

Research on Marketing Strategy of Fresh Agricultural Products Logistics - Based on SWOT-AHP Method

Zhipeng Yang*, Fangmin Li, Wenbiao Luo

Guangzhou Vocational University of Science and Technology, Guangzhou, Guangdong, China

Abstract: With the improvement of the quality of life of the people and their attention to the quality of life, people have begun to demand the influence and safety of food, and quickly promote the consumption rate of fresh agricultural products such as fruits and vegetables and aquatic products from an objective perspective. The state has also promulgated laws and regulations such as the Food Safety Law of the People's Republic of China and the Cold Chain Logistics Development Plan for Agricultural Products, which provide new development opportunities for fresh agricultural products logistics. However, the development of cold chain logistics of fresh agricultural products also contains many restrictive factors. If the restrictive factors are not properly handled, it will have a great negative impact on the future development of fresh agricultural products logistics.

Keywords: Fresh Agricultural Products; Marketing Strategy; SWOT-AHP Method

1. Introduction

The so-called fresh agricultural products are fruits, vegetables, cooked meat, aquatic products and other fresh agricultural products. During the transportation, we should pay attention to the transportation environment, ensure the quality of food, and minimize the loss. Therefore, there are strict requirements for the logistics of transporting fresh agricultural products, such as the transportation time, carriage temperature, etc., so we need to ensure the integrity of the chain, the advancement of equipment, high-quality services, etc. The urgent demand for the logistics development of fresh agricultural products is also presented indirectly.

2. Marketing Advantages and Disadvantages of Fresh Agricultural Product Logistics

2.1 Advantages

China is a top producer of fresh agricultural products due to its regional production characteristics. However, the long-distance transportation of these products led to the need for improved freshness and safety requirements [1]. The development of urbanization and rising income drove the public's focus on the quality of life and stricter requirements for perishable product logistics, including temperature control and packaging. Local governments responded by investing in cold chain equipment and facilities to promote economic development. Additionally, the rise of e-commerce platforms increased business opportunities for fresh agricultural product transportation. These platforms partnered with fresh markets to enter the e-commerce market, necessitating cross-regional cold chain transportation. Traditional logistics enterprises struggled to support this, leading to the formation of enterprise alliances and resource integration to facilitate national logistics transportation [2].

2.2 Disadvantages

The imperfect logistics service system in rural areas is also one of the factors affecting the logistics marketing of fresh agricultural products. The core of fresh agricultural products sales is to create a perfect logistics service system, especially the cold chain logistics service equipment. With the support of national policies in recent years, the rural logistics service system has been improved. However, due to the relatively small number of online stores for rapid logistics services, and the relatively scattered planting areas of fresh agricultural products, it affects the better development of logistics express online stores in developed regions and the gradual decrease of online stores in rural areas, which will increase the funds for farmers to transport products. Lack of professional management talents, e-commerce sales of fresh agricultural products can effectively drive the local agricultural product economy, while e-commerce sales of characteristic fresh

agricultural products are still carried out with enterprises as the core, and the sales proportion of ordinary farmers is relatively low [3]. One of the key factors is the lack of sufficient e-commerce management talents, which makes the sales profit of fresh agricultural products weak and farmers' economic efficiency is not ideal. At present, many anchors and stars have also developed the live delivery business. Although it is to help farmers, these users of fresh agricultural products also need to pay high commissions, which reduces the enthusiasm of farmers to plant agricultural products. The cold chain logistics also lacks the cooperation of professional talents. The cold chain transportation of fresh agricultural products has a strong composite feature. Therefore, the cold chain logistics management talents are required to have solid knowledge and rich work experience. At present, the staff engaged in the logistics and transportation management of fresh agricultural products are basically transferred from traditional logistics management and transportation, and have not systematically learned the knowledge of cold chain transportation. Some colleges and universities in China have set up courses related to the cold chain. Influenced by the high requirements of fresh cold chain logistics, there are no very experienced teachers with rich theoretical knowledge recruited within the colleges and universities, which cannot promote the stable and sustainable development of the cold chain logistics industry. Without correct brand awareness, the regional characteristics of fresh agricultural products are very obvious. However, with the development of planting technology and economy, the same kind of fresh agricultural products have been planted all over the country. For example, sweet potatoes and watermelons in Luoning, which are traditional agricultural products with characteristics in Luoning region, and the agricultural products planted in this

region are high in sweetness, only when choosing e-commerce to sell, the quality of products is not reflected. The fundamental reason is the lack of perfect brand building awareness, which can not ensure the implementation of the quality of agricultural products. Other relevant departments failed to strictly supervise and manage the quality of fresh agricultural products, resulting in limited after-sales service quality of agricultural products and low consumer satisfaction.

3. Building the Logistics Marketing Model of Fresh Agricultural Products

3.1 Build the Integrated Logistics Scale of Fresh Agricultural Products

The so-called integration is a semi-tight integrated organizational structure formed after the signing of the contract, which forms a loose integration framework through market purchase and sales to achieve mutual benefit and market sharing. Develop the logistics marketing of fresh agricultural products into an integrated form of production, wholesale, logistics service providers and retailers, effectively meet the final needs of customers at all levels in the product marketing path, and create a community of interests for all parties in the logistics marketing of fresh agricultural products [4]. From the perspective of supply chain management, we should also pay attention to solving the contradiction between the changing demand and the increasingly fierce market competition, and build a long-term stable cooperative relationship by improving the overall efficiency of the entire supply chain. During the marketing of fresh agricultural products, establish an integrated logistics supply chain to not only obtain the cost reduction capital advantage brought by the integrated development, but also avoid the increase in management costs caused by the integrated development, as shown in Figure 1.

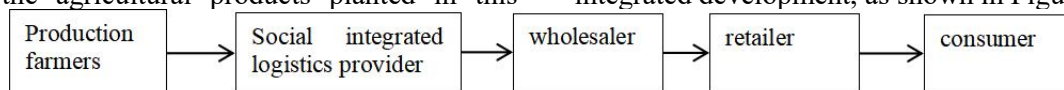


Figure 1. Supply Chain Management Relationship Diagram

3.2 Professional Wholesale Market Start-Up Logistics Model

Taking the professional wholesale market as the core, the logistics marketing channels and circulation system of fresh agricultural products still occupy an important position. To expand the

service functions of the professional wholesale market of fresh agricultural products, it is also necessary to build a comprehensive logistics service system based on the original wholesale transactions and commodity distribution, build a logistics information platform for the wholesale market, apply the way of enterprises entering the

professional wholesale market, and select a corporate management mode. Build an information chain and a market service system integrating wholesale trading, warehousing, refrigeration, sorting, circulation processing, packaging and distribution. Through the way of actively cultivating core enterprises in the wholesale market, build a fresh agricultural product supply chain logistics management system [5]. At present, in Shouguang District, Shandong Province, a large wholesale market for fresh agricultural products is being built to

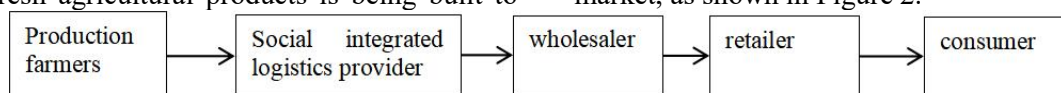


Figure 2. The Management Model of Professional Wholesale Markets

3.3 Consider Building Cooperative Organization Driven Logistics Scale

In view of the strong nature, geography, characteristics and other characteristics of agricultural products, we should integrate professional cooperation organizations and rural social logistics resources, use regional division of labor and collaboration platforms as a way to consider building fresh agricultural product marketing channels with cooperatives as the core, create agricultural product industry associations, and constantly improve the strength of grass-roots agricultural product marketing departments to enter the market organization. Activate existing rural resources, consciously introduce advanced agricultural management experience and management talents based on warehousing, transportation, storage and production, and effectively improve the quality standardization of fresh agricultural products and industrial management level. Promote the marketing channels of various rural professional cooperative organizations, give full play to the current value of information network resources, effectively achieve regional layout and standardized management, and achieve large-scale operation and enterprise management. The achievements of this development model can be seen from the chain operation transformation of Jiangsu Suguo Supermarket Supply and Marketing Cooperative. The supermarket has now developed into a chain supermarket, extending to a wider rural area. The business online stores are located in the county and township supply and marketing cooperatives, and half of the fresh agricultural products are sold through this way.

3.4 Consider Building Integrated Logistics Scale of Enterprise Group

Most of China's agriculture is small-scale production. For the sales of vegetables, fruits, eggs and other products, agricultural groups are chosen as the core to build the logistics supply chain of agricultural products and optimize the marketing logistics quality of fresh agricultural products. Give full play to the role of local enterprises. Improve the support for the listing of agricultural enterprise groups, and promote the development of agricultural science and technology through the way of raising funds in the securities market. Actively support and encourage the operation channels of township enterprises and private enterprises. Adhere to the business road of intensive and large-scale operation, take the agricultural group as the core, and the fresh agricultural product marketing logistics supply chain including small and medium-sized agricultural enterprise groups, constantly absorb more supply chain employees, implement dynamic management, optimize the supply chain structure system, and build a fresh agricultural product logistics center for modern rural marketing services [6]. Strengthen the standardized operation and integrated operation level of members in the fresh agricultural product supply chain, optimize and improve the fresh agricultural product circulation system while promoting the circulation speed of fresh agricultural products, and indirectly enhance the value of fresh agricultural products. Some agricultural and sideline product processing enterprises in the market have built their own supply chain systems, integrated various resources and optimized resource allocation,

which not only ensures quality but also saves costs. For example, Shuanghui, Yili, Dennis Chain Supermarket, etc. are all examples in the research of integrated logistics model of agricultural enterprise groups [7]. The integrated logistics marketing approach of agricultural enterprise groups is applied to give full play to the ability and advantages of developing international and domestic markets, standardize the process of fresh agricultural products, and achieve the purpose of refined packaging, smooth circulation, and scientific storage. Expand the market and make up for effective space for development.

3.5 Build cold Chain Storage Mode

This link is mainly about cold storage and constant temperature transportation of food. As a low-temperature storage and processing environment, frozen storage can effectively ensure the freshness of food. GPS is used to timely transmit the product information to the relevant system platform. In the warehousing process, RFID readers and writers read the electronic labels of goods, and then transmit the read goods information to the computer management system to facilitate the application of the next link. On the basis of computer operation, each equipment can identify and detect the material "journey", transfer the information of the control process to the information management system, and finally realize the integrated transportation of picking, storage and distribution [8].

4. Suggestions on Developing Fresh Agricultural Products Logistics

4.1 Change the Traditional Logistics Concept

Logistics transportation is an effective way to reduce cost input. Excellent transportation and storage control systems can bring higher level of service, obtain higher profits and customer loyalty. However, logistics is not just transportation, but also a service integrating informatization, full process and standardization. At present, some enterprises have been adhering to the development of traditional logistics, not actively outsourcing logistics, which has increased the cost of logistics transportation [9]. It can be seen that it is necessary to actively cultivate the modern logistics awareness of fresh agricultural product enterprises, so that they can establish the concept of modern logistics

development.

4.2 Optimize the Wholesale Market Environment of Fresh Agricultural Products

We will increase support for the upgrading and transformation of traditional agricultural wholesale markets, constantly cultivate and develop large regional agricultural wholesale markets that integrate warehousing, refrigeration and information collection, and promote cooperation among cooperatives, agricultural product associations, supermarkets, schools and enterprises to develop new logistics scale by improving the organizational level of the main business of the wholesale market.

4.3 Focus on Training Fresh Agricultural Product Logistics Talents

With the rapid development of economy, the demand for professional logistics talents in the market is growing, so we need to pay attention to the introduction of talents and the cultivation of talents. Introduce talents with rich work experience and solid theoretical basis from other regions or enterprises [10]. In addition, local colleges and universities are encouraged to cultivate high caliber logistics students, so as to lay a foundation for the stable development of fresh agricultural product logistics marketing and make it develop steadily. In addition, through systematic training by professional training institutions, more talents with strong working ability and high comprehensive quality can be cultivated, so that talents can contribute to the development of the logistics industry while improving their own capabilities.

5. Conclusion

To sum up, use the analytic hierarchy process to analyze the factors that affect the logistics marketing of fresh agricultural products, make the complex problems clearer, accurately evaluate the weight of the factors that affect the reform, provide more guidance and effective reference for the local government and enterprises to develop the logistics marketing of fresh agricultural products, and promote the rapid development of fresh agricultural products when enterprises have sufficient human, material and financial resources.

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