Research on the Sales Behavior and Marketing of Agricultural Products e-Commerce in Longnan under the Big Data Environment

Xinhai Hu

Longnan Teachers College, Chengxian, 742500, China

Abstract: Longnan is the First Group of Areas in China to Achieve Large-Scale Poverty Alleviation through e-Commerce Sales and Marketing. Even Become the Exclusive Pronoun of "Longnan Model" for the Development of e-Commerce Industry in Poor Areas. in Such a Mode, Farmers Sell Local Agricultural Products to the Whole Society through the Network Platform with the Support of the Government, So as to Realize the Efficient Realization of Agricultural Products, Which is One of the Important Manifestations of Modern New Agriculture. However, after the Medium and Long-Term e-Commerce Sales and Marketing, the Growth Rate of the Output Value of Agricultural Products in Longnan is Not the Same as Before, Showing a Lack of Momentum, and the Deficiencies in the Longnan Model Began to Manifest. This Paper Mainly Studies the Shortcomings of e-Commerce Sales Behavior and Marketing of Agricultural Products in Longnan, and How to Use Big Data to Optimize the Shortcomings.

1. Introduction

Longnan is Located At the Junction of Sichuan, Shaanxi and Gansu, is a Typical Mountainous Agricultural City with a Large Number of Poor People and High Degree of Difficulty. It Belongs to a Typical "Good Ecology + Underdeveloped" Area. with the Gradual Maturity of the Big Data Platform, the Local Government Seized the Opportunity to Actively Decentralize the e-Commerce Policy, Which Benefits the People and Benefits the People. through the Vigorous Implementation of the Local Government and the Positive Response of the Local People, e-Commerce Has Taken Root in the Local Area, Helped the Local People to Achieve Large-Scale Poverty Alleviation, and Effectively Improved the Consumption Structure Level of the Local Residents in the 13th Five Year Plan for Poverty Alleviation in Longnan, It is Clearly Proposed That the Development of e-Commerce Poverty Alleviation Industry with Longnan Characteristics Should Be Continued during the 13th Five Year Plan. At the Same Time, the Problems Existing in the 12th Five Year Plan Period, Such as the Serious Lag in the Development of Social Undertakings, the Low Ability of Self-Development, the Frequent Occurrence of Natural Disasters, and the Difficulty in Consolidating Achievements, Need to Be Solved Thoroughly.

2. e-Commerce Sales Behavior and Marketing Status of Agricultural Products in Longnan

2.1 Industrial Advantages

Longnan has excellent sunshine conditions and unique geographical location. Combined with diverse climate and high-quality ecology, Longnan region has a rich variety of agricultural products with good quality. According to statistics, there are more than 1000 kinds of special products in Longnan, including more than 10 kinds of national geographic indication products such as walnut, pepper, olive oil, traditional Chinese medicine and tea.

2.2 Industrial Advantages

The e-commerce sales and marketing of agricultural products in Longnan are carried out earlier and occupy a larger basic market. At the same time, the unique "Longnan model" means a strong mass base and development experience. Under such high-quality industrial advantages, the

agricultural products e-commerce sales mode in Longnan mainly has the following five kinds: first, the e-commerce online store driving mode. This mode is mainly faced with the masses with entrepreneurial ideas. Among them, through rewards instead of subsidies, taking advantage of the leader effect, we can attract the masses to actively open online stores in the way of one store with one side. At present, nearly one thousand online stores are set up in the poverty-stricken villages in the city's e-commerce poverty alleviation pilot. The second is the electricity industry driven mode, which is mainly for the suppliers of agricultural products. Among them, farmers as suppliers provide original products according to e-commerce standards, and e-commerce purchases them through protection price. This mode not only provides a stable source for industrial producers, but also provides stable and reliable raw materials for the electricity supplier. The third is the e-commerce entrepreneurship driving mode, mainly for poor households with certain development ability, returning youth and disabled people. Among them, encourage and support such people to join the tide of e-commerce entrepreneurship. The government has carried out a campaign for them to make them more competitive in the process of development, and to achieve the poverty alleviation of e-commerce for vulnerable groups. Fourth, e-commerce employment promotion mode, mainly for people with certain technology or resources. Among them, it serves the surrounding industries of e-commerce sales of agricultural products, such as the processing, packaging, logistics and operation of shovel leveling. Help to establish and improve the production industry chain of e-commerce sales of agricultural products in Longnan. Fifthly, the mode of e-commerce share promotion is mainly for the masses without entrepreneurial ability. We can use existing resources such as targeted poverty alleviation special loans or land to invest in shares, which not only helps this part of the people increase their income, but also helps enterprises solve the problem of capital and material costs. Such a wide coverage and targeted sales mode enables everyone in Longnan to walk on the road of agricultural products e-commerce sales and marketing.

2.3 Industry Support

In recent years, the country is very optimistic about the development of e-commerce, and has formulated a series of guiding policies. Gansu Province has also issued the implementation opinions on accelerating the development of e-commerce in Gansu Province. Longnan City has comprehensively considered its own situation and implemented the guidance of relevant superior documents. In 2014, it has built a number of e-commerce suppliers, service providers and e-commerce incubation parks in Longnan City. It has given full support to the financial resources and policies needed. In August of that year, it has reached a long-term cooperation with Alibaba, providing full support for the sales and operation of agricultural products e-commerce in Longnan.

3. The Selling Behavior and Marketing Shortage of Agricultural Products e-Commerce in Longnan

3.1 Infrastructure

Longnan is located in the mountainous area. In order to develop the e-commerce sales of agricultural products in Longnan, Longnan has improved the road traffic and also carried out the best support of the logistics industry. However, with the passage of time, the road wear, the improvement of business volume, the improvement of consumers' requirements for the quality of agricultural products and other factors have already exceeded the current level of road traffic and logistics support. Due to the development of e-commerce of agricultural products in Longnan, the speed of road repair can not keep up with the continuous transportation vehicles. The road wear and tear is serious, and the transportation of agricultural products is facing challenges. The larger business volume corresponds to the larger traffic flow and the larger delivery volume. The current single day capacity, logistics delivery volume and speed of the road can no longer meet the market demand; consumption With the gradual improvement of living standards, the requirements for the freshness and intactness of agricultural products are also gradually improving. However, due to the bumpy transportation route and long transportation time after the sale of agricultural products in

Longnan, the good feeling of consumers for agricultural products in Longnan is greatly reduced.

3.2 Human Resources

In terms of human resources, marketing talents and technical talents in Longnan are extremely scarce. As an old e-commerce sales group gathering place, Longnan has been engaged in e-commerce sales and marketing for many years, but the development process of e-commerce in Longnan is very slow. Due to the lack of marketing talents, the marketing mode of Longnan in e-commerce marketing activities is single, conservative and highly repetitive. In various e-commerce festivals and the harvest season of Longnan agricultural products, keeping high-quality resources can not attract consumers to consume Longnan agricultural products. Due to the lack of technical personnel, Longnan can't grasp the consumer's psychology in time for the transformation production or processing of agricultural products in the development process of agricultural products e-commerce for many years. Therefore, Longnan's agricultural products are only pure agricultural products, which have the disadvantages of replaceability and indivisibility.

3.3 Brand Building

E-commerce marketing of agricultural products in Longnan has been developing for a long time, but compared with many "online Red" agricultural products, e-commerce marketing of agricultural products in Longnan has not formed a unique brand. First of all, Longnan agricultural products do not have brand uniqueness. As far as the quality of agricultural products is concerned, there are more than ten kinds of national geographical indication products in Longnan agricultural products. But when it comes to Chinese prickly ash, people think only of Southwest China; when it comes to tea, people think only of Yunnan; when it comes to olive oil, people think only of imports, which is the reflection of the lack of brand uniqueness of Longnan's agricultural products. Secondly, Longnan agricultural products do not have brand trust. The goal of establishing a brand is to make consumers feel at ease with their products, which is also a process of establishing a brand. In such a process of mutual promotion, Longnan agricultural products only carry out the sales link, and do not transfer the trust of standardized production and processing of agricultural products to the masses, and do not form their own brand trust. Finally, as a brand building, brand innovation ability should not be ignored. However, in the e-commerce sales and marketing of agricultural products in Longnan, the development line is single, the brand hot spots will not be shaped according to the emerging things in the trend of the times, and there is no innovative product for a long time, which is the embodiment of the lack of brand innovation ability.

4. Sales Behavior and Marketing Strategies of Agricultural Products e-Commerce in Longnan under Big Data Environment

4.1 Accelerate Supply side Structural Reform

For e-commerce industry, supply side structural reform plays an important role in optimizing product quality and industrial structure. In supply side structural reform, infrastructure optimization is the basis of optimizing e-commerce industrial structure and product quality. Therefore, the role of big data in promoting supply side structural reform in Longnan is more obvious in optimizing e-commerce structure, improving product quality and optimizing infrastructure.

(1) Product quality and innovation

The improvement of product quality is an important part of supply side structural reform, and also the basic goal of supply side structural reform. The product quality is reflected in two aspects: the first is the improvement of product quality. Through the analysis of big data for consumers, it is concluded that there is a confirmation expectation in the process of consumption, that is, the expectation before purchase is compared with the performance after purchase. When the confirmation expectation is met, the consumers' good will for this agricultural product will be greatly improved. When the quality of the product itself is improved, it can effectively meet consumers' expectations for product confirmation, gain consumers' trust and promote product sales.

The improvement of the quality of agricultural products can also be better realized through big data. The quality optimization direction of the same type of products in the market can be analyzed through big data, and the optimization direction and method suitable for Longnan can be obtained based on the analysis results. Such optimization not only saves the experimental cost of optimization, but also prevents the oversaturation of the market caused by the production of the same type of products that have appeared in other e-commerce. Second, the promotion of product innovation. The importance of innovation in agricultural e-commerce sales and marketing is self-evident. The innovative power of products in the implementation of sales behavior and marketing strategy can provide effective product confidence and product attraction. According to the research of big data platform, consumers are affected by innovation when they consume. Products with high innovation are more likely to be concerned by consumers. At this time, with excellent product quality, they can effectively seize customers In achieving product innovation, we can understand the direction of product innovation and the degree of innovation through the Internet + business platform, and make more effective product innovation in exclusive Longnan.

(2) Optimize the industrial structure of e-commerce

Big data has the ability to adjust the industrial structure in an all-round way and accurately control the details. With the development of the times, the development mode of e-commerce is constantly changing. Some parts of Longnan mode are no longer suitable for the consumers of Longnan and Longnan agricultural products in the new era. A variety of models began to shift to e-commerce. In such a large number of models, there are traditional distributors, third-party service providers and so on. Longnan's e-commerce industrial structure should also meet the requirements of the current era. Access to big data is no longer just an artificial choice of industrial model, but a new model based on the guidance of big data. Only through big data to achieve industrial structure optimization can we get rid of the outdated and profitable modules in the traditional structure, and transfer the limited resources to the modules recognized by consumers and conducive to the development of the industry.

(3) Improve infrastructure

The optimization of infrastructure is not only the foundation of the development of e-commerce in Longnan, but also the foundation of e-commerce sales and marketing of agricultural products in Longnan. Only a broad and stable road and a logistics support that can reach safely and quickly can consumers' expectations for Longnan agricultural products be fulfilled without completing the gradually increasing business volume and satisfying the consumers' gradually improving consumption quality demand. In order to improve the current situation of infrastructure construction in Longnan, e-commerce knowledge training for local e-commerce can be carried out by means of client learning platform and field learning, so as to improve the professional knowledge level and practical operation ability of e-commerce personnel. Through big data analysis, we can also scientifically control the layout of logistics service points and the local logistics operation mode in Longnan, improve the utilization rate of logistics, and prevent any agricultural products that consumers like from reducing their recognition expectations due to the imperfect logistics infrastructure.

4.2 Training Professional e-Commerce Talents

The lack of professional e-commerce talents limits the development of e-commerce industry in Longnan, among which the most prominent are marketing talents, technical talents and service talents. As a new product of the new era, e-commerce is still in the process of improving the training mode for all kinds of e-commerce talents, and it is even more impossible to go deep into such a mountainous area as Longnan. In order to strengthen the construction of professional e-commerce talents in Longnan, we can start from two aspects. First, we can help Longnan e-commerce to complete the e-commerce sales and marketing of agricultural products by introducing foreign talents. The advantage is that it can be hired directly, with high efficiency. The disadvantage is that the foreign talents do not understand the local customs of Longnan, and they can not perfectly combine the characteristics of Longnan in the marketing process. The second is to

cultivate specialized e-commerce talents in Longnan. The advantage is that it can connect the characteristics of Longnan accurately. The disadvantage is that it takes a long time and teaching is difficult. Therefore, the cultivation of professional e-commerce talents in Longnan can be combined with the characteristics of aspects. First, introduce foreign talents to cultivate exclusive talents in Longnan synchronously. While marketing and research for e-commerce, foreign talents will also help the cultivation of local e-commerce professionals with the help of big data multimedia. Local talents also need to serve as assistants for foreign marketing and researchers in the process of learning Assistance activities.

4.3 Build a High-Quality Brand

Brand building is the process of e-commerce sublimation. In order to realize the brand formation of Longnan agricultural products e-commerce, it is necessary to vigorously promote the integrated development of traditional business subjects and e-commerce, encourage, guide and support traditional enterprises and agricultural cooperatives to open B2B and B2C stores on the third-party platform, guide qualified agricultural products production and processing enterprises and professional cooperatives to participate in the construction of online goods supply platform and product R & D center, so as to form a traditional economy Business enterprises join hands with e-commerce team to form a unique brand with high uniqueness and high trust.

5. Summary

At present, the e-commerce sales and marketing of agricultural products in Longnan is in the stage of seeking development. The local people's limited professional and technical knowledge and local infrastructure have led to a temporary slowdown in the development of e-commerce sales of agricultural products in Longnan. However, as long as we actively respond and take measures to clarify the market demand, accelerate the supply side structural reform, cultivate professional talents and create high-quality brands, we can achieve a higher level of e-commerce sales and marketing of agricultural products in Longnan under the background of big data.

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