

Research Article

Research on Green Food Marketing Strategy of China

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Abstract: With the improvement of people's living standards, people's growing demand for green food is becoming bigger and bigger, but there are some problems in traditional marketing and at the same time, the rapid development of web marketing has impacted greatly on traditional marketing channels of the green food. The study attempts to analyze the development and the problems of green food in our country in traditional marketing, discussed the necessity and feasibility of the traditional green food enterprises to develop E-commerce in the Internet era, as well as ways to network marketing development and put forward countermeasures and suggestions for China green marketing.

Keywords: Green food, marketing strategy, web marketing

INTRODUCTION

Food industry occupies a pivotal position in the national economy, in the first quarter of 2013, China's food industry completed fixed assets investment about 183.881 billion Yuan, an increase of 25.5%; Food industrial enterprises about 35084, business income up to 22,842.7 billion, an increase of 16.5%. We expect the growth rate of industrial added value of the food is not less than 10%.

The development of China's green food: The so-called Green food is produced by company, which must follow the principles of sustainable development, in accordance with the particular mode of production of production, lined by the specialized agencies to use the trademark green flag polluting, safe, high-quality, nutritious food. You can apply for green flag foods such as grain, fish, fruits, beverages, tea, poultry eggs and milk products (Hausman *et al.*, 2005).

China's green food has developed steadily for last 23 years by 2014, the number of enterprises with the green flag and the number of green products have increased rapidly in our country. According to 2013 statistical data, in green product structure, agriculture and forestry take the largest proportion about 64%, followed by storage of poultry products, beverages and Fisheries and the like. Therefore, green food takes a large proportion in our daily life (Yang *et al.*, 2007). According to the China Green Food Network records, we have built 550 standardized production base by 2014, in which green food build standardized production and normative management style in accordance with the quality control of the entire process (Xu and Zhang, 2014), the establishment of a more perfect standard system, which can reach the international advanced

level. In this context, green food will leading the way we consume as assured food.

The existing problems in green traditional marketing: Compared with the general food, green food usually have higher prices, the brand marketing key for green products is that it should has high-value because of its greater elasticity of demand (Wang, 2011), so that consumers consider it serve the value when buying. While in practice when green food in brand marketing, in the process of buying green food consumers did not appreciate its high brand value, because the limits in enhancing its brand value such as marketing concept, brand positioning, pricing, distribution network, brand communication and so on, which leading to the high price of green consumers are not very recognized (Wang and Yin, 2011).

The paper attempts to analyze the development and the problems of green food in our country in traditional marketing, discussed the necessity and feasibility of the traditional green food enterprises to develop e-commerce in the Internet era, as well as ways to network marketing development and put forward countermeasures and suggestions for China green marketing.

MATERIALS AND METHODS

Outdated marketing idea: Most of China's green food enterprises are small-scale, most companies still take the most original concept of product marketing in their marketing process. Product marketing concept think that consumers are concerned about product itself, so the companies will focus on their production processes, in fact, this generation of products in short supply in the market, "seller's market" marketing concept under the

circumstances, had not suited to the modern market economic requirements. This marketing concept behind the violation of laws of the market of green food, green food brand marketing has become a fundamental obstacle to the slow development.

Fuzzy brand positioning: Many of our green food enterprises position green brand as safe, pollution-free, high-quality, health benefits, etc. and define the target consumer groups mainly to have a certain ability to buy, focusing on food safety and health of consumers. On the surface this is accurate, but this brand positioning emphasizes a common feature of green food, but there is no advantage into the product can bring to the interests of consumers, the brand failed to clear the demands of unique advantages and cannot achieve the desired brand effect (Qing, 2008).

Non-standard pricing: Although the cost of green foods is higher than normal, some green food enterprises have neglected the analysis of the market purchase intention. Blind they raise prices without investigation, which leading to a big gap between green market positioning and its price. Most people of China still have not strong product awareness and enough spending power to green food and organic products, the limitations of this consumption is largely hindered the market circulation of green food.

The network channel is not perfect: At present, the structure of China's green food marketing channels are mainly farmers' markets and wholesale channels, but a few developed cities have successfully established green franchise stores and there are counters in large supermarkets, but the green channel construction in the country is still in range lagging behind as a whole.

Neglect of brand communication: Brand communication is a major way to shape the corporate brand. The vast majority of China's green food enterprises only satisfied to obtain the right to use green flag, but did not play their own brand of green propaganda effect, thus losing the opportunity to advance the market. At the same time, some green food production enterprises exist "free riders," they did not pay great importance to brand communication. The main channel for consumers to obtain information on a public road green and private sources and few are commercially available (Xu and Zhang, 2014), which not only make green businesses lost many potential consumers, but also create market opportunities for enterprises to fake green food, disrupted the market order, thus reducing consumer confidence in the green food.

The impact of the internet: Starting from 2000, using, the rapid development of global economy represented by information and web economy attracting the attention

of businesses in various industries and leading the various sectors of the business philosophy. Currently, the Internet has become an important way for consumers to purchase goods, green electricity supplier who issued the category became the force another kind of fulcrum with net purchases of goods constantly subdivision. For the rapid development of China's green food industry, the traditional line under the market seems to have been difficult to accommodate the growing number of green food production and processing enterprises, expand online e-commerce actively market has become the choice of many companies. In this context, green electricity supplier platforms are emerging in the Internet field and express a great blowout. Green B2C has broad prospects, but also facing challenges such as logistics, warehousing and pressure, which is still in a fledgling state and there are many aspects need to improve and adjust.

RESULTS AND DISCUSSION

The discussion on China's food industry to take green marketing strategy: Traditional marketing channels of green Food Industry are mainly from the producer to the consumer or to add an intermediate agents, wholesalers, retailers and other sectors, the marketing channel of green food industry is not smooth, there is a big gap between produce and sales, which hindering the traditional green development of the food industry, under the new situation, the traditional green food industry should carry out marketing activities from the following aspects.

The discussion on China's food industry to take green marketing strategy: Green is the mainstream consumer consumption patterns in the 21st century, using green marketing concepts to guide the company's marketing practices has become an inevitable trend, in which an important part is to implement green advertising. However, in China, green advertising as a marketing strategy has not attracted widespread attention to the majority of green food operators and relevant government departments, therefore, green food enterprises, government departments and the community should work together to take advantage of a variety of advertising media, the implementation and use of green advertising, evoking green consumer awareness and ultimately lead to green consumption.

Reasonable prices: We should give rational prices for green food according to the cost factor, market factors and competitive factors. The green pricing strategy, companies should pay more attention to psychological pricing strategy, including prestige pricing, customary pricing strategy and so on.

Green channel strategy: The current level of green food to enter the market is still relatively low, such as

shopping malls, supermarkets, green food shelves rates in some cities is still very low, a very important reason for this is that green food distribution channels are not perfect, resulting in market entry barriers. From the present situation of China's green food to enter the market, we must effectively nurture and build a sound and orderly green market circulation system to constantly improve the level of market acceptance of green and coverage. On the green marketing channel strategy, you can choose a short channel with a combination of wide channel strategy. Consumers direct contact to green food, green food production to strengthen ties between enterprises, specialized in the production bases of origin wholesale, e-commerce to build high efficiency of green marketing network by the establishment of green food stores, specialty shops, counters in supermarkets and so on, which not only helps to reduce intermediate links, to prevent the "secondary pollution", while also lowering costs and selling prices to better meet the needs of consumers.

Green marketing strategy: The core of green promotional work is promoted green ideas, advocate green consumption and green marketing. Green promotional work can be carried out in the following aspects. First way is to enable consumers to learn more about green awareness, enhance environmental protection and green consumer awareness; in addition to understand people's living standards improve, people should pay more attention to health spending, prompting consumers to buy green by popularity of green consumer knowledge. Second way is to encourage consumers to buy by the effective transmission through the green advertising green and corporate information. Third way is to pay more attention to green public relations, which can help green businesses promote the information to reach market segments directly and broadly, all this can give businesses a competitive advantage.

Green e-commerce: There are B To B, B To C and C To C three modes for the food industry to operate e-commerce businesses, the main form of networking market is B To B. Despite the advent of the Internet era for large and medium-sized food companies in different aspects of food companies have brought new business opportunities, but entrepreneurs should pay special attention to the special nature of the food industry. The food industry is one of the largest investment industries the people most closely connected with and the most relevant companies in the daily life. And on the current status of China's food industry, there are great difference in terms of scale and management. Therefore, choosing the right business model is an important part for enterprises to succeed.

The cultivation of network marketing awareness: Green e-commerce is carried out along with the ability

to gradually increase the consumption of green food, green food regulation and certification system of continuous improvement; the government increasingly attach importance to the development of green food e-commerce. Business owners and leaders need to establish a correct concept of network marketing, learning more knowledge and understanding of Internet marketing, a scientific awareness of network marketing, effectively recognizing the economic impact on the business of traditional network management and in the corporate brand image user experience levels and other aspects to improve transaction efficiency, while increasing investment in cold chain logistics, groping to find the green in exploring e-commerce web development model thus grasp the opportunities brought to the enterprise economy and rebuild the brand image, build brand equity to enhance the competitiveness of the brand.

Network infrastructure based on network marketing platform: With the development of network marketing, network marketing support conditions must accelerate development in depth. For the first part, we should ensure the network infrastructure is improving, optimizing online marketing platform or business automation processes, promote enterprise information construction; on the other hand, we should improve the overall network level, network technology and multimedia technology to accelerate progress, increase sound technology, image technology and three-dimensional, dynamic technology in the network marketing.

Green e-commerce website must characteristic of attracting Internet users as Website design and layout must focus on the target customer base, sophisticated professional website design will greatly stimulate the visitor's desire to buy; meanwhile, the concept of network marketing enterprise website construction can effectively expand the company's marketing channels and improve the business environment. Establish a more convenient information access for visitors, such as the further strengthening of internal search function, the use of micro-channel; micro blogging, blog, QQ, BBS and so do the two-way communication with customers, which will be conducive to further development of the site. Such as exhibition halls and other commodities to build a more robust online information platform to provide information services to enable consumers to obtain true and complete information.

CONCLUSION

We can increase user loyalty and enhance customer loyalty by using online promotion and offline service to rich the user experience. At the same time, we should increase the number of users to achieve a virtuous cycle of increasing returns and achieve green industries O2O

by offline and online trading services and promote each other. The study has important practical significance for the development of green food industry.

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