

Analysis on the Application Strategy of “4V” Marketing Mix Theory

Based on the Perspective of the Perceived Value of Agricultural Products Consumer

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Abstract—In recent years, the pace of agricultural modernization in China has been accelerating, the production capacity of agricultural products has increased substantially, and the number of agricultural product brands has exploded. At the same time, consumer demand for agricultural products has become more diversified. Nowadays, the traditional agricultural product marketing model has been unable to adapt to the market development, and the information asymmetry between the regions has caused the supply and demand of agricultural products to be seriously unequal, and the contradiction between production and marketing of agricultural products has become increasingly prominent. Based on the perceived value of agricultural products consumers, this paper analyzes the application value and strategy of 4v marketing theory in agricultural products in combination with the new era 4v marketing theory, and provides reference for agricultural product marketing.

Keywords—*agricultural product; 4V theoretical; marketing model; perceived value*

I. INTRODUCTION

Under the rapid development of science and technology and social economy, the information transfer between enterprises and consumers is more diverse, which makes the enterprise marketing environment constantly changing, and also effectively promotes the continuous evolution of modern marketing mix theory. The marketing mix has gradually changed from the original producer-oriented 4p theory to the 4v theory with the core of customer satisfaction. In recent years, the marketing mix has once again developed into a 4v theory centered on customer loyalty. [1]

Agriculture plays an important role as a basic industry supporting the development of the national economy and

social stability. As a product of agriculture, agricultural products are closely related to people's lives and have a close relationship. With the development of science and technology, the variety of agricultural products in China is increasingly rich, and the sales forms of agricultural products are diverse. Consumers are more demanding on the selection of agricultural products, which makes the sales of agricultural products more and more prominent. With the advent of the era of relatively surplus agricultural products, if the agricultural product marketing predicament is not broken, it will cause great obstacles to China's agricultural development. [2] Therefore, research on agricultural product marketing is imminent.

Consumer perceived value is the subjective evaluation of the utility of a product or service derived from the benefit of the product or service perceived by the consumer minus the cost of the product or service it acquires. Customer perceived value acts as a bridge between producers and consumers. [3] The higher the customer perceived value provided by the producer, the stronger the consumer's willingness to purchase, the higher the premium that is willing to pay, and the producer has the incentive to further enhance the perceived value of the customer, and vice versa. Many scholars have conducted research on the perceived value of consumers and their willingness to purchase. The results of the study found that perceived value has a positive impact on consumers' purchasing intentions. [4]

This paper introduces the 4v combination theory into the marketing of agricultural products, and studies the impact of the 4v marketing mix on the perceived value of the agricultural products of the agricultural products. In this way, it provides new ideas and strategic support for the marketing of agricultural products in China.

II. THE AGRICULTURAL PRODUCT MARKETING DILEMMA AND REASONS

A. The Homogenization of Agricultural Products is Serious and the Brand is Difficult to Shape

Under the background of rural revitalization, agriculture has been strongly supported by the government. In recent years, the number of agricultural product brands has increased sharply and flooded into the market. At the same time, the taste, shape, market and other homogenizations make consumers unable to identify the brands of agricultural products, which seriously hinders the shaping of the brand image of various agricultural products.

B. Single Agricultural Product Distribution Channel, High Transportation Cost

The economic development in some regions of China is still at a relatively backward stage. The distribution of agricultural products still uses traditional distribution channels – the distribution channel model based on agricultural products transportation and marketing. Producers of agricultural products sell agricultural products in the form of spot transactions at the township (township) or city (county) level farmer's market. The agricultural products are directly distributed from the producers to the agricultural wholesalers or consumers. [5]

In this kind of agricultural product distribution channel, conflicts often occur in the circulation link, the channel members are unstable, and the default rate is high. In addition, the circulation technology is not developed, and the circulation industry is single, which makes the agricultural product marketing channel costly and the circulation efficiency is low. [6]

C. The Price Elasticity of Agricultural Products is Small, and Consumer Brand Dependence is Weak

As a necessity of life, agricultural products have small price elasticity, and their price changes cause a small change in the supply and demand. [7] And the homogenization of agricultural products is serious. Therefore, consumers are more concerned about the selection of agricultural products, paying more attention to the differences in product brands in different regions, making it difficult to form brand loyalty and weak dependence on agricultural products brands.

D. Agricultural Product Marketing Professionals are Missing, Agricultural Products are Difficult to Rise

The age structure of rural permanent residents is relatively high. At present, most of the agricultural products marketing is the birth of farmers, and the general education is low. In the past, it was mostly for production and marketing. Although a group of small business hawkers have developed into brokers specializing in agricultural product marketing, they lack professional training and it is difficult to integrate modern marketing and integrate agricultural production, marketing planning and sales implementation. Talent is even rarer. [7] In addition, most of the outstanding professionals are not willing to go deep into the countryside

and are reluctant to innovate in agriculture, which makes the outstanding compound talents who are willing to dedicate themselves to agriculture seriously lacking, and also hinders the marketing of agricultural products. [8]

III. BASED ON 4V MARKETING THEORY OF AGRICULTURAL PRODUCT MARKETING STRATEGY

The previous article analyzes the current dilemma of agricultural product marketing. Breaking the marketing dilemma of agricultural products and achieving sound development requires not only national support and social attention, but also the need for individual agricultural product brands to "recognize the situation, clearly locate, identify needs, and develop differentially" for self-salvation. Based on the four elements of 4v marketing theory, this paper studies the impact of changes in the four dimensions of agricultural products, such as differentiation, functional flexibility, added value, and resonance, on consumers' perceived value, and thus on consumers' willingness to purchase. Explore the development strategies of agricultural pr

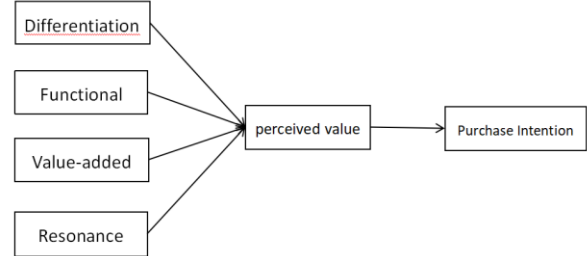


Fig. 1. The influence of "4v" theoretical factors on consumers' perceived value and purchase intention.

A. Agricultural Product Differentiation

Differentiation is the production of products with better performance and quality than the existing level of the market, or the use of flexible marketing methods to promote, in order to establish a unique image in the hearts of consumers, and pursue the irreplaceability of products. [9]

At present, a large number of agricultural products enter the market, and all aspects of agricultural products are becoming more and more assimilated, and brands are hard to stand out. According to the survey results, differentiation can increase consumers' brand perception and thus enhance their perceived value, such as thousands of square watermelons popular in recent years. Agricultural product brands should clearly define their positioning, focus on the customer's senses, emotions, thinking, actions, associations and other dimensions, analyze the customer's entire process behavior, and bring customers the experience different from the general brand through the most intuitive product, image and market differentiation.

First is to design featured products to create product differentiation. By changing the taste, physical shape, and product packaging of agricultural products, we can create distinctive agricultural products. By implementing this strategy, brand products are significantly different from other

products in terms of quality, image, etc., bringing greater impact to consumers, satisfying consumers' demand for distinctive products, and enhancing consumer perceived value.

Second is to clarify market positioning and focus on market differentiation. The prices of agricultural products are generally low. The current agricultural product enterprises rarely have market segmentation and target market choices. They generally choose non-differential marketing, which makes the brand unable to leave deep memories in the hearts of consumers. Choosing an appropriate market segment, analyzing the consumer demand in its market segments, launching more distinctive products, and easily breaking the same barriers, make the brand stand out. When choosing a target market, in addition to considering its own advantages, consumer preferences, horizontal competition, government intervention, psychological distance, market development, political sensitivity and many other factors need to be considered. [10]

B. Elastic Functionalization of Agricultural Products

Functional flexibility refers to a series of products that provide different functional combinations based on the core functions of the product. By adding some functions, the products become high-end products; by reducing some functions, the products become low-end products. Meet the consumption habits and affordability of different customers. [9]

On the one hand, with the rapid development of agricultural technology, the technology and production are integrating. On the other hand, the continuous improvement of the material living standards of the people, consumers no longer meet the single function of agricultural products. Agricultural product brands can improve the quality of agricultural products by increasing the function of agricultural products according to the needs of their target markets. They are no longer just a single edible agricultural product or medicinal agricultural product to enhance consumer perceived value.

It is necessary to expand the extension function of agricultural products. Through the improvement of agricultural production technology, the function of agricultural products will be increased, and the functions of agricultural products will be more and more abundant, so as to increase the value of agricultural products and improve the quality of agricultural products. At the same time, the increase in the function of agricultural products, although the cost may be improved to some extent, but the cost is lower than the cost of superimposing the same multi-functional products, which can advantageously increase the perceived value of consumers.

C. Added Value

Value-added refers to the product value of an enterprise, including not only the basic value formed by labor consumption, but also the added value formed by factors such as brand, culture, technology, marketing and service,

and the proportion of added value in the value composition shows a rising trend. [9]

Today, with the continuous extension of the processing chain of agricultural products and the increasing enrichment of related industries, the added value of agricultural products is highlighted by the individualization and diversification of consumer demand. The overall value is gradually increased from the basic value level that meets people's physiological needs to the experience value and emotional value. The four added value levels of social value and innovation value expand, and the added value of agricultural products in the overall value composition shows an upward trend. Carrying out the "add-value" marketing activities to explore the added value of agricultural products is the development direction of modern agricultural products marketing, and is also of great significance for enhancing the brand value of agricultural products enterprises.

1) Improving the consumer experience: According to Holbrook's consumer value theory, Mathwick et al. proposed the concept of "experience value", which means that the experience value is the perception and relative preference of the product attributes or service performance generated by the consumer through interaction with the consumption environment.[11] Based on the above concepts, this paper defines the experience value of agricultural products as the perception of the value of agricultural products when consumers consume agricultural products. Let consumers feel the value of products is the premise and basis for attracting target customers to purchase. Valuable goods are worthy of consumers' investment time, money and energy. Therefore, agricultural product marketing needs to pay attention to and enhance consumer experience and value perception.

2) Food safety: The emotional value of agricultural products refers to the ability or utility of agricultural products to change the emotional or emotional state of consumers, mainly reflected in whether consumers trust the producers and feel comfortable with the products. [12] At present, the safety situation of domestic agricultural products is frequent, and food safety has become an important issue for everyone. As far as consumers are concerned, the emotional experience of consuming agricultural products is mainly reflected in consumers' confidence in the quality of food. Starting from the emotional value of agricultural products, the solution to its marketing dilemma lies in providing quality assurance of agricultural products, so that consumers can buy with confidence and eat with confidence.

3) Taking advantage of social networks: The social value of agricultural products is based on the good relationship that consumers make with companies when they buy agricultural products. On the one hand, the social relationship between enterprises and consumers is an important factor affecting the marketing of agricultural products. The guiding role of good interactions can stimulate consumers to pay attention to and support

agricultural products and enhance the brand value of agricultural products. On the other hand, word-of-mouth communication in the process of consumers using social media is an important source of marketing information for agricultural products. Through the use of social networks, low-cost, high-spreading spread of agricultural marketing information can be achieved.

4) *Innovative production and sales links*: Innovations in product categories, packaging and marketing methods can bring new consumer experiences to consumers, and innovations that cater to consumer demand will stimulate consumers to generate new consumer enthusiasm. In terms of agricultural products, we can develop or optimize product categories through the improvement of planting management technology, meet the differentiated needs of consumers through miniaturized packaging, refined packaging, and personalized packaging. At the same time, it is convenient to make full use of the network platform for creativity and precision.

D. Resonance

Resonance refers to the company's stable supply of products and services with the greatest value innovation from the perspective of value level, enabling them to experience the actual value of products and services, and make customers become lifelong customers of the company [9].

Paying attention to the maintenance of the relationship between agricultural products enterprises and consumers can effectively improve consumers' initiative in marketing activities and stimulate consumers' creativity. In the end, it can achieve the purpose of increasing consumer perceived value and enhancing consumer loyalty to agricultural products brands.

It is possible to focus on customer relationship maintenance. As one of the daily consumer goods, agricultural products are always present in people's production and life, and the relationship with consumers is extremely close. Maintaining good customer relationships can enhance consumers' trust in the company, promote conceptual communication and emotional communication between consumers and enterprises, and enhance the image value of the company in the hearts of consumers. Agricultural product marketing should establish the concept of customer resources, regard the relationship with consumers as an important enterprise resource, pay attention to the management and maintenance of customer relationships, and maintain a close and good relationship with consumers. Companies can maintain relationships with consumers by establishing customer return systems and enhancing communication with key customers.

It is convenient to improve consumer engagement. Enhancing consumer interaction is an important way to enhance consumer engagement. Consumers' full participation in interaction and mining of interaction value can promote the resonance between consumers and enterprises. In the marketing of agricultural products, consumers should be promoted in the marketing activities

and initiative, so that consumers from passive participants to active content exporters.

IV. CONCLUSION

This paper analyzes how the Chinese agricultural product marketing uses the "4v" combination theory from the perspective of consumers' perceived value of agricultural products. When the agricultural product brand formulates the agricultural product marketing strategy, it can flexibly use the 4v combination theory, which can play a positive role in the development of agricultural product brands.

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