

## “The Internet+” under the Background of Agricultural Products e-Commerce Development Countermeasure Research

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**Abstract:** “The Internet+” the development of e-Commerce ushered in a new era, with the traditional industry compared to, e-Commerce in marketing, production, circulation, sales and other business aspects having a greater potential and advantages. Currently the agricultural market is the most potential development region one of the positive by means of e-Commerce platform, so that agricultural marketing activities are also gradually with the e-Commerce model integration, and in a few years of development time , has experienced different stages of development, although achieved certain results, but from formed a complete industrial chain, promote agricultural industrial structure optimization and upgrading there is a certain distance. This article through the literature research method, data analysis and other methods to carry out Internet+under the background of agricultural products e-Commerce development countermeasure research. The analysis found that agricultural e-Commerce development process in the presence of agricultural products are too original, the agricultural products e-Commerce high cost of agricultural products e-Commerce repeated construction and other serious problems. At the same time to solve the above problems put forward the corresponding countermeasures, with a view to be of the same type enterprises to carry out agricultural e-Commerce provide help.

### 1. Overview

With the advent of Information Technology and the development of logistics, e-Commerce this new business model is to change our agricultural products industry in the economic landscape. Traditional retail products through a network for promotion and sales, the retail industry and e-Commerce combined with gradually derived a new model. Thus, agricultural products can also be with the Internet technology, the formation of agricultural products e-Commerce business model, to open wider sales channels. Rural e-Commerce is for the “three rural” to provide e-Commerce services. By means of digital and information platform in agricultural products as the main business object, through market-oriented operation, reducing agricultural transaction costs, to broaden the agricultural trade, improve farmers ' income, promote the agricultural economic chain is formed. Agricultural products and e-Commerce combination than the traditional business model has many advantages. One is the pricing autonomy of agricultural products e-Commerce sales model can eliminate the middlemen links, so that farmers directly with consumers docking, farmers in the sales process Independent Pricing; second is the channel Diversity, by means of the e-Commerce platform of agricultural products marketing channel can broaden, to break the traditional in store marketing model; third is across time and space, with the traditional effects as compared to agricultural products e-Commerce marketing has a larger radiation depth and breadth, the elimination of the temporal constraints; the four is to deal directly, through e-Commerce platform, consumers can directly contact the supplier, saving of agricultural products transfers, the intermediate manufacturer or the store, etc. some of the complicated procedures. At the same time, Internet-based e-Commerce in brand display, dissemination scope, advertising, production costs and other aspects has great advantage, based on the e-Commerce platform of agricultural products brand to other areas of promotion will be more convenient, brand reputation in a short time to build up.

## **2. Agricultural Products E-Commerce Development Status**

From agricultural products e-Commerce development status quo of view, a considerable part of the agricultural products producers and distributors have begun settled in large e-Commerce platform to carry out agricultural marketing activities, but whether from the business number or the number of goods of view, the produce of the sale with other ordinary merchandise in comparison, still in a depressed state. At present, China's agricultural products network distribution status quo with the expected there is still a large gap, the main problem is as follows.

### **2.1. Agricultural products are too original of**

Agricultural production is largely smallholder-based, most of the agricultural production, especially some of the local characteristics of agricultural products, there is no processing. Different batch production of the agricultural products are not comparable, the lack of unified production standards, cannot be from the source to ensure the agricultural products quality. And small-scale production is difficult to form a difference, there is no stable volume of transactions, is not conducive to agricultural products brand. In this case, in the agricultural focus of the harvest season, the area of e-Commerce between the agricultural products network marketing there is often product homogeneity serious, intense market competition, network Trade quality of regulation is difficult to achieve and other issues, caused by the adverse selection problem, resulting in“deterioration of the currency exchange good money”to reduce the consumer experience, is not conducive to agricultural products e-Commerce development.

### **2.2. Agricultural products e-Commerce high cost**

The National Agricultural e-Commerce platform with thousands of home, those of agricultural products e-Commerce platform is not always profitable. As agricultural products e-Commerce, logistics costs and packaging costs accounted for the total cost of the proportion of the maximum. In some cases, both the cost of and even more than the commodity itself the price. Agricultural products e-Commerce faces logistics slow, high cost. Currently, only the towns have Stream outlets. Rural substantially no Stream outlets. Due to the agricultural seasonal strong, short shelf life, from the countryside to the township of the“last mile”logistics cannot be opened, the agricultural products e-Commerce to generate a lot of adverse effects. And produce weight, and logistics by weight of the charge. For cheap agricultural products, the logistics cost will be more than agricultural products itself, the price. Due to the agricultural products, short shelf life, afraid of cold, afraid of heat, afraid of collision and other characteristics of rural e-Commerce had in the product packaging up and down Kung Fu, which requires a large amount of fillers and protective packaging, greatly increasing the cost.

### **2.3. Platform redundant construction serious**

National policies to promote agriculture in the information society was born. Although the different operators of the investment and business focus are different, but its foray into the rural market is basically in a County, township, and village levels to build e-Commerce service center and service station, opened the“industrial downstream, agricultural products upstream”two-way distribution channels. Due to the rural e-Commerce policy-oriented and strong, almost a national lack of centralized management of the units. Poverty alleviation office, the supply and Marketing Cooperatives and other departments have issued a series of supporting policies. In addition, all levels of government on rural e-Commerce lack of top-level design, leading to around duplication. In a plurality of the County center building more County-run body at the same time, each village has several village-level service stations, resulting in a serious waste of resources on.

### **2.4. The development of ideas narrow**

In the rural infrastructure investment is insufficient and the industrial scale is small, resulting in agricultural e-Commerce development has been limited to existing development patterns. Single sales channels, the meager sales profits, it is difficult to form agglomeration effects.

### **3. Agricultural Products E-Commerce Development Problems Countermeasures**

#### **3.1. Deep processing of agricultural products**

Agricultural products e-Commerce to development, the need factors of Integrated Development. First of all is to have abundant local natural resources, can be cultivated with the local characteristics local characteristics of agricultural products, namely agricultural products, itself; and, secondly, with agricultural products online sales of the Foundation, such as logistics, warehousing, etc.; and finally is to be engaged in agricultural e-Commerce talent. Some have seasonal and perishable characteristics of agricultural products logistics put forward higher requirements. Currently, the rural cold chain logistics development is relatively backward, severely constrained agricultural e-Commerce development, especially some of the fresh fruit and vegetable products, cultivation of fruits and vegetables of individual farmers is often difficult through e-Commerce sales of agricultural products. Thus, for cold chain logistics, to encourage and support rural local agricultural products deep processing and the development of enterprises, encourage and support these deep-processing enterprises to develop Internet sales, for indirectly driven by rural agricultural industrial chain of Internet sales has a positive impact. On the one hand, deep processing of agricultural products can break the cold chain logistics of agricultural products e-Commerce limited, the expansion of sales positions; on the other hand, when a large number of agricultural products is concentrated at Harvest, deep processing of agricultural products is also conducive to the agricultural products formed the characteristics of products and market brands.

#### **3.2. Reduce costs**

Packaging and logistics of agricultural products e-Commerce the two main costs, directly determines the agricultural products, whether or not profitable. In agricultural products on the packaging, according to the agricultural products of the kind and transport conditions to select the number of packages, more use of lightweight, reusable packaging material such as bubble paper, air bag, folding carton, foam buffer material, etc. In the purchase of packaging materials, time don't buy too many, on-demand purchase, so that both can avoid excessive capital occupied, but also to facilitate the timely replacement of the new packaging material. E-Commerce enterprises in the procurement of packaging materials, should be packaged tests, looking for savings of packaging material is the best packaging way. To avoid excessive packaging, reduce packaging costs. In the choice of packaging material, not only embodies the characteristics of the product, but also save the cost of packaging. Rural logistics system behind is agricultural products e-Commerce logistics cost is high one of the main reasons for the development of agricultural products logistics market the logistics companies to give financial subsidies, tax relief, land use incentives and other policy support. Increase storage investment, development of cold chain technology, to meet the fresh produce storage requirements. Increase rural logistics network, speed up the agricultural products circulation. Constantly improve the logistics enterprise modernization level, to promote the logistics enterprises to continuously reduce operating costs, further reducing agricultural e-Commerce logistics costs.

#### **3.3. Integration of resources**

Integration of resources, play to the government functions, strengthening of agricultural products e-Commerce top-level design, unified planning and layout, strengthen the management of inter-Agency communication and Exchange, a reasonable build County e-Commerce service system, the township and village level within the scope of the planning layout, in order to avoid duplicate construction, each of the operators of integration of resources. This integration of resources has the following advantages: one is to achieve resources complementary advantages. Due to the different interests and priorities, different operators have different investment directions. The state capital has strong policy support funds and e-Commerce companies in e-Commerce operations in terms of comparative advantage. Supply and Marketing Cooperatives and postal services can give full play to the existing network layout and logistics advantages. Therefore, the multi-network integration of development in favor of Capital, personnel and other resource advantages complementary. The

second is to achieve agricultural integration of resources. Although agricultural products e-Commerce a bright future, but because of the standards, packaging and product quality is different, the market response is not as good as expected. To integrate the different business entities of resources, give full play to each unit's strength, to achieve agricultural scale, standardization, standardization, industrialization, to help produce e-Commerce development. The third is the implementation of the service website integration. In many rural areas, there is a village of multi-site phenomenon, a lot of stations only nominally established, in fact, is in the waste State. Operation of the main integration will bring to the site of integration, to achieve a village of multi-stop to one stop multi-service transformation, expanding the service station of the service functions, to avoid waste of resources.

### **3.4. To broaden the development of ideas**

First, in the talent soft power aspect continue to strengthen the electricity supplier of technical personnel training, and actively called on interested youth to participate in agricultural e-Commerce, in particular, to attract returning College students, and veterans, the promotion of agricultural products e-Commerce team growth. Actively introduce e-Commerce management, core technical personnel and high-end operation talents, and create high-quality e-Commerce environment and treatment conditions, and attract more elites to join us.

Secondly, in the regime of hard power aspect to the establishment of agricultural products quality and safety traceability management platform, protecting the brand and quality, increase of agricultural products e-Commerce brand influence, improve farmers ' economic benefits. In the regional focus of the industry planning and brand strategy layout of the dual function, can Quality Safety the whole process of monitoring and traceability, by further improving relevant laws and regulations, and further regulate the agricultural products e-Commerce system standard. At the same time, in the Information Technology context, departments should integrate Big Data, Cloud Computing, Internet of Things technologies such as brand development support, to ensure that the e-Commerce brand quality management system of effective monitoring and evaluation.

## **4. Summary**

E-Commerce as a new business transaction mode, can not only promote agricultural sales, but also can promote the traditional industrial optimization and upgrading, promote the local economy, investment, employment and stable development. Agricultural products e-Commerce industry cluster development, a strong impetus to farmers ' entrepreneurship in employment, so as to drive rural economic growth, agricultural products features advantages and e-Commerce integration to effectively improve farmers income levels.

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