

# Research on the Marketing Strategy of Agricultural Products Under the Background of the Epidemic

## -- Taking Xiaogang Village as An Example

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### Abstract

The diversity of agricultural resources in Xiaogang Village is outstanding, and it is suitable for the development of regional characteristic agricultural products. However, the sudden new crown epidemic has exposed the shortcomings of Xiaogang Village in the brand marketing of characteristic agricultural products. In the post-epidemic era, it is urgent to build a brand marketing strategy for characteristic agricultural products. This paper studies the current measures taken by Xiaogang Village in the brand marketing of characteristic agricultural products, analyzes the difficulties faced by the brand marketing of characteristic agricultural products under the epidemic, and explores the marketing strategies of characteristic agricultural products in the post-epidemic era.

### Keywords

Epidemic background; Characteristic agricultural products; Marketing; Countermeasures.

## 1. INTRODUCTION

General Secretary Xi Jinping emphasized that characteristic agriculture is the strength and characteristic of Xiaogang Village's agriculture and it is necessary to continuously improve the level of creation of characteristic modern agriculture. According to the standard of high-quality promotion, Xiaogang Village promotes high-quality, high-yield and high-efficiency characteristic modern agriculture on a large scale, focusing on promoting rural characteristic industries such as flowers and seedlings, fruits, forest bamboo, livestock and poultry, vegetables, edible fungi, rural tourism, and rural logistics, trying to drive the regional economy better through characteristic industries [1].

Anhui Province strives to implement the brand-driven strategy, expand and strengthen characteristic modern agriculture, focus on supporting local agricultural products with high reputation and influence, accelerate the creation of regional agricultural product brands, and promote the development of agriculture in the direction of branding. The brand marketing of characteristic agricultural products has achieved gratifying results, and many well-known brands such as Fuliji Roast Chicken and Tunxi Pickled Fresh Mandarin Fish [2]. Huangshan kiwifruit and Yucai sauce products are well known and loved by consumers, and the economic benefits of agricultural product brand enterprises continue to improve. However, in the epidemic environment, due to the difficulty of transportation and perishability of agricultural products, it is impossible to further improve the sales level. Many agricultural products in this region have been unsalable due to the epidemic. If there is no reasonable policy according to the actual situation It will cause great obstacles to the sales of agricultural products in the region. To this end, this article will take Xiaogang Village as an example to analyze how to improve the

marketing strategy of agricultural products and improve the economic benefits of the region under the epidemic environment.

## **2. CURRENT SITUATION OF BRAND MARKETING OF CHARACTERISTIC AGRICULTURAL PRODUCTS IN XIAOGANG VILLAGE**

In the promotion of the system and the title of technology, Xiaogang Village develops the local characteristic agricultural product resources on a large scale, and actively carries out the marketing of products in this field. The actual means are as follows:

### **2.1. Actively Build an Integrated Development Pattern of Primary, Secondary and Tertiary Industries**

Xiaogang Village takes modern agriculture as the premise, focuses on agricultural product processing, warehousing and logistics, and builds a development environment for the primary, secondary and tertiary industries through the unified development of tourism, training and education, and rural e-commerce.

### **2.2. Main Marketing Methods of Agricultural Products**

In the new era, the area has also received new development. In the exhibition halls of the region, its agricultural products are being displayed and sold in the halls. In response to the analysis, it was pointed out that the villagers stopped rice and kiwi fruit in their own geographical locations, strictly controlled the planting process, and focused on the development of green industries. At present, the agricultural product sales methods in this area focus on the following two methods: one is to sell in all reception venues in the area, and the other is to use the area's online stores to carry out online sales [3].

## **3. THE DIFFICULTIES FACED BY THE BRAND MARKETING OF CHARACTERISTIC AGRICULTURAL PRODUCTS IN XIAOGANG VILLAGE UNDER THE EPIDEMIC**

Affected by the new crown epidemic, the planting of crops and the circulation of agricultural products have been greatly affected. There are great development problems in the sales of agricultural products, mainly resulting in the following dilemmas [4]:

### **3.1. Heavy Resource Investment, Light Brand Marketing**

Some of the reasons for the low level of sales of large-scale agricultural products under the epidemic are due to the lack of thinking of entrepreneurs in the region who pay attention to resource investment and neglect brand sales. This negative thinking is reflected in the fact that a lot of work in rural production is devoted to enhancing the cultivation of agricultural products. In terms of farming skills, they pay too much attention to voluntary investment such as land and skills, and neglect the marketing of agricultural products. They believe that as long as the quality of agricultural products is outstanding, product sales will continue to increase. The predicament of the capital chain is broken.

### **3.2. High Homogeneity of Products Makes It Difficult for Brands to Develop**

Compared with other products, agricultural products have a tendency to be homogenized. Generally, consumers cannot understand the different tastes of all products. Therefore, it is more difficult in the field of brand marketing. There is a lot of time investment in packaging and function optimization. At the same time, because the premise does not carry out good special product marketing work, in the impact of the epidemic, the marketing of agricultural products

will eventually have problems with high investment levels and low returns, and the brand will not be able to develop better in the future.

### **3.3. Farmers Decentralized Production, Low Standardization Level**

Under the epidemic, customers pay more attention to the safety and health of agricultural products, and point out higher standards for their quality, and the quality and packaging of agricultural products will directly have a great impact on their marketing. The decentralized production and operation methods of one household have resulted in the low standardization level of most agricultural products, resulting in all difficulties such as the inability of packaging to integrate relevant system requirements and non-standard product quality levels. These agricultural products have no market competitiveness and cannot be respected and purchased by customers.

### **3.4. Single Marketing Model, Supply Chain Interruption**

The impact of the epidemic has further reflected the dilemma of insufficient traditional supply chains of agricultural products. It is reflected in the high level of downstream consumption, the suspension of production in the midstream, and the excessive supply level in the upstream. During the epidemic, logistics and transportation have been severely hit, and a large number of agricultural products have suffered from unsalable difficulties. In addition, in contrast to this, the demand for such products by the urban population is constantly increasing. In some areas, agricultural product purchasers have not carried out purchases according to the original plan. The closure of roads and villages has caused customers to be reduced to places with high levels of crowds for consumption, the sales model cannot be developed, and the production and sales information cannot be symmetrical.

### **3.5. Lack of Funds for Agricultural Enterprises and Lack of Financial Support**

In the long-term advancement, the loan dilemma of farmers has become a dilemma in the promotion of rural inclusive finance. Because many agricultural companies have a low level of risk resistance, agricultural companies must be boosted by capital amid the impact of the epidemic. However, farmers' professional cooperatives lack capital, and the rural financial sector has diversified loan processes and large credit expenditures. There are not many outlets, and settlement and repayment are equally difficult. The financing difficulties of agricultural companies are very prominent in the epidemic.

## **4. UNDER THE BACKGROUND OF THE EPIDEMIC SITUATION, THE MARKETING STRATEGIES OF THE CHARACTERISTIC AGRICULTURAL PRODUCTS IN XIAOGANG VILLAGE**

In order to ensure that the sales of characteristic agricultural products are dealt with in the development dilemma of the epidemic, and to ensure that farmers can get returns while realizing production, the region must form a development plan for the marketing of characteristic agricultural products. The actual means are as follows [5]:

### **4.1. Using Digital Technology to Reshape the Agricultural Supply Chain**

4.1.1 Develop a digital cloud warehouse model to shorten the supply chain of agricultural products

New means of selling agricultural products under the epidemic have been improved. For example, through the "Digital Granary" plan, Alibaba has directly connected the original products to the development model, allowing customers to efficiently purchase products directly supplied by the granary, and promoting the marketing of seasonal agricultural products. Featured agricultural product brands. In such an environment, more attention is paid to the role

of the Internet of Things for agricultural products, which can promote the "cloud warehouse" method, integrate the local characteristic agricultural product resources through the means of centralized procurement of agricultural products, and use the online live broadcast method to build a direct supply of agricultural products. Form a new network for the unified development of supply chain logistics.

4.1.2 Give full play to the advantages of fresh e-commerce and do a good job in the new retail of agricultural products

The epidemic has improved the means of digitizing fresh agricultural products and promoted the unified promotion of physical networks such as Taobao, Tmall, and Hema. In the epidemic environment, the strengths of fresh food e-commerce must be continuously brought into play, and new services must be brought to the sales of agricultural products. Contactless purchase, payment and supply chain services must be continuously improved. All-round digital transformation means to create a scientific, safe and convenient development system for the circulation of agricultural products.

4.1.3 Use digital tools to scientifically manage supply chains

In the epidemic environment, network skills must be reasonably connected with the agricultural product supply system. Through 5G, big data, artificial intelligence and other digital means, agricultural companies should be promoted in the field of production and management to implement contactless marketing, and in the field of demand, through network marketing methods and characteristics. The agricultural product pre-sale system promotes agricultural companies to record their e-commerce, implement the customization of orders, and at the same time carry out production with real orders, enhance their initiative in planting, and reduce supply chain expenses and difficulties.

## **4.2. Seek Brand Characteristics and Improve the Agricultural Product Management System**

4.2.1 Establish brand awareness and attach importance to brand marketing

Agricultural products must go through marketing as the key concept. In addition to focusing on resource investment, the core must also be placed in the investment of light assets. Agricultural companies must continue to build local special products, pay attention to the marketing of agricultural products, and only let the products be sold. , all agricultural supply chains will not have development difficulties. All companies can learn the development model of the three squirrels, put 90% of the expenses into assets, and let other companies be responsible for resource expenses such as planting and breeding through outsourcing.

4.2.2 Establish processing parks and expand industrial clusters

Xiaogang Village must focus on promoting the processing of outstanding and characteristic products, and use the establishment of characteristic agricultural product processing places to guide processing companies to develop in this area, so that the area can change the bridge of company incubation, technology development, and achievement transformation, and bring into play the strengths of the field and cluster, further promote the agricultural industry system, and enhance the additional level of agricultural products.

## **4.3. Integrate Information Resources to Promote Brand Marketing of Agricultural Products**

4.3.1 Leverage leading companies to build a joint brand

In the epidemic environment, it is necessary to guide the standardized sales of products through the guidance of leading companies. Compared with ordinary companies, such companies have low investment in development, outstanding work level, high brand influence

and reputation, high level of product competition, and more prominent level of risk comparison. In practice, it must be implemented:

(1) Guide leading companies to optimize their websites, publicize and promote products through online receipts, develop a traceability network for the quality of agricultural products, and extend the means of developing rural e-commerce.

(2) Encourage leading enterprises to improve brand resources, analyze and create a unified marketing fund, standardize publicity work, build a unified brand, and authorize internal companies to use it uniformly.

#### 4.3.2 Using Internet technology to promote high-quality brands

Under the background of the epidemic, it is a period of development of networking, digitization, and automation. So we should fully use network skills to connect the sales of network products with online informatization. The actual methods are as follows:

(1) Use the Internet, artificial intelligence, 5G and other technologies to reconstruct The value system in the traditional field, through online sales without credit, promotes the improvement of the flow level of key information, such as through Alibaba, JD.com, Pinduoduo, etc. as bridges, combined with online marketing methods such as Douyin, WeChat, Xiaogetong, etc. , to promote the all-round integration of new agricultural operation entities and e-commerce.

(2) to cultivate agricultural product marketing systems. Build an excellent publicity system for agricultural products, in addition to brand promotion, packaging, promotional films, exhibitions, etc., to promote their sales level.

#### 4.3.3 Relying on rural tourism, marketing characteristic brands

In the promotion of rural tourism, Xiaogang Village can promote rest, sightseeing and ecological agriculture on a large scale through the development of tourism integrated agriculture, promote the reasonable connection between excellent tourism resources and characteristic agriculture, and enhance the quality of integration of agriculture and tourism. The development timing and consumption tendency of tourism festivals, publicity of related products, research and development of special food, green food, cultural and creative food and other rural tourism products, improve the development network in this field, and promote better sales of such products.

### 4.4. Integrate Information Resources to Promote Brand Marketing of Agricultural Products

#### 4.4.1 Increase government support and build a brand production system for agricultural products

The government must improve the rational integration of finance and technology according to the development of this field, provide targeted support and targeted poverty alleviation to agricultural product companies that are highly restricted by the epidemic and have low levels of avoidance, and promote the creation of relevant development centers and branding. At the same time, it is necessary to fully guide the formal financial sector to give full play to its own advantages, break through the previous situation of relying on rural credit cooperatives to support the development of agricultural products, and build a comprehensive financial support network. For example, we can encourage rural banks, formal loan companies and other financial departments to enter the rural financial field, guide the use of rural wealth capital, and invest capital for farmers' professional cooperatives through scientific means to deal with their capital shortages and rural fund-raising difficulties.

#### 4.4.2 Promote standardized production and form a brand production system

The government must implement the standardization work of agricultural products, promote companies to create and optimize the requirements of the management and control of



characteristic agricultural products, product classification, packaging design and other fields, cultivate standardized technology companies, and promote the continuous improvement of the processing level of such products, forming a comprehensive and vicious agricultural production. At the same time, the government must optimize the market information publicity system for characteristic agricultural products, so that agricultural companies can quickly grasp the top of such products, deal with market crises, so that such products can obtain a more comprehensive development model and build a standardized development system.

## 5. CONCLUSION

After the epidemic, the future live broadcast e-commerce of agricultural products should focus on the digital economy, modern Internet technology, optimization of the agricultural product industry chain and other policy support, promote the construction of big data in the important agricultural product industry chain, influence and drive the digital transformation of agricultural product production and marketing economic organizations, and slow down sales in production areas. agricultural products found a market. While the epidemic has impacted the market, it has also brought new development opportunities to agricultural products e-commerce. Accelerating the digital transformation of agricultural product e-commerce and building an efficient, safe, healthy, green, intelligent, and ecological Chinese agricultural product circulation, production and marketing system is the future. development trend.

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