



# Research on Online Marketing Strategy of Tibetan Incense Pork Under the Background of "Internet +"

Zhao Xiao<sup>1, a</sup>, Liu Li<sup>2, b\*</sup>, Ming Zhu<sup>3, c</sup>, Duan KaiBo<sup>4, d</sup>, Entao Lin<sup>5, e</sup>, Xuemei Liu<sup>6, f</sup>,  
Baimazhuoga<sup>7, g</sup>

<sup>1</sup>School of management, Changchun Institute of Technology, Changchun, China

<sup>2</sup>School of management, Changchun Institute of Technology, Changchun, China

<sup>3</sup>School of management, Changchun Institute of Engineering, Changchun, China

<sup>4</sup>School of Mechanical and Electrical Engineering, Changchun Institute of Technology, Changchun, China

<sup>5</sup>School of management, Changchun Institute of Technology, Changchun, China

<sup>6</sup>School of management, Changchun Institute of Technology, Changchun, China

<sup>7</sup>School of management, Changchun Institute of Engineering, Changchun, China

<sup>a</sup>e-mail: xiaoZhao\_1030@163.com

<sup>b\*</sup> Corresponding author e-mail: li.liul@outlook.com

<sup>c</sup>e-mail: xzlxm1x2022@163.com

<sup>d</sup>e-mail: kaiboduan315@163.com

<sup>e</sup>e-mail: 1582039294@qq.com

<sup>f</sup>e-mail: liu2310619124@163.com

<sup>g</sup>e-mail: 3569192920@qq.com

**Abstract.** The new Internet form —— "Internet +" has broken the conventional Internet model, produced a new network marketing industry, combined with the traditional agriculture, and opened up a new road for the development of "Internet +" agriculture. Under the background of Internet development, the use of network sales has become an important way for enterprises to obtain the market. This paper takes "old uncle home pork" as an example, based on the current situation of Tibetan pork marketing, using the consumer overall model, consumer behavior roulette, Peter model and about consumer network consumption behavior habits survey result discusses the problems existing in the Tibetan pork marketing and reasons, the comprehensive consumer network purchase mechanism model. The paper analyzes the network marketing environment of Tibetan incense pork, analyzes the network marketing strategy selection for enterprises according to the survey results, puts forward the corresponding strategy from the aspects of differentiation, function, addition and resonance, and puts forward the corresponding network marketing safeguard measures according to the strategy.

**Keywords:** Internet +; Tibetan incense pork; network marketing; marketing strategy;

## 1 Introduction

With the development of economic level and the improvement of information technology, the Internet economy become the current boom, gradually gave birth to a new Internet form —— "Internet +", broke the conventional Internet model, produced a new network marketing industry, combined with all walks of life, including traditional agriculture, opened up a new road of "Internet +" the development of agriculture. And the Tibetan incense pork is China's "plateau treasure", China's pork industry also has a great change along with the economic take-off. Under the background of Internet development, the use of network sales has become an important way for enterprises to obtain the market. Due to the initial influx of Tibetan incense pork into the network management field, due to the limitations of resources and capabilities, it not only faces the lack of marketing ability, product homogenization and other problems, but also faces the increasingly fierce external competition. How to effectively use the network marketing model, and constantly improve the level of network marketing, is a problem worthy of attention and discussion.

It plans to use an online marketing model to raise the popularity of Tibetan pork and promote the Tibetan pork industry in Tibet. This paper takes "old uncle home pork" as an example, based on the Tibetan pork marketing situation, using the consumer overall model, consumer behavior wheel, Peter model and survey about consumer network consumption behavior habits discusses the problems in the current Tibetan pork marketing and reasons, comprehensive consumer network purchase mechanism model, and according to the strategy put forward the corresponding network marketing safeguards.

## 2 Review of related research on online marketing of agricultural products

Foreign countries explored the marketing strategy of agricultural products much earlier than China, and put forward many theories with great reference value, which is worth exploring and analyzing. At the same time, on this theoretical basis, after absorbing beneficial experience for China and combining with China's national conditions, we can improve the domestic agricultural product operation ability. The foreign exploration of agricultural product marketing theory has explained the sales path, brand protection, export and import of agricultural products and other aspects, given opinions on the sales form, operation mode and other aspects of agricultural products, enhanced the theory of agricultural product marketing strategy, and helped many researchers realize the necessity of agricultural product marketing strategy construction. In addition, This kind of theory also enables domestic agricultural product researchers to more clearly understand and master the agricultural product marketing theory, and adds more development impetus to the research in the field of agricultural product sales.

Wang Jing et al. <sup>[1]</sup> proposed a digital enabling green agricultural product circulation system based on the current situation of China's green agricultural product circulation system and the existing problems. Gao Qisheng et al <sup>[2]</sup>, And the influence of consumer

motivation on green agricultural product purchase behavior is obviously greater than the influence of consumer cognition level on green agricultural product purchase behavior. Domestic scholars analyze the "hitchhiking" behavior in the brand construction of green agricultural products - the behavior of saving costs, not following the green agricultural product production specifications, and trying to use the brand to obtain green agricultural product benefits. Therefore, it is necessary to reconstruct the power relationship between cooperatives and members, endow cooperatives with the right to participate in and supervise the production process of green agricultural products for farmers, and establish the power sharing between cooperatives and farmers in key agricultural production links. So as to suppress the "free riding" behavior [4]. Elaborated the rural revitalization strategy and Lin'an hickory industry, analyzed the current situation of network marketing of Lin'an hickory industry under the background of rural revitalization, and proposed the marketing strategy of Lin'an hickory [7]. In view of various problems faced by the development of green food enterprises at this stage, the marketing strategy of green food enterprises is proposed: increase the development and production of green food, promote the R&D and promotion of green food production technology, and build an innovation system for green food enterprises [5]. This paper studies the selection of sales mode and pricing strategy under the leadership of retailers, compares the optimal pricing and profit level under three sales modes: only selling ordinary agricultural products, only selling green agricultural products, and simultaneously selling ordinary agricultural products and green agricultural products, and discusses the impact of changes in main parameters on the optimal decision and profit [6]. Jiang Yu et al. [3] explored whether the unique product display mechanism and reputation incentive mechanism of e-commerce could promote the consumption of green agricultural products and increase the premium payment of consumers, taking Red Fuji apples as an example. The research concluded that green certification, full marks, geographical indications, big fruits, gift box packaging, JD's self support, etc. have a significant positive impact on the unit price of apple, and increase its premium payment. The premium payment for green agricultural products by consumers depends on the unique product display mechanism and reputation incentive mechanism of e-commerce. For green certified Apple, video display can significantly increase the consumption premium of products in all price segments, while full praise does not significantly promote products in low price segments. Le Junjie [8] analyzed the restriction factors and system construction mode of agricultural product online marketing in the e-commerce era.

Integration of domestic scholars research found that on the study of agricultural products marketing, mainly for the introduction of using foreign marketing theory, in the marketing way and concept, and more similar to developed countries, but has not yet developed in line with the development situation of agricultural products network marketing theory and strategy, also lack of in-depth study of network marketing, lack of research on network marketing may appear problems and its countermeasures.

### **3 Research methods and procedures**

#### **3.1 Research Methods**

This paper for the Tibetan pork network marketing enhancement inquiry analysis, early search for many consumer network purchase behavior habits and agricultural products marketing related theory data, at the same time grasp the domestic and foreign scholars in the latest situation, to promote persuasive, this paper, on the basis of agricultural products industry related experts, practitioners and scholars to analyze the current marketing level of agricultural products. Investigate each research group, examine the views of each group on the same issue, the problem includes the main level of the production and sales of agricultural products.

#### **3.2 Study process**

To ensure the accuracy of the questionnaire, this survey is anonymous. This paper uses the non-probability sampling method to issue questionnaires through WeChat, QQ and other methods. A total of 300 questionnaires were sent out, 275 were recovered, 13 were invalid questionnaires, and 262 were valid questionnaires, with an efficiency of 95.3%. The questionnaire includes two aspects of content, the first is the basic situation survey, the basic information of the surveyed population is effective statistics, designed to define and master the consumer groups of poultry meat, and the second is according to the product, promotion, price, channel, personnel, process, material environment of 7Ps theory, divided into seven different dimensions, to understand the focus of consumer groups on each dimension. The vast majority of topics are open questions.

### **4 Survey data analysis**

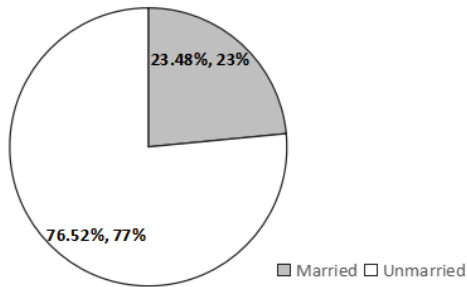
In order to ensure the accuracy of the questionnaire, this paper conducts an anonymous survey. This paper adopts the method of non probability sampling to distribute questionnaires through WeChat, QQ, etc. A total of 300 questionnaires were sent out, 275 returned, 13 invalid and 262 valid, with an effective rate of 95.3%. The volume includes two aspects. One is the basic situation survey, which makes effective statistics on the basic information of the surveyed population, aiming to define and master the consumption group of poultry meat; Second, according to the seven aspects of product, promotion, price, channel, personnel, process and material environment in the 7Ps theory, the survey was divided into seven different dimensions for classification to understand the concerns of consumer groups on each dimension. Most of the topics are open-ended.

Through the data of the questionnaire, the basic information of the respondents, including gender, marriage, age, monthly basic income and expenditure, were counted. As shown in Table 1.

**Table 1.** Sex and age distribution of the respondents

Gender / age	20-30 Years old	31-40 Years old	41-50 Years old	Over 50 Years old	Subtotal
Male	58 (65.17%)	11 (12.36%)	13 (14.61%)	7 (7.86%)	89
Female	124 (66.67%)	46 (24.73%)	6 (3.23%)	10 (5.37%)	186

There were 89 men and 186 women participating in the survey, including 65.17% men, 20-30,12.36% between 31-40,66.67% women, 20-30, and 24.73% aged 31-40. It can be seen that the survey participated mainly among the people under 40, which is related to the online survey and the use of wechat.



**Fig. 1.** Marriage status of the respondent

As shown in Figure 1. In the survey group, 76.52% were unmarried, and 23.48% were married. This was consistent with the age of the survey participants.

Income and expenditure are relative. In addition, the income also affects the expenditure to a certain extent, Generally, higher income means higher expenditure or consumption. In order to understand the impact of consumer income on the expenditure on poultry meat purchase, the survey results are collected and sorted out in Table 2 below.

**Table 2.** Monthly income and monthly expenditure on the poultry meat purchases

Monthly income \ purchase expenditure (Yuan)	Below the 500yuan	RMB 500 to RMB 1,000	From 1,000 yuan to 2,000 yuan	More than 2,000 yuan	Subtotal
Below 8,000	116 (70.30%)	28 (16.97%)	14 (8.49%)	7 (4.24%)	165
8000 to 15000	23 (44.23%)	16 (30.77%)	8 (15.38%)	5 (9.62%)	52

From 15,000 to 20,000	18 (39.13%)	9 (19.57%)	11 (23.91%)	8 (17.39%)	46
More than 20,000	3 (25.00%)	2 (16.67%)	1 (8.33%)	6 (50%)	12

As shown in Table 2. Of the 165 people with an income of less than 8,000 yuan a month, Of these, 70.30 percent spend less than 500 yuan per month on poultry meat, About 16.97 percent spend between 500 yuan and 1,000 yuan a month; There are 52 people earning 8000 to 15000 yuan a month, Among them, 44.23% of the people's monthly consumption amount of less than 500 yuan, Of 30.77%, the monthly consumption of 500 yuan to 1000 yuan; Forty-46 people with a monthly income of 15,000 yuan to 20,000 yuan, Of this, 500 yuan to 1,000 yuan cost 47.37 percent on agricultural products, Monthly consumption of 1000 yuan to 2000 yuan accounted for 31.58%, Spend more than 2000 yuan for 19.57%, It can be seen that the amount of consumption increases with the monthly income, It is also gradually improving;

**Table 3.** Frequencies with which respondents purchased poultry meat weekly

Name	Option	Frequency	Percentage (%)
How often do you buy your produce every week?	About 1-2 times in 1 week	121	72.02%
	This is done 3-5 times in 1 week	36	21.43%
	6-7 times 1 week	5	2.98%
	Over 7 times in 1 week	6	3.57%
Amount to		168	100

As shown in Table 3. According to the survey, 72.02% of people buy agricultural products 1-2 times a week, 3-5 times a week, 21.43%, and only 2.98% of more than 6 times, which is related to the general young and unmarried people participating in the survey.

## 5 Analysis of the old uncle home of the incense pork network marketing status quo

There is a relative lack of professionals. Planting agricultural products is middle-aged, it is not willing to accept new ways of production and sales, only willing to conformist, refused to accept the new professional training, which leads to again good resources are difficult to use, in addition, farmers' culture degree is low, old uncle home pork farmers have six, including farmers below junior high school education accounted for more than 60%, a low level of culture leads to farmers marketing awareness and the ability to use information is weak. The other part of the network marketing crowd includes enterprise employees, basically, art workers, customer service, operation, network promotion personnel, etc., these positions are in large demand, but there

are not many suitable related professionals, even more in rural areas, resulting in the old uncle's incense pork network marketing is greatly limited.

The network feedback mechanism is not perfect. Network feedback mechanism can play a logistical role in network marketing for enterprises, but no mature network feedback mechanism may destroy a brand, so that it can not survive in the network age.

The network feedback mechanism of Lao jiu's incense pork is not mature enough, and the after-sales problems of consumers can not be solved timely and effectively, resulting in a bad brand reputation. Product display is not the standard. One way for consumers to understand the product by making online purchase is to communicate with customer service, and to watch the product display pictures and videos of the brand. Without real-time product display, it leads to a big psychological gap between consumers for product display and physical objects, which reduces the credibility of consumers for the brand.

Quality control is not strict enough. One way for consumers to understand the product by making online purchase is to communicate with customer service, and to watch the product display pictures and videos of the brand. Without real-time product display, it leads to a big psychological gap between consumers for product display and physical objects, which reduces the credibility of consumers for the brand.

## **6 Consumer online purchase mechanism model**

Based on the theory and consumer behavior model related to consumer behavior, this paper analyzes the research results of consumers' online purchase behavior, and obtains the model of the online purchase mechanism for consumers, as shown in Figure 2. This model includes five steps: first identifying online products, collecting information, shopping around, deciding to purchase, and using feedback. Reflect the usual process of consumers buying goods on the Internet.

First of all, consumers will see a product on online shopping platforms or social networking platforms, which may be just what they need or may trigger their potential demand, thus stimulating their interest; Then consumers will collect information about the product, including function, price, quality, etc; Then, compare the products with those of other different stores in terms of price, quality, reputation, etc. Based on this, make a purchase decision, consider whether to buy and where to buy; Finally, feedback on the product to the merchant after use, including whether the product meets his needs after use, evaluation and suggestions. This model mainly describes the general steps of consumers' online shopping, which can be used to study how enterprises conduct online marketing through the steps of consumers' online shopping, so as to improve the popularity of enterprises; It can also explore the factors that affect consumers' purchase in the Internet + era, so as to make online marketing strategies and solve existing problems of enterprises; And how to improve enterprise reputation through products.

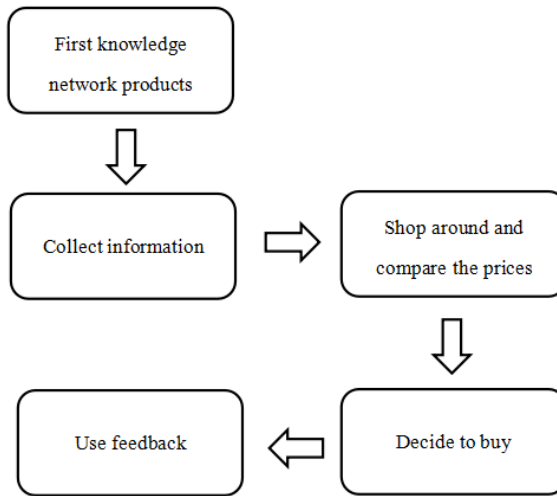


Fig. 2. Model of consumer network purchasing mechanism

## 7 Conclusions and suggestions

Through sorting out the survey data, this paper draw a conclusion that the quality and service of poultry meat play a decisive role in its marketing. Therefore, this paper should formulate detailed quality management standards for each link. Put the service and satisfaction of consumers in the first place, and let consumers recognize and satisfy Uncle Pork. The reason why people buy poultry online is that online shopping is convenient, with good quality, high nutritional value and strong packaging personality. They believe in brands and prices. It is believed that the main and secondary defects of online poultry procurement are: lack of quality assurance, untimely delivery, poor after-sales service, unaffordable price and safe offline procurement. It is recommended to use some simple and understandable language to introduce the features, advantages and other aspects of the product when it is released. But try not to use extreme words, such as the best, the most effective and other exaggerated words inconsistent with the facts. Online ads can be placed on different websites at any time, and can be accurately positioned in various forms. Therefore, online marketing of Tibetan pork can also advertise online, such as Tiktok's home screen ads and banner ads, which are sent to consumers in the form of online advertisements. Consumers can click the link to access the portal to learn more about details and purchases.



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