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THE BRAND EFFECT OF ECOLOGICAL FARM UNDER THE BACKGROUND OF «INTERNET +»

Abstract: *With the development of economy and the change of people's life style, more and more consumers pay attention to the network information, and consumers' consumption of agricultural products will gradually change from commodity consumption to brand consumption. Due to the lack of connotation and single sales model of most ecological farm brands, the competitive advantage of the brand is not obvious. This paper analyzes the current situation of ecological farm brand construction, and explores the advantages, problems and measures of ecological farm brand construction under the background of "Internet +".*

Key words: «Internet +», ecological farm, brand building.

Language: English

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Introduction

I. Current situation of brand building of ecological farm in China

Throughout the recent situation of China's agricultural brand construction, the growth of agricultural brand is in a very low position, which is mainly reflected in the small number of agricultural brands, slow growth rate, low content of science and technology, and uneven regional distribution. Although all over the country have issued a series of documents to speed up the brand building of agricultural products, which urge agricultural enterprises and farmers to change their traditional concepts and lay a solid foundation for the establishment of modern production and management concepts and brand awareness. However, in the face of the new situation of increasing market competition and resource and environmental problems at home and abroad, China's traditional agricultural competitive advantage is gradually weakening, and it is urgent to cultivate new competitive advantage of agricultural products.

Brand is the credit and the mark of products. Due to the high input cost of ecological farm, the sales price of ecological farm products is higher than that of ordinary agricultural products. However, due to the lack of brand planning, the quality recognition of ecological farm products is not high, and it is difficult to achieve high quality and good price, establish credibility, and achieve good economic benefits (Liao et al., 2020). Therefore, consumers tend to choose ordinary agricultural products with lower price under the same situation (Feng et al., 2014).

In addition, with the development of economy, the use of the Internet is more and more widely, China has formed a variety of agricultural products marketing channels, the representative models are as follows. One is the direct selling mode of agricultural products. In the backward agricultural products trade center, due to the less supply and demand of agricultural products, the marketing of agricultural products is a direct selling mode dominated by farmers. In this mode, farmers transport their own agricultural products to the market, and then directly provide agricultural products to consumers. The

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advantage of the first mock exam is that face-to-face transactions between producers and consumers of agricultural products can reduce the circulation cost and loss of agricultural products. The disadvantage is that the production scale and sales scale of agricultural products are relatively small, and the limited profit is difficult to bring substantial growth to the economic income of farmers. The second is the marketing mode based on wholesale market. In this mode, agricultural products are purchased through relevant cooperative organizations, and then enter supermarkets and fairs from the wholesale market of agricultural products origin, and finally reach consumers. This can make use of the resource allocation ability of wholesale market to realize the unified sales of agricultural products. However, in this mode, it also has its disadvantages, that is, it is difficult to supervise the wholesale market of agricultural products, which leads to uneven quality of agricultural products, and the information asymmetry of China's agricultural products wholesale market is not conducive to the exchange and sharing of information. Third, e-commerce oriented marketing mode. With the rapid development of information technology and Internet technology, relying on advanced information technology to promote the continuous development of rural e-commerce, it plays an increasingly important role in the marketing channels of agricultural products, provides more opportunities, and greatly promotes agricultural production and rural economic development (Zhang, 2019).

However, the sales channel and marketing mode of ecological farm are relatively single, lack of professional exhibition and marketing platform and brand publicity of ecological agricultural products, and fail to make full use of various sales channels such as online and offline sales. It is difficult to open up the market and solve its own sales problems only by relying on its own strength.

II. Marketing strategy of agricultural products e-commerce

A. Product marketing strategy

The marketing activities of agricultural products are marketing strategies based on products, which need to combine the basic characteristics of agricultural products and carry out multi-directional marketing management on the brand, packaging, product mix and other contents, so as to ensure the guiding role of agricultural products marketing. First, in the process of brand marketing, consumers should establish a familiar brand name, and through the network media, mass media and other publicity, so that its brand into a wide range of public vision, and the product innovation, shaping and improve their own brand image, enhance the value of brand marketing strategy. Second, on the product packaging, we should also form cooperation with the brand, show the core characteristics of the product, and improve

the popularity of the product. Three is on the combination of the product, the product classification, product culture, make consumers understand and familiar with its functions, in a short time differences due to different crops, in the process of manage the season, also want to form a variety of sales model, and according to the seasonal conditions of fruits, vegetables, innovation introduced specific new agricultural products, To ensure the effectiveness of agricultural products network marketing state. (Wen, 2017)

B. Price marketing strategy

In the process of e-commerce marketing, a certain price marketing strategy can be used as an incentive for consumers to better guide them to the market environment, so as to ensure the guiding effect of the overall marketing strategy on market traffic. The implementation method can adopt the way of penetration pricing to complete the adjustment of specific price marketing strategy.

C. Channel marketing strategy

In the network environment, most of the marketing channels of agricultural products show that the market is scattered, the products are highly technical, the quality is different, the shelf life is short, and the management mode is not suitable. In this regard, it is necessary to develop specific e-commerce sales channels, and on the basis of their own development characteristics, establish specific patterns to ensure the integrity of channel marketing. In this regard, we can try to form a "platform + cooperatives + growers" business model. In this development mode, we first affirmed the original development mode of traditional agriculture, and played a positive role in forming the content of unified management of agricultural products, so that agricultural products can basically guarantee the mass supply of the market under the condition of low production risk, and form a certain scale under the management mode of cooperatives, so as to attract consumers, Optimize channel marketing to provide established support(Xu et al., 2018).

D. Promotion marketing strategy

The e-commerce of agricultural products also needs to be promoted through advertising. In the specific working mode, we need to maximize the use of network characteristics, and constantly strengthen their influence in the consumer group on the basis of improving the market awareness. For example, through the first to optimize the construction of their own public websites, expand the external marketing conditions, complete their own media publicity work, and expand the network popularity of products and brands. Meanwhile, in the process of marketing activities, it can also form a standardized public relations promotion. On the basis of establishing contact with relevant units or organizations such as government, customer organization, bank, etc., a better information system can be formed, and on the

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basis of participating in social activities and supporting public welfare behaviors, brand awareness can be expanded to complete the publicity work of characteristic agricultural products.

III. The advantages of ecological farm brand construction under the background of "Internet +"

A. Reduce the cost of brand promotion

As people change the way of life, more and more consumers focus on network information, the farmer can use the Internet and the combination of ecological agriculture, to trill, public, popular platform as a carrier, their circle of friends (Cheng, 2018), by Posting pictures, video, live broadcast, the mission of the natural environment, ecological farm planting experience, theme activities, Let the ecological farm become "web celebrity land", improve consumers want to experience the fun in the ecological farm, so as to increase the customer flow. Using the Internet to publicize ecological farms can reduce the cost of brand publicity of ecological farms.

B. Promote technological upgrading

"Internet + technology" can be used to promote the informatization development of ecological farms. Internet technology can promote agricultural informatization management through constant monitoring on the Internet and analysis and prediction with big data (Liu et al., 2017). The realization of precision agriculture, reduce unit cost, improve output, further improve operational efficiency, and help agricultural development to lay a solid foundation for agricultural brand construction. "Internet + agriculture" can not only generate huge demand for technical services such as data collection and information platform construction, but also open a larger space for agricultural products sales. The sales volume of agricultural products has been greatly improved, the ecological agriculture has realized the information management, and the efficient operation of the industrial chain has made the agricultural brand construction develop rapidly under the role of "Internet +".

C. Enhance brand reputation

Consumers get to know the information of ecological farms through the Internet and judge the standards of ecological farms from the comments of netizens, which is conducive to further improving the brand reputation of ecological farms, and brand reputation will gradually become the main orientation of consumers. In the case of the quality and safety of agricultural products, consumers trust ecological farms with brands more. Further promoting the construction of ecological farm brands is conducive to promoting standardized agricultural production, promoting the overall improvement of the quality and safety level of agricultural products, and meeting the needs of the continuous transformation and upgrading of the consumption structure of agricultural products.

IV. Problems existing in the brand construction of ecological farms under the background of "Internet +"

A. Lack of brand awareness

Many farms in China lack a certain awareness of brand marketing and do not carry out effective publicity for their own culture and resources. As a result, their brand competitive advantage is not obvious and their marketing strategy is single, leading to low influence of farms (Gao, 2019). On the Internet platform, because the farmer did not apply for the patent of the farm brand, the products of the farm appeared on the platform with some fake products with the same name, product packaging and specifications, which easily led to the wrong choice of consumers. (Sun, 2020), so that consumers are at a loss, which will hinder the sale of the farm's characteristic products on the e-commerce platform.

B. Internet infrastructure is inadequate

On the one hand, the information infrastructure in remote areas is still poor, and the network coverage and signal strength in rural areas are still very inadequate (Han et al., 2018). The network infrastructure needs to be improved. On the other hand, farmers do not have a comprehensive grasp of Internet technology, which has a certain negative impact on the sale of agricultural products and the brand construction of ecological farms.

C. Lack of Internet market supervision

Internet consumption has a large network security hidden danger, there are a variety of cheating methods on the Internet, a little careless may point into the phishing site. Therefore, these phishing software and phishing sites greatly threaten the network transactions. It affects consumer shopping, reduces product sales, and at the same time reduces product sales, which hinders the sound development of ecological farm brand construction.

D. Imperfect supply chain construction

Under the influence of the "Internet +" era, a perfect supply chain system is the guarantee for the realization of farm brands in the network marketing. The realization of farm brand marketing requires the establishment of an integrated chain of farmers, logistics, processing and sales, and the continuous improvement of the supply chain and the formulation of standard standards. As agricultural products enter the Internet marketing field relatively late compared with other products, this is determined by the particularity of agricultural products. As an essential commodity for people's survival, agricultural products are used to offline purchase. However, in recent years, the network marketing market of agricultural products is expanding, and people's demand for green, safe and characteristic brand products is increasing. The emergence of "Internet + Agriculture" mode provides an opportunity for the marketing of farms and agricultural products. However, this is both an opportunity and a challenge. People have more

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stringent requirements for brands, which require high-quality, high-standard products, high-speed transportation, and high-level service. Therefore, it is urgent to establish a perfect ecological farm supply chain. There are many problems in the current supply chain of ecological farm marketing, which cannot meet the needs of the development of Internet marketing. Such as logistics technology to be improved, the link between the link is not close.

V. The measures

A. Establish brand awareness and build brand image

To improve farmer brand awareness, we should fully realize the importance of farm brand, pay attention to green, safety and health, and make use of our own advantages to launch quality products to attract consumers. Especially according to the environment to ecological agriculture, so that the concept of green, environmental protection. Not only that, with quality as the center, to ensure food safety, build a good brand image. Change the traditional brand consciousness, pay attention to the brand connotation, increase the added value, avoid reducing the market competitiveness.

B. Improve the construction of Internet infrastructure

To improve the rural broadband coverage, the government should provide support, select the appropriate broadband access technology and integrate and optimize the existing network resources according to the operators' judgment on the rural market. In addition, to strengthen the construction of logistics, the government should actively guide the effective integration of rural transportation and storage resources, improve road construction, and provide better measures for online sales. In addition, the government should strengthen the farmers' Internet knowledge publicity and technical training.

C. Strengthen the supervision of Internet market

The government strengthen the supervision of the Internet market and create a secure Internet platform order, make the farmers reasonable planning, develop a broader market, through the network platform to realize ecological farm products distribution promotion, display sales, use of network platform application universality can be more convenient for the connection of customer demand with running a farm.

D. Extend industrial chain development

The Internet era needs win-win cooperation. The development of a single industry does not meet the characteristics and requirements of the times. In the process of brand marketing of agricultural products, we must pay attention to the upstream and downstream industry chain to achieve the effect of brand agglomeration. On this basis, ecological farm should also pay attention to the rational use of agricultural science and technology. Especially for agricultural products, it is particularly important. In order to make the farm bigger and stronger, and improve its brand marketing, it is necessary to integrate with advanced agricultural technology, continuously cultivate new varieties and use new technology to improve product quality and output. Using Internet cloud platform analysis and big data processing technology to input, analyze and sort out the test variety data, and finally cultivate products that meet the market demand and the needs of consumers. Using the characteristics of openness and integration of the Internet, we can integrate resources with other industries, carry out deep processing and development of agricultural products, continuously improve the added value of products, and realize the brand marketing value of farm sales channels.

VI. Conclusion

Ecological farm brand marketing has entered the Internet era. Under the background of the Internet era, the market competition of agricultural products is increasingly encouraging. If you want to get a place in it, building brand agricultural products is the main way. Brand marketing has become the key to maintain the lasting vitality of agricultural products. It can be seen that brand marketing plays an important role in the future development of agricultural products market. The development of ecological farm brand is an important way to optimize the agricultural industrial structure, achieve agricultural efficiency and increase farmers' income. Develop valuable brand of ecological farm, use the Internet, multi-channel propaganda farm, let consumers more transparent understanding of ecological farm, promote the development of agricultural products. Establish the brand image of ecological farm and take the road of brand development. Accelerate the process of China's agricultural brand power.

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