

Research on Marketing Program of Characteristic Agricultural Products

—Taking Lanzhou Lily as an Example

Xiaoli Zhu, Zongli Zhang, Wenjie Fan

School of Finance and Economics, Qinghai University, Xining 810016, China.

Abstract: As a characteristic agricultural product of Lanzhou, Lanzhou lily is a landmark agricultural product of Lanzhou, and also another postcard of Lanzhou. As the sweetest and most delicious lily in the world, Lanzhou Lily has high nutritional value. Its flowers and fruit are edible, and all parts of its body are valuable. This paper starts from the background of Lanzhou lily first; Secondly, the status quo of lily development; At the same time, the design of questionnaire survey, do market research, find the problems in the development of lily, according to the problems, put forward the corresponding countermeasures and suggestions. Based on this, this paper puts forward the corresponding promotion strategy for Lanzhou lily marketing.

Keywords: Lanzhou Lily; Marketing Strategy; Characteristic Agricultural Products

1. Introduction

Lanzhou lily in Gansu Province has a history of more than 400 years. It is a famous specialty in Gansu Province [1]. It has pure white color, fat individual, sweet taste and little fiber, and is known as “Lily A world”. In the current Internet and all walks of life integration of today. Based on the investigation of Baihe network marketing and its development status, and the analysis of opportunities and problems in the marketing process of Baihe network marketing, a comprehensive and systematic study of Baihe marketing is carried out and corresponding promotion strategies are proposed. Therefore, this paper will further promote the high-quality and diversified development of Lanzhou lily industry according to local conditions, which is of positive significance to better realize the prosperity of rural industry and help rural revitalization.

2. Analysis of the development status of Lanzhou lily

Lanzhou lily industry is the leading agricultural industry in Lanzhou. Therefore, before analyzing the problems and countermeasures of Lanzhou lily industry, it is necessary to understand its development status, analyze its policy environment and social environment, and provide basic support for formulating reasonable countermeasures.

2.1 Policy environment analysis

In 2004, the former General Administration of Quality Supervision, Inspection and Quarantine officially approved “lily” for the protection of the region of origin. In recent years at the World Expo, at the award ceremony, Lily and other six award-winning units delivered their acceptance speeches. Lily products appeared in the “Silk Road” and “Chinese Enterprise Joint Pavilion” at the Expo, and were praised and chased by the organizing committee and people from many countries [2]. This platform makes Lily brand awareness continue to expand, effectively promote the development of lily industry and the continuation of brand influence, but also lily to obtain a boutique landmark.

The Silk Road Economic Belt is an economic cooperation area between China and West Asian countries. In 202, because of the epidemic, CCTV anchors brought goods to Hubei for Love Live, with a total of more than 100 million yuan. In 2022, Document No. 1 of the Central Committee clearly points out that rural development should be driven by agricultural products [3]. We also issued a series of policies to support agriculture, rural areas and farmers. These policies have provided strong policy support for the development of the lily industry and promoted the friendly development of the Lily Lanzhou District.

2.2 Analysis of social environment

With the development of economy and society, green products are attracting more and more people [4-6]. As an important health food, health more and more attention by consumers, green, high-end food demand is also getting higher and higher, such as quinoa, sweet lily and other health food quality, quality and safety status has become an important factor affecting consumption. Green farming, pollution-free farming, organic farming, China geographical indications and so on are gradually favored by consumers. The difference between different levels of health care has gradually widened, and the lily is divided into A, B, C, and D four levels, which can be oriented to different consumer groups and meet the consumption needs of various levels of consumption.

3. Problem Analysis

The sustainable development of Lanzhou lily industry is faced with many problems. According to the above analysis of the policy environment and social environment of Lanzhou lily industry, it is found that Lanzhou lily industry has a single sales channel and low income in the development process. Low visibility, lack of publicity and other problems.

3.1 Data Sources

In order to deeply explore the consumer psychology and influencing factors of purchasing lily, questionnaire survey was adopted to obtain data. Through the overall grasp and moderate adjustment of the research framework and purpose of the project, the mentioned projects are integrated, and thus the questionnaire is obtained. The five-level Likert scale was used to collect data in the questionnaire. Considering the differences of the respondents, there may be some questions that they do not understand or may have wrong meaning in the understanding of the questionnaire, which is of practical significance for the questionnaire investigation. In April 2023, with the help of the online questionnaire survey platform "Questionnaire Star", consumers are invited to participate in the questionnaire survey through QQ group, Weibo and other platforms. The questionnaire survey was carried out on the questionnaire star, and the citizens of Dunhuang and Lanzhou were interviewed on the spot. 223 questionnaires were issued, 204 valid questionnaires were recovered, and the effective rate of questionnaires was 91.48%.

3.2 Data Analysis

In recent years, high-end food in the market has a rapid growth trend, better market prospects, in the fierce competition in the high-end health market, safe organic green has great potential, we try to analyze the lily from the demographic characteristics, market trends, market size and other aspects. Among the respondents, 42 percent were male and 57 percent were female. Among them, 49% are willing to try a new kind of lily, 46% are willing to consider it, and the total number is close to 96%. It can be seen that the vast majority of people are willing to try a new kind of lily. Most of the ways to buy lily are concentrated in farmers' markets and supermarkets, and only a few buy lily online. Consumers in the origin do not need to buy online, but foreign consumers do not understand this commodity, so online consumers only account for a very small number, in terms of price and taste comparison, only 30% choose cheap but general taste, 70% choose high quality but high price.

3.3 Problems that Occur

Before lily joined the producer market, the publicity is small, the sales scope is small, only the lily mature local sales and sales to the area near Lanzhou, in the food sales occupy a heavy market share, nearly 80% of Baihe was absorbed by the local market, so there is no provincial and national or even larger scope of the industry status, but the current major e-commerce platform lily export situation, In the limited group of consumers who know lily, there is a situation of price and no market, it is very good to comply with the development trend of the domestic food sales industry. Mainly focus on the quality of lily, taste and other characteristics, the purpose is mainly to attract the attention of consumers, so that consumers understand Lanzhou lily, in order to improve its popularity. In the brand advertising stage, the advertising

content should highlight the characteristics of the advantages and food value of the lily, in the advertising process, to focus on the publicity of the brand image rather than its own appropriate transmission, advertising to the market as the center, to fully meet the needs of consumers.

4. Countermeasures and Suggestions

Based on the above analysis of the status quo and problems of Lanzhou lily industry, this paper puts forward countermeasures and suggestions for the problems in the development of Lanzhou lily industry, hoping to increase revenue by expanding sales channels and strengthen the publicity of Lanzhou lily, so as to improve the popularity of Lanzhou Lily.

4.1 Expand sales channels and increase revenue

In Taobao, the express delivery industry in the implementation of transportation, storage, promotion and other aspects, so that lily can be vacuum packaging sales, through the distribution strategy, can make lily, can provide customers with a complete transaction, and promote information sharing between various departments, reduce inventory of goods, improve the competitiveness of enterprises.

4.2 Increase publicity efforts to improve the visibility of Lanzhou Lily

Jd.com, Douyin, Kuaishou and other e-commerce platforms operate their affiliated online stores and establish websites related to Lily, which integrate publicity and sales, cooperate with online stores such as Taobao, Jingdong, Kuaishou and Douyin to promote Lily, carry out flower outing activities to attract tourists, run wechat public accounts to promote Lily, and run microblog aimed at promoting the company. The development of lily hand gift makes Lily hand gift become a beautiful business card to extend Gansu tourism and deepen Lanzhou memory.

5. Conclusion

This paper committed to combining lily with the existing tourism projects in Gansu, gradually building a complete industrial system by relying on the existing natural and social resources in Gansu, extending the tourism season in Gansu, creating a name card of Lanzhou "tourism city", deeply developing lily, and realizing the development of lily tree planting and ancillary and modern technologies. It can extend the original lily industry chain, including flower lilies, lily tea, lily food and lily dry, develop cultural and creative industries related to lily, change the sales mode of lily and its affiliates, at the same time, with the help of O2O e-commerce platform, and the use of Weibo to sell lily, through deep processing to extend the fresh life of lily. Increase the income of local residents and promote the development of urban economy.

References

- [1] Zhang R, Liu JJ. Research on the development status and countermeasures of Lanzhou lily industry [J]. Gansu Agriculture, 2016(10) : 46-49.
- [2] Bai HL, Qiao DH. Lanzhou lily industry development status and optimization and upgrading countermeasures [J]. Gansu Agricultural Science and Technology, 2017(12): 79-82.
- [3] Li CQ, Zhao M. Where to turn the "old industry" of Lily -- A documentary of the development of Lily agricultural characteristic industry in Lanzhou City, Gansu Province [J]. Rural · Agriculture · Farmers (A Edition), 2020 (2) : 41-43.
- [4] Song XX. Research and thinking on the development path of Lanzhou Lily industry [J]. Gansu Agriculture, 2019(10) : 49-50.
- [5] Zhou QQ. Current situation and countermeasures of Lanzhou lily industry [J]. Gansu Agricultural Science and Technology, 2016(9) : 64-66.
- [6] Zheng CS. On the marketing of agricultural products and the development of agricultural rural economy in the era of "Internet +" [J]. Farm Staff, 2020(24):11+24.