



## **Feasibility Study on the Project of Helping Farmers and Increasing Income with Cordyceps Product Marketing Innovation under the Background of "Internet +"**

Yao Song<sup>1, \*</sup>, Tingting Zhang<sup>2</sup>, Jian Li<sup>3</sup> and Xingyu Yao<sup>4</sup>

<sup>1</sup>School of Finance, Anhui University of Finance and Economics, Anhui Bengbu 233030, China.

<sup>2</sup>School of International Trade, Anhui University of Finance and Economics, Anhui Bengbu 233030, China.

<sup>3</sup>School of Statistics and Applied Mathematics, Anhui University of Finance and Economics, Anhui Bengbu 233030, China.

<sup>4</sup>School of International Trade, Anhui University of Finance and Economics, Anhui Bengbu 233030, China.

\* Corresponding Author: 435977048@qq.com

**Abstract:** With the in-depth development of the "Internet +" model in the new media era, great changes have been brought to the marketing channels and marketing methods of Cordyceps products, and various new online sales models have emerged, which has promoted the development of rural regional economy and The income of farmers has increased and the economic situation of poor counties has been improved. Based on this, this paper puts forward a feasibility study on the project of helping farmers and increasing income through the marketing innovation of Cordyceps products under the background of "Internet +". By analyzing the current marketing status of Cordyceps products, it is found by comparing with traditional marketing models that online marketing is the key to increasing sales of Cordyceps products. But at the same time, the network marketing of Cordyceps products also faces the problems of imperfect network marketing environment, lack of brand awareness, and the need to optimize the logistics and distribution system. In response to these problems, this paper puts forward reasonable suggestions for the optimization of the network marketing strategy of Cordyceps products under the "Internet +" mode, hoping to solve the problems existing in the network marketing of Cordyceps products, so as to broaden the marketing channels of Cordyceps products and increase the sales of Cordyceps products. , to provide theoretical help to solve the current situation of

difficult sales, narrow channels and difficult transportation of Cordyceps products in the traditional offline sales model.

**Keywords:** Internet +, Cordyceps, Internet marketing, Helping farmers, increasing income.

## 1. Introduction

Since the mid-1980s, the innovative research and development of Cordyceps products in China has developed rapidly, and a series of remarkable achievements have been made in the fields of artificial cultivation and pharmacological research. The increasingly important role, the development prospects are bright . However, with the current sharp increase in the sub-health population, the market demand for products that adjust the sub-health status is also growing, and the medicinal value and health care value of Cordyceps are adapting to the needs of this era and are deeply loved by consumers. Therefore, it is particularly important to explore the marketing innovation strategy of Cordyceps products .

In recent years, various online sales models such as live streaming, short videos, agricultural e-commerce APPs, and e-commerce mini-programs have flourished. These new models can not only expand the sales channels of Cordyceps products, but also solve the problem of difficult transportation of Cordyceps products. Increase the promotion of Cordyceps products, increase the number of online orders, and solve the problem of poor sales of Cordyceps products, so that Cordyceps products can be directly related to consumers in the first line of production, meet the sales needs of farmers, and drive the characteristic industry of Cordyceps products. development, and promote the economic development of rural poverty-stricken areas[1].

The so-called "Internet +" model refers to the deep integration of the Internet and traditional industries, improving the allocation of resources in traditional industries through the Internet, developing new marketing methods, and promoting social and economic development. Network marketing based on the "Internet +" model takes the Internet as a platform, integrates digital information and network media interactively, and achieves target marketing through network communication. The development of "Internet +" has broadened the marketing channels of Cordyceps. This paper proposes a feasibility study based on the marketing innovation of Cordyceps products under the background of "Internet +" to help farmers and increase income, so as to promote the development of the Cordyceps industry and promote the sales of Cordyceps.

## **2. Market Analysis of Cordyceps Products**

### 2.1 Analysis of the total consumption of the Cordyceps industry

At present, with the improvement of the quality of life and cultural quality of Chinese people, more and more people pay attention to health preservation and improve their physical health after satisfying the basic life. People pay more attention to health care products, which means that there is a large market space for health care products with high quality and high safety . With the development of the road of socialism with Chinese characteristics, China's overall economy has been improved. In order to adapt to this kind of economic development, people have to speed up their lives, and there is an obvious increase in the number of people with low immunity, the elderly and infirm, postpartum infirmity and sub-health. At present, the demand for cordyceps products is large, but the output of cordyceps products is low, so cordyceps products have a strong plastic space . In recent years, the total consumption of China's cordyceps industry has maintained a steady rise. In 2015, its total consumption was 1,126.37 tons, and it increased to 1,706.34 tons in 2021, an increase of 7.34% over 2019.

### 2.2 Analysis of consumption characteristics and consumption trend of Cordyceps industry

The main functions of Cordyceps include: regulating immune system function; direct anti-tumor effect; improving cell energy and anti-fatigue; regulating kidney function; regulating hematopoietic function; Anti-arrhythmia; regulate liver function - can reduce the damage of toxic substances to the liver and fight against the occurrence of liver fibrosis. In addition, by regulating immune function and enhancing antiviral ability, it has a beneficial effect on viral hepatitis; 8. Regulating respiratory system function - has the effects of expanding bronchial tubes, relieving asthma, expectorating phlegm, and preventing emphysema; regulating blood lipids - can Reduce blood cholesterol and triglycerides, increase high-density lipoprotein that is beneficial to the human body, and reduce atherosclerosis; Cordyceps products also have direct anti-virus, regulating central nervous system function, regulating sexual function and other effects.

Cordyceps is currently a nourishing product in China, so consumers mainly have health care needs for Cordyceps. And because of the high price of Cordyceps products, it is also a good choice for Chinese gift giving.

The future consumption trends of the Cordyceps industry are as follows: First, as China's anti-corruption efforts increase, the gift of valuable gifts is restricted, and the future demand for Cordyceps will return to the ordinary health needs of ordinary people; second, deep-processed products will be Occupy a higher market share; third, the consumption scale of artificially cultured Cordyceps will also be further expanded.

### 2.3 Analysis on the dislocation of supply and demand in the Cordyceps industry

The main reason for the misalignment of supply and demand is that business operators in the industry cannot accurately grasp market information and follow market laws, which leads to mistakes in business strategies and blind development, resulting in low competitiveness and excess production capacity.

Due to China's vast territory and unbalanced economic development, the regional differences are large, which often leads to shortages of resources in some regions, and excess supply in some regions, and resources are not used efficiently.

The supply and demand dislocation in the Cordyceps sinensis industry is mainly due to the aquaculture industry of Cordyceps sinensis, and there will be a supply and demand dislocation of production raw materials such as manpower and land[2].

## **3. Problems existing in network marketing of Cordyceps products at present**

### 3.1 The online marketing environment for Cordyceps products is not perfect

At present, the research on the "Internet +" model is gradually deepening, and the network technology is becoming more and more mature, but there are still many deficiencies in the construction of the marketing network for Cordyceps products . For example, compared with the urban network construction in rural areas, there is still a big gap. Most farmers are unfamiliar with network marketing channels and lack the relevant knowledge of network channel utilization. ; A small number of farmers who use the online platform for marketing promote Cordyceps products, the platform application is not high, the product information is not updated in time, and there is a lack of security vulnerability detection and killing technology, which inhibits the online marketing effect of Cordyceps products.

### 3.2 Network marketing of Cordyceps products lacks brand awareness

The development of the national economy has prompted the continuous rise of consumer demand, and the requirements for Cordyceps products have changed from quantity to quality. Under the "Internet +" model, suppliers have homogeneous characteristics in the online marketing of Cordyceps products, and Cordyceps products lack brand potential and are not attractive to consumers. Most suppliers of cordyceps products attract consumers by lowering product prices. Although sales can be temporarily increased, the economic benefits obtained are not significant, and consumer loyalty cannot be maintained for a long time. In the long run, some suppliers will face losses.[3] At the same time, due to the lack of brand building awareness in the online marketing of Cordyceps products, a large number of fake and low-quality products are prone to appear. Therefore, it is necessary to strengthen the brand building in the online marketing of Cordyceps products to improve the mismatch between the production and income of Cordyceps products.

3.3 The online marketing logistics and distribution system of Cordyceps products is not yet perfect

The freshness of Cordyceps products is the main evaluation index for the quality of Cordyceps products. Logistics and distribution are the basic guarantee for the online marketing of Cordyceps products under the "Internet +" model. Therefore, the online marketing of Cordyceps products has higher requirements for the logistics system. However, the cultivation areas of Cordyceps products are usually concentrated in rural areas, which are restricted by the geographical environment. The logistics and distribution level of network marketing of Cordyceps products is low, and the logistics technology is too conservative. The storage and preservation of Cordyceps products cannot be effectively guaranteed, which affects the development of network marketing of Cordyceps products. At the same time, online marketing of cordyceps products needs to go through a lot of complicated links, which is not conducive to the preservation of cordyceps products, and the logistics cost increases significantly. In order to obtain higher economic benefits and save costs to the greatest extent, operators use the oldest and most conservative logistics and distribution methods for the logistics and distribution of Cordyceps products, so the products are prone to damage. Consumers are very concerned about the freshness of products when purchasing Cordyceps products.[4] Therefore, under the "Internet +" model, the logistics link in the online marketing of Cordyceps products is a key link to ensure product freshness and promote the development of online marketing of Cordyceps products.

#### **4. Suggestions on the online marketing of Cordyceps under the "Internet +" mode**

##### 4.1 Strengthen network promotion and build high-quality brands

A high-quality brand effect can improve consumers' trust in products, reduce purchase decision time, and promote product sales. Based on this, it is necessary to start from the following aspects to create a high-quality network marketing brand of Cordyceps products based on "Internet +".

##### Brand positioning

In the process of online marketing of Cordyceps products based on the "Internet +" model, high-quality brand positioning needs to be carried out from two aspects. On the one hand, it is necessary to determine the target group of consumers of Cordyceps products, clearly divide the specific audience of network marketing, and understand the specific needs of these objects for Cordyceps products. At the same time, the brand value system is positioned according to the target group of consumers.

#### Improve brand culture

With the advent of economic globalization, business competition is becoming more and more intense. If an enterprise wants to develop and obtain higher economic benefits, it needs to build a brand cultural advantage. Under the "Internet +" model, Cordyceps merchants show consumers the introduction of Cordyceps products and the cultural connotation of the corporate brand through online marketing channels. Conveying the cultural connotation of Cordyceps enterprise to consumers through details is not only a form of reflecting the company's commitment to consumers, but also an important way to enhance consumers' trust in the company's products and gain a sense of belonging.

#### Guarantee product quality

Quality is the basic guarantee of a corporate brand, especially in the context of people attaching great importance to food safety and health preservation, the quality of Cordyceps products has become the top priority of brand building under the "Internet +" model. Some Cordyceps online merchants control product quality from all aspects of Cordyceps production through self-cultivation or signing contracts with farmers. While consumers use the Internet for quick shopping, they can trace the products through the information provided by the merchants, and can understand the relevant information of different links in the production process of the products.

#### Increase promotion efforts

Under the influence of the "Internet +" model, the purpose of Cordyceps merchants to build websites or operate online stores is to promote products and increase sales, so the number of page views of the website or online store is very important. In order to increase the number of page views, Cordyceps merchants should pay attention to the promotion of product supporting services while ensuring product quality, so as to maximize corporate brand awareness. Based on the advantages of "Internet +", we make full use of different media communication methods to enhance corporate brand influence, and obtain the best publicity effect with the least publicity cost.

### 4.2 Enriching the network marketing model

#### O2O mode

Under the "Internet +" model, the O2O model is that consumers use the Internet to buy Cordyceps products and pick up the products from nearby stores. This model can not only save the logistics cost of online marketing of cordyceps products, but also guarantee the quality of cordyceps products. Cordyceps merchants can establish cooperative relationships with stores such as shopping malls, supermarkets or restaurants in areas where consumers are concentrated. At the same time, consumers can pick up the goods at the store by themselves, and they can also change to near-centralized delivery according to the actual situation. In many advanced countries, the

O2O model is widely used. Many companies accept consumers' order information through the Internet. Consumers can pick up goods from stores around the living area, saving logistics and delivery time, and ensuring product quality, trust, and increased product sales[5].

#### WeChat marketing model

Under the "Internet +" model, online marketing of Cordyceps products needs to make full use of different network resources and information dissemination channels for product marketing. Since the launch of WeChat, after several years of development, it has become one of the most important sources of information in people's lives. Cordyceps product merchants need to effectively use the WeChat public platform to promote corporate products and corporate culture, use WeChat marketing to enhance corporate influence, expand product visibility, and gain consumer trust. In the process of using WeChat for marketing, it is necessary to pay attention to the differences between different consumer groups. To meet consumer demand, we can push Cordyceps product information in a targeted manner, and obtain the best marketing effect through differentiated marketing methods.

#### Experience marketing model

Unaccustomedness and distrust of online shopping of cordyceps products are the main factors that affect the online marketing of cordyceps products. Some consumers feel that the quality of cordyceps products sold online cannot be guaranteed. Under the "Internet + " model, the experiential marketing model of Cordyceps online marketing is that enterprises use offline activities to strengthen communication and interaction with consumers, so as to enhance consumers' trust in products and confidence in online consumption. Cordyceps product manufacturers can organize free or rewarding activities, organize consumers to visit the cultivation, production, processing and logistics and distribution processes of Cordyceps products, so that consumers can experience the cultivation and production process of Cordyceps products, and can also hold health lectures or product tastings and other activities to strengthen Consumer perception of the product.

#### 4.3 Optimizing the logistics distribution mode

" Internet + " model, logistics and distribution are the key links in the online marketing of Cordyceps products. By establishing a cold storage in the cordyceps product cultivation base, and using incubators and ice packs to keep cordyceps products fresh; developing a professional cordyceps product logistics system, starting from picking, sorting, processing, packaging, logistics, distribution and other aspects to achieve logistics integration ; In the process of product distribution, product distribution can be implemented according to the distribution area. Through the above methods, the purchasing needs of consumers can be met, and the cost of logistics and distribution

can be reduced to ensure the product quality of Cordyceps products.

### **5. Summary**

With the advancement of science and technology and the development of network technology, many online sales models of Cordyceps products have emerged. Different models correspond to different sales channels and are suitable for different choices. Choosing an appropriate online sales model can contribute to farmers' poverty alleviation and income increase. It is necessary to choose the most suitable one among the various online sales models, and be able to adjust its own sales model in time according to market changes and consumer needs. The most important thing is that while ensuring the interests of farmers, the quality control of Cordyceps products must be highly demanding and high standards to ensure the good quality and good reputation of Cordyceps products. The concept of "Internet +" has brought new vitality to the development of online marketing of Cordyceps products . However, the imperfect marketing environment and lack of brand marketing awareness have seriously hindered the development of online marketing of Cordyceps products . Therefore, this paper analyzes the network of Cordyceps products. In view of the problems in marketing, in response to these problems, the online marketing strategy of Cordyceps products under the "Internet +" mode is proposed, and efforts are made to promote the development of online marketing of Cordyceps products under the "Internet +" mode .

### **Acknowledgements**

This paper belongs to the phased research results of the National College Students' innovation training project of Anhui University of Finance and Economics, feasibility study on the project of helping farmers and increasing income with cordyceps product marketing innovation under the background of "Internet +" (Project No: S202110378386).

### **References**

- [1] Zhang Ying: Research on Internet Marketing Strategy of Cordyceps Mushroom Based on Internet + Mode, Proceedings of the Conference on Contemporary Social Sciences and Higher Education in China.10(2020) No. 3, p. 143-146.
- [2] Fang Fang: The strategy of online marketing of agricultural products under the background of "Internet +", Northern Economic and Trade.11(2021) No.1, p. 46-48.
- [3] Bai Jianyu: Take the road of integration and promote the comprehensive innovation of the Cordyceps militaris industry, Proceedings of the National Symposium on High-value Utilization of Silkworm Resources.10(2013) No. 3, p. 9-11.
- [4] Zhang Gang, Wang Zongshui, Zhao Hong: Marketing Model Innovation in the Internet + Environment: Value Network Refactoring perspective, Manage Reviews.3(2019) No.31, p. 94-101.

- [5] Huang Ke, Zhu Jianjun: Comparison of business models of multi-type "Internet +" logistics innovation platforms more research, China's Circulation Economy. 8(2019) No. 33, p. 22-33.