

Research on Marketing Mode of Building Characteristic Agricultural Products Brand under the Background of Rural Revitalization Strategy

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ABSTRACT

To revitalize the rural economy and realize the high-quality development of rural economy, the key lies in creating the brand of agricultural products with competitive advantages. In the development of rural agricultural economy in China, there are mainly the following problems: small scale of production, relatively scattered main body, lack of standards for agricultural products, lack of systematic and specialized technical support for agricultural product brand building, which to some extent seriously restrict the sustainable development of rural economy. This paper first summarizes the current situation of brand construction in China, and then points out several major problems in the process of brand building of characteristic agricultural products in China, and finally puts forward targeted suggestions for several major problems. China's rural revitalization strategy puts forward the requirements of high-quality development of rural economy, which points out a development path for the development of rural economy. Creating high-quality agricultural products with competitive advantages is one of the important ways to achieve rural revitalization.

Keywords: rural revitalization; special agricultural products; brand new media marketing

INTRODUCTION

2020 is the year of runoff to build a well-off society in an all-round way, in the current complex environment situation, to do a good job of "three agriculture" has a special importance, while rural revitalization strategy as a team to build a well-off society in an all-round way, the historical tasks of the construction of modern socialist country, is a new era to do a good job of "three agriculture" the gripper. However, there are many problems in the development of agriculture, such as small scale of production, decentralized subjects and low quality of agricultural products, which hinder the development of Chinese agricultural industry, but also hinder the increase of farmers' income. Developing rural characteristic industries, producing high-quality and green agricultural products, and realizing the branding of characteristic agricultural products can be achieved. The rural revitalization goal of "strong agriculture, beautiful countryside and rich farmers" can also promote the reform of agricultural supply-side structure and meet the diversified consumption demand.

RESEARCH METHOD

1. Literature research method. Through the domestic and foreign literature research on the new media marketing of agricultural products, find the theoretical basis of this paper.
2. Field investigation method. Through field research, the marketing status of characteristic agricultural products in Conghua is investigated, and solid and reliable data sources are provided for project research.