

Research on the Development Dilemma and Countermeasures of Characteristic Agricultural Products under the Background of E-commerce + Community Group Purchase

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Abstract

With the support of the national government and the upsurge of E-commerce and community group purchases, many E-commerce group purchase platforms have been spawned, which has stimulated the development of agricultural products. However, due to the geographical limitations of characteristic agricultural products and their own characteristics, the development of characteristic agricultural products will be difficult. influence of factors. In view of this situation, the article reports the current development status of characteristic agricultural products, and systematically expounds the development status of agricultural products themselves, agricultural products-related enterprises and E-commerce platforms. The dilemma factors encountered in the development of characteristic agricultural products are analyzed, and the investigation and research are carried out from the perspectives of logistics transportation, lack of E-commerce talents and rural management system, and effective promotion methods are formulated for these existing problems.

Keywords

Agricultural Products; E-commerce; Community Group Purchase.

1. Introduction

The E-commerce and communityization of agricultural products is conducive to reducing the intermediaries and costs in the circulation process of agricultural products, and improving the circulation efficiency; promoting the innovation of agricultural products themselves, promoting the industrialization and marketization of agricultural products, improving the market competitiveness of agricultural products, and continuously improving the market benefits of agricultural products; expanding rural areas Sales range, increase the sales of agricultural products, and promote the development of the rural economy. Under the rural poverty alleviation project, the E-commerce and community-based agricultural products have promoted the economic development of poverty-stricken areas and promoted the construction of new socialist countryside. The government has organized E-commerce platforms and other online platforms to jointly provide sales channels for products in poverty-stricken areas, and also provide window media for centralized publicity of characteristic agricultural products, opening up a new situation for the sales of agricultural products in poverty-stricken areas, achieving new breakthroughs, and further consolidating the achievements of poverty alleviation.

2. Background

The Ministry of Agriculture of the People's Republic of China strongly supports the development of regional cultural brands of agricultural products. In the brand agricultural channel of the Chinese Traditional Agricultural Information Network, the window of the Ministry of Agriculture's brand agricultural economy construction, a column of regional

enterprise brands is opened, and brand experts, agricultural economic experts and social information are organized at the same time. Chemical technology experts jointly developed an agricultural product regional brand information publicity work system that is in line with China's actual national conditions and promotes Chinese national characteristics.

In accordance with the requirements of the Central "No. 1 Document", we must vigorously develop vocational and technical education and skills training in rural areas, and improve employment policies and service systems that coordinate urban and rural areas. Internet companies should give full play to their own characteristics and advantages, strengthen the connection between E-commerce and agricultural products, and promote the E-commerce and communityization of agricultural products.

3. Current Status of Development

For a long time, the marketing method of "screaming and selling goods" has been relatively common in bringing goods. Tragic marketing such as "girls cry when grapes are unsaleable" and "old people cry when plums are unsaleable" floods the Internet, and does not fully demonstrate the characteristics and advantages of agricultural products, which is not conducive to improving the popularity of agricultural products. Word of mouth also didn't work very well. When the media entered this field, the advantages of professional media, such as content planning ability, product marketing ability and employee cultural quality, were greatly improved, and they played a leading role in the sales process of agricultural products E-commerce.

3.1. The Development Status of Characteristic Agricultural Products

At present, the national agricultural product economic construction has begun to develop rapidly. In 2020, the added value of agriculture and related industries nationwide will be 16.69 trillion yuan, accounting for 16.47% of the gross domestic product (GDP). In 2021, the total national grain output will be 682.85 million tons, an increase of 13.36 million tons or 2.0% over the previous year. With the steady growth of the gross agricultural product, the level of China's agricultural production and management has risen steadily, and the living standards of farmers have steadily improved. However, the agricultural market in my country is less stimulated, and the market development is still relatively backward, which cannot fully meet the needs of modern times, and the sales methods are still somewhat inconvenient, and electronic payment methods have not yet become popular.

3.2. Development Status of Agricultural Products Related Enterprises

With the rapid development of agricultural industrialization, the scale of agricultural product processing industry is expanding rapidly, the number of processing enterprises is increasing, and the operating benefits are good. However, at the same time, agricultural products enterprises are less well-known and lack brand influence. Due to the low unit value of agricultural products, it is difficult to highlight the brand benefits in a short period of time, and consumers do not know the brand, and it is even more difficult to form a good impression. Secondly, the processing equipment of enterprises is backward, and there is no shortage of manual processing methods. Many enterprises are "workshop-style" and "family-style" production management modes, and the production efficiency is low. Finally, enterprises lack the ability to develop new products, and the product conversion rate is low, resulting in fewer types and sales of agricultural products.

3.3. The Development of the E-commerce Platform Makes the Marketing Model Continue to Innovate

commerce has now become a new platform for agricultural product sales and a new engine for rural revitalization. E-commerce has realized the full circulation of agricultural products, integrating agricultural product suppliers, warehousing and logistics centers, distribution vehicles, and rural retail outlets. Nowadays, domestic E-commerce sales of characteristic agricultural products are roughly divided into three categories. The first is Taobao live broadcast. The innovative development method of Taobao live broadcast is constantly stimulating the economic and social vitality of rural poverty-stricken areas in China. Taobao live broadcasts for sales, in order to recommend local unique agricultural products and help farmers get rich and rich. The second is the live broadcast of Internet celebrities. In the trend of live broadcasts, more and more media are also trying to create Internet celebrities by themselves, and continue to accumulate some popularity and traffic on the Internet platform, so as to achieve social mainstream network media and new trends. The organic integration and integration of the media can enhance its influence. The third is the live broadcast of the field. The live broadcast platform allows customers to see the production, processing, and packaging process of the company's products more intuitively. Compared with the traditional picture + text expression, it can also make buyers feel more at ease when purchasing.

4. Analysis of Dilemma Factors&

In the era of the gradual rise and development of E-commerce, agricultural products have also followed this development and combined with E-commerce to increase the sales of agricultural products, promote regional economic development and help fight poverty by taking advantage of the opportunity of E-commerce. However, in this process, the sales of agricultural products also face many difficulties, hindering the development of agricultural products in the context of E-commerce.

4.1. Disadvantages of Characteristic Agricultural Products

The increase in the sales of characteristic agricultural products mainly depends on the agricultural products themselves. After the rise and development of E-commerce, a large number of agricultural products have flowed into the market. Among the many agricultural products, what kind of agricultural products customers will choose mainly depends on the quality, price and brand of the products. Under the condition that the quality and price of agricultural products are relatively constant, the low degree of branding will affect the sales of agricultural products. In rural areas, farmers' brand awareness is weak, the degree of branding of agricultural products is low, and there is no extra funds for marketing and publicity.

4.2. Problems Arising from the Transportation of Agricultural Products

First of all, some fruit and vegetable agricultural products have seasonal characteristics, the logistics facilities are relatively simple, the technologies such as preservation, storage, loading and unloading, and packaging are backward, the cold chain technology is backward, and there is a lack of refrigeration equipment. When transporting fresh products, it is difficult to ensure freshness and safety. At the same time, modern information technology is not used in transportation, which leads to the inability to convey transportation information in a timely manner, making supply and marketing out of touch. Secondly, there is a certain rate of cargo damage during transportation. For example, during violent loading, unloading and sorting, agricultural products may be lost and damaged. And sometimes the planning of transportation routes is unreasonable, and there are phenomena such as circuitous transportation and convection transportation, which wastes human, material and financial resources.

4.3. Lack of E-commerce Talents

There is a shortage of professionals in agricultural product E-commerce. First of all, the acceptance of E-commerce knowledge in rural areas is low. In rural areas, information flow is blocked, traditional concepts are deeply rooted, and the penetration rate of E-commerce is low, so there are fewer E-commerce professionals from rural areas. Secondly, there are problems in the introduction of E-commerce professionals. Problems such as low wages, poor environment, and lack of resources have caused serious brain drain. Finally, there is also a large demand for E-commerce professionals in cities, which makes the supply of E-commerce talents in short supply, and ultimately makes people with higher professional literacy and better talents stay in cities, while rural areas are even more lacking in E-commerce platform services and E-commerce applications. Technology, E-commerce marketing planning and other high-tech talents.

4.4. Restrictions on Rural Infrastructure

The infrastructure of rural E-commerce is weak. The scale of E-commerce websites in rural areas is small and not sound enough, the network websites have network security problems, the construction and popularization of broadband networks is poor, the Internet infrastructure is weak, and there is a large gap between the information infrastructure and urban areas. Secondly, public facilities such as water and electrical circuits are not adequately guaranteed, and fire-fighting facilities are not in place. At the same time, there is a lack of supporting services such as convenient transaction settlement and information inquiry for merchants in rural areas. etc. problems occur.

5. Suggestions for Corresponding Countermeasures

5.1. Product Characterization

To aim at long-term and sustainable development of agricultural products, it is necessary to establish a good reputation and create products with core regional characteristics. Therefore, the development of agricultural products should be based on quality, strengthen the brand building of agricultural products, build a modern agricultural development platform, expand new growth points of agricultural cooperation, create their own characteristic agricultural products, and ensure vertical depth [1]. The agricultural products are classified and processed according to occupational level, age level, product nutritional content level, etc., expand the horizontal range of products, provide more choices to meet the diverse needs of consumers, and facilitate customers to make targeted choices. As the first link of the promotion of characteristic agricultural products, the quality construction of the product itself is the foundation and the most critical link, which not only determines whether the characteristic agricultural products can go out, but also determines how far they can go.

5.2. Precision Marketing

Under the wave of the Internet, innovate and develop the marketing system, create a diversified sales model, grasp the development of E-commerce platforms such as JD.com, Tmall, Taobao, etc., enhance the influence of the rural E-commerce model, firmly grasp the live broadcast to help farmers, and comply with the rural revitalization. wave. You can accumulate a certain amount of popularity by inviting professional live broadcasters to explain, and online celebrity live broadcasts to bring goods, etc., and choose a green, healthy and organic development track. After the epidemic is over, community group buying has also become a new opportunity. In order to expand the market audience, seize the opportunity, increase cooperation with community group buying such as Meituan Select and Orange Heart Select, and realize small-batch and multi-variety sales.

5.3. Improvement of Logistics Infrastructure

Improve reliability and safety, improve the traffic environment, and improve the construction of infrastructure to make logistics more convenient. During transportation, attention should be paid to the control of ambient temperature. Different from other products, crops have the characteristics of being greatly affected by seasons, perishable, and perishable. Therefore, it is necessary to ensure that appropriate ambient temperature is adopted during transportation. In addition, it is necessary to optimize the layout of the transportation process, rationalize the selection of transportation methods, optimize the operation roads, promote common transportation, and adopt various modern transportation methods. In terms of warehousing, the crops themselves have many types and large batches, and the inventory should be optimally handled and placed, and the location space should be rationally utilized.

5.4. Persistence of E-commerce Talent Training

As a way of attracting and accumulating fans at the beginning, online celebrity live broadcasting has a quick effect. However, due to the high cost, it is not a long-term solution. Therefore, attention should be paid to the cultivation of E-commerce talents. Colleges and universities can carry out corresponding practical activities. College students go to the countryside to conduct in-depth research on the development stage and development pain points of rural E-commerce, and analyze the data obtained first to find solutions. The quality of E-commerce personnel. The government should make preparations from various aspects such as financial support and personnel training. In terms of funds, the government can set up corresponding small loans to provide corresponding financial support for E-commerce merchants to ensure that E-commerce development projects are launched smoothly. In terms of talent training, put forward relevant talent introduction policies, and establish an effective training model. After talent training, relevant incentive systems should be established [2]. According to Herzberg's two-factor theory, on the basis of health factor satisfaction The key to mobilizing the enthusiasm of E-commerce talents is to provide corresponding incentive factors.

5.5. Improvement of Rural Infrastructure

First, increase investment in rural infrastructure, rely on government funding to improve rural infrastructure construction, encourage and guide the absorption of social capital, and increase investment through market participation. Improve the supporting facilities of rural infrastructure, operate informatization, strengthen agricultural water saving, disaster prevention and mitigation, and innovative development models of facilities to improve the quality of development [3]. Strengthen the construction of Internet infrastructure and the informatization of agricultural products, cooperate with the three major communication giants, provide public welfare support, and ensure a sound network construction; in terms of roads, increase the area of road hardening and increase traffic safety facilities; in terms of water supply, protect irrigation water sources, Improve water quality and strengthen the maintenance of water supply pipelines to improve the quality of agricultural products. Finally, it is necessary to further strengthen community construction, carry out community service activities in an all-round way, and continuously improve the level of social public services.

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