

Analysis on Marketing Strategy of Agricultural Products in E-commerce

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Abstract: Agricultural e-commerce has become the focus of major countries in the world to enhance agricultural competitiveness and expand the international market of agricultural products. How to achieve the sale of agricultural products through the use of e-commerce is a matter of particular concern to the general public. On the basis of explaining the background and concepts of e-commerce marketing mode of agricultural products, this paper analyses the existing problems of e-commerce marketing of agricultural products in China, and combines e-commerce and Internet to build an integrated platform for product production and marketing. In this way, the model of influencing factors of agricultural product e-commerce marketing mode selection is constructed, and a new idea and method for the decision-making of agricultural product e-commerce enterprise marketing mode is proposed. At the same time, the one-to-one intelligent marketing model and the release of agricultural products related policies will be implemented, which is conducive to the training of agricultural related technologies. Then explore how to improve the e-commerce marketing model of agricultural products, so that it can play a greater role in promoting the marketing efficiency and efficiency of agricultural products.

1. Introduction

At present, with the development of e-commerce, the new transaction mode based on technological innovation is forming a powerful force, which promotes the transformation of the entire circulation industry. Among them, e-commerce of agricultural products has become the focus of the major countries in the world to enhance agricultural competitiveness and expand the international market of agricultural products [1]. In addition, people's sensitivity to the price of agricultural products puts forward higher requirements for the marketing mode of agricultural products. As an innovation different from the traditional marketing mode, electronic commerce has its outstanding advantages [2]. At present, there are still many remote areas that have not yet achieved the coverage of the whole regional network. Rural areas are facing greater resistance to the development of e-commerce. In addition, the cost of network use in rural areas is too high [3]. Most farmers want to achieve agricultural product sales through the network, but from the current situation, China's agricultural e-commerce development is slow, and the reasons are manifold. Combining e-commerce with agricultural products Internet technology, improving the construction of agricultural product supply chain and information system, and forming a huge agricultural product sales network integrated with various links is an important topic for the future development of agricultural products marketing [4-5].

China Industry Research Network believes that agricultural products e-commerce has entered a growth period. China's rural areas are a trillion-dollar market. The two-way circulation of agricultural products into cities, household goods and agricultural materials to the countryside has given birth to a huge development space for rural e-commerce. However, most villagers do not have the purchasing power to use network facilities and cannot afford to pay high network fees [6]. Therefore, it is more difficult to develop e-commerce in rural areas. Lack of agricultural network marketing talents. This paper focuses on the necessity of developing e-commerce of agricultural products, and what are the main problems encountered in the process of its development, and find the corresponding countermeasures to solve these problems [7]. The detailed information of products is obtained through the network, which provides more selectivity for consumers and more space for the choice of targeted products. From the perspective of pre-control and grounded theory,

this paper tries to provide a new way of thinking and method for decision-making of marketing mode of agricultural e-commerce enterprises in China [8].

2. Methodology

Fresh agricultural products in e-commerce are mostly fresh agricultural products. Fresh agricultural products refer to agricultural products formed by planting and breeding, which are unprocessed or only primary processed and can be used for human consumption. The main types are fruits, vegetables, livestock and poultry and their products [9]. E-commerce marketing of agricultural products carries out marketing activities by virtue of the advantages of information technology and network platform. It has prominent advantages such as free from time and space constraints, fast communication and low cost. In rural areas, there are still some young people who use the Internet more, but most young people do not have the willingness to engage in agricultural products sales. Therefore, it is very difficult to carry out e-commerce knowledge education in rural areas and use e-commerce to market agricultural products. In particular, to achieve the logistics and distribution of agricultural products, it can fully enhance the visibility of agricultural products, and can also effectively develop and expand online sales channels [10]. At the same time, through e-commerce, merchants can obtain information on consumers browsing and purchasing related products, so as to fully understand customer needs.

The network is the premise and basis for the sale of e-commerce for agricultural products. Only when farmers can use the Internet conveniently and inexpensively can the e-commerce of agricultural products be truly effective. Table 1 and Figure 1 show the number of telephone villages in the current townships and towns in China.

Table 1 Statistics on the number of telephone villages in some townships and towns in China

Area	Quantity (10,000)	Percentage rate (%)
Central	894	88.96
Southeast	1859	93.93

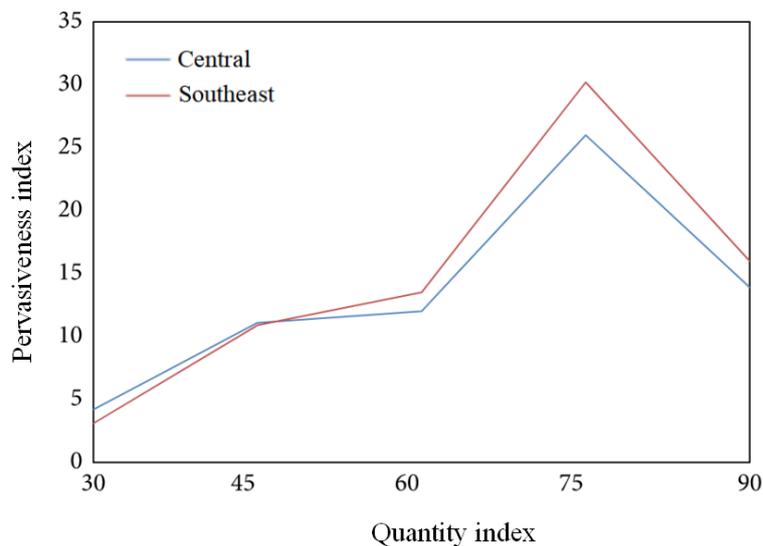


Fig.1. Statistics on the number of telephone villages in some townships and towns in China

Supply includes two aspects: logistics distribution system and product packaging quality. It is the core force for the rise and development of e-commerce marketing mode of agricultural products. Some agricultural products e-commerce trading platforms with their own characteristics and content of agricultural products trading have developed rapidly. There are a large number of agricultural products on-line trading, and the trading volume has increased rapidly. On-line sales of agricultural products have put forward very high requirements for the logistics industry. Because the sale of agricultural products needs to keep fresh, but because it is extremely difficult to keep fresh and easy

to rot, the distribution of agricultural products needs to be timely and fast. From production to final consumer purchase, there are many links in the middle. There are many intermediate links that are unnecessary and cannot add value. In particular, it may also encourage middlemen to share profits. In-depth analysis of data from potential consumers and existing customers to identify the linkages between factors affecting marketing helps to understand customer needs and segment the market accordingly.

E-commerce of agricultural products involves many fields. From the production and sales of agricultural products to the after-sales service, legal disputes may occur in every link. In the logistics distribution system, the cold chain logistics problem has not been completely solved. Fresh agricultural products need to be kept in real time, and the refrigeration cannot be stopped during transportation, so the cost is huge, which leads to serious losses in e-commerce. On the whole, there are still many rural areas in China that have not yet established sound network facilities. The construction of network facilities is not in place. In many areas, especially in some remote areas, the network facilities are in poor condition, and the network speed is very slow. Some villagers have realized Use the network to achieve agricultural sales. In order to effectively avoid this phenomenon, the use of e-commerce to achieve the sale of agricultural products can effectively reduce the intermediate links, and also can effectively reduce the generation of intermediate logistics costs, effectively enhance the income of farmers. With the in-depth development of agricultural products market and the improvement of people's requirements for food quality, high-end consumer groups of agricultural products have gradually formed. The development of agricultural products marketing and service for this group has become a key project of many enterprises.

3. Result Analysis and Discussion

The positioning strategy of green agricultural products based on quality and safety. E-commerce agricultural products are mostly edible products, and food safety is the first choice for every consumer. According to relevant data, most fresh agricultural products in China are still transported at room temperature, and the packaging of agricultural products is not standardized, which makes it difficult to provide quality assurance for perishable agricultural products. Because of the particularity of agricultural products, some laws used to adjust e-commerce have great limitations. The law of e-commerce of agricultural products is not perfect, which is not conducive to the rapid and healthy development of e-commerce of agricultural products. In addition, our government has laid network facilities for some remote rural areas, which makes the villagers' access to the Internet faster and more efficient, and lays a solid foundation for the development of online sales of agricultural products. Relatively speaking, China has a long way to go to create rural network infrastructure. On the other hand, because the cost of accessing the Internet in rural areas is too high, many villagers are unable to pay too much for the purchase of computers and payment of network fees. Help agricultural products to develop network marketing goals, plans, etc., and interface with physical operations to improve the accuracy of market analysis and forecasting.

A targeted agricultural product positioning strategy based on differential markets. Faced with hundreds of millions of consumers and tens of thousands of sellers, it is self-evident that the competition for agricultural products is very fierce. That is, the higher the sales, the more loyal customers, indicating that the current agricultural product e-commerce marketing model is successful, and can be long-term development, it is worth double investment. At the beginning, people who mention online trade products always think of food, seeds, garlic, ginger, potatoes and other products, because these products have very low requirements for fresh-keeping, and the timeliness requirements for logistics are relatively low. For agricultural products with better response and greater demand, the information can be uploaded to the network to achieve sales, in addition, it can also be promoted through the network or through direct sales. However, in order to achieve online sales of agricultural products, the logistics industry not only puts forward very high requirements for its speed. Because agricultural products need to be fresh-keeping, and not easy to preserve, easy to rot and mildew, so the distribution of agricultural products must be fast and timely.

Through the mobile phone to obtain the corresponding information and adjust the corresponding data, to ensure that the supply chain environmental factors can be monitored and controlled, but also facilitate logistics management.

Under this mode, the food supply chain consists of two parts: the online channel of food processing plants and the offline channel of food retailers. But it also sells food directly through online channels, which leads to price conflicts between the two channels, as shown in Figure 2.

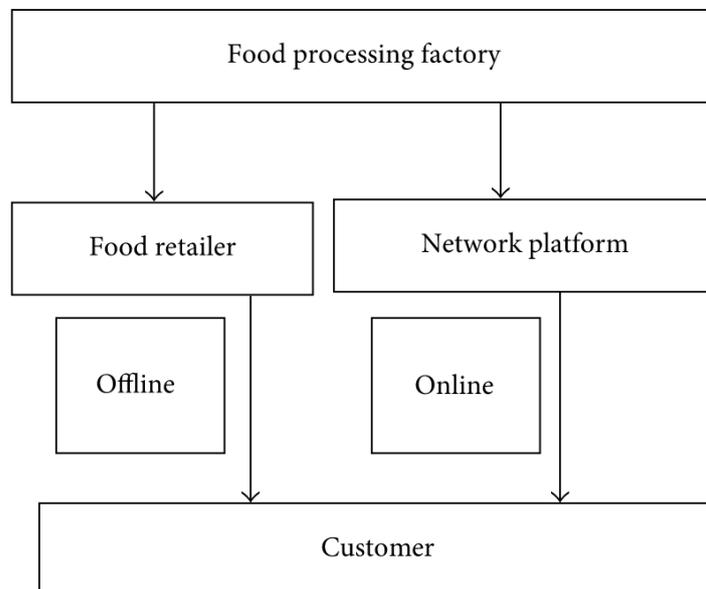


Fig.2. Redistribution model under the structure of food supply chain

According to the above analysis, when choosing the marketing mode of agricultural products e-commerce, enterprises need to understand that the marketing mode of agricultural products e-commerce cannot be separated from network technology, mainly including background operation, website maintenance, product update, after-sales service follow-up and so on. The entrepreneurs who carry out e-commerce marketing of agricultural products through their own websites also need to have a strong level of web page design and maintenance, and be able to timely modify the web pages according to different characteristics of agricultural products in order to attract customers' attention. In addition, it can also be added to more professional large-scale agricultural products sales market and some economic and trade websites, such as professional agricultural products industry websites. Make full use of e-commerce, use e-commerce efficiently, integrate multi-party information, and make efficient use of resources of all parties. The national government should also formulate a more scientific brand development strategy for agricultural products, scientifically guide the online sales of agricultural products in rural areas of China, and make a reasonable positioning. In particular, it should adopt more scientific support policies to help rural areas in rural areas to achieve rural goods online. The rapid development of sales. In addition, it is necessary to implement a sampling inspection mechanism for the quality of agricultural products, and to conduct inspections and investigations on agricultural products from time to time.

4. Conclusions

In line with the future development trend of e-commerce, we should start from the development of mobile e-commerce platform, the development of agricultural product logistics management, customer management, and service level through the development of Internet of Things. The comprehensive application of the Internet of Things and e-commerce and the sales of agricultural products to the online sales of agricultural products has effectively improved the online marketing efficiency of agricultural products, effectively expanded the marketing channels for agricultural products, and comprehensively reduced the marketing costs of products. Moreover, the rapid development of the Internet of Things has also integrated various electronic technologies and new

technical systems to achieve rapid integration with e-commerce, and has laid a solid foundation for the online sales of agricultural products in rural areas of China. Combining e-commerce platform and Internet technology, the traceability system of agricultural product quality is constructed, and the collection of quality information in each link of agricultural product supply chain is strengthened to realize the maximization of consumers' right to know. Capital and capacity are the parts that need to be considered in advance for the development of agricultural e-commerce marketing mode. Enterprises should prepare for capacity improvement and financial support in advance. Improving the construction of logistics and other supporting facilities is of great significance to the development of agriculture and the increase of farmers' income.

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