

Research on Brand Construction of Characteristic Agricultural Products in Wuhan City, Hubei Province under the Background of "Internet Plus"

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Abstract—This paper focuses on the theme of “The Research on Brand Construction of Characteristic Agricultural Products in Wuhan, Hubei Province under the Background of ‘Internet plus’”, and studies the brand construction of featured agricultural products in Wuhan. Taking BESTORE in Wuhan, Hubei Province as an example, the paper analyzes the way to achieve success under “Internet plus”, in order to provide reference for the construction of featured agricultural products brand, and hopes that in the new model of “Internet + Agriculture”, it can make breakthrough in the issue of agricultural product brand building.

Keywords—Internet plus, agricultural products, brand building, Hubei Province

I. INTRODUCTION

A. Research Background

The issue of "agriculture, rural areas and farmers" has always been one of the most important issues of the Party Central Committee under the leadership of Comrade Xi Jinping. One of the major decision-making arrangements made by the party's 19th National Congress is to implement the rural revitalization strategy. In 2018, the No. 1 Document of the Central Government clearly stated that China Characteristic socialism needs to develop a rural revitalization strategy. Revitalize the countryside, so the prosperity of the industry is the focus. We must adhere to the use of good agricultural product brand quality to flourish agricultural development, take the structural reform of agricultural supply side as the main line, use the advantages of modern "Internet plus", innovate the brand building of agricultural products.

Hubei Province is rich in agricultural resources, occupies an important position in China's agricultural products [1], it has national key leading enterprises and provincial leading enterprises, but there is still no one can gain an advantage in the fierce competition and form its own popularity. Therefore, Hubei Province really needs to find ways to establish its own agricultural product brand to expand its influence.

B. The Goal and Purpose of Research

The country's support for e-commerce in recent years, especially in China's agricultural e-commerce, today's agricultural e-commerce has reached a period of comprehensive development. And today's "Internet + Agriculture" has quickly formed a new way of building agricultural products; this innovative model has great advantages in financing, logistics,

sales and services [2]. Under the background of such social development, vigorously developing the brand building of agricultural products is of great significance for improving the competitiveness of agricultural products in Hubei Province, raising the income of farmers, solving the problems of agriculture, rural areas and farmers, and ensuring the quality of agricultural products.

Today, with the development of science and technology, we need to seek new and more cutting-edge ways to establish agricultural product brands, from the original only the agricultural products in the province as the center to the consumer's favorite, to meet the needs of various consumers, so that the products are more unique and humanized, to improve the competitiveness of agricultural products. Only by discovering the advantages of the Internet and making good use of it can we promote the rapid development of our agricultural brands and go global.

C. Research Status at Home and Abroad

In the 1950s, Western countries began to study brand theory, the Harvard Business Review published "Products and Brands" as the earliest research recognized by most scholars, from brand positioning, image, extension, and value [3]. Lili Y Kiminami (2014) of the University of Tokyo believes that it is very important to inform consumers about the brand image of agricultural products and the food safety of agricultural products. The famous British professor Jill.E.Hobbs (2015) published an article in "Consumer Trust Attributes: The Role of Brand Trust". She believes that if we want to gain customers' trust in agricultural products, the only way is to ensure that the quality of agricultural products is without any problem. Only by doing this can we form our own influence and retain customers. [4]. Japanese economist Masahisa Fujita (2017) believes that if our agricultural product brand can meet the most basic needs of customers, they are often willing to try new things and will be willing to pay a higher price to purchase better quality agricultural products if their capabilities permit.

Chinese scholars also began to attach importance to brand building theory in the 1980s. Luo Tongyu (2014), a party school of the Bijie Municipal Committee of the Communist Party of Guizhou Province, published in the "Investigation on Branding Management Strategies of Agricultural Products"; there are still many problems in the construction of agricultural products in China. These problems have hindered the development of China's agricultural product brand building [5]. Qiu Shanlian

(2015) of Nanjing Agricultural University believes that we should focus on how to develop China's agricultural product brand in an era of fierce competition. Jin Xuemei (2016), the business school of Anhui University of Finance and Economics, mentioned in the "SWOT Analysis of China's Agricultural Product Brand Growth Environment" that the brand image of agricultural products is very important. The particularity of the brand image is in addition to the image of the brand itself, there are some nationally recognized images such as pollution-free signs, there is also the specificity of the subject and the externality of value development, which will enable the agricultural products to enjoy the convenience brought by the brand value in all aspects [6].

D. Research Content

A brand is an invisible asset. Customers can distinguish products by brand. We are now in a modernized world with developed technology, international information sharing and competition. If we want to make breakthroughs in international trade, we need to develop the construction of agricultural products brands. [7]. Developed countries have always raised our standards on the export of agricultural products, restricting the export of China's agricultural products for various reasons. Therefore, the traditional export of agricultural products is no longer applicable. We must use the advantages of the Internet to develop innovative agricultural products.

Under the new model of "Internet + Agriculture", brand building of agricultural products will encounter many problems in the practice of innovation. For example, enterprises that operate agricultural products have weak brand awareness, weak business entities, and the profit of agricultural products and brand costs. What we have to do is to guide these agricultural products operators to establish brand awareness and concepts, and gradually strengthen their business strength, reduce the cost of the brand, and standardize the construction of agricultural products brands. To strengthen the government's support for the construction of agricultural product brands, so that agricultural products brands can show a good state of development in the context of "Internet plus", so that agriculture will continue to grow.

II. THE OUTSTANDING PROBLEM OF BRAND BUILDING OF CHARACTERISTIC AGRICULTURAL PRODUCTS UNDER "INTERNET PLUS"

According to various materials, it is known that the development of Hubei's characteristic agricultural products on the e-commerce platform started relatively late. Although Hubei Province has rich agricultural resources and has the basic conditions for building characteristic agricultural products brands, it takes a certain time for the branding of goods. Therefore, there are also some problems in the process of developing branded agricultural products. For example, the brand awareness of the business entity is weak, the strength of the business entity is low, the profit of the agricultural products of the Internet and the cost of the brand, and the standardization of the brand of agricultural products, etc. To solve these problems in a timely manner, the construction of agricultural products brands in Wuhan, Hubei Province will be greatly hindered.

A. The Brand Awareness of Agricultural Products under the "Internet Plus" Is Weak

China's Internet development and progress is relatively large, but many farmers in China have low cultural level, they know less about the use of the Internet, which leads to the failure of many quality agricultural products in China to form a brand, therefore, the brand image of agricultural product cannot be developed. It is still difficult to develop farmers to develop agriculture on the basis of the Internet. Therefore; there is still a long way to use the Internet to build agricultural product brands, it takes a long time to develop agricultural product brands.

B. The Strength of Internet Agricultural Products Management Is Not Strong Enough

At present, among the many agricultural product management entities in China, mainly small producers, they all have in common, economic strength is not strong, the scale of agricultural products is not large, and the technology of emerging agricultural products is not in place, the market competitiveness is small, only advantage in the market is cheap and large. It is very rare for these agricultural products to establish a brand. Although the Internet has already relaxed the rules for entering the market for agricultural products, there are still huge problems. In order to reduce the cost of the e-commerce platform, many e-commerce platforms has strict requirements on the quantity of agricultural products. Only the agricultural products with a certain scale have certain qualifications, and it also needs to go through a series of processes. It is difficult to establish the brand, let alone increase the promotion of agricultural products brands.

C. Internet Agricultural Products Have Low Profits

According to the "Alibaba's Agricultural E-Commerce White Paper", the profit return rate of wheat processed products in China is very small, far below the average level, but the return rate of branded wheat processed products is relatively higher. Because the brand of agricultural products at the time of production, packaging costs itself require relatively high this is incomparable to ordinary agricultural products. Coupled with the transportation link, advertising, and ultimately, these expenditures account for a large part of the profits, the profits can be imagined very little, the sales price is higher, so the consumer is not willing to pay. These factors also greatly limit the sales of products, while it also affected the brand building of agricultural products, because the products could not be sold without going out of the market, the market share was low, and the brand could not be built.

D. The Variability of Agricultural Product Varieties Has Made It Impossible to Standardize the Brand

In order to better build the brand of China's agricultural products, there must be a standard in the standards of products. Because of the large number of agricultural products, there are many products that are faced when establishing a brand. These products all require a standard, and agricultural products are also affected by various factors such as soil, climate and the same agricultural products in different regions, these factors are not conducive to Brand building [8]. Now there is much publicity on the Internet, and various agricultural products are being used. The banner of eco-agricultural products and green agricultural

products appeared on the Internet platform. It is precisely because of the variety and complexity of agricultural products that the construction of agricultural product brands is also difficult.

III. CASE ANALYSIS OF BRAND CONSTRUCTION OF CHARACTERISTIC AGRICULTURAL PRODUCTS IN WUHAN CITY, HUBEI PROVINCE

A. Create Special Products and Promote Brand Formation

For the development of the company, BESTORE does not distinguish the two from the online and offline modes. The purpose is to establish a special online sales strategy. As a company, there needs to be a clear positioning for consumers: brand positioning and customer positioning. The BESTORE is to optimize the consumer experience from the fourth generation. In the past, only the snacks were added to increase the types of sales, such as fresh fruits, fast food, and desserts, the shelf life is not long, ready-to-eat agricultural products. Through this reform, it was found that fruit-based products increased the average number of purchases by customers. Wang Jipai, the general manager of the franchise management department of BESTORE, said that the customer orientation of the four generations of BESTORE has become the 80s and 90s who like to show their personality, like fashion and network.

B. Do a Good Job in Marketing and Promotion to Seize the E-Commerce Market

Now, meet the psychological needs and individual needs of all types of consumers, optimize the customer buying experience and to increase the satisfaction of purchasing and consumption, is the task of the fifth generation of BESTORE, especially hope to use the Internet this platform develops a smarter online and offline innovation model.

Yang Yinfen, the founder of BESTORE, hopes that with the technical advantages of the Internet, Analyze with big data to get models purchased by customers and the products that each customer likes to purchase are recorded and pushed. Increase the proportion of customers who are interested in the customer.

In 2012, she developed her own agricultural product brand under "Internet plus". She saw the extra benefits of online brands that many people didn't see. Taking advantage of this opportunity, she organized a small number of teams conducted small experiments. Four years later, BESTORE has achieved great results, her online sales account for a quarter of the products of similar enterprises. However, the success of BESTORE in this transformation is not only the coordinated development of the agricultural products sales to the online and offline channels, but also the technical aspects, and the investment in the hardware and software configuration.

C. Omni-Channel Development, Building Future Stores

There are many advantages to the Omni channel development strategy of BESTORE. For example, in terms of logistics costs, the logistics cost of the Internet can now be reduced by multiple channels through online and offline, more than 40% and this also saves the warehouse for placing goods. Now, BESTORE has carried out various positioning through different sales channels: first, more than 2,000 physical stores; second, various online network platforms. Such as Taboo Mall,

No. 1 shop, JD, etc.; third, life platform. Meituan takeaway, word-of-mouth takeaway, Baidu takeaway, etc.; Fourth, online social platforms, such as Weibo, WeChat, Post Bar, etc.; Fifth, APP. Increase user retention and better serve members by downloading the app.

Building a brand with the support of the Internet has many advantages. It can not only quickly build a brand, but also quickly increase the total sales of the product, enhance the team's ability, and can use the offline store as the user experience store and online sales are linked to provide a basis for the database.

IV. COUNTERMEASURES AND SUGGESTIONS

In recent years, the government has issued a number of policies on agricultural development. In particular, in the 2018 Central Document No. 1, the importance of developing agriculture has been expressed. People are also very concerned about the construction of agricultural product brands. They believe that the market for agricultural product brand construction is very promising, and Hubei Province is also the same, thus providing new opportunities for the construction of characteristic agricultural products in Hubei Province, especially in the modernized society with developed networks. We must take advantage of the Internet to improve and improve from the aspects of consumers, enterprises and government. We hope to bring the brand building of characteristic agricultural products in Wuhan, Hubei Province into a new era.

A. Focus on Consumers, Comprehensively Develop Agricultural Product Brands

1) *Pursue brand differences and enhance product advantages:* The brand building of agricultural products should be changed from focusing on the product itself to meeting the needs of customers. In the positioning of the brand, it should fully study the preferences of consumers. In today's fiercely competitive business, we need to produce different products to attract consumers; I believe that the technological advantages of using the Internet are relatively easy to achieve [9]. Comply with the development trend of agricultural products brands, so that customers can not only obtain the value of agricultural products themselves, but also feel their subsidiary value, try to provide consumers with customizable personalized products, let customers feel the power of brands, and standardize the brand. Promote the benign competition of the entire agricultural product brand market under the Internet.

2) *Focus on consumer psychology, provide quality service:* Consumers are categorized according to the age, different age groups have different preferences. For example, Children like fun; young people pay more attention to personalized products, while older people prefer economical [10]. Only by in-depth analysis and positioning of customers can we produce products that meet the needs of various customers, cater to their consumption patterns and concepts, and formulate appropriate sales methods and increase the transaction rate of online purchases. By classifying consumers and analyzing the key issues and psychological expectations of their products, such as the current young people under the pressure of fast-paced life, we need to improve the speed of transportation in logistics, to

ensure that the quality of agricultural products into their hands is Guaranteed, the products are fresh and high-value. For young people who like online shopping, they are opportunities for their brands to increase their influence, because not only will they buy again, but they will also be freely promoted on major networks. This is inseparable from technical support.

B. Expanding the Brand Effect of Agricultural Products through the Network Platform

1) *Actively adjust strategies to promote brand promotion:* It is often not enough to develop agricultural product brands based on the advantages brought by the Internet. We also need effective and feasible strategies. The platforms provided by e-commerce are divided into retail and scale. No matter which one, they are inseparable from the customers brought by the store activity strategy. At certain times, such as double eleven, double twelve, holidays, etc. A kind of preferential activity is the best choice to attract customers [11]. Enterprises can also expand the channels of sales through the Internet. Everyone can even attract young people working outside the home to return to their hometowns to start business, promote rural development, realize rural revitalization, and promote brands Promotion.

2) *Provide talent support to guide farmers' production:* The support of Internet technology is inseparable from the technical staff, Therefore, if we want to vigorously promote the construction of agricultural products, we need a large number of network technicians and professional network sales service personnel. Only when we have the guarantee of manpower and enhance our own competitiveness can we make the brand building develop rapidly. In addition, professional agricultural talents are needed to guide farmers and give them the latest technology so that they can produce green and healthy agricultural products.

3) *Cooperate with production areas to increase sales levels:* It is not long to rely only on individuals. E-commerce enterprises can cooperate with the bases that produce agricultural products. Enterprises will invest advanced technology and excellent management personnel in the base. Through long-term and stable cooperation, agricultural products can be guaranteed quality and quantity. It can produce a large number of products and guarantee quality, reduce costs and increase sales on the network platform.

C. Starting from the Enterprise, Increasing the Proportion of Agricultural Products Brands

- Using crowdfunding methods to solve the problem of insufficient funds;
- Promote product promotion through the network red economy;
- improve their own quality and integrate resources;
- Conduct industrial extension and experience agricultural culture.

D. The Government has Strengthened its Emphasis on Providing Financial Technical Support

1) *Using crowdfunding methods to solve the problem of insufficient funds:* In order to facilitate the establishment and management of the brand, the government can organize some agricultural trade fairs to find the best quality agricultural products brands and use this brand as a model and a case, for other agricultural producers to learn the practical benefits of branding [12]. Simultaneously, the government can also plan the region, link the production chains in a region, and bring together the forces of society, government and enterprises to jointly develop the development of agricultural products brands.

2) *Relying on e-commerce, implementing precise poverty alleviation:* We can help them with loans and entrepreneurship by encouraging poor households, helping them to use e-commerce as a new platform and giving them some technical support. Poverty-stricken households willing to participate in the registration to help them learn professional knowledge, based on their strengths and their preferences to determine the way agricultural products are built. It can also carry out consumer public welfare activities, encourage consumption, help poor people, and implement the task of national precision poverty alleviation. This kind of public welfare consumption activity can not only help many people who need help, but also make customers have the awareness of poverty alleviation.

3) *Encourage the development of technology to improve farmers' enthusiasm:* The government should also pay attention to the development status of agricultural product brands, encourage everyone to rely on the technology of the Internet, and constantly introduce favorable policies to attract everyone to vigorously develop agricultural production. Simultaneously, it can give financial support and tax policy concessions, reduce unnecessary taxation in agriculture or give priority to people who are actively participating, etc., and also provide support at the technical level, increase the input of technical personnel or cultivate more Technicians make them the mainstay of "Internet + Agriculture" and help farmers without technical conditions to develop agricultural brands.

4) *Strengthen standard construction, improve product quality:* Of course, the most important thing is to check the quality of agricultural products. The government should actively implement the quality guidelines for online sales, and it can also initiate the establishment of a convenient agricultural production base, set up a special experimental group, test the safety of fertilizers, etc., and urge and help producers to produce quality and quantity of green agricultural products to meet customer requirements for food safety. Relevant regulatory authorities should control all aspects of agricultural product production, carry out certain specifications on technology and safety, and fundamentally guarantee product quality [13]. Meanwhile, the production base should also promote the origin label and product barcode, so that consumers can feel the safety of the brand in the production process and lays a good foundation for brand building. The government should also increase penalties for forgery, cottage and other acts

that undermine the interests of consumers and producers strengthen market supervision and improve laws and regulations to ensure the interests of everyone.

V. CONCLUSIONS

Brands can bring brand premiums and high added value, have economic benefits, and are also objective requirements in the era of market economy, and the market and consumers have urgently needed agricultural products brands. Through the research on Hubei Province, Hubei Province has already established a basic logistics system, and will soon usher in a new stage of the development of characteristic agricultural products under the "Internet plus" of agricultural products. The development of technologies such as the Internet has brought new hopes to the development of traditional agricultural brands in Hubei, as well as new challenges [14]. First of all, because the provincial government and governments at all levels attach importance to the development of the new model of "Internet plus", many favorable policies have been introduced, and many laws and regulations have been improved to provide a good policy for agricultural development in the context of Hubei Province Surroundings. Secondly, each agricultural product production enterprise will also take advantage of the current opportunities to vigorously develop the "Internet + Agriculture" model, establish its own agricultural product brand, and achieve the perfect combination of online and offline, and expand its influence. Finally, consumers will be attracted by this new way of buying, gradually accept and like it, and eventually become the beneficiary of this reform, and drive the development of the entire model more personalized and differentiated [15]. From the perspective of buyers, customers have a lower sense of security for products, especially those with branded products, because agricultural products still have certain problems in transportation and preservation. From the perspective of sellers, China's vast rural areas have abundant agricultural products. And new generations of farmers have a certain knowledge base of the Internet. If they can provide a better platform for buyers, they can also realize the development model of characteristic agricultural products under "Internet plus"; from the perspective of industrial environment, agriculture-related issues - directly to China The focus of the government's attention, agricultural products e-commerce will become the focus of policy support.

It is believed that through the efforts of all parties, Hubei Province will have a great development prospect in the construction of featured agricultural products under the background of "Internet plus".

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