

Investigation on the Development of Agricultural Products E-commerce in Shaanxi Province

Yan Wang

School of Accounting and Finance, Xi'an Peihua University, Xi'an, Shaanxi, China

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Abstract: Agricultural products e-commerce has become an important part of rural economic growth. It can increase farmers' income and promote rural economic development. By investigating the current situation and problems of agricultural products e-commerce in Shaanxi, this paper puts forward some countermeasures to promote the development of agricultural products e-commerce, such as strengthening the construction of e-commerce platform, training e-commerce talents, strengthening the standardization of agricultural products and improving the logistics system.

1. Introduction

Shaanxi Province is the leading province in the development of e-commerce in Northwest China. Shaanxi grasps the development opportunities and actively promotes e-commerce to become the driving force for the transformation and development of agricultural products economy.

2. Investigation on the Current Situation of Agricultural Products E-commerce in Shaanxi Province

Through on-the-spot investigation, we understand the current situation and problems of agricultural products e-commerce in Shaanxi, and put forward countermeasures and suggestions to promote the development of local agricultural products e-commerce. In Hanzhong, Yulin and Baoji countryside of Shaanxi Province, 200 questionnaires were sent out, 158 were collected, of which 149 were valid.

Through investigation and analysis, it is found that farmers have a very high degree of recognition for agricultural products e-commerce. 76.3% of farmers are very willing to sell their agricultural products through e-commerce channels. 15.1% of farmers said they were willing to try. 3.4% of farmers are unable to try because of their limited skills. Only 5.2% of farmers said they did not accept it. (as shown in Fig.1)

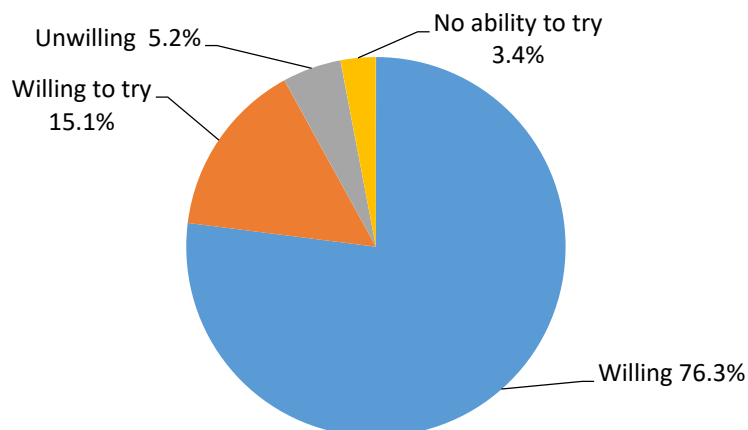


Fig.1 Acceptance of Agricultural Products E-commerce

According to the questionnaire, the way of selling agricultural products is relatively single. 75.8%

of farmers sell their products to merchants who buy them in villages, 13.7% of farmers choose to retail, 3.6% of farmers are completely self-sufficient, and only about 6.9% of farmers use the internet to sell directly. (as shown in Fig.2)

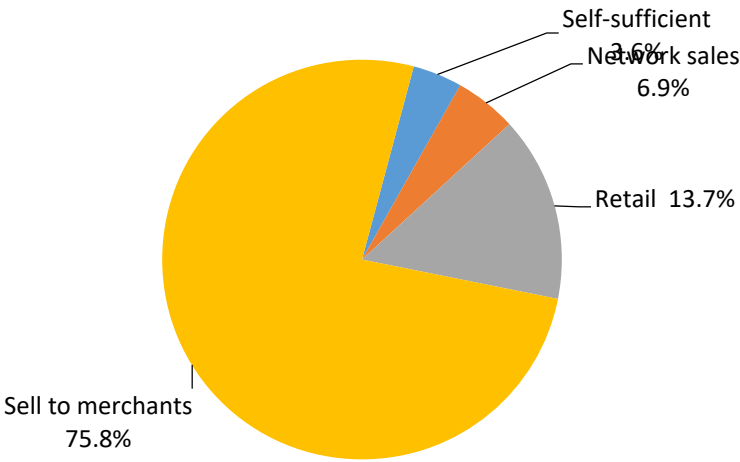


Fig.2 Agricultural Products Sales Mode

According to the survey, 51.2% of farmers think that rural network infrastructure is not perfect. 40.3% of farmers think that the scope of logistics distribution is limited and the distribution time is poor. 8.5% of farmers don't know how to carry out online promotion and sales through e-commerce, and express their willingness to master e-commerce skills through training. This is an important reason that hinders farmers from using e-commerce. (as shown in Fig.3)

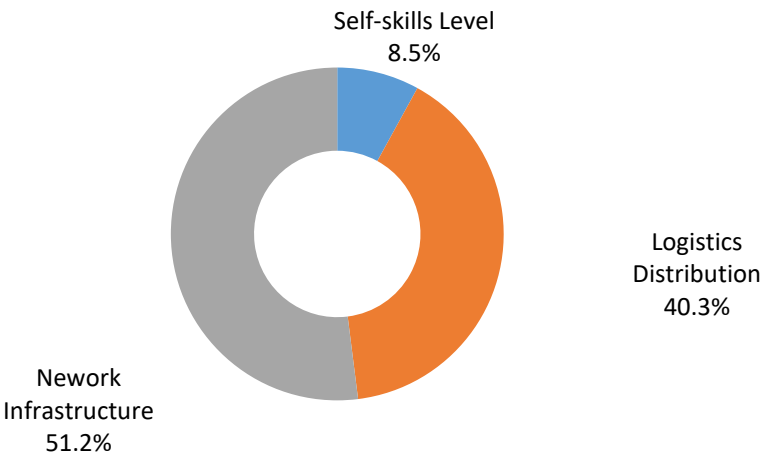


Fig.3 Reasons for Preventing Farmers from Using E-Commerce

3. Problems in the Development of Agricultural Products E-Commerce in Shaanxi Province

3.1 Informatization Issues

According to the data released by China Internet Network Information Center in 2018, the Internet penetration rate is 44.6% in cities and 15% in rural areas. The rural e-commerce technology service system is not perfect, the number of Internet users is limited. The rural informatization infrastructure is weak, which can not meet the needs of agricultural products e-commerce and rural economic development in Shaanxi.

3.2 Talent Problem

At present, the mode of agricultural products trading in Shaanxi Province is changing from traditional trading methods to information trading mode. In the process of transformation, we need

some new farmers who know the knowledge of e-commerce, information technology and agricultural products themselves. Many farmers lack knowledge of network information and knowledge of e-commerce, and will not use the network to collect information, publish information and trade agricultural products. Personnel engaged in agricultural e-commerce should also constantly improve their quality, be familiar with the agricultural products, environment and law of the whole trading market, and master the network foundation, information technology and marketing strategy. The rapid development of e-commerce for agricultural products requires a large number of professionals and technicians to ensure the construction of e-commerce platform and the efficiency of e-commerce operation.

3.3 Standard Issues

The standardization of agricultural products is relatively low, and the quality of products varies from good to bad in Shaanxi. In the market competition, many farmers don't have quality awareness and efficiency. They don't pay enough attention to the quality problems. They don't strictly control the standard of using pesticides and fertilizers. As a result, pesticide residues exceed the standard and it is difficult to guarantee the quality of agricultural products. In addition, due to the lag of brand building of agricultural products, the advantages of regional agricultural products have not been fully exploited, and the competitiveness and added value of agricultural products have not been fully reflected, which limits the development of agricultural products e-commerce in Shaanxi.

3.4 Logistics Problems

The production of agricultural products is seasonal, fresh and difficult to store and transport, which puts forward higher requirements for agricultural products logistics. Rural road traffic condition is relatively poor, which leads to higher logistics freight. Without scientific and advanced refrigeration equipment, it is difficult to transport fresh agricultural products in time and safely. Without scientific processing technology and technology, it is difficult for agricultural products to achieve value-added.

4. Suggestions on the Development of Agricultural Products E-commerce in Shaanxi Province

Combining with the actual situation of the development of agricultural products e-commerce in Shaanxi Province, we can correctly face and solve various problems existing in the process of agricultural products e-commerce in the network marketing, so as to promote the healthy development of agricultural products e-commerce in Shaanxi Province.

4.1 Strengthening Construction of E-commerce Platform for Agricultural Products

Large agricultural enterprises in Shaanxi Province should build a comprehensive e-commerce platform for agricultural products, establish professional industry websites, speed up the construction of e-commerce information for agricultural products, and actively guide relevant enterprises and farmers to participate in e-commerce activities for agricultural products. At the same time, the government should encourage enterprises and individuals to use e-commerce platform by various means. Integrate relevant information resources and establish a cross-regional, multi-sectoral and multi-industry data and information sharing system. We will speed up the improvement of the platform supervision system, standardize relevant market behavior and improve the quality of services.

4.2 Cultivating E-commerce Talents for Agricultural Products

Agricultural products e-commerce practitioners should not only master the relevant technology of computer and network application in business, but also have knowledge of agricultural products production and marketing. This puts forward higher requirements for talents: first, the knowledge should be wide, especially the knowledge of e-commerce and agricultural trade should be wide enough and deep enough; second, the ability of employees to control information should be strong, especially to make full use of computer and Internet tools to effectively carry out agricultural

production. Product information collection, analysis, collation and data mining, as well as information dissemination, dissemination and promotion; Third, the professional and technical content is high, requiring mastery of computer use and maintenance of general technology, a certain degree of software development capabilities, especially strong website planning, design and maintenance capabilities, grasp agricultural products. The latest technology of product network marketing and network promotion.

4.3 Strengthening Standardization Construction of Agricultural Products

In order to promote the development of agricultural e-commerce, it is necessary to implement agricultural product standardization, which plays an important role in enhancing the competitiveness of agricultural products in the market. Agricultural product standardization can directly affect the correctness of agricultural product information transmitted, thus affecting the circulation speed and sales volume of agricultural products. Standardized supervision of agricultural products, in the production process of agricultural products, in strict accordance with national monitoring indicators to implement control. At the same time, we should establish the characteristic brand of agricultural products, create the superior brand, continuously improve the production efficiency of agricultural products, promote the fundamental transformation of agricultural development mode, so as to achieve leapfrog development of agricultural e-commerce.

4.4 Improving Agricultural Products Logistics Distribution System

Fresh agricultural products have high requirements on circulation efficiency and distribution mode of agricultural products. First of all, we should strengthen the construction of logistics infrastructure, improve the urban and rural distribution network system, and rationally plan and layout the logistics park, distribution center and terminal distribution network. Secondly, we should improve the service quality of logistics enterprises, set up green channel of agricultural products logistics in a larger scope, and improve logistics information technology and logistics service level.

5. Summary

E-commerce of agricultural products provides a better development path for poverty alleviation in rural areas of Shaanxi Province. agricultural products e-commerce is helpful to realize the goal of agricultural development, increase farmers' income, and promote farmers to get rid of poverty and become rich. We should focus on network information construction, e-commerce personnel training, agricultural product quality standardization, logistics distribution system and so on. We will build an e-commerce industrial chain of agricultural products in an all-round way to enhance the competitiveness of Shaanxi's agricultural products.

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