Development Trend of Agricultural Brand E-commerce Mode from the Perspective of New Media

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Abstract. With the deepening of reform and opening up, China's economic construction level has been greatly improved, and the progress of social economy has enhanced consumers' brand awareness to a certain extent. This paper mainly studies the development trend of agricultural product brand e-commerce model from the perspective of new media. This paper expounds the agricultural product brand design in new media environment elements and principles to follow, with new media, the characteristics, properties, methods, such as theoretical knowledge as the foundation, through the spread of new media commonly used methods for analysis, and combining the domestic and international excellent brand promotion, brand image design of agricultural products in the new media to make certain guidance and explored.

Keywords: New Media Time Domain, Agricultural Products, Brand E-commerce, Development Mode

1. Introduction
Agriculture is the foundation of national economy and social development, and farming has been the way of life in China since ancient times. Thousands of years of Chinese farming civilization, breeding generations of the Chinese nation. In the context of the increasingly extensive application of new media in the promotion of agricultural products, we should also pay attention to the brand image design under the new media environment, so as not to become a stumbling block to the development of agricultural products market. Nowadays, with the increasing awareness of branding, we should analyze the cultural connotation of enterprise brands according to local economic and agricultural characteristics, closely follow the production characteristics of agricultural products, and design the enterprise image with brand characteristics, so as to leave a good reputation for agricultural products brands in the whole country and even the whole world. With the development of material culture, consumers at the present stage not only greatly satisfy their material needs, but also attach great importance to their multiple psychological needs. Brands can give consumers a sense of trust and identity, and the integration of brand and culture can amplify the brand value and give brand enterprises and consumers more confidence in consumption [1]. To establish a brand, it is necessary to design a reasonable and novel brand image, and a good brand image will promote the future
development of the brand. Appropriate brand corporate image can fully reflect the brand's cultural connotation and service purpose, shorten the distance between consumers and agricultural products, and improve consumers' purchasing experience.

At present foreign markets for agricultural products brand image design research is relatively fierce, national or major agricultural organization industry association will not be jointly organized agricultural products brand marketing will regularly, encourage social personage and excellent college students actively participate in the crowd, through the design competition, cooperation management way attracts lots of community participation and interaction. Ahmad mentioned that to build an excellent brand, excellent brand image design and efficient brand management mode should be established [2]. Yang explained that the creation of different brands should be reflected in the market positioning, audience and value expression of enterprise products. Products of different audiences often have multiple brand images designed to attract buyers from all levels [3].

This paper focuses on the specific application of the agricultural product brand e-commerce development model in the new media environment, and carries out multi-layer exploration. The main exploration is how to carry out the research on the agricultural product brand development model when the new media is so widely used today.

2. E-commerce of Agricultural Products in the New Media Environment

2.1 New Media Overview

(1) New Media Concepts and Categories

New media for newspapers, radio and so on has the media means a development form, it has a more extensive mode of transmission, it can through the electronic technology, network technology application attached to the Internet, mobile phones and other communication channels, under the guidance of the era, the new media is constantly will develop in the direction of traditional media to digital [4].

The categories of new media include all digital traditional media, network media, mobile media, digital TV, digital newspapers and magazines, etc. The main categories include network blog, mobile app media, digital TV, mobile TV, video podcast, etc.

(2) Significance of the Existence of New Media

The significance of the existence of new media lies in its close recognition of people and the specific image of the world. With the decline of paper media, new media gradually began to penetrate into every corner of all walks of life. New media has become the mainstream communication carrier of our society, which makes people have complex feelings towards it. It closer to the distance people contact with the modern society, people in the reading activities, needn't to print books knowledge, sometimes only need a palm-size devices, with the help of a software or network infrastructure can be free to search the information he needs, and can set their own hobby and habit to read selectively. The function of new media is always advancing with The Times and breaking through human imagination [5]. With the advent of the post-modern communication era, text display and reading exist in a new mode, allowing people to easily obtain enough rich information. In the process of acquiring knowledge and information, it can be quickly and effectively released, such as real-time express, publicity of specific policies, etc. Even if you forget or suddenly think of a certain content on any day, you can open it at any time, which facilitates the life of modern people.

(3) Features and Advantages of New Media

Media media is characterized by large amount of information and rich content. New media medium carries almost cover the content of the social each domain, people can easily access the required knowledge of the subject, some can even get some intersection with the field of discipline knowledge, most of the difficulties of our life will be the solution of the relevant policy, which makes the way we obtain knowledge more easily, without having to cross to refer to a lot of reading area, and more accurate information [6].
New media has the characteristics of convenient information and low transportation cost. Most of the new media are presented in the form of multimedia. The audience can receive the required information in any corner of the world covered by electronic information through various channels such as the Internet and mobile phones. People only need to publish their acquired knowledge or perception on a new media, and other audiences can consult it through the new media. The transportation and transmission of information are very fast, with a very simple way and a relatively low cost.

New media media has the characteristics of strong interactivity and high compatibility. New media has rich forms of development. Different from the promotion mode of one-way communication of traditional media, it uses more interactive communication mode to share information, so that it can cover a large number of people in a very short time [7]. For example, in the process of releasing information or an event, the audience can comment on the quality and personal views of things more directly and intuitively, which greatly enhances the social communication and interactive experience of personnel.

2.2 Influence of New Media on Electronic Commerce of Agricultural Products
(1) Expanded the Main Scope of Agricultural Product Brand Communication

From the perspective of the current market, the brand communication mode of new media is gradually becoming the breakthrough point for the development of agricultural products brands [8]. Brand is the guarantee of enterprise life extension, is the lifeblood of enterprise future development. Today, with such a rapid exchange of information, more and more enterprises begin to realize that new media has become an important way to improve brand awareness and innovate brands. In the context of new media, brand information of agricultural products companies can appear anywhere in the world, which was unimaginable in the past. More opportunities to show themselves and more people to see and understand the brand will provide more opportunities for communication between consumers and manufacturers. This is the significance of expanding brand image promotion in the context of new media.

(2) Richer Brand Communication Means

New media is a new compound media, it can be newspapers and magazines, radio, TELEVISION and other media package, comprehensive use, publicity effect is far better than the single traditional media. The process of resource integration and handover is the process of continuous progress and improvement of various media forms [9]. After unified and systematic consideration, various media learn from each other and integrate communication, striving to achieve information sharing and combined application, which often leads to better communication effect. The communication media of new media not only eliminates the dead corner of information communication in space and time, but also virtually improves the status of consumers in information communication, making consumers become the top participants in information communication and building a bridge of communication between consumers and manufacturers. The transformation of new media in the form of communication has not only changed many traditional ways of brand communication, but also added many brand connotations, providing diversified choices for enterprises' brand communication modes.

(3) Dispersion of Brand Information is Enhanced

With the advent of the era of big data, everyone in our society has become a producer and transmitter of information, and everyone is a unique "we media". The enhanced dispersion of brand information effectively enhances the power of information sharing, which virtually supervises the control of product quality by enterprises and avoids the dilemma of mutual plagiarism between enterprises. Strengthening the dispersion of brand information makes the brand building of a new enterprise particularly beneficial [10]. The low cost and high efficiency of "we media" model make up for the lack of capital and simple social relations of new enterprises to some extent.

3. Investigation on the Development of Agricultural E-commerce

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3.1 Sample Survey
Considering that the respondents of this questionnaire are consumers who have purchased agricultural products in daily life, such a group is very broad. Therefore, the questionnaire survey for consumers is conducted on the survey design website. Including sex, age, educational level, family structure, occupation, income, domicile and place of residence; The second part is consumers' cognition of geographical indication agricultural products. It mainly investigates consumers' understanding of geographical indication agricultural products and their quality and safety. The third part is to investigate consumers' understanding and cognition of regional public brands in Hubei Province, which is an important content of this survey, focusing on the visibility and influence of public brands in some famous and excellent agricultural products.

3.2 Data Statistics
(1) Data Collection
In order to better ensure the universality and extensiveness of the data, the target selection of the questionnaire was not limited to individual cities or provinces. Instead, select all consumers within and outside the province as a reference to ensure maximum coverage of the data.
In order to ensure the data sample widely degrees, when choosing sample personnel, in order to ensure that consumers of all ages can be involved, in addition to the classmates, relatives and friends, and other social relations, online questionnaire also in WeChat including middle-aged consumer group of forwarding, inviting them to fill in the questionnaire, to ensure that all age groups are participants.
(2) Data Analysis
Based on the previous questionnaire survey, this paper input the collected data into SPSS20.0 software for statistical analysis, including descriptive statistics, independent sample T-test, one-way analysis of variance (ANOVA) and other analysis methods. T-test formula is as follows:
\[ t = \frac{X - \mu}{\sigma_x} \] 
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4. Current Situation and Countermeasures of Electronic Commerce of Agricultural Products

4.1 Behavioral Characteristics of Agricultural E-commerce

| Table 1. Behavioral characteristics of agricultural products e-commerce |
|---------------------------------------------------------------|
| **Gender** | **Age** | **Education level of the employee** |
| Man | Women | 20-29 | 30-39 | Middle school | High school | University |
| 81.9% | 18.1% | 60.5% | 34.5% | 14.3% | 75.1% | 10.6% |
As shown in Table 1 and Figure 1, it can be seen that 81.9% of the buyers are men. From the perspective of age analysis of online shoppers, young people aged 20-29 account for a high proportion, followed by young people aged 30-39, and consumers aged 20-39 account for 95%. Among the agricultural products e-commerce practitioners, most of them have high school education, junior college education, followed by junior high school education, primary school education, master's degree and above account for only 2%.

Table 2. Payment and delivery of agricultural products purchased online

| Method of payment | Shipping method | Percentage |
|-------------------|----------------|------------|
| Alipay            | Expressage     | 63.2%      |
| Alipay            | Net silver     | 20.1%      |
| Alipay            | Postal service | 23.1%      |
| Alipay            | Other          | 1.7%       |
|                    |                |            |

As shown in Table 2, third-party payment accounts for about 70% of the transaction amount of agricultural e-commerce. The settlement amount is mainly paid through online banking. Second, 11% of customers choose cash on delivery. There are few settlement methods of remittance through postal and bank transfer. 70% of the public choose express delivery, and 20% of consumers choose EMS parcel delivery.

Figure 1. Behavioral characteristics of agricultural products e-commerce

Figure 2. Agricultural products e-commerce procurement satisfaction
As for the satisfaction of purchasing agricultural products through e-commerce, 32.3% of respondents are satisfied, 12.3% are not so satisfied, 7.7% are very satisfied and 47.7% are not satisfied. Consumers tend to buy agricultural products online because it can effectively save purchasing cost and time.

4.2 Problems of E-commerce of Agricultural Products
(1) Website Construction Lags Behind

| Website construction satisfaction | Very dissatisfied | Not satisfied | Not sure | Satisfaction | Very satisfied |
|----------------------------------|-------------------|--------------|----------|--------------|---------------|
| Very dissatisfied                | 32.8%             | 22.4%        | 14.3%    | 24.7%        | 5.8%          |

As shown in Table 3, 32.8% of people are very dissatisfied with the website construction of agricultural products. 22.4 percent said they were dissatisfied; 14.6% said they weren't sure; 24.7 percent said they were satisfied; 5.8% said they were very satisfied.

(2) Lack of Talents

![Figure 3. Professional structure of agricultural products e-commerce talents](image)

As shown in Figure 3, at present, only 47% of agricultural products e-commerce practitioners have mastered basic production and labor technology, senior marketing personnel, professional information technology personnel, finance, law and other professionals account for 22%, 17% and 14% respectively.

4.3 Measures for E-commerce Development of Agricultural Products
(1) Accelerating Information Technology Development

All parts of this province have completed the development and construction of information database system, but the construction of rural information database in this city is still at a relatively low level, and the Internet penetration rate is relatively low. At present, the construction of rural informatization database is the main task of this municipality. Through the implementation of Jinnong Project and the compilation of special financial budget, it provides strong support for the construction of local informatization database.

(2) Accelerate Brand Building

We will optimize brand sales strategies for agricultural products, improve the degree of organization of agricultural products, establish a modern production standard system for agricultural
products, and establish an early warning system and an information network platform for agricultural products.

(3) Strengthen Personnel Training
In the case of shortage of local e-commerce talents, local governments should further expand the scale of e-commerce talents training, and launch e-commerce talents training programs in secondary schools and colleges and universities. In addition, the government can also guide schools and enterprises to strengthen cooperation in talent cultivation. On the one hand, according to the current talent market demand gap, formulate e-commerce talent cultivation plans and programs; On the other hand, the school and the enterprise establish the talent joint training mechanism, under the condition of ensuring the normal study and employment of students, encourage them to participate in the enterprise internship program, improve the practical ability of students, so as to better adapt to the future e-commerce work.

4) Strengthen Oversight Mechanisms and Market Standardization
The establishment of electronic commerce supervision and administration of agricultural products, supervision and administration of the industry, promote the standardized operation and competition of enterprises in the industry, effectively improve the operation efficiency of agricultural products market. We will establish unified standards for the production and sale of agricultural products, provide standard guidelines for the vast number of producers and business operators of agricultural products, and effectively solve the problem that the quality of agricultural products on the market varies from good to bad and from inferior to excellent.

(5) Improve the Logistics Level of Agricultural Products
Logistics is an important link between producers and consumers for material connection, which is an effective way to realize the value of consumer goods. Therefore, it is necessary to introduce advanced logistics technology and equipment, establish scientific logistics classification management methods, effectively improve the level of agricultural products logistics services, reduce logistics costs.

5. Conclusions
As a brand promotion method with rapid development in China, new media communication has been deeply recognized by everyone. In the brand promotion of agricultural products, the integration of agricultural products with new media greatly promotes the development of agricultural products market. On the one hand, new media platform has a broader space for development; on the other hand, it also promotes the innovation of agricultural products market, which can be said to be a win-win situation. And in our brand image promotion, the enterprise brand image related design, we do not ignore. Brand image is the essence of a brand and an enterprise's external display, which covers the brand concept, corporate culture and other multi-layers of meaning, and its importance is self-evident. We need to keep learning excellent experiences and practical feasibility cases to make our own contributions to agricultural products.

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