

On the E-commerce Application of Characteristic Forest and Fruit Industry in Xinjiang, China

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Keywords: E-commerce; Forest and fruit; Application; Xinjiang

Abstract. Xinjiang is known as fruit town, due to the unique climate, soil, forest products and other aspects of the rich varieties. The characteristics fruit industry in Xinjiang advantage is very prominent, All kinds of enterprises, especially those with regional characteristics, how to develop E-commerce, innovative online sales model for enterprises and even the entire industry is of great significance. This paper introduces the status e-commerce in Xinjiang characteristic forestry and fruit industry and the existing problems, and analysis of the profit model, through the analysis of the market to the huge business opportunities brought about by the characteristic forestry and fruit industry enterprises, clarify the necessity of application of electronic commerce enterprises in Xinjiang fruit industry characteristics, through the understanding of these opportunities and make full use of the convenience of modern information technology and network technology to provide, improve the Xinjiang fruit industry enterprise e-commerce development level, and constantly have better ways to seek development in the fierce competition in the market.

Introduction

The rapid development of the Internet promotes the development of electronic commerce, with the development of information technology especially the rapid development of the global electronic and network technology, the information economy has a strong impact on the traditional economy, and the role of the emerging e-commerce in the economic activity status has improved, becoming one of the fastest growth in economic activity in twenty-first century and the active area, twenty-first century is the era of network information, information technology, network economy has become an irreversible trend. Under the new economic environment, the implementation of electronic commerce has become the enterprises to reduce business become enterprises to reduce costs, improve business efficiency, enhance the competitiveness of enterprises is the inevitable choice.

E-commerce refers to the parties or in the use of computer technology and network technology (Internet) and other modern information technology of all kinds of business activities, including trade in goods, trade in services and intellectual property trade. As a new type of trade, e-commerce has greatly promoted the development of global economy and trade, and has also changed people's way of life and ideas. All kinds of enterprises in Xinjiang started the enterprise informatization and the enterprises to develop e-commerce are less mature than the developed coastal areas of the mainland, and the development is uneven. How to adapt to the development of e-commerce in the new environment are both a challenge and a rare opportunity. The characteristics of Xinjiang fruit industry as a shining pearl of Xinjiang local characteristic industry, the market demand and the potential for future development of the value cannot be ignored, how will the online marketing mode of traditional and modern combination, promote fruit industry market development, and strive to improve the market competitiveness of the characteristics of fruit industry and continuously improve business efficiency and profitability, to create a better characteristics of the fruit industry in Xinjiang market competitiveness has important significance.

The Application of E-commerce in Forest and Fruit Industry in Xinjiang

The Brief Introduction of Forest and Fruit Industry. In the new century, the autonomous region has put the development of characteristic forest and fruit and forest industry into the national economic development pattern of the whole region. By 2010, the total area of forest and forest and fruit reached 17 million, the total output value of forest and forest and fruit industry reached more than 30 billion Yuan, and the income of forestry and forest and fruit industry accounted for more than 30% of the total income of farmers.

Xinjiang is the world famous four high quality forest and fruit producing areas, special geographical location of three mountains and two basin, sunshine, air drying, the temperature difference between day and night weather conditions, created a unique quality of forest and fruit trees in Xinjiang. After years of development, at present, Xinjiang has a total area of 15 million across of forest and fruit break, red dates, walnuts, apricots, grapes, pear, apple and other 12 varieties, the effective number of more than 900 million lines, with the production capacity of 10 million tons of high-quality forest and fruit, Xinjiang forest and fruit industry annual output value of 30 billion Yuan. At present, Xinjiang has become China's important North forest and fruit industry base, and formed a high-quality forest and fruit production base with red dates, Walnut, apricot, pear, pomegranate, apple, almond based southern Tarim Basin; Yili River Valley, Tianshan Mountains to apple, grape and berry based forest and fruit industry belt. Several high efficient forest and fruit bases, including grape, jujube, medlar, seasonal forest and fruit and protected forest and fruit, have been built in Turpan Hami basin, Yili Valley and northern slope of Tianshan Mountains. The total output of forest and fruit is over 5 million 300 thousand tons.

Since 2010, the state of Xinjiang has been combined with the development of forestry and forest and fruit industry, increased investment attraction, set up a leading enterprise, forest and fruit processing enterprises, formed a company plus farmers business model. A variety of forest and fruits through the Agricultural Expo, forest Expo and other commodity fairs, to Beijing, Shanghai and other domestic large and medium-sized cities, and even sold abroad.

The Development of E-commerce of Forest and Fruit Industry. The development of E-commerce in China is characterized by typical block economy. The southeast coast belongs to the developed area. The north and the middle part belong to the fast developing area, while the western part is relatively backward.

For a long time, due to the geographical position and ideological differences of Xinjiang, the supply and demand of forestry industry is unbalanced, and the sales channels are not smooth, which has become a bottleneck restricting the development of forestry industry. Xinjiang forest and fruit enterprises did not carry out the electronic commerce, because of the market sales model is relatively simple, only the traditional marketing mode, Xinjiang forest and fruit industry exists many prominent problems: (1) production than sales; (2) the supply and demand information asymmetry; (3) the market marketing methods; (4) the characteristic forest and fruit industry has not formed known to every family brand. To solve these problems just using the traditional method and means, rely solely on the traditional business model cannot digest the increasingly rapid growth of forest and fruit production, a lot of resources and time at the same time, the traditional transaction methods often take enterprise, E-commerce in the cost, efficiency, cross regional and other aspects are not comparable and relying on the internet. Therefore, the traditional business model and e-commerce model should be developed in line with each other, relying on the Internet to develop e-commerce.

At present, Xinjiang forest and fruit industry market development is not balanced, but also among the enterprises in the network of e-commerce experience is relatively small, only some of the larger companies or markets channel information rich enterprise to carry out network marketing on the internet. In addition, due to the difference of regional economic development, the degree of E-commerce between different forestry enterprises or related sub industries is not the same. According to the survey, the capital of Urumqi and other economically developed areas, some have the ability or the needs of forest and fruit wholesale market of various businesses, some have established their own e-commerce sites, and the development of the online sales channel, and as the beiyuanchun wholesale forest and fruit

market, forest and fruit wholesale market, east ring road riding mountain new beiyuanchun wholesale forest and fruit market in some have a certain strength of small and medium-sized companies, wholesalers and retailers, but some forest and fruit industry enterprises in remote regions such as southern etc. because of the modern information technology limited has been relying on the traditional sales model, the development of network marketing business less.

In addition, lags behind the development of electronic commerce in Xinjiang, cannot meet the needs of modern forestry and forest and fruit industry development, we must vigorously develop E-commerce, and actively promote online transactions, and gradually realize the combination of E-commerce and traditional forestry enterprises. One is to promote e-commerce enterprises to logistics extension, actively carry out online transactions; two is the financial and technical strength of the large and medium-sized forest and fruit enterprises should gradually establish a set of electronic commerce system. Three is the most small and medium-sized enterprises to forest and fruit through E-commerce combined with logistics enterprises and spot warehouse transactions carrying out online transactions. At present, Xinjiang forest and fruit industry e-commerce online shopping website mainly are: Xinjiang forest and fruit network (www.xjlinguo.com), Xinjiang Characteristic Mall (www.xjtc168.com), 168 Xinjiang Characteristic dried forest and fruit (www.xj3sgw.com), the above net forest and fruit enterprises to carry out business online mall electronics, are built by their own online store. In addition, such as Xinjiang Characteristic 168 mall and other websites B2B market and B2C market, but also with Alibaba website and Taobao cooperation, and in the two large online market to establish their own online store.

The Existing Problems of E-commerce Development in Forest and Fruit Industry

Consumer Trust and Loyalty of the Enterprise. Xinjiang forestry enterprises, represented by Xinjiang forestry network, are involved in the e-commerce market shortly, and they are in the initial stage of the market and have not yet entered the rapid growth period. In the establishment of consumer trust and loyalty to the enterprise is facing many problems, including: integrity problems need to be solved; must build a safe and flexible payment mechanism; create conditions to cultivate user spending habits.

The Cost of Website Construction and Maintenance. At present, Xinjiang forestry network in the construction of the website, because it is still in the market running in period, did not seize the market demand and construction of the site, making repeated construction and lack of design and other issues. The maintenance cost of the website is too high and the maintenance is not in place and some unreasonable problems.

Publicity and Promotion. If you want to in a short period of time and reached the rank of the first several benefits, the most direct way is through the network promotion, now on the market the main promotion situation is Baidu promotion, of course, the cost per click is determined according to the keywords in different industries, the promotion is only a reference, it should choose according to the needs of customers to set their own strength.

The Functional Aspects of the Site. Xinjiang forest and fruit online mall in the product display design is the main problem in product display picture is too large, the overall effect of the page is messy, not simple. The information retrieval system can search keywords to less, membership registration system program than the general shopping site to cumbersome, may make consumers lose patience; there are also many the details in feedback system, online survey system, BBS system, community forums, email subscription send system etc.

The Web Site Tracking Problem. The use of tracking sites has some blind spots, such as the lack of communications with consumers and cooperation, cannot grasp the dynamics of the consumer online shopping, no real grasp of the actual needs of consumers.

The Website Usage Effect Aspect. For forest and fruit network website for online shopping users to e-mail using the survey results, but because the real consumption evaluation survey technical reasons or method results not objectively reflect consumer and communication with consumers and other issues.

The Countermeasures of Developing E-commerce Characteristic Forest and Fruit Industry

The encounter in the development of electronic commerce issues is a pressing matter of the moment should put forward effective countermeasure, at present Xinjiang forest and fruit e-commerce company to solve the above problems to take countermeasures mainly:

To Establish Consumer Trust and Loyalty. For E-commerce enterprises, how to establish a corporate image of the market, bigger and stronger and improve the function of the website is particularly important. Xinjiang forest and fruit E-commerce company continued to strengthen and perfect online Xinjiang forest and fruit network ordering, order inquiries, online payment, logistics distribution and other functions, to provide a safe, fast and convenient online shopping environment for consumers to maintain existing customers and develop new customers has important significance.

Website Construction and Maintenance Cost Issues. Xinjiang characteristic forest and fruit and forest e-commerce company invested a lot of money in the design and construction of Xinjiang forestry network. From a realistic point of view, if the enterprise wants to sell on the Internet, not only to build a strong E-commerce website and the implementation of such a website cycle and cost are very impressive. After the establishment and operation of the website, the system maintenance, business processing and other aspects of operation and maintenance continue to invest money and manpower. A website in Internet is like a drop of water in the ocean. To achieve a certain reputation, the cost of publicity and promotion is amazing. In addition, for the Xinjiang forest and fruit tree E-commerce website with the progress of technology and business development, but also need to update in terms of function and system. Xinjiang forestry network not only takes into account the initial investment in construction, but also has a comprehensive estimate and preparation for the operation, maintenance, promotion, promotion and upgrading of the website.

Publicity and Promotion. All say wine is good, also afraid of alley deep, if a website does not do publicity and promotion work, there will be no one to visit, the website will not have any value, this is with the enterprise construction website original intention completely inconsistent. The promotion website, need very large funds, Xinjiang forest and fruit network to try to find out some cheap methods, such as search engine registration, add a domain name, in the name card in BBS and related news group continues to publish web site etc.

The Website Function Aspect. Xinjiang forest and fruit e-commerce company decided to build the site, first clear to do some what happened on the site, how to do, then according to the specific needs of the company and the customer for the detailed design of functional modules. Xinjiang characteristic forest and fruit e-commerce company deeply realized that only by meeting the needs of enterprises can the website truly serve the enterprise.

Web site Tracking Problem. When the website is put into operation, in order to give full play to the role of the web site, Xinjiang forest and fruit e-commerce company has special operation situation on the website of the monitor, in order to find problems and timely solutions, and the site feedback information sorting, issuing and returning to work, so not every business opportunity.

The Website Usages Effecting. The purpose of establishing the website of Xinjiang characteristic forest and fruit e-commerce company is to focus on the image and promotion products, and carry out the sales business on the website. For the end users, due to the number of Internet users and income, consumption capacity constraints, in a considerable period of time, the sales will not be very good. For enterprises, bargaining or trading must be used, so sales will not have much. Product marketing is one of the largest use of current enterprise website, Xinjiang forest and fruit network not passively wait for the user to access, but the sales staff through active door-to-door more targeted and effective, but in the actual operation process, in many cases the user access to information on the website, and enterprises in the traditional way of communication negotiate, or part of the business on the Internet, part of the business use of face to face, in the online or offline mode of combining the development of electronic commerce. In addition to establish customer or business online survey of customer experience in the use of Xinjiang forest and fruit network of communication, and the satisfaction of website, friendly interface, access speed index survey analysis.

Conclusions

It is of great significance for enterprises and even the whole industry to carry out E-commerce in Xinjiang and how to innovate the online sales model. The characteristics of Xinjiang forest and fruit industry as a bright pearl in the local industries, the market demand and future development potential cannot be ignored the potential of Xinjiang forest and fruit e-commerce limited by Share Ltd has adopted a government promotion, enterprise led, market operation mode, the online marketing mode of traditional and modern the combination of the characteristics of forest and fruit industry to promote the development of the market, and strive to improve the characteristics of forest and fruit industry market competitiveness, improve business efficiency and profitability, to create a better Xinjiang characteristic forestry and forest and fruit industry market competitiveness has important significance.

Acknowledgements

This work was supported by the Provincial Key Laboratory of E-commerce of Ethnic Information of Northwest Minzu University and Comprehensive experimental teaching center in Economics(Grant No. 2016XJSYJXSF2X-01-10019109) and by Special Funds for Undergraduate Teaching Reform by Central University of Northwest Minzu University (Grant No:10019153).

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