

Analysis on the Marketing and Promotion Strategies of Enterprise Agricultural Products Under the New Rural Construction Environment Based on the Internet

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Abstract: This paper mainly studies the current situation of e-commerce development in rural areas of our country, studies the development of the Internet in rural areas and puts forward a series of suggestions on how to carry out the marketing of network agricultural products by agricultural enterprises. We hope that the operators and management of agricultural enterprises We must attach importance to network marketing, using modern advanced network marketing to promote the rapid development of enterprises, accelerate the economic development in our rural areas and social progress.

Key words: Internet; New rural construction; Enterprise agricultural products; Marketing and promotion; Strategy

1. INTRODUCTION

With the development of internet information technology, China is rapidly entering the information society. In 2015, the term "Internet+" was written into our country's national strategy. This means that "Internet+" will drive the development of our country's economic development again. To create a new life force, innovation will drive the development of our country's economy to a new trend. The Internet has made a deeper impact on our country's social economy. Even in the rural areas where the Internet is underdeveloped, an upsurge in the new rural construction environment has set off. Under the background of the new rural construction based on the Internet, China's agricultural production and marketing promotion are facing unprecedented opportunities for development. How to change the operational thinking of modern agriculture in the current situation and innovate the path of agricultural development in our country has become China's agricultural production reform. main problem.

At present, the sale of agricultural products in China is already in the buyer's market. The problem of sluggish sales of agricultural products poses a major obstacle to the development of China's rural economy. Under the new rural construction environment, if rural areas can establish a sound network marketing system, it will help rural areas. Regional open a broader market, agricultural enterprises can be a good solution to the problem of sales, China's rural economic development trends can be reversed, usher in a better development prospects, so

how to use the Internet to improve the marketing of agricultural enterprises in China Strategy has become a key issue for our country's agricultural enterprises, government, and society.

2. THE DEVELOPMENT OF CHINA'S RURAL INTERNET ECONOMY

(1). The development of rural infrastructure is improving With the development of our country's economy, the Chinese government has paid more and more attention to the economic development in rural areas. This has laid a good foundation for the rapid development of the Internet in rural areas in China. Many rural areas have begun to carry out Internet construction, with the "village and village pass." With the advancement of the project, many rural areas in China have covered network communications. With the popularization of mobile phones, computers, and tablet computers, rural areas in China have also rapidly entered the information age. With the advancement of China's nine-year compulsory education, the education level of rural residents in China has also been greatly improved. Many farmers have begun to have a strong Internet awareness and actively use the Internet to serve their own production and life [1]. The improvement of the logistics network in rural areas has also provided the necessary foundation for the development of rural e-commerce. Many businesses have seen the development opportunities in rural e-commerce and have begun to specialize in the construction of professional websites for rural e-commerce services, such as the China Agricultural Information Network. All of them are specialized e-commerce websites specially designed for the sale of agricultural products. The construction of these professional websites can ease the current situation of information asymmetry in rural areas in China and lay a solid foundation for the rapid development of e-commerce in rural areas in China.

(2). Under the background of the new rural construction based on the Internet, the development of agriculture has begun to take shape.

With the further development of the Internet, many rural residents have seen the development prospects of the Internet economy and began to try e-commerce in rural areas. As a result, many "Taobao Villages" have emerged

in China. They rely on modern network technologies and a sound logistics system. Selling agricultural products on the Internet and obtaining better economic benefits. The sales of agricultural products are more and more networked and informatized. Through Internet technology, farmers can be more connected with the outside world and they can understand external demand information in a timely manner, reduce the intermediate links in agricultural products trading, reduce the transaction costs of agricultural products and enable consumers to obtain greater benefits, but also to enable farmers to obtain greater economic benefits, rural e-commerce began to show rapid development.

(3). Problems in the Development of Informatization in Rural Areas in China

Although the development of e-commerce in China's rural areas shows a good development trend, but from the overall point of view, the development of rural e-commerce in China is very uneven, many rural residents are lack of awareness of the application of the Internet, there is a mistrust of online transactions Phenomenon, even showing some rejection of the Internet, is very unfavorable for the development of rural e-commerce. In the developed eastern regions of China, the construction of rural logistics system is quite mature. However, in rural areas where the middle and western regions are relatively remote, due to lack of funds or inconvenient transportation, many regions do not have complete logistics distribution networks. The cost of logistics distribution is very high and the operating cycle is long. For a long time, especially for rural fresh products, many farmers cannot afford high logistics costs. All these factors have caused great obstacles to the network marketing of agricultural products in China.

3. UNDER THE BACKGROUND OF NEW COUNTRYSIDE CONSTRUCTION BASED ON THE INTERNET, PROBLEMS FACED BY ENTERPRISES' AGRICULTURAL PRODUCT MARKETING

(1). Agricultural companies do not pay enough attention to online marketing

Due to the great difference between sales of agricultural products and sales of other types of commodities, many agricultural enterprises do not attach importance to the use of online marketing. Many agricultural enterprises have a fixed sales model after a long period of development. The model allows companies to obtain great benefits in the development process, so they are reluctant to change the original sales model and allow them to accept the network marketing model. It takes a long process. As network marketing is a virtual marketing, agricultural enterprises need to invest certain funds in hardware or software construction in the early stage of network marketing. In the early period, there may be a phenomenon where investment exceeds returns. Many companies are concerned that their investments will not receive corresponding returns. There may be some exclusion from online marketing, which allows

companies to stick to the traditional sales model, which will hinder the company's Internet marketing [2].

(2). The credibility of online marketing

Agricultural enterprises conduct network marketing in a virtual cyberspace, so the reputation of the enterprise is extremely important for the development of the company. We can use Taobao shops as an example. Comments from Taobao shops will have a direct impact on trading volume. If the company's online marketing, the store's credibility and evaluation is better, then the company's development prospects will be very good, if a company's credibility and evaluation is relatively poor, then the future development of the company will face great problems. In the specific sales process, if a large number of enterprises brush praise, or consumers maliciously brush bad reviews, this will have a great impact on the company's Internet marketing [3]. China's current construction of the Internet credit system is very imperfect and there is no relevant legal support. Therefore, when the agricultural enterprises use the Internet to conduct network marketing, credibility issues are difficult to solve.

(3). Agricultural enterprise's network marketing promotion strategy is not perfect

Some agricultural enterprises realized that the Internet has played an important role in the development of the enterprise and began to try to promote marketing. However, due to the lack of awareness of network marketing, many companies are unable to use the Internet for comprehensive network marketing promotion. Many companies in the network marketing promotion, simply put the enterprise information on the network, and did not develop a comprehensive network marketing promotion strategy, so their network marketing promotion often fails to receive good results. Many companies do not see the benefits of Internet marketing to them, so they gradually abandon their network marketing channels, leading to the return of traditional agricultural enterprises to traditional models.

4. THE STRATEGIES OF ENTERPRISES' MARKETING PROMOTION OF AGRICULTURAL PRODUCTS UNDER THE BACKGROUND OF INTERNET-BASED NEW COUNTRYSIDE CONSTRUCTION

(1). The government must play a leading role and provide an important guarantee for the marketing and promotion of agricultural products.

In promoting the economic development in the rural areas, the government must strengthen guidance and support for the rural villages, vigorously develop the Internet information technology infrastructure in rural areas and lay a solid foundation for the rapid development of the rural Internet in China. The government must strengthen rural areas. Funding for the construction of regional Internet information technology and technology infrastructure, especially for remote rural areas, we must strengthen the construction of network

infrastructure, provide convenient network hardware and software resources for rural residents in China, and increase the network coverage rate in rural areas in China. In addition, the government must also strengthen the construction of laws and regulations concerning network security management to provide a safe and reliable online trading environment for our residents. If agricultural enterprises conduct network marketing promotion, they will encounter some Internet trading frauds or malicious attacks. There are laws to protect agricultural enterprises [4]. The government can also establish a number of network marketing demonstration sites in rural areas in conjunction with some of the better companies that network marketing has done. It can standardize management of agricultural products production and processing in rural areas in China so that agricultural products can be developed in accordance with standardized forms of network marketing in China. The Standardized Development of Network Marketing of Agricultural Products in Rural Areas in China.

(2). Strengthen the training of managers of agricultural enterprises and enhance their awareness of online marketing

The management personnel of enterprises have a great influence on the development of the enterprise. If the agricultural enterprise wants to use network marketing to promote the rapid development of the enterprise, it must first strengthen the network marketing awareness of the enterprise management personnel. Agricultural enterprises can cooperate with local colleges and universities, allowing managers of enterprises to regularly go to schools to learn online marketing knowledge, or let school professors or experts regularly visit companies for corporate management personnel to give lectures, training professional network marketing knowledge for them, etc., Allowing corporate managers to establish the system's network marketing promotion concepts, forming a correct network marketing awareness. The managers and managers of agricultural enterprises must seize the new development opportunities brought by information to enterprises, make full use of online marketing and promotion to transform the marketing mode of enterprises, increase the brand image and popularity of agricultural enterprises and expand the marketing market of enterprises. To enable companies to gain greater room for development.

(3). Establish professional network marketing team to strengthen the creation of agribusiness network brand

The key to competition in the 21st century is the competition for talents. When agricultural companies promote network marketing, they must give full play to the advantages of talents and cultivate a group of advanced modern advanced composites that possess both agricultural expertise and Internet information technology. Talents, set up a professional Internet marketing and promotion team. In the process of development, agricultural enterprises must have the plan to introduce talents specialized in Internet marketing of

agricultural products. Enterprises can join forces with local colleges and universities to enable universities and colleges to train network marketing talents suited to the needs of enterprises and also allow companies' network marketing professionals to regularly visit universities. Receive relevant training, while introducing advanced internet marketing talents, strengthen the training of internal network marketing talents and promote the rapid improvement of the company's online marketing capabilities [5]. When carrying out network marketing promotion, agricultural enterprises can also set up their own professional websites on the Internet according to their own needs, and carry out packaging, promotion and promotion of the company's products on the website, promote the promotion of corporate brand image and increase brand awareness. And reputation, cultivate a group of consumer groups with higher loyalty, enhance the comprehensive competitiveness of agricultural enterprises.

(4). Establish and improve the logistics distribution system for agricultural product network marketing

Internet marketing is a kind of virtual sales. When consumers purchase, they can't see physical goods. Buyers and sellers trade goods through the Internet. After the buyer buys agricultural products, they all hope to receive the goods they want as soon as possible. The need for agricultural enterprises to quickly send agricultural products to the hands of consumers and all this needs the support of a sound logistics and distribution system. In order to promote the smooth progress of agricultural enterprise network marketing and promotion, it is necessary to build a highly efficient, professional, systematic logistics transportation center in rural areas to improve the efficiency of logistics distribution and reduce logistics costs [6]. In rural areas, we must establish a number of standardized logistics transportation methods to achieve the integration of logistics transportation and distribution. We must integrate various channels of agricultural product logistics transportation to promote the optimization of the company's logistics distribution system. For the stronger agricultural enterprises, you can establish your own logistics and distribution network, which can provide greater protection for the network marketing of agricultural enterprises. For weaker agricultural enterprises, we must make full use of the role of third-party logistics to provide guarantees for our own logistics and distribution. Agricultural enterprises can also conduct strong alliances, establish a logistics alliance, strengthen the cooperation and exchange of logistics among various enterprises, foster strengths and avoid weaknesses, realize the sharing of logistics distribution system, and promote the healthy development of agricultural enterprise network marketing.

5. CONCLUSION

The rapid development of Internet information technology has brought new opportunities for the

promotion and sales of agricultural products in China. The agricultural enterprises must fully understand the new rural construction based on the Internet, and bring beneficial effects to enterprises and actively use Internet information technology to promote network marketing. To expand the company's development space, for the further development of the company to find a broader market, a larger consumer, to promote the rapid development of China's agricultural enterprises, to achieve economic growth in China's rural areas.

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