

Research on the Marketing Strategy of Rural Agricultural Products Based on the Concept of Green Consumption

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Abstract: The consumption of agricultural products is closely related to the health and safety of consumers themselves, and at the same time has a profound impact on the national security fund. In recent years, with the improvement of economic development and environmental problems, consumers pay more attention to green consumption. In this environment, the development of agricultural enterprises needs to rely on the concept of green consumption. Based on the traditional integrated marketing strategy, this paper follows the background of big data era, comprehensively uses new strategies in the production source, professional processing, product quality, fine packaging, brand building, distribution channels, marketing promotion and integrated environmental layout of green agricultural products System research. In the current situation of economic and social development in China, in order to accelerate the transformation and upgrading of agricultural modernization, we must build a more diversified and rich marketing model of agricultural products based on the concept of green consumption. The concept of green consumption is currently more recognized and accepted by the public. This paper will start with the promotion of the concept of green consumption for the marketing of rural agricultural products, analyze the factors restricting the marketing of agricultural products, and put forward targeted development strategies, in order to promote the sustainable development of green marketing of agricultural products.

1. Introduction

Under the current situation that the market consumption concept focuses on ecology, environmental protection, health, green and sustainable development, the marketing strategy of rural agricultural products based on the green consumption concept is one of the important directions to promote the development of agriculture in China. With the continuous development of China's economic market, agricultural development should also keep pace with the times, so as to constantly adapt to the changes of market demand. Based on the concept of green consumption, we should create a new marketing model of agricultural products, which can fully optimize the structure of the current rural planting and breeding industry, meet the current consumer demand of the people, so as to improve our market competitiveness.

2. Advantages and Value of Green Marketing of Agricultural Products

2.1 Optimize the Industrial Structure of Rural Planting and Breeding to Meet the Market Demand

Under the guidance of the concept of green consumption, the marketing strategy of rural agricultural products can optimize the institutions of rural planting and breeding industries, so as to meet the changes in the demand structure of the economic market [1]. Therefore, the marketing strategy of rural agricultural products should be based on the actual operating conditions and development results of their own planting and breeding industries, and seek new development strategies based on this, with green agricultural products as the marketing focus, and further

integrate the present decentralized industrial resources, so that the rural planting and breeding industries can form a complete production chain, so as to strengthen rural agriculture Product production, management, sales, management and other links of the cohesion and connectivity, so as to gradually establish a high integration, high mobility of rural agricultural products development structure and system.

In addition, around the concept of green consumption, we can develop unique agricultural products, highlight the characteristics of rural agricultural products, such as pollution-free, clean, zero pollution, low-carbon, fully comply with the consumer demand and life needs of the public, meet the current public's realistic pursuit of pollution-free, green and healthy food, so as to maximize the recognition of rural agricultural products and acceptance of rural agricultural products. Focusing on the concept of green consumption, it can greatly improve the current production and operation level of industrialization, scale and concentration of rural agricultural products, and help rural agricultural products to form a more diversified development structure of planting and breeding industries (Figure 1-1). This undoubtedly provides a strong theoretical support and Development Guide for the marketing strategy of rural agricultural products, so that the development of rural agricultural products can be closely combined with the market demand, so as to continuously improve the comprehensive competitiveness.



Fig.1 Cultivation of Agricultural Products

2.2 To Further Stimulate and Guide Consumption and Increase the Added Value of Agricultural Products

Through the guidance of the concept of green consumption, we can help the marketing activities of rural agricultural products to build a scientific and reasonable working mechanism and work plan. Guided by market demand, rural agricultural products can continuously refine their own product types, accelerate the renewal speed of rural agricultural products, and the whole marketing development process of rural agricultural products is more targeted and directional. While meeting the market green consumption demand, it can also innovate and develop a more forward-looking and comprehensive marketing concept around this consumption concept. The strategic planning and strategic objectives of the overall development of rural agricultural products provide reference opinions, so that the marketing strategy and marketing perspective of rural agricultural products are not limited to the concept of green consumption, but also can stimulate and drive market demand from all levels and angles to produce more diverse and rich consumption concepts [2].

This is because with the increase of the output and popularity of rural green agricultural products, the market radiation ability and intensity of their products are gradually increasing, which will promote the development of the types of rural agricultural products to enrich and diversify, and the manufacturing process will be optimized. At the same time, the improvement of the management system can ensure that rural agricultural products take into account the form and quality simultaneously. So as to improve the market competition and accelerate the progress of agricultural modernization.

3. The Shortcomings of Current Green Marketing of Agricultural Products

3.1 The Marketing Consciousness of Operators is Relatively Weak, and There Are Limitations in the Understanding of Green Consumption

Due to the lack of comprehensive understanding of the concept of green consumption, relatively weak marketing awareness and great limitations, many rural agricultural product operators do not have a clear long-term development strategic plan, and regard the concept of green consumption as a business opportunity available in the near future. Under the guidance of this wrong business concept, operators are easily confused by short-term profit-making projects and are determined to pursue a certain business. The improvement of financial indicators, regardless of long-term development interests. This kind of marketing consciousness is not conducive to the development of rural agricultural products. It lacks the understanding of market demand and consumer groups, and the grasp of its own products and development and operation conditions, which makes the whole development concept lack of foresight and comprehensiveness. Under the guidance of this marketing concept, the production of rural agricultural products is easy to blindly follow the trend of investment, greatly improving the investment risk in the process of production and operation, directly affecting the fundamental interests of rural areas, and dampening the enthusiasm of investors.

3.2 The Positioning of Agricultural Products is Not Accurate Enough, the Identification Degree Based on Green Consumption is Low, and the Characteristics Are Insufficient

The closed traffic environment and development environment in rural areas make the farmers in rural areas lack of accurate status for agricultural products, and because the farmers in rural areas do not have a clear and clear understanding of the development advantages of local and their own products due to their low overall awareness of new things and professional knowledge [3]. At the same time, due to the limitation of technical means, the production of agricultural products has not kept pace with the times. The quality of agricultural products in China is still relatively low. In addition, the limited information resources in rural areas and the blindness of farmers' planting lead to the unreasonable planting of agricultural products, low quality and excessive output, which hinder the development of rural economy.

4. Innovative Measures of Green Marketing Mechanism of Rural Agricultural Products

4.1 Strengthen the Sense of Brand Marketing and Build Characteristic Agricultural Products Around the Concept of Green Consumption

In order to strengthen the brand marketing awareness of rural agricultural products and create characteristic agricultural products around the concept of green consumption, we should take the lead in improving the marketing awareness and management concept of the producers and operators. At the same time, the local government should also play a macro-control role in the production, processing, operation and sales of local agricultural products, and provide scientific and reasonable education and publicity to the operators. The producers popularize the knowledge about the concept of green consumption, provide the relevant production and operation personnel with a learning and training mechanism, so that the producers, operators and investors of rural agricultural products can form a scientific and reasonable understanding of the current market environment and the concept of green consumption, and on this basis, build a unique product advantage of local agricultural products, and make scientific use of local rich agriculture Resources, improve brand differentiation, and create distinctive and high-quality green agricultural products (Figure 3-1). On this basis, we can further analyze the market demand and design different types of agricultural products with different levels and characteristics, so as to continuously improve the market competitiveness of rural agricultural products.



Fig.2 Pepper of Agricultural Products

4.2 Pay Attention to Technological Innovation and Improve the Level of Rural Industrialization

In order to meet the needs of the market, rural planting industry, aquaculture industry, etc. can be operated in a special scale to increase the added value of agricultural products through deep processing. In this process, cooperation with relevant enterprises is emphasized to carry out innovation and reform of industrial structure, so as to promote the transformation and development of agricultural economy [4].

Only continuous innovation and development of science and technology can bring light to the development of rural economy. Today, with the rapid development of economy and science and technology, the rural economy can not be complacent [5]. There is no doubt that the development of modern agriculture with the times is the only way to promote the development of agricultural economy. In the current process of agricultural economic development, reform and innovation should be carried out in agricultural operation, agricultural science and technology research and development, and rural personnel training (Figure 3-2). In addition, in order to meet the development needs, the quality of agricultural products needs to be greatly improved. It is still the top priority to speed up the selection of new varieties with high and stable yield, high quality and high efficiency, promote the integration of agricultural machinery and agronomy, improve the contribution rate of agricultural science and technology progress and the level of agricultural facilities and equipment, and improve the efficiency of agricultural operation.



Fig.3 Harvesting of Agricultural Products

5. Conclusion

The rural economic development determines the implementation of the party's policies, which plays a very important role in social stability and national development. The concept of green consumption can promote the development of rural planting industry and breeding industry. In the face of the current weak marketing awareness of operators, the limitations of the understanding of

green consumption, the inaccurate positioning of agricultural products, and the low degree of identification and characteristics of green consumption, the development of rural agricultural products should focus on the concept of green consumption by strengthening brand marketing awareness. We should build distinctive agricultural products, pay attention to technological innovation, improve the level of rural industrialization and other ways to improve its market competitiveness, further develop the level of agricultural industrialization.

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