

## **Analysis of Agricultural Product Marketing Innovation Mode from the Perspective of Rural Revitalization**

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**Keywords:** Agricultural product marketing, Rural revitalization, Marketing innovation

**Abstract:** under the background of national economic development, the relative lack of development of the primary industry has become the key to restrict the effective implementation of the rural revitalization strategy. In order to better promote the development of the rural revitalization strategy, it is particularly important to solve the problems of agriculture, rural areas and farmers, and understand the marketing of agricultural products under the perspective of rural revitalization. Based on this, the paper studies and synthesizes the concept definition of many scholars, re recognizes the concept and characteristics of the rural revitalization strategy, and analyzes the innovative development direction of agricultural product marketing mode in this context: building consumer portraits, creating characteristic agricultural products, reasonably designing the product offering mode and establishing information sharing and exchange platform.

### **1. Introduction**

With the continuous development of society, the proportion of urbanization in China is getting higher and higher. A large number of people are losing and shrinking in rural areas. The economic and educational resources in rural areas are gradually declining. In response to this situation, comrade Xi Jinping put forward the rural revitalization strategy in the report of the 19th session of national congress of the communist party of China in October 18, 2017. The strategy points out that the problems of agriculture, rural areas and farmers are fundamental to the national economy and the people's livelihood, and we must always take solving the problems of agriculture, rural areas and farmers as the top priority of the whole Party's work. In the process of promoting the rural revitalization strategy, the first thing to do is to revitalize the industry. The first industry is the fundamental industry of our country. The revitalization of rural agriculture should be carried out through the development of agricultural products and the multi-function of agriculture. At present, China is in the critical moment of economic transformation. How to guide farmers to enter the market smoothly, how to comprehensively improve the comprehensive marketing ability of farmers, and how to effectively solve the "three rural" problems have become the focus of government managers. At present, the adjustment of agricultural structure in Jiangxi Province has achieved certain results, but the development pattern of large but not strong agriculture and many but not excellent agricultural products has not been fundamentally changed. There is still a big gap in comparison with the specific requirements of agricultural supply side structural reform and the rural revitalization strategy.

### **2. The Concept and Characteristics of the Rural Revitalization Strategy 2.1 Definition of the Concept of the Rural Revitalization Strategy**

Rural revitalization is a strategy proposed to effectively solve the problem of rural hollowing out and tap rural domestic demand in the context of building a moderately prosperous society in an all-round way and building a socialist modern powerful country (Zhang Guanghui, 2019). Carry out the rural revitalization strategy and take the road of Socialist Rural Revitalization with Chinese characteristics, it aims to make up for the disadvantages of agriculture and rural modernization as soon as possible and solve the problem of increasing farmers' income, we should implement the strategy of Rural Revitalization and take the road of Socialist Rural Revitalization with Chinese

characteristics. After the report of the 19th session of national congress of the communist party of China put forward the rural revitalization strategy for the first time, the central rural work conference further defined the objectives and tasks of implementing the rural revitalization strategy.

Scholars have expressed their views on the connotation theory of rural revitalization. The essence of the rural revitalization strategy is to reverse the process of rural weakness and realize agricultural and rural modernization in the context of China's economic and social development entering a new era (Li Changxue, 2018). Talent construction is the key of the rural revitalization strategy (Shen Q, 2019). Cultural construction is the soul of the rural revitalization strategy (Lina, 2018). Village revitalization is a comprehensive concept, which includes not only economic, social and cultural revitalization, but also governance system innovation and ecological civilization progress. Among them, industrial revitalization, environmental optimization and rural civilization construction are the key points of Rural Revitalization (Wei Houkai, 2018). In the process of promoting the implementation of the rural revitalization strategy, there are many difficulties, such as the difficulty of increasing farmers' income, the difficulty of rural investment, the difficulty of talent introduction and so on.

Since the new rural construction, the rural construction has been increasingly improved, the income of farmers has been significantly improved, and the poor and backward living conditions have been improved (Zhang Xizhu, 2019). However, some studies have found that the reason for the increase of farmers' income is that farmers work in cities, rather than rely on agricultural development, which leads to a serious lack of agricultural support in the implementation of the rural revitalization strategy (Liu Chunhong, 2019). Industrial revitalization is an important support for rural economic construction, and promoting industrial prosperity is the primary task of implementing the rural revitalization strategy (Jiang Changyun, 2018). Therefore, to implement the rural revitalization strategy, we should further promote the structural reform of the supply side of agriculture so as to transform the agriculture from increasing production to improving quality, further tap the potential of increasing farmers' income, focus on improving farmers' property income and wage income, increase the supply of rural public products, and improve the rural governance system (Qu Yanchun, 2018).

China's traditional urban and rural development strategy focuses on cities for a long time, and has become a fundamental problem restricting rural development and Rural Revitalization (Yang Xinrong, 2018; Liu Runqiu, 2018). To break the dual system of urban and rural economy and society and construct public service facilities in rural areas according to the standards of urban and rural integration is an effective way to realize Rural Revitalization (Tang Renwu, 2018).

Nowadays, due to the low level of the overall construction of rural society and the low efficiency of agriculture, many talents are reluctant to stay in rural development, and the phenomenon of rural brain drain is serious. The left behind rural talents present the problems of insufficient quantity and poor quality, which are difficult to meet the talent demand of rural revitalization. For the lack of talents in the implementation of the rural revitalization strategy, we should put forward the methods to stimulate the vitality of rural talents and solve the problem of lack of talents from the thinkings of retaining talents and introducing talents. That is to say, we should strengthen the construction of rural talent team with the innovation of mechanism and system, and take vigorously promoting the return of rural labor force as an important starting point of the rural revitalization strategy to retain talents; in rural infrastructure services, we should increase policy inclination, optimize the conditions for talent introduction, improve the environment for talent creation and attract foreign talents.

## **2.1 Characteristics of the Rural Revitalization Strategy**

The overall characteristics of the Rural Revitalization Strategy refer to the comprehensive revitalization elements including industrial revitalization, talent revitalization, cultural revitalization and ecological revitalization, which constitute an organic whole promoting each other (Cui Hongzhi, 2018). The implementation of the rural revitalization strategy can promote the overall revitalization of rural areas, realize the overall upgrading of agriculture and the overall progress of rural areas

(Zheng Yougui, 2019).

The accuracy of the rural revitalization strategy is reflected in the accuracy of rural positioning and implementation. Villages are equally important development objects as cities. The essence of rural development is to promote the reconstruction of urban-rural relations. The process of Rural Revitalization is also the process of optimizing and regulating urban-rural relations (Zhang Yingnan, 2019). In the specific implementation process of the rural revitalization strategy, the target accuracy and method accuracy should be achieved: the target accuracy refers to the different focus of the rural revitalization in different stages, and the method accuracy refers to the precise implementation of tasks and objectives through scientific planning (Zhuang Tianhui, 2018).

The rural revitalization strategy focuses on agriculture, rural area and farmers, and adheres to the priority of agricultural and rural development. It is a comprehensive revitalization strategy that requires industrial prosperity, ecological livability, rural civilization, effective governance and rich life. At present, the research on rural revitalization is still in its infancy, and the number of research results is complex, and the results are not systematic. Although scholars study the rural revitalization strategy from different perspectives, it is still fragmented as a whole.

### **3. Marketing Mode of Agricultural Products in the Context of Rural Revitalization**

#### **3.1 Traditional Marketing Characteristics of Agricultural Products**

The development of agricultural product marketing activities and the change of market operation mode are essentially inseparable from the field of commercial circulation (Wang Yuanyuan, 2017). Brand plays a very important role in consumers' choice of agricultural products. It is an important sign for consumers to identify agricultural products. Marketing of agricultural products cannot do without brand effect (Zhu Ming, 2019). Brand agriculture is a significant feature and an important symbol of modern agriculture (Zheng qionge, 2018). Under the new situation, brand building of agricultural products is the trend of the times (Wang F, 2018). The marketing direction of agricultural products in the future must focus on brand building (Jiang D, 2018).

At the initial stage of establishing agricultural products brand, we should highlight the differences of brand communication, and quickly improve the popularity and vitality of agricultural products. When building the brand of agricultural products, we should pay attention to the connotation of the brand of agricultural products to meet people's spiritual needs for agricultural products. Brand relationship is the emotional relationship between brand and consumers. Agricultural enterprises need to establish high-quality brand relationship with consumers to prevent negative impact. Under the background of rural revitalization, the implementation of brand strategy of agricultural products is an important way to promote the transformation of agricultural scale, which is closely related to whether agricultural products can occupy the market. The brand concept of agricultural products caters to the needs of the development of the rural revitalization strategy, and can improve the situation of small and miscellaneous brands of agricultural products and blind competition between agricultural products in the region for a long time.

#### **3.2 New Requirements of Agricultural Product Marketing in the Context of Rural Revitalization**

The research on the relationship between farmers and buyers in the marketing channels of agricultural products shows that farmers with formal market can obtain the satisfaction and trust of buyers more than those without formal market (Dlamini Mazibuko, 2019). Consumers prefer to buy directly on farms to pay high prices for local agricultural products, rather than through farmers' markets to pay a premium (Printezis, 2018). Some scholars pointed out that the natural risks faced by agricultural products limit the bargaining power of farmers, and farmers are prone to be at a disadvantage in bargaining with middlemen. They proposed to let farmers join the collective that can enhance the bargaining power (Ranjan R, 2017). The existing marketing mode of agricultural products still has these problems, which hinders the development of the industry. Under the

background of the rural revitalization strategy, there are new requirements for the marketing mode of agricultural products.

Taking the road of rural revitalization on socialism with Chinese characteristics, it aims to make up for the malpractices of agriculture and countryside as soon as possible, improve the level of agricultural production, solve the problem of increasing farmers' income, and promote the development of rural economy (Xiao C, 2018). The implementation of the rural revitalization strategy requires the cooperation of the government, enterprises and the masses. Enterprises, especially agricultural enterprises, should actively respond to the call (Wang H, 2018). The development and outlet of agricultural products will directly affect whether farmers return to agricultural development, which is an important cornerstone to make the rural revitalization strategy win (Chen Hao, 2019). However, due to the lack of unified planning of agricultural products industry in the region, the homogenization of agricultural products and the homogenization of development mode are serious (Wu Xiaoxia, 2018), so it is necessary to innovate the marketing mode of agricultural products to promote the sustainable development of rural economy.

Under the background of rural revitalization, the traditional customer relationship is not enough to support the loyalty of customers to agricultural products. Agricultural enterprises need to establish closer relationship with customers. The emergence of virtual brand community breaks the time and space limitation of the original community, strengthens the relationship between enterprises and consumers, and opens up a new way for enterprises to cultivate the brand loyalty of consumers. With the development of network information technology, people's convenient online shopping has gradually replaced the traditional offline transactions. Agricultural products online marketing has also changed the traditional marketing channels, integrated various economic resources, and developed a new mode of agricultural products sales. To realize the real rural revitalization, we must make good use of the opportunity of e-commerce development in the "Internet +" era, and provide a new outlet for the development of agricultural products. The development of rural e-commerce will become a new engine for the implementation of the rural revitalization strategy.

#### **4. Countermeasures and Suggestions**

Under the determination of the requirements of the rural revitalization strategy and the definition of marketing characteristics of agricultural products in the new era, in order to explore the innovation of agricultural product marketing mode in the context of rural revitalization, this paper assumes that the factors affecting the marketing mode of agricultural products can be divided into five parts: product factor, price factor, store planning, purchasing method and promotion form. and the corresponding questionnaire was made for this hypothesis, and 612 questionnaires were analyzed by exploratory factor analysis and confirmatory molecular analysis with SPSS23.0 and AMOS24.0. The results show that under the background of rural revitalization, the influencing factors of agricultural product marketing innovation are a four-dimensional structure model, and the important factors that affect the purchase decision of agricultural products consumers are customer demand, communication form, purchase convenience and money cost.

With the deepening of the rural revitalization strategy, the market competition of agricultural products will continue to intensify. The traditional marketing mode will restrict the development of agricultural products and is not conducive to the realization of the strategic goal of developing modern agriculture. Considering the background of Rural Revitalization and the results of data analysis, this paper puts forward suggestions for the innovation strategy of agricultural product marketing mode, and improve the level of agricultural product marketing. First, build consumer portrait and precision marketing. Precision marketing is more targeted to customers, and can meet the personalized and diverse consumer needs of customers. Under the background of rural revitalization, the competition of agricultural products industry is becoming more and more fierce. Only by grasping the most real needs of customers can we guarantee an effective market. Second, we should create characteristic agricultural products and reduce costs. Characteristic agricultural products are an important driving force for local economic development, and the government

strongly supports the subsidy of characteristic agricultural products. Therefore, relying on the support of the rural revitalization strategy, we can reduce the operating cost of characteristic agricultural products enterprises, and there is also room for the price of agricultural products to fall, so as to reduce the monetary cost of customers. Third, we should reasonably design the way to provide products and provide convenience. The reasonable location of the shop improves the availability of agricultural products, and the combination of multiple payment methods and purchase forms provides convenience for consumers to purchase. Fourth, establish information sharing and exchange platform. Consumers' ignorance of agricultural product information will affect the purchase decision-making. Agricultural product enterprises should actively promote products and enterprises with the help of network platform, and effectively handle according to the feedback of consumers on the platform.

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