

Research on the Model of "Internet + Agricultural Regional Brand" under the Strategy of Revitalizing the Village

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Abstract: The issue of agriculture, rural areas and farmers is a fundamental issue related to the people's livelihood. The issue of agriculture, rural areas and farmers has always been the top priority of the work of the whole Party. "Industrial prosperity, rural civilization, and a prosperous life" are important requirements for the strategy for rejuvenating villages. In the process of agricultural industrialization, brand building of agricultural products is the main starting point for enterprises to participate in market competition. However, the development of traditional agricultural regional brands could not keep pace with the times. "Internet + Agriculture" has brought new opportunities and shortcuts for the development of modern agriculture and the establishment of well-known agricultural regional brands. This paper takes the rural rejuvenation strategy as an opportunity to analyze the important status of agricultural regional brands in the development of modern agriculture under the "Internet +" condition and the major problems in the construction of traditional agricultural regional brands, and proposes corresponding countermeasures to explore a new model of "Internet+ Agricultural Brands" that meets actual development conditions.

1. Introduction

The Party's Nineteenth Congress report for the first time put forward the strategy of revitalizing the countryside and was first written into the party constitution. In the context of the new era, the strategy of revitalizing rural areas also reflects the important status of the "three rural" work in the work of the party and the country, and shows the importance the party Central Committee attaches to the "three rural" work. The implementation of the strategy of revitalizing the country is a major strategic plan that is based on the basic national conditions of our country after the central leaders with Comrade Xi Jinping as the core have thoroughly analyzed the stage characteristics of China's economic and social development.

The central report of the Nineteenth Congress on the rejuvenation of rural areas should be based on the general requirements of "prosperous industries, ecological livability, rural civilization, effective governance, and a prosperous life" and clearly require priority in the development of agriculture and rural areas. Compared with the goals and requirements of the Fifth Plenary Session of the Sixteenth Central Committee, the new goal has not only enriched the connotation but also advanced higher requirements [1].

Nowadays, in the important period of full implementation of rural revitalization, the main direction of agricultural development has been transformed into quality revitalization and brand strengthening. It is necessary to profoundly understand the new changes in the field of agricultural work in China. The main body of agriculture has changed, no longer a small farmer but an agricultural enterprise. The scale has also been gradually integrated into a film from the original "Star Fire." At this time, it is necessary to further promote the structural reform of the agricultural supply side and ensure that the working ideas for the development of agriculture are shifted from focusing on quantity to paying more attention to quality.

The brand embodies the quality, credibility and image of a company. Emphasizing the creation and development of brands is an objective requirement for the survival and development of enterprises under the conditions of market economy. In the current situation where the homogeneity of the products is serious, the brand is the main starting point for companies to participate in market

competition and obtain substantial profits. Only by taking a brand as a foothold and giving full play to the natural advantages of production and operation in the region, can we be in a competitive position. With the changes of major contradictions in the new era, there has been a higher demand for the development of agricultural regional brands. The development of agriculture should adapt to changes, seize opportunities to meet challenges while also focusing on characteristics, and further promote the reform and innovation of public brands in agricultural products. How to make use of the Internet to better create more effective, functional and more value-added brands for the region is also worth considering.

2. Significance of "Internet + Agricultural Regional Brand"

In the highly competitive era of market economy, regional special agricultural products should also be equipped with appropriate propaganda and communication to ensure the establishment of brand communication channels for agricultural products, expand the brand awareness of regional specialty agricultural products, strengthen the brand effect of agricultural regions as a whole, and expand the brand space of agricultural products.

The diversification and convenience of the publicity and dissemination channels of the Internet have given the agriculture brand a huge space for dissemination. Spread the product information, brand culture, sales information, etc. in the form of words, sounds, images, etc., and use a digital, multimedia communication medium to shape the brand image of agricultural products in the minds of consumers.

The rapid development of the Internet, and vigorously promote the establishment of an e-commerce platform with regional brand features, can effectively connect the regional agricultural products and the rural e-commerce development; through the construction of Internet-based, order marketing, knowledge marketing, direct marketing and other channels, Diversify the sales model of agricultural products [2].

The big data function of the Internet is a powerful guarantee and powerful means to promote the rational distribution and structural optimization of agricultural regional brands within the region and even across the country. From a regional perspective, the number of agricultural brands in the same region should be limited. After summarizing and analyzing relevant data, agricultural products with the same characteristics can be considered as belonging to the same brand; from the perspective of agricultural products, they are distributed throughout the country. The same type of agricultural products can learn from each other in some aspects of agricultural production technology, patents, brand planning, sales channels, etc. From the perspective of rural farmers, farmers who "only work hard" are in urgent need of professional analysis and experts to guide the planting of "favorable Map's agricultural products exert local advantages and evade market lag risks.

Agricultural regional brands refer to the collective manifestation of the collective behavior of agricultural brands in a certain geographical area, and form the reputation and reputation of the local agricultural or agricultural products. For agricultural consumers, the well-known agricultural regional brand name is a condensation of credit, such as Aksu apple, Ningxia wolfberry, Anyue lemon, Pixian bean, etc. In the diversified consumer era, consumers are increasingly Favored, the reputation of the brand has greatly influenced the consumption trend of agricultural products.

To achieve branding in the agricultural region, it is necessary to achieve regional distribution, professional production, large-scale planting and breeding, standardization control, and industrialization management. From layout to operation, improve the overall upgrading of the agricultural industry and make the way of agricultural development to resources. The energy-saving transformation has shifted towards quality and efficiency, and structural reform on the supply side of agriculture has been increased, thus completely changing the previously backward development approach [3].

Agricultural regional brands are intangible assets. Consumer groups have stability and can form a stable market share. Compared with many unbranded agricultural products, they have obvious competitive advantages. The continuous improvement and development of regional brands can enhance the brand image and brand value of their internal products and services. At the same time,

they can play a role in disseminating information and creating market demand, so that farmers can truly benefit from brand building in the agricultural region.

The output and consumption of many agricultural products in China ranks first in the world, but they lack a number of internationally competitive agricultural product brands. Many of China's agricultural products have the advantage of occupying low-end markets and cannot bring higher premiums. [4]. Therefore, we must carefully study the characteristics of China's agriculture, in-depth exploration of the rich humanistic value of agricultural products, integrate the strength of national regional capital, technology, talent and other production factors, play a comprehensive strength and market potential, to achieve effective combination of top-level design and brand, improve agricultural products The international competitiveness.

3. Integration of Internet and Agricultural Regional Brands is a Powerful Driving Force for Rural Revitalization

The integration of the Internet and agricultural regional brands can solve information asymmetry in rural areas, reduce the transaction costs of agricultural products, promote professional division of labor, increase labor productivity, standardize agriculture, grasp agricultural market information and changes, and make rural "small production" better. Land to connect the country and the world's "big market." At the same time, agricultural e-commerce will use Internet technology to greatly promote the process of agricultural modernization, optimize the industrial structure through the Internet trading platform, and realize the "industry prosperity" of rural revitalization.

For regions and local governments, the integration of Internet and agricultural regional brands is conducive to the rendering of regional cultures and the development of regional features. At the same time, it consolidates and enhances the self-confidence of the region's own culture in the region, and inherits and promotes the region's unique culture. The scene of "Homeland Civilization".

Accelerating the optimization of the agricultural industry structure and giving full play to the intangible value of the agricultural regional brand will inevitably increase the income of farmers, and make the peasants' life to take a big step towards the "rich life" in the general strategy for the rural revitalization strategy.

4. The Status of Brand Building in the Agricultural Region

The development of agriculture and rural areas in China has entered a new historical stage, but the main lines of current and future "three rural" work remain unchanged. The No. 1 Document of the Central Committee in 2017 proposed: "Implementation of Action Plan for Quality and Efficiency Improvement of Characteristic Agriculture, Promotion of Construction of Public Brands for Regional Agricultural Products, Support of Local Enterprises to Build Regional Featured Brands Based on Dominant Enterprises and Industry Associations, and Introduction of Modern Factors to Upgrade and Upgrade Traditional Brand Names [5] "We must realize that branding is an inevitable requirement for the transformation of agricultural production orientation into consumption orientation, but there are still problems that need to be improved in the regional brand building in agriculture.

Under the influence of the concept of traditional agricultural production and management, many agricultural producers are constantly introducing special agricultural products. However, these producers still operate products rather than influential brands. Most agricultural products lack trademark registration for brand creation. The long-term planning lacks innovation, and the awareness of creating brands and protecting brands needs to be improved. For example, Sichuan Kongshan Agricultural Development Co., Ltd. is mainly engaged in research and development of agricultural science and technology, with diversified products and reliable quality. However, due to ignoring brand building, its product audience is small, its marketing scope is narrow, and its price is low. It does not exert its unique advantages. And value space.

The concept of modern marketing of agricultural products has not yet been widely formed. Therefore, traditional concepts of agricultural products transportation are also deeply entrenched.

Agricultural products are scattered and lack of scale and specialization. The links from production to purchase to transportation and final product sales have not yet been unified. The sale of agricultural products still maintains the traditional pattern of "producer-wholesaler-retailer-consumer" [2]. There is no platform such as the Internet to synchronize online and offline sales. The sales model needs to be innovative. At the same time, it lacks a reasonable brand positioning. The means, content, and forms of brand promotion are relatively simple.

Although at the macro level, the state attaches great importance to the construction of agricultural brands and has also formulated some policies and directives for the benefit of the people. However, in terms of regional branding of agricultural products, local governments have not considered this issue in depth. The actual policy is not Many measures that can really solve the problems encountered in the construction of local agricultural product brands are still far from enough.

Local governments must plan and develop first, and must systematically plan the development of branded agriculture, including strategic positioning. Secondly, we need to nurture, including cultivation, shaping, and management. In the process of brand building in the agricultural region, we should actively play the role of new media. Related departments should work with the media to dig deeper into the intrinsic characteristics of agricultural products and integrate culture into the brand. Encourage brand "cross-border development." The third is to organize social forces to conduct evaluations. The brand is to be recognized by consumers. The evaluation of the brand's influence in consumers is a scientific issue. If necessary, it must rely on social forces or third parties to evaluate. The fourth is to focus on the protection of the brand. The government should organize multiple forces to crack down on counterfeiting. A good brand is often withdrawn from the market because of counterfeiting and fake products.

The requirements of modern agricultural development for science and technology are gradually becoming higher, but the lack of innovative capacity for agricultural services and services coupled with the lack of meeting the new requirements of growing development. The food preservation technology is lagging behind. The technological content and added value of industrial processing are also maintained at a relatively low level. The establishment of an agricultural research system has also stagnated. Most local agricultural institutes are approaching "deterrence," and there is not enough technology to support modernization. Agricultural development and innovation.

Bazhongshan Agricultural Development Co., Ltd. had problems with the storage technology of potatoes, resulting in serious economic losses. Under the unsound agricultural service network, the issue of potato storage technology has long been a bottleneck for the development of the company.

5. Explore the New Model of "Internet + Agricultural Regional Brand"

Improving the quality of agricultural products is the core of shaping the regional brand of agriculture. Among them, agricultural standardization is a powerful means and an important guarantee for making agricultural products to the high end. Sichuan Aijia Agricultural Development Co., Ltd. selects high-quality rice, adopts scientific cultivation methods, and implements standardized management throughout the entire process to ensure the safety of rice produced. At the same time, it has a brown rice processing line, processes brown rice according to orders, and delivers it to home within three days of processing. The brown rice produced has passed. Authorities testing, the indicators are much better than the national standard, to ensure fresh security, and the test report publicized to each consumer, the indicators can be checked and compared. Provide consumers with quality assurance from farmland to table.

"Internet + agricultural regional brand" can really establish a quality traceability system for agricultural products. All information on agricultural products, including agricultural land, production techniques, input products, farmer information, quality inspection reports, and safety and health status, will be stored in the form of barcodes or two-dimensional codes and attached to the outside of agricultural products. WeChat, Alipay, or other software can scan for information. At the same time, the farmer household management system also uses the production traceability

information card to conduct unified management of the fruit farmers.

The government has used the internet big data function to gradually establish and improve industry management rules such as quality supervision, brand entry, logo use, and penalties for non-compliance. In addition, the Internet platform can achieve resource sharing and jointly create distinctive brands with strong competitiveness in the region.

The Internet platform has the characteristics of strong interaction, high coverage, and extensive channels. Solving the problem of information asymmetry in the sales of agricultural products is another core of the new model of "Internet + agricultural regional brand". Through the Internet, timely collection and release of supply and demand big data information, to achieve the transformation of agricultural production-oriented to consumer demand-oriented changes.

The Internet can achieve information exchange and increase the depth of interaction with consumers through the combination of online and offline services, breaking through the limitations of traditional sales channels, and achieving information symmetry. Display agricultural products offline, display virtual agricultural products online and related information, collect and summarize consumer opinions on agricultural products, target specific adjustment of agricultural products production based on consumer demand, conduct in-depth market segmentation to identify target customers and markets, and reduce sales costs. . Sichuan Aijia Agricultural Development Co., Ltd. opens production and processing areas, invites consumers to visit, and strengthens the interaction between producers and consumers. At the same time, it establishes a company-specific feedback and exchange platform, opens WeChat customer service, and maintains online contact with consumers.

Application of Internet information processing features Big data analysis of purchase behavior, product evaluation and product sales, full use of analysis data, adjustment of production for market information, further exerting advantages of branded agricultural products in advantageous regional regions and increasing support, unique regional resource advantages Turn into a market advantage.

"Internet +" breaks geographical restrictions and information barriers, and connects rural agricultural products with the national and even global markets [6]. Through the establishment of e-commerce platforms according to local conditions, the use of the network to achieve the effective docking of the characteristics of agricultural products and rural e-commerce development; through the construction of "agricultural" docking, direct marketing, marketing, order marketing, Internet marketing, agricultural exhibitions, tourism agriculture and knowledge marketing and other channels [7], the use of forums, Weibo, WeChat, search engines and other tools for promotion, expand brand awareness, overall strengthening the application of specialty agricultural products network marketing, expand the regional brand space for agricultural products.

The development and construction of agricultural regional brands need to closely integrate regional and external real brand agricultural products. Brand culture can prompt consumers to produce connotation cognition and cultural identity, arouse the resonance of consumers, and then create considerable benefits, and make great contributions to the economic development of rural areas. Therefore, the spread of agricultural brand culture is an important means for the characteristics of agricultural brands and the added value of agricultural products.

The Internet can provide cultural, artistic, creative design, media industry, software and computer services functions to provide regional publicity services for agricultural brands. For example, combining modern information needs with regional names, regional landforms, farming culture, and combining various elements to create specific The website and APP; combined with the regional environment, local characteristics, traditional history and culture, as well as the cultural elements of modern new farmers, shoot cultural and creative advertisements and videos; designing logos, publicity languages, posters, copywriting, and product brochures based on the details of agricultural products. Conduct diversified promotion. Allow consumers to experience and feel rural rural homeland through the Internet, feel the safety and authenticity of agricultural products, and take full advantage of new video software and live broadcast platforms to maximize information transparency and solve problems caused by information asymmetry. Use real agricultural products to build a bridge of trust between enterprises, farmers and consumers.

In 2013, the Bazhong Municipal Party Committee and the Municipal Government formally applied to the State Trademark Office for the protective registration of the “Pakang City Comprehensive Public Goods Regional Public Brand—Ba Shi Ba Shi”, and established Bazhong City’s special agricultural product “Ba Shi Ba Shi” production and marketing. The association intends to invest 20 million in the creation of a regional brand project for upgrading agricultural products, promoting the high-end, high-confidence brand, and quickly allowing premium branded agricultural products to achieve premiums, increase added value, and protect them.

The Internet's big data function is a powerful guarantee and powerful means to promote the rational distribution and structural optimization of agricultural brands in the region and even the whole country. The agricultural regional brand database is also a pioneering initiative in the new model of “Internet + agricultural regional brand”. The establishment and improvement of the database is based on three points. First, it integrates regional resources and maximizes brand advantages. Second, it promotes the development of new-brand agricultural products and speeds up the construction of regional brands. Third, it promotes the establishment of protection mechanisms for agricultural regional brands.

After the Internet data has been summarized and analyzed, the agricultural industry structure and variety structure will be further adjusted and optimized. The regional agricultural product brands can be merged and coordinated, and agricultural products with the same characteristics can be considered to belong to the same brand to ensure the quality of the brand effect. The same kinds of agricultural products or similar agricultural regional brands distributed throughout the country can learn from each other in some aspects of agricultural production technology, patents, brand planning, sales channels, etc., and build databases of agricultural product brand technology, patents, and production status based on the Internet to facilitate inquiry, Analysis, expert consultation, planning and editing, and company-linked agricultural brand construction services help some regions to quickly establish regional agricultural regional brands. At the same time, an open and transparent agricultural regional brand database facilitates the establishment of agricultural regional brands. protection mechanism. The data on the production status of the database can also be fed back to the cultivation of crops. The regional government or peasant households will produce and produce according to the arrangements of the data science, guide the cultivation of “profitable” agricultural products, exert local advantages, and avoid the risk of market lag. Avoid large fluctuations in the prices of agricultural products and raise the income of farmers.

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