

RESEARCH ON ONLINE MARKETING STRATEGY OF STRAWBERRY IN FARM*

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Abstract

With the continuous development of Internet technology and the gradual change of consumers' consumption concept, online marketing of fresh agricultural products has attracted more and more attention. In this study, farmers' self-produced and sold agricultural products were selected as the target, and strawberries on the farm line were taken as an example. The market segmentation, target market selection and market positioning of farmers' self-produced and sold agricultural products were analyzed, and the product positioning and brand positioning of strawberries on the farm line were established. On the basis of marketing development strategy and market positioning, the online marketing combination strategy of farm grass mold was formulated.

Keywords: Farms; Online marketing; strawberry

Introduction

Since the "internet plus" was put forward, it has expounded the agricultural production, sales and development. It is necessary to build a new agricultural production and management system, develop precise production methods, enhance the level of networked services, and improve the traceability system for the quality and safety of agricultural and sideline products. It is necessary to improve the level of science, technology, organization and refinement of agricultural production and management, promote the transformation of agricultural production, circulation and sales mode and agricultural development mode, and enhance agricultural production efficiency and value-added space. Support new agricultural production and operation entities to make use of Internet technology to carry out refined information management of production and operation process, accelerate the popularization and application of information technologies such as mobile Internet, Internet of Things, QR code and radio frequency identification in all aspects of production, processing and distribution, strengthen the docking of upstream and downstream traceability systems and information exchange and sharing, continuously expand the coverage of traceability system, realize traceability of agricultural and sideline products in the whole process from farm to dining table, and ensure "safety on the tip of the tongue".

Selling fruits online not only reduces middlemen and has broad market prospects, but also has the advantages of saving store costs, low publicity costs and breaking the geographical restrictions of offline sales, thus increasing sales volume. However, for consumers, although the price of fruit purchased online is relatively low, they can't see the real thing when purchasing fruit online, and can't guarantee the quality, let alone the existence of food safety hazards. Therefore, the source of goods is very important to them.

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With the rise of rural e-commerce, farmers' online self-produced fruits have entered the public's field of vision. Through the Internet, farmers publicize and sell fruits produced in their orchards, from picking to delivering them to consumers, without any middlemen, and direct supply from the place of origin ensures the freshness of fruits, the lowest price and the safety of fruits. With the continuous maturity of objective conditions such as network facilities, logistics system and terminal equipment, and the continuous improvement of farmers' technical level, online self-production and self-sale of fruits, a new sales method which can not only enable consumers to enjoy lower prices, but also enable farmers to obtain higher profits, will be one of the trends of fruit sales.

Research objective

This paper studies strawberry online marketing combination scheme from product synergy strategy, price synergy strategy, convenience synergy strategy, promotion synergy strategy, logistics synergy strategy and service synergy strategy.

Theoretical framework

With the development of society and the progress of science and technology, the current retail industry presents new features such as coexistence of online retail and physical retail, in-depth and comprehensive application of science and technology, and emphasis on consumer experience. The concept of new retail came into being. By sorting out the literature of scholars, we can express the new retail as a different concept from the traditional retail, and use the Internet to sell products or services to consumers under the new concept of consumer value. In the new retail activities, big data analysis, cloud computing and other technologies have been applied, so as to meet consumers' shopping needs intelligently in the shortest time.

With the rise of e-commerce, scholars have been studying online marketing. Li and Yu (2019) put forward solutions to the online marketing strategy of agricultural products from four aspects: customer value (meeting customers' purchase demand), customer purchase cost (reducing customers' purchase cost), customer purchase convenience (improving the convenience of online shopping of agricultural products) and two-way communication (improving communication with customers). Li (2017) discussed in detail the online promotion strategy of FMCG from the aspect of product promotion. Cui (2017) from the product strategy (pay attention to the upward reputation, plus high value-added products; Understanding consumer snack preferences, customizing high value-added products), promotion strategy (innovating promotion forms to increase customer stickiness >, and channel strategy (increasing offline stores and strengthening logistics system) gave suggestions to the online marketing strategy of leisure snack enterprises. In fact, the more part of online marketing than offline marketing is logistics and tangible display. In the research process of online marketing combination strategy, logistics can be classified into channel strategy for research, and tangible display can be classified into promotion strategy for elaboration. Of course, one of the factors that must be considered in the process of online marketing is convenience, which is also included in the channel strategy for research. To sum up, the researches of all scholars stay on the theory of 4C or 4P at the theoretical level. In fact, 4C theory gives the marketing mix strategy from the consumer's point of view, and it is not a breakthrough to 4P theory. Theoretically, the research of online marketing portfolio strategy is still within the framework

of 4P theory. The research on online sales of fruits and farmers' self-produced fruits has not broken through the theoretical framework of 4P, and is still under the guidance of 4P theory.

Literatures Review

Some scholars have sorted out the literature of scholars at home and abroad and concluded that brand is the soul of products. For agricultural products that share the safety of human life, its safety guarantee and brand building are particularly important. In recent years, many scholars have systematically expounded the importance, historical development, characteristics and marketing strategies of brand research of agricultural products, which provides reference for quality assurance and brand building of agricultural products from the perspective of globalization. Kim et al. (2006) suggest that consumers are not worried about how to obtain the desired products, but need to obtain personalized products, so enterprises need to have clear product positioning and consumer positioning in brand building. In terms of marketing strategy, e-commerce enterprises need to be customer-centered, and pay attention to consumers from the aspects of internal and external packaging, customer service and after-sales service. At the same time, actively carry out multiple online marketing channels and perfect logistics channels to facilitate consumers to purchase and improve customer satisfaction; Xiao et al. (2015) expounded the successful factors of regional characteristic agricultural products marketing from the aspects of government poverty alleviation, marketing packaging of characteristic agricultural products and attracting investment. Jin (2016) believes that the current situation of fresh e-commerce is that there is no monopoly trend in the fresh e-commerce market, and that the profit of fresh e-commerce enterprises can strengthen supply chain management and control product quality; through some new marketing thinking such as story marketing and experience marketing, the brand is implanted into consumers' hearts.

In terms of pricing, some scholars have studied the loss and pricing of fresh products. It is considered that the pricing should change with the freshness and loss. Chen (2018) studied the pricing strategy of online agricultural products trading platform based on bilateral market theory, using certain pricing elements and models, and finally came to the conclusion that high differentiation can improve the profits of platform enterprises, the existence of network externalities will intensify the competition among platforms, and the pricing of sellers by platform enterprises is higher than that of buyers. It is suggested that when pricing fresh e-commerce, the primary task should be to expand the scale of bilateral users in the initial stage, and the online agricultural products trading platform should adopt a "biased" pricing structure and network. Many scholars also believe that the pricing basis should be added in the online marketing pricing process of fresh agricultural products in China.

In terms of channels, Niu (2017) fully emphasized the core role of logistics in e-commerce; Zeiler and Bertsche (2014) suggested that fresh e-commerce should speed up distribution and improve logistics transparency in practice; In addition, some scholars believe that although there are conflicts between online marketing channels and offline marketing channels, they can also complement each other.

Research Methodology

This paper mainly adopts the interview method, which refers to the research method that the investigators communicate with the respondents through direct communication, so as to obtain information. The greatest advantage of this survey method is that interviews can be conducted according to the characteristics of interviewees, and the research data obtained

through interviews are more authentic and reliable. In this study, the growers and sellers of strawberries were interviewed to study the actual situation of strawberry marketing.

Findings

To implement the rural revitalization strategy, it is necessary to improve the production and sales of crops. Among many agricultural products, the production and marketing of fresh agricultural products is one of the urgent problems to be solved. Among the fresh agricultural products, the yield per unit area of fruits and vegetables is the highest, and the production price index is also high and the rising trend is stable. This means that the unit income of fruits and vegetables is greater than that of other agricultural products.

Most fruits have biological characteristics such as perishable, strong seasonality and great regional limitations. Over the years, supply and demand in the fruit market have been booming, but supply and demand are in a dilemma. The crux lies in the single sales channel and too many middlemen. Online sales of fruits can solve this problem well. However, restricted by objective conditions such as network facilities, logistics system, terminal equipment and technology, before 2011, fruits were hardly sold online. Selling fruits online not only reduces middlemen and has broad market prospects, but also has the advantages of saving store costs, low publicity costs and breaking the geographical restrictions of offline sales, thus increasing sales volume. However, for consumers, although the price of fruit purchased online is relatively low, they can't see the real thing when purchasing fruit online, and can't guarantee the quality, let alone the existence of food safety hazards. Therefore, the source of goods is very important to them.

With the rise of rural e-commerce, farmers' online self-produced fruits have entered the public's field of vision. Through the Internet, farmers publicize and sell fruits produced in their orchards, from picking to delivering them to consumers, without any middlemen, and direct supply from the place of origin ensures the freshness of fruits, the lowest price and the safety of fruits. With the continuous maturity of objective conditions such as network facilities, logistics system and terminal equipment, and the continuous improvement of farmers' technical level, online self-production and self-sale of fruits, a new sales method which can not only enable consumers to enjoy lower prices, but also enable farmers to obtain higher profits, will be one of the trends of fruit sales.

Through market segmentation, target market selection, and market positioning, enterprises can make clear how to create outstanding value for target customers. For farms, scientifically subdividing the market, finding the target market suitable for providing strawberries and services for them, and formulating clear and effective market positioning can make more efficient marketing mix strategies in a targeted manner, and then improve profits.

The four modes of target selection are: covering the whole market, multi-part specialization (selective specialization, product specialization, market specialization), focusing on a single market segment and personalized customization market. Among them, product specialization and market specialization in many specializations are more suitable for enterprises with similar characteristics or needs in target markets, weak financial strength, and inability to produce products aiming at different needs in selected market segments. Therefore, farms are more suitable for product specialization or market specialization. No matter from the buyer's age dimension or the buyer's purpose dimension, different buyers in different market segments of the farm have crossed needs and preferences, so the farm is more suitable for the

mode of product specialization and produces one or more products for multiple market segments.

The target market of strawberry on-line marketing is composed of several sub-markets, and the needs and preferences of each sub-market have both similarities and differences. According to the size and quantity of common points, each sub-market can be classified into three major markets: Tianjin, Chengdu and Chongqing, which are self-catering markets for 31-40 years old, hereinafter referred to as the first market; Tianjin, Chengdu, Chongqing, 41-55-year-old self-catering market and Tianjin, Chengdu, Chongqing, 46 > 55-year-old gift market, hereinafter referred to as the second market: Tianjin, Chengdu, Chongqing, 31-45-year-old gift market, hereinafter referred to as the third market.

(1) Target market demand and preference analysis.

Three markets have demand for authentic strawberry, high quality, safe and pollution-free, excellent taste, rich nutrition, reliable brand and high-end brand grade. Among them, the first market needs to be more different from the taste and nutrition of other strawberries, and the purchase method needs to be more convenient; the second market prefers the product cost performance and decent degree of products, as well as the circle culture brought by product brands. The third market needs precious strawberries and higher-grade packaging.

(2) Analysis of competitors.

After importing strawberries on Taobao and JD.COM, there were 77 stores with monthly sales exceeding 100, and 46 stores with target market close to the target market of the farm. To sum up its advantages and disadvantages, there are two advantages and three disadvantages. Advantages: First, the store opened early and has accumulated a certain number of customers and praise, which makes the store rank higher online and reduces the cost of consumers' choice; Second, most stores often use price adjustment to do promotional activities, which is more suitable for the needs of the first market. Disadvantages: First, the packaging is single and homogeneous, which is neither suitable for the needs of the first market nor the third market; Second, the product has low cost performance, that is, no farm product with higher price than farm has good quality, and no farm product with better quality than farm product has lower price, so it does not meet the demand of the second market; Third, more than 95% of the shops are middlemen. After farmers pick strawberries, they are bought, sorted, packaged and resold by middlemen. This process takes a long time, which destroys the freshness of strawberries and affects the taste of strawberries.

(3) Determination of core competitive advantage

There should be no more than three core advantages for an enterprise. It can be seen from the table that the top three PODs or POPs are safe, pollution-free, and suitable for the needs of packaging and have high cost performance. First, safety and pollution-free lack of communication, because safety and pollution-free are difficult to display. However, with the development of block chain technology and the gradual accumulation of brand credibility, the communicability will gradually increase, and it will not become an obstacle to safety and pollution-free. Therefore, safety and pollution-free can be regarded as the core competitive advantage of strawberry marketing on farm line. Secondly, the packaging that meets the demand is lacking in exclusivity, because if the packaging that meets the demand brings more

buyers to the farm, then imitators will soon appear. It is easy to be imitated in both packaging specifications and packaging styles and grades. Therefore, packaging that meets the demand is not suitable as the core competitive advantage of strawberry marketing on farm line. Third, high cost performance is lacking in uniqueness, exclusiveness and profitability, but it does not affect that high cost performance becomes the core competitive advantage of the farm. On the one hand, it will not be easily imitated because it is easier to achieve the advantages of high cost performance than competitors. On the other hand, because the farm produces and sells itself without many links from production to sales, that is, the profits of these links are combined, even if strawberries with high cost performance are provided, the profit rate is still higher than that of competitors, thus ensuring a higher profit level. To sum up, safety, pollution-free and high cost performance should be identified as the core competitive advantage of online marketing strawberries on farms.

(4) Market Positioning

According to the characteristics of farm self-production, target market preference and core competitive advantage, the overall market of strawberry marketing on farm line should be positioned as the middle and high end. Take the value proposition of high quality at the same price, take safety and pollution-free as the product orientation and professional and reliable as the brand orientation.

In terms of value proposition, we should start with quality and price to achieve high quality at the same price. Including the appearance, taste and quality stability of strawberry; the price should mainly focus on the price of a single strawberry or the price per kilogram of strawberry; In terms of product positioning, natural growth is safe and pollution-free. Since it grows naturally, the quality of strawberries in a field will be uneven. Therefore, when formulating the marketing mix strategy, we should develop products of various grades. In terms of brand positioning, majors should mainly communicate with consumers by integrating and publicizing relevant strawberry standards concerned by buyers. Reliable communication should be mainly based on old customers.

Conclusion and implications

Good external environment, such as policy support and economic stability, is important to the farm, but the most important thing is the innovative and scientific marketing combination scheme. In the aspect of product mix strategy, this study puts forward that as a self-produced farm, the farm should develop product line combinations of different grades, and should not make the relatively inferior third-grade fruit flow to the cold storage because of a certain product strategy. Thereby avoiding transferring unnecessary costs to consumers, avoiding the waste of own resources and shaping the image at the same time; In the aspect of price strategy, this study puts forward that the farm production cost should be calculated by the market purchase price, which is more in line with the actual situation and solves the problem that the farm cannot calculate the cost because it has no pricing power. In the channel strategy, this research puts forward that farms should adopt multi-platform drainage to obtain customers and give full play to the role of the Internet; In the promotion strategy, this research innovatively puts forward the promotion highlights of "no-wash strawberries" in online celebrity and the method to avoid customers flowing to competitors by establishing strawberry judgment criteria.

It is of practical significance to study the solutions to the problems existing in online marketing of self-produced and self-sold fresh agricultural products. There are countless enterprises that carry out online marketing, and they are constantly exploring and adjusting their strategies. At present, there is no very standard model. Under the background of new challenges faced by the retail industry, it is urgent to increase the research on online marketing of self-produced and self-sold agricultural products, especially the research on online marketing combination strategy, so as to ensure the practicality of online marketing. This paper studies the marketing mix strategy under the new retail situation of online marketing of self-produced and self-sold agricultural products. On the one hand, this paper gives the specific strategies of farmers' strawberry online marketing combination, which will help to increase the sales of strawberries and increase the income of strawberry growers. On the other hand, this study will be applicable to the formulation of online marketing mix strategies for most distinctive self-produced and self-sold fresh agricultural products, and will increase the sales volume of most self-produced and self-sold fresh agricultural products. This paper is of practical significance for promoting the prosperity of China's industry, building an agricultural industrial system, guiding farmers to start businesses, and broadening the channels for increasing farmers' income.

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