

## Research on the Influencing Factors of Agricultural Products Mobile E-commerce Platform

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**Abstract:** With the improvement of China's Internet informationization level, the real economy has been violently impacted. Under the inevitable trend of the development of networked information economy, more and more agricultural products have begun to expand sales channels, and the mobile e-commerce platform is used as an external operation window. Realize the marketing process under the support of the Internet. Taking the agricultural product sales system as the core of the whole process, the factors affecting the current agricultural products on the mobile e-commerce platform are analyzed, and problems are found and solutions are given. The use of information networks for agricultural products for external marketing is the biggest advantage of market development at present. On the one hand, it improves the level of agricultural science and technology, on the other hand, modern and developed logistics and transportation provide market support for agricultural products. We first analyze the influencing factors of agricultural products in the mobile e-commerce platform, and then propose practical measures to accelerate the construction of the service platform.

### 1. Introduction

The rapid advancement of Internet technology has caused the modern real economy to be affected by the network environment, and the economic form has gradually changed. This has caused problems in the traditional business economy and encountered new challenges in the development process and faced new challenges. Modern lifestyles and living habits have changed under the influence of e-commerce. These changes are obviously happening in cities. Most e-commerce platforms only pay attention to the potential of urban markets, but the vast rural market is neglected [1], yet to be further development. With the tilt of the national policy towards the countryside, the rural economy is also developing steadily and continuously, with deep development potential, and the rural market, which has been forgotten by the e-commerce market, has gradually been activated, ushered in new opportunities for the development of e-commerce enterprises. In the past nineteenth report, General Secretary Xi Jinping gave care to the development of rural economy. In action, he proposed to vigorously develop the e-commerce economy, further expand the space for e-commerce development, support new agricultural business entities and agricultural products, and promote agricultural abundance.

### 2. Analysis of the Development Status of Mobile E-Commerce

After the Internet construction gradually spread to the countryside, the agricultural product e-commerce platform was gradually established. The new agricultural product sales group has organized preferential activities on various social platforms to attract people's attention, create momentum for agricultural product sales, and become dynamic. In this situation, the mobile commerce platform has been developing steadily, making various agricultural products a hot topic. The fruit just picked from the tree immediately boarded the information label of the mobile business platform, combined with various express logistics to maximize the quality of agricultural products, which also allowed various high-quality agricultural products enterprises to seek new development paths to invest in self-made retail. The research and development of sales in the APP expands the channels for the marketing of agricultural products. In addition, Taobao, a representative e-commerce retail platform in China, deliberately launched a special sales section of agricultural

products, allowing more people to experience the characteristics of agricultural products in the e-commerce market. Under the background of information technology support, agricultural product sales can effectively apply mobile e-commerce platform to create distinctive brands and provide technical support for agricultural product sales [2], ensuring that the agricultural product e-commerce market can progress steadily.

### **3. The Important Position of Mobile E-Commerce Platform in Agricultural Products**

When farmers want to generate the driving force of agricultural production to the society, they must carry out the process of the whole market consumption, and find the consumer to determine the value of agricultural products. The traditional way of information circulation needs to be traded face to face. The shared information resources cannot be discovered in time. The accumulation of farmers' own experience has blindly expanded or reduced the scale of production, resulting in a mismatch between agricultural products and market demand. However, the emergence and promotion of mobile e-commerce platforms, the search for information has more resources in the context of network information, and can broaden the source of information channels for agricultural products.

After farmers get the consumer demand information on the mobile e-commerce platform, they can take the initiative to plan the production scale, and through the success of the application of information methods to drive more professional production of agricultural products around, thus forming standard rural agricultural products. When large-scale production is formed, the government introduces preferential policies to support technology or inspection quality, and ensures that agricultural products flowing to the market meet the eligibility criteria to reduce the occurrence of network sales disputes and promote the development of agricultural products. Specialization and benignization [3] have won praise and attention from all walks of life, in order to stimulate the enthusiasm of farmers.

The chain of traditional agricultural products to complete the value exchange needs to go through different stages, from the production process of agricultural products to the whole process of consumption, and it can not play a value-adding role. The intelligence leads to the chain process, and the consumption demand information of too many agricultural products involved cannot be effectively transmitted. In the case of rural network information environment and transportation environment are not perfect, there are many circulation channels. However, with the help of the mobile e-commerce platform, producers can get close contact with consumers, omitting a series of intermediate links to communicate directly with consumers online. This information platform breaks the traditional closed pattern and is not limited to specific trading hours. Within, reduce the cost of the middle wholesale circulation.

Traditional agricultural products trading are completely confined to the local or surrounding areas and cannot be extended to all parts of the country during long-distance transportation. However, with the application of information logistics technology to the mobile e-commerce platform, the circulation of agricultural products has been broken and expanded. In particular, the mobile e-commerce platform can be extended to all regions of the country and even the whole world, completely breaking through the traditional trading limitations of agricultural products. In addition, the mobile e-commerce platform has a wide range of radiation. Consumers can use QQ and WeChat chat tools to easily complete the transaction process, improve transaction efficiency, and break the time limit.

### **4. The Influencing Factors of Agricultural Products Mobile E-Commerce Platform**

If agricultural products want to complete transactions in mobile e-commerce, they must have certain funds to support the pre-promotion or the payment of cost transportation. If there is no scientific and reasonable financing channel, the circulation of agricultural products in the mobile e-commerce platform is not easy to realize [4]. Although the country has introduced relevant micro-guaranteed loans and Kawano funds and other preferential policies, the financing channels

for agricultural products are still the biggest problems at this stage, and at the same time affect the development of agricultural products in mobile e-commerce platforms. For many well-known agricultural products enterprises to create their own wholesale and retail agricultural products channel APP software, also need to bear certain risks, and the lack of their own capital investment may lead to the development of software to kill in the bud, especially the early publicity costs are huge, want to truly achieve Profitability needs to go through a long process of testing. Therefore, the financing channel as the biggest factor affecting the agricultural products in the mobile e-commerce platform is also the initial influencing factor, which is of great significance for the sales of the whole agricultural products on the mobile e-commerce platform.

The biggest selling point of agricultural products in the mobile e-commerce platform is the advantages of pure natural, green and healthy, and no pollution. However, it is not satisfactory from the series of processes such as the sales appearance and quality packaging of existing agricultural products. Only the standardized and standardized green agricultural product packaging can show the quality of the agricultural products themselves, and it is easier for consumers to accept. For example, at this stage, the southern agricultural production model is based on the small-scale peasant economy. The production efficiency of scattered operations is low, and the intensification of agricultural products is difficult. Coupled with the influencing factors of weather and natural disasters, all agricultural products cannot be unified. Standards, at the same time, the government did not make a classification according to the quality of agricultural products. This specialization standard is an important factor affecting agricultural products in the mobile e-commerce platform.

The new era Internet + agricultural product model is currently an important development trend, the most important link in the middle is logistics and distribution. Since the development history of China's logistics industry is not long, it is gradually accumulating experience in the development process. The problems arising in this process are not easy to be solved quickly, and the lag of the development of the logistics distribution system itself seriously hinders the agricultural products in mobile electronics. The progress of the business platform directly affects the consumer's satisfaction experience [5]. On the other hand, the degree of network informatization of logistics and distribution is not high, and it is difficult to achieve optimal allocation of resource distribution processes for agricultural products everywhere. Transfer stations such as many express logistics establishments are unreasonable, and often do not meet the requirements for efficiency during busy periods of agricultural product transportation. For fresh products, seasonal requirements are high, especially in summer, which may cause food deterioration and decay. Therefore, logistics distribution channels are important factors influencing agricultural products in mobile e-commerce platforms, and the logistics distribution costs and distribution efficiency need to be improved.

In the process of investigating agricultural products in the mobile e-commerce platform, we found that we have paid a large propaganda cost for the promotion and sales of agricultural products, but the results are not obvious. In particular, the e-commerce operation platform itself needs professional management talents to support the entire platform. The overall planning of the information, but the situation is not satisfactory. Most agricultural producers are not familiar with the sales process, especially for the improper operation of Internet information technology, and the need for professional skills to assist the producers of the agricultural products to sell, from the implementation situation, this situation is not satisfactory. Due to the operation design of mobile e-commerce platform to a wide range of professionals, including agriculture, management, logistics, planning and marketing, packaging design, fine arts and quality monitoring, but these talents Did not play a certain role in the corresponding posts, resulting in the sale of unprofessional agricultural products on the mobile network platform, increasing the risk of introducing agricultural products on the platform sales [6]. Only the talents of all professional skills can be properly arranged to form a professional team to achieve the value they deserve. This kind of talent influence factor belongs to the subjective existence category.

## 5. Conclusion

In summary, firstly, through the analysis of the development status of mobile e-commerce

platform, it is proposed that the information network sales of agricultural products have become an inevitable development trend. Secondly, the traditional agricultural product trading model has many limitations, but the development of mobile e-commerce platform breaks the restrictive factors such as time and region, and has occupied an important position in the development of agricultural products. Finally, it analyzes the many influencing factors of the development of agricultural products in the mobile e-commerce platform, and hopes to give some help to the development of mobile e-commerce of agricultural products, and finally promote the development of agricultural products in e-commerce.

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