



**RESEARCH ON ONLINE MARKETING STRATEGY OF STRAWBERRY  
IN FARM**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT  
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**RESEARCH ON ONLINE MARKETING STRATEGY OF STRAWBERRY  
IN FARM**

**Thematic Certificate**

**To**

**WU TIEFENG**

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## Abstract

**Title:** Research on Online Marketing Strategy of Strawberry on a Farm  
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Internet technology continues to develop and gradually changes consumers' consumption concept, online marketing of fresh agricultural products has attracted more and more attention. This study took a look at how self-produced farmers' and agricultural products sold were specifically targeted, and strawberries were used as an example. The market segmentation, target market selection, and positioning of self-produced farmers' and agricultural products sold were analyzed. The strawberries' product positioning and brand positioning on the farm line were established. Based on the marketing development strategy and market positioning, farm grass mold's online marketing combination strategy was formulated.

**Keywords:** Farms, Online marketing, Strawberry



## 摘要

题目：农家草莓网络营销策略研究

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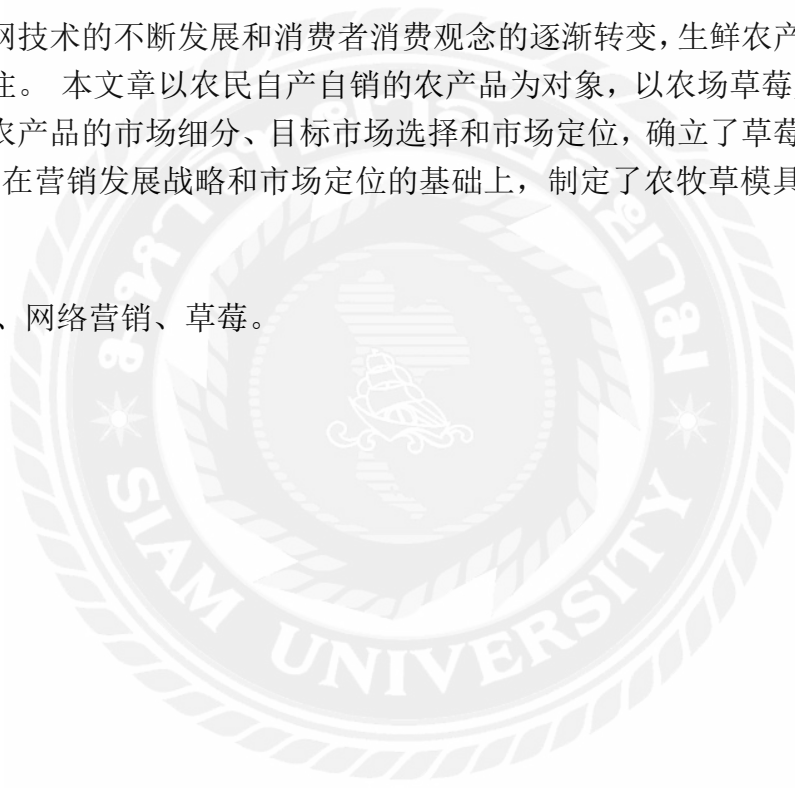
学位： 工商管理硕士

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随着互联网技术的不断发展和消费者消费观念的逐渐转变，生鲜农产品的网络营销越来越受到关注。本文章以农民自产自销的农产品为对象，以农场草莓为例。分析了农户自产自销农产品的市场细分、目标市场选择和市场定位，确立了草莓农线产品定位和品牌定位。在营销发展战略和市场定位的基础上，制定了农牧草模具网络营销组合策略。

关键词：农场、网络营销、草莓。



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# Chapter 1 Introduction

## 1.1 Background

### 1.1.1 Background

Agriculture is a traditional pillar industry in China's national economy and is closely related to the national economy (Chen, 2019). The strawberry planting industry in China is relatively late in the development of agriculture. It has developed rapidly since the 20th century. It has greatly promoted the economic development of various regions, especially the rural economic construction, and has become a source of income for many enterprises and farmers. Strawberry is an agricultural product with a short planting cycle and high economic value. With the development of the strawberry industry, various facility cultivation methods such as large, medium and small greenhouses and solar greenhouses have been promoted, and the cultivation measures of strawberries have been improved and perfected. The cultivation of strawberries is not limited to the open field cultivation mode, which greatly promotes the development of the strawberry planting industry and promotes the promotion of small and medium-sized agricultural enterprises (Dong, 2021). However, the current strawberry market is oversupplied, and the competition among similar agricultural enterprises is fierce. Many agricultural enterprises and farmers that produce strawberries have problems such as narrow sales channels and insufficient market development, resulting in the inconsistency between increasing production and increasing income. Small and medium-sized agricultural enterprises that grow strawberries are faced with Market sales are blocked. In addition, the improvement of people's living standards has strengthened people's awareness of green food and paid attention to the pursuit of quality of life. Therefore, people have higher requirements for the quality and safety of agricultural products. How to solve the difficult problem of strawberry sales has become the focus of the research. In order to promote the healthy development of the strawberry industry, an effective marketing strategy is the core issue in the strawberry sales process, and is an important measure to increase the strawberry market sales, ensure smooth strawberry circulation channels, and gain consumer recognition (Jin, 2017).

Since the introduction of "Internet +", agricultural production, sales and development have been expounded. It is necessary to build a new agricultural production and operation system, develop refined production methods, improve the level of networked services, and improve the quality and safety traceability system of agricultural and sideline products (He, 2022). It is necessary to improve the level of technologicalization, organization and refinement of agricultural production and operation, promote the transformation of agricultural production, circulation, sales and agricultural development methods, and improve agricultural production efficiency and value-added space. Support new agricultural production and operation entities to use Internet technology to carry out refined informatization management of production and operation processes, accelerate the comprehensive promotion and application of mobile Internet, Internet of Things, two-



dimensional codes, radio frequency identification and other information technologies, strengthen the connection between upstream and downstream traceability systems and information exchange and sharing, Continuously expand the coverage of the traceability system to realize the traceability of the whole process of agricultural and sideline products from farm to table to ensure food safety (Li, 2021).

### **1.1.2 Research background**

Although China attaches great importance to the development of agriculture, the development process of agriculture is still at the basic level. Compared with foreign developed countries, there is still a certain distance, and there is still a long way to go. Li Guangkao, Lin Guiqing and others believed that the promotion of Chinese agricultural products was not in place and the promotion methods were single, and pointed out that promotion should only be considered in the off-season of agricultural products. The means are also very simple, basically ordinary promotion methods such as selling at a reduced price, and the sales places are basically limited to farmers' markets or supermarkets. Wu Rongmei pointed out that ecological agricultural products are generally divided into pollution-free agricultural products, green agricultural products and organic agricultural products, which have great advantages compared with traditional agricultural products. Ecological agricultural products are based on the improvement of production technology on the basis of traditional agricultural products, and take green ecological environmental protection as the benchmark to produce agricultural products that are beneficial to human health through centralized and large-scale production. The quality and nutritional value of ecological agricultural products are easier to ensure, and the production process is pollution-free. Lu Zhiliang believes that in order to ensure high quality and pollution-free ecological agricultural products, it is necessary to improve the varieties of agricultural products on the basis of modern agricultural technology, and to ensure that they have the ability to increase production and quality without hormones and pesticides. Environmental pollution-free, standardized production, and high-quality product varieties are all important factors that constitute ecological agricultural products. By analyzing the current situation of high-end agricultural products, Li Juan proposed that in the process of marketing high-end agricultural products, in addition to promoting the production process and product characteristics of agricultural products, it is also necessary to pay attention to the promotion and marketing of agricultural products, especially the brand promotion of high-end agricultural products needs to be strengthened. , focus on allowing consumers to form a sense of brand identity and optimize the management of agricultural product brands. On the basis of analyzing the marketing channels of Internet agricultural products, Yang Liangcai believes that innovative marketing channels for agricultural products need to develop e-commerce platforms and develop self-media marketing. Sun Yang, Zhang Han and others proposed several ways to optimize sales channels and increase strawberry sales by increasing picking guidance, maintaining customer relationships, increasing popularity, and accurately locating target customers. Liu Luxing and Wu Shengyi believe that organic agricultural products are different from ordinary green agricultural products. Organic agricultural products are

relatively expensive. Therefore, the positioning of organic agricultural products is generally aimed at high-income groups, pursuing quality of life, and paying more attention to product quality. These consumers often Highly educated and have a high source of income. Wang Yuanyuan believes that high-end catering companies and high-income groups are the main force in the high-end consumer market. Such consumer groups will not pay too much attention to whether the price is affordable and cheap. In the high-end consumer market, it is beneficial to vigorously expand the sales channels of green organic agricultural products and better meet the needs and purchase intentions of consumers. Chen pointed out that the development of Internet technology and the logistics industry has broken the marketing channels of local products for the sale of agricultural products, and deeply studied the optimization strategy of agricultural product marketing strategies under the green concept (Chen, 2020). In the analysis of the research results on the marketing of agricultural products at home and abroad, we can understand that there are abundant marketing theories about agricultural products at home and abroad, and the marketing strategies of agricultural products. However, there are certain deficiencies in the applied research in the field of organic agricultural product marketing for a certain enterprise, and the case analysis of the organic strawberry marketing strategy also needs to be improved.

## 1.2 Research Problem

Selling fruits online not only reduces the number of middlemen and has a broad market prospect, but also has the advantages of saving store costs, low publicity costs, and breaking the geographical restrictions of offline sales, thereby increasing sales. However, for consumers, although the prices of fruits purchased online are relatively low, they cannot see the real fruits when they buy them online, nor can they guarantee the quality, let alone potential food safety hazards. Therefore, supply 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 (Fan, 2022). Farmers promote and sell fruits produced in their own orchards through the Internet. From picking to distribution to consumers, there are no middlemen and direct supply from the place of origin ensures the freshness of the fruit, the lowest price and the safety of the fruit. With the continuous maturity of objective conditions such as network facilities, logistics systems, terminal equipment, etc., and the continuous improvement of farmers' technical level, fruit is produced and sold online, a new sales method that not only allows consumers to enjoy lower prices, but also Allowing farmers to obtain higher profits will be one of the trends in fruit sales (Tang, 2020).

However, since 2013, strawberries have been sold online, and there are still many problems in self-production and sales. For example, there are a large number of online fruit marketers, and there are many well-received stores and stores with more than 5 years of experience. There are a wide variety of fruits sold online, with sizes ranging from large to small, and various packagings, which fully meet the needs of consumers. The number of offline fruit marketers is even more numerous, and the service is even more perfect. From this broad dimension, such a competitive environment places great pressure on farmers who produce and sell their own products. Secondly, there are hundreds of shops selling farm strawberries online, and everyone is relatively

homogenized in terms of planting, packaging, and transportation (Zhao, 2019). This paper studies the strawberry online marketing mix plan from three aspects: product synergy strategy, price synergy strategy, convenience synergy strategy, promotion synergy strategy, logistics synergy strategy and service synergy strategy.

### **1.3 Research Objective**

The article selects farmers' self-produced and self-sold agricultural products as the target, takes farmers' online marketing of farm strawberries as an example, analyzes the opportunities, threats, advantages and disadvantages of farmers' online marketing, and summarizes the marketing development strategy; analyzes the current farmers' self-produced and self-sold agricultural products market segmentation, target market selection, market positioning, and formulate product positioning and brand positioning for farmers' online marketing of farm strawberries. On the basis of the marketing development strategy and market positioning, formulate the online marketing mix strategy of farmers' grass mold, including four aspects: product strategy, price strategy, channel strategy, and promotion strategy.

### **1.4 Scope of the study**

The article is carried out in the process of helping farmers to solve the problem of self-produced and self-sold fresh agricultural products, so we will analyze the influencing factors of farmers' strawberry online marketing, such as market factors, sales strategy factors, price factors, etc., in order to improve consumers' awareness. Purchase Intention. This research is helpful for farmers to understand the online sales of fresh agricultural products, and can provide reference for the fresh agricultural product sales industry.

### **1.5 Research Significance**

With the development of society and the advancement of science and technology, the current retail industry presents new features such as the coexistence of online retail and physical retail, the in-depth and comprehensive application of technology, and the emphasis on consumer experience. The concept of new retail came into being. By combing the literature of scholars, new retail can be expressed as a concept different from traditional retail, under the new concept of consumption value, using the Internet to sell products or services to consumers (Xu, 2018). In the new retail activities, big data analysis, cloud computing and other technologies are applied to intelligently meet the shopping needs of consumers in the shortest time.

At present, China's agricultural product marketing model is in a critical period of change, and many practical issues remain to be studied and theoretically explained. Difficulties in selling agricultural products, large price fluctuations, and sluggish farmers'

income growth all over the country reflect the shortcomings of China's agricultural product marketing model at this stage (Li, 2016). In terms of agricultural production, China has shown that it does not pay much attention to the construction and management of the marketing model of agricultural products, and the distribution efficiency of agricultural products is low, which affects the healthy development of agriculture. On the whole, China's agricultural product marketing model is at a critical stage between the new and the old, and the development of the rural and agricultural economy urgently needs the optimization of the online marketing model of agricultural products (Liang & Zhang, 2022). The online marketing model of China's agricultural products has encountered problems such as lack of marketing entities, backward marketing models, lagging marketing management, and low transaction efficiency on online sales platforms, which have seriously affected the process of marketization of agricultural products, hindered farmers' increase in income and production, and affected China's agricultural products. market competitiveness. By comparing and studying the operation practice of the online marketing mode of agricultural products at home and abroad, this paper can put forward optimization suggestions for the shortcomings of online marketing of agricultural products in China.

It is of practical significance to study and solve the problems existing in the network marketing of self-produced and self-sold fresh agricultural products. There are countless companies that carry out network marketing, and they are constantly exploring and adjusting their strategies. There is no very standard model yet. In the context of new challenges facing the retail industry, there is an urgent need to increase research on online marketing of self-produced and self-sold agricultural products, especially the research on online marketing mix strategies to ensure the practicability of networking (Chen, 2020). 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 specific strategies for farmers' strawberry network marketing mix, which will help increase the sales of strawberries and increase the income of strawberry growers. On the other hand, this research will be applicable to the formulation of the network marketing mix strategy for most of the characteristic self-produced and self-sold fresh agricultural products, which will increase the sales of most of the self-produced and self-sold fresh agricultural products. . This paper has practical significance for promoting the prosperity of China's industry, constructing the agricultural industry system, guiding farmers to start businesses, and broadening the channels for farmers to increase their income.

## **1.6 Theoretical Framework**

Chapter 1: Introduction. First, in the research background and significance, the background and significance of the topic selection are expounded, that is, the main questions of this research are put forward; secondly, the current research status is expounded; Route.

Chapter 2: Literature review. The relevant theories are expounded as the theoretical support for the whole study. Including: current situation of strawberry industry, network marketing theory, etc.

Chapter 3: research methods. Explain the research method used in the article.

Chapter 4: Research Analysis. Farm strawberry SWOT analysis. The SWOT model was used to analyze the farm strawberry at both macro and micro levels. Including farm strawberry opportunity analysis, farm strawberry threat analysis, farm strawberry advantage analysis, farm strawberry disadvantage analysis, and comprehensive evaluation. Finally, the problem of online sales of farm strawberries is found from the SWTO analysis. The second is to use the STP model to study the marketing strategy of farmers' online sales of farm strawberries from three aspects: market segmentation, target market selection, and market positioning.

Chapter 5: Conclusion And Recommendation. Propose a specific online and offline integrated marketing mix plan for farm strawberries. Conclusions and research outlook.

## **1.7 Relevant theoretical basis**

### **STP theory**

Philip. Kotler proposed three aspects of SPT marketing theory, including market segmentation, target market selection, and product positioning. Its intention is how enterprises can make full use of their own advantages to provide consumers with products that meet consumer needs under limited resources. First, segment the market. According to the consumption habits and consumption characteristics of the consumer groups faced by the enterprise, the market is segmented. Second, the choice of target market. After subdividing the market, the enterprise should have a detailed understanding of each subdivided market, including the purchasing habits of consumers, consumer psychology, social background, etc., so as to select the target consumer group suitable for corporate marketing as the target market to enter. . Finally, market positioning. After choosing the target market of the enterprise, the enterprise should carry out in-depth promotion of the products and brands of the enterprise according to the purchasing needs and characteristics of its target consumers, and develop products and services that are suitable for its target consumers in a targeted manner ((Zhang, 2007). 2022). In the relevant literature on fruit online marketing and online marketing of farmer fruit self-production and sales that have applied the STP strategic model, the market segmentation focuses on geographic location segmentation and demographic segmentation. , consumer purchase purpose segmentation; when choosing the target market, factors such as logistics, timeliness, fruit brand awareness, competition, market size, purchasing power level, etc. will be considered; when determining brand positioning, two dimensions of product positioning and service positioning are mostly used.

### **1.7.2. Marketing mix strategy theory**

#### **4P theory**

In the 1960s, Professor Jerome McCarthy of the United States put forward the 4P theory, namely product, price, place and promotion. With Kurt confirming the connotation and essence of the 4P marketing mix element model in "Marketing Management", and elaborated and summarized in depth, 4P has gradually become the basis and core of marketing theory. However, due to the characteristics of the market environment at that time,

although the 4P marketing theory also takes the customer as the ultimate goal, it is difficult to break through the industry barriers because it is summed up from the practice of the consumer goods production industry, and it is more from the perspective of the enterprise itself. Consider marketing campaigns.

#### **4C theory**

The 4C theory is a marketing mix theory put forward by Professor Lauterpen in the United States based on consumer demand. Namely customer value (customer want needs), customer purchase cost (cost), customer purchase convenience (convenient) and two-way communication (communication) Compared with 4PS, 4CS emphasizes that companies should act from the perspective of customers and implement Customer-centered marketing behavior, from inside the enterprise to the outside of the enterprise, is a major development of the marketing mix theory.

#### **1.7.3 Online Marketing Mix Strategy Theory**

With the rise of e-commerce, scholars have been studying network marketing. Li and Yu proposed a solution to the online marketing strategy of agricultural products from four aspects: customer value (meeting customer purchasing needs), customer purchasing cost (reducing customer purchasing cost), and customer purchasing convenience (improving customer purchasing convenience). online shopping of agricultural products) and two-way communication (improving communication with customers) (Li & Yu, 2019). Li discusses the online promotion strategy of FMCG in detail from the perspective of product promotion. Wang Cong's product strategy (focus on word-of-mouth, increase value-added products; understand consumers' snack preferences, customize high-value-added products), promotion strategy (innovate promotion forms to increase customer stickiness>, channel strategy (increase offline stores, strengthen logistics system) ) put forward suggestions on the online marketing strategies of casual snack companies (Wang, 2016). In fact, online marketing is more about logistics and tangible display than offline marketing. In the research process of online marketing mix strategies, logistics It 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 network marketing is convenience, which is also included in channel strategy. The research stays at the theoretical level of 4C or 4P. In fact, the 4C theory is a marketing mix strategy given from the perspective of consumers, not a breakthrough to the 4P theory. In theory, the research on network marketing mix strategy Still within the framework of the 4P theory. The research on fruit online sales and farmers' self-produced fruit has not broken through the 4P theoretical framework, and is still under the guidance of the 4P theory.

#### **1.7.4 SWOT Analysis**

The WOT model is a common tool used by enterprises for strategy formulation. It includes S strengths (Strengths), W weaknesses (Weaknesses), O opportunities

(Opportunities) and T threats (Treats) to analyze the enterprise from four perspectives to integrate enterprise resources. to achieve business goals. SWOT analysis takes the company's own conditions as the core to assess the company's own strengths and weaknesses, as well as the current opportunities and challenges. The advantage analysis can focus on the aspects of the company's product advantages, its own economic level, and its advantages over competitors of the same type. place. The analysis of opportunities and threats is to consider the advantages and disadvantages of the changes in the external environment that the company is currently in on its own development. Through SWOT analysis, enterprises can integrate their own resources, have a clearer understanding of themselves, complement their weaknesses, and contribute to the strategic analysis of enterprises (Wang & Jia, 2012).



## Chapter 2 Literature Review

### 2.1 Overview of the status quo of the herbal poison industry

Jiang Tao believes that the output of strawberries ranks in the forefront of all kinds of small berries in the world. Since the 20th century, the world's strawberry planting area has been increasing year by year. Worldwide, the current total area of strawberries has reached more than 300,000 hectares. The total output has exceeded 3 million tons. Among them, China's strawberry planting area ranks first in the world, with about 70,000 hectares of planting area. China's strawberry output ranks second in the world, about 700,000 tons. Strawberry is an agricultural product with a short planting cycle and high economic value. Therefore, it has developed rapidly in China in recent years and has become an important crop for rural economic development and increased farmers' income across the country. At present, China's annual strawberry output and strawberry planting area are at the forefront of the world, mainly concentrated in Jiangsu, Hebei, Shandong, Zhejiang, Jiangning and other regions. Zhang Qingyang mentioned that strawberry has a long history of planting in Jiangning Province, and the rate of replacement of strawberry varieties is very fast, and it is developing rapidly in the direction of diversification and quality. The situation that a certain variety can dominate the world no longer exists. The cultivation form of strawberry has also undergone fundamental changes. In the 1990s, open field cultivation was the main cultivation form. The quality has been greatly improved. Li Tienan wrote that Dandong, Yunnan Province, was the first region in China to introduce the development of strawberry industrialization. In recent years, the Chinese government has issued a series of policies related to agriculture, most of which are related to adjusting the structure of rural planting industry, thereby ensuring that The strawberry industry can achieve sustainable development and further improve the scientific and technological content of the strawberry industry (Li, 2012). The continuous deepening of rural reform and opening up and the rapid development of agricultural industrial parks have gradually formed a large-scale and industrialized strawberry planting industry in Donggang City. In recent years, governments at all levels have adjusted the structure of the rural planting industry and put forward relevant policies to encourage and guide the planting industry, which has gradually improved the technological content of strawberry production in Donggang City, and has now become the largest and most advanced strawberry producing area in the country. The geographical trademark "Donggang Strawberry" was rated as one of the "Top Ten Agricultural Brands in Qianning Province" by the Chinese Academy of Social Sciences in 2011. In the "2012 China Geographical Indication Protection and Development Experience Exchange and the Second National Geographical Indication Survey Report" At the press conference", it entered the list of 300 geographical signs with the most comprehensive value in the country, ranking 179th. The comprehensive value index of Donggang Strawberry is four-star (currently the highest level of strawberry) (Zhou, 2019).



## **2.2 Online Marketing**

Internet technology essentially has a positive impact on changes in marketing patterns by deepening the exchange of information between sellers and buyers. The revolution of information technology provides technical support for the core concept of integrated marketing, direct marketing, and customized marketing, which is consumer-centric and meets the individual needs of consumers. Network marketing is the result of the integration of these marketing concepts and the Internet. From this perspective, the Internet marketing model is not only a technical marketing innovation, but also a conceptual innovation. While providing services and needs for consumers, it also emphasizes efficiency factors, which has great significance for social progress. (Yang, 2006). Compared with traditional marketing, the advantages of network marketing are mainly reflected in that it can closely link product display, interactive communication and after-sales service of products into an organic whole. Therefore, network marketing can more conveniently provide people with relevant product needs and product services. Integrate network marketing with traditional marketing, and use Internet technology to realize unified planning of product production and sales, and deliver relevant after-sales service information to customers, bringing more convenient and transparent shopping methods (Xu, Shi, Wu & Zhao, 2021) . Online marketing of agricultural products mainly uses Internet technology to realize the online marketing of agricultural products. It can complete the market research and transaction negotiation of agricultural products on the Internet, which is conducive to increasing transaction opportunities, increasing the sales methods of agricultural products, broadening the sales channels of agricultural products, and reducing the time required for agricultural products. The deterioration of the relationship and the economic loss to a certain extent can further reduce the transaction cost and bring economic benefits to the enterprise.

## **2.3 Online Marketing of Agricultural Products**

American economist Malone divides the concept of network marketing into broad sense and narrow sense. The broad sense refers to the transformation of the entire transaction process through modern information technology, which includes pre-sale, mid-sale and after-sale products. From the production of products to the logistics, from the marketing of commodities to the payment of commodities and even the delivery of commodities, the whole process is electronic, and in a narrow sense, it refers to the electronic trading of commodities. Kleindl analyzes network marketing from three perspectives: firstly, it distinguishes between network marketing and online retailing in the macroscopic aspect; secondly, it explains the relationship between enterprise e-commerce and network marketing in the mesoscopic aspect; finally, it analyzes the network marketing in the microscopic aspect. It has a good guiding role for the construction of agricultural product network marketing model (Kleindl, 2010). Economist Kotler Armstrong defines network marketing, he believes that network marketing is a marketing activity carried out through a network

computer system, which is to electronically connect consumers with distributors, which is carried out through network computers. marketing activities. American economist Thomas Malone divides the concept of agricultural product network marketing into two aspects: broad and narrow. In order to realize commercial activities, the network marketing of agricultural products in a broad sense must be supported by information technology and other aspects. The management and operation of agricultural products, as well as the design and manufacture of products, while the narrow concept of online marketing of agricultural products refers to further matching between sellers and buyers through electronic means, thereby further marketing agricultural products (Xue, 2022).

## **2.4 Research on the willingness of farmers to participate in the online marketing of agricultural products**

Ajzen's theory of planned behavior (TPB for short) points out that an individual's subjective judgment on the probability of a certain behavior is behavioral willingness, which is the best way to predict behavior, and the formation of personal will will be affected by the subject's behavioral attitude, subjective Aspects of norms and effects on behavioral cognition. The more positive the behavioral subjects are towards specific behavioral attitudes and subjective norms, the stronger the perceived behavioral control, and the stronger their willingness to carry out the behavior. Li Yan and Zhou Qiongjie pointed out that Internet thinking is the core of farmers' willingness to participate, which is also the most important feature of farmers' willingness to participate. Generally, farmers who are willing to participate in the online marketing of agricultural products dare to constantly try new methods, dare to innovate in commodity management, and are accustomed to breaking through conventional thinking and using novel and original methods to solve problems (Li & Zhou, 2018). Farmers who participate in the online marketing of agricultural products usually have a strong mentality of seeking innovation, development and change. When they are dissatisfied with the status quo of life, they will pursue market opportunities, change the status quo through their own efforts, and change their lives through their own struggles. status quo. The growers who participate in the online marketing of agricultural products generally have a higher level of education, higher enthusiasm and willingness to learn, and generally learn online marketing through various methods such as learning from acquaintances, social networks, online forums, and professional training. Zhang Yifeng conducted an empirical test on the influencing factors of farmers' willingness to participate in online marketing of agricultural products. The test results showed that farmers' income from agricultural products accounted for the proportion of annual household income, the scale of farmers' agricultural products, received rural e-commerce training, and had access to computers and online shopping. Experience will effectively increase farmers' willingness to participate in fresh fruit e-commerce sales; and logistics convenience, as a hardware guarantee for the development of fresh fruit e-commerce sales, also positively promotes farmers' willingness to participate in online marketing (Zhang, 2019).

## **2.5 Research on the current situation of online marketing of agricultural products**

Song Tao analyzed the current tasks and goals of agricultural development, and pointed out that its important task is to strengthen the marketing of agricultural products, and network marketing is an important way of agricultural product marketing (Song Tao, 2012). In summarizing the development path of the marketing system of China's agricultural products enterprises, Li Qi found that China's agricultural product market still lacks the supervision of agricultural products, the agricultural products enterprises have not received good financial support, and the talent pool is far from enough. As a result, the sales ability of agricultural product enterprises in the market has declined, and the innovation ability has been lacking (Li, 2010). In 2018, the 41st "Statistical Report on Internet Development in China - Scale of Rural Netizens" mentioned that as of December 2017, the number of Internet users in rural China accounted for 27% of the total number of Internet users, and the scale was 209 million, compared with the end of 2016. Compared with this, an increase of 7.93 million people is an increase of 4.0%. From this data, it can be seen that the proportion of Chinese rural netizens participating in the Internet is gradually increasing, and more and more farmers are beginning to understand and use the Internet. Zhao Chengbai believes that the innovation in traditional marketing has become network marketing, which is also the inheritance of its original model. Network marketing theory and traditional marketing theory are in the same strain. The emergence of online farmers' markets, the rise of online agricultural product wholesale markets, and the characteristic marketing of agricultural products or services , target market based on market segmentation, etc. These are all innovative models of online marketing of agricultural products (Zhao, 2010).

## Chapter 3 Research Method

The article is titled "Research on Internet Marketing Strategy of Farm Strawberry", using literature research method, interview method and other research methods. Summarized as follows:

### (1) Literature research method

The literature analysis method is a research method that forms a scientific understanding of the research topic from the current research progress to the research trend and direction by searching, collecting, reading and arranging and analyzing the research results and materials related to the theme. by literature search

method, find the advantages and disadvantages of the existing research results, draw on their ideas and methods, and put forward the basic ideas of this project research

and main methods, forming the core viewpoints and countermeasures of this paper.

### (2) Interview method

The interview method refers to the research method in which the investigator communicates with the respondents through direct communication to obtain data. The biggest advantage of this survey method is that interviews can be conducted according to the characteristics of the interviewees, and the research data obtained through the interviews are more authentic and reliable. This study intends to conduct interviews with farmers and sellers of farm strawberries, so as to study the actual situation of farm strawberry marketing. This paper takes the online farm strawberry sales platform as a research case, combined with its current development,

An in-depth analysis of the main practices adopted by the platform and its effectiveness, and a summary of its experience and deficiencies in Internet sales. Through the case analysis method, the problems existing in the online marketing model of agricultural products in China were found; In addition, I also contacted the staff of the strawberry company's online sales platform construction, and with their help, they conducted questionnaire surveys and case interviews for special strawberry growers and buyers in the baking industry, and mastered the actual situation of the online sales platform for agricultural products and its application. In addition to the deficiencies in the current operation process, the experience and difficulties of the sales platform in the context of "Internet +" in practice are more clearly understood and recorded, so that after summarizing and analyzing, practical suggestions for improvement can be put forward. In order to promote the real implementation of the construction of the online sales platform, and promote the better development of agricultural product sales under the background of "Internet +".

## Chapter 4 Research Analysis

### 4.1 Opportunities

#### 4.1.1 Policy encouragement

In the implementation of the rural revitalization strategy since the 19th Party, the state, Liaoning Province, Dandong City and other governments at all levels have issued various policies around the "rural revitalization strategy and the cultivation of new agricultural business entities". Farmers' online marketing of self-produced agricultural products has become one of the objects of various policy support. For farmers who produce and sell their own strawberries online, Dandong strawberries have become one of the 200 national geographical indication agricultural products, which means that Dandong strawberries have been recognized by the country. In the process of online marketing without product display, Dandong strawberries will be Therefore gain more trust (Tian, 2015).

#### 4.1.2 Residents' Consumption Level

China's per capita disposable income has shown a steady growth trend. This is good news that the overall purchasing power of residents will continue to increase. For farmers to market their farm strawberries online, the increase in residents' disposable income means that residents will be less constrained by economic conditions when purchasing high-quality strawberries online.

#### 4.1.3 Network Facilities

First, the network infrastructure in China's rural areas is gradually improving, especially in the Dandong area where farmers are located. The network infrastructure has reached a level that meets the basic requirements for carrying out e-commerce activities, which provides farmers with the possibility of online marketing of strawberries; second, China's online shopping platforms are booming: specialized shopping platforms such as Tmall, JD.com, Suning, etc. have huge traffic. Non-specialized shopping platforms, such as Douyin, Kuaishou and other live streaming platforms, all support online transactions. Red live broadcast sales have also become a new retail method that ignites the market; third, the online transaction system is perfect, and the technologies of third-party software such as Alipay and WeChat have already matured, covering the whole country and operating stably.

#### 4.1.4 Transportation

First, in terms of collection and delivery. With the continuous elimination of the "last mile" problem, China's rural logistics system is gradually improving. In the Dandong area, where farm strawberries are concentrated, there are postal EMS or SF Express collection points to undertake national express; secondly, in terms of delivery speed. In the peak season

when strawberries are ripe, Postal EMS and SF Express can ensure the timeliness from collection to recipient: delivery within 24 hours in provincial capital cities and first-tier cities, within 48 hours in second-tier cities, and third- and fourth-tier cities. Or some villages and towns will be delivered within 72 hours; in addition, the strawberries in the province, and the express delivery in the province, will be delivered on the same day as soon as possible. For farmers, these can not only ensure the convenience of delivery, but also ensure the freshness of strawberries. Perfect technology is an opportunity for farmers to market their farm strawberries online. Because the perfect technology makes it possible for farmers to market their strawberries online (Zhang & Li, 2020).

#### **4.1.5 E-commerce retail industry of agricultural products**

Since the emergence of traditional e-commerce, the retail industry has been undergoing changes. In 2016, Jack Ma proposed the concept of "new retail", which has given the retail industry a new trend and a new direction of exploration. Under the guidance of the retail opening theory and the new retail wheel theory, traditional e-commerce companies have explored their own development paths under the new retail situation. The newly emerging e-commerce of agricultural products has also joined the exploration army (Chen, 2022). At present, most e-commerce retail investors have not yet integrated advanced technologies such as cloud computing and big data into marketing, and some are in the trial stage, but they do not have the advantage of forming experience. For farmers' online marketing of farm strawberries, if they can grasp the essence of new retail and use big data correctly, they will be able to capture customers and rise in the transformation of the agricultural product e-commerce retail industry. The good development of the industry environment is an opportunity for farmers to market their farm strawberries online. Because the development of the good industry environment has given farmers the opportunity to try and make mistakes.

## **4.2 Threats**

### **4.2.1 Suppliers have strong bargaining power**

#### **(1) Planting process suppliers**

Suppliers in the planting process mainly include strawberry seedling growers, fertilizer suppliers, agricultural machinery suppliers, etc. The price of strawberry seedlings is mainly affected by the number of strawberry seedling growers and the number of strawberry growers. Although if the strawberry seedlings that were propagated in that year are not sold in time, it will bring great losses to the strawberry seedling farmers, but if the farmers do not plant the strawberry seedlings in time, it will cause greater losses. Therefore, the bargaining power of strawberry seedling farmers is relatively not weak; during busy farming periods, good fertilizers and agricultural machinery and tools are often in short

supply, and they must be qualified to sell fertilizers and agricultural machinery and tools. Therefore, the bargaining power of suppliers of fertilizers and agricultural machinery and tools is relatively strong.

#### (2) Online Marketing Resource Providers

Online marketing process suppliers mainly include packaging material suppliers, logistics providers, etc. Looking at all strawberry packaging material suppliers in Dandong, the pricing is basically the same and is not affected by the purchase quantity. If farmers want the right to bargain, they must contact the packaging material manufacturer, which will inevitably increase the cost of packaging material inventory, which is likely to outweigh the gains. Therefore, under the current circumstances, the bargaining power of packaging material suppliers is relatively strong; for the transportation of farm strawberries, the logistics providers are oligarchic and their bargaining power is very strong. The strong bargaining power of suppliers is a threat to farmers' online marketing of farm strawberries. Because of the strong bargaining power of suppliers, the cost of online marketing of farm strawberries for farmers is relatively high. However, most online consumers are price-sensitive, which will force farmers to either reduce profits or give up some customers (Sun, 2019).

#### **4.2.2 Consumers have strong bargaining power**

Most of the buyers of farmers' online marketing of farm strawberries are consumers who frequently shop online. The main characteristics of online farm strawberry consumers are: the ability to obtain information is stronger than that of other consumers, the loyalty is low, and the total number of farmers is smaller than the total number of farm strawberries. Moreover, farm strawberries are not necessities of life, and consumers choose alternatives lower monetary cost. Therefore, the bargaining power of the buyer is stronger. Strong buyer's bargaining power is a threat to farmers' online marketing of farm strawberries. Because the stronger bargaining power of buyers will lower the online selling price of farmers' strawberries and require farmers to provide more services.

#### **4.2.3 Great competition in the same industry**

##### (1) Farm strawberry marketer

The annual output of farm strawberries in the entire Dandong area is nearly 200,000 tons. There are about 20,000 strawberry growers, and there are hundreds of shops selling farm strawberries online. Everyone is relatively homogenized in terms of planting, packaging, and transportation. The offline marketing of farm strawberries is all over the country. Although there are no specialty stores, the dealers will advertise farm strawberries when they are sold. From this narrow perspective, in such a competitive environment, farmers are under great pressure to compete.

## (2) Other varieties of strawberry marketers

Nationwide, other varieties of strawberries with better sales and higher market recognition include Anhui Hongyan strawberry, Yunnan strawberry and Sichuan Shuangliu strawberry. Strawberries in these areas are expanding their markets outward with their respective growing areas as the center. Among them, Anhui strawberry sales topped the list. Anhui Hongyan strawberry is far from the farmer's strawberry in size, but it is very similar to the farmer's strawberry in taste. For pragmatic consumers who don't care about the size of strawberries, if the price of Anhui Hongyan strawberries is lower than that of farmers' strawberries, they will be very willing to choose Anhui Hongyan strawberries. Greater horizontal competition is a threat to farmers' online marketing of farm strawberries. Because fierce competition will force farmers to provide more cost-effective products.

## 4.3 Strengths

### 4.3.1 Self-production and self-sale by farmers have cost advantages

Compared with ordinary competitors, the advantages of farmers mainly come from self-production and sales, mainly in three aspects. First, the product is authentic and fidelity. Because it is grown by farmers, it can be guaranteed to be authentic farm strawberries; second, the freshness of the product is guaranteed. Because farmers pick carefully, and directly package and ship after picking, which saves time to the greatest extent and ensures the freshness of strawberries when they reach consumers; Various intermediate links reduce the purchase cost of consumers and at the same time increase their own profits. Farmers have advantages in online marketing of farm strawberries. Because farmers produce and sell themselves, consumers can obtain better quality strawberries at a lower cost, and farmers will also obtain higher profits.

### 4.3.2 Security aspects

First, do not apply chemical fertilizers. The seedbed of the farm strawberry is made of crushed straw, farmyard manure, bean cake and other minerals mixed with soil. The straw fermentation produces heat, minerals and organic matter that are conducive to the growth of strawberries. In the later growth process, no application is required. Fertilizers; second, physical methods to control pests and diseases. A series of physical control methods, such as soil preparation by sunlight sterilization, selection of virus-free seedlings, plastic film hanging or oil smearing, scientific air release, and regular release of Aphididae adults, have effectively avoided the use of pesticides; third, puffed fruit by temperature difference. The suitable temperature difference between day and night in Dandong stimulates the growth of farm strawberries, making them surpass ordinary strawberries. Farmers only need to release the wind and straw curtains scientifically, and do not need to use hormones to stimulate strawberries.



## 4.4 Weaknesses

### 4.4.1 Farmers lack strategies

#### (1) Product strategy

First, the existing product types of farmers are single, which cannot meet the diversified needs of consumers; second, the existing products of farmers are too large in size, and although the products are relatively cost-effective, they do not meet the needs of most consumers; third, the existing products of farmers are too large. Product packaging lacks features and is not recognizable.

#### (2) Channel strategy

Farmers have a single online channel. At present, farmers only carry out online marketing of farm strawberries through WeChat Moments, an online channel. Although the cost of acquiring customers in WeChat Moments is low, the number of customers it acquires is very limited, which directly affects sales.

#### (3) In terms of price strategy

First, the lack of pricing skills. At present, the farmers' products all adopt the integer pricing method, and the price is reduced and rounded up. Second, there is a lack of price adjustment strategies. At present, farmers use the same price regardless of holidays or the number of purchases, which is not flexible enough. The lack of strategies is a disadvantage for farmers to market their farm strawberries online. Because marketing without strategy makes farmers' marketing work very inefficient (Luo, 2017).

### 4.4.2 Online marketing is difficult to display

Product display and purchase experience has always been a difficult problem in online marketing. Offline marketing can easily enable consumers to see and experience products with their own eyes, thus prompting consumers to choose the best products they need, and often stimulate consumers to buy products that they do not even need. sales. Therefore, offline marketing can promote sales in the way of "waiting for customers to come". There is no such opportunity in online marketing. Even if consumers have relevant needs, they often give up purchasing because they have not seen the real thing, have not experienced the feeling brought by the product, or the store's product display is not in place. Most of the time, online marketing merchants need to take the initiative. find customer. Online marketing is difficult to display, which is a disadvantage for farmers to market their strawberries online. Because online marketing will lose consumers because of poor display.

## 4.5 SWOT analysis conclusion

Single sales channels, slow development of modern circulation methods

The choice of strawberry marketing channel strategy plays a vital role in the entire strawberry marketing process. Efficient and smooth marketing channels can maintain a balance of supply and demand for strawberry products in the market environment. Farm strawberry planting farms belong to areas with underdeveloped market economy. , there is

still a certain distance from the mature market environment, which is mainly reflected in the relatively low management level, modernization degree and organizational scale of the entire marketing channel construction. In this way, the output value efficiency of the distribution channels of farm strawberries is reduced. Strawberry growers regard the sales channels of strawberries as too single. In the investigation and interview, the traditional sales channels are the main ones. The most common channels are through rural brokers or directly to farmers' markets or merchants. In the survey, modern marketing channels are also gradually emerging, and new marketing channels such as online sales, picking sales or joining rural cooperative economic organizations have emerged. In the past two years, strawberry micro-businesses in online sales have sprung up, causing an uproar in the entire WeChat Moments and official accounts. However, this online and offline sales channel is not suitable for strawberry planters who are older and less educated. As far as households are concerned, they can only forget about it, but at least a considerable number of grass bodhi farmers understand this marketing channel and understand its potential just because it has not been applied to the practice of strawberry sales, and the legal system construction in the network marketing environment is not enough. Complete. The picking sales model is also gradually emerging. Although the marketing channels that have been prevalent in first- and second-tier cities have only just started in rural areas, because there are not many target consumers, and picking and sales require a certain amount of capital investment and the need for tourism and tourism Cooperation, so far picking sales have not prevailed. Joining farmers' cooperatives has always been a sales channel encouraged by local governments at all levels. Many grass grape growers have also undertaken or joined cooperatives. However, since a considerable number of cooperatives are only formalized, they have not played the role of cooperatives in the entire production and marketing process. Therefore, although new sales channels have emerged, the development is relatively slow.

Through the investigation and promotion strategy, only the publicity strategy is used in strawberry sales, but the publicity method is mainly based on word-of-mouth publicity and own billboard publicity. The form is too simple and simple. From household to word of mouth, this form of publicity lies in the fact that the strawberry growers' own products are favored by everyone, which requires a long-term accumulation and a long process, and the effective period is too long. Advertising on own billboards is a certain improvement over word of mouth. The easiest way is to mark out road signs. Now more and more advertisements are printed and pasted into road signs, or directly painted on the wall. This kind of advertisement is in the existing strawberry. It is relatively practical for growers, and the cost is not high. There are billboards in kind, which are simple and clear. However, this method of publicity alone is not suitable for large strawberry growers or new sales channels, because the publicity effect is not very good. obvious. Publicity through the media is a normal way of commercial promotion, such as radio broadcasts, TV commercials, WeChat pictures or Internet connections. Few growers choose to use this kind of propaganda due to the cost of advertising and energy. The growers who use these commercial propaganda use new marketing channels and additional propaganda strategies.

## **4.6 Finding**

### **4.6.1 The marketing strategy of farmers selling strawberries online**

#### **Market Segmentation**

##### **(1) Regional breakdown**

In the regional subdivision, according to the administrative division, the domestic market is divided into 7 subdivided markets, namely North China, Northeast China, Southwest China, East China, South China, Northwest China, Hong Kong, Macao and Taiwan.

##### **(2) Urban subdivision**

Looking at the basic customer data of farmers' online marketing Danonghu strawberry for two years, it is found that there is no obvious rule to follow in the differences and similarities between each city and each city, but the differences between first-tier cities and non-first-tier cities are Sexually obvious. In addition, in terms of the online purchases of strawberries by farmers Danong households, the new first-tier cities have much more in common with first-tier cities than they have with non-first-tier cities. Moreover, in recent years, new first-tier cities have sprung up, and their development has reached a certain level. According to the "2019 City Business Charm Ranking" released by the New First-tier Cities Research Institute on May 24, 2019, Chengdu, Hangzhou, Chongqing, Wuhan, Xi'an, Suzhou, Tianjin, Nanjing, Changsha, Zhengzhou, Dongguan, Qingdao, Shenyang, Ningbo and Kunming became the new first-tier cities in 2019. Therefore, in the urban subdivision, Beijing, Shanghai, Guangzhou, Shenzhen and the new first-tier cities are all first-tier cities, and other cities are non-first-tier cities. Therefore, the definition of first-tier cities in this paper includes new first-tier cities. To sum up, under the city segmentation variable, we divide the market into two sub-markets: the first-tier city market and the non-first-tier city market.

### **4.6.2 Target market selection**

#### **(1) Evaluation factors of the comprehensive attractiveness of the target market**

Evaluate the comprehensive attractiveness of the target market, taking into account the market segment size, growth potential, market competition, and corporate resources. Considering the market size and growth potential is because appropriate market size and market growth potential are the foundation of the company's survival and the source of its sustainable development; considering the market competition is because the market competition is too large and the company is difficult to survive, and the market competition

is too high. Small will lead to increased publicity costs; considering corporate resources is because of the particularity of farmers' self-production and self-sales, old customers and contacts have a greater impact on sales.

## (2) Evaluation of the comprehensive attractiveness of the target market

In the process of evaluating the attractiveness of a segmented market, a scoring method should be adopted, that is, if the segmented market is attractive to farmers under certain factors, one point will be awarded, otherwise, no points will be awarded. The overall attractiveness of the market segment is evaluated by comparing the scores of each segmented market. The segmented market with a higher score has a higher overall attractiveness and should be selected as the target market. Affected by production constraints and economic strength, farmers should choose sub-markets with moderate market size and growth potential, less market competition, and rich corporate resources for online marketing of strawberries.

## (3) Market competition

The regional market competition of farmers' online marketing of Danong's strawberries is greatly affected by the offline popularity of Danong's strawberries, while the offline popularity of Danong's strawberries decreases with the increase of the distance from Dandong. The Northeast region, which is the closest to Dandong City, has the highest recognition of Dan farmers strawberries and the largest market competition. From large supermarkets to farmers markets, authentic Jiujiu strawberries can be seen everywhere. There is no need for consumers to buy Danong household strawberries online. They already have a stable source of purchase. As long as the original supplier does not have major problems in quality and service, they will not change the source of purchase. Therefore, the Northeast market should not be scored under the factors of competition; the North China market, which is the next closest to Dandong, is far less competitive than the Northeast market. Especially in Beijing, Tianjin, and parts of Inner Mongolia (mainly in Ximeng and areas bordering Liaoning Province), although Dan farmers have a high degree of recognition for strawberries, the competition is not fierce. Therefore, the North China region should be scored under the factors of competition; the East China and South China markets are close to the North China market and Dandong. Danong household strawberries are not well-known in these two regions, but on the one hand, Shandong is China's largest fruit and vegetable production province. , the strawberry planting industry is relatively developed, and most of the strawberry seedlings in Shandong are imported from Dandong, so the strawberries produced in Shandong are often packaged as Dandong strawberries to be sold at low prices in East China; on the other hand, South China is rich in fruits and has a wide variety of varieties. And it is in line with the local people's eating habits, so the South China market is more competitive for Dan farmers strawberries. Therefore, neither East China nor South China should score points due to market competition factors. A little further away from Dandong City is the southwest region. There is little market competition in the southwest region, but due to the development of talent plans, the Internet and the big data industry in recent years, a large number of people who know Danong household strawberries and have contact with Danong household strawberry supply sources poured into the southwest region to market Danong household strawberries part-time online. , so the southwest region is not

a "blue ocean". Such market competition is favorable for farmers to carry out the strawberry marketing work of Dan farmers in the southwest region.

### **4.6.3 Market Positioning**

The essential purpose of market positioning is to establish a unique image that is different from competitors in the minds of target customers, thereby occupying a valuable position in the minds of target market consumers. In product positioning, brand positioning, service positioning, channel positioning, and personnel positioning, the most important things for farmers to market Danong household strawberries online are brand positioning and product positioning. explain. The determination of market positioning is divided into three steps. First, POD (points-of-difference points of difference: the target market strongly associates it with farmers, positively evaluates, and believes in attributes or benefits that other strawberry sellers cannot provide) and POP ( points-of-parity: Farmers do not have to have unique attributes or interests. There are two types of homogeneity: category homogeneity and competitive homogeneity. Category homogeneity: The target market believes that a product or service category is legal or acceptable. Credibility is a necessary attribute or benefit; competitive homogeneity: used to overcome the known weakness of farmers) to identify; secondly, to determine the core competitive advantage of farmers; thirdly, to determine market positioning.

Combined with the characteristics of farmers' self-production and sales, target market preferences and core competitive advantages, the overall market of farmers' online marketing Danong's strawberries should be positioned as mid-to-high-end. Adopt the value proposition of high quality and the same price, take safety and pollution-free as the product positioning, and take professional and reliable as the brand positioning. In terms of value proposition, we should start from both quality and price to achieve high quality and the same price. Quality includes the appearance, taste and quality stability of strawberries; the price should mainly focus on the price of a single strawberry or the price per kilogram of strawberries; in terms of product positioning, natural growth is safe and pollution-free. Since it is a natural growth, the quality of strawberries in a field will be uneven. Therefore, when formulating a marketing mix strategy, various grades of products should be developed; in terms of brand positioning, the professional should mainly communicate with consumers by integrating and promoting the relevant strawberry standards that buyers pay attention to; reliable should mainly be based on old customers. carrier to communicate.

## **Chapter 5 Conclusion And Recommendation**

### **5.1 Product Strategy**

#### **5.1.1 Building a brand**

Most of the farmer's strawberry online sellers, including farmers, do not have a clear service orientation, and most of them are routinely doing pre-sale price, product specification consultation, and after-sale damage compensation and other simple service work. However, service is essential to the product sales process, and the quality of service will affect consumers' impression of the brand. In order to establish a unique image in the minds of consumers, at this stage, services are essential for farmers. The service positioning of farmers should aim at the word "professional" to fit the market positioning of farmers. From pre-sales to after-sales, every service link must be professional. In the specific implementation, can measures such as providing consumers with strawberry storage suggestions and daily consumption suggestions can be taken before the sale? , after the sale, you can take specific measures such as return visits to the purchase experience, improve the collection of suggestions, and improve the efficiency of damage compensation. Because of the remarkable biological properties of strawberries, buyers cannot help but worry when purchasing, and all after-sale service commitments and practices will be perfected. In terms of product guarantee, we do not promise that there is no damage at all, but in order to make the company's reliable market positioning deeply rooted in the hearts of the people, farmers should set up different compensation policies for different transportation methods and different damage conditions. After testing, when strawberries are transported from Dandong to the target market by SF Express, the probability of 100% no damage exceeds 99%, and the probability of damage above 10% is 0. Therefore, when using SF Express to mail products, you can promise that if the damage is within 10%, a certain percentage of the amount will be refunded according to the percentage of damaged strawberries in the total. When using the method of self-pickup at the ordinary express delivery point, when the customer gets the strawberry, the probability of 100% no damage exceeds 95%, and the probability of damage above 15% is 0. Therefore, when using SF Express to mail products, you can promise that if the damage is within 10%, a certain percentage of the amount will be refunded according to the percentage of damaged strawberries in the total.

### **5.2 Price Strategy**

#### **5.2.1 Defining pricing objectives and pricing methods**

(1) Pricing target

Through pricing, an organization can often achieve any of the five main goals of survival, maximizing current profits, maximizing market share, and product-quality leadership. The actual situation of the farmers determines that the farmers should take the maximization of market skimming as the main pricing goal at this stage, and then transform to the goal of product-quality leader after the market foundation is established. At present, farmers are organizations that are new to the market, and the quality of the strawberries they produce is far ahead of other strawberries. Moreover, farmers have limited output, and they are small-scale production. Maximizing market skimming as the main pricing objective can help farmers limit excessive demand growth and avoid short-term supply shortages. Taking the maximization of market skimming as the main pricing goal can leave some room for farmers to adjust prices in the future. The main pricing goal of maximizing market skimming will not bring additional losses to farmers. Organic and pesticide-free green agricultural products are themselves high prices in the market, and farmers will not attract market resistance because of relatively high pricing. There are two reasons why farmers will gradually shift to the goal of product-quality leadership in the future. First, with the standardization of the process and the expansion of the scale, the productivity and output of farmers will increase. Continuing to adopt the target of skimming pricing may lead to insufficient demand and thus loss of profits; second, with the influx of competitors, the competition is becoming more and more fierce, and the blind pursuit of high prices will gradually lose buyers, and then be abandoned by the market. On the contrary, if the affordable luxury is provided at a price acceptable to consumers, and this luxury has been tested by the market, it will bring more buyers and a better corporate image.

### **5.3 Multi-platform Drainage Strategy**

Newly opened online stores have fewer views and fewer customers, as is JD.com. If farmers cannot attract a certain number of viewers, they cannot provide a basic guarantee for sales. There are two ways to attract visitors. On the one hand, with JD.com as the boundary, various promotional activities are carried out within the platform. However, this method is relatively simple and often uses price reduction as the main means, which is not suitable for the market positioning of farmers, so it is not suitable as the main strategy. On the other hand, attracting traffic through other platforms can help farmers quickly solve the problem of low page views from multiple perspectives, multiple aspects, and multiple means. Looking at domestic online drainage channels, Weibo, Douyin, Kuaishou, Yizhuan and other platforms have a large number of users, users are very receptive to promotional information, and the cost of use is easy to control. Therefore, farmers should open accounts on multiple platforms and cooperate with existing accounts with high attention to open the market as soon as possible. The ultimate goal of attracting traffic through multiple platforms is the purchase rate, so it is best to attract the browsing of the target market when attracting traffic. This requires farmers to closely match the market positioning of farmers' online marketing of farm strawberries when they open accounts or select accounts with high attention to cooperate with them. Taking Douyin as an example, if you want to gain the attention of the

target market, and the promotion is in line with the market positioning, whether it is to set up an account or cooperate with others, it is necessary to combine the topics that the target market is interested in with the professional standards of strawberry, such as strawberry. Grade standards combined with parenting, etc.

## 5.4 Promotion strategy

### (1) Advertising

Nowadays, there are many kinds of advertising methods. There are specific methods such as television, radio, print media, Internet, stations, and public accounts. Each method has its own unique population, unique role, and again, the cost is different. For farmers, they do not have much output themselves, so they do not need to put in large-scale advertisements. Instead, they should choose a highly targeted and low-cost method. At the same time, they can save relevant costs for publicity and bring new customers to old customers. Encourage on. Catching the express train of government propaganda is a good way.

### (2) Diversification of personal sales

Traditional personal selling refers to an activity in which a company sends full-time or part-time salespeople to sell to potential buyers. In recent years, with the rise of live-streaming, influencer marketing has become a new and effective marketing method. The biggest difference between the traditional personal selling method and the online celebrity selling method is that the former will only increase the number of customers of its own brand, while the latter will increase the popularity of Dandong Jiujiu Cao Grape. Customers will not only visit the farmer's online store, but also flow to the competition. competitor's online store. However, the breadth of publicity of the former is far less than that of the latter, and the latter is easier to acquire online buyers. Therefore, farmers should not use traditional offline personal selling methods to promote sales. In addition, old customers bring new customers is also a consistent way of personal selling. Diversification of business promotion methods Generally speaking, direct-to-consumer business promotion includes gifts, discount coupons, packaging promotions, lottery draws, live demonstrations, joint promotions, and invitations to customers to participate. Because the farmer's strawberry tastes obviously different from other strawberries, giving or tasting is an effective way to promote the purchase; the price is not the core advantage of the farmer's overall brand, but is the advantage of "favorable selection", so the way of discount coupons can be Applicable to some products; packaging promotion does not meet the market positioning of farmers and will not be used; lottery draws and on-site demonstrations can be carried out at the same time when the intention of the proposed delivery point is collected; joint promotion can also be adopted, taking the form of joint promotion with JD.com; Invite customers to participate It is a good way to display, you can invite some customers to the base to visit and pick, such as publicity ambassadors. In addition to these, hunger marketing methods can also be adopted. For example, occasionally "Zhengui" is limited to 10 copies, "Youpin" is limited to 15 copies, and "Hui Xuan" is limited to 20 copies. In fact, for farmers, hunger marketing is



also a booster for brand image dissemination. Because naturally grown strawberries are indeed often affected by the weather, there are cases where they are not ripe in time.

## **5.5 Maintain good public relations**

Good public relations can effectively help farmers quickly gain consumer trust at a lower cost, establish a good corporate image, and play a certain role in the sales process. In general, public relations mainly include four dimensions: government relations, media relations, consumer relations and community relations.

## **5.6 Recommendation**

With the continuous development of Internet technology and the gradual change of consumers' consumption concept, the online marketing of fresh agricultural products has received more and more attention. This research selects farmers' self-produced and self-sold agricultural products as the target, takes farmers' online marketing of strawberries as an example, analyzes the opportunities, threats, advantages and disadvantages of farmers' online marketing of strawberries, and summarizes the marketing development strategy; The market segmentation, target market selection and market positioning of today's farmers' self-produced and self-sold agricultural products, and the product positioning and brand positioning of farmers' online marketing of farmers' strawberries. On the basis of the marketing development strategy and market positioning, the online marketing mix strategy of the farmer Dandong Jiujiu Mildew has been formulated, including four aspects: product strategy, price strategy, channel strategy and promotion strategy.

A good external environment such as policy support and economic stability is important to farmers, but the most important thing is an innovative and scientific marketing mix plan. In terms of product combination strategy, this study proposes that as a self-produced and self-sold farm, farmers should develop a combination of different grades of product lines, and should not cause relatively inferior tertiary fruits to flow to cold storage because of a certain product strategy. This avoids transferring unnecessary costs to consumers, avoids wasting its own resources, and shapes its image; in terms of price strategy, this study proposes that farmers' production costs should be calculated at the market purchase price, which is more in line with the actual situation, also solves the problem that farmers cannot calculate costs because they do not have pricing power; in the channel strategy, this research proposes that farmers should use multiple platforms to attract customers and give full play to the role of the Internet; in the promotion strategy, this research innovatively put forward the highlights of the Internet celebrity promotion of "no-wash strawberries" and the method to avoid customers from flowing to competitors through the establishment of strawberry judgment standards.

There are many problems in this study, which need to be improved in future research or time. For example, due to limited energy, the literature review is insufficient, and the theoretical support is not strong enough; for example, because the actual market situation is relatively complex, the analysis of SWOT and STP is not comprehensive enough; for example, the formulation of marketing mix strategies is not detailed enough. Moreover, the market environment is complex and changing, the competition pattern is changing rapidly, and the consumer situation is constantly updated. When farmers carry out the online marketing of strawberries for farmers, they should constantly adjust according to the actual situation to seek better and longer-term development.



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