Innovative Research on E-commerce Marketing Model of Agricultural Products under Supply-side Reform

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Abstract: At present, China's agricultural development process is unbalanced in the structure of supply and demand of agricultural products, production costs are too high, and resource mismatches are very prominent. Therefore, in 2016, the state proposed to promote the structural reform of the agricultural supply side, and use the concept of development to solve the existing problems of agriculture, rural areas and farmers. . The structural reform of the agricultural supply side should focus on market demand, produce agricultural products, optimize resource allocation, and enhance the adaptability and flexibility of the supply structure. The e-commerce marketing of agricultural products is the key reform direction. Although the e-commerce of agricultural products has entered a new stage after more than ten years of development, the problems of low agricultural product brand low premium, immature logistics chain construction, constraints on rural real conditions, and immature platform construction are also present. Development has constraints. Under the background of structural reform on the supply side, it is necessary to continuously innovate the electronic merchandising marketing model of agricultural products, and truly form a high-efficiency, high-efficiency and sustainable agricultural product supply system.

1. The Problems of E-Commerce Marketing of Agricultural Products

Specifically, China's current agricultural product e-commerce marketing still has the following problems:

Although the market economy reform has promoted the rapid development of the rural economy, in the process of urbanization development, China's urban-rural gap is still large, and the backwardness of economic culture makes the development of agricultural products e-commerce subject to realistic conditions, as follows: First, the network the infrastructure construction is relatively backward. Based on the profit considerations, the network operators are not willing to connect the rural users with scattered residences, which leads to the imperfect Internet infrastructure in some areas. Farmers who have lived in rural areas for a long time have less communication with the outside world, and the old-fashioned concept is relatively strong. Coupled with their low level of cultural quality, their acceptance of e-commerce for agricultural products is low, and the lack of Internet marketing awareness has affected the development of e-commerce for agricultural products. Again, there is a lack of specialized talent. To develop e-commerce of agricultural products, it is necessary to be familiar with network marketing and specialized personnel with certain basic knowledge of computers. However, the overall cultural quality of rural areas is currently low, so professional e-commerce talents for agricultural products are scarce. Finally, the standardization of agricultural production is low [1]. At present, China's agricultural production is still dominated by small-scale farmers. Due to lack of market concept and market information, the problem of blindness in small-scale farmer production and outstanding short-term behavior have led to uneven quality of agricultural products produced by many growers. The quality is not uniform.

In order to improve operational efficiency, major e-commerce websites have increased the investment in the construction of agricultural products e-commerce logistics infrastructure, such as Alibaba, Jingdong, Suning, etc., but the major e-commerce websites are each operating for the agricultural product logistics system and site. Service systems are highly overlapping; and the integration of websites by various e-commerce platforms is not enough, and there is a lack of strategic cooperation awareness, resulting in a certain amount of waste of resources in the existing

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logistics system. This lack of integrated logistics system not only increases the investment cost of the e-commerce platform, but also directly affects the interests of farmers and consumers. In addition, after all, the e-commerce platform belongs to the enterprise unit, and its fundamental goal is to maximize the operating profit. The deployment of its site is mainly based on the interests of the enterprise. Some rural areas that are located in remote areas are hard to consider, resulting in these economically backward rural areas. The circulation of produced agricultural products has become the biggest bottleneck, and these regions often lack a perfect logistics network, which leads to a vicious circle of economic development [2].

To develop e-commerce of agricultural products, farmers must directly connect to the market. At present, China's rural areas are mainly based on retailing. The small-scale cultivation of farmers not only fails to meet market demand, but also has weak ability to resist market risks. It cannot solve "small production". Contradictions with the "big market", farmers can not really enjoy the convenience brought by e-commerce, so we must further improve the organization of farmers, diversify market risks, and share market interests. China's peasant farmers have a low degree of organization, and agriculture is still in a weak position in economic development. Specialized e-commerce cooperative organizations can effectively solve the problems of small-scale planting, insufficient funds, farmers at the bottom of the industrial chain, and information asymmetry. The actual situation is that there are “water injection” phenomena in the existing farmers' cooperatives, registered capital, etc., and the organization and management are not standardized, and the influence is small, resulting in the low degree of organization of the farmers [3].

The agricultural product e-commerce platform includes a service platform and a trading platform. The service platform is to display agricultural product information and build bridges for exchanges between supply and demand. The agricultural products display the specific conditions, supply and demand of agricultural products, price changes through the service platform, and the specific information, trading conditions and transportation methods of the agricultural products. Wait for communication, communication, and finally reach a deal. In addition, the service platform also includes a variety of functions such as packaging design, product planning, publicity services, talent training, and agricultural product agglomeration services to provide farmers with a full range of service support. However, many regions in China now lack a mature service platform, and the quality of service needs to be improved. The trading platform mainly provides a safe and stable trading environment for the trading entity, including information inquiry, negotiation, ordering, and payment of the transaction subject. The construction quality of the trading platform will have a direct impact on the trading activities of the trading entities. However, at this stage, the online trading platform of agricultural products is not mature enough in terms of plate design, product classification or user interaction, which largely restricts the achievement of agricultural product online transactions [4].

2. The Agricultural Product E-Commerce Marketing Model Innovation

In view of the practical problems existing in China's current agricultural product e-commerce marketing model, it is suggested to take the following measures to innovate in the context of supply-side reform [5]:

At present, China's "village to village" project has been basically completed, but the "last mile" problem of the logistics network has still not been resolved. Therefore, it is necessary to increase the construction of rural village-level logistics nodes, and plan the village according to the actual situation and industrial scale. The scale and quantity of the logistics nodes avoid redundant construction and disorderly investment. On the one hand, a direct distribution system based on “O2O” can be established. Agricultural products generally have strong timeliness and preservation period. The “O2O” direct distribution system is applied to the direct distribution of fresh products, and the advantages of flattening its organizational structure and direct users can be fully exerted. In the specific implementation process, logistics franchisees can be absorbed through logistics outsourcing and third-party logistics, and operation centers can be established. Self-operated distribution is the main template to fundamentally solve the problem of long-tail orders. On the

other hand, it focuses on supporting the development of cold chain logistics. Increase policy support for the cold chain logistics industry to promote the coordinated development of e-commerce and cold chain logistics, and focus on supporting the construction and implementation of important links such as pre-cooling, processing, storage, transportation and distribution of agricultural products, and building a cold chain logistics distribution of agricultural products. Center to reduce the logistics cost of agricultural products and improve the quality and efficiency of agricultural product distribution [6].

First, realize the seamless connection between small farmers and agricultural products market, design professional agricultural production mode, guide farmers to standardize production, strengthen the promotion and promotion of new agricultural products, actively innovate the marketing methods of agricultural products, and provide quality inspection and certification services for agricultural products. Wait. Secondly, the management and guidance of farmers' professional cooperatives will be fully exerted, the supply and demand information of agricultural products will be updated in time, and the information gap between supply and demand will be reduced. Farmer cooperatives will also regularly analyze and sort out the dynamic data of agricultural product supply demand for specific time periods, and accurately predict various types. The economic status of agricultural products will promptly feedback this information to farmers and provides reference for farmers' production. Finally, farmers' cooperatives can work together with industry associations to set up agricultural product logistics centers to improve the convenience of concentration and operation of agricultural products. They can also cooperate with large-scale logistics companies to reduce the logistics costs of agricultural products and improve the circulation efficiency of agricultural products. Of course, the establishment of farmers' professional cooperative organizations must be supported by the government in terms of funds and policies. Government departments should play a leading role and give more preferential policies in terms of taxation and other policies [7].

First, we must strengthen credit supervision and network security construction. Government departments should establish sound laws and regulations, strengthen credit supervision of agricultural products e-commerce enterprises, and create a good environment for the development of agricultural products e-commerce; continuously improve and revise relevant policies to improve the effectiveness of policies. When formulating the credit evaluation and supervision system for agricultural products enterprises, the agricultural products e-commerce enterprises should develop and improve their own credit authentication mechanisms according to their own characteristics, and carry out the credits of the participating entities through personal ID cards, credit ratings, margin systems, and supervisory participants. Second, we must strengthen network security supervision. Improve the security awareness of trading entities through various channels of communication, strengthen the security construction of agricultural products e-commerce websites and various agricultural information websites, and adopt new encryption systems and identity authentication methods to ensure the security and stability of trading platforms and trading activities. Sex. Finally, further improve the online payment system. The government can introduce preferential policies to encourage various financial institutions to actively innovate e-commerce payment technology to improve the convenience and simplicity of payment in rural areas; urge third-party payment institutions to back up platform data in real time, continuously detect website viruses, and urge online merchants Participating entities such as financial institutions and third-party trading institutions actively cooperate with the relevant work of the regulatory authorities, and all parties cooperate with each other to develop an efficient and secure online payment system.

On the one hand, we can use the "trust-driven, demonstration-driven" approach to enable some agricultural enterprises with advanced concepts and e-commerce development to take the lead in demonstrating the role, so that the majority of farmers can see the actual business effects of e-commerce, driving the surrounding Farmers are actively involved in the development of agricultural products e-commerce. On the other hand, it is necessary to form a long-term mechanism for the training of electric traders, to promote the basic education of computer networks in rural areas, to support farmers' professional cooperatives through measures such as financial

support, cadres, and “village officials”, and to strengthen the propaganda of e-commerce operation concepts. In addition, it can also attract professional e-commerce professionals to go deep into the countryside and lay a good foundation for the subsequent development of e-commerce for agricultural products.

3. Conclusion

On the basis of a series of development strategies such as China's urbanization development strategy, "Internet +" strategy, and ecological protection strategy, the supply-side reform of agriculture has been promoted. Under the general trend of technological and economic development, e-commerce will become the main factor of future industrial economic development. E-commerce marketing of agricultural products can meet the characteristics of individualized consumer demand, transactionalization, and fragmentation of consumption channels, and is therefore an important direction for future agricultural development. In the actual development process, there are still many problems in the management of agricultural products e-commerce, both in terms of management and technology, such as poor basic conditions in rural areas, improvement of logistics system construction, low degree of organization of farmers, and immature platform construction. In the actual agricultural product e-commerce marketing process, we should further improve the rural infrastructure, build a sound logistics platform, and accelerate the construction of rural e-commerce specialization organizations under the guidance of the government, and strengthen the training and education of farmers to promote agricultural products. The rapid development of business marketing has truly realized the construction of a “new countryside”.

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