

Research on Agricultural Products Marketing Innovation under Omni-Channel Integration Mode

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Abstract:

Based on the strategic background of rural revitalization, this study is committed to solving the problem of unsalable agricultural products because they are far away from the central market, and exploring the marketing innovation path of agricultural products. With the development of the Internet plus agriculture mode, the "cloud market" has been promoting the promotion of agricultural products, and has become a new driving force for the integration of rural industries and economic and social development. The full text uses enumeration and induction to summarize and refine the agricultural product marketing mode and development and innovation under the omni-channel integration mode. This study tries to find out new ideas and Strategies of agricultural product marketing, and provides suggestions and references for the construction of a beautiful countryside.

Keywords: *Omni channel, Integration mode, Agricultural product, Marketing, Innovation.*

I. INTRODUCTION

Omni-channel agricultural supply chain is to meet consumers' demand for purchasing agricultural products at anytime, anywhere and in any way, integrate physical channels, e-commerce channels and mobile e-commerce channels of agricultural products circulation to sell agricultural products or services^[1], and provide consumers with undifferentiated quality shopping experience. At present, "get through" is the key to the marketing mode innovation in the media era, and exploring the agricultural product marketing innovation strategy of omni channel integration mode has become an important means for major enterprises to carry out fierce competition.

II. OMNI-CHANNEL INTEGRATION MODEL FOR IMPROVING SUPPLY CHAIN EFFICIENCY OF AGRICULTURAL SPECIAL PRODUCTS

Fusion model based on supply chain efficiency of the whole channel mainly through technology, especially information technology for the circulation of agricultural special products different link connection and optimization, on the basis of the large data and information system integration of customer service awareness, smart synergy, accurate customer service elements such as command, make the supply

chain become more transparent, flexibility and agility, We will improve the overall efficiency and precision services of the agricultural supply chain. "Fruit specializes in chain business mode" of the orchard is a collection of procurement, postharvest fruit source of insurance, logistics, warehousing, quality grade, retail outlets, such as the information technology industry in the integration of large chain enterprises, implementing online early fusion strategy, interconnected by industry play a real data value, promote the intelligent development of the industry and to promote the efficiency of the supply chain.

III. OMNI-CHANNEL EXPERIENCE FUSION MODEL REMOLDED BY CONSUMERS

The omni-channel integration model based on the remolding of consumer experience promotes the online and offline integration of the supply chain of agricultural special products with the core of improving the experience level of customers. There are two main implementations; One is the digital upgrade of existing physical stores, such as the application of small programs, membership cards, social circles and other ways to comprehensively link customers, obtain customer data precipitation, improve customer loyalty and experience level; The other is to use new contacts and cross-border integration to create a new Omni channel format of agricultural products with organic integration of multiple formats. The live broadcast room usually creates a "sense of presence" to narrow the distance with consumers, strengthen the sharing and communication function, stimulate users' purchasing decisions and generate purchasing behaviors. Hema has built a full-channel supply chain model of agricultural products with the integration of online and offline and the emphasis on network interaction and diversified service scenarios centering on consumers' life services.

IV. OMNI-CHANNEL SCENARIO FUSION MODE OF INSTANT CONSUMPTION

The omni-channel scenario fusion mode based on instant consumption is to expand the coverage of physical stores and reach more consumers through the online upgrading of offline physical stores and cloud storage through instant delivery. Agricultural special products is a typical high frequency consumer goods, through to the customer's online and offline entities drainage, breeding habits, make customer enterprise all channels to consumers, make its access to online more agricultural products category, at the same time, the channels of agricultural special products supply chain offers a variety of "the last kilometer" logistics distribution scene, Customers can obtain goods through physical stores, self-service or service points or door-to-door logistics delivery. Instant delivery can meet consumers' demands for convenience and instant consumption of agricultural special products and bring them convenient and fast purchasing experience. At present, Jingdong home has reached a strategic cooperation with the domestic several business super enterprises, under the advantage of its own logistics system, at the same time, relying on the concept of Shared economy "crowdsourcing" logistics, provide consumers with agricultural products and raw products distribution, and realize the fast delivery, be offline business than to build one of the most important partners in service channels.

V. ALL-CHANNEL ECOLOGICAL INTEGRATION MODE PROMOTED BY BEAUTIFUL COUNTRYSIDE THEORY

The core of the theory of beautiful countryside lies in protecting and improving the rural ecological environment, and the key lies in promoting the transformation of agricultural development mode, implementing ecological civilization construction and rural social management, and realizing the sustainable development of rural economic environment. The construction of beautiful countryside is based on the principle of adjusting measures to local conditions and guiding by classification, reflecting the implementation of policies according to the village, focusing on different areas, highlighting key areas and promoting the whole. The construction requirements and construction emphases in each place are mainly divided into industry-oriented mode, tourism-oriented mode, ecology-oriented mode, culture-oriented mode and environment-oriented mode. The tourism-oriented beautiful countryside construction mode is suitable for tourism development areas and has great potential to develop rural tourism. On this basis, planning and implementation of agriculture-tourism combined theme projects, give full play to the advantages of village industrial development pattern, realize agricultural production aggregation, agricultural scale operation. At the same time, the agricultural industry chain continues to extend, industry driving effect is obvious ^[2].

For example, Zhanqi Village of Pidu District of Chengdu, Sichuan Province is a tourist destination of rural revitalization and a 4A-level scenic spot integrating industry, education and research, which is increasingly popular among tourists across the country. Zhanqi Village now has "Zhanqi Party Building Museum", "Zhanqi Village History Museum", "Tianfu Agricultural Culture Museum", "Pixian Douban Museum", "Rural Revitalization Training Institute" and other "five museums and two houses" of new business forms and new scenes ^[3].

Among them, "Mother farm", is a collection of tourism, hotel, catering, leisure in one of the rural characteristics of the landscape belt. Zhanqi Village adheres to the principle of enriching the people with industry, giving full play to the leading role of projects such as mother farm, insisting on ecological priority, firmly establishing the concept of "clear water and green mountains are gold and silver mountains", and continuously maintaining a beautiful and livable environment. The village has initially completed the construction of "two areas and one center", which is a modern agricultural industrial park, a new community for farmers and a cultural activity center. The local artisan resources are utilized to restore the old workshop production mode and create farming culture.

Among them, 18 rural workshops mainly operate, set up douban workshop, three weaving workshop, provincial intangible cultural heritage Tang Changbu shoe workshop, Shu embroidery workshop, etc., built a green organic vegetable planting base of more than 800 acres, tourists can pick. We should respect the dominant position of agriculture and give play to the dominant role of farmers. In Zhanqi village 18 square, has been settled in various master studios and 18 non-inherited large workshops. The Pixian Douban Museum presents the life and work scenes of the sauce garden in the form of "front shop" and "back workshop", and tells the history, inheritance and innovation of Pixian Douban through historical

materials. Here, visitors can not only smell the smell of Douban, but also make Pixian Douban by hand and sample innovative pixian douban products, such as Chengdu old hot pot and Master sauce.

In June 2021, Zhanqi Village online live training base of "Rural revitalization, One County, one product" is being built and prepared, and the Pavilion of Qushui County, Xizang province has been completed, aiming to promote the scale of cloud market of rural revitalization agricultural products with the help of the popularity and popularity of its Internet celebrities. Zhanqi Village, a beautiful leisure village in China, actively explores new development models, establishes new sharing mechanisms, cultivates modern agricultural industry, and promotes the integrated development of agriculture, commerce, culture, tourism and sports. It has gone out of a new way of adding value to collective economy, increasing agricultural production and increasing villagers' income, and realized local economic growth through all-for-one marketing.

VI. INNOVATION OF NETWORK MARKETING MODE UNDER OMNI-CHANNEL INTEGRATION

In recent years, "e-commerce development" and "poverty alleviation and assistance to farmers" have become the key words attracting attention. Public information shows that a total of 21 provinces in China have clearly put forward the goal of vigorously developing rural e-commerce in their government work reports. Live with goods from 2019 Taobao Double 11 live with goods of more than 20 billion scale, to the epidemic of offline clothing stores, supermarkets because of the blockade have switched to the online, all kinds of ceos live into the sea, a school of vitality, plus the joining of the Internet celebrity anchor is detonated the entire Internet and entertainment circle ^[4].

For example, Movie Channel, together with Datong Municipal People's Government, and six other platforms, including Kuaishou, organized the "Battle against Poverty-Starlight Action" to help farmers. Jilin Dami and zhejiang "Gathering City" came, 3 hours online sales of nearly 500,000 yuan; Mayor Zhijiang visited Nandu "Gathering City" live broadcast with goods of 16,000 tons of agate rice; Internet celebrity Zhu Once appeared in Pinduoduo to help farmers anchor room. Together with the head of Shanxian County in Heze, Shandong province, he promoted local egg products in Shanxian country and helped local egg farmers to solve the problem of unsalable eggs. Through the cloud market of agricultural special products and e-commerce to help farmers, the livestreaming of agricultural products has become a new fashion for farmers.

In the era of media consumption, "database" is the center, and "user" and "service" are the important starting points. With the development of economy and society, the purchasing behavior of Chinese consumers is undergoing profound changes. In particular, the scale of online shopping is increasing year by year, and online and offline shopping is developing in parallel. "omni-channel" shopping has become an important trend of consumer shopping. This not only comes from the pull of consumer demand, with consumers demanding more and more experience, convenience and timeliness, but also from the thrust of technology. The development of Internet, financial media, big data, cloud marketplace, modern logistics

and other technologies makes omni-channel circulation possible ^[5].

VII. CONCLUSION

Through the construction and improvement of characteristic agricultural products network marketing system, on the original basis to promote regional economic construction. On the basis of defining the connotation of characteristic agricultural products, through the construction of characteristic agricultural industry chain, build the brand and team of characteristic agriculture, consolidate the ecological protection of characteristic agriculture, vigorously implement the marketing mode of cloud market of agricultural products to optimize the regional agricultural economy, and promote the steady and rapid growth of agricultural economy.

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