

Role of Visual Communication in the Brand Marketing of Agricultural Products Qingzhou Dried Persimmon

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Abstract: With the continuous development of social economy and the gradual improvement of science technology, people's level of material consumption has also been greatly improved. Consumer demand for commodity is also gradually diversifying. In terms of agricultural products, the relational transformation between output and demand is also more obvious, and market influence is more obvious. When the output of agricultural products is greater than the demand, the market is characterized by quality competition that is oversupply. When the output of agricultural products is less than the demand, that is in short supply, and the market is characterized by demand competition. Therefore, improving the market competitiveness of agricultural products is the lifeline in the agricultural product marketing. So, the purpose of this paper is to explore the development direction of Qingzhou persimmon based on brand marketing theory, and take the design of visual communication as a starting point, analyze how to build a branded marketing road for agricultural products in the process of agricultural industrialization. Which have a positive effect on improving the growth of agricultural products and promoting the increase of agricultural products. This paper will analyze the intrinsic characteristics and the external environment and development status of agricultural products based on the perspective of visual communication, focus on the specific situation and problems of current agricultural product marketing, and propose positive countermeasures and some practical solutions. Using the specific analysis method of the specific problem, comparing the data to draw conclusions. The results of the study show that the profit margin of companies which use visual communication have is 12% higher than the traditional companies, while the cost of expenditure is only 7% more. The brand marketing of agricultural products has certain regularity and particularity, and there is hysteresis and blindness. Therefore, township enterprises and farmers should understand the characteristics and difficulties of agricultural product marketing, and enhance product strength, continuously summarize experience, and actively improve and complete relevant methods to jointly build positive development of agricultural product brands.

Keywords: Visual Communication, Qingzhou Persimmon, Brand Marketing, Explore Path

1. Introduction

Qingzhou dried persimmon is a semi-dried soft fruit made from top-grade persimmons, peeled, hung and dried[1]. Persimmons occupy an important position in the fruit output of Qingzhou City, accounting for more than one third of the city's total fruit output all year round. The persimmon tree has a long history of cultivation and high quality[2]. The dried persimmon cakes are soft in texture, thick and strict in frost, and enjoy a high reputation in the international market[3].

Visual communication is the act of displaying what is to be expressed by means of certain carriers and visual forms. Mainly through human sensory vision, and the use of typesetting, painting, design, color and electronic equipment, new media and other images to show. At the same time, visual communication design is a practical and applied technology[4]. The essence of visual communication is a kind of social science. It caters to the needs of consumers according to popular aesthetics and explores the psychological characteristics of human beings in the light of the economic development, and then carries out research around human society and human individuals. To make good use of visual communication technology, we need to master relevant social science knowledge and rich cultural background, in order to apply it to practical work more efficiently. With the explosion of Internet, big data and information, the transmission of information is the basis of marketing. Only when information is effectively accepted by consumers can it be transformed into profit. In modern marketing, It is very

difficult to pass product and business information to consumers in a way that is, and to stand out from the vast amount of information. Therefore, combined with visual communication technology, through strong and distinctive pictures or video shocks, consumers can get intuitive feelings. First, the first message to consumers is the positioning of trademarks, which enables consumers to have a very clear understanding of manufacturers. In view of the interactive integration of traditional technology and modernization, different design schemes are designed for the difference of persimmon products produced by processing technology. The third one is consumer orientation, displaying rich and colorful choices for customers, excavating specific information such as consumption ability and social stratum of marketing objects, aiming at domestic market or international market [5-7]. Generally speaking, in the process of brand building and marketing of agricultural products, it is very effective to use visual communication technology for reference.

Brand design of agricultural products is of both practical and artistic value. Beauty in life requires discovery and exploration. Similarly, we should be courageous to design a colorful company for life, perfect design can make life more comfortable and better. In modern life, design is everywhere, just like exquisite jade carvings can present noble and elegant artistic conception through ingenious creation. Design does not blindly pursue flashiness and gorgeousness. We should use resources rationally. Besides practicability, aesthetics and nationality, design also emphasizes economy in order to achieve the perfect state of modern design [8-9]. At present, the research on marketing is very extensive, and there are many influencing factors. At this stage, marketing is no longer limited to traditional quality information inculcation, traditional channel expansion, including big data coverage, brand effect, Internet communication and other additions [10]. Among them, in visual communication technology, the cognitive status of designers, the economic ability of investors, the change of aesthetic needs, and the change of the growth environment of agricultural products are constantly changing. Finally, the results of marketing are also different. Generally speaking, domestic experts and scholars pay more attention to the traditional marketing of agricultural products, mostly concentrated in the analysis of overall advantages. There are few studies on specific implementation measures, especially in combination with Internet technology and other methods, to clarify the marketing purpose and explore the development direction of agricultural products characteristic brand. Secondly, the development status of agricultural products has been studied from the supply and demand field. Foreign scholars have also put forward the concept of developing characteristic small town agriculture. They believe that the focus of future agricultural marketing is to re-examine the nature of demand relationship and combine technology application [11-12]. In order to improve the brand of agricultural products in practice, we need not only our own efforts, but also the process of mutual exchange and promotion. Foreign scholars should strengthen the research on the significance of agricultural product brand and the solution of current problems, analyze the problems and put forward feasible strategies, and explore a new path for the development of agricultural undertakings based on the current situation and demand of agricultural product market.

Starting from the meaning and characteristics of visual communication, this paper discusses the current situation of agricultural product brand development, expounds the characteristics and methods of agricultural product brand marketing, and its application in market practice. It mainly analyzes the application changes and problem-solving methods of visual communication in the brand marketing of Qingzhou persimmons, and finds out the reasonable use methods. And based on the balance in line with the characteristics of marketing, the two are organically combined. On the basis of sorting out the characteristics and development of visual communication technology and related theories of brand marketing, this paper classifies and discusses the translation dilemma that it may face in practice. The development direction is objectively prospected. It is hoped that it can provide theoretical basis for the problems encountered in the marketing of dried persimmons and agricultural products in Qingzhou, innovate the marketing model, and clarify the solution direction. This article positions the current offer model and draws on the experience of other brands. Through comparative advantage analysis, the similarities and differences in the development of marketing methods are drawn, and advanced experience is used for reference, and improvement methods and paths are proposed. Combined with the development of new methods, a new model of product brand marketing development is finally proposed to promote the development of China's new agriculture and new countryside. Some suggestions were made.

2. Visual Communication and Brand Marketing

2.1. The Meaning of Visual Communication

The concept of visual communication emerged and became popular in Japan in the 1960s. At that time, the World Design Conference was held in Tokyo, covering all aspects of the design carrier, including the environmental visual design of traditional print publications such as magazines, newspapers and posters, the design of print publications and the content design. Sometimes there are visual design of the media such as movies, television, electronic billboards, etc. By designing specific objects, through certain carriers to convey to human senses, so as to achieve the expressive design of the shape. In short, visual communication is designed by designers for consumers, according to different preferences of consumer groups, to design products suitable for various types of consumers. Visual communication has a long development history. Printing art originated in Europe and the United States in the middle of the century. With the development of science and technology, the rapid development of artificial intelligence and the Internet as the media has unprecedented visual sensory experience, people can not only live in it, but also have resonance. Nowadays, a great deal of information is flooding around us all the time, and we can't understand them one by one. The influence of these media is becoming more and more important. Some of the contents of the design can no longer meet the requirements of the new information media. Thus, visual communication design came into being. With the support of new media technology, visual communication has added more meaningful connotations of the times. Firstly, the innovation of dynamic vision can realize the efficient transmission of information. Secondly, the innovation of multi-sensory interactive experience should not only meet the needs of vision, but also take full account of hearing and touch, so as to make communication more full. Visual communication design covers a wide range of content, from which consumers can obtain information related to themselves, and selective choices can match their own life concepts and lifestyles. Packaging design can quickly attract the public's attention, and then be interested in further understanding the product's performance, function and cultural connotation. Logo design refers to the use of specific patterns to design concise symbols symbolizing the country, institutions, groups, enterprises or products. The design of visual image recognition system combined with Internet technology can effectively reflect the process of product upgrading and consumer docking. It can protect commodities in the process of transportation and storage, introduce specific information of commodities in marketing and guide consumption measurement.

2.2. Characteristics of Visual Communication Design

The characteristics of visual communication are rich and colorful. It is accompanied by the common development of Internet technology. The arrival of the new media era has greatly promoted the development of visual communication design, and provided an inexhaustible impetus for it. More importantly, the development of new media has led to the expression means and creative ideas of visual communication design. Therefore, the first feature of visual communication is the era. Visual communication is constantly changing with the changing times and the needs of consumers. When visual communication is used as a tool, people use some simple lines, words and pictures to express the meaning they need. It is no longer just language transmission, but gradually becomes a method of human information communication and communication. After the industrial revolution in the 19th century, productivity has been greatly developed, and cultural media has also enriched visual communication design and further improved its content. With the development of science and technology, new media technology, Internet + and so on have ushered in blowout development. Visual communication technology has ushered in a fast development era. The design of new media advertisements and the production of web pages have played the most important role in the transmission of visual communication. In the new era of the 21st century, visual communication combines marketing, communication psychology, philosophy and other social disciplines, and has become the most inclusive cultural concept and cultural practice technology. Visual communication is not only a medium for information communication, but also an important platform for human civilization and emotional transmission. The second is interaction. Visual communication has a great space to share. In the field of visual communication, visual symbols can be seen everywhere, and can be expressed in various designs through artistic forms. The form of expression is sometimes very specific and sometimes abstract. Perhaps it can enrich the expression of various kinds of information by means of the form of patterns or the combination of words and patterns, so that people can more intuitively understand the feelings and creative ideas that the creator wants to show. At the same time, the development of new media has enhanced this communication and interaction. Visual

communication uses the most advanced equipment and technology, observes and analyses new things from different angles, conceives from different thinking angles, and strengthens communication with the audience. The third is commerciality. The development of visual communication today is closely linked with the market and consumers, including logo design, advertising design, corporate image design and so on. For example, brand display features, product packaging and media advertising will use visual communication. It expresses the feelings that the enterprise producers want to express to consumers through the visual communication design of goods, so visual communication plays a role in communication. Visual images do not divide national boundaries. High-quality visual communication can transcend language and geographical and cultural barriers as a unique form of language. Through this visual symbol, people with different linguistic and cultural backgrounds can be linked to form the same cognitive results. Eliminate the barriers between each other, make human communication more close, information and emotional transmission more quickly and effectively. Some multinational corporations make clear judgments of global consumers through the visual communication effect of brand symbols, which greatly improves the market share and provides a huge impetus for marketing.

2.3. The Concept of Marketing

Marketing is also called marketing, marketing or marketing. Market is the category of commodity economy, and it is a form of economic connection with commodity exchange as its content. For the development of enterprises now, the market is an indispensable goal to pursue. Marketing is not only a means and steps, but also an activity process for enterprises to disseminate and transmit customer value in order to realize economic and social interests, and bring overall value to customers, partners and the whole society. Specifically, it refers to the process in which the relevant marketing personnel carry out business activities and sales activities for the product market. In the important module of modern enterprise marketing, there are a series of specific concepts, namely demand, product, value, cost and exchange, as well as the basic elements of relationship marketing and marketing network. The purpose of marketing is to open up the market, create customers, acquire and maintain customers. It has a long-term plan to inspect the market, use reasonable and effective methods to defeat competitors, so that enterprises can obtain long-term development and profits. Marketing is a systematic process. In order to gain a place in the ever-changing market, we must pay attention to market research, grasp market dynamics, collect and analyze a large amount of information, and then, guided by these information, adjust internal inconsistent policies, reform malpractices and link them with profits. In the process of marketing, it is necessary to make decisions in the process of change, requiring the decision-makers to have strong ability, insight, recognition and decisiveness like entrepreneurs. The progress of science and technology has promoted the development of the Internet, especially the "Internet +". This has brought revolutionary impact on the marketing of commodities, especially the development form and marketing mode of traditional agriculture such as agricultural products. Internet technology has penetrated into all aspects of society, combining with marketing methods and deepening constantly. It is deeply reforming people's way of daily life and thinking. For agricultural products marketing methods, this is the inevitable law of the development of science and technology, making effective use of modern science and technology. Establish fast marketing channels with consumer groups.

2.4. Strategies and Concepts of Marketing

The implementation of marketing cannot be separated from specific implementation strategies. Its purpose and significance are to create customer groups, cater to public preferences and grasp market dynamics. Through investigation and research to obtain valuable information such as customer demand, purchasing power, product expectation, and carry out various business activities in a planned and purposeful manner. Through internal coordination and integration of product strategy, price strategy, channel strategy and promotion strategy, we can provide satisfactory goods and services for the public, and ultimately achieve the goal of the enterprise. Among them, when the four factors of product, price, promotion, channel and distribution are applied to the marketing process, four marketing strategies are formed. In addition, the influence of politics and public relations has become part of marketing strategy. Economic market competition can be seen everywhere in this process, which requires enterprises to adjust strategies according to market needs, and formulate products, prices, channels and promotion policies to enhance competitiveness according to changes. In the new era of Internet and big data development, relying on mass media to promote sales and formulating indifferent strategies have become the common characteristics of this stage. The strategy of different steps is clear, and product strategy is the first step. It mainly includes the design and development of new products, the

maintenance of product life cycle, and the formulation of appropriate brand strategy, which is the basis of other stages. Price strategy is to maintain the survival of products and enterprises, defeat competitors, expand market share, and promote product quality optimization. The main function of promotion strategy is to transmit information, strengthen cognition, highlight characteristics, guide consumers, expand sales, breed preferences and stabilize sales. Channel strategy is mainly used to achieve the purpose of product distribution. In addition, whether the sales strategy is correct or not is the key in marketing. It can not only push the products produced by enterprises into the consumption field, but also make huge profits, so as to compensate the labor consumption in the production of goods. In the process of marketing, enterprises need pre-market research, systematic and objective collection and analysis of information about marketing activities. As an important part of the present economic society, enterprises are closely related to society and consumers, and they complement each other objectively. Improving and developing these links can not only improve the social image of enterprises, but also bring marketing benefits to enterprises, that is, increase the security and ease of marketing. According to the viewpoint of marketing, merchandise sale is only a part of the marketing relationship between enterprises and customers. Therefore, with the wide application of new media, public relations strategy is becoming more and more important.

3. Experiment

3.1. Sources of Experimental Data

The visual communication designer believes that the local persimmon enterprises and related products in Qingzhou should be delivered to consumers through unique brand design and product design, so as to gain popularity and build local brands. Therefore, the author came to Qingzhou to conduct on-the-spot investigation. Some large persimmon processing enterprises or cooperatives and individual processors were surveyed. In order to ensure the objectivity of the research conclusions, this study selected 10 manufacturers of different sizes and deliberately differentiated whether they used visual communication techniques to gain market share, brand awareness, marketing methods, etc. Data were obtained for different profit margin results, from which all experimental data sources for this study were obtained. As shown in Table 1, the specific data of different manufacturers in the above content shows that the current visual communication technology has an impact on brand marketing.

Table 1 Comparisons of marketing results using visual communication in Enterprises

Using Visual Communication	Market Share	Brand Awareness	Sales Volume	Design Cost
	35%	44%	47%	18%
Not Using Visual Communication	Market Share	Brand Awareness	Sales Volume	Design Cost
	13%	23%	33%	5%

3.2. Research Process

In the specific research process, this paper takes persimmon brand as the main research object from the perspective of visual communication. Among them, we fully listened to the views of brand designers, business leaders, producers, individual processors and farmers on the current market profit margin and design cost, and put forward some problems combined with their own conditions and environment. Respondents said that in the production and processing, some individual processors did not realize the role of visual communication, and the design cost was high, the general manufacturers cannot afford, but can become upstream suppliers of local brand enterprises, through the overall acquisition, the integration of resources and unified sales. With the expansion of the market, the competitiveness has been strengthened. In the process of research, we found that visual communication technology has been more or less used in the enterprises with larger strength, but it is not formed by individual enterprises, but through the brand of Qingzhou persimmon to expand market share, lacking of leading enterprises, Qingzhou persimmon brand has been the first brand in persimmon industry in China for six consecutive years. The brand value is as high as 1.08 billion. The phenomenon of large brand and small enterprise is called the characteristic of Qingzhou.

3.3. Experimental Purpose

Promoting market share and creating local agricultural products brand is an important way to develop agriculture and enhance competitiveness. In the process of creating and upgrading agricultural

products brand, the use of visual communication design has increasingly become an indispensable part. Brand building also needs to be closely integrated with local resources, specialties and cultural characteristics. In addition to improving economic efficiency, it is necessary to add cultural connotations, but also to convey cultural connotations in the design in a visual way. Visual communication design system carries the communication tools between enterprises and consumers. Qingzhou pioneered the brand building of agricultural products in this step. Qingzhou persimmon cake raw material standardization planting, processing product cleanliness, marketing commodity branding, industrial chain extension, support system strengthening, etc., will have the development prospects to promote its first county brand, at the same time, improve visibility, creating high-quality brand development core power. Learning from the experience of different regions, gradually moving towards the national market, even towards the global market, the successful path can provide positive reference and experience for the brand development of other agricultural products.

4. Discussion

4.1. Problems of Qingzhou Persimmon Cake in Brand Marketing

(1) The power of product brand innovation is insufficient and brand differentiation is not obvious. At present, the vast majority of agricultural products, including persimmon, pay too much attention to the development of quality and quantity in a single way, and lack of innovation power in product development and packaging design. In the fierce market competition environment, persimmon market season has its own local characteristics in varieties, but the quality of other production areas is quite good. Because of the concentration of agricultural products on the market and the high dependence of natural factors, it is difficult for consumers to identify a brand of persimmon cake and consume it when the product differentiation is not obvious and the brand impression of the local brand product is not deep, which seriously impacts the persimmon cake with high quality to a certain extent. As shown in Figure 1, persimmon brand has a low degree of attention among consumers, one of the reasons is that it has not targeted marketing to market demand.

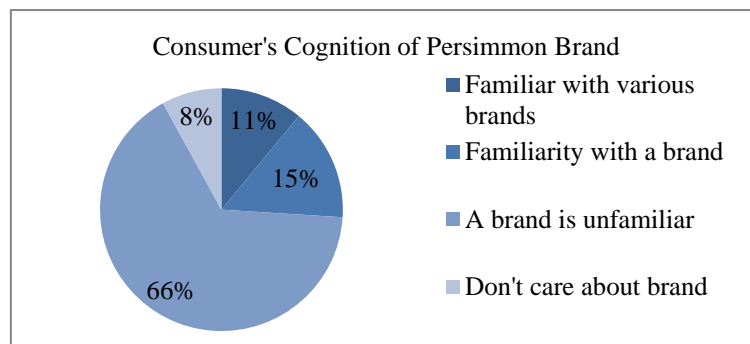


Figure 1: Consumers' Attention to Persimmon Brand

(2) The use of visual communication technology is single. Although visual communication design has already been applied to marketing means, but the field of agricultural products has just started, many manual processors, even township enterprises have not realized the new way of market expansion. Therefore, we need to constantly accept and learn the application of new technology and the change of consciousness. In Qingzhou, some enterprises have made preliminary progress in varying degrees. As shown in Figure 2(image from www.baidu.com), Chen Ping, the founder of persimmon red brand, founded persimmon red e-commerce Co., Ltd. in 2013, and then built a marketing team. "Persimmon red" brand, simple and clear, catchy, easy to disseminate, trademark design is a persimmon plus text, with visual aesthetic, can reflect the spirit of the enterprise and the nature of commodities, with easy to identify visual effects. Must be designed according to the characteristics of agricultural products, many products with local characteristics, origin is the guarantee and symbol of product quality. But limited by the image of local products, if there is no colorful sense of design, there may be no market share among urban white-collar groups.



Figure 2: Persimmon Red Brand Trademark

(3) There is no unified supply chain of agricultural products, which restricts the marketing development of market brands. Agricultural products are characterized by dispersion, different quality and single marketing channel. Establishing a unified mode of production of agricultural products, processing and marketing industry chain, farewell to the traditional decentralized production, can produce scale benefits, unified standards, brand characteristics will be more perfect. Ensure orderly supply of agricultural products. People cannot live without agricultural products every day. As a necessities of life, the price of agricultural products has little flexibility. People have been accustomed to the traditional way of purchase, and the benefit of marketing mode entering the Internet has not increased significantly. With the continuous expansion of marketing market and business of "Internet+", people's demand and awareness of agricultural products have changed quietly. The demand for green, healthy, organic, non-polluting and local characteristics of agricultural products is increasing day by day, which also forces the transformation and upgrading of agricultural marketing supply mode on the other hand. Therefore, the emergence of "Internet+" provides a better opportunity for the marketing of agricultural products and brings greater challenges.

4.2. Solution Strategy of Qingzhou Persimmon Cake in Brand Marketing

(1) Establishing a brand marketing team. Agricultural processing companies should act directly when they realize the role of visual communication. Recruit a professional team and set up a brand marketing strategy department, which is responsible for the company's brand marketing strategy formulation and maintenance, product brand promotion and promotion. Combining with other industries and advanced experience at home and abroad, the Internet technology will be applied to grasp consumer psychology. Secondly, employ excellent professional product brand marketing strategy team as the company's product marketing strategy consultant to strengthen the guidance of the company's product brand marketing strategy. Finally, full-time personnel are required to follow up the training and assessment of brand marketing strategies from top to bottom, and conduct all-round training and assessment from top to bottom, from top to grass-roots level, so as to accumulate successful experience and continuously form a long-term mechanism of brand marketing strategy training. At the same time, we need to establish and improve the current incentive system and change the current staff incentive mode.

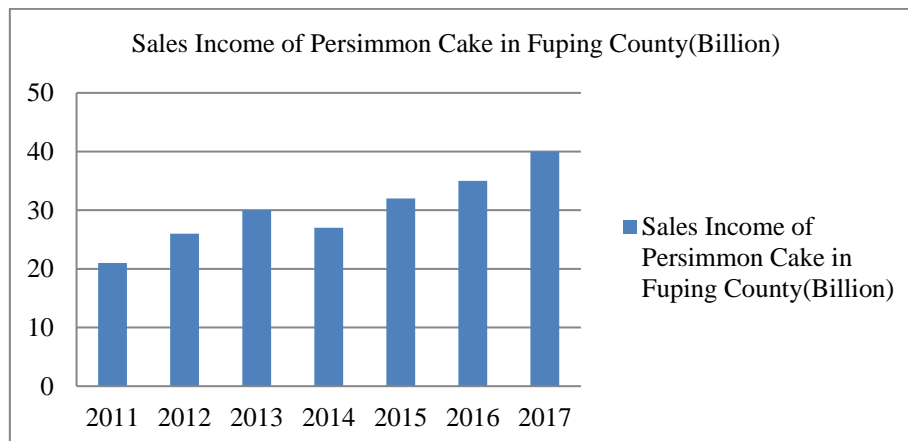


Figure 3: Trend of persimmon sales revenue in Qingzhou County

(2) Strengthen brand awareness. To successfully implement the company's product brand marketing strategy, the most important thing is that the company staff should establish brand awareness from top to bottom, conform to the development trend of modern agriculture, and build strong brand. In addition, the company should enhance the protection awareness of its own brand and maintain the brand image of its products. Faced with the relatively weak brand awareness of the company, the company should innovate in concept, formulate specific product development direction, incorporate product brand building into the company's daily standardized management, and pay attention to the significance of using brand marketing strategy. As shown in Figure 3, a number of brand enterprises with local characteristics were established in 2013, which improved the profit margin in a short time. However, the development path is single, the growth rate slowed down from 2014 to 2017, and there is a lack of systematic brand planning, which has obviously insufficient motivation.

(3) Using new media communication strategy. New media in the use of visual communication is more intuitive and efficient, communication effect will be better. As shown in Figure 4, the effects of different modes of communication are also different. By contrast, visual images and videos can make people more impressive. In addition to the existing newspapers, television, radio, cultural festivals and other traditional broadcasting channels, we should strengthen the investment in human, material and financial resources of new media communication channels. Improve the company's current portal website. Portal website is the company's first facade, is the best display window of product brand. In the content design of web pages, product brands and corporate culture are fully displayed from different perspectives of thinking, and consumers and collaborators are attracted by the text, pictures and videos. At the same time, through the company's We-chat public number, the construction and management of We-chat public number will be enhanced with the help of its characteristics of convenient, fast, efficient and low cost. Combined with "Internet +", respecting the consumption mode of human nature, we can open up online and offline experience areas, such as opening and planting persimmon trees on the Internet, uploading photos of persimmon blossom, results and daily management, and sharing the fun of planting and breeding with friends and relatives.

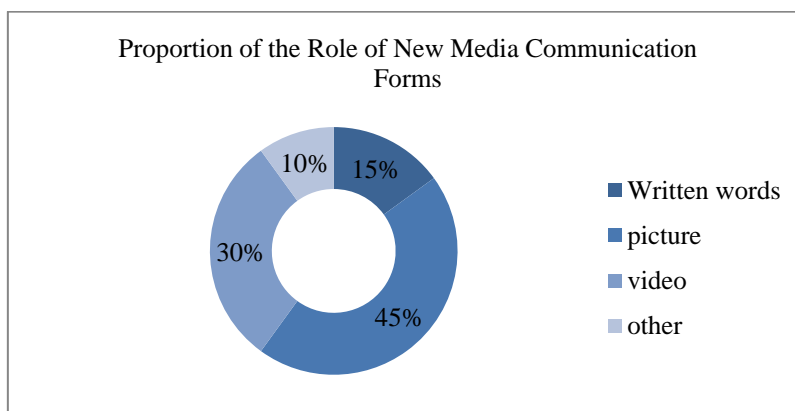


Figure 4: The effect of new media communication mode

5. Conclusion

This paper briefly analyses the process of building brand and expanding marketing of agricultural products from the perspective of visual communication. This paper expounds the new contradictions and problems of the rapid development of agriculture, the improvement of agricultural product quality and the expansion of market in the environment of rapid development of modern economy. The rapid development of agricultural products is the most direct manifestation and achievement of the current agricultural modernization. This paper points out that under the opportunity of the rapid development of agriculture, changing the traditional marketing mode, grasping the law, exploring the new technology of visual communication, combining the Internet and new media, and creating local brand are the important ways to correctly understand and solve the current marketing of agricultural products, and the key breakthrough to understand the new mode of agricultural and rural development.

This paper systematically analyses the meaning and development status of visual communication and marketing. In the new era, under the background of adjusting economic structure, vigorously promoting rural modernization and the change of the environment of national economic and social system, the development space of rural prosperity is huge, the combination of science and technology

is deeper and deeper, and welcomes very good. There are opportunities for development, but at the same time there are some disadvantages and huge challenges. This requires the joint efforts of the state, government, universities and rural handicraft producers to promote the transformation and upgrading of China's agricultural development, improve the level of agricultural product development, and actively train agricultural-related talents, in order to promote the further development of China's agricultural industry and economy. This paper introduces the current status of agricultural product marketing and the way and process of visual communication, combs the role of visual communication design in brand marketing of agricultural products, and analyses the traditional marketing mode. Combining the characteristics and essential characteristics of visual communication with the experiences and lessons of different regions, this paper puts forward the strategies of exploring the advantages of China's economic market and promoting the promotion of agricultural marketing level, and attaches importance to the training of designers and the internal motivation of relevant enterprises.

With vigorously advocating the combination of science and technology with agriculture and the new direction of modern economic development, promoting the new development of rural undertakings, especially the advantages of scientific and technological research support, judging the development trend of rural undertakings, seizing opportunities actively, and actively responding to challenges, in order to jointly build the brand of agricultural products and enhance the vitality of agriculture in China. Strive for a new step.

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