

# *Analysis of Agricultural Product Brand Marketing Strategy*

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**Abstract:** As a miraculous agricultural country, China's agriculture has always been the foundation of its economic construction. In recent years, China has been encouraging the innovative development of modern agriculture. With the rapid development of science and technology, the characters of live standards and lifestyles have also greatly developed, and traditional agriculture has been changing quietly. The land is changing, gradually towards modern agriculture. Through literature analysis and case analysis, this paper analyzes the development trend of modern agriculture innovation and the characteristics of modern agriculture. In addition, the paper analyzes the influence of the status of Chinese agricultural product brand marketing on the modern agricultural innovation on the brand marketing of agricultural products, and puts forward the brand marketing strategy of agricultural products. In order to promote China's agricultural supply side reform, improve agricultural efficiency, increase farmers' income, accelerate the establishment and development of agricultural brand to provide a theoretical basis.

## **1. Introduction and review of literature**

China is a magical agricultural country, and agriculture has always been the foundation of China's economic construction. In recent years, China has been promoting the innovative development of modern agriculture. Modern agriculture refers to the use of modern material conditions and equipment, modern agriculture in the dominant position of economic wisdom, as the core of the big health industry. At the same time, through the powerful transformation of modern science and technology and the development form of modern management, we should realize the accuracy of the development model of agricultural scale, automation, ecology, art and new agriculture under the guidance of modern development concept of rural primary industry, secondary industry and tertiary industry.

## **2. Development Direction of Modern Agricultural Innovation**

### **2.1 Scale of Modern Agriculture**

Since poverty alleviation, China has launched a land transfer policy based on household contract economy. The State encourages collective management, cooperative management and enterprise

management. The State also encourages the liberalization of land management rights, the effective use of land and the large-scale development of agriculture. Through mechanized cultivation, automatic mechanized harvesting and automatic mechanized separation, agriculture has achieved high efficiency and high yield.

## **2.2 Branding of Modern Agriculture**

With the advent of the Internet era, the living standard of Chinese people is constantly improving. Under the influence of online media, the public has begun to pay attention to brand quality and food safety. Therefore, the brand of agricultural products has entered a new journey, and it is also an indispensable consumption upgrade product in the new era.

## **2.3 Trend of Substantial Data in Modern Agriculture**

The intelligent development of Internet, intelligent agriculture and cloud technology has swept all industries. This adumbrative agricultural informatization level will raise ceaselessly. The collection of a large number of agricultural data will play a decisive role in the production and investment of agricultural projects [1].

## **2.4 Direction of Biological Agriculture**

With the emergence of applied biotechnology, soilless cultivation, intelligent greenhouse and agricultural sightseeing agriculture promoted by the development of science and technology, ecological restaurant and space agriculture have opened up new fields, which also make up for the lack of some scarce elements that plants cannot grow normally. Break out of captive ecosystems and ensure a balance between food supply and demand [2].

## **2.5 Agricultural Equipment Direction**

Due to the improvement of modern agricultural equipment technology, the limitations of agricultural resources are increasingly apparent. Modern agriculture has begun to develop towards artificial intelligence, high efficiency, precision, energy conservation and service. Traditional agriculture is gradually turning to science and technology.

# **3. Characteristics of Modern Agricultural Innovation**

## **3.1 Diversification of Agricultural Development**

Modern agricultural science and technology promote agricultural scale development, automation greatly improve the efficiency of agricultural production, and fully mobilize the enthusiasm of farmers production. Thus promoting the development of rural tourism, rural scale agriculture and rural professional Internet industry. In addition, it also greatly promoted the development and innovation of agriculture and diversified farmers' income, and promoted the coordinated development of rural economy [3].

## **3.2 The Production Mode of Agricultural Products is improved and the Production Capacity is improved**

With the development of modern agricultural techniques, agriculture has been transformed from manual to mechanize by the use of modern tools such as planters and harvesters. Thus greatly

improved the output of agricultural products and personal work efficiency. In recent years, rural Taobao has emerged, where farmers can use the Internet to sell their produce to units and individuals at home. With no middlemen, farmers' incomes have increased markedly.

### **3.3 The Rapid Development of Urban-rural Integration drives Regional Economic Development**

With the improvement of agricultural productivity in rural areas, the mode of production, life style and economic mode of urban and rural residents have changed, and regional inclusiveness has been enhanced.

## **4. Analysis of the Current Situation of Brand Marketing of Agricultural Products in China**

As a product of intangible assets, brand is invincible in the fierce market competition. Agricultural products brand because of its particularity and other agricultural products phase area. Brand marketing is not only a process of selling, but also a process of creating products and value. [4] In recent years, although a great deal of work has been done in the brand marketing of Agricultural products in China, many problems still exist. The main body that agricultural product brand builds is traditional farmer household mostly, production concentration is not high. Farmers mostly adopt decentralized management mode, so it is difficult to form a miracle production, difficult to ensure the production quality of agricultural products, difficult to standardize management. The main problems in the process of brand marketing of agricultural products can be summarized as follows:

### **4.1 Analysis of the Present Situation of Chinese Agricultural Product Brand Marketing**

Brand awareness of agricultural products marketing is reflected in a week of production and management links. In terms of the production of agricultural products, for a long time, farmers have been used to the traditional way of production and marketing. Most of the farmers' marketing concepts and brand awareness are seriously lacking. [5] Due to the low cultural quality, many farmers do not know what marketing is, take the brand as a trademark, it is difficult to become the main body of agricultural product brand marketing. In operation, some operators brand agricultural products also have the concept of misunderstanding. If the brand is a big enterprise to complete things, after the establishment of the brand did not put too much energy on the maintenance of the brand. These disadvantages directly restrict the smooth implementation of agricultural product brand marketing. [6]

### **4.2 The Quality Standards of Agricultural Products are not Sound and the Technical Content is Insufficient.**

At present, China's agricultural production still lacks a systematic system, agricultural production science and technology investment is insufficient. Although the process of agricultural modernization is accelerating and the application scope of agricultural science and technology is gradually expanding, there is still a certain gap with developed countries. The utilization rate of scientific and technological achievements in China is low, which cannot fundamentally solve the problem of smallholders' production and management mode. The quality difference between the quality of agricultural products is large, can not provide quality assurance for the brand marketing of agricultural products. Without quality assurance, the brand image of agricultural products is difficult to establish. The quality standard system of agricultural products in China needs to be improved, the quantity of quality standards is insufficient, and the certification and testing standards

are not unified, which makes the quality testing of agricultural products difficult. In addition, scientific and technological factors should be an important supporting factor for the brand marketing of agricultural products, but the scientific and technological investment in the production and processing of agricultural products brand in China is slightly insufficient. Therefore, the technical content is not high enough to serve as an important support for brand marketing.

#### **4.3 The Market Share of the Brand is not high, and the Product Features are not apparent.**

Some agricultural products brand market share is not high, the brand positioning is not accurate, so the role of the brand is not obvious. There are also a number of well-known brands in the region, disrupting the order of the brand market. There are also some agricultural products brand lack of cultural connotation, not only do not have scientific positioning, but also did not explore the uniqueness of the product. Therefore, it cannot form lasting vitality and competitiveness. As a special product, the production cycle of agricultural products is greatly affected by the season, and the product sales cycle is shorter. In addition, the convergence of agricultural product industrial structure, due to the lack of deep processing technology and industrial backwardness, easy to lead to vicious competition. Although some agricultural products due to the advantages of network marketing conditions to develop featured products, but in the scale and market share is obviously insufficient.

#### **4.4 Failure to Establish A Unified Supply Chain for Agricultural Products Affects the Development of Network Marketing.**

Under the influence of the Internet era, the perfect supply chain system is the guarantee to realize the network marketing of agricultural products. To realize the brand marketing of agricultural products, it is necessary to establish an integrated chain of agricultural products, logistics, processing and sales. We need to constantly improve the supply chain and develop standards and standards. Compared with other products, agricultural products enter the field of network marketing late because of its particularity. As a necessary commodity for our survival, agricultural products are purchased offline by people. However, in recent years, the network marketing market of agricultural products continues to expand, the individual demand for green, safe, characteristic brand products continues to increase. The emergence of the model of "Internet + agriculture" provides an opportunity for the marketing of agricultural products. However, this is not only an opportunity, but also a challenge. Therefore, it is urgent to establish a perfect supply chain of agricultural products. At present, there are many problems in the supply chain of agricultural products marketing, which cannot meet the needs of the development of network marketing. For example, logistics technology needs to be improved, the link between each link is not close, the level of farmers' organization is not high.

### **5. Results and Discussion**

#### **5.1. The Impact of Modern Agricultural Innovation on the Brand Marketing of Agricultural Products**

It can be said that modern agricultural innovation is inevitable to the brand marketing of agricultural products, and the brand marketing of agricultural products must also make use of the agricultural innovation trend to achieve a stride development.

The impact of modern agricultural innovation on the brand marketing of agricultural products is mainly reflected in the following four aspects: First, the scale of modern agriculture enables

agriculture to achieve high efficiency and high yield, and provides convenient conditions for the establishment of agricultural products brands. Second, the competition of agricultural products brands is increasingly fierce, and the simple price competition has evolved into the core value competition of agricultural products. Thirdly, the marketing channels of agricultural products brands are more extensive and diversified. Combine the new media channels and content of agricultural product brand marketing with the product sales link to reduce the sales cost of agricultural products. So that the product sales more convenient to meet the needs of modern consumers shopping. Ecological agriculture and healthy agricultural brands have become the mainstream of agricultural products, and the brand value has been constantly improved, and the sustainable development of agricultural products has been constantly improved.

## **5.2. Agricultural Product Brand Marketing Strategy**

Under the background of modern agricultural innovation and development, agricultural product brand marketing must integrate brand, service and marketing mechanism. And establish a brand agricultural product marketing model, customer as the core, brand image as the standard of value, and the overall function of the service, in order to win in the exciting market competition.

### **5.2.1 Pour Attention into Differentiated Marketing Strategy**

Differentiation strategy refers to the brand's commitment to creating significantly different product lines and marketing solutions across the industry. China's agricultural product market is huge, and agricultural product brands in the growth period will attract a large number of competitors due to the rapid growth of profits. Therefore, agricultural products brands should adopt differentiated marketing strategies to distinguish themselves from competitors and stand out from similar products. The "uniqueness" of agricultural products created by the differentiation strategy can narrow the selection range of consumers and reduce their price sensitivity, so as to avoid competition and maintain consumers' loyalty to the brand.

Differentiation strategy should not only maintain brand characteristics, but also actively develop new advantages and find the way of differentiation from competitors. In the first place, We should focus on the market gap. The first is to actively seize public resources. Through the source and category resources of enterprise and brand development, brand value can be enhanced. Another point is to use cultural attributes to enhance brand value. In the context of the homogenized competition of agricultural products, the promotion of brand value with the help of cultural resources is more conducive to the promotion of market value of agricultural products. The use of the cultural value of the brand, such as food customs, taste of agricultural products, customs, human history resources, can enrich the marketing content of agricultural products brand. The second aspect is to pay attention to the expansion of brand differentiation. No matter the internal quality or external image of agricultural products, in tNo matter the internal quality or external image of agricultural products, in the process of brand marketing, the characteristics of brand differentiation should be expanded to show the characteristics of brand differentiation. Take kiwi fruit for example. The product is defined as "gold Kiwi fruit" by making a video and uploading it to the new media platform. By updating videos with its unique flavor and nutritional value to WeChat, weibo and other platforms, we can increase the added value of products and brand image quality. This means is more conducive to the brand image building, enhance the brand marketing of agricultural products.

### **5.2.2 Establish a Sound Service System**

Only by building a perfect service system can a brand create a good interactive environment between the brand and consumers. On the one hand, it can let consumers know more about brands and products. On the other hand, it also enables brand managers to understand what consumers really need, so as to find and create new opportunities for brand development.

Based on the development of modern agricultural innovation, biotechnology and agricultural product marketing can be combined with nutrition to provide health guidance services for consumers. Marketing of agricultural products can help promote eco-tourism and promote the development of eco-agriculture. In addition, brand marketing of agricultural products can also interact with consumers in real time with the help of new media platforms. Enterprises can adjust their marketing strategies according to the interactive state of consumers and carry out follow-up marketing methods. Such as criticism activities, lottery and promotion activities. By focusing consumers' attention on new media and carrying out sustainable marketing activities accordingly, we can get twice the result with half the effort.

### **5.2.3 Expand Sales Channels and carry out Diversified Marketing Activities**

From the perspective of traditional marketing, brand marketing of agricultural products often USES wall advertising, signboard advertising and broadcasting. These marketing methods are low cost and high efficiency. In addition, due to the natural attributes of agricultural products on its high storage requirements, the need to do marketing effects. With the help of the Internet platform, the marketing channels of agricultural products brand marketing are smoother and diversified, which breaks the traditional vertical distribution model and makes the direct selling model feasible. In the era of modern agricultural innovation, agricultural product brand marketing activities are diversified, such as precision marketing, festival marketing and event marketing. With the help of the Internet, event marketing has become an important way of agricultural product brand marketing. Event marketing refers to creating news value and atmosphere of public opinion through planning and organizing to attract the attention of media or consumers. So as to improve the brand awareness and reputation, build a good brand image, and finally achieve the product or service sales target of specific means and methods.

China has already owned a number of brands of agricultural products through event marketing, achieving sales miracles. For example, in the 2008 Beijing Olympic Games, "Contaminated agricultural products in Jiangsu Wujin", "Pigs in Jingyang District, Liaocheng Yanggu" and other agricultural products brands achieved the best marketing effect by combining the characteristics and performance of the products. For example, since the food documentary A Bite of China was broadcast, many agricultural products brands in the film have carried out campaign marketing activities and achieved excellent marketing results. In the film, there are "Nuodeng ham" refined by traditional and ancient methods, as well as matsutake grown in the primeval forests of Yunnan. Combine the marketing method of film content, highlight the brand attribute of agricultural products, arouse the psychological interest of the public consumers, and achieve good marketing effect. To carry out diversified marketing activities with the help of new media, the core of which is to understand the unity of brand characteristics of agricultural products and the communication content of new media, and to adhere to the principles of "authenticity" and "personalization". In the documentary "A Bite of China", the essence of the campaign is to promote the local Chinese food culture, but it plays the role of promoting high-quality agricultural products, which has become a hot topic for consumers to discuss about Chinese food.

#### 5.2.4 Comprehensively improve the Quality of Agricultural Product Brands

With the development direction of modern agricultural innovation, the combination of agriculture and digital technology, network information technology and new media emerges at the historic moment. With the characteristics and advantages of new media, its integration with brand marketing of agricultural products is an inevitable trend. Using the characteristics of new media to promote the brand of agricultural products is conducive to improving brand recognition and trust. With the support of new media technology, brand marketing of agricultural products can carry out information transmission through digital TV, network TV, WeChat microblog, mobile phone client, mobile TV and other carriers. Based on the advantages of new media interaction, sharing and fast and efficient information transmission, agricultural product brand enterprises can take advantage of consumers' curiosity to carry out marketing lottery and promotion activities to increase consumers' impression. In the era of new media, brand marketing of agricultural products can take advantage of modern technology, break the limitations of traditional marketing methods, and explore diversified marketing methods. Enterprises can make use of the situation to carry out marketing channel and content reform and improve the effect of agricultural product brand marketing by strengthening the effect of multimedia interaction and cooperation. Through the establishment of agricultural product brand WeChat public platform, weibo platform and other timely release of agricultural product brand information, so that consumers can clearly understand agricultural products. At the same time, new media information can also be used to expand the distribution channels of agricultural products. Through new media big data technology and positioning technology, supplemented by graphics and video information, consumers can see the diversity of agricultural information and improve their brand recognition and trust.

#### 6. Conclusion

Based on the innovation of modern agriculture, the transformation of brand marketing mode of agricultural products has promoted the reform of agricultural supply side in China. It not only improves agricultural efficiency and farmers' income, but also speeds up the establishment and development of agricultural brands. The sustainable differentiated marketing strategy of agricultural product brand marketing and the establishment of a sound service system to continue to expand sales channels. It is believed that with the help of modern agricultural technology innovation and the new thought of agricultural product brand marketing, there will be more high-quality agricultural products in the Chinese market brand, promoting the development of agricultural economy.

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