

Analysis of China's Agricultural Products E-commerce Development Dilemma Coping Strategies

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ABSTRACT

With the development of modern science and technology, agricultural e-commerce gradually spread, effectively promoted the progress of rural economy. In the application of e-commerce, there have been some problems that need to be paid attention to and optimized by relevant departments. Such as the government leading role is relatively weak, the lack of professional talent support and so on. In response to these problems, relevant departments need to formulate targeted optimization strategies, gradually promote the development process of agricultural e-commerce, and optimize China's current agricultural development environment.

KEYWORDS

Agricultural products; E-commerce; Countermeasure

1 Introduction

There are many problems in the sales of agricultural products, which directly affect the healthy development of China's agriculture. Because most of China's agriculture is decentralized management, disconnected from the main market, and the flow of information is not smooth. To address this situation, e-commerce technology is gradually applied to the agricultural sales market in China so that the current agricultural market has been injected new vitality. Moreover, the agricultural market also encourages the integration of advanced technology into agricultural development, hoping to bring new channels and methods to the current agricultural product marketing through new media technology and e-commerce technology, and gradually increase farmers' income.

2 Coping strategies development dilemma of agricultural products e-commerce

2.1 Giving full play to the leading role of the Government

Agriculture is an important pillar industry of China's national economic construction. Agricultural information construction is the inevitable trend of market development, and e-commerce technology is an important channel for low cost and high efficiency in current marketing. Therefore, the operation and development of e-commerce of agricultural products need to be optimized and valued by relevant government departments, and pay more attention to the investment of funds and the introduction of technology, so as to optimize the development environment of e-commerce of agricultural products in China and enhance its competitiveness in the agricultural market. China's agricultural information construction needs a lot of financial support, such as infrastructure construction and agricultural e-commerce process optimization and

so on need to increase investment. Then, the local government needs to formulate targeted strategies according to the development mode of agricultural e-commerce, such as subsidizing e-commerce and agricultural products, doing a good job of e-commerce platform, gradually promoting the implementation of private capital into the development of agricultural e-commerce industry, and strengthening the construction of agricultural industrial bases, logistics parks and rural network base stations.

In addition, it is necessary to subsidize farmers who install networks and encourage them to install broadband networks. For poor farmers, installation costs can be appropriately reduced and exempted, so as to enhance the popularity of networks in rural areas. Finally, we should pay attention to the integration and penetration of formal micro-credit. For agricultural e-commerce, the cost is relatively low. Under the guidance of the government, formal micro-credit can be integrated into it and provide appropriate financial and technical support to local villagers.

2.2 Emphasis on rural network infrastructure construction

In the construction of agricultural informatization, the construction of basic network facilities is very important and belongs to public projects, which needs to be paid attention to and planned by relevant government departments. For example, it can strengthen the construction of rural information network and build rural e-commerce base stations ; secondly, the network can be moved to growers, farmers entrepreneurs, enhance the pertinence of e-commerce. In regions with relatively backward economy, basic TV, telephone and radio can be used for marketing ; in areas with relatively high economic quality, new media marketing can be carried out, such as short video, live broadcast and so on, so as to strengthen the effect of rural information construction. In the process of agricultural informatization construction, information and data resources are the most basic support, so the problems of information data transmission and poor communication in the market need to be paid attention to and strengthened by relevant managers.

Based on this, managers need to flexibly use information technology and tools to build high-quality information platform, so that information in the agricultural market can be put and transmitted in the information platform, so as to promote the effective sharing of information resources and provide more scientific information support for agricultural informatization construction, which is also an important infrastructure construction.

2.3 Improving the standardization process of agricultural products

With the support of information technology, various fields in China have gradually integrated into e-commerce technology, and e-commerce technology has also brought great convenience to the current market. Therefore, as a large agricultural country, it is necessary for China to optimize the marketing mode of agricultural products.

On this basis, we can make full use of e-commerce technology, gradually improve the standardization of agricultural products, and strengthen the standardization level of agricultural products by operation. The main reason is that e-commerce pays more attention to the standardization of products in the development process, but for agricultural products, it is affected by many external factors, and there are great difficulties in processing, packaging, storage, transportation and other aspects, especially the standardization of fresh agricultural products. And in the process of rural information construction is also lack of standards to measure. On this basis, e-commerce managers need to pay attention to the implementation of the standardization strategy of agricultural products e-commerce, and accelerate the process of packaging and standardization of agricultural products.

In addition, government departments need to pay attention to the optimization and improvement of quality grade standards, weight and specifications of agricultural products, reduce the waste of resources in production, and lay a solid foundation for agricultural information construction. In the operation of agricultural products e-commerce, it is also necessary to develop a standardized process, for example, agricultural e-commerce related staff also need to know the current market consumer awareness of agricultural products and related operation process, mainly because of China's vast territory, the scale of agricultural development is relatively scattered, for some inconvenient transportation, characteristic agricultural products, it is necessary to carry out standardized production and e-commerce operation, so as to let more consumers understand and recognize, so as to improve the marketing effect of agricultural products.

2.4 Strengthening professional training

Agricultural informatization construction is the inevitable result of the gradual popularization and implementation of information technology. In the development of various fields in China, e-commerce technology is widespread, but for China's agriculture, it is a new field, which needs more professional support. Usually, in the process of e-commerce operation of agricultural products, professionals need to optimize agricultural products and characteristics in agricultural development, with the help of e-commerce platform for publicity. On this basis, it is necessary to do a good job of targeted publicity programs, strive to be able to give consumers a bright feeling in the process of publicity, with the help of e-commerce platform to attract more consumers to consume, and promote the development of rural economy.

At the same time, in the process of agricultural products e-commerce operation and development, it also needs more professional technical personnel support, for example, in the face of various network problems, operation problems need professional personnel to answer, so on this basis, China's agricultural products e-commerce operation managers need to appropriately improve salary and welfare, with the help of high salary and high welfare to attract more professional talents, to add many colors to the field of agricultural products e-commerce in China. Moreover, the local government also needs to carry out professional training for in-service agricultural e-commerce personnel, gradually improve the working ability and professional quality of enterprises, and lay a solid foundation for the construction of agricultural informatization in China. At the same time, China's relevant departments also need to pay attention to the supervision of e-commerce, to ensure the clean and tidy environment of e-commerce, so as to promote the healthy and sustainable development of China's social economy.

3 Conclusion

In view of these problems, it is necessary to carry out targeted optimization and governance, such as increasing government investment and support, professional training and so on. According to the current situation of China's agricultural development, it is necessary to formulate targeted strategies, gradually optimize the environment of China's agricultural information construction, and open up a new way of China's agricultural product marketing, so that more people can see green and healthy agricultural products all over the country.

In addition, talent construction has become particularly important in the construction of agricultural informatization, which needs the attention and training of relevant departments. The introduction of talents will add a lot of color to China's agricultural informatization construction.

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