Research on the Food Brand Building and Network Marketing based on E-business Platform

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Abstract: With the development of green food industry and the development of network technology, green food has a new model of network marketing. The traditional marketing model is mainly based on the franchise, channel agents and business counters. Network marketing model as electronic business platform, can be divided into integrated electricity supplier platform, classification of electronic business platform, vertical electronic business platform, hybrid electronic business platform and O2O electricity supplier model. In this paper, the authors analyse the food brand building and network marketing based on E-business platform, and construct the competitiveness index of food brand development. Network marketing can effectively reduce the cost of publicity and improve product efficiency, the development of online food marketing has become an inevitable choice for the development of enterprises.

Key words: Brand competitiveness, Green food, Network marketing, E-business platform

1. INTRODUCTION

Brand competitiveness is the source of sustainable growth of enterprises, is an industry in the market competition to gain a competitive advantage, but also a country in the international economic competition status and strength of the symbol. Since the beginning of the 21st century, with the improvement of people's quality of life, the development of green food has a broader stage. Green food brand is an important way to improve the competitiveness of green food market, development and the regional economy to promote green food brand competitiveness brand visibility and reputation to improve and promote industrial optimization has a great role in promoting the upgrade. In the 21st century, the theory of subject inheritance, extension and fusion under the background of green food brand competitiveness has attracted much attention in academic circles, the green food brand value has become increasingly prominent, Heilongjiang Province as the largest green food producing provinces, has made great progress in terms of green food brand building, mainly made great progress in brand integration, brand visibility and reputation continue to improve, on the leading role of brand expansion and production integration has made great progress.

The academic circles, many scholars studied the problems of green food marketing, based on the traditional marketing model has many problems and suggestions, but the fact that there are drawbacks of the traditional marketing mode has not been improved, some problems still exist. For example, consumer awareness of green food shortage problem, solve not only rely on the time, we still need a lot of publicity in the traditional marketing mode, high promotional costs so prohibitive for many companies, the problem has not solved. With the emergence of the drawbacks of the traditional marketing model, it is necessary to study the network marketing in the academic circles. With the enhancement of the development of the times and people's health consciousness, green food will become a necessity in people's daily life, national regulators will become increasingly strict, the green food enterprise competition will become increasingly fierce. The market this invisible hand will help the industry to achieve the survival of the fittest, green food enterprises in Heilongjiang province and to survive in an invincible position in the fierce competition in the market, can not be ignored for enhancing the ability of marketing, which is a prerequisite to select suitable industry law and suitable for enterprise marketing. Therefore, from the source to enhance the competitiveness of enterprises, has become an inevitable choice for the development of green food enterprises in our province.

2. ANALYSIS OF FOOD NETWORK MARKETING MODEL

2.1. Traditional marketing model

At this stage, China's green food enterprises generally use franchising, channel agents and super counters three marketing models.

- Franchise model: Also called the franchise chain, the International Franchise Association for its definition is: a contractual relationship between the franchisor and the franchisee according to the contract, the franchisor provides a unique commercial franchise to the franchisee, and give staff training, organizational structure, management, procurement of goods etc. guidance and help the franchisee to pay the corresponding fees to the franchisor. The implementation of the franchise model...
is based on the existing products, technology, brand and other advantages, which is the capital of enterprises to attract franchisees. In terms of management, the headquarters of the store through the purchase of the statistical realization of the supervision of the store, which is the main way to get market information headquarters. The model of the enterprise, only responsible for their products at the various stores, will only give guidance in order, and the franchise business is completely independent, the headquarters will not interfere few sales guidance. For this mode of operation of green food enterprises, they are very strong dependence on the franchisee, the market reaction is slow, easy to lose market opportunities.

- **Channel agent model:** Channel agency model is the channel by the strength of the gradual penetration of the market, the success of this model depends on the implementation of the consumer demand for products and profit margins in two areas. The greater the demand, the greater the profit space, the more products are welcomed by the channel, the dominant enterprises in these two areas, the stronger the market penetration. For green food, the demand for people due to different eating habits and geographical constraints, so the area is very strong, and because a region of green food homogeneity, so the demand of green food can be simplified as a regional brand awareness. Therefore, relatively high brand awareness of enterprises are more likely to be accepted by the agent. In the profit space, although the green food price is high, but because of the production of raw materials, technology, environment and condition, the cost price is high, and the allocation of the layers of the channel, so the profit space is not the green food enterprises left channel beyond imagination.

- **Super counter mode:** Shopping malls are crowded places, enterprises and business cooperation can be regarded as a direct and fast way to enter the terminal market. Super for consumers to create a good shopping atmosphere, all kinds of goods to consumers psychological hint, the impulse to buy, at the same time, super counters can also play a brand effect. Based on the above advantages, the company has been favored by the green food enterprises, but the implementation of the specific implementation, there are still many problems. First of all, the supermarket or high entrance fee deduction makes a lot of green food enterprises, enterprises can only make some big green food packaging products to enter the super or part of the strategy, which greatly reduced this mode of publicity. Second, more than the product category, fierce competition.

### Figure 1. Marketing Channel

2.2. **Network marketing mode**

With the development of e-commerce technology, mainly relying on the network marketing activities at this stage of the enterprises in various industries or the seller's business platform, business platform for classification, can be divided into a comprehensive business platform, the classification of business platform, vertical business platform, mixed business platform and O2O business model. Green food marketing activities are also relying on these electronic business platform to expand, but the marketing effect is not the same.
**Integrated business platform:** Is a comprehensive business platform covering a broad platform, mainly in two aspects, first reflected in the diversity of products, second in the electronic commerce mode of diversity, it contains B2B, B2C and C2C business model. At present, the current situation of green food marketing network, through the integrated business platform for the sale of green food is the vast majority of the choice of green food companies or sellers. The main reasons are: first, a comprehensive business platform products, access to a large quantity, is a popular gathering platform; second, consumers will form a special preference to often go to the site; third, because the network propaganda cost is low, the enterprise or the seller in the integrated business platform to gain good publicity effect.

**Classification of electronic business platform:** The classification of electronic business platform is the special commodity sales platform, it will be divided into several categories according to different product attributes, such as green food, fresh and dry cargo into fruits, organic vegetables, mushroom and so on. Until now, the green food enterprises in our country the classification of multi business platform is a platform to promote the public, due to multiple factors affected by traffic, market demand, enterprise resources, product attributes, product profit rate, and therefore people familiar with classification of electronic business platform “suning.com” is different.

**Vertical business platform:** Vertical electronic business platform is focused on a single domain or only sell a single product platform, such as eggs, rice, cherry, etc.. At the present stage of green food industry, such as vertical business platform is rare, because access to users of this web site has a purpose is very clear, so the customer access is smaller, resulting in some difficulties exist in the business aspects of the platform, it is highly unlikely to recover the platform at the beginning of the establishment of the high investment cost. In view of the high risk of investment in such platforms, so many local promotion sites, green food enterprises through such sites in a certain area of vertical sales.

**Hybrid platform:** Mixed electronic business platform refers to the seller's own website + join the third party platform sales model. Mixed electronic business platform can fully show their own image of the enterprise, but also effectively enhance the visibility of the enterprise, is an effective way to expand market share and influence, so highly respected companies. The mixed business platform requirements of green food enterprises have sufficient funds to support the website operation, while the enterprise manpower requirement is higher, so this kind of platform is large and medium-sized green food enterprises.

**O2O electricity supplier model:** O2O e-commerce model simple to say is a kind of Online mode of online and offline consumer driven Offline, online merchants for product information description and presentation of the usage and function of products, consumers in the online store and compare the experience in goods, prompted the offline transaction completion. For the green food industry, the future of the electricity supplier model O2O bright but tortuous. From the measurement of green food packaging and present logistics distribution restrictions, line trading is more secure and cost-effective; but considering the actual distribution of green food store or join the brand effect, the limitations of the store space radiation is the objective line transactions have to face challenges.
The network is the product of the information age, it appears to adapt to the development of the times, it is an indispensable condition for enterprises to achieve information management, but also the inevitable choice of enterprises to avoid risks. Network marketing is based on the network to achieve, through the network platform companies can easily achieve direct dialogue with customers. The network platform is a platform for interactive information, customer understanding of enterprise and product information through which enterprises can achieve through its real-time communication with customers all over, which makes the information collection and feedback is more convenient, more timely. The network is the direct way for enterprises to collect first-hand information, through which enterprises can fully understand the preferences of consumers to a certain degree, the green food purchasing habits and demand for the product information, convenient enterprise to realize the matching of information data, to monitor the subtle changes in the market, increase the sensitivity of the business to market, avoid market risks.

Network marketing model for green food enterprises to save resources mainly in two aspects of publicity and centralized management. First of all, the network marketing model for green food enterprises greatly save the cost of opening up new markets. The use of traditional marketing model to open up new markets, the company's investment in the property and power will gradually increase over time, while the network marketing model is just the opposite. Due to the construction site, so the network marketing the initial investment cost is large, but in the next market development, network marketing is not only a wide audience, spread fast, also with its low promotional costs for enterprises save a lot of resources, this propaganda is the advantage of the traditional marketing mode and incomparable. Second, network marketing for the green food enterprises to streamline the miscellaneous departments and offices, centralized management for enterprise to realize the resources. The development of the traditional marketing model of green food needs the support of a large number of business people, it is their contact with the third party has today's market. The development of network marketing mainly through the network platform, compared with the traditional marketing model, eliminating the cost of personnel in various regions of the market, the cost of management of various regional markets, as well as more and more costs. Network marketing to streamline the control center and warehouse (multiple), under the control of the information system to achieve centralized management, saving resources for enterprises.

3. FOOD BRAND DEVELOPMENT AND COMPETITIVENESS INDEX ANALYSIS

3.1. Green food brand building

In order to improve the visibility of the enterprise and the industrial economic benefits in Heilongjiang Province, and actively implement the brand integration strategy, through mergers, joint and other ways to make some small businesses or weak enterprises to close and merge the well-known enterprises and large enterprises and groups, expand the scale of enterprises, and further enhance the ability of leading enterprises. Better bigger and stronger brand advantage. After a series of brand integration, Heilongjiang has gradually formed a number of well-known enterprises, the country's largest rice processing enterprises "the Great Northern Wilderness" is the integration of a number of rice brands. Green food brand rising popularity and reputation, attracting more and more consumers, more green food into the supermarket, for domestic and foreign markets. Green food brand has achieved good economic and social benefits. In Harbin, the establishment of green food boutique stores. Through a series of policy support, integration of resources, increase investment in science and
technology to create brand-name products, etc., leading enterprises in Heilongjiang province's rising popularity and reputation, product sales at home and abroad, has a strong competitive strength in domestic and abroad. The driving effect of the brand can promote the promotion of brand awareness, improve the environment of the brand building and related facilities, so as to better promote the implementation of brand strategy. Regional brand development and construction has become the core of Heilongjiang green food industry competition.

Rice production integration refers to the well-known brand of rice processing, business enterprise, through the establishment of the contract and purchase rice farmers or association, after processing into the market sales, production integration of the formation and development pattern. Production integration is mainly production, processing and sales of integrated, can enhance the product quality assurance, better reduce costs, expand the scale of production and sales, to promote local farmers' income and growth, so as to better the healthy development in the industry. Under the influence of planned economy system in Heilongjiang Province, the marketing concept is weak, and the marketing means is backward. Is mainly reflected in: the brand marketing strategy guiding ideology is not clear, the strategic objectives are not clear, these factors seriously restrict the planning of green food marketing in addition, the lack of personalized brand and cultural value, there is no strong selling point of support, and no difference in the marketing process, quality is not high, the market share low, is not conducive to enhance the competitiveness of brand marketing. Two is the way of publicity and market circulation can not keep pace with the times. Green food brand in Heilongjiang province is still publicity advertising, exhibition and other traditional methods, do not pay attention to brand promotion, did not make full use of modern marketing methods such as network, publicity and other ways to shape the brand image, brand building and promotion propaganda investment is very small, brand visibility and reputation to to improve; in terms of product distribution is the main economic and trade talks, stores and supermarket retail, not many channels to meet consumer demand for green food; three is green food packaging with market demand, can not meet consumer tastes, can enhance the value of products, limiting the further development of green food brand the. Four is not making full use of network marketing. Heilongjiang green food marketing network almost covering the whole country, the development speed is very fast, but the network marketing function for the construction of green food market development is very small, green food production and processing, and achieved certain results, but has not really formed production, processing and marketing integrated marketing model.

**Our Brand Building Process**

**Figure 4.** brand strategy

### 3.2. Design of food brand competitiveness index system

Many factors affect the Heilongjiang province green food brand competitiveness, these factors can be reorganized into four aspects, respectively, the brand environment factors, brand capacity, brand marketing and brand management. Regional financial environment, institutional environment, market environment and cultural environment and other environmental factors is positively correlated with the size of green food brand competitiveness, good brand environment for the development of green food brand and expand to provide power source.
Table 1. Green food brand competitiveness evaluation factors

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<td>Green food brand competitiveness</td>
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4. GREEN FOOD NETWORK MARKETING DEVELOPMENT STRATEGY

4.1. Green food marketing pattern

At the present stage, the marketing mode of green food enterprises in our province is compatible with the traditional marketing mode and the network marketing mode. The traditional marketing model of green food enterprises in our province is mainly through the super counters, specialty stores and channel agents to expand the market, and the network marketing model is mainly integrated business platform and O2O model based. In contrast, the traditional marketing mode of enterprises have higher requirements on the production capacity and financial strength, because the traditional channels will form a backlog of goods, capital returns cycle longer, requirements on enterprise resources this mode is relatively high, more suitable to have the strength of the large green food enterprises. The adaptability of network marketing mode is stronger, the use of flexible, can effectively break the restrictions on the scale of enterprises, for enterprises with limited resources, are more inclined to use a comprehensive business platform to realize network marketing in order to achieve the maximum sales lowest cost. Some green food enterprises in our province, such as the Great Northern Wilderness, using the O2O mode, namely offline synchronization development, through multiple channels to provide experience for the national green food consumers, establishing a good brand image. With the increasing of green and healthy demand, green food industry chain gradually expanded and improved the industry's prospects are very impressive, how green food enterprises in our province for future development, consideration must be given to the development of the marketing mode, therefore, the correct pre enterprises on marketing model will become the first step to enterprises bigger and stronger.

In the next period of time, the line entity is green food sales will remain the mainstream marketing mode, it is the basis of cultivating the market, enterprises with bigger scale, physical sales will be extended to the two or three class market, provide convenience for more consumer buying behavior, so there is the entity selling irreplaceable. As the market has matured, the network marketing mode of green food will get a huge space for development, network marketing can effectively reduce the cost and improve the efficiency of product promotion, this model can quickly occupy a niche in the market, to meet the consumers demand, market share it even beyond physical sales. Network marketing as a new marketing method favored by enterprises, but for green food, the counter attack is a long process, the online market still needs to foster sales through the line, so the real sales will continue in the next period of time has become the mainstream consumer concern, is not a strong factor the enterprise to be ignored.

4.2. Food network marketing platform

With the advent of the Internet era, online shopping has become a new consumer habits, network marketing is the trend. From the perspective of life cycle analysis of green food and green food industry product attributes, entities under the line sales will still be the most basic guarantee of enterprise sales, and online marketing can be seen as product sales promotion, enhance the space size and can choose the suitable marketing platform has a direct relationship. With the network marketing has become a new consumption pattern, integrated business platform has become the new darling of consumers, businesses have also been very popular. For green food companies, the overall advantages of the electricity supplier platform reflects the large amount of passenger traffic, but also the shortcomings, the biggest drawback is that the brand is complicated, the brand effect is not prominent. The development of green food in our province has superior natural conditions, there are more than 600 green food enterprises, but the lack of visibility is a common fact. Consumers through a comprehensive electricity supplier platform for keywords screening, after the screening of the brand may have dozens to hundreds, in the face of these brands, most consumers are confused. In order to in the shortest possible time to quickly enhance brand awareness, the green food enterprises in our province should focus on the development of mixed business platform, namely in the use of the integrated business platform while actively building its
own brand website, for consumers confused as far as possible the enterprise products for more information. A website can not only effectively increase brand awareness, but also enhance the reputation and repurchase rate, in addition, to promote green food to improve the sales line.

4.3. Network marketing promotion

Green food marketing activities of enterprises can not only expand but most probably it did not actually happen, according to the actual situation, to seek solutions to the problems, at the same time on the green food marketing can not only rely on a single online marketing or sales entities under the line, but should be combined with effective. Based on the analysis of the influence of green food and online shopping behavior, the following suggestions are put forward.

- Increase the intensity of the consumer guide: According to the previous analysis of consumer behavior, advertising, as an effective means of information dissemination, has a significant impact on consumer behavior. Whether online or online, the effect is very obvious, so companies can guide the social tide through advertising.
- Propaganda in the main push taste: Consumer demand for green food is showing a trend of diversification, the degree of concern for the safety of green food is gradually reduced, while the taste becomes more and more critical. In such a trend, the green food "taste" will become a new selling point. Whether the store sales or sales network, you can try the green food taste was focused on publicity, advertising can be taken offline with the staff to explain the way, the line can be "taste" information on the product introduction and user evaluation to emphasize, in order to increase the influence to consumer.
- Maintain a stable price level: The network platform due to reduced store, management and other aspects of the cost, the operation cost is low so the price of commodity physical stores, on the Internet is the store is low, so the network has attracted a lot of cream for psychological consumers, the price war is prevalent in the network, and even become the majority of businessmen killer. Green food is a high-grade food, from planting to production and processing of raw materials, processes, environmental requirements are relatively high, which directly lead to higher prices.
- Strengthen the brand image building: Because the green food brand variety, and has long been the regional restrictions, resulting in the brand construction enterprises have little effect, relatively low on the terminal influence, however, in today's society, the brand premium should not be underestimated in any business. The network provides a platform for direct communication between enterprises and consumers, enterprises can directly through the network to understand the needs of consumers, to provide better service for consumers, and even customized services can greatly enhance consumer satisfaction.

5. CONCLUSION

With the development of the green food industry and the arrival of the background of the Internet age, the marketing of the green food has the coexistence of the traditional marketing mode and the network marketing mode. The traditional marketing mode mainly in franchising, channel agent and super counter based, network marketing model to business platform can be divided into a comprehensive business platform, the classification of business platform, vertical business platform, mixed business platform and O2O business model. Two kinds of marketing mode of green food each have advantages and disadvantages, the network marketing model to break the geographical constraints, information management more convenient, low cost, information dissemination but had to be virtual media distortion caused by the client and restricted objective limitation constraints, while the traditional chain, channel agent and super counter mode though more close to people's daily life, but there are still limited space for information management, and higher cost disadvantage.

As a major agricultural province of Heilongjiang Province, is a leader in the first industry of our country, is the mainstay of the national economy, occupy the important strategic position in our country, the development of green food industry will become a driving force to promote our province economy moving forward. The basic purpose of the research on green food network marketing is to promote the development of green food enterprises in our province, and enhance the competitiveness of enterprises. The network marketing mode and the traditional marketing model are complementary, mutual promotion and mutual complement, rather than substitute. Therefore, from the long-term development of green food enterprises, both traditional marketing and network marketing mode is very necessary.

ACKNOWLEDGMENTS

This study was financially supported by Heilongjiang Province Applied Science Research and Development Soft Science Program (GC15D111). “Research on Strategy of Green Food Brand in Heilongjiang Province”.

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