

Efficiency of circulation of agricultural products under the background of “Internet +”

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Abstract: with the implementation of the “one belt and one way” policy, especially in the environment of good results in reform and opening up policy, the emergence of “Internet +” has promoted the industries positively. However, the traditional circulation of agricultural products has some problems, such as low efficiency and slow information construction, which lead to the lag of agricultural development. For agricultural products, their circulation efficiency not only reflects their value, but also relates to the interests of farmers. Therefore, based on the “Internet plus” background, this paper first introduces the current situation of agricultural product circulation, then analyzes the development advantages of agricultural products circulation, and finally discusses the impact of the “Internet plus” background on the circulation efficiency of agricultural products, with a view to better provide reference for improving and improving the circulation efficiency of agricultural products better.

1. Introduction

With the continuous improvement of science and technology, various industries have been further improved under the background of “Internet +”, and gradually formed a new mode of “Internet +”. As China's agricultural population accounts for nearly 70% of the total population, the sustainable development of agriculture is of positive significance to promote its steady development. The development of agriculture is inseparable from the circulation of agricultural products. The efficiency of agricultural product circulation directly affects the economic interests of farmers, especially on improving the quality of life of farmers. Therefore, the efficiency of agricultural products circulation under the background of “Internet +” is analyzed and discussed, and the efficiency of agricultural products circulation is also discussed. Improve and promote the harmonious and stable development of agriculture to create the necessary conditions.

2. The current situation of agricultural products circulation under the background of “Internet +”

2.1 Farmers' perception of “Internet +” is biased.

The circulation of agricultural products is closely related to its main participants. Due to the influence of different regions, the circulation modes of different regions have different disparities. As the main body of circulation, most of the farmers' educational level is in the junior middle school stage, and some of them are still below the junior middle school level, so they accept new things and new knowledge. It is rather difficult to understand the use of Internet +. It is farmers' lack of correct understanding of “Internet +”. Under the constraint of traditional concepts, most farmers have low trust in “Internet +”. They feel that there is a greater risk in selling on the Internet, and the required investment cycle is relatively long, which leads to slow development of agricultural products under the background of “Internet +”.

2.2 Agricultural products circulation and information construction lag behind relatively

At present, the main way of selling agricultural products in our country is still in the traditional vegetable market and wholesale market. Although the fresh e-commerce has been developing continuously in recent years, the sales of agricultural products are in a day-to-day situation because of competition, so the sales of agricultural products are always lagging behind. The circulation of agricultural products basically adopts the way of road transportation, coupled with its relatively large circulation links and short fresh-keeping period, which is prone to change, so that the circulation results of agricultural products are affected to a certain extent [1]. As shown in Table 1 below, it is an analysis Table of the main components of the circulation cost of agricultural products.

Table 1 Analysis Table of Major Components of Circulation Costs of Agricultural Products

Composition of Circulation Cost of Agricultural Products	Occupancy ratio
transportation cost	54.9%
Management cost	14%
Warehousing cost	12.7%
Distribution cost	8.2%
Interest cost	3.9%
Packaging cost	2.1%
Circulation processing cost	0.6%
Other costs	3.6%

From Table 1, we can see that the transportation cost of agricultural products accounts for half of the total circulation cost. In the transportation process, due to the influence of distribution, storage, packaging and other factors, the circulation funds of agricultural products will increase substantially. At the same time, when selling in the traditional vegetable market and wholesale market, only the buyers and sellers know the transaction information, and the relevant data can not be transformed into valuable information. The lag of information construction leads to the information of agricultural products can not be updated in time and the efficiency of circulation of agricultural products can be produced. The impact has curbed the sustainable development of agriculture.

3. The development advantages of agricultural products circulation under the background of “Internet +”

3.1 The circulation mode of agricultural products has been effectively innovated

With the promotion of “Internet +”, farmers can easily get market transaction information and real time information of agricultural products through the Internet, thus effectively strengthening the affordability of farmers in the face of risks, and at the same time enhancing their sales ability gradually. The circulation mode of agricultural products has been effectively innovated under the background of “Internet +”, and the traditional mode of circulation of agricultural products has gradually changed to electronic advertising, electronic trading market and network information platform.

Electronic advertising is a way for enterprises to publicize their own agricultural products by using the Internet platform, so that consumers can search the implementation information of enterprises' agricultural products through the network platform, but this mode can not conduct direct transactions, but publicize agricultural products.

Electronic trading market is the form of agricultural products producers and consumers through agricultural products intermediary website established to conduct transactions. Producers sell their own agricultural products through websites, consumers screen and compare agricultural products through websites, and choose suitable agricultural products for direct trading, which is fast.

Network information platform means that producers and consumers publish information through

third-party websites to find the information they need for agricultural products, and negotiate with publishers on agricultural products transactions^[2], but they can not conduct direct transactions, so they need to conduct transactions through third parties.

3.2 Agricultural products market transactions have been effectively improved

In the traditional agricultural products circulation mode, due to the influence of the region, there are restrictions in space and communication, leading to the transaction of agricultural products can not be completed normally, and even there is a lag phenomenon, seriously affecting the circulation efficiency of agricultural products. With the development of “Internet +”, the original inefficient market transaction mode has been effectively improved. In order to meet the growing social market demand, agricultural products can directly communicate with consumers through the “Internet +” platform, and no longer be restricted by geographical location and space, so that agricultural products can be produced. The market transaction of products has been effectively improved, which is more sincere, transparent, fair and fair.

4. The impact of “Internet plus” on the circulation efficiency of agricultural products.

4.1 Promoting a more sound circulation system of agricultural products

Under the background of “Internet +”, the information and resources of agricultural products can be shared in real time, so that the asymmetry of information can be reduced as much as possible and the demand of consumers can be quickly satisfied in a short time, which is closely related to the establishment of the circulation system of agricultural products.

First of all, consumers can easily and quickly exchange information with producers of agricultural products, so that farmers with lagging information can timely obtain real-time market information of agricultural products, so that the main body involved in sales can keep pace with the times.

Secondly, the “Internet +” environment has effectively promoted the construction of information facilities for agricultural products, especially in the environment of universal application of Internet of things, and has carried out in-depth excavation of the circulation information of agricultural products to ensure that the information produced by agricultural products can be effectively transmitted and accepted in circulation. The improvement of agricultural product information collection system has effectively promoted its circulation effect.

Finally, the establishment of the supervision system of agricultural products circulation, under the supervision of government departments, is helpful to the self-discipline of the agricultural products industry, through the “integrity” as a standard to establish agricultural products trading files, so that quality and safety are guaranteed, but also in line with the basic requirements of consumers for food.

In addition, there is a close relationship between the sales of agricultural products and the quality level of producers. Under a sound and perfect market system, the information training of producers should be strengthened so that producers can better cope with the rapid development of market demand, so as to achieve the goal of win-win for producers and multi-subjects.

4.2 Promoting the Great Improvement of the Circulation Efficiency of Agricultural Products

In the era of “Internet plus”, strengthening the trade and sale of agricultural products can not only give full play to the advantages of its platforms, but also make full use of and integrate the resources available, and establish a two-way and multi-directional public information platform to maximize the sharing of all information and data. Use. In the process of traditional agricultural products circulation, because of the influence of transaction level, transaction cost and transaction cost, transaction cost and loss increase greatly^[3], so that the circulation effect of agricultural products can not be reasonably improved. As shown in Fig. 1 below, it is a traditional pattern of agricultural products circulation.

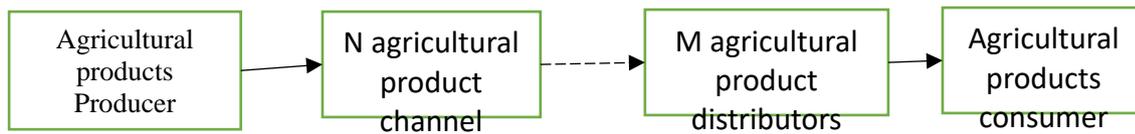


Figure 1 Traditional Agricultural Product Circulation Model

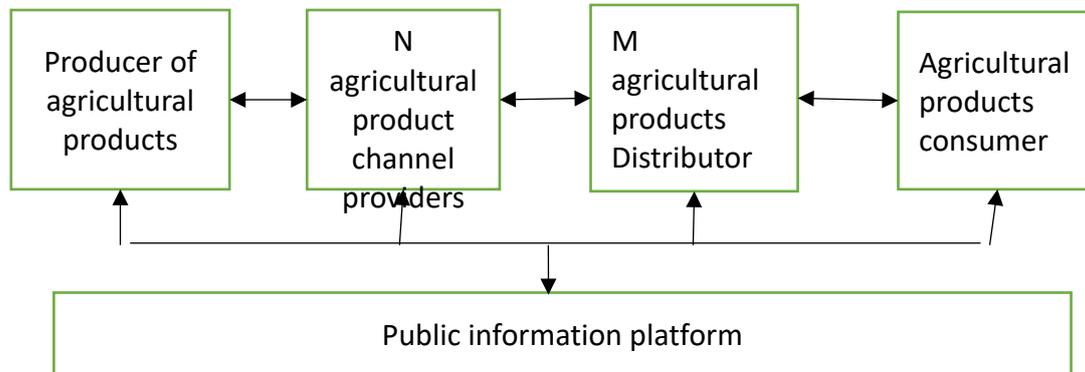


Fig. 2 pattern map of agricultural product circulation platform under the background of “Internet +”

From above 1 and 2, we can see that there is a gap between the circulation mode of traditional agricultural products and the circulation mode of agricultural products under the background of “Internet plus”. The traditional circulation mode of agricultural products appears to be simplified. It needs to be progressive in accordance with the links. From the producer of agricultural products to the consumer of agricultural products, it needs to pass through the agricultural products channel merchants and distributors. The complicated circulation process of agricultural products undoubtedly increases the consumption of funds. Under the background of “Internet +”, producers, distributors, distributors and consumers of agricultural products can directly or indirectly sell or circulate agricultural products through public information platform, so that the circulation links can be reasonably reduced, and the circulation cost will be effectively controlled and reduced to a certain extent, thus greatly promoting the agriculture. The circulation efficiency of products has been steadily improved.

5. Conclusion

To sum up, the arrival of the era of “Internet plus” has a positive role in promoting the sustainable development of various industries, effectively promoting the integration of industries and industries, meeting the needs and requirements of resource sharing, and making full use and full use of resources. Under the background of “Internet +”, although the development of agriculture is relatively slow, it has also been effectively integrated. Under the premise of making full use of and sharing resources, it has effectively innovated the way of circulation of agricultural products. The innovation of agricultural products circulation forms not only improves the circulation system, but also shortens the validity period of agricultural products transaction, improves the traditional backward agricultural products trading methods and technologies, and improves the farmers' economic income and living standards.

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