

## Research on the Construction of Electric Commodity Brand for Agricultural products—A Case Study of JiaYu County, Hubei Province

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**Abstract.** The "no. 1 document" issued by the central government in 2018 emphasizes that it is necessary to further promote agricultural branding, cultivate electronic commodity brands of agricultural products, protect geographical indications of agricultural products, and create a new development pattern of "one village, one product" and "one county, one industry". The central government attaches great importance to the construction of electronic commodity brand for agricultural products. On the basis of summarizing the present situation of JiaYu county in Hubei province, this paper puts forward some Suggestions on the construction of JiaYu county agricultural products electrical commodity brand according to the problems existing in the construction of JiaYu county agricultural products electrical commodity brand.

### 1. The introduction

Under the background of the decline of agricultural products, it is particularly important to realize the transformation and development of rural agriculture and improve the sales volume of agricultural products. One of the powerful measures to improve the sales volume of agricultural products is to create the brand of electronic commodities of agricultural products [1]. Since 2012, a large number of rural areas have started to carry out the construction of electronic commodity brand of agricultural products, among which the suichang model in Zhejiang province is quite effective. However, after 2015, agricultural products e-commerce in JiaYu county, hubei province started a mode of rapid development, but there are still some problems. Through the research on the current situation of JiaYu county's agricultural e-commerce, according to the problems existing in the development of JiaYu county's agricultural e-commerce, targeted Suggestions are put forward, which is conducive to the development of JiaYu county's agricultural economy, and facilitates the in-depth implementation of the party central committee's targeted poverty alleviation and rural revitalization strategy.

### 2. The current situation of JiaYu county agricultural products electrical commodity brand construction

According to the survey data, the online trading volume of JiaYu county in hubei province was 73.46 million yuan in 2017, an increase of 20.1% compared with 2016, among which the upward trading volume of agricultural products was 32.05 million yuan, especially the online sales volume of agricultural products in JiaYu county.

Since 2015, JiaYu county has focused on building its own characteristic brand, diversified

agricultural products brands have emerged and developed rapidly, and achieved certain construction results. According to existing data, at present, JiaYu county "doctrine of the" total number 216, 12 of them characteristic for organic certification of agricultural products, there are 13 products won the famous brand of agricultural products, charr fish ball, charr Jane lake lotus root, the charr cabbage by national geographic marks, 14 to reach the upward sales of agricultural products, the doctrine of the standard of the charr lotus root, charr fish round national geographical indication protection products, and was rated as "jingchu is superior", farmers' professional co-operatives development 520, fud vegetables professional cooperatives, lu organic vegetables professional cooperatives was named national demonstration club. On the other hand, agricultural professional cooperatives, industrial enterprises and e-commerce enterprises should be actively guided to cooperate to sell local characteristic products. At present, more than 20 kinds of products have been sold online, such as zhenhu wild lotus root, kuzhou fish circle, JiaYusesame sugar, young spring rapeseed oil, sweet potato powder, two-arbor bamboo wine making and two-arbor agricultural products, etc. It has initially formed a standardized pattern of the agricultural industrialization, set up a good position and image of Jiayu county agricultural products

### **3. Existing problems in the construction process of JiaYu county agricultural products electronic commodity brand**

#### **3.1 Low brand awareness**

With the proposal and continuous development of "Internet + agriculture", the status of brand awareness in the hearts of consumers has been continuously improved, and brand value and trust have increasingly become the core competitiveness of enterprisers. JiaYu county features a large number of agricultural commodities, whereas well-known brands are few and far between, with many of them being obscure. The majority of people engaged in agricultural production and operation of new type of agricultural management comes from countryside and has limit in intellect level, for which they pay little attention to the formulation and marketing of brands, and underestimate the value and status of brands [2]. Even many of them choose to sell out commodities in low price in harvest seasons. Consequently, people who master both agriculture and Internet technology are urgently need to take responsibility for formulation、marketing、design、package、propagation、operation and other aspects in the construction of e-commerce brand of agricultural commodities.

#### **3.2 The brand construction is in a mess**

Since 2015, even though the number of JiaYu county's agricultural products brand increase quickly, but still exist many problems, the quality of agricultural products, agricultural products brand quality and safety of agricultural products is relatively outstanding, appear even realistic-looking agricultural products, makes it hard for consumers to the brand logo accurately, which greatly reduces the agricultural products brand in the consumers' mind of trust [3].

The brand building of agriculture products needs good quality to support. But the ways of the production and operation of new agricultural companies are dispersed. Each link lacks unified standards. Different new agricultural companies have differences in the use of production materials, the hold of production link, the ways of management, and time. Therefore, it's hard to form a specific and normative rule of operation. And the differences in production technology make it hard to form a standardized production. In addition, some of the new agricultural companies pay little attention to the quality and safety of new agricultural products. Using pesticides to weed and eliminate harmful insects and not fully holding the product technology of pollution-free agricultural products lead to the difficulty in controlling the quality of agricultural products and building the brand of agriculture products in JiaYu county.

#### **3.3 Insufficient publicity in the process of brand building**

With the vigorous development of "Internet + agriculture", the role of publicity in brand building is

increasingly prominent. In recent years, although the JiaYu county government, agriculture, commerce bureau and other units of electrical goods attach great importance to the agricultural product brand promotion, publicity result is still not clear, however, a number of high quality agricultural products is still not out of the charr, has not been known to consumers, there is no large market demand, more high quality agricultural products in the charr didn't open the market, forming a good quality is best.

#### **4. The proposal of JiaYu county agricultural electrical commodity brand construction**

##### **4.1 Establish and improve brand awareness**

Under the background of Internet + agriculture, standardized and branded agricultural products have gradually played an important role in the competition. The majority of new agricultural business in JiaYu county should lay emphasis on and learn from the successful cases of agricultural product brand building in other counties and cities, and strengthen the formulation and implementation of brand building plans. Meanwhile, they should fully realize the dual importance of agricultural product brand and quality, and that brand value is greater than product value, and create their own brand of agricultural products with sincere. On which basis, the cultivation of e-commerce talents should be strengthened to provide long-term support for the development of e-commerce in JiaYu county.

##### **4.2 Strengthen brand publicity**

Making good use of the important role of new media in the field of marketing counts a lot. Using all kinds of network media platform, online offline and utilization of tourism festival, exposition, food festival and other kinds of activities, propagating its products and e-commerce thoroughly, improving the market demand and popularity of agricultural products and building brands focusing on consumers are effective measures to help establish a good brand image of agricultural enterprisers [5].

##### **4.3 Play the leading role of leading enterprises**

The local government should give the local leading enterprisers policy and financial support to fully perform their advantages in production, capital, and marketing and stimulate other new agricultural management main body in production and sale, thus forging new brands with local characteristics together [6] and promoting the development of JiaYu county agricultural e-commerce.

Furthermore, JiaYu county government will assist and provoke social forces to establish a brand institution responsible for the establishment of agricultural product e-commerce brands of all leading enterprisers and its subordinate new agricultural management main body, which will greatly promote the creation of JiaYu electrical goods brands of agricultural products.

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