

Study on the Circulation Patterns of O2O Electricity Businesses in Agricultural Products

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Abstract: Agricultural products logistics is an important part of the logistics industry, the sustainable development of agricultural logistics related to the process of agricultural modernization in China, related to the construction of new socialist countryside, and related to the rapid development of the logistics industry. Facing with the impact of new business models, agricultural modernization and sustainable development, accelerating the transformation and upgrading of agricultural structure and promoting agricultural logistics is the trend.

1. Introduction

With the adjustment of the rural industrial structure and the improvement of the consumption level of the residents, the demand for the safety and quality of the agricultural products, especially fresh produce, is also increasing day by day. However, due to the natural conditions and individual life of agricultural products in the production process, And other factors, and has a production dispersion, consumption diversity, perishable easy to store and supply volatility and many other characteristics, resulting in agricultural products in the circulation process will have a lot of logistics costs. At the same time, the rapid development of information technology, e-commerce mode of operation is also increasingly penetrated into the sale of agricultural products in the process. In 2014, China's agricultural e-commerce development report (2014-2015), pointed out that in 2014 China's agricultural electric business enterprises have more than 30,000, of which involved in rural power business (transaction Category). Alibaba Research Center) Ali agricultural products e-commerce White Paper (2013) revealed that in 2013, Alibaba platform, the number of sellers of agricultural products to 39.4 million, of which Taobao (including lynx) sellers 378,000, Of the 260,000 growth of 45%. Sub-category to see, according to COFCO I bought and analysys International released the report shows that the user to buy the most online food category is imported food, accounting for 12.95% of orders; fresh food accounted for 6.73%. This change causes the traditional agricultural products circulation system to produce the change situation, successively appears the new agricultural product O2O sale pattern which the agricultural enterprise and the electricity business through the line and the line cooperation marries, brings the new opportunity and the challenge for the agricultural product logistics development. Therefore, it is of great significance to speed up the development and perfection of the logistics of agricultural products for the promotion of agricultural development under the O2O model, continuously increase the income of farmers and guarantee the quality of agricultural products.

2. Developmental Characteristics of Rural Electric Business

Through the analysis of rural electric O2O development process and found that the development of rural electric business since 1998, has experienced books, clothing, information appliances, grain and cotton agricultural products and fresh agricultural products in these stages, from the initial B2C model have produced a lot of Such as F2C (farm direct supply), C2B (customization), C2F (contract farming), O2O, CSA (community support agriculture). In these models, the most rapid development is the rural electricity supplier O2O model.

Since the first half of 2014, in the major electric business enterprises under the impetus of "industrial goods to the countryside, agricultural products into the city," the two-way flow system

gradually forming. Major electric business enterprises and government and local enterprises, through the investment in rural information service station construction, construction of rural electricity business platform ecological system, promote rural electric business O2O development. The future development of rural electric O2O will start from the following three points: the production of agricultural products tends to intelligent technology, agricultural sales tend to brand, agricultural supply chain link innovation trend.

O2O platform in rural areas will use the communication and information technology, logistics industry technology, intelligent control technology to achieve technological revolution, while drawing on the experience of developed countries, to the integration of the Internet highly intelligent 4.0 model evolution, O2O line of agricultural production through the Internet of things Technology for agricultural production and network connection together, easy to identify and manage, to achieve accurate production. Farmers through a highly automated large-scale agricultural machinery and equipment are to improve the rural electricity supplier O2O the entire supply chain production efficiency. From 2011, China began to try the pilot project of agricultural things and intelligent technology is the inevitable trend of China's rural electric O2O development.

Agricultural products are in the category of highly homogeneous, but the quality is very different. At present, the brand of agricultural products is numerous and cluttered, the visibility is small, and the low added value of the brand, together with the weak sense of brand protection of farmers, leads to low standard agricultural products market and low competitiveness of agricultural products. Rural electric O2O bring new ideas of agricultural product brand marketing, and drive a large number of agricultural products sub-sectors, and promote the process of branding agricultural products network. Rural electric O2O can be online, line different groups under different styles of brand positioning, which line to farmers mainly online direct to the main. Rural O2O branding can help farmers use online technology to service lines, such as the use of micro-line under the line of consumers gathered to make online products in the purchase of a strong sense of brand awareness and improve the repeat purchase rate.

In the supply chain production process, the rural electricity supplier O2O online platform can provide farmers with agricultural information, agricultural information and early warning information, and the line of production equipment also has management tools and information tools. In the process of processing, in order to ensure the quality of agricultural products, farmers can flow in the circulation of agricultural products before the packaging and cleaning through the O2O platform outsourcing to the processing plant. In the process of logistics, the third party logistics company can provide modern transportation and storage demand service and even reverse logistics service including fresh packaging, full cold chain, realize the transparency of product logistics information, and real-time tracking through O2O platform. In the sales process, the combination of shopping tools, marketing tools, payment tools and O2O platform, distribution platform and light social platform, breaking the traditional one-on-one spot trading, online drainage, offline experience, Reduce the middle length of the agricultural product sales links.

3. Analysis of Rural Electric Business O2O Development Model

The O2O model of rural electric business is a business model which is based on the transaction process between organizations, with the support of functional service and Internet and online trading platform to support the win-win business model between organizations and transaction processes. This paper constructs a theoretical framework by analyzing the future development characteristics of rural electric business O2O, and puts forward that "O2O platform construction", "new rural service" and "interaction and collaboration" are the key to realize rural O2O development of the three key dimensions.

O2O platform is the communication and circulation of the main trading base, should be sufficient information resources and improve the information system and platform elements of electronic business structures. Electronic business through the integration of information from all sides, improve system services, and promote online and offline circulation between the main body of cooperation, to build a including information, logistics, trading, community, brand five platform

of rural electricity O2O platform.

The information public platform of the rural electricity supplier O2O can be combined with the design forum of the new peasant alliance and scientific research institutions under the line to set up the marketing class to discuss and train the new products and new technologies at home and abroad; The platform can be combined with offline logistics parks, logistics enterprises, the formation of drivers, warehousing enterprises, cold chain logistics, agricultural products wholesale alliance between the online transaction platform for public platform through third-party data services and payment services, can push the low price, Excellent products; online community public platform to the community under the fresh shop, convenience stores, food markets, community supermarkets, based on the characteristics of fruits and vegetables, fresh from the mention, cheap vegetables, fresh pre-sale of special services; On the brand public platform can provide brand registration services, online branding and advertising. Online and offline are in close cooperation, line for online service. The flow of goods in rural areas can be divided into the external sales of agricultural products and rural areas required for the purchase of foreign industrial products, agricultural products that are uplink and rural industrial products down.

Rural Electric O2O's new rural service aims to use a strong operating advantage to build a more smooth channel to help expand the agricultural products online sales market, the key is how to make electricity providers to become a convenient service system. First, the entities involved in commodity circulation can act as both producers and consumers, for example, farmers produce agricultural products, while demand for foreign industrial products, the demand for services will also extend to the upstream and downstream supply chain, namely Product supply chain and service supply chain integration and to the line and line vertical extension. Second, the convenience of the service requires suppliers to complete online delivery of online orders in a timely manner to enhance the penetration of the service network and customer viscosity, enhance the "last mile" accessibility. Third, improve the online platform service evaluation and monitoring mechanism. Service quality is measured by effective indicators, operation and maintenance of the service system, control and disposal after the failure, to minimize the extent of the negative impact.

In the dimension of interaction and collaboration, offline suppliers can increase the production capacity of the entire supply chain through outsourcing or self-operation, absorb and integrate agricultural information and demand information on the O2O platform, communicate with consumers in time, Closely follow the industry dynamics, enhance their competitiveness. Rural O2O trading platform in the supply chain to connect both suppliers and consumers play a very important role. On the one hand, the trading platform needs to integrate the two sides of information, and provide relevant value-added services information. In the integration process, the interaction and collaboration between the two sides is an integral part of the entire transaction process, which can reduce the cost of both parties, increase investment in core business capital, improve research and development capabilities and product competitiveness, thereby enhancing the entire rural The Core Competence of Electric. On the other hand, for the consumer group, the ability to accurately and timely express their needs and preferences is the interaction and collaboration process can best reflect its ability to key factors.

At present, the majority of agricultural electricity business enterprises to take the warehouse to self-based, third-party distribution, supplemented by the way. For the relatively large proportion of agricultural products, such as fruit, meat, seafood, milk, cheese, bread and dessert, restaurant take-away, drink and wine to take self-cold chain distribution to enhance agricultural products directly to consumers Order capacity, thereby reducing the dependence on third-party logistics companies. At the same time with some local businesses to improve the convenience of consumers offline experience, high experience in exchange for high-end customer satisfaction, thereby enhancing the repeat purchase rate, easy to develop and maintain customers.

4. Conclusion

O2O model of agricultural products take the farmers from the fields to the table, so that producers of agricultural products, sellers and consumers can enjoy the convenience brought by this

model, agricultural products, electricity suppliers are therefore considered to have a trillion scale potential market, it is also involved in information technology, financial services, but also related to the intelligent logistics. Through the rational planning of agricultural logistics, reduce logistics operating costs, so that it and the electricity supplier Enterprises, agricultural production and sales entities to achieve seamless business links, agricultural products to take O2O is an important guarantee for the operation mode.

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