

Discussion on network marketing strategy of agricultural products under e-commerce environment

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Abstract: With the continuous development of Internet economy, people's consumption habits and behaviors have changed obviously. Just because of this, network marketing has become a mainstream trend of agricultural product sales. This new marketing model successfully breaks the restrictions of time and space, coupled with the supporting guarantee of the logistics industry and the precision development of the supply chain industry, so that agricultural products in this era of rapid development of the Internet under the background of a certain era of dividends, for its value added has brought new ideas. However, from the current point of view, there are still many problems in the online marketing of agricultural products based on e-commerce environment, which greatly limits the development of its trade. In view of these problems, relevant personnel must take effective measures, so as to further promote the development of trade of agricultural products. Therefore, this paper mainly aimed at the e-commerce environment of agricultural products network marketing launched the relevant analysis and research, hoping to provide a certain reference for the research and staff in related fields.

Key words: e-commerce, agricultural products, network marketing

With the advent of the network era, the development of the Internet has greatly changed people's production and life style. In the past, the way of selling agricultural products was relatively simple and single, and most of them were sold through the way of marketing. However, this kind of selling method often has such a problem, that is, the information sharing between producers and consumers will be hindered. To be specific, for most consumers, when they buy agricultural products, they know little about high-quality agricultural products, so they are prone to some problems in the process of choosing agricultural products. As for the sellers, they have relatively little information about the market conditions of agricultural products, so they are prone to problems in product sales. From the current sales situation of agricultural products, the rise and development of major Internet e-commerce platforms, such as Jingdong, Taobao and other platforms, have opened up a new road for their sales.

1. The importance and inevitability of implementing network marketing of agricultural products

(1) Importance

Network marketing, in fact, is a new marketing model that people use the Internet to increase product sales. It has the unique advantages of strong real-time, more interactive and low cost. With the continuous development of modern technology, e-commerce has gradually entered people's vision and gradually penetrated into all aspects of people's lives. Therefore, online shopping has become one of the main ways of contemporary people's consumption and shopping. Therefore, if conditions permit, it is not impossible for people to use network technology to sell agricultural products to all regions of the world, which is of great practical significance for people to explore new marketing models of agricultural products.

(2) Inevitability

China is a big agricultural country, and the gross product of agricultural products is also showing an increasing trend year by year. However, due to improper management of agricultural products and other reasons, there are incongruous problems in the production and consumption of agricultural products, and the contradiction between supply and demand is becoming increasingly obvious. Even if China's demand for agricultural products continues to increase, but every year there are a variety of agricultural products can not be sold, at this time, many people are by reducing the price of agricultural products sales processing, but this way further intensifies the contradiction between product supply and demand, which will not only greatly limit the economic development of agricultural products sales enterprises, but also directly affect the economic income of farmers. So, how to better solve the contradiction between product supply and demand problem? How to improve the embarrassing situation that agricultural products cannot be sold? Network marketing provides a new way to solve these problems.

In addition, environment of our country's current agricultural products network marketing is relatively good, which provides a very good opportunity for the development of agricultural products network marketing. With the continuous improvement of China's national economy, the cost of people using information technology is no longer as expensive as in the past, therefore, the number of Internet users in China has been significantly increased, and even involved in all age groups, which shows that the network marketing of agricultural products is with a good environmental basis and demand basis. Especially with the popularity and application of various network platform software such as Jingdong, Taobao and wechat, a relatively perfect Internet of Things system has been initially formed in China, and the logistics industry has also improved with the auxiliary support of modern technology, which provides a good development opportunity for the online marketing of agricultural products. Relevant data show that China's cold chain logistics industry will always maintain an annual growth rate of 23% development, it can be seen that the network marketing of agricultural products is bound to become a new important breakthrough in its marketing development.

2. The e-commerce environment of agricultural products network marketing problems

(1) The network infrastructure construction is relatively weak

Among many problems in the network marketing of agricultural products, the most prominent problem is that the network infrastructure construction is relatively weak, which is easy to cause producers to be unable to timely release the production information of agricultural products, and then lead to the resources between producers and consumers can not be shared in time. In this way, the information sharing and availability of agricultural products will become low, and even trust problems may occur. In addition, people generally in the process of selling agricultural products, will establish a related sales website, but they will also have some problems in the management of the website, for example, many businesses are through the website to promote some advertising content, the promotion of agricultural products is not in place, just stay on the surface of the work. As well as for the daily maintenance and management of the website, some businesses do not pay enough attention to this, greatly reducing the utilization rate and practicability of the website, which is easy to lead to the relevant staff in the online release of production and sales information related to agricultural products, often there will be lagging problems. In addition, due to the economic development of different regions there are certain differences, the coverage of its network construction will be different, especially for some remote rural areas of people, they almost do not know much about the network marketing of agricultural products, which greatly reduces the practicality of product network marketing.

(2) The network marketing model needs to be improved

Compared with traditional agricultural product marketing, network marketing has had a “quality” development, but in the actual product marketing process, there are still frequent problems, which greatly hinder the development of agricultural product marketing. For most sellers, when they choose and buy agricultural products, generally in order to save time, they often choose to buy agricultural products through the network, and an important factor to decide whether to buy is whether the specific production information of agricultural products is complete and accurate enough. However, in the actual trading of agricultural products, the product information presented in the network is limited, and consumers have less information about agricultural products. At this time, most of them will not choose to buy randomly and blindly, which will easily lead to the utilization rate of e-commerce websites will be reduced. Therefore, for the relevant managers, only by constantly improving the network marketing model and providing consumers with more agricultural product information as much as possible can we really improve the level of network marketing services.

(3) Insufficient logistics support

Most of the online marketing activities of agricultural products are carried out in the form of network. However, after the completion of the product transaction, there will be some problems in the logistics distribution. For example, due to the imperfect distribution system, the distribution efficiency of some large-scale agricultural products is relatively low, and sometimes there will be a lack of weight. Therefore, it is necessary for relevant departments to continuously improve the logistics distribution mechanism, further enhance the professional level of agricultural product distribution, and then provide more service guarantee for the online marketing of agricultural products.

3. The strategy of online marketing of agricultural products under e-commerce environment

(1) Establish a sound network service system

In the network marketing, the relevant staff must establish a relatively sound network service system, that is, to ensure the strict control of all aspects of product transactions, including network trade, product promotion, product sales and product transportation and other links, as far as possible to ensure the safety and convenience of product transactions, so as to provide consumers with better quality network marketing services. Therefore, the staff in the establishment of the network service platform, should be as much as possible to inspect the production of market information and other links, to maximize the effective contact of different links, to ensure that the relevant staff of each link can do effective communication, so as to successfully build a standardized network service platform. In the actual network marketing process, the staff should also combine the construction content of the production base to build a network service management system and information network service system, increase the sharing of information resources, and ensure that the agricultural product information to achieve “transparency”, so as to better realize the effective docking of producers and consumers. In addition, the relevant staff should strictly control the circulation of agricultural products, ensure the quality of products in the transportation process, and avoid some disputes caused by quality errors in the transaction link.

(2) Build a perfect network marketing model

In the network marketing, the relevant staff should actively build a relatively perfect and effective network marketing model, after all, in this process, the product transaction is completed in the virtual environment, so the whole product transaction link is highly dependent on the e-commerce platform. For the vast number of consumers, the advantages and disadvantages of the platform service mechanism will directly affect their evaluation of the platform service level. Therefore, when constructing the network marketing platform, the staff must consider the influencing factors of information resource sharing, cross-regional transactions and other work. At the same time, the staff should strengthen the construction and update of the information database, and can combine the actual needs and personal preferences of different customers to push the appropriate agricultural products for them, which can not only effectively improve the customer’s satisfaction with the service of e-commerce platform, achieve targeted marketing, but also greatly improve the network marketing effect of agricultural products. In addition, the relevant staff should also establish a relatively perfect modern logistics distribution system to ensure that consumers can receive high-quality agricultural products in the shortest possible time, in order to achieve the purpose of improving the quality of platform service.

(3) Strengthen logistics infrastructure construction

With the advent of the network era, logistics transportation as an important infrastructure to achieve high-quality marketing of agricultural products, staff must pay attention to the infrastructure construction of "Internet + logistics", through the integration of logistics resources, to solve the problem of sales and transportation of agricultural products. In this regard, the local government and local enterprises should according to the actual situation, as far as possible to guide the major logistics enterprises, logistics companies to fully cover the production area of agricultural products, a reasonable increase in logistics transfer stations, especially to increase the distribution of anti-season characteristics of agricultural products, and make improvements in packaging, as far as possible to ensure the freshness of agricultural products. In addition, it is necessary to strengthen the construction of rural transportation infrastructure, and establish orderly agricultural products storage facilities, network information service platform, especially some special areas of agricultural products, such as fresh fish in coastal areas, the government and enterprises must increase the construction and layout of cold chain logistics, so as to lay a solid foundation for the development of agricultural products e-commerce.

(4) Strengthen the construction of rural network infrastructure

The development of e-commerce is closely related to the Internet. If we want to promote agricultural products, we must have the support and guarantee of the Internet. Therefore, it is particularly important to strengthen the construction of rural network infrastructure. However, even though the local governments in many areas of our country pay more and more attention to the construction and development of rural network infrastructure, but on the whole, the construction of information network serving agricultural products is still relatively backward, it can be seen that this work is a long-term and arduous important task. In this regard, we must give full play to the advantages of information technology, increase the integration of resources in all aspects of society, break the regional restrictions to the maximum extent, and bring more agricultural products with regional characteristics to more people's vision through the combination of online and offline.

4. Concluding Remarks

In short, agriculture, as the primary industry in our country, has a very close relationship with people's lives. Network marketing of agricultural products is not only an effective means to promote the development of agricultural products, but also an important path to comply with the development trend of the social times, which can not only bring more convenience for people, but also really break the restrictions of time and space and form a new marketing model with network characteristics. It can be seen that the network marketing of agricultural products is bound to become a mainstream trend in the future development of agricultural products. In the actual marketing process, we must establish a sound network marketing system and marketing model, and strengthen the construction of network infrastructure, and constantly improve the information sharing between producers and consumers, in order to promote the high-quality development of agricultural products online marketing.

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