Research on The Problems and Countermeasures in the Development of Agricultural Products E-commerce

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Abstract. With the deep integration of the Internet in various industries, e-commerce has become an important part of the economic structure. As one of the biggest developing countries, the sales of agricultural products in China is not only related to the development of agriculture, but also an inevitable requirement to ensure economic security. To some extent, the rapid development and application of agricultural products e-commerce plays an important and far-reaching role in China's rural revitalization. At present, the development of China's agricultural products e-commerce is becoming more and more perfect. This paper discusses the problems existing in the e-commerce of agricultural products in China from the aspects of the quality of employees, the logistics system of agricultural products, the construction of relevant legal system and the evaluation standards of agricultural products, and puts forward some suggestions for improvement, which provides new feasible ideas for the development of high-quality agricultural economy.

The Current Development of Agricultural Products E-commerce in China

China is a large agricultural country, and its economic development depends largely on the development of the agricultural economy, which is also the main industry of China's people's livelihood and social development. This requires a change of thinking. In order to realize the increase in production and income of farmers and the overall progress of rural areas, promoting the development of agricultural products e-commerce is an important way for the rapid progress of the new rural construction.

At Present, China's Agricultural Products E-commerce Development Problems

Professionals in the Industry Have Low Professional Quality

As a new business model, e-commerce is quite different from the traditional offline agricultural products trading model in rural areas. At the present stage, most personnel engaged in agricultural products e-commerce have not received relevant training, and they lack high-quality agricultural products e-commerce merchants to conduct online sales, which has seriously affected the sales volume of products.

Rural Logistics Distribution System Needs to be Improved

The network marketing of agricultural products is mainly carried out online. After customers place orders and pay online, they need suppliers or enterprises to carry out logistics distribution [1]. At present, it is urgent to establish a complete logistics distribution link and a large number of fresh-keeping equipment. However, the current situation is that the equipment is old, the vast rural areas have not formed a sound agricultural products logistics distribution mechanism, conditions are not mature, is not conducive to the development of agricultural products network marketing.

Network Marketing Legal System to be Improved

Marketing in the e-commerce economy is mainly carried out online, and the transaction process requires certain laws and regulations as a guarantee. Currently, China has a very limited number of
laws in this regard, and the regulatory system is not sound enough [2]. Besides, major operators of agricultural products e-commerce do not have relevant training on e-commerce, so it is inevitable to make mistakes.

**Agricultural Products Lack of Effective Evaluation Standard System and Quality Control is Difficult**

Domestic agricultural products lack authoritative and widely applicable evaluation standards, which are determined by the characteristics of agricultural products. The growth status of agricultural products is seriously affected by natural conditions, so the quality of agricultural products is very unpredictable. China has vast land resources, and the cultivation and production of agricultural products are relatively dispersed. This is quite different from the product coding, classification standardization and packaging standardization required by the e-commerce of agricultural products, which also seriously hinders the development of e-commerce of agricultural products in China [3].

**Countermeasures to Promote the Development of Agricultural Products E-commerce in China**

**Establish and Improve Agricultural Products E-commerce Application Support Service System**

First of all, improve the e-commerce legal system of agricultural products and support the healthy development of online marketing of agricultural products. Secondly, improve the supervision and management mechanism of agricultural products online sales, set up special supervision organizations to solve the problems of agricultural products online sales. Third, strengthen the incentive level for the development of agricultural e-commerce, and provide appropriate subsidies for high-quality enterprises with development potential.

**Further Processing of Agricultural Products is Promoted by Combining Consumption Upgrading and Demand Preference**

At present stage, people's demand for the quality of consumer goods is getting higher and higher, and consumer behavior is becoming more and more personalized, diversified and high-end. In combination with these consumption characteristics, we try to carry out deep processing of agricultural products, only in this way can we bring more profits to farmers [4].

**Encourage Cooperative Operation and Advocate Brand Effect**

On the one hand, practitioners in the region cooperate in the form of agricultural cooperatives to industrialize and scale the e-commerce of agricultural products, which can reduce the operating costs while improving the operating profits. On the other hand, we should take the cultivation of featured agricultural products as the breakthrough point, and rely on high-quality products to create product highlights [5]. At the same time, the development of leisure picking, farm and other projects, expand brand awareness and influence.

**Improve the Comprehensive Application Ability of Online Sales Through E-commerce Application Training and Build a Featured Supply Chain**

First, to provide farmers with more opportunities to contact the Internet, to understand new things, and constantly enrich the Internet marketing common sense. Second, through investment attraction and other ways to establish agricultural products production and marketing cooperatives, build agricultural products network marketing and logistics distribution of rural comprehensive industrial clusters. Finally, standardize the brand strategy to increase the added value of agricultural products [6].
Relying on Professional Testing Institutions to Certify the Quality of Agricultural Products

In order to establish the consumer's concept of the quality and safety of agricultural products, it is urgent to introduce the third party authority to carry out the quality identification of agricultural products, pesticide residue detection and organic food certification. In addition, the whole process of agricultural product production and processing should be searchable and traceable. In this way, eliminate the doubts of consumers, further promote the online sale of agricultural products.

Summary

At present, the problems of low quality of employees, backward logistics distribution system, imperfect legal system and lack of evaluation standards have deeply restricted the development of agricultural e-commerce in China. However, the Chinese government and relevant professionals and institutions are vigorously developing the e-commerce of agricultural products. At this stage, the informatization construction of rural areas in China has made phased progress. More and more websites related to agricultural products are built, and more and more attention is paid to the cultivation of e-commerce talents. We will continue to promote the reform and development of agricultural e-commerce and stick to the right direction. We believe that China's agricultural e-commerce will achieve steady and rapid development.

References


