulting in the low visibility of Qingzhuan Tea and the inability to promote the brand of Qingzhuan Tea well.

3.3 Single Product Sales Channel

Channels mainly refer to how to develop and select distributors, the daily management of distributors, and the marketing of products. Traditional Xianning green brick tea has insufficient sales channels. Product marketing only has offline sales, and the main offline sales areas are limited to Xianning and surrounding towns. There is still a lot of room for development. The lack of online sales is also the main reason why Xianning Qingzhuan Tea is difficult to develop. For sellers, online and offline prices and quality are difficult to unify, products are mixed, and consumers are difficult to distinguish between true and false.

4. Analysis of the e-Commerce Application Promotion Strategy of Xianning Qingzhuan Tea

4.1 Integrated Marketing

Integrated marketing focuses on taking the consumer as the center and comprehensively using all the resources of the enterprise to realize the highly integrated research of the enterprise. There is an important marketing method in integrated marketing called network integrated marketing. Online integrated marketing is online integrated marketing based on integrated marketing, and it follows the following four principles: the principle of fun, the principle of interest, the principle of interaction, and the principle of personality.

The fun principle includes fun advertisements and so on. Gossip is a popular pass, and interesting advertisements can attract the attention of young people. At present, the main consumer groups of Qingzhuan Tea are middle-aged and elderly people. Qingzhuan Tea can attract more young people in this way, expand the audience, and expand the consumer market.

Another important feature that distinguishes online media from traditional media is its interactivity. The current online media has lost the compulsion of traditional media at the communication level. One-way advertising marketing is certainly not the prospect of online marketing. Therefore, we must give full play to its interactivity and make full use of the characteristics of the Internet to communicate with consumers. This allows consumers to no longer simply accept product information, but also participate in it. For example, the pottery made by oneself in the pottery bar can often leave a deep impression because consumers are involved in it. Similarly, Qingzhuan Tea can also use this method to make full use of the interactivity of product network marketing to allow tea lovers to participate, gain real experience, and deepen consumer impressions, thereby consolidating the consumption market of Qingzhuan Tea.

With the development of society, people's ideas are changing with each passing day. It is often that "exclusive" and "limited" are more attractive to consumers, so another principle of network marketing is also reflected-the principle of individuality. Because of personality, so exclusive, because of exclusive, so attractive. Personalized marketing gives consumers a sense of satisfaction with "focused attention" in their psychology. Personalized marketing is better for consumers, and it is easier to trigger interaction and purchase behavior. Moreover, in current network marketing, the characteristics of digital flow make personalized marketing simple. For example, all kinds of beauty products will always launch holiday gift boxes during festivals to attract consumers. Similarly, Qingzhuan tea can also launch gift boxes with traditional meaning and holiday features on traditional Chinese festivals to attract consumers. And you can also use exclusive custom

packaging, allowing consumers to package the blue brick tea according to their own ideas. This not only meets the individual needs of consumers, but at the same time participating in product production can leave consumers with a pleasant shopping experience.

4.2 Channel Strategy

Weibo marketing refers to a marketing method that creates value for merchants and individuals through the Weibo platform, and also refers to the business behavior method that merchants or individuals discover and meet the various needs of users through the Weibo platform. Weibo marketing uses Weibo as a marketing platform. Every fan is a potential marketing target. Companies use their own Weibo to spread corporate information and product information to netizens, and establish a good corporate image and product image. There are also many successful cases of using Weibo for marketing. For example, roseonly promised to use the value of celebrities to fully convey the core concept of the brand. Therefore, Qingzhuan Tea can use this to spread the information of Qingzhuan Tea to Weibo users and increase the popularity of Qingzhuan Tea. Combined with the cultural heritage of Qingzhuan tea, young people gradually understand the history of Qingzhuan tea.

WeChat marketing is a kind of marketing model for enterprises or individuals in the era of network economy. It is a marketing method that has emerged with the popularity of WeChat. There is no limitation of distance on WeChat. After users register on WeChat, they can form a connection with the same registered “friends” around them, and subscribe to the information they need. Merchants can promote their products by providing users with the information they need, so as to achieve point-to-point matching. Marketing. As early as the evening of January 25, 2015, Moments ads appeared. The first ads that went online were BMW, Coca-Cola and vivo mobile phones. Different people receive different advertisements, and some people will also post screenshots of these advertisements to Moments. This undoubtedly forms the secondary dissemination of advertisements. Green Brick Tea can easily gain the trust of consumers through the establishment of a WeChat official account, and the information disseminated through the official platform can easily gain the trust of consumers. At the same time, attention should be paid to the novelty of the content to increase the reader's interest in reading.

There is currently no official website related to Qingzhuan Tea, and the information presented on the search engine is more cumbersome and unordered. Therefore, the establishment of an official website can allow consumers to better understand the background of Qingzhuan tea, so that tea lovers who love Qingzhuan tea can communicate with each other. This requires attention to the professionalism of website construction and the entire process of website operation and management. For example, Pu'er tea in Yunnan has its own official website. The homepage of the website introduces the brand, price, processing and other aspects of Pu'er tea in detail, which provides an information platform for franchisees and is more conducive to expanding the Pu'er tea market. Therefore, Qingzhuan Tea can learn from the operation mode of the official website of Yunnan Pu'er Tea to build its own official website, so as to ensure that tea lovers in various places can obtain accurate Qingzhuan tea information.

Using Douyin to sell Qingzhuan tea is the best channel. First, Douyin has 250 million daily activities every day, and the traffic is very huge. There are also a lot of young people, and young people now want to buy products through social recommendations. And it is easy to form a personal brand influencer effect on Douyin. Second, the whole stage of planting, breeding, picking and cultivation of blue brick tea is reflected in short videos and then implanted with the image of a farmer as an IP, which will attract a large number of Douyin fans. Third, on Douyin, you can open the window function, you can also connect to the Toutiao store, and the good headlines can also be channeled to WeChat for sales. In addition, the multi-flash developed by a sound can also send video red envelopes. This provides good support for payment. , Can well form a commercial closed loop.

4.3 Service Strategy

In the process of selling blue brick tea, consumers will have different needs in terms of purchase

time and method, delivery time and location, product packaging and transportation, and loan settlement. Enterprises provide services according to the different requirements of consumers to purchase, try to make it easy for customers to purchase, eliminate the feeling of “difficult to purchase”, so that products can be delivered to consumers efficiently, quickly, timely and accurately, and increase the sales rate of Qingzhuan tea.

The higher the value and satisfaction customers feel, the stronger the competitiveness of the company. The well-known 80/20 rule states that 80% of a company's profits come from 20% of old customers, and that the transaction cost of a company with new customers is 5 times that of a transaction with old customers. Cultivating customer loyalty is the biggest challenge in corporate marketing. Companies should be customer-centric and provide specific Qingzhuan tea products and services based on customer needs. At the same time, with the help of network databases, they can analyze and investigate the satisfaction and purchase of Qingzhuan tea to find and solve problems in a timely manner.

After the blue brick tea is sold, it is the beginning of effective marketing. It emphasizes that after the blue brick tea is sold, the company uses tracking services, such as regular key customer opinion meetings, mailing reputation quality cards, etc., to collect customer information in a timely manner and grasp the dynamics of market demand. Actively help customers solve difficult problems, correct various errors, discover new marketing directions for Blue Brick Tea, and cultivate a group of loyal customers.

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