**Discussion on Electronic Commerce Innovation Model of Shaanxi Agricultural Products in the New Era**

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**Abstract.** With the rapid development of the times, the new mode of electronic commerce has been constantly appearing, which has changed the way of life of everyone. With the popularization of electronic commerce of agricultural products, it is particularly important to develop the advantages of electronic commerce in the process of production and operation of agricultural products. It can shorten the distance between agricultural products and consumers and allow consumers to obtain more benefits. Under the background of the new era, the development of rural economy can only be promoted by means of the new electronic commerce model. This paper analyzes the development status of electronic commerce of Shaanxi agricultural products, explores the new mode of development of electronic commerce of Shaanxi agricultural products, and makes a comparative study of it.

**Introduction**

Shaanxi province is a large agricultural province, and its agricultural products are in the leading level in quantity and quality in China. Agriculture is developing in the direction of modernization and informatization, and e-commerce of agricultural products is the most important part of it in Shaanxi province.

It puts forward that the implementation of the "E-commerce Demonstration Project" should be the focus of the work, aiming to achieve 800 billion yuan of e-commerce transactions in the whole province by 2020, with an average annual growth of more than 25% in the 13th Five-Year Plan of Shaanxi province. E-commerce development of agricultural products is conducive to enhancing the competitiveness of agricultural products in Shaanxi province, promoting agricultural development, increasing farmers' income, and further promoting farmers to get rid of poverty and become rich. It is of great significance to study the innovative e-commerce development model of agricultural products for the development of Shaanxi's agricultural economy, the promotion of online sales of agricultural products and the improvement of farmers' income.

**Development of E-commerce for Agricultural Products in Shaanxi province**

In 2018, the economic development of Shaanxi province showed a good state. In 2018, the total production value of Shaanxi province increased by 8.3% over the previous year, which is 1.7 percentage points higher than that of the whole country. Among them, the primary industry grew by 3.2%. The primary industry accounts for a large proportion of the total production value. Shaanxi's agricultural advantage lies in planting, followed by animal husbandry, forestry has potential for development, and fishery has limited space for development. Fruit apples, dairy cows and dairy products in animal husbandry and walnuts in forestry have comparative advantages in China.

Under the environment of network economy, agricultural products break the traditional sales mode. Through e-commerce platform, farmers can communicate online with consumers, establish reliable supply-demand relationship, optimize the circulation process of agricultural products, reduce the cost and time of sales, and achieve win-win situation. By the end of June 2018, the number of Internet users in China reached 802 million, with a penetration rate of 57.7%. Among them, the scale of rural netizens in China is 210 million, and the proportion of non-netizens in rural areas is 62.2%, which is still on the rise. In recent years, the rapid rise of agricultural e-commerce...
has experienced a growth process from zero to rapid development in Shaanxi province. E-commerce has become a new driving force to promote the rapid development of rural economy.

**Agricultural Products E-commerce Innovation Model in Shaanxi**

**Community Group Purchase Model of Agricultural Products**

Agricultural products community group purchase model is a business model which takes Wechat as the carrier to help merchants integrate multiple community resources and centralize management and operation. (as shown in Figure 1)

Agricultural product distributors recruit group leaders in residential areas and establish community of owners. The group leaders regularly push agricultural products in the group. Customers place orders. The next day, agricultural products are assigned to the community by the group leaders. The group leaders inform customers to pick up goods at the pick-up point. According to the sales volume, the group leaders will get corresponding commissions. Community residents place orders through community online group buying procedures, merchants integrate community store orders, supply and distribution in community stores as units, community stores after the completion of stock, prompt community residents to community stores to pick up goods (or door-to-door delivery). Community wechat groups initiated by express collection points, community convenience stores, community property and individual owners can be sold, each group is equivalent to a community store.

The most important thing of community group buying is to cultivate the head of the group to establish a community, sell in the Wechat group, distribute directly from the agricultural production site to the head of the group, and complete the last stage of sales through the head of the group distribution or customer self-access. Secondly, we should take the community as the carrier, and the head of the delegation can timely and quickly convey promotional information and deal with after-sales. Finally, the main development channel of community group buying is residential district, expanding users in the district to meet the consumption of families in the district.

![Figure 1. Community Group Purchase Model of Agricultural Products.](image-url)
**Customized Adoption Model of Agricultural Products**

The customized adoption model of agricultural products refers to that consumers need to pay a deposit in advance before farmers farm land, and farmers produce on demand. If natural risks occur in the production process leading to yield reduction and income rejection, the deposit will not be refunded. It establishes a risk-sharing and revenue-sharing mode of production between producers and consumers.

This model changes the industrial chain from "production, supply and marketing" to "marketing, supply and production", and the risk of unsalable sales is greatly reduced. At the same time, it eliminated the intermediate links, and the farmers' profits were also significantly improved. This is the innovative practice of shared economy in agriculture. This not only brings passenger flow, information flow and capital flow to the countryside, but also thoroughly solves the core problem that it is difficult for a family to increase income through decentralized operation. More importantly, the customized adoption model promotes the deep integration of related industries.

**Community Marketing Model of Agricultural Products**

Marketing is a business form based on the same or similar interests, gathering popularity through a certain carrier, meeting the needs of the group through agricultural products or services. The carrier of community marketing is not limited to Wechat. All kinds of platforms can do community marketing. Forums, microblogs, QQ groups, and even offline communities can all be community marketing.

Community can quickly achieve word-of-mouth through small-scale high-quality seed users, and fission at C-end through B-end enabling. This is the market opportunity for niche products and non-just-needed products. But it is not to do the C-end directly, but to empower the B-end, with the help of the B-end and integrated resources, to start the entry point and explode the market at the C-end. That is to say, many niche products can be sold and fission in this way, which has become a tool and method. Shaanxi agricultural products e-commerce development needs such tools and methods.

**Network Crowdsourcing Model of Agricultural Products**

Network crowdsourcing of agricultural products is one of the innovative models of agricultural development. It integrates Internet finance and agriculture, helps small farmers, family farms and farmers' cooperatives to connect production and marketing, promotes the solution of the problem of "selling difficult" agricultural products, and achieves high quality and price to drive farmers' income. At the same time, network crowdsourcing + agricultural products crowdsourcing combines the "physical + profit" mode of return. It not only helps farmers, but also allows more consumers to participate in agriculture and enjoy the dividend.

The specific process of network crowdsourcing of agricultural products is as follows: First, order audit: the quantity of demand orders, quality standards, prices, demander uses, deposits, contracts and other aspects of evaluation and audit. Second, farm research: on-the-spot comprehensive research on farm qualification, enterprise/personal reputation, assets, operating conditions, breeding scale, core technology and so on. Third, expert evaluation: platform experts on farms, breed quality standards, breeding technology, epidemic prevention, insurance and other aspects of a comprehensive assessment. Fourth, publishing crowdsourcing: to meet the standards of products, on-line crowdsourcing, and disclosure of relevant information. Fifth, project follow-up: The offline marketing team regularly follow-up the crowd-funded projects to ensure that the project is carried out on time, quantity and quality. Sixth, crowdsourcing: after the completion of cultivation, delivery according to the order, follow-up returns, return user principal + profit (or in kind), crowdsourcing completion.
A Comparative Analysis of E-commerce Modes of Agricultural Products in Shaanxi

Community group buying mode, community marketing mode, customized adoption mode and network crowdsourcing mode are the new modes suitable for the development of agricultural e-commerce in Shaanxi province. We have analyzed the advantages and disadvantages of these four modes. Shaanxi rural areas can choose suitable modes for local development according to their actual conditions, so as to promote the development of agricultural e-commerce and realize agricultural development, increase farmers' income, and get rid of poverty and become rich. (as shown in Table 1)

Table 1. Comparative analysis of new models.

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<th>advantage</th>
<th>Inferiority</th>
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<td>High rate of repeat purchase</td>
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<td>Spread fast</td>
<td>Change the way of interference</td>
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<td>High transformation</td>
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<td>High rate of repeat purchase</td>
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Summary

Shaanxi is a major agricultural province, and the output of agricultural products ranks first in the country. With the improvement of e-commerce development environment, e-commerce of agricultural products has become an important part of economic growth in Shaanxi province, which plays a role in promoting agricultural income and rural development. Shaanxi province has a rich variety of agricultural products, but the traditional e-commerce model cannot better promote its sales. Community group purchase, customized adoption, community marketing and crowdsourcing are new e-commerce modes suitable for the development of Shaanxi province. They can realize agricultural development, increase farmers' income, promote farmers to get rid of poverty and become rich, and provide better development opportunities for Shaanxi province, and have a large space for development. In order to promote the development of Shaanxi's e-commerce model of agricultural products, we should strengthen the platform construction, introduce e-commerce talents of agricultural products, strengthen the brand strategy of agricultural products, and attach importance to thematic marketing promotion.

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