

Study on e-Commerce Consumption of Fresh Agricultural Products under O2o Mode

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Abstract: With the improvement of people's living standard, the quality requirements of fresh agricultural products are increasing. O2O e-commerce consumption mode can ensure the freshness of fresh agricultural products, and can be delivered to customers on time, accelerate the pace of customers' life, and meet the needs of customers. In this paper, the e-commerce consumption of fresh agricultural products under O2O mode is studied to provide a more convenient operation mode for businesses, so as to enhance the sales volume of fresh agricultural products and improve enterprise efficiency.

1. Introduction

O2O mode is to transfer the original offline consumption to online consumption, using the Internet platform as an intermediary, so as to meet the purchase needs of customers. This kind of consumption mode is widely used at present, mainly because it can add more choices for customers, ensure timeliness, and conform to the fast pace of modern people's life. Fresh agricultural products are different from other products, and they have high requirements for freshness preservation. Therefore, in addition to meeting customers' purchase needs, stores should also improve the timeliness of consumption. Shorten the transportation time and deliver the goods to the customers as soon as possible. If necessary, the fresh agricultural products should be refrigerated during transportation to ensure the freshness of the products.

2. Related Concepts

2.1 O2O Mode

O2O mode is online to online, which uses the Internet platform to combine online and offline consumption, so as to meet the needs of customers. Customers can filter goods online and settle accounts online, which provides convenience for customers' purchase behavior. In addition, offline products can also be publicized online to expand their influence. The biggest feature of O2O mode is that each consumption can be inquired, there are many promotion means, and it can promote product sales. In addition, through the development of O2O mode, it can also provide more derivative services for customers. For example, customers can make an appointment on the Internet, and after the goods are delivered, the store owner can notify through the relevant platform, reducing many intermediate links.

2.2 Fresh Agricultural Products

The so-called fresh agricultural products, including vegetables, fruits, flowers, meat, eggs, milk and aquatic products, are mainly divided into three categories: fruits and vegetables, meat and aquatic products. The main characteristics of fresh agricultural products are perishable and vulnerable, so in the process of consumption, the demand for consumption channels is relatively high.

3. Traditional Way of Consumption of Fresh Agricultural Products

3.1 Direct Selling Mode of “Farmers + Consumers”

The direct selling mode of “farmers + consumers” is one of the most traditional sales modes, that is, after the production of farmers, the products are directly sent to the hands of consumers, or consumers go to the farmers' places to pick up. The latter is a more popular form of picking. In this process, consumers can experience the fun of picking, increase the activity, but can not meet the high-frequency trading behavior. In the former mode, farmers, as both producers and transporters, can reduce transaction costs and improve transaction efficiency. However, due to the relatively single customer and limited promotion ability, it is not conducive to large-scale sales. The most important thing is that the agricultural products are vulnerable and perishable, and the quality is difficult to be guaranteed in the transportation process. Therefore, the transportation distance should not be too far, resulting in the limitation of the consumption scope of agricultural products.

3.2 Circulation Mode with Wholesale Market As the Core

This way of consumption means that farmers sell agricultural products to local wholesalers and wholesalers sell them to customers. This mode solves the problem of cross regional sales and increases the scope of consumption. In addition, farmers do not need to contact customers directly, which reduces the cost. However, there are some disadvantages in this model. It only solves some circulation problems, and the choice of end customers is still limited. And for some small farmers, wholesalers still need to carry out multiple transactions, which has produced a certain cost. In addition, small farmers lack the ability to bargain with wholesalers due to the output problem, which makes the income of farmers lower. Moreover, the wholesale market has no processing capacity for fresh products, only the function of selling.

3.3 Circulation Mode with Leading Enterprises as the Core

Leading enterprises refer to enterprises with processing capacity, which have their own production and processing factories to meet the demand of fresh products reprocessing. The biggest difference between this model and wholesale market is that the relationship between the two sides is relatively stable. Farmers usually sign relevant treaties with leading enterprises to restrict their behaviors. Moreover, leading enterprises can provide the way of production and consumption for farmers, and solve many problems of cost effectiveness. However, the circulation mode with leading enterprises as the core still has some disadvantages. For example, small farmers still lack the ability to bargain with leading enterprises. For this mode, opportunism is relatively obvious, and the relationship with leading enterprises also needs to be maintained by farmers, so that the interests of farmers are damaged.

3.4 Circulation Mode with Farmers' Cooperatives as the Core

Farmers' cooperative is a farmers' organization formed spontaneously by farmers, which is called the rural cooperator. It represents the opinions of farmers to find ways of consumption. In general, farmers' cooperatives sign relevant treaties with wholesale markets or leading enterprises, and then allocate corresponding indicators to farmers. In this case, it can meet the sales needs of farmers, and farmers' cooperatives are in the middle to protect, increasing the rights and interests of farmers. Compared with directly signing agreements with leading enterprises, farmers' cooperatives have greater bargaining rights, and can balance the relationship between farmers, playing a role of communication and connection. Moreover, farmers' cooperatives can act on behalf of farmers' opinions, promote the achievement of contracts, improve the efficiency of sales, and ensure the interests of farmers. Compared with the circulation mode with wholesale market as the core, it reduces the link of transaction, and farmers' cooperatives directly trade with it, reduces the transaction cost and improves the efficiency of transaction.

3.5 Circulation Mode with Retail Enterprises as the Core

The circulation mode with retail enterprises as the core is now the more popular “agricultural super docking”. Agricultural supermarket docking refers to the direct docking of large supermarkets with farmers to sign relevant contracts to ensure that farmers provide corresponding quality and quantity of fresh agricultural products for large supermarkets. This circulation mode reduces the intermediate link and the cost of commodity circulation. Moreover, in the circulation process, it reduces the frequency of goods transfer and ensures the quality of products. In addition, large supermarkets have the ability to analyze consumer behavior, accurately analyze the number of agricultural products needed according to consumers' preferences and the impact of seasons, so as to ensure that agricultural products can be fully utilized and avoid product loss caused by information asymmetry. The most important thing is that the large-scale supermarket has the function of testing the quality of agricultural products, which can ensure that the products entering the agricultural products supermarket are healthy products, avoid affecting the health of customers, and improve the popularity of agricultural products. In this case, the large-scale supermarket directly connects with farmers, which can make clear the origin of agricultural products and make customers feel more at ease.

3.6 Circulation Mode with Logistics Enterprises as the Core

The circulation mode with logistics enterprises as the core refers to the behavior that large logistics enterprises collect fresh agricultural products from small farmers and then transmit them to retailers through logistics network. In this mode, the functional requirements of logistics enterprises are relatively high, because the provenance of agricultural products is relatively scattered, logistics enterprises need to have a wide range of logistics networks. In addition, due to the particularity of fresh products, logistics enterprises are required to have the function of cold chain transportation to ensure that the quality of fresh products will not be affected in the process of transportation. In addition, logistics enterprises also have some functions such as product reprocessing and packaging to improve the operation efficiency of agricultural products. The advantage of this mode is that logistics enterprises can shorten the time for agricultural products transportation, and logistics enterprises have transportation related experience, can ensure the quality of products, so as to realize the operation of agricultural products.

4. Study on e-Commerce Consumption of Fresh Agricultural Products under O2o Mode

4.1 “Agricultural Product Base + O2o Platform + Community Store” Mode

This mode refers to the establishment of community stores in residential areas, which can meet the needs of residents to pick up goods. The specific process is for residents to select fresh agricultural products on O2O platform. Farmers pick and pack fresh agricultural products, borrow logistics companies for operation, and then send them to community stores. Residents are carrying out self delivery or arrange relevant personnel to send them to community stores. This model can strengthen the relationship between customers and farmers and help promote consumption. Moreover, the community store can provide convenience for residents to purchase, avoid the different receiving time of residents, resulting in the logistics and other times, affecting the quality of products. In addition, value-added services can also be set up in community stores to meet more needs of customers. In addition, community stores can also be used to promote agricultural products and expand the sales scope of agricultural products. Community stores can also increase the reprocessing function of agricultural products and provide personalized services for customers. For example, they can cooperate with surrounding milk tea shops to provide convenient food for customers directly, and also enhance the online purchasing experience of farmers. The most important thing is to ensure the quality of agricultural products and make customers feel at ease.

4.2 Mode of “Agricultural Products Base + O2o Platform + Intelligent Vegetable Picking Box”

Smart pick-up boxes are usually placed next to subway stations and communities to provide

convenience for customers. The customer can place an order online, and then the agricultural products are delivered to the designated location through logistics transportation, and the customer can pick up at any time with the pick-up code. In this way, the customer experience is higher and can feel the convenience of agricultural products delivery. Moreover, in this link, fewer participants and fewer links can reduce the cost of transportation and ensure the quality and health of products. Different from community stores, smart pick-up boxes can not only expand the time of customers' use, but also avoid the impact of the time of closing physical stores. Moreover, this method can also reduce the delivery cost of logistics companies and free the time of dispatching personnel, so as to improve the efficiency of transportation.

4.3 “Agricultural Products Base + O2o Platform + Cooperative Store” Mode

This mode is also widely used at present. It adopts online and offline cooperation to strengthen the linkage between each other, so as to promote the completion of orders. Customers can choose products on O2O platform, and then the corresponding physical stores will provide distribution services according to customers' needs. Of course, customers can also go to the physical stores for self delivery. In this case, it can show customers physical items and meet customers' purchase needs. Also can provide the inspection service for the customer, guarantees the product quality. Moreover, O2O platform can promote offline logistics and expand the influence scope of commodities. Online and offline cooperative stores complement each other, so as to meet customers' purchase needs and expand the influence and awareness of enterprises.

4.4 “Agricultural Products Base + O2o Platform + Fresh Food Store” Mode

The difference between this mode and the form of cooperative store is that the last end is the fresh store, which originally sells fresh products, and can expand the sales scope through the O2O platform. Different from cooperative stores, fresh food stores have certain storage capacity. Compared with the above several ways, the storage period of fresh products is relatively short, which is not conducive to the long-term storage of food. Moreover, the fresh food shop also has the reprocessing ability of products, which can meet the additional needs of customers. Similarly, fresh food stores can also provide customers with door-to-door delivery services.

5. Suggestions on Strengthening the Consumption Channels of Fresh Agricultural Products under O2o Mode

5.1 Improve the Quality of Fresh Agricultural Products

Under any mode of fresh agricultural products sales, the most important thing is to determine the quality of fresh agricultural products, to ensure that agricultural products bring people a healthy life. Therefore, whether it is community stores or wholesale markets, we should especially check the quality of agricultural products when they enter the market, so as to avoid the products that harm people's health entering the market. The large-scale supermarket is now a platform for customers to purchase agricultural products widely. The main reason is that the supermarket can guarantee the quality of agricultural products, and mark the qualified mark on the packaging of agricultural products, which can increase customers' desire to buy and make customers feel at ease to buy. Therefore, no matter what kind of consumption mode, the quality of agricultural products should be strictly tested, identified and standardized when they enter.

5.2 Strengthen Cold Chain Transportation Service

The transportation of agricultural products is the most critical step in the way of consumption. The environment of transportation determines the quality of agricultural products. China should strengthen the development of cold chain transportation. Because of the cost problem, some logistics companies can not provide cold chain transportation, which greatly reduces the quality of agricultural products. Moreover, the lack of cold chain transportation has also greatly affected the sales scope of agricultural products. Establishing a perfect logistics network and providing quality services can ensure that agricultural products are delivered to customers with high efficiency and

quality.

5.3 Promote the Combination of O2o and C2b

Agricultural products have now become an indispensable part of people's life. Starting from the needs of customers, they can meet customers' purchase needs, improve the efficiency of transportation, ensure the quality of food, and promote customers' consumption behavior. Strengthening the combination of O2O and B2C can analyze the behavior of customers, understand the needs of customers, provide corresponding services for customers, enhance customer satisfaction, and strengthen the trust of customers, so as to provide the efficiency of online consumption. In addition, through the combination with B2C, it can also carry out online publicity on fresh agricultural products according to customers' preferences, spread O2O sales mode, and provide healthy and green services for customers. Through online publicity, increase the popularity of enterprises, so as to improve the competitiveness of enterprises.

6. Summary

As a new consumption mode, O2O can promote the sale of fresh agricultural products and provide customers with convenient purchase conditions. Online to provide customers with the choice function; strengthen the promotion of agricultural products. Offline to provide customers with quality services to ensure the quality of fresh agricultural products. Through O2O mode, it can improve customers' desire for online consumption, strengthen product circulation, increase efficiency for enterprises, and promote the development of agricultural products.

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