Application of Social Media in the Brand Building of Agricultural E-Commerce

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Abstract. Based on the analysis of social media influences on e-commerce and the application of social media in e-commerce brand building, it is found that most of agricultural enterprises in China are not fully aware of the importance of social media, and they don’t make full use of social media when they are running the agricultural e-commerce. In order to create a good agricultural e-commerce brand image, micro-Bo, WeChat, social networking and video can be used to expand agricultural sales channels, so as to publish enterprises’ service concept and culture etc. In the application of social media, customers should be classified, reasonable positioning brand image, improve the agricultural e-commerce brand’s recognition.

Introduction

With the development of the Internet, especially the emergence of web2.0, individuals can participate in the writing of web content. Under this background, social media is gradually formed. Compared with the traditional media, social media is created and disseminated by the Internet users spontaneously. The emergence of social media has a great impact on e-commerce. Meanwhile, the role of traditional media is getting weaker and weaker. It is necessary for agricultural e-commerce enterprises to use new media to shape good brand image and advertise word-of-mouth to obtain higher profits.

The Impact of Social Media on Electronic Commerce

The Impact of Social Media on Traditional E-commerce in Brand Marketing

During the development of e-commerce, products are usually promoted by advertisements in order to obtain more traffic. But in the environment of social media, the subjects and objects of social media are common people, and advertising is difficult to achieve expecting effects. If customers share their products experience by social media after purchasing, other customers will browse it at leisure and they will also share it with their friends, so this kind of transmission is much powerful.

Therefore, the method of getting traffic by advertising is obviously not suitable for in the social media era. No matter how good the advertising is, the products will not win the trust of customers at once. Customers’ products experience is more convincing. The traditional operation of B2C and C2C did not attach importance to branding, but only use the traditional special offer and promotion events to improve traffic, and the quality of the product can’t be guaranteed. With the development of social media in recent years, a lot of e-commerce websites in China have reduced the sources of traffic because social media has a subversive
role in the traditional consumer-based decision-making psychology. The customers become more rational on buying products. They always want to compare the actual effects of a variety of products, and the social media has a very important role in it.

The Advantages of Social Media in Brand Marketing

In the network marketing, each agricultural website has a lot of products. How to establish appropriate relationship between the user and the products, how to target the customers and how to obtain customer trust are important issues for agricultural e-commerce enterprises. In traditional e-commerce, most navigation and retrieval functions are simple, and users only input keywords to find products. This kind of method’s efficiency is very low, and it lacks attractiveness for customers in the fierce competition. However, in social media, users make recommendation mutually, and it can attract more customers to achieve the purpose of promoting products. In addition, the trust of the quality of products is the main resource for the users in the product selection. In the traditional e-commerce, the user can only read the introduction of the product and other users’ comments which updates slowly. Usually, the comments can be distorted under the control of enterprises, so that users can’t understand the real content. But consumers’ products experience shared in WeChat, micro blogging and other social media is more real and update quickly. It is easy to build customer trust. And stable customer group gradually form.

The Application of Social Media in E-commerce Brand Building

Agricultural e-commerce marketing launched late due to agricultural products storage, transportation and fresh-keeping are difficult. But in recent years, the improvement of logistics technology is improving, and the difficulties of agricultural e-commerce marketing are gradually reduced. Some agricultural enterprises gradually adopt agricultural e-commerce model. With the social media popularizing and applying in people's lives, some of the responsive agricultural e-commerce enterprises begin to use social media for product promotion and brand marketing.

Nowadays, some agricultural e-commerce enterprises are paying more and more attention to the convenience of social media marketing and the influence of word-of-mouth, and they gradually use social media to establish brand. These agricultural e-commerce enterprises start to use all kinds of marketing channels to promote their brand. For example, some enterprises use WeChat to provide service for ordering fruits and vegetables and so on. The customers only stay at home to log on to the e-commerce WeChat platform to select what they want, and then use WeChat payment to pay. Thus the purchasing process is finished. The products will be delivered to the customers’ home. WeChat provides great convenience to customers who don’t have to go to the noisy market or the supermarket to buy fruits and vegetables. Once they are satisfied with brand service provided by agricultural e-commerce enterprises, they will introduce it to their friends. It plays a great role in agricultural e-commerce brand building. Yangchenghu Hairy Crabs marketing is a typical case which is the combination of social media and traditional e-commerce. It applies various social media channels (such as websites, WeChat, micro blog) to promote Hairy Crabs effectively and to transmit and update product information, so as to publicize enterprise’s culture and brand image. A large number of consumers have recognized Yangchenghu Hairy Crabs. In recent years, the brand value of Yangchenghu Hairy Crabs is promoted quickly. It has become a household product whose price is high and the enterprise make great profit.
Problems in the Application of Socialized Media in Brand Building of Agricultural E-commerce

Agricultural E-commerce Enterprises Lack of Attention to the Application of Social Media

Foreign enterprises attach great importance to social media marketing. Many small and medium-sized enterprises have already invested in major budgets for social media marketing. In 2010, 73% companies use social media marketing in the US. In 2011 it increased to 80%. In 2012, it is up to 88%. However, majority of domestic enterprises, especially small and medium enterprises can not fully understand the advantages of social media, such as high timeliness, cost-effective and controllability, etc. For the large and medium-sized agricultural e-commerce enterprises, most of them are farmers and they start their own companies, and their quality is not high. Their sensitiveness of receiving, understanding, mastering and applying advanced technology is low. It leads to the inefficient application of social media in agricultural brand promotion. Therefore, the majority of agricultural products enterprises are still using the traditional way of e-commerce marketing.

Lack of Diversity in the Way of Using Social Media

Social media brand marketing has a variety of ways. "Social media" is a kind of information and knowledge production platform built on the open technology, which is directly involved in the production and dissemination of content among users. Micro blog, WeChat, Twitter, Facebook and SNS are the main forms of social media. They provide users with the opportunity to participate in the producing and disseminating of content, and the spread of the brand reputation has greatly improved. Enterprises can widely use blogs, Micro blogs, social tools, social bookmarking, sharing forums to enhance the reputation of business, brand, product, individual or organization to promote the brand recognition. However, the application of social media means in the agricultural e-commerce is not popularized at present. Many agricultural e-commerce enterprises only use one of the single way in marketing. In China, because the use of WeChat is very popular, the growth of micro-business is very rapid in recent years. WeChat is the most commonly used way to promote the brand for agricultural e-commerce enterprises. The micro blog is another popular way of marketing. Fewer enterprises apply two or more social medias to do marketing.

It is Difficult to Target Customers

Take micro blog as an example, micro blog is a virtual platform which is composed of hundreds of millions of true communicators, and its users is over 800 million. Its users are very complex because they may be target customers, competitors, unrelated personnel and so on. The information in the platform is also very complex, and even waste information spreads in the platform. The information that each user sends is different, and its focus and target products are different too, so, it is very difficult for enterprises to select the target customers. The users of WeChat have been more than 700 million by 2016. The active users reached 549 million by the first quarter of 2015. The brand’s WeChat public accounts are more than 8 million. The consumers in the "circle of friends" form small circles. It is also a time-consuming and costly task for agricultural e-commerce enterprises to penetrate into these small circles to find and select their own target customers and establish stable and long-term relationships with these "micro-circles".
Suggestions and Measures of Applying Social Media to Build Brand of Agricultural Products

Using a Variety of Social Media for Brand Marketing

**Microblog application**: Micro blog is the main component of social media. Relevant statistics show that China's micro blog active users have reached 204 million by June of 2015. Compared with the traditional marketing, micro blog marketing cost is very low and it has powerful influence. Nowadays, a lot of e-commerce enterprises are aware of the role of micro blog. They register their own micro blog to promote their products and to convey the corporate values. In particular, many enterprise managers also have registered their own micro blog. They apply it to carry out marketing in order to promote the growth of the company’s business. Micro blog can narrow the relationship between companies and customers. During the process of brand building, consumers are main role. Because only the product is recognized by consumers, this product can obtain a good word-of-mouth. In this way, the enterprises’ image and products can publicized easily, and finally create a good brand image. At present, many enterprises have opened Micro blog to publicize enterprises’ image and products, and send appropriate benefits to customers.

**WeChat Application**: WeChat has become one of the important social communication tools for people. The powerful communication function of WeChat can not be omitted. WeChat is also one of the ideal way to publicize brand. Nowadays, some agricultural e-commerce enterprises have already started to apply WeChat in marketing, but it doesn’t develop very well because the advantages of it are not mined fully. The main reasons for this are the slow information update, the inaccurate positioning of target groups and unstable customer groups. In the future, with the development of agricultural technology, the impact of social media on people's consumption habits is gradually deepening. The agricultural e-commerce enterprises will pay more attention to the maintenance and updating of the WeChat platform, which makes WeChat consumption and marketing become one of the main living ways of people.

**Social Networks Application**: Social network marketing depends on the spontaneous dissemination by users. This kind of marketing method is different from the traditional marketing. It must be attractive to users, and the users will actively participate in the dissemination of information. In social networks, the information must be of interested and can be applied in real life, and users can obtain knowledge or skills, so users can take the initiative to help the dissemination of information. The number of social networks is very large, the speed of information dissemination is very fast, and there is no dissemination cost. As long as the information is of interested to the users, it is good for the brand building. More and more people are starting to use social media to order agricultural products, such as vegetables, fruits, grain and oil. Young, fashionable and knowledgeable people are willing to use and disseminate new technologies and information. It is the best choice to promote social networking marketing model among office workers and white-collar workers.

**Video Application**: With the development of China's Internet in recent years, people can upload their own video clips at leisure, and more and more users click on the video site. Some of the video clicks are even more than 10 million. If an enterprise upload a video to publicize brand image, and people are free to share it, then the brand image will be publicized without any communication costs. For example, the enterprise of “Twin Pig Feed” used TV drama program to build brand. It cooperated with the TV drama program "Country Love Story", Implant the advertisement into the TV play. In this way, it cultivates a lot of potential consumers, and the brand image is built and the brand recognition is broaden. To capture a
video with enough influence, the content must be able to attract people's attention, such as funny action, or have a deep meaning. It doesn’t need super stars and advanced technology to advertise. Users’ recognition is vital to its success. For instance, simple life fragment is ok. Its cost is not high and it is easy to recognized by users.

The Use of Social Media and Mobile Internet Integration of Ways to Build and Promote Brand of Agricultural E-Commerce

With the infiltration of smart phones, mobile phones and the Internet becomes more and more inseparable, people receive more and more information every day, the day is divided into numerous fragmented fragments, and these fragments are occupied by smart phones - this mobile Internet carrier. This makes the communication between people and the transmission of information more real-time, free from time and place restrictions. If the traditional concept of marketing still remain in the interpersonal communication and interaction between the lines, then the Internet era of marketing concepts have been transferred to the technical precision marketing. The era of mobile Internet and social media era has come, agricultural e-commerce enterprises should keep up with the pace of the times, and focus on mining the wisdom of contemporary human marketing, full use of mobile Internet platform and large databases based on professional analysis tools, Social media and the Internet - these two ways should be combined together, more ways should be used in shaping and promotion the brand of agricultural products.

Accurate Positioning and Segmentation of Target Customers, Positioning Brand Values

In order to make the brand more efficient and positive, the agricultural electricity business must identify and screen out the target customers from the large number of users, Therefore, the agricultural electricity business enterprises must determine who is our target customers, their level of consumption, their way of life, which agricultural products is more suitable for their. For example, the current urban residents eager to enjoy the pollution-free organic vegetables from rural areas, food, and fruit, so electricity companies should be based on customer preferences to provide a reasonable agricultural products, and correct positioning their own brand values; Another example, some customers have special requirements for agricultural products, such as quality, variety, origin, planting conditions, etc. Agricultural products, electricity companies can use microblogging, WeChat created a "small micro-circle" by such customers, in this way, to provide their favorite agricultural products, to build their trust and long-term dependence on the brand.

Conclusion

Compared with the traditional e-commerce marketing model, social media can help consumers choose satisfied products. With the development of market, social media marketing is the trend of e-marketing. If the agricultural e-commerce enterprises want to build its brand, they must fully utilize the social media, such as micro-blog, micro message, video, social network, etc. In these social users, they need identify the target customers, segment customer types, develop targeted promotional strategies, maximize the effect of branding.

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Reference


