

Countermeasures Research on Utilizing Internet + Technology to Promote Enshi Yulu

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ABSTRACT

Enshi Yulu tea is not only a traditional Chinese famous tea, but also the only existing steamed green needle-shaped green tea in China. The production technique has even been listed as a national intangible cultural heritage. In this paper, in full response to the 19th Party Congress, which put forward the countryside.

Village revitalization strategy and based on the three rural issues in the context of practical work, is committed to the use of e-commerce new media, e-commerce operation platform, digital empowerment and other means to the development of the current situation of Enshi Yulu Tea to put forward innovative and improve the method, and at the same time how to sustainable development and promotion of Enshi Yulu Tea countermeasures and recommendations, with a view to promoting the rural revitalization of Enshi Prefecture area, so that traditional Enshi Yulu renewed new vitality.

KEYWORDS: Enshi Yulu; Internet Plus; Tea Culture; Countermeasures

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1. INTRODUCTION

In September 2011, Enshi Prefecture was awarded the title of "Selenium Capital of the World". Enshi Prefecture is blessed with selenium resources, and the rational development and utilization of selenium resources can help the economic development of Enshi Prefecture. Selenium-enriched tea has great potential in this regard. Enshi Yulu is not only a traditional selenium-enriched tea, but also a representative tea of Enzi tea industry.

At present, selenium-rich tea has become an important enrichment industry in Enzi Prefecture. In the past three years, Enzi tea planting area jumped to the first in the province, in the national city and state tea-producing areas ranked fourth, six counties and cities into the national key tea-producing counties. The annual output of Enshi Yulu reached 2800 tons.

Tons, realizing the output value of 1.96 billion yuan, open up a new idea of tea tourism integration, driven by Enzi tea industry comprehensive output value exceeded 20 billion yuan, 800,000 tea farmers out of poverty to become rich, to do a brand driven by a side of the industry, a side of the industry to enrich the

millions of people. Enshi Yulu's market presents a thriving posture.

Since 2018, Enzi Prefecture has steadily grasped the historical opportunity to plan the development of the tea industry in an integrated manner with the state's economic development, the triumph of poverty alleviation and the promotion of rural revitalization, formulated and introduced relevant policies, and invested special funds in support of the development of the tea industry with a focus on branding, with a view to promoting the development of Enzi Prefecture across the board from a large state of tea to a strong state of the tea industry. Enzi state government of Enshi Yulu is extremely important. Although the development of Enshi Yulu has the above advantages, but China's long history of tea planting, tea planting regional strong, each province almost all have their own famous tea, traditional tea market competition is fierce. With the continuous development of the tea industry, in recent years, more new types of tea products have also come to the fore, tea is increasingly rich in variety, the development of Enshi Yulu has both opportunities and challenges.

2. The current situation faced by Enshi Yule:

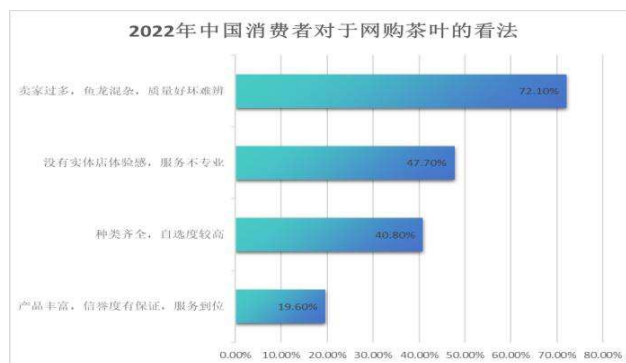
As the only preserved steamed green needle-type green tea in China and the first historical tea in Hubei, Enshi Yulu has become a loud business card of Enzi Prefecture by virtue of its unique cultural heritage. However, Enshi Yulu is still hindered by many aspects in today's market development, and is in a disadvantageous position in the competition with a number of famous historical teas such as West Lake Longing and Huangshan Mao Feng. In addition, the development of Enshi Yulu itself is also facing many problems such as technical barriers and waste of resources.

The current situation and problems faced in the development and promotion of Enshi Yulu as found in this study are as follows:

2.1. Low brand influence and competitiveness

In recent years, the brand attention of the tea industry has been increasing, the price and market share of famous tea products are higher than the same kind of general tea products, Enshi Yulu as a lower brand impact of tea, in a cadre of higher brand impact of tea brand competition in the lower position. Enshi Yulu compared to other traditional historical tea, late start, short development time, low publicity, brand effect has not yet formed. Therefore, it lacks competitiveness. In addition, Enshi Yulu marketing market is too single, not young enough, low market share, difficult to stand out in the fierce market competition. In terms of online sales, consumers generally have too many sellers, Mixed fish and dragons, resulting in the quality of difficult to distinguish the trouble, the brand's low impact has reduced the confidence of consumers in the purchase of Enshi Yulu, expanding the brand influence is the primary goal of Enshi Yulu to increase market share.

Purchasing tea through e-commerce channels does not allow consumers to directly contact and feel the products, which makes it difficult for consumers to purchase. More consumers will choose the corresponding brand flagship stores or stores with good reputation, so as to protect the quality of the products purchased while obtaining good after-sales service. Building the quality brand of Enshi Yulu will further promote the development of Enshi Yulu.



Data source: Ai Media Data Center

2.2. Low degree of industrial integration and poor driving benefits

The combination of the Enzi Wangle tea industry with the development of other related industries is not strong enough, and Enshi Yulu in terms of cultural heritage and its connotations.

The excavation is not deep enough, has not been combined with local tourism, history and culture, natural ecology and other characteristics of the industry, weak driving effect, lack of linkage. Tea culture tourism as a new development trend in China's tourism industry, is to promote the integration of tea tourism, tea culture dissemination of a major thrust. Combined with the local situation of Enzi, tea culture tourism is a strategy to accelerate the integration of Enshi Yulu tea industry, and Enzi has made efforts in this regard. However, China's tea culture tourism in most areas are not well integrated with the advantages of Internet information technology, which limits the development of the industry, in addition to the cultural connotation is not deep enough, and the allocation of industrial resources is not perfect. Enzi needs to make more efforts in this regard.

2.3. Tea is seasonal and resources are idle

Data show that the scale of China's tea market is expanding, in 2021 China's six major tea sales, green tea sales accounted for nearly 60% of domestic tea sales, followed by black tea, black tea, oolong tea. But green tea online into a "sell" situation, one of the reasons for this situation is the strong seasonal attributes of green tea, the use of non-fermentation process of green tea is the biggest selling point of "new tea", Enshi Yulu is also the case of green tea and e-commerce off-season and off-season. The off-peak season of green tea and the off-peak season of e-commerce are not synchronized, resulting in the limitations of online play. In addition, the picking period of Enshi Yulu is usually in April every year, and the picking period is about 30 days. During the non-picking period, the tea garden is in an idle state, and the large area of the tea garden is not really utilized.



Data source: China Tea Distribution Association

2.4. Lagging products, few outlets

Epidemic in recent years on the operation of various industries has a great impact, affected by many factors, sales channels are blocked, tea and many others agricultural and sideline products a large number of stagnant sales, facing the situation of less sales, a large number of hoarding. In addition to the impact of the epidemic, on the Enshi Yulu itself, due to its popularity limitations, it is difficult to further open sales, Enshi Yulu in the brand output, there is still a long way to go.

3. Countermeasures Research on Utilizing Internet + Technology to Promote Enshi Yulu

Enshi Yulu as the main tea products of Enzi tea industry, its development is of great significance to drive farmers' income, optimize the structure of local rural industry, protect the local ecological environment and promote the development of local rural economy. Up to now, the development of the tea industry in the traditional planting, production, processing, sales and other aspects has been difficult to adapt to the needs of modernization. Modern social groups of consumption in the rapid development of Internet technology has become more convenient, more diverse. The modern tea industry should constantly rely on modern technology to promote development. After the epidemic, more health needs were generated, making the tea industry ushered in a new turnaround, Enshi Yulu should follow the background of the development of the Internet, and speed up the online and offline integration of the development of Enshi Yulu under the support of Internet+ technology.

Based on the problems in the development and promotion of Enshi Yulu, we have given the following countermeasures through our research:

3.1. Smart agriculture model helps production monitoring and more

With the development of agriculture and the application of emerging technology, thanks to advanced technology and intelligent equipment, agricultural production and sustainability has been

better enhanced. Nowadays, the road to a strong agricultural country cannot be separated from the support of technology. The use of intelligent agriculture to monitor the production of agricultural products, help to create high-yield, high-quality agricultural products, reduce planting losses, to improve the competitiveness of agricultural products is very beneficial to the production of Enshi Yulu need the support of intelligent agriculture. The use of intelligent agriculture to monitor the production of Enshi Yulu reduces the degree of information asymmetry in the production process, realizes cost reduction and improves the level of efficiency of the operation.

3.2. Standardized production to help production upgrade

The establishment of a green modern agricultural environment, inseparable from the active implementation of standardized production of tea, the implementation of standardized production, is to achieve sustainable development of tea plantations, the key to quality assurance of tea. In the protection of the tea plantation and its surrounding environment at the same time, can create better quality products, improve customer satisfaction. In terms of product sales, quality assurance can maximize customer retention, with standardized production requirements for the manufacture of Enshi Yulu, there is to help the development of Enshi Yulu, with more assured production, better quality products, maximize customer retention, thereby promoting brand dissemination, improve brand competitiveness.

3.3. Multi-channel e-commerce platform for joint sales

The development of e-commerce is an important part of the development of the tea industry, e-commerce to broaden the tea sales methods and channels, help more people to understand the tea products. The openness of the use of Internet technology can effectively promote the communication between tea merchants and customers, the establishment of a good tea information content network structure system will facilitate customers to grasp the various types of information on tea in a timely manner, to increase the customer to buy tea information, thus realizing the effective growth of tea sales. In recent years, with the rapid development of e-commerce mode, coupled with the impact of the epidemic, online emergence of a large number of customers, the online trading volume is gradually expanding, for the Enshi Yulu, seize the e-commerce as a sales channel, get rid of the traditional offline consumption channels, the implementation of online and offline integration of the joint sales model, so that the online trading to

become a complementary to the offline consumer market, will help to open up the sales channels, increase sales and Further expand the brand's influence.

3.4. Multi-mode e-commerce marketing tools to help promote

At present, the goal of Enshi Yulu should focus on the public brand awareness of Enshi Yulu, the establishment of Enshi Yulu high-quality brand, from a variety of aspects to introduce Enshi Yulu to more people, to break Enshi Yulu in the sales of geographical restrictions on the problem, so that consumers in other areas of the Enshi Yulu have a more in-depth understanding of the Enshi Yulu. Today's tea consumption crowd has been gradually young, with age, consumption habits, social environment changes, young people's acceptance of tea continues to go high at the same time, the demand is also more personalized and diversified. The traditional original tea sales have been unable to meet the more diverse needs, digging tea cultural heritage and the development of new tea sales categories will better meet the demand for tea consumption. Under the guidance of such new consumer concepts, various types of tea deep-processing products continue to emerge, the consumption mode to diversified development. As a public brand, Enshi Yulu's marketing has been unable to rely on unilateral promotion, should be more from the product, experience, culture, tourism and other aspects of the start, make full use of tea resources, improve product value-added, help industrial integration, to create a more catering to the needs of the Enshi Yulu brand.

3.5. Intelligent computing helps production regulation

According to the data of Internet search, it can be seen that Enshi Yulu has seasonality. Specifically, by 360, Segou and Baidu three major search data can be seen, every year from March to May is Enzi Jade Dew the highest heat of the month, which leads to the peak season of sales. Relying on big data, cloud computing and other Internet + technology to assist decision-making and improve efficiency. Through the advantages of its Internet technology faster, wider and better information transfer and exchange, thus guiding the rational allocation of production factors, optimizing the economic control capacity and

management level. Rational planning of production in the peak season.

3.6. Multimedia platform dissemination helps tea culture inheritance

Culture can be part of the brand value. For tea culture as a traditional Chinese culture, its cultural connotation is even more important. Currently, the marketing model of the tea industry is still dominated by the traditional marketing model, i.e. relying on physical stores and using products as a medium to find target customers. Compared with traditional marketing, network marketing due to the network platform allows tea enterprises to contact more buyers and sellers, supply and demand information will also be in the shortest possible time to communicate to obtain, which makes up for the geographical defects of the traditional marketing, so that the tea culture of Enshi Yulu and connotations of the tea culture and dissemination of a more far-reaching and deeper, and is more conducive to the inheritance of tea culture. With the media booming, the brand image can also be seen more quickly by the majority of the audience through the network. Selection of appropriate communication channels, published short videos related to the product, such as live broadcast of tea production and other links, so that more consumers see the product and increase brand awareness.

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