

Research on the Innovation and Development of Potato Vermicelli in Sixian under the Background of "Internet +"

Ruiqiong Deng¹, Yumei Guo², and Yawen Dong²

¹ School of Business administration, Anhui University of Finance and Economics, Anhui 233030, China

² School of Accounting, Anhui University of Finance and Economics, Anhui 233030, China

Abstract

This paper analyzes the development status of the vermicelli industry in Sixian, finds out the shortcomings of industrial development, and puts forward some feasible suggestions on how to upgrade products, marketing innovation and brand building in the context of the Internet. Through the innovative development of "Internet + special agricultural products", it aims to promote the vermicelli industry and the economic development of the county in Sixian, and help rural revitalization.

Keywords

"Internet+"; Sixian Potato Vermicelli; Innovative Development.

1. Introduction

This project takes the research on the innovation and development of intangible cultural heritage potato vermicelli in Sixian under the background of "Internet +", explores the development status of Sixian's vermicelli industry, studies how to carry out product innovation, marketing innovation and brand promotion in the context of the Internet, and puts forward some feasible suggestions. Through on-site investigations, it is understood that the potato vermicelli industry in Sixian has the problems of single product, imperfect marketing strategy and low brand awareness. Through extensive research, we understand consumers' consumption preferences for vermicelli products, transform and innovate in packaging, taste and product categories, and develop products that meet the preferences of modern consumers. Innovative marketing model, Internet + Sixian potato fans, online through Douyin, video account and other platforms to promote Sixian fans, on the mainstream e-commerce platform to carry out live broadcasts, online sales; Offline entry into characteristic agricultural and sideline products brand stores and farmhouses. In terms of branding, we pay attention to the inheritance of intangible cultural heritage, expand and strengthen the intangible cultural heritage brand of Sixian potato vermicelli, apply for geographical indication agricultural products, deepen consumers' sense of identity and loyalty to Sixian fans, focus on quality improvement, establish a good reputation, and strive to improve brand awareness. Through the innovative development of "Internet + special agricultural products", it aims to promote the vermicelli industry and the economic development of the county in Sixian, and help rural revitalization.

2. The Development Status of the Potato Vermicelli Industry in Sixian

2.1. The Development History of Potato Vermicelli in Sixian

Sixian has the title of "China's Hometown of Yams", and as a local excellent variety, Yam has been cultivated in Sixian for more than 300 years, and is the largest planting area of miscellaneous grain crops in Sixian, and has become one of the pillar industries of local

agricultural production [1]. In recent years, Sixian has used the scale effect formed by potato planting to carry out deep processing, develop the "vermicelli economy", and turn the former "rustic" potato into a high value-added product[2]. Sixian yam vermicelli is known as "fresh and delicious artificial shark fin", produced in the hometown of Chinese yam - Sixian Dalukou, the selection of pure natural sweet potato starch as raw materials, inheritance of ancient methods, pure handmade, with pure taste, rich nutrition, long-term cooking and other characteristics, is all kinds of hot pot, cold salad, Chinese and Western dishes ideal materials, but also a gift to relatives and friends.

2.2. Policies Support the Brand Building of Special Agricultural Products

In the stage of rapid development of "Internet +", the government has also introduced relevant policies to give strong support to "Internet + agriculture". Stimulated by favorable policies and market development opportunities, it is very important to find that industrial development is insufficient, and to use Internet technology to promote agricultural modernization and promote economic development. "The hometown of Chinese yams" is the business card of Sixian, and the characteristic yam vermicelli brand is an important object of support and construction of the Sixian Government. In March 2023, at the commendation meeting of "Yam Economic and Cultural Leader" in Dalukou Town, Sixian, it was emphasized that it is necessary to cultivate well-known fan brands, continuously improve industrial benefits through brand drive, give full play to the exemplary leading role of the potato industry, tell the story of Dalukou Yam, and enrich the cultural connotation of Dalukou Yam.

3. The Development of the Potato Vermicelli Industry in Sixian is Insufficient

With the development of machine production, the handicraft inheritance of Sixian potato vermicelli has gradually declined, and because the manual production is mainly based on family workshops, there are problems such as single product category, inefficient supply chain, imperfect marketing strategy, and low brand awareness.

3.1. Single Product Category

As a popular delicacy, vermicelli appears on our table in a variety of forms, packaging, and flavors, and under the rendering of various online platforms and social atmospheres, such as hot and sour noodles, hot pot noodles and other vermicelli series emerge in an endless stream, which are deeply loved by the public, so the social demand is also expanding. Sixian potato vermicelli is only circulated in the market in the form of vermicelli products, and the lack of intensive processing of primary agricultural products not only cannot guarantee the product quality, but also cannot explore its product value. Therefore, the production structure needs to be reformed, and the industrial chain needs to be extended to improve economic efficiency.

3.2. The Marketing Strategy is Not Perfect

The potato vermicelli produced by farmers in Sixian has a single sales channel, which is mainly retailed through offline individual customers, passers-by, regular customers and other channels, with a small scale and low income, which has been affected by the development of the Internet. The promotion mainly relies on offline marketing, lacks online marketing channels, and marketing methods are relatively unable to meet the development needs of the Internet society. Therefore, it is particularly important to study how to seek the innovative development of intangible cultural heritage potato fans in Sixian in the context of "Internet +", and it is also of great significance to the local rural revitalization of Sixian.

3.3. Brand Awareness Is Low

The local government's support and construction of the characteristic geographical and iconic brands of the intangible cultural heritage of Sixian potato vermicelli is insufficient, the investment and publicity are limited, and the excavation and shaping of intangible cultural heritage are lacking. Nowadays, there is a proliferation of various self-media, and there is a lack of leading online mainstream media, and the audience's access to information is too scattered, making it difficult to achieve the expected publicity effect [3]. Family farms have also chosen to spend their limited funds on agricultural production and sales, neglecting to invest in brand building.

4. Innovation and Development Strategy of Sixian Potato Vermicelli

4.1. Product Upgrading, Expansion and Development of New Products for Deep Processing

Innovate in product categories, transform in packaging, taste, etc., adopt advanced and mechanized equipment and technical processes, improve product deep processing capabilities, and produce products that meet the tendencies of modern consumers. In addition to the development of hot and sour noodles, hot pot noodles and other mainstream products, we should also pay attention to primary products, semi-finished products and derivative products, etc., to comprehensively enhance the added value of products. Increase investment in the research and development of Sixian vermicelli products, pay attention to the quality and differentiation of products, improve the taste and packaging design of products, and meet the different needs of consumers.

4.2. Marketing Innovation, Online and Offline Combined Marketing to Improve Competitiveness

Starting from the three development routes, combined with combined marketing, find marketing methods with market competitiveness. Adopt the marketing method of new retail, under the condition of retaining the original production process, innovate in online and offline main business, characteristic activities, etc., integrate modern technology, and conform to the market trend.

Integrate the marketing rules in the "Internet +" environment, make the product marketing system closer to the actual needs of consumers, adhere to the high-quality products as the basis, take the e-commerce platform as the carrier, give full play to the advantages of financial media, and provide consumers with rich and high-quality product value-added services. Seize the opportunity of short video marketing and form a three-dimensional marketing mechanism of "live broadcast + e-commerce" [4]. In addition to the traditional offline sales channels, online traffic is obtained through the construction of short video platforms such as Douyin and Kuaishou, increasing the brand awareness of fans in Sixian, and Douyin live streaming goods are also settled in mainstream e-commerce platforms, such as Taobao and Jingdong for online sales. The combination of online and offline combined with the traditional sales model not only broadens the product brand building and promotion channels, but also obtains more economic benefits, as well as faster and wider network communication.

Offline stores and farmhouses with special agricultural and sideline products are set up, and consumers can DIY fans by hand and actually experience the process of making fans. Stimulate the public's attention to traditional crafts and drive the development of the real economy of fans. At the same time, through "customized" products and services, we can book in advance according to customer requirements to prevent inventory backlog.

In addition to product marketing, special activities can also be held in the local area, aiming at the inheritance and innovation of Sixian's intangible cultural heritage potato fans, integrating

tourism resources such as Deng Cemetery and Shilong Lake Wetland, promoting the integration of the fan industry and tourism, making fan culture the "engine" that drives the development of Sixian's tourism industry, and developing a new industrial portfolio that meets the needs of contemporary society on the basis of respecting tradition.

4.3. Branding to Enhance the Popularity of Potato Fans

The core value of a brand is a personality that enables consumers to clearly and clearly identify and remember the interests of the brand and differentiate it from other brands, and is the main force that drives consumers to identify, like and even fall in love with a brand. All value activities of the enterprise should be carried out around the core value of the brand, and the core value of the brand should be enriched and strengthened through long-term and continuous maintenance [5].

It is difficult to determine the difference and personality of agricultural products from products produced in other regions, and Sixian potato vermicelli is the same, to create its personalized brand image, you can choose the inheritance of intangible cultural heritage as the core, give full play to the business card effect of "China's hometown of yams", dig deep into the brand story, and build an intangible cultural heritage brand. Brand building is carried out through three aspects: brand image design, brand image integration and communication, and brand image construction and maintenance, so as to obtain consumer recognition and interest resonance, and drive consumers' desire to buy.

In terms of brand image design, to build a brand marketing system, it is necessary to fully demonstrate the brand connotation, and Sixian potato vermicelli, as an intangible cultural heritage of Suzhou City, should dig deep into the cultural connotation and create a characteristic geographical landmark brand. Branded packaging for agricultural products plays an important role in providing brand information, attracting customer interest, and establishing brand image, so it is important to study the impact of good product design and packaging on the market value and product performance of agricultural products [6]. To apply for geographical indication of agricultural products, it is necessary to highlight the characteristics of Sixian's regional culture and intangible cultural heritage brand culture in the product packaging design of Sixian potato vermicelli, so as to deepen consumers' sense of identity and loyalty to Sixian vermicelli.

In terms of integrated communication of brand image, the use of terminal POP advertising, network advertising, bus body advertising, banner advertising, dealer door advertising, etc. to strengthen public welfare publicity and promotion, tell a good brand story, integrate characteristic local culture into brand building, enhance cultural connotation and charm, and make it a soft power of competition.

In terms of brand image construction and maintenance, quality assurance is a prerequisite, and cultural heritage is a solid backing to ensure that the brand connotation can be sustainably developed. On the basis of inheriting traditional craftsmanship, service tenet and business philosophy, we should focus on improving the quality of fans, establish a good reputation, and strive to improve brand awareness.

5. Conclusion

The construction of the intangible cultural heritage of Sixian potato vermicelli brand is of great benchmarking significance for the promotion of Sixian's characteristic agricultural products, especially in the Internet era, building an agricultural product brand requires effective innovation strategies. By increasing investment in the research and development of Sixian vermicelli products, using Internet thinking and innovative means of marketing, and strengthening the brand building of Sixian vermicelli industry, we will give full play to the advantages of rich resources, seize the strategic development opportunities of rural

revitalization, meet the new needs of healthy and quality life, achieve innovative development in the context of the Internet, further promote the development and growth of Sixian vermicelli industry, and make positive contributions to the economic development and rural revitalization of Sixian.

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