

Problems and Strategies in the Agricultural Product Marketing System under the Background of Big Data

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Abstract

With the advent of the information age, the Internet has developed rapidly. Under the background of economic globalization, big data technology has gradually matured and is widely used in various fields. The emergence of big data makes the marketing method of agricultural products no longer single. The use of big data technology to optimize the agricultural product marketing system has become an important means to enhance market competitiveness. This article studies the agricultural product marketing system based on big data. First, discuss the concept, role and development prospects of big data technology; then, introduce the common problems in the marketing system of agricultural products; finally, on the basis of the above discussion, study how big data technology is applied in the marketing system of agricultural products.

Keywords

Big Data Technology; Marketing System; Application.

1. Introduction

With the popularization of the Internet, the data that people generate every day is increasing, and the data is showing an exponential growth trend. In the era of fierce market competition, if all walks of life want to survive and have long-term development, they must master valuable information and improve their own development system, and these are inseparable from big data technology. Especially in the sales of agricultural products, it has a wide range of applications. Agricultural products are different from other commodities. They are perishable and need to be kept fresh in order to obtain higher value. In order to reduce cost loss, we can make full use of big data technology to effectively extract and analyze the sales information of agricultural products, and then obtain valuable marketing data, formulate more perfect marketing plans, and optimize the marketing system of agricultural products.

2. Organization of the Text

2.1. Brief Introduction of Big Data Technology

"Big data" refers to massive amounts of data that cannot be acquired, managed, and utilized with general software in a short period of time. It has the characteristics of large data capacity, diverse data types, fast data transmission speed, and low data value density. Big data technology refers to the ability to obtain valuable information from big data, which is mainly divided into operating big data and analyzing big data. Operational big data is closely related to our daily lives, such as online shopping and telemedicine. Analyzing big data is an advanced form of big data technology, which is mainly used to extract valuable information in the business field to help companies better achieve business goals. With the rise of information technology, big data technology has been deeply applied to various fields. In some developed

countries such as Europe and America, the development of big data technology has become a national strategy. In our country, big data technology has also been listed as a national key development information technology. In the future, big data technology will inject unlimited power into the development of enterprises and will accompany us in our lives at all times.

2.2. Problems in the Traditional Agricultural Product Marketing System

2.2.1. Lack of Talents Proficient in Big Data Technology

Graduate students who are proficient in big data technology generally choose first-tier and second-tier cities to develop after graduation, and rarely choose to stay in rural and third-tier cities. The knowledge of information technology in rural areas is limited, and there is a shortage of talents proficient in big data technology and network marketing technology. Talents proficient in these two aspects have become scarce resources in rural areas.

2.2.2. The Transportation of Agricultural Products Requires a Lot of Funds

The transportation cost of agricultural products has a great relationship with the income of agricultural products companies. In the first aspect, agricultural products are from the production base Distribution centers or sales centers, and then to the market require a lot of expenses, such as fuel costs, high-speed fees, vehicle maintenance costs, and the cost of wastage during the transportation of agricultural products. Secondly, some agricultural products such as meat, dairy products, and beans are prone to spoilage during the distribution process, and have higher requirements on the storage environment. Some green agricultural products have higher requirements on the transportation environment and need to maintain the original flavor and safety. , No pollution, which requires a lot of funds. In the third aspect, agricultural products require strict supervision during the transportation process to ensure that losses are minimized and management costs are required. The fourth aspect, If the agricultural products are not delivered to the destination in a guaranteed quality, time and quantity, and fail to meet the customer's requirements, the company will need to compensate. Accidents may also occur during transportation, such as speeding and car accidents. These four aspects have caused huge losses to the enterprise.

2.2.3. Low Visibility of Agricultural Products

Most farmers lack the awareness of brand building, resulting in agricultural products that are only sold locally. For example, Sichuan's Bashan crisp plum, Quxian Huanghua, and Jiuyuan black chicken have become high-quality products based on the advantages of the local natural environment, and the output is also high. However, the lack of brand awareness of local merchants has caused a large number of agricultural products to be unsold and caused a lot of losses.

2.3. Application Strategies in the Marketing System of Agricultural Products under the Background of Big Data

2.3.1. Cultivate Talents Proficient in Big Data Technology

The lack of talents proficient in big data technology has seriously affected the marketing of agricultural products by enterprises. Regarding this problem, I think it is possible to set up a big data talent training organization to cultivate a group of talents who master both big data and network marketing technologies. If the economic capacity of the company is too weak, a group of young people who are motivated and love big data and network marketing can be selected from the countryside. Let them apply the big data knowledge they have learned to the actual agricultural product management, in order to create higher economic benefits for the enterprise, and also cultivate the talents needed for the rural agricultural product marketing activities.

2.3.2. Establish an Efficient Big Data Transportation Management Platform

Through big data technology, transportation losses can be greatly reduced. Use big data to establish a fast-responsive, easy-to-operate, concise, and comprehensive transportation system. First, through the establishment of a platform, it is possible to combine online and offline to achieve the quality and freshness and quantity of agricultural products, increase supervision during transportation, and save expenses; second, enhance the communication between farmers and companies, and farmers can grow their own The land area, land conditions, labor conditions, and machine information used for farming are input to the big data platform, and the company can provide farmers with reasonable solutions based on the response.

2.3.3. Create Your Own Agricultural Product Brand

First, use big data to enhance the core value of agricultural products. The reason why consumers have a good impression of products is because of the high value of agricultural products themselves. From planting, irrigation, fertilization to harvesting of crops, it contains a large amount of data. Through the mining and analysis of big data technology, effective ways to improve the quality of agricultural products can be found. Second, grasp market trends. Use big data technology to process massive amounts of information in the agricultural product market, understand consumer demand, and determine the variety and number of plants to be planted. Finally, establish its own brand positioning. In the chaotic competitive environment of the market, the information generated by it grows exponentially. It is difficult to see the structure of the market using conventional means, but we can use big data, Internet and other information technology to process information efficiently, so as to dig out potential consumption goals based on consumers' consumption records, and establish our own brand. The pavement is ready.

3. Conclusion

The rapid development of big data has brought about earth-shaking changes in people's lives, and people can buy exquisite goods without leaving their homes. At the same time, big data has also changed the traditional marketing methods of agricultural products. Changing the center of marketing from agricultural products to customers can not only accurately infer the customer's consumption needs, but also infer the consumer's motives before they consume. With the rapid development of information science and technology and the popularization of the Internet, big data is bound to play an increasingly important role in the sales of agricultural products. This article briefly introduces the big data technology and the application of big data in the agricultural product marketing system. Hope to provide effective help for the better application of big data in agricultural product marketing.

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