

Analysis on the Problems and Countermeasures of the Development of E-commerce of Agricultural Products

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Abstract

With the popularity of the Internet, e-commerce has penetrated into all fields of society. During the development of e-commerce, agricultural products were abandoned by merchants due to their particularity. Affected by the new crown pneumonia epidemic, agricultural products have become an important commodity. The combination of agricultural product management and e-commerce provides an important foundation for the optimization of the agricultural product field. This paper introduces the development achievements of agricultural product e-commerce, analyzes the problems existing in agricultural product e-commerce, and discusses the development path and countermeasures of agricultural product e-commerce.

Keywords

Agricultural Products; E-commerce; Development Countermeasures.

1. Introduction

Agricultural products are an important source of people's daily food, which directly affects economic development and social stability. In recent years, the volatility of the international agricultural product market has intensified, and the new crown pneumonia epidemic has spread around the world, which has had a greater impact on the sales of my country's agricultural products. Under the e-commerce model, agricultural products are no longer limited by factors such as space and region, and rely on e-commerce platforms to provide consumers with a convenient consumption experience. In the development process of agricultural product e-commerce in the agricultural field, by constructing the agricultural product system, improving the income level of farmers and expanding the sales scope of agricultural products.

2. Development Achievements of Agricultural Products E-Commerce

The e-commerce of agricultural products is in the Internet environment, the two parties to the transaction complete the commodity trade activities related to agricultural products through the e-commerce platform, and it is the channel for the circulation of agricultural products under the Internet technology revolution. The overall scale of agricultural product e-commerce should not be underestimated [1]. According to the "Report on the Development of Digital Agricultural and Rural E-commerce in China's County Areas" released by the Information Center of the Ministry of Agriculture and Rural Affairs and the Research Institute of China International E-Commerce Center in September 2021, in 2020, the online retail sales of my country's county areas will be 3.53032 trillion yuan, accounting for 30.0% of the retail sales, of which the online retail sales of agricultural products in the county area was 350.76 billion yuan, a year-on-year increase of 29.0%.

2.1. Increasing the Income of Rural Residents

Through the combination with e-commerce, the direct sale of agricultural products has become a reality. The intermediate links of the traditional sales model are simplified, which not only

reduces the sales cost of rural residents, but also shortens the sales period [2]. Under the operation of the e-commerce model, the demand and supply of agricultural products can be better matched, which has changed the phenomenon of poor sales of rural products and nowhere to sell products, increased the income of rural residents as a whole, and promoted the better development of the rural economy.

2.2. Changing the Way Residents Consume

The traditional consumption form of rural residents is mainly cash settlement, which limits the flow of funds to a large extent. Under the e-commerce model, rural consumption purchases no longer only rely on cash transactions, but can realize online payment through business platforms [3]. Online payment can reduce the dependence on cash in agricultural product transactions, and provide more convenient payment and purchase services for both parties of agricultural products transactions.

2.3. Transformation of Rural Industrial Structure

The traditional sales of agricultural products are mainly primary agricultural products. When the agricultural products are sold as final products on the e-commerce platform, the agricultural products need to be deeply processed to meet the purchasing needs of consumers. In addition to traditional agricultural planting, breeding and other production, agricultural product operators also need to improve their comprehensive management level, continuously expand the scope of agricultural products industry, and conduct industrial chain operations such as processing, sales, and after-sales on the basis of producing basic agricultural products [4].

2.4. Improving Network Coverage

The construction of network facilities in rural areas is relatively low, but after the application of e-commerce platforms, more and more rural governments have stepped up the construction of network facilities to build a bridge between agricultural production and consumers. The e-commerce platform for agricultural products uses the Internet as a medium to promote agricultural product information across regions [5]. Realize the coverage of the information network, and better serve and supervise the operation of agricultural products.

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

3.1. Insufficient Competitiveness of Agricultural Products

Operators of agricultural products are fighting each other independently, and there is a lack of unified standards for products. The quality level of agricultural products received by consumers varies greatly, which affects consumers' consumption experience. The e-commerce of agricultural products needs to be managed and supervised in an organized manner. Every link from the production to the sale of agricultural products requires standardized guidance [6]. In addition, it is necessary to speed up the construction of a standardized system, focus on brand building and development, and standardize the production of agricultural products.

3.2. The Logistics Distribution System is not Perfect

Some rural areas are located in remote mountainous areas, and the transportation is relatively inconvenient, and the logistics and transportation capacity of agricultural products affects the role of e-commerce. Due to service limitations in logistics and transportation, fresh agricultural products are greatly hindered when conducting e-commerce operations [7]. Agricultural products need good refrigeration capacity to keep fresh during long-distance transportation.

3.3. Weak Supporting Infrastructure

At present, the network communication facilities in rural areas are relatively weak in terms of network technology, communication speed, security, and security conditions, which seriously restricts the development of agricultural product e-commerce activities. The development of agricultural informatization across the country is very unbalanced. The eastern coastal areas have a relatively high degree of agricultural informatization and develop rapidly, while the informatization foundation in the central and western regions is weak. The cold chain logistics, financial services, legal guarantees and other supporting conditions involved in the e-commerce of agricultural products also need to be improved.

3.4. It is Difficult for Farmers to Participate in E-Commerce

In recent years, many farmers have directly sold agricultural products through online stores, but the price competition is fierce, the profit margin is constantly declining, the promotion investment of online stores is not proportional to the scale of operation, and the enthusiasm and confidence of farmers have been hit. In order to strengthen the quality assurance of agricultural products, individual merchants need to obtain food safety certification. If the certification is carried out according to the traditional food supervision system, the procedures are cumbersome, the cost is high, and it lacks practical feasibility.

3.5. Lack of E-commerce Professionals

The development of agricultural product e-commerce is inseparable from professional talents, but the talents with development ability and high-level application ability are very limited at present. Talents majoring in e-commerce are unwilling to work in rural areas, resulting in a serious shortage of e-commerce talents, which affects the development and application of e-commerce for agricultural products.

4. Development Path and Countermeasures of E-Commerce for Agricultural Products

The development of agricultural product e-commerce can be through industrial paths, policy paths, infrastructure paths, extension paths and element paths. The five paths are relatively independent, but complement and promote each other, forming a complex ecosystem.

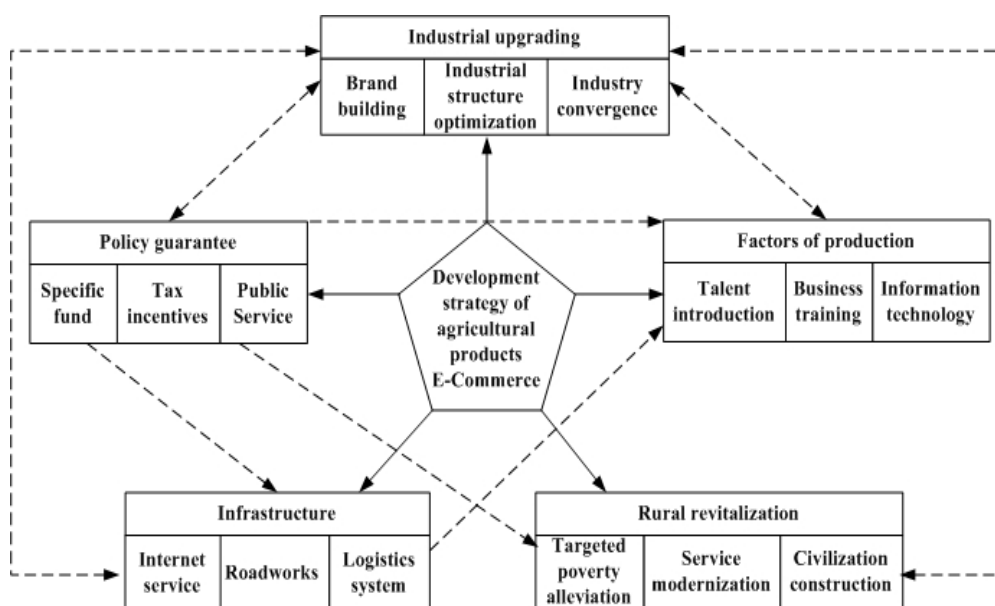


Figure 1. Development path of agricultural product e-commerce

4.1. Promoting Industrial Upgrading

The agricultural product management department shall work with the e-commerce management department to formulate a standard system for e-commerce agricultural products. In the standard system, strict and unified regulations are required for all links in the production, processing, sales, transportation and after-sales of agricultural products. For example, in the production process of agricultural products, the residual amount of pesticides is not allowed to exceed the value, and how long should the fresh agricultural products be delivered to consumers [8]. Excellent local characteristic agricultural products solve the problem of refinement and specialization of brand marketing, and promote the development of agricultural product e-commerce.

4.2. Consolidating Policy Guarantees

Since 2014, the state has successively issued a number of policies to promote the development of rural e-commerce, including both strategic planning and specific rules, to point out the direction for the development of rural e-commerce and remove policy obstacles. Encouraging all localities to give priority to adopting support methods such as loan discounts, special funds, tax incentives, and low-interest loans to speed up the progress of fund allocation, improve the efficiency of fund use, and promote the development of agricultural e-commerce.

4.3. Improving the Infrastructure

The development of e-commerce of agricultural products needs the support of a series of infrastructures such as roads, networks and logistics. Road construction is a key factor for rural prosperity, especially in remote areas, and smooth roads can ensure the smooth entry of agricultural products into the consumer market. Only when the comprehensive network system is perfect can the rural economy have the foundation of informatization. A perfect logistics system is the foundation of rural industrial modernization.

4.4. Promoting Rural Revitalization

Based on the characteristics and advantages of e-commerce, e-commerce poverty alleviation is more suitable for poverty alleviation in rural poor areas and poor farmers than traditional poverty alleviation, and achieves targeted poverty alleviation according to the differences in rural development. Increasing the construction of Internet infrastructure in poverty-stricken areas, and promoting the digitalization of rural governance. Improving rural governance capabilities through the use of Internet information platforms, and accelerating the modernization of rural governance systems and governance capabilities.

4.5. Providing Factors of Production

By stimulating the local secondary and tertiary industries, a large number of jobs have been created, and young workers who have gone abroad have been attracted to return to their hometowns for employment. Through the introduction of talents, attract professional talents to work in rural areas. The application of information technology can improve agricultural production efficiency and operational efficiency, facilitate the collection of transaction information, understand customer consumption preferences, and obtain timely and accurate market demand information. Organizing farmers to participate in e-commerce skills training to improve the business level of farmers.

5. Conclusion

The e-commerce of rural agricultural products has entered a new stage of development, and national policies, corporate responsibility, and farmers' willingness have all provided opportunities for the development of rural e-commerce. In the process of developing

agricultural products, good policy support is needed, and in the process of continuous practice, we should innovate agricultural product development strategies, optimize the operation system of e-commerce, and ensure the good operation of online work, thereby creating a larger economy value for agriculture, and constantly promote the revitalization of the countryside.

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