

Problems and Countermeasures in the Marketing of Wenchuan Cherry Industry

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Abstract: This article mainly focuses on Wenchuan County in Sichuan Province as the research object, analyzing the problems existing in the marketing of Wenchuan cherry industry and proposing countermeasures and analysis for comprehensively optimizing the development of Wenchuan cherry industry.

Keywords: Rural industry; Marketing; Agricultural products; Industry revitalization; Rural revitalization

Wenchuan County is located in the northwest of Sichuan Province and belongs to the temperate monsoon climate. The climate rises from southeast to northwest with terrain and shows a relatively complete vertical climate zone. It provides good conditions for cherry production with an annual average of over 1600 hours of sunshine and an average annual temperature of 12.9°C. Wenchuan cherries contain high levels of iron, which is beneficial for replenishing blood and promoting the rise of human hemoglobin. It has a good therapeutic effect on anemia, especially iron-deficiency anemia. Wenchuan cherry faces many marketing problems, and achieving the high-quality development of the cherry industry requires long-term efforts.

1. Development Status of China's Cherry Industry

In recent years, cherries have gradually become known and utilized by people, and domestic demand for cherries has been increasing, with even greater demand expected in the future. The domestic cherry market is currently experiencing a supply shortage, and China needs to import a large number of cherries to meet domestic demand.^[1] Although China's cherry industry has achieved significant development, there is still a considerable gap compared to advanced foreign systems. Therefore, it is essential to strengthen research on the cherry industry. Although China's cherry planting area has reached a certain scale, the lack of effective management and control has led to significant waste and environmental damage. Cherry producers must gradually change their mindset, adapt to current development trends, implement green production at the source with long-term benefits in mind, and improve product quality and increase benefits. On the other hand, fresh cherries on the market are highly favored, with a considerable market space. However, as most cherry growers are farmers with low levels of education, cherry sales are primarily conducted through dealers purchasing cherries in villages. The channel structure is simple, and information resources are not effectively circulated, which easily leads to localized unsalability of cherries.^[2] At present, domestic cherries are mainly cultivated manually, resulting in high labor intensity and low efficiency. The limited yield of cherries cannot meet market demand, but with the growing scale of e-commerce in recent years, internet cherry sales have maintained high-speed growth, and cherry sales channels now have a wider range of choices.

2. Analysis of Problems in Wenchuan Cherry Marketing

2.1 Weak brand protection awareness and incomplete brand benefits

The cherry industry has developed rapidly in provinces such as Shandong, Anhui, Jiangsu, Zhejiang, Henan, Gansu, and Shaanxi, especially after Jiangsu gained the title of "Hometown of Cherries" and received strong support. The unprecedented publicity by mainstream media represented by CCTV has put tremendous pressure on Wenchuan cherries.^[3] As an emerging industry, cherries' brand recognition and influence are not high enough. However, foreign cherry products have already occupied a huge market share in first-tier cities such as Beijing, Shanghai, Guangzhou, Chengdu, and Chongqing, posing a significant challenge for Wenchuan cherries in terms of market share.

2.2 Primitive sales methods and simplistic marketing strategies

Wenchuan fruit farmers adopt traditional marketing methods for cherry sales. Although cherry merchants have set up direct sales windows in Chengdu and entered supermarkets, the impact of these windows is not significant due to factors such as funds and personnel quality. Moreover, the overall lack of marketing strategies among farmers affects not only the benefits but also marketing. Therefore, how to carry out cherry sales work is a problem worth discussing.^[4]

2.3 Lack of technical talents and weak innovation capabilities

The Wenchuan cherry industry lacks professional marketing personnel. Fruit farmers not only serve as producers but also as salespeople, but most of them have not received systematic professional marketing knowledge training. Due to the fast-changing market and the rapid pace of knowledge updates, fruit farmers who have not received systematic professional training in marketing have insufficient professional skills to cope with changes in the sales market. In Sichuan region, there are still many fruit orchard management personnel with uneven quality. Some people are unaware of market information, do not know how to choose sales channels, and do not attach enough importance to product promotion and marketing. In addition, some employees of large fruit orchards lack modern management capabilities, which makes it difficult for them to recruit high-quality sales and marketing personnel, and also unable to retain these talents.

2.4 Pursuit of short-term benefits and vicious competition

The Wenchuan cherry industry lacks unified industry standards and strict self-discipline regulations, and there are phenomena of mutual price pressure and vicious competition. Due to the lack of orderly competition, most enterprises in the Wenchuan cherry industry can only obtain short-term benefits. Especially for those enterprises that invest little in their operations, their only purpose is to make money, as long as they can make money. They do not consider whether they need to change their business models and marketing strategies and are unwilling to change their ways of operation.^[5]

3. Strategies and analysis for Wenchuan cherry marketing

3.1 Emphasize modern marketing strategies and sales methods

Firstly, fully utilize media such as TV and the internet to promote the Wenchuan cherry brand and establish a good corporate image, increasing the Wenchuan cherry's competitiveness and market share. With the acceleration of people's living rhythms, it is necessary to optimize advertising content strictly according to people's psychological needs, highlighting the characteristics of the Wenchuan cherry while attracting tourists. Secondly, establishing a local e-commerce system to assist the Wenchuan cherry electronic business website under the county's electronic business platform.^[6] Through this system, more people can learn about the Wenchuan cherry and purchase it online.

3.2 Strengthen organizational leadership and marketing synergy

The Wenchuan government can establish a cherry marketing leadership group, with the county head as the leader and the deputy county head as the deputy leader. The main responsible person of the county bureau formulates sales strategies for the whole county in different periods and coordinates and resolves specific problems that arise during the cherry sales. Corresponding organizations are established in various towns, work plans are formulated, and specific persons are responsible, strengthening supervision to ensure that cherry sales proceed normally and orderly.^[7] The government, industrial and commercial management departments, and other relevant parties should also strengthen education, supervision, and management of commercial ethics for cherry sales personnel. The county government should also introduce relevant agricultural policies, which are based on integrity, criticize and educate malicious competition behavior such as intentional price cutting or price hikes, and punish those who repeatedly do not change their ways according to relevant market management regulations, to ensure the normal and orderly operation of the Wenchuan cherry market and create a good environment for customers to order Wenchuan cherries.

3.3 Training or introducing excellent marketing professionals for Wenchuan cherry

The cultivation of marketing talent for Wenchuan cherry needs to start from two aspects: first, cultivating or introducing marketing talent, setting corresponding preferential policies and increasing salary levels to attract the attention of professional talents; Wenchuan can cooperate with universities in Chengdu to cultivate tourism talents and improve the local academic level.^[8] Second, vigorously promote cherry-related tourism in the rural revitalization strategy. The government should increase policy support and funding investment, guide enterprises to participate in rural cultural construction, promote the cherry tourism brand through various means, and make citizens aware and fond of cherry tourism, in order to promote local economic development and increase employment opportunities for farmers. Wenchuan should also encourage farmers to return to their hometowns to participate

in tourism industry construction, injecting local vitality into cherry tourism. On the one hand, it can stimulate the enthusiasm of farmers to return home and start businesses, continue to develop cultural and creative tourism projects with the characteristics of cherry resources, create characteristic cherry scenic spots, establish a green and sustainable development concept, and form a good entrepreneurial atmosphere. On the other hand, in the development of Wenchuan cherry tourism industry, local residents may create basic job opportunities and develop derivative products related to cherry, which not only reduces Wenchuan's unemployed population but also enhances the tourism charm of Wenchuan cherry industry, and drives the adjustment of surrounding towns and rural industrial structure.

4. Conclusion

Wenchuan, being located close to Chengdu, enjoys superior location and transportation advantages, good ecological environment, rich characteristic resources, and broad development prospects. The county is a good place for developing the cherry industry with abundant cherry resources and beautiful environment. However, with the acceleration of urbanization, a large number of rural labor forces have been lost, resulting in a shortage of rural labor forces. In addition, frequent natural disasters have posed enormous challenges to agricultural production and operation.^[9] In the context of rural revitalization and the development of the Chengdu economic circle, Wenchuan has become the forefront of providing fresh fruits for Chengdu and has been given heavy expectations for poverty alleviation and revitalization by the country. Wenchuan needs to fully tap into the various resource advantages it possesses, and the focus should be on building the cherry industry. Wenchuan should seize the opportunity to develop a modern and large-scale cherry industry, optimize cherry marketing, increase farmers' per capita net income, and promote the social, economic, and cultural prosperity and development of Wenchuan, serving the rural and industrial revitalization.

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