

Under the Background of Internet +, Rural Aesthetics Enables E-Commerce Agricultural Product Packaging Design

Yun Chen^{1, a*}, Ming Li^{2, b}, Lei Wei^{1, c}, Danya Zhu^{1, d}
^a*3149457727@qq.com, ^b250252509@qq.com, ^c1159870187@qq.com, ^d614203178@qq.com

¹ school of Design Science, Jiangxi University of Finance and Economics, China

² Art Institute, Jiangxi University of Finance and Economics, China

Abstract. Since the 18th National Congress of the Communist Party of China, the construction of regional brands of agricultural products and the promotion of agricultural brand management have become an important measure to develop modern agriculture, and a new concept of "beautiful China" has been put forward. With the development of the network and logistics industry, people's consumption channels have been broadened, which also brings great power to the agricultural products market. This paper is committed to exploring the development of Internet e-commerce agricultural products in the outer packaging design of agricultural products into the idea of rural aesthetics, so as to discover the unique charm of agricultural products packaging design. From the perspective of Internet development, this paper expounds the current situation and deficiency of agricultural product brand packaging, refines the essence of rural aesthetics, interprets rural aesthetics with innovative design, and shows the unique aesthetic interest of agricultural products. To develop new ideas for packaging design of agricultural products, to inject spiritual core into brand construction, to achieve the promotion of agricultural products brand value, and finally achieve long-term brand impact effect, is the core of remolding rural revitalization.

Keywords: packaging design; e-commerce agricultural products; rural aesthetics; internet +; brand

1 Introduction

In 2021, China's e-commerce agricultural products will enter the stage of comprehensive transformation and upgrading. "Beautiful mountains and rivers in poverty and backwardness are not beautiful China, nor are strong and rich with environmental pollution" ^[1]. China is undoubtedly a big agricultural country. The characteristics and branding are not only the shortcomings of the current development of e-commerce agricultural products, but also the development trend of e-commerce agricultural products in the future. Each production place of featured agricultural products contains the epitome of regional characteristics of agricultural products, how to explore and use rural aesthetics in the brand construction of agricultural products? Packaging is an important medium to transfer the brand concept. It can not only improve the recognition of products and output the brand value concept, but also let consum-

ers experience rural culture and stimulate their value identification of featured agricultural products.

2 The current situation and trend of the development of e-commerce agricultural products

2.1 Development Status

E-commerce of agricultural products has become one of the main contents of the "six stability" work in 2020. The Ministry of Agriculture and Rural Affairs, the National Development and Reform Commission, the Ministry of Finance and the Ministry of Commerce issued the 《Guidance on the Implementation of the "Internet +" Project for Agricultural Products to Move out of Villages and Into Cities》, Planning to carry out 100 pilot counties in 2 years; during the 14th Five-year Plan period, complete coverage of all agricultural counties [2]. As shown in Table 1, China's electronic market for bulk agricultural products continued to increase from 2013 to 2019, and the online transaction volume of agricultural products reached 25 trillion yuan in 2019, which reflects the huge potential of the development of China's online agricultural products trading market. In addition, the COVID-19 epidemic in 2020 will be both an opportunity and a challenge for the development of e-commerce. Opportunity to reflect in the online trading can avoid direct contact with and lead to the spread of disease, cause at that time people for online articles for daily use, agricultural food blowout soaring demand, challenge is in front of the sudden disaster, the problems and shortcomings of many network transactions quickly emerged, even appear many new problems to be solved.

Table 1. List of electronic transactions of China's agricultural commodities from 2013 to 2019

Year	Quantity of bulk electronic market	Bulk electronic markets for agricultural	Settlement amount
2013	538	161	10 Trillion dollars
2014	739	300	15 Trillion dollars
2015	1021	402	20 Trillion dollars
2016	1231	488	25 Trillion dollars
2017	1969	585	10 Trillion dollars
2018	2461	777	20 Trillion dollars
2019	2400+(estimate)	700+(estimate)	25 Trillion dollars

Source of information:CPAG Commodity Market Circulation Branch 2013-2019. According to the data collated, which settlement by the Chinese food (agricultural products) e-commerce research institute calculated.

2.2 Development trend

From the perspectives of product packaging design electric business future development trend of agricultural products, the first is development trend of green, advocate the electric business in China since 2017 green packaging promotion, agricultural electricity future want to get long-term development, green natural pollution-free is the pursuit of quality, on the product packaging in this design concept, not only can let the consumer trust to pay, It also follows a

sustainable development path; followed by the characteristic development trend, at present, produce electricity in order to solve the problems of the thousands of network side, the inevitable trend of characteristic agricultural products become characteristic of this article refers to the agricultural products on the local characteristics and cultural connotation of digging, rural aesthetic concept into well reflected different characteristics of regional agricultural products; Finally, there is the development trend of branding, which is the most important trend to improve the value chain of agricultural products. The high-quality development with "three products and one standard" agricultural products as the main content meets the people's needs for a better life and quality [3]. It takes a long time for a brand to be recognized by the public. The most important thing to build a brand is to build a brand culture. The mining of brand culture needs to start with more products. This statement is also suitable for agricultural product brand construction.

3 The problems existing in the packaging design of electric agricultural products

3.1 The packaging is too crude

The lack of integrity of packaging leads to unclear visual positioning. For traditional agricultural products, information connection and sales channels are of course important, but under the condition of both, there are many products that leave consumers with a large impression of popularity, no innovation and departure from the public aesthetic. This is why many agricultural products can only be sold at low prices in the market. With the continuous improvement of people's living standards, aesthetic demand plays an increasingly important role in consumers' choice of products. Secondly, the classification of the packaging of agricultural products is rough, and the products will ultimately face consumers. Therefore, before selling products, we should first determine the type of customer groups, and then build the brand of the products specifically, highlighting the distinctive characteristics of the products and taking this as the breakthrough point to distinguish other agricultural products of the same type, especially in the online e-commerce sales, the market identification of products should be increased to arouse consumers' interest and purchase desire.

3.2 Insufficient cultural transmission of packaging

The packaging of products is like a brand name card. Although the boom of online shopping has driven part of the economic growth and brought some changes to the retail terminals, cultural connotations must be injected into the future for the long-term development of agricultural products brands. Packaging is a bridge connecting products and consumers. It can not only enhance the added value of products, but also transmit the brand culture. Therefore, innovative design is a crucial link in the promotion of brand value. Although the income level of some rural areas has increased due to the expansion of sales channels, this phenomenon does not fundamentally improve the added value of agricultural products, agricultural products is still at low prices and rough packaging sold to consumers through the network platform, if due to the unreasonable package, is product deterioration or damage in transit, not only can't make the product value, will give consumers a negative impression, this is unfavorable to the long-term development of agricultural product brand construction and the construction of "beautiful

countryside". In the face of such problems, it is necessary to build the brand of agricultural products and inject the cultural core.

4 The excavation of rural aesthetics

There are many forms of expression of rural aesthetics. For different regions, their expression styles are different. Especially in China, the differences between east and west, north and south are more obvious due to the influence of geographical location and climate conditions. For the countryside that "depends on the weather", characteristic agricultural products are gifts of nature, but for the expression of rural aesthetics, there must be universality. Next, I will elaborate from the beauty of natural ecology, the beauty of architectural style and the beauty of life form.

4.1 Beauty of natural ecology

The reason why agricultural products can become the characteristic products of many regions is that each region has different natural ecological environment, and China has vast territory and abundant resources, such as Wuchang rice in Heilongjiang Province represented by the north, Wolfberry in Ningxia Province in northwest China, or navel orange in Gannan Province in Jiangxi province, etc, they are attached to the land and have strict requirements on the growing soil, which is also the guarantee of the yield and quality of featured agricultural products. In the Internet era, it is very convenient for consumers to obtain the origin of agricultural products. Therefore, in the packaging design of e-commerce agricultural products, we should not only make full use of the advantages of the natural ecology of the origin of agricultural products, but also pay more attention to the maintenance of the ecological environment of the origin in the process of production and application, and resolutely follow the path of sustainable development.

4.2 Beauty of architectural style

Architecture is an epitome of the historical development of a region. Architectural style is often related to the geographical climate and cultural customs of a region, especially the rural architecture, it has a long history of development, and even some places still retain the ancient buildings, the construction of these buildings are exquisite, the unique architectural style of these villages, everywhere reflects the vivid regional color and people's life characteristics.

4.3 The beauty of life form

Life in China is richer and more varied than in other countries, there are significant differences from province to province and from village to village, they will be small customs through thousands of years of inheritance to form a unique form of regional beauty. Many rural agricultural products have a long history, which is bound to form a unique folk story spread, adding fun to the local people's life. These folktales and customs together form the unique folk culture of a certain region.

5 Conclusion

With the development of logistics industry and online e-commerce, people's consumption mode has undergone tremendous changes. The speed of urbanization construction has been accelerating, and there has been a wave of new rural construction in China. Concepts such as "urban-rural integration" and "urban-rural integration development" have gradually entered the public view. The speed of material urbanization is faster than that of people's thought urbanization. The rising buildings bring about the change of villagers' mentality and thinking mode, the traditional rural aesthetics is devalued, and the rural housing is regarded as backward and poor^[4]. China has a vast territory and abundant resources, and the beauty of Chinese countryside should also be a thousand villages with different styles, different north and south, different east and west. In the context of the Internet, more should actively develop regional characteristic agriculture, and to establish its own characteristics of agricultural products brand, standing in the long-term development perspective of rural agricultural sustainable development, establish a convenient, safety of modern transportation, let the villagers market good connections with the outside world to make rural life quality improvement, at the same time, is becoming more and more developed in mechanization of the moment, We should also keep some symbols of rural aesthetics from the perspective of caring aesthetics. Just as the old saying goes, different regions have different diets, habits, nature and local conditions. Villages all have their own independent aesthetics, We should reconstruct the rural aesthetics of the new century with a high aesthetic view: caring aesthetics, that is, caring for residents, caring for history and culture, caring for nature^[5]. The beauty of Chinese villages lies in the original clan life and fields, mountains and rivers.

Acknowledgments

This work was financially supported by the innovation and Entrepreneurship Training Scheme for 2021 students at Jiangxi University of Finance and Economics (202110421094).

References

- [1] Chen Fazheng. (2015) Aesthetic Characteristics of Modern Rural Construction in China. J. Guizhou. Anshun Experimental Zone Development Research Center of Anshun University. 04:90-92.
- [2] Hong Tao. (2020) 2020 China agricultural Products e-commerce development report .J. Bulk electronic markets for agricultural products. 21:63-70.
- [3] Hong Tao. (2021) 2021 China's agricultural products e-commerce comprehensive transformation development report .J. Bulk electronic markets for agricultural products. 12:16-19.
- [4] You Haitao. (2015) Research on sustainable development of rural tourism from the perspective of urban-rural integration. D. Shandong Qingdao University.
- [5] Huang Weiwei. (2017) Construction of elements system of Village culture Protection based on rural Aesthetics theory .D. Nanjing University.