

Abstract

Title: Research on Internet Marketing Models of Agricultural Production
Bases in China—A Case Study of Fuhe Agricultural Company
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Owing to the development and application of modern network technique, new energy and vitality has been injected into marketing of agricultural production bases. In this thesis, Fuhe Agricultural Company was chosen as the research object, to discuss Internet marketing models and development of agricultural production bases in China, in order to find out a sustainable development path for Internet marketing of agricultural production bases in China.

Under the guidance of the supply chain management theory, the consumer behavior theory, the relationship marketing theory and service marketing theory, the method of case analysis and the method of literature analysis were used in this thesis, to analyze the current situation of agricultural product network marketing and Internet marketing models, such as the decentralized logistics transaction and distribution model, the multi-form agricultural products trading platform, and large data-based market product development and so on. At present, Internet marketing of agricultural production bases faces the identical network, high cost, different standards, low trust, low security and other difficulties. These difficulties are presented, mainly because the agricultural consumer group has not yet been formed; the Internet marketing is still in its primary development stage; research on Internet marketing development strategies is not systematic; network marketing talent is still lacking; and the Internet business environment is poor. However, with the government's continuous thrust on

the design of agricultural products' e-commerce development, great-leap-forward development of the agricultural product e-commerce scale, and online-and-offline channel integration and innovation for agricultural products marketing, "tri-networks+ Internet of things" has become a new fashion in e-commerce. The localized fresh platform will become a direction for the agricultural products e-commerce transformation, and China's agricultural production bases will usher in the spring of Internet marketing.

Fuhe Agricultural Company, as a microcosm of China's agricultural production bases, just started developing and still runs at a loss, so it should combine with the Internet economy to vigorously develop Internet marketing. According to characteristics of Internet consumers of Fuhe Agricultural Company and an analysis of the current industry environment and internal environment, as a modern agricultural production base with Internet marketing as a new economic growth point, Fuhe Agricultural Company should combine with its own actual situation, optimize the selection of the product catalog model, online store model, Internet group-buying model, B2B marketing model and other Internet marketing model, and take advantage of "Internet+" to create new agricultural marketing methods, in order to open up the blue ocean for agricultural product marketing and promote the sustainable development of agricultural production bases in China including Fuhe Agricultural Company in the "new normal".

Keywords: agricultural production base; Internet marketing; marketing model; Internet+; e-commerce

摘 要

题目：中国农产品种植基地的网络营销模式研究
——以富禾农业公司为例

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现代网络技术的发展与运用，给农产品种植基地市场营销注入了新的生机与活力。本文以富禾农业公司为研究对象，对我国农产品种植基地的网络营销模式和发展进行探讨，力求从中找出我国农产品种植基地网络营销的可持续发展路径。

本文借助案例分析、文献分析的方法，在供应链管理理论、消费者行为理论、关系营销理论、服务行销理论指导下，分析了我国农产品网络营销现状，以及扁平化物流交易集散模式、多形式的农产品交易电商平台、以大数据为基础的市场产品开发等网络营销推广模式。当前，我国农产品种植基地网络营销存在“千网一面”、成本高、标准化不一、信任度低、安全性低等困境，究其原因，主要包括农产品网络消费群体尚未形成，网络营销尚处于初级阶段，网络营销发展战略研究不够系统化，网络营销人才缺乏，网络营商环境不好等因素。但随着政府持续推进农产品电商发展设计，农产品电商规模跨越式发展，农产品网上与网下管道融合创新，“三网融合+物联网”成为新电商时尚，本地化生鲜平台将成为农产品电商转型的方向，我国农产品种植基地迎来了网络营销的春天。

富禾农业公司作为我国农产品种植基地的一个缩影，当前刚刚起步，处于亏损运营状态，需要结合网络经济，大力发展网络营销。根据富禾农业公司网络消费客户特征，以及当前的行业环境和内部环境分析，作为一家以网络营销作

为新的经济增长点的现代农产品种植基地，当前需要结合自身实际，优化选择产品目录模式、网上商店模式、网络团购模式、B2B 营销模式等网络营销模式，并借力“互联网+”，创新农产品营销方式，以此开辟农产品市场营销的蓝海，推动包括富禾农业公司在内的我国农产品种植基地在“新常态”下的可持续发展。

关键字：农产品种植基地；网络营销；营销模式；互联网+；电子商务