

Research on Current Situation, Problems and Countermeasures in Chinese Agricultural E-commerce

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Abstract. Agricultural products e-commerce has developed rapidly in recent years in China. Many big enterprises, such as Alibaba, Tencent and Suning, rushed into the Blue Ocean. However, due to short time and lack of experience, the development of Chinese agricultural products e-commerce has many problems, like the imperfection of network infrastructure, products standardization, business reputation and cold-chain logistics. This paper analyzes the above problems and puts forward the corresponding countermeasures to provide some references for the relevant researchers.

Introduction

The electronic commerce of agricultural products refers to a series of electronic trading activities of agricultural production, including the use of information technology, the demand for agricultural products, prices, sales. Agricultural e-commerce is a new matter in the rapid development of Internet and information technology, at this stage it is on traditional agricultural products sales pattern of a powerful supplement, and put forward a new challenge to the relatively mature industrial products business at the same time. In 1990s, the electronic commerce websites of agricultural products have developed day by day. The government and many companies have noted that the last piece of the electricity business has not yet developed the pure land. At this stage, the B2C, C2C, C2B and O2O models have been launched. More and more network tools, such as telecom broadband network and digital TV network, cloud computing, data and micro-blog, Wechat and other tools have provided good platforms for enterprises of agricultural e-commerce.

In recent years, with the development of the rural economy and improve the living standards of farmers, rural consumption has a huge potential demand, coupled with the urban market is relatively saturated, in the "Internet plus" situation, the rural market will undoubtedly become the "blue ocean" a lot of business competition. In order to seize market opportunities, many well-known electricity suppliers have to enter the rural market. The Jingdong Mall announced that it will work together to do the rural electricity suppliers in rural areas in 2014. The Alibaba launched "a thousand counties and million villages" plan to invest 10 billion Yuan in the field of agricultural e-commerce. For a long time, based on the specific consumption environment of rural areas and the consumption of the traditional, growing demand for the quality of farmers, the market is not very good to meet. Compared with urban, rural infrastructure, lack of large supermarkets, commodity price is on the high side; and commissary goods species is not complete. With the improvement of the income level of farmers and the improvement of living conditions, as the business at the end of a piece of fat meat, the heat of the electricity supplier of agricultural products in recent years has

been increasing. Huge consumption market in the countryside, the attraction grows day by day. The huge potential of the rural market has become a hotly contested business.

Problems of Chinese Agricultural E-commerce

Although the electronic commerce of agricultural products in China has about 30 years of history, the early development is very slow in 1990s. Due to the lack of experience, poor logistics and other objective reasons, there are many problems in China's agricultural e-commerce. These problems seriously affect the development of electronic commerce of agricultural products in our country.

Imperfection of Network Infrastructure. In recent years, although China's information construction process is faster, but the growth rate of the region is mainly distributed in the city. Rural network infrastructure construction process is slow, relatively few rural Internet users. Although China's urbanization process accelerated, a large number of rural populations into the cities, but the quality of the rural population are generally not high. These factors have led to rural electronic commerce infrastructure construction is slow. The lack of guidance, causing farmers to the electronic commerce participation is not high. Network development and low-level redundant construction serious, agricultural information system unification and standardization level is relatively low. At the same time, agricultural information collection and release pattern although initially formed, but agricultural information processing, analysis, and utilization of agricultural information channels open. The agriculture information market cultivation and development is slow, especially agricultural information service market, the design market of agricultural products, agricultural capital market, market of agricultural products processing, agricultural products storage and transportation and packaging market, has not yet been developed or form, agricultural information system is not perfect. Agricultural information service is not comprehensive and lack of pertinence.

Imperfection of Products Standardization. The agricultural products are various and complex. Therefore, the corresponding standards are not unified, difficult to unified pricing, green agricultural products, pollution-free agricultural products, organic agricultural products, Chinese geography standard products, agricultural products, it is difficult to determine, leading to genuine goods at a fair price of agricultural products to the market. The level of standardization of agricultural products in China is not a. The large agricultural products, such as flour, corn, cotton, and so on. But the fruits and vegetables, meat, seafood and other most agricultural products, is still in a state of non-standardized exist. It is difficult to in business platform formation scale circulation. As non-standard products, some agricultural products procurement, logistics, sales and other links, and the current mature standard goods business is completely different. Now online sales of agricultural products is the need to go through a standard system certification, certification in order to sell, such as green standards, organic standards, which is the circulation of the electricity market rules, but also the mandatory threshold. However, the reality is that most of the domestic agricultural producers are small farmers. They do not have this awareness to their own production of agricultural products to do a quality certification endorsement. Even the farmers have this awareness, but also by the high cost of certification scare. In fact, the market at present lacks the standards for agricultural products on the. This is not a short-term problem can be resolved.

Imperfection of Business Reputation. With the agricultural products cycle, price volatility, agricultural products order agriculture is difficult to form. Agricultural products not subject to order restrictions, unmarketable agricultural products too much reliance on contract farming, resulting in market volatility larger producers, operators and the interests of consumers are not stable, it is difficult to form a cooperative relationship. China's agriculture or agricultural products, agricultural

electricity suppliers, agricultural electricity suppliers, rural electricity suppliers, the most fundamental question no matter how many lists, can identify the factors of trust. If you solve the problem of trust, the corresponding problems have a number of solutions. China's agricultural production and processing, transport and sales of fragmentation makes the entire industry of economic development of our country and developed countries in Europe have a huge difference, due to fragmentation, the primary agricultural products from production to the whole chain of table will form a lot of breakpoints. This distrust attitude has a direct impact on the industry development, leading the lack of confidence.

Imperfection of Cold-chain Logistics. Cold-chain logistics facilities are the basis for the development of cold-chain logistics. Agricultural products can only be produced, stored, transported and sold in cold storage facilities and frozen facilities, which can ensure the quality of fresh and pure taste. However, cold-chain logistics facilities are seriously inadequate. China's cold-chain logistics network has not yet formed. The cold-chain logistics facilities are seriously inadequate. In the agricultural product site, most of the agricultural products in our country only use simple and crude hall to carry on the simple product preservation processing, it is difficult to reach the standard of the cold storage and fresh keeping. In the wholesale market, farmers market, trading center of cold-chain logistics facilities are obviously insufficient, small size, less functional, mostly there is only suitable for aquatic products and meat refrigeration facilities, and the lack of suitable for fruit and vegetables, cold storage facilities. The existing cold-chain logistics enterprises are mainly small and medium-sized enterprises, small scale, weak strength, service standards are not uniform. Part of the small scale cold-chain logistics enterprises in the service process, adjust the high temperature or even power down to save cost. There are few domestic third party logistics enterprises can provide the temperature control of the entire logistics process of agricultural products, the ability to integrate the industry resources. The introduction of the cold-chain logistics technology requires high investment, and the recovery of the cost cycle is long. The vast majority of cold-chain logistics enterprises in China don't have the advanced technology of cold-chain logistics.

Reform Measures of Chinese Agricultural E-commerce

Strengthen the Construction of Network Infrastructure. We should send information to rural. It is not a slogan, which only pays attention to the work surface, combining to dig agriculture and information, each region has a different environmental conditions and special problem, only with the actual situation of the local integration, formulate development programs for different geographical characteristics and make tangible benefits into full play the advantages of information, practical expression, so that farmers and agricultural enterprises rewarded. Fanning out from point to area is a kind of effective method for the move, in close connection with the rural cooperatives of the main line, step by step by selecting some rural pilot areas, key support these areas of personnel information equipment, information collection, processing, distribution, service and other skills training and the application of agricultural information technology popularization. We can establish key demonstration area, the exemplary role gradually led to the surrounding areas, to promote rural information subjects to return the farmer, the peasants' consciousness and voluntary participation in the activities of the development of rural information in, mining high-quality and capable farmers to complete the task of information level. The transformation of agricultural information indicates the transformation of agricultural production mode, the development of agricultural industrialization is based on agricultural information and constantly upgrade. The government should set up special funds to achieve full coverage of e-commerce in rural areas and improve the level of rural Internet.

Strengthen the Construction of Products Standardization.An important feature of the electronic commerce is the commodity standardization, and our country in agricultural products especially for fresh agricultural products standardization production system construction has been relatively stagnant, which has become a restricting an important issue in the development of agricultural production. The industry government coordination mechanism should be as soon as possible to guide the broad masses of farmers to speed up the implementation of national standards, to reduce unnecessary waste of resources, in order to realize the electronic trading of agricultural products lay the foundation. We can establish agricultural products circulation standard system. Many agricultural products due to the transport conditions cannot reach and enter the e-commerce market. Therefore, it is possible to improve the circulation of agricultural products in a wider range to establish the sorting standards, packaging standards, distribution standards, acceptance criteria and management standards of agricultural products circulation.

Strengthen the Construction of Business Reputation.Agricultural products and industrial products are different, most of which are not brand. It is difficult to have specific standards to control, which has brought great difficulties to the sales. The general practice is for each producer set up files, a detailed record of the planting process of every step of, including fertilization, harvesting time and in the products indicate the producer's name and date of production, consumers can thus back the production of agricultural products through the transparent management of the whole process. The process of trust is gradually accumulated. Trust also involves how the issue of marketing, only a better marketing to let more people know, and then form a good reputation. The implementation of brand strategy not only to constantly improve their own business construction and management ability, gradually increase service content and means of normative, convenient and efficient, by enhancing the awareness and satisfaction of customers to enhance brand awareness, but also the implementation of differentiated brand competition strategy, create business on behalf of the landmark brand products to avoid the homogenization of competition. At the same time, there should be a social organization, the credibility of the government departments or quasi government departments to solve some common problems. We should create a line on-line has gone hand in hand of high-quality agricultural products trust system, to solve agricultural industry chain cannot be full control problem.

Strengthen the Construction of Cold-chain Logistics.The government should summarize and analyze all aspects of the cold-chain logistics infrastructure construction, preservation, cold storage, pre cooling, inspection and other aspects from the start, launched a number of encouraging a key construction project of cold-chain logistics enterprise infrastructure. The establishment of a cold-chain logistics to match the perfect testing facilities, so that the rapid detection of equipment and operational processes to maximize the promotion of. The government should strengthen the guidance, positive publicity in cold-chain logistics industry sunrise industry attributes, cold-chain logistics professional broad employment prospects are pointed out, encourage the creation of cold-chain logistics, encourage students enrolled in cold-chain logistics. Universities should analyze market demand, and actively research, timely adjustment of industry settings. Therefore, the government should make preferential policies to encourage the construction of cold-chain logistics infrastructure for the good and rapid development of the electronic commerce of agricultural products.

Conclusion

The raising demand for agricultural products of consumers has brought great opportunities of Chinese agricultural e-commerce development. Overall, the agricultural products e-commerce of

China is still in its infancy. It needs further exploration to promote the development of agricultural e-commerce in China.

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