

Research on the Development Strategy of Green Food E-commerce in Heilongjiang Province

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Abstract. We are in the era of big data, the rapid development of e-commerce is driving the development of the green food industry. As China's green food Province, Heilongjiang province is trying to use e-commerce to break through the bottleneck of market development. This paper analyzes the development and problems of green food e-commerce in Heilongjiang province, and puts forward some suggestions for promoting its development.

Introduction

E-commerce is leading the development of business model in the future, as the essential power to promote economic, cultural exchange and cooperation, and also become an important factor for the competitiveness of enterprises. In recent years, along with the electronic commerce application in all walks of life, in order to solve China's agricultural products strong sales weak, breaking the shackles of the traditional marketing way, the Chinese government strengthen the attention of electronic commerce of agricultural products. The scale of the production of the green food in Heilongjiang province has been in a leading position in China. However, the weak problem of the strong marketing has seriously restricted its development. The main reason causing the difficulty of the sale of green food in Heilongjiang province is the poor circulation of the market information, the lack of effective communication between producers and consumers, the producer cannot react quickly to market information, consumers can not accurately and intuitively get the product details. However, Electronic commerce is the marketing mode adapting to the fast rhythm production and life, it will provide an effective way to solve the above problem[1]. The realization of green food e-commerce will improve the dilemma of the imbalance between supply and demand of green food in Heilongjiang Province, and improve the industrial competitiveness. Therefore, through using the Internet technology, e-commerce application in the development of green food industry has become the trend.

The Status Quo of the Development of Green Food E-commerce in Heilongjiang Province

Heilongjiang Province has been fully completed and opened 6 LAN of the provincial council of Agricultural Commission, Agricultural Machinery, Aquatic Products, Agricultural University, Academy of Agricultural Sciences, Animal Husbandry Bureau, the province 13 city (the ground) LAN, 108 counties (cities, districts) LAN broadband network and 1000 Township dialing terminal four letter of agricultural information network. Heilongjiang Province, the number of Internet access to more than one point five million people, the Internet penetration rate is 39.5%, the opening of broadband business administrative village of the proportion is 95%. At present, Heilongjiang province has 80 colleges, 22 adult colleges, 73 middle school, 156 adult secondary school, 156 museums, and 107 public libraries. After the development of the past few years, Heilongjiang province has trained a number of e-commerce talents, which provided personnel protection for the development of green food e-commerce. In recent years, the government attaches importance to the development of green food E-commerce, the introduction of many documents are reflected in the green food e-commerce support. However, the development of green food e-commerce of Heilongjiang Province is in the primary stage, the development is not standardized. Most of the electronic commerce modes are the modes of electronic business affairs of

other agricultural products. There are six modes to be widely used, and they are government information service mode, enterprise information display mode, B2B mode, B2C mode, B2B+C mode and the third party trading market mode.

The problems of the development of green food e-commerce in Heilongjiang Province

Electronic commerce mode lack of innovation

E-commerce mode lack of innovation is mainly manifested in two aspects. On the one hand, the green food e-commerce modes of Heilongjiang province are mainly the basic mode, choosing for green food e-commerce mode do not fully concrete analysis of concrete problems, not fully contact green food industry development actual, lack the spirit of innovation, causing mode simplification. On the other hand, the green food e-commerce modes of Heilongjiang province are mostly relying on the operation of the network platform, lack of cooperation with the offline activities. We can save cost, expand the market by using e-commerce for green food sales, but consumers have no confidence in the security of the network shopping psychology because of asymmetry information and virtual transaction, which in a large extent restricts the play of the advantages of e-commerce. While the offline activities are visible, so they can make up for the lack of electronic commerce. Therefore, how to combine the e-commerce with the offline activities is the important starting point for the innovation of the e-commerce mode of the green food e-commerce in Heilongjiang province.

The visibility of e-commerce network platforms is low

Through browsing various modes of e-commerce platform, it is found that the green food trading platforms that built by Heilongjiang Province have lower transaction volume than third-party business trading platforms, like as Jingdong Mall, Store Number 1 and so on. The third-party business platforms with high visibility, a wide range of customer base, high traffic volume, which are the important reasons that transaction volume is higher than the trading platforms built by Heilongjiang province. According to the above, the popularity of e-commerce platform has a very important effect on the development of e-commerce. Green food companies are more familiar to the platforms built by Heilongjiang province, consumers are not. Therefore, they are more suitable for B2B transactions, and is not suitable for B2C transactions.

The effect of propaganda is not obvious

There are several points of the main reasons for the publicity is not obvious: firstly, the current means still take television advertisings, posters, flyers and exhibition promotion as the main, the propaganda cost is higher, the propaganda means are single; secondly, Farmers, cooperatives, enterprises and the government are lack of effective communication and reasonable division of publicity, there is no scale benefit; thirdly, the publicity of the green food is not fully outstanding, the identification degree is not high, the brand propaganda is insufficient; fourth, the importance of the promotion of e-commerce platforms is overlooked, so, the visibility of the platforms is low, the brand effect of the platforms is not fully played, these restrict the development of the green food e-commerce.

The talents supply failed

The development of e-commerce in green food requires high background knowledge of employees, it requires the basic knowledge of the green food, and the basic knowledge of e-commerce and computer skills. At present, the compound specialized talented person supply shortage, the reserve quantity is low, the market gap is big. In addition, the farmers as the important participants in the production and marketing of green food, their cultural quality has a certain impact. In recent years, with the development of e-commerce, the traditional farmers have a urgent requirement about transition to "electronic famers" who can use the modern information technology to agricultural production, management and sales. But,

According to the statistics, 97% of the farmers in Heilongjiang province have the education background of middle school and the following, their cultural quality is generally low, resulting that their

ability of accept and use the information technology is weak. Therefore, the transformation of farmers will be a long-term process.

Suggestions for promoting green food e-commerce in Heilongjiang Province

To innovate e-commerce mode

Innovation is the driving force of development. We should according to the status quo of the green food e-commerce in Heilongjiang Province, learn the e-commerce modes from other areas, other industry, and innovate the e-commerce modes based on the fact. In addition, we should pay attention to the combination of the offline activities, to build e-commerce modes that combine online and offline. Through this method, the resources of the line and the line are integrated, and the resource is realized optimally. I suggest building a comprehensive showroom mode, which is a mode of combining the show with e-commerce. a It's e-commerce platform is established by government, the offline green food exhibitions are foundation. It is essentially B2B+C mode.

To take effective means of propaganda

Propaganda is the most important link of electronic commerce, it runs through the development of e-commerce. We should adopt diversified means of publicity, take the viral campaign, to broaden the coverage of information, improve the efficiency of publicity[2]. Firstly, we can use the SNS websites to publish information at a high frequency, to promote e-commerce sites and product information. Secondly, the government produces official videos, and through social media and video sites to spread. Thirdly, the government can negotiate with the reality show producers, to take Heilongjiang Province as the place where the programs are recorded, and implant green food ads when the programs are recorded. Fourth, to hold the creative design contest for the development of green food e-commerce in Heilongjiang Province, such as the green food brand logo design contest, green food e-commerce development planning contest in Heilongjiang Province and the e-commerce platform of comprehensive showroom mode design contest etc.

Pay attention to cultivate and introduce compound talents

In the cultivation of talents, encourage agricultural and forestry institutions to open e-commerce professional, take measures to encourage agricultural and forestry students take e-commerce as the two major, or encourage e-commerce students take the agricultural and forestry professional as the two major. In addition, the on-the-job training of the employees in the society is also an important way to train the talents. Through these three methods, it can be more effective for the cultivation of the compound talents on the basis of the existing education resources. In the introduction of talents, government can hire talents with high salaries outside. They will train for staff of the provincial green food office and employees of enterprises . And, Green food enterprises can according to their own strength hire personnel from other provinces to responsible for the matters related to green food e-commerce .

To promote the construction of standardization actively

Heilongjiang province green food standardization has made obvious progress, this progress mainly in green food standardization of raw materials base construction, the level of the green food standard of raw materials base construction is located in the forefront of the country. Because e-commerce has the particularity that is different from the traditional marketing channels, so, in order to better develop the green food e-commerce, we should promote built the standardization . Firstly, take measures to promote the construction about the standardization of green food brand. To promote the strongest, the largest market appeal leading brand in a country of origin, and to merge other small brands according to the common features of the brand products , form a brand alliance, so that the leading brand can play the lead effect . Secondly, take measures to promote the construction about the standardization of green food packaging. Thirdly, take measures to promote the construction about the standardization of green food quality safety traceability system[3]. By printing QR code on the standard packages, consumers can get the Information about the products in the various production and circulation links after scanning the QR code.

To increase financial support strength

In view of the development of electronic commerce especially in small and medium-sized enterprises, farmers and cooperatives, but they are generally lack of capital and their financing ability is very low, therefore, increase government financial support is an important guarantee to promote the development of green food of the electronic commerce in Heilongjiang Province. The government financial support is mainly divided into two aspects in the process of promoting the development of green food e-commerce : On the one hand, give green food enterprises, cooperatives and farmers financial support directly; on the other hand, improve the public infrastructure construction by the government financial. In the first aspect, firstly, formulate a set of incentive system, to give those of enterprises, cooperatives and farmers different levels of cash awards in terms of the development of green food e-commerce make outstanding contribution and outstanding performance; Secondly, cooperate with financial institutions, give the green food companies, cooperatives and farmers concessions about cutting interest rates of loans, easing lending restrictions and so on; finally, give appropriate tax cuts, tax-free concessions, improve the enthusiasm with positive tax policy, these are conducive to play subjective initiative fully and to promote the overall development. On the other hand, the government should strengthen financial investment in two aspects: logistics infrastructure and network infrastructure.

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