

# *Development Problems and Countermeasures of Agricultural Products Based on Fan Marketing Model*

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**Abstract:** Under the promotion of technological innovation and e-commerce platform empowerment, "fan" consumption has become an important way of consumption, and the marketing of domestic agricultural products fans has also ushered in a window of rapid development. In this context, in the light of the lack of trust in the current fan marketing, the easy selling point and the lack of brand resonance, the low customer price and slow fan conversion, the strategy of "SBE'S" is put forward to realize the depth of powder marketing, strengthen the content marketing construction, strengthen the brand resonance, coordinate the communication, realize the effectiveness of communication, cross-industry alliance and collaborative development, to achieve a new breakthrough in fan marketing, in order to promote the sales of agricultural products.

## 1. Introduction

Unlike industrial products, agricultural products have their own special attributes. Firstly, the measurement time difference of supply, agricultural products are seasonal production, the supply scale is almost fixed during the harvest period, the supply elasticity is almost zero, while the production of industrial products is continuous, without obvious annual measurement, the supply is planned and controllable; secondly, the consumption time difference, agricultural products are fresh, consumption time is shorter than industrial products; thirdly, the production area is concentrated, the product itself has prominent natural attributes, compared with industrial products, natural scene marketing is easy to implement; finally, the brand externality is obvious, which is quite different from the manufacturers of industrial products. To sum up, agricultural products have high requirements for the trust output and efficiency of marketing, so they also put forward new requirements for the fan marketing model. Driven by the technological innovation and e-commerce platform, agricultural product fan marketing has ushered in new development opportunities, but also brings new challenges, and it is necessary to explore targeted new models of agricultural product fan marketing.

## 2. Fan Economy and Fan Marketing

In 1992, John Feisk put forward the view of "fan economy" in his book "Cultural Economy of

Fans", in which he took his emotional "preference", productivity and participation behavior as the main keywords. In 2010, Zhang Qiang further clarified the "fan economy" in the book "Fan Power": emotional capital, fan community, marketing and value added; in 2014, Zhu Ping gave the definition of "Fan Economics" as: fans, participation, brand community, trust, social capital and business operation. These are the recent three mainstream definitions of the concept of "fan economy", all of which point out the essential characteristics of "fan economy": emotional maintenance, participation, and marketing <sup>[1]</sup>.

Fan marketing (Fans marketing) refers to the business philosophy in which enterprises or merchants use excellent products or enterprise popularity to concentrate a large number of consumers as fans and make use of fans to spread to each other to achieve the marketing purpose <sup>[2]</sup>. British scholar Sears believes that fan marketing is a marketing method that changes from the concept of "radio" to the concept of "narrow broadcast", transforming ordinary fans into loyal fans and becoming the most stable and sustainable consumer group.

### 3. Agricultural Products Fan Marketing Typical Model

The improvement of Internet technology and the optimization of e-commerce platform provide conditions for the development of fan economy, and the biggest change brought by the development of fan economy to agriculture is to shorten the distance between producers (sellers) and consumers, to the intermediate channels, narrow the supply and marketing chain, and reduce the circulation cost. The current more typical pattern is shown in Table 1.

Table 1: Typical mode of agricultural products fan marketing

<b>pattern</b>	<b>primary coverage</b>	<b>pattern</b>	<b>primary coverage</b>
Agricultural crowdfunding model	The development of agriculture needs the integration of business models, promoting the coordinated development of finance and agriculture, sharing information resources, and realizing innovation <sup>[3]</sup> .	Agricultural products e-commerce retail model	The online retail model with e-commerce as the media. Represented by Taobao, Jingdong, Yonghui, RT-Mart and agricultural products franchise websites, e-commerce platforms promote the sales of agricultural products.
O2O online and offline experience mode	The O2O online and offline experience mode emphasizes the integration of fans' senses, feelings, thoughts and behavior and related content <sup>[4]</sup>	Agricultural products community marketing model	"With brand stories as the source, product quality as the basis and sharing as the fun, fission and spread in the social circle formed by new media, and become the latest model of agricultural products +" fans " <sup>[5]</sup> .
SOLOMO Community model	Community marketing of agricultural products: Social (socialization), Local (localization) and Mobile (mobile) <sup>[6]</sup>	"Live broadcast with goods" mode	Led by TikTok, Kuaishou, Jingdong, Taobao, a large number of live broadcast bases and broadcast rooms emerged.

It can be seen from Table 1 that the fan marketing mode of agricultural products fans has its own characteristics: crowdfunding mode is a typical direct application of fan marketing. It mainly adopts the methods of group purchase and pre-purchase to pay product funds to agricultural products sales platforms in advance, and farmers organize planting and sales activities according to the amount and funds of crowdfunding<sup>[3]</sup>; O2O experience mode emphasizes the integration of fans' senses, emotion, behavior and related content; SOLOMO community mode, Social media builds a low

operating cost and real-time open platform for products and customers, Local obtains interaction and communication with customers, and Mobile mobile terminal tool connects product information with potential customers<sup>[6]</sup>.The e-commerce retail model of agricultural products promotes the sales of agricultural products with a mature e-commerce platform; the community marketing model of agricultural products emphasizes the connection of users and agricultural products information through social media and network community to realize community marketing<sup>[7]</sup>;The mode of "live broadcast with goods" is the integrated fan marketing mode of production and marketing that presents agricultural production and supply in front and after consumption<sup>[8]</sup>.The orientation of various modes has created more convenience for fans to obtain agricultural products, expanded the profit space, and also proved the feasibility and effectiveness of fan marketing in the sales of agricultural products.

#### **4. Agricultural Products Fan Marketing Development Bottleneck**

First, agricultural products are characterized by quality, season and regional differences; second, technological innovation and the empowerment of the platform; finally, fans, as a new consumer group, their cognition, emotion and behavior change rapidly. It can be seen that the adaptation of the three parties of production, supply and demand needs a process, so it presents a development bottleneck.

##### **4.1. Lack of Trust**

China's agriculture is mainly based on household contract form of agricultural production, resulting in the low entry threshold of agricultural products, uneven quality, and limited supply scale of high-quality products. A large number of non-organic, non-green, poor quality agricultural products flooded into the market, resulting in fans although willing to spend more money to buy high-quality agricultural products, but because it is difficult to distinguish the quality of products and give up buying; Farmers hope to raise prices by producing high-quality agricultural products, but they give up for fear of high-cost inputs that they cannot harvest a satisfactory market and turn to a low-cost market.<sup>[5]</sup>

##### **4.2. Fans Lack of Color, the Transformation Is Difficult**

Agricultural products fan marketing is a typical way to spread and sell by relying on fan stickiness. Classify fans: yellow passing fans, large volume, belong to the flow of fans; pink stop fans, participating fans, the repeated purchase according to the participation experience; red broadcast fans, high loyalty, willing to participate in agricultural products experience, and the dissemination of agricultural products, belong to the hardcore fans. At present, agricultural products fans are mainly flow-type fans, whose loyalty is not high, and it is difficult for fans to transform themselves from low level to advanced level. Paul Graham, the godfather of Silicon Valley entrepreneurship, said: For a new product, 100 iron fans is much better than 10,000 users who think you can still do it. It can be seen that the iron core creation value is huge.

##### **4.3. The Supply of High-Quality Products Is Not Stable, and the Customer Unit Price Is Low**

The low unit price of agricultural products is mainly reflected in the average purchase of agricultural products by fans. First, a large number of fans do not pay attention into actual purchase behavior, resulting in limited sales scale; second, agricultural products are special products, short cycle, regional, and ordinary goods, the difference of uninterrupted, large-scale, standardized supply,

scale benefit is insufficient. Finally, the primary agricultural products account for a relatively large proportion, and the added value is difficult to reflect. Taking the abalone in Weitou Village, Jinjing Town, Jinjiang as an example, it is estimated that if the customer unit price is less than 200 yuan, it will be sold at a loss after deducting the circulation cost and loss.

#### **4.4. Selling Points Are Easy to Imitate, and the Brand Resonance Is Insufficient**

Rother Reeves proposed the USP theory as a "unique sales proposition" (Unique Selling Proposition). The core point is that the characteristics of the product must be explained to the audience, and this feature must be unique and can lead to sales<sup>[5]</sup>. Selling agricultural products under the banner of "green" and "organic", while "green" and "organic" are no longer selling points; the brand awareness is weak, farmers hold the idea of "radish green vegetables, sell in the basket", short-term cash desire is strong; easy to imitate. The injection of no resonance emotion and the excavation of no cultural deposits are gradually eroding the enthusiasm of fans.

### **5. New Exploration of Agricultural Products Fan Marketing**

Fans and users invest a lot of energy and time in the purchase of target products. Once the consumption experience is good, it is easy to form habitual consumption, and it is easier to predict their consumption psychology. Fan marketing of agricultural products should solve the following problems: distinguish and excavate the demand points of different fan levels, carry out "deep powder marketing"; open up the trust channel of agricultural products, improve the stickiness of fans, promote the comprehensive deep processing of agricultural products, increase the unit price of customers; pay attention to content marketing, enhance cultural temperament; cross-industry alliance, and coordinated development.

#### **5.1. Fan Marketing- -the "SBE'S" Strategy**

Fan marketing "SEE'S" strategy are S: stratification strategy circle layer strategy; B: Brand strategy branding strategy; E: Experience Oriented strategy experience strategy. By excavating the deep demand point of fans, the purpose of "deep powder marketing" of agricultural products is realized.

##### **5.1.1. Stratification Strategy**

Target group positioning is the premise of marketing activities. Ciroping refers to the division of fans into three circles, and fans in different circles adopt different degrees of marketing management. The red core layer is the communication fans, high loyalty, willing to participate in the experience of agricultural products and N times of communication, its repeated purchase degree is high, for the core layer of fans, need to optimize the product quality, strengthen emotional resonance, at the same time give VIP privileges, by it to attract powder, establish trust and cooperation; The middle layer is a pink stay type fans, which belongs to the participating fans. A good experience is an important influencing factor for their decision whether to buy again or not. For the middle layer fans, they should give a good experience and sharing platform, strengthen the brand preference, and promote them to enter the core layer; The yellow external layer is the passing fans, who have a large volume and flow fans. Their repeated purchase degree is low and can be purchased through multiple channels at the same time. For the external fans, they need to give learning channels, learn product knowledge, and strengthen brand recognition around the difficult pain points of purchasing choice.

### 5.1.2. Brand Strategy

Agricultural products brand emotional resonance refers to the agricultural marketers and produce fans between different common emotion, and the need to reflect the reflected in a certain medium, this medium is the brand, including brand concept, advertising form, scene associated three kinds, to obtain fans of agricultural products brand recognition and brand preference, and complete the brand purchase intention activities [8].

In terms of brand concept, it reflects the combination of the product level and the interest level of fans, Excellent quality, health, good taste; formal product benefit layer: brand awareness, characteristic packaging, and diverse specifications; additional product benefit layer: distribution efficiency, food instructions, return and exchange, etc. Nut brand --Three Squirrels, always has always shaped its brand concept around the center of "bringing the brand closer to consumers". The core products reflect quality, health and freshness, such as the concept of "How to make nuts taste better", the order procurement, processing and sorting of origin, and the traceability of food information, forming a fresh "Three Squirrels" brand. Form products reflect animation personality, mixed and match nuts of different specifications, three squirrels LOGO packaging, intimate food accessories, and additional products reflect close communication such as Weibo, Wangwang, and brand flagship store; realize efficient distribution from branches to the living room<sup>[9]</sup>.

In terms of the form of advertising, first of all, the choice of spokesmen, the image of farmers or local officials represents quality and trust, and famous anchors and star mothers represent influence and choice. In recent years, many local officials speak for local characteristic agricultural products, and invited well-known anchors to enter the broadcast room have achieved good results. Secondly, arouse the emotional desire and purchase intention through emotional appeals, such as giving the elderly and children a secure food material, and giving themselves an opportunity to relax and experience.

In terms of scene correlation, the tracking of agricultural products is realized by restoring the real protection environment of planting, picking, logistics and distribution, and stimulates the desire for experience by restoring the eating environment familiar with fans.

### 5.1.3. Experience Oriented Strategy

According to Harvard Business Review, experience is based on service as a stage and goods as props, creating memorable activities around consumers. Experiential marketing reflects the spiritual needs, and hopes to establish and stabilize the communication yuan with emotional resonance with fans, so as to maintain the purchase frequency of products<sup>[10]</sup>. Agricultural products are a special commodity, with obvious geography and seasonality, and brand externalities. They need to rely on the Internet promotion channels to build the experience and interaction with fans. Its experience marketing reflects the "four environment" situation and "five senses" appeal<sup>[11]</sup>.

"Four borders" refers to the communication situation, immersive situation, use situation and feedback situation. "Five senses" refers to the eye, hearing stimulates the heartbeat, touch feeling products, smell temptation heart, taste action. The appeal of "five senses" needs to be realized through "four borders" situational marketing and integrated into situational marketing. For example, the communication situation reflects the visual impact of the agricultural products; the "five senses" feast in the field in the communication situation: parent-child picking, cooking and tasting, insect catching and sowing, etc., participate in different experience activities according to the circle differences, play the experiential marketing; the "sizzle" and the calls of animals in the field form auditory stimulation; the feedback situation through fans "appearance", provide a sharing platform to improve the infection of persuasion. Teaching in fun, learning in fun, feeling in the environment, heart in experience, fully mobilize the enthusiasm of fans to participate, committed to the

improvement of experience satisfaction.

## 5.2. Content Marketing, Injecting Selling Points

Fan marketing focus on communication, but the carrier is the content. The content should reflect the "unique sales proposition", such as the strong regional cultural characteristics, eye-catching topic interaction have become the choice of unique selling points.

Agricultural products have a strong regional, different geographical environment to give birth to characteristic agricultural products. Therefore, the geographical and climatic advantages, cultural characteristics, city image, historical allusions and so on can all become the unique content design direction. Northern hospitality and Jiangnan charming give product personification; soil, sunshine and air give product quality; ancient city flavor and modern city development give product culture; historical allusions and future space give product imagination. The Wuchang rice of "compound" reminds people of the northern architectural style and the generosity and hospitality of northerners; the modern intelligent planting and intelligent logistics distribution broaden the knowledge and imagination of fans; the hand painting volumes mix the different themes of ancient and modern into the packaging, enhancing the brand appeal and strengthening the characteristics of rice culture. Jinjiang Jinjing Weitou Village Director Hong level abalone live broadcast, a local sound reflects the strong fishing village culture of southern Fujian, simple and infectious.

Agricultural products fan marketing is important through the interactive topic, the voice to fans, brainstorming effect. Topic marketing needs to grasp the choice of topic and the mining of opinion leaders, and opinion leaders should connect fans and spread information by giving them a voice and sharing platform<sup>[4]</sup>. COFCO's "one cashew nut, play fan marketing" reflects two topics: quality assurance, produced in South Africa, producing topics; "waist" triggered association, design topics. Based on the above two points, through the collection and selection of "food quotes", "name competition", "cashew good body cartoon creation" and other activities, and select opinion leaders to drive the interaction of fans, successfully detonated fans, drive sales.

## 5.3. The Three Elements of Coordination and Communication to Achieve the Effectiveness of Communication

Communication includes three elements: communication subject, communication object, communication information and channel. Information asymmetry is the main reason for the lack of trust in agricultural products fan marketing. To solve the problem of agricultural products trust, we need to coordinate from the three elements of communication to improve the effectiveness of information communication.

First of all, the communication subject is the relevant individuals or organizations that spread the information of agricultural products to the fans, and their identity affects the persuasion of the information. Information is transmitted by the following communication subjects, which can effectively improve the communication effect. The authority of local officials makes them effective communication subjects and increases the credibility of the information. Farmers, familiar with the growth of crops can improve the credibility of the information. For example, Quanzhou Vocational and Technical University responds to the national higher vocational enrollment expansion policy, recruits new professional farmers and carries out agricultural products fan marketing in combination with the e-commerce platform, and the family "cooking woman", as the main buyer, has a high degree of involvement in agricultural products and improves the effectiveness of the information. Secondly, the communication object of agricultural products is the fans who receive the information of agricultural products. For the fans of different circles, the transmission of targeted marketing information and services is conducive to improving the effectiveness of communication. Finally, the

accuracy of agricultural product communication information and the credibility of communication channels are also important aspects affecting the effectiveness of marketing communication. Through visual scene setting, buyers visit the site to communicate the information of agricultural products; provide the third-party authoritative platform for agricultural products; reflect authority and popularity in the selection of information communication platforms, such as government department platforms, professional agricultural products we-media platforms, public hot platforms such as Kuaishou and TikTok, which improve the trust and dissemination of agricultural products.

#### **5.4. Cross-Industry Alliance, Coordinated Development**

With the increasingly intensified market competition, the mutual penetration and integration of the industries have formed a strategic alliance, and the coordinated development has become an effective strategy of agricultural products fan marketing.

##### **5.4.1. Agricultural Products Fan Marketing + Education and Training**

The development of modern agriculture has realized the convenience of agricultural products from the field to the table, and also caused the lack of dissemination and accumulation of agricultural products knowledge: on the one hand, more and more consumers, especially the planting, picking and processing of agricultural products; on the other hand, all kinds of talent and technical training courses in the market are dazzling, but the education and training institutions for agricultural products knowledge are almost blank<sup>[12]</sup>. Regional brands of agricultural products and educational institutions jointly open online agricultural products learning interest classes to deliver agricultural products knowledge to fans; offline joint training camps, such as sowing experience camp and picking experience camp. Through the transformation of agricultural products education, it improves the enthusiasm of fans, increases the knowledge accumulation of fans on agricultural products, which is conducive to the discrimination of agricultural products marketing information and improves the trust.

##### **5.4.2. Agricultural Products Fan Marketing + Leisure Tourism**

Agricultural products brands and travel agencies jointly develop online and offline leisure and entertainment projects, such as online flower sea live broadcast, Marine fishing live broadcast, offline farm work experience, free rural tourism agricultural products consumption coupons, etc., which can not only enhance the experience of fans, but also relax the body and mind, and enhance the brand emotion. For example, a unique online live broadcast was held in the rape flower field of Shang'an Village, Daxi Bian Township, Kaihua County, Quzhou City. With the camera lens, 2.3 million people "online" enjoyed the rape flower landscape and rural scenery here. Enhance the enthusiasm and experience of fans through the leisure transformation of agricultural products, and finally enhance the loyalty of fans<sup>[13]</sup>.

##### **5.4.3. Agricultural Products Fan Marketing + Public Welfare Crowdfunding**

Public marketing is an effective marketing way of enterprise brand image, social hope more and more enterprises involved in public welfare activities, brand of agricultural products joint social organizations, held "buy to donate" public welfare activities, volunteer activities, etc., for disaster, poor, disease group, donations, to enhance the image of agricultural products brand public welfare. Enhance the brand recognition of fans through the public welfare transformation of agricultural products, and transform the recognition into actual consumption.

## 6. Conclusion

Through research, it is found that there is a lack of trust in the current fan marketing of agricultural products; the quality of fans is insufficient, and it is difficult to transform; the supply of high-quality products is unstable, and the unit price of customers is low; the selling point is easy to imitate, and the brand resonance is insufficient. However, with technological innovation and platform empowerment bringing rapid development opportunities for agricultural product fans marketing, agricultural product fans marketing has become one of the main ways of agricultural product marketing. To solve the above problems and make it innovative and develop, the following countermeasures should be taken: pay attention to the "SBE'S" strategy of in-depth powder marketing to improve fan stickiness; strengthen content marketing, highlight culture and experience; coordinate communication elements to improve trust; cross-industry alliance, coordinated development. Finally achieve agricultural production and income.

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