

# Research on Development Countermeasures of Agricultural Products Sales Platform under Thebackground of Internet + Agriculture

Mengze Li, Xiaolin Zhu, Jiaxin Lian, HongYu Qu, Yizhen Sun

School of business administration, Liaoning University of science and technology, Anshan  
114051, China

## Abstract

With the development of The Internet and rural revitalization strategy in China, the Internet + agriculture network marketing model is unstoppable. Using this network marketing model can not only promote rural revitalization, but also allow a variety of high-quality agricultural products into the public's vision. However, from the current situation, the Internet + agriculture network marketing model has some shortcomings, so this paper analyzes the audience degree of network marketing model, technical means, the difficulty of agricultural products marketing and consumer loyalty, and puts forward innovative development strategy of agricultural products sales platform.

## Keywords

Agricultural products sales platform; Agricultural products; Network marketing; Innovation strategy.

## 1. Introduction

The rural revitalization strategy was proposed by Comrade Xi Jinping in his report to the 19th CPC National Congress on Oct 18, 2017. The report to the 19th CPC National Congress pointed out that issues concerning agriculture, rural areas and farmers are fundamental to the country's economy and people's livelihood, and that solving these issues must always be the top priority of the Party's work. In the context of the rapid development of the Internet, the network marketing mode of Internet + agriculture is undoubtedly an important means to solve the difficulties in selling agricultural products and develop rural agriculture. Internet has good information sharing and dissemination, which can intuitively and clearly show remote rural agricultural products in front of the public and enhance the popularity of rural agricultural products. Through in-depth analysis of the problems existing in the Internet + agriculture network marketing model, this paper proposes the innovative development strategy of agricultural products sales platform to better sell agricultural products, so as to promote the development of rural revitalization.

## 2. Analysis of the Current Situation of Agricultural Products Sales Platform

With the accelerating pace of China's agricultural modernization, the consumption of agricultural products also presents a momentum of rapid development. After more than ten years of rapid growth and scale expansion, the agricultural products trading market is now gradually realizing the transformation from quantity expansion to quality improvement. The circulation scale is on a higher level, the market hardware facilities are significantly improved, the commodity grade is increasingly improved, and the market operation quality is increasingly optimistic. In recent years, agricultural products sales platforms mainly include wholesale

markets, supermarkets, restaurants, exclusive stores, communities and e-commerce. Each sales platform has different characteristics, so its role and existing problems are not the same.

The wholesale market is the most common platform for the sale of agricultural products. The producers of agricultural products directly sell in the farmers' market, mainly bulk agricultural products, and it is the main and basic channel for the sale of agricultural products.

Shopping in supermarkets is the habit of most people, shopping malls and supermarkets have the characteristics of large-scale, chain, intensive, more suitable for brand agricultural products sales, the cost is relatively high. Therefore, agricultural products want to enter shopping malls and supermarkets need a certain operational ability and organizational ability.

Catering is a very popular digestion channel for our agricultural products, but there are also many problems. First of all, it is difficult to enter the channel and public relations are difficult. Secondly, most agricultural producers are small retail investors, and their production and operation are scattered, which can not meet their needs. Moreover, restaurant operation has certain instability, and the risk of their accounts is relatively large.

Franchising stores have multiple functions such as sales, brand display and consumer cohesion. Some produce is sold in specialty produce stores. But its rent and labor costs are rising, and profits are low. In recent years, it has been hit hard by the COVID-19 pandemic.

Community is mainly to contact customers through circle marketing, but the price is generally high and the quality is difficult to guarantee, and the customer retention rate is low, so it is difficult to improve customer stickiness.

E-commerce is a popular channel in recent years. It can also be said that e-commerce is the next development direction of agricultural products sales channel. The main ways of selling agricultural products through e-commerce are B2C and C2C. B2C is business-to-consumer, which is widely concerned by sellers and enterprises, while C2C mode is producer-to-consumer, and farmers themselves open shops on the network platform to provide services to consumers, which is actually the networked embodiment of our smallholder operation mode. The development of e-commerce sales platform conforms to the trend of The Times, and also provides more convenience for the sale of agricultural products. Moreover, due to the impact of the epidemic, we pay more attention to the "Internet plus" marketing model.

### **3. Problems Existing in Agricultural Products Sales Platform**

#### **3.1. Rural Network Infrastructure Is Not Sound**

The prerequisite for online sales is access to the Internet. Computer after years of development, has formed a huge consumer market, but the rural network construction pace is still slow, related infrastructure is also not up to par, especially in remote areas and parts of rural areas in China, the Internet penetration rate is still very low, weak rural network infrastructure, agricultural product network marketing promotion.

#### **3.2. Lack of Understanding of Network Marketing**

China's agricultural products network marketing is still in its infancy, the foundation is weak. Secondly, most agricultural products enterprises are located in towns and villages. In these places, the network penetration rate is low, infrastructure can not keep up, and there are problems such as slow network speed, unstable network operation, and high network charges. These problems restrict the popularization speed of agricultural products network marketing. Most of the suppliers of agricultural products are farmers, but due to the limited cultural knowledge of farmers, some farmers are not good at computers, high-tech communications, network applications, and even the Internet can not. Moreover, the lack of network marketing knowledge in the cultivation of agricultural products, production, origin of the publicity. Therefore, to develop the network marketing of agricultural products in China, we

must improve the network marketing technology of the main body of the network marketing of agricultural products.<sup>[1]</sup>

### **3.3. The Quality of Farmers Receiving Network Information Is Low**

The factors affecting farmers' information quality mainly include economic development level, cultural knowledge level and traditional value concept. The low level of education makes farmers lack the ability to learn and concept of network knowledge. Some farmers have begun to develop awareness and interest in network marketing, but they cannot carry out network promotion of agricultural products because of their low level of education. The acceptance ability of farmers has certain limitations, and there are not many people who really understand technology, have development ability and high-level application ability.

### **3.4. Lack of Professional Network Marketing Talents**

The rural population generally has a low level of education and limited knowledge and application of computer and network, which makes it difficult for farmers to use modern information technology to sell products. And remote mountainous areas and the rural areas in China due to factors such as low economic level and poor education resources, it is difficult to develop the real network marketing personnel, and each college graduates or professional talent choices, Guangshen line north city development in remote mountains and vast rural areas can not attract real network marketing personnel to the job. Therefore, the shortage of human resources, technical conditions and other aspects has always restricted the development of network marketing of agricultural products.

### **3.5. Network Marketing Display Technology Is Relatively Simple**

At present belongs to the first industry of agricultural products, is the most basic industry, propaganda is very difficult for agricultural production, agricultural e-commerce platform web content design, the same are basically pictures, a large number of text as a whole, focus on agricultural products, the characteristics of few pictures some pictures even completely has nothing to do with agricultural products, There are even fewer videos introducing agricultural products, and the updating speed of web information is slow, which is difficult to meet the needs of consumers. In this way, it is difficult to attract consumers' attention and to a great extent, consumers' purchase interest is reduced. Moreover, this kind of display technology is usually information transmission in a single direction, which cannot produce effective interaction between consumers and suppliers. When consumers want to know more about relevant problems, they need to find customer service for inquiry. The communication effect is unsatisfactory, which is not conducive to the sales of agricultural products.

In addition, The household contract responsibility system is implemented in China, and most farmers are self-employed. The scientific and technological quality of Farmers in China is difficult to adapt to the requirements of modern agricultural development. The existing agricultural technical service system is basically in the state of "network broken by people", and agricultural vocational and technical education is weak. The rural labor force actually engaged in agricultural production has a weak ability to master agricultural science and technology, which cannot be centralized and unified to achieve external publicity. In addition, the individual differences of agricultural products are small, so we have less publicity and promotion, and the market competitiveness is also small. We cannot do the commonly used "star goods", "traffic publicity" and "promotion and advertising implantation".<sup>[2]</sup>

### **3.6. There Are Few Applications of New Live Broadcasting Technologies and They Are Not Yet Mature**

Our country at present the rise of live only in the past two years, and broadcast industry there is a lot of chaos, the lack of industry standards, also did not complete laws to standardize the

market, in the early days of live, will not necessarily achieve corresponding propaganda effect, live industry market system is not mature, the market model is not standard, the stand or fall of publicity is unknown, Therefore, the immature application of live broadcast technology has also increased difficulties for our agricultural product network marketing.

We now live with goods only stay on the way in which each big platform based live with goods, to a limited number of audience and is conditioned by various requirements, is each big platform with cargo way depends on the traffic anchor, the anchor has certain audience base, so in both traffic and cash has certain guarantee, and agricultural products, unlike other commodities, It does not apply to the current popular way live with goods, we need to develop other ways to show our agricultural products, such as the use of unmanned aerial vehicle (uav) to demonstrate our comprehensive production base, using satellite GPS positioning us source of high quality production, but as a result of technical market funds a range of issues, the live broadcast is not implemented or are widely used, The existing live broadcast technology is still relatively simple.<sup>[3]</sup>

### **3.7. Brand Marketing of Agricultural Products Is Difficult**

As mentioned above, agricultural production daily necessities, small differences between individuals, and not prominent feature of the target customer, create own brand is difficult, so can't set up own brand cannot be targeted for propaganda, and product profit space is small, can't provide more funds to product marketing.

### **3.8. The Rural Logistics Distribution System Is Not Sound**

The imperfection of rural logistics system directly affects the development of online sales. At present, the destination point of third-party logistics coverage in China is generally the county seat, and the express delivery of towns and villages also needs to be picked up in the county seat. The most common problem in the sale of agricultural products is that the shelf life is too short. The products cannot be delivered to consumers in a timely manner within the specified time, which is easy to cause the corrosion of agricultural products and increase the cost. However, the current logistics is basically normal temperature logistics, which brings certain difficulties to the long-distance transportation of characteristic agricultural products. The construction of logistics cold supply chain is not perfect, especially the "last mile" problem has not been solved. However, the number of cold storage in rural areas is very small, which will inevitably affect the transport quality of agricultural products. Therefore, it is urgent to improve the cold chain storage and logistics system of agricultural products.

Agricultural products transport standard system is not perfect, there are transport damage phenomenon. The phenomenon of damage or loss of agricultural products caused by transportation problems is very many, and the root cause is that there is no clear packaging standard system for agricultural products in China, which leads to non-standard packaging of agricultural products and affects the quality and safety of agricultural products. There are many kinds of agricultural products, small scale of production organization, multi-point distribution demand and high logistics technology difficulty. And agricultural products logistics distribution needs high-quality fresh-keeping equipment, a certain scale of transport equipment and manpower, need a lot of investment. This is difficult for China's agricultural enterprises and agricultural organizations, the development of agricultural products network marketing logistics system to promote the construction. Timely establishment and improvement of the relevant logistics distribution system has an important impact on the sales of agricultural products.

### **3.9. Insufficient Communication and Interaction with Consumers**

The Internet has changed the consumers' consumption psychology and behavior, the success of agricultural businesses pay attention to in the network marketing from the user's

consumption psychology and behavior habits, only do for customers to fully understand, in order to improve user traffic, and then through the meticulous user experience, fully communication with consumers, interactive, finally only then to be able to flow into profits. For most of the agricultural products business in China, however, there are a lot of interaction with users, in the face of all these changes in the environment and to the consumer insight into the consumer psychology and behavior habit is not easy, especially many small agricultural products business, his own ideas, habits and the influence of factors such as human resources, and don't have enough patience to communicate with the user, This results in a poor user experience.

## **4. Innovative Development Strategies of Agricultural Products Sales Platform**

### **4.1. Give Full Play to The Active Guiding Role of The Government**

At the fifth Plenary Session of the 19th CPC Central Committee, it was pointed out that solving problems related to agriculture, rural areas and farmers should be the top priority of the party's work and we should follow the path of socialist rural revitalization with Chinese characteristics. Agricultural rural farmer problem is a fundamental problem in the national economy and people's livelihood, in order to achieve the country out of poverty, and introduced our country to carry out the many favorable policies for poverty alleviation, including electricity, poverty alleviation, government subsidies, the government to help the development of facilities agriculture, help the masses win battle poverty, and government subsidy can increase in the supply chain members to participate in the enthusiasm of agricultural alleviation, by raising the efficiency of poverty alleviation, To achieve better results in poverty alleviation. The government will fund the construction and operation of online sales platforms to help farmers better sell agricultural products, steadily increase the income of the poor and help rural areas get rid of poverty.

China implements the socialist market economy system, in the market economy conditions, agriculture itself has externalities, public goods, weak quality and instability caused by the problems can not be completely solved by market regulation, so it is necessary to play the role of government macro-control. Government expressed support for circulation of agricultural products, tax should continue to reduce the logistics enterprises in our country, the investment of logistics support and land policy support, improve the efficiency of logistics, especially for the construction of agricultural products green channel, will largely reduce the circulation of agricultural products cost, further perfecting rural market system, promote rural circulation modernization, We will help fight poverty and revitalize rural areas.

In addition, the government needs to strengthen the financial investment on rural network infrastructure, strengthening the construction of network information, improve the Internet penetration, enhance the development of agricultural information resources and the construction of modern facilities and support conditional enterprises or individuals actively develop the network marketing, and network sales training and strengthen the local farmers, improve the quality of the farmers' online sales.

### **4.2. Strengthen the Concept and Skills of Network Marketing**

(1) Change farmers' traditional marketing ideas, strengthen their understanding of the concept of network marketing, and promote farmers to participate in the network marketing of agricultural products voluntarily.

(2) Carry out agricultural network marketing training, so that farmers can master the knowledge and skills of network marketing, and apply them in agricultural product marketing

activities, and enhance the practical ability of farmers in agricultural product network marketing.

(3) Bring online new media platforms, distributors, agricultural producers and other subjects into the online marketing of agricultural products, and innovate the online marketing model of agricultural products by means of cross-border combination.

(4) It can be combined with traditional agricultural production, regional agricultural products and processing modes to give full play to the advantages of network marketing of agricultural products, effectively extend the supply chain of agricultural products, and realize experiential sales of agricultural products and direct distribution of agricultural products.

(5) Choose different marketing methods according to the types of agricultural products, so that the effectiveness of agricultural marketing can be enhanced.

### **4.3. Strengthen Effective Cooperation Between Farmers and E-Commerce Platforms**

At present, there is a large gap in the depth and breadth of cooperation between farmers and e-commerce platforms in various regions. In order to narrow the gap, the primary work of farmers is to further develop new technologies related to the sale of agricultural products on the basis of existing resources. In today's Internet era, farmers can make use of existing network resources to carry out online live broadcast in a planned and periodic manner, strengthen interaction with consumers, and show different types of agricultural products to consumers from an all-round and multi-angle. Mongolian characteristics, for example, dairy products, can live show consumers from cows give milk to dairy products of the production process, processing and packaging process, let the consumer understand a series of production processes and guarantees for food safety, to improve consumer participation in the process of live, arouse the enthusiasm of consumers to buy, promote agricultural products sales.

According to the survey and relevant data, the current e-commerce platform display and sales of agricultural products urgently need to solve the problem is how to bring authentic experience to consumers, and most consumers are willing to accept virtual VR/AR and other new technologies online shopping consumption brought new feelings, new experience. Therefore, farmers can use 5G, digital technology, artificial intelligence, virtual reality, augmented reality, 3D printing and other new technologies and new means with broad application prospects to build online consumption scenes with diversified forms and innovate online consumption modes, so that consumers can have real consumption experience without leaving home.[4]

### **4.4. Improve the Professional Level of Network Marketing Personnel**

Agricultural product network marketing need to operating personnel to the reasonable adjustment of agricultural products, and proper propaganda and promotion, therefore, should strengthen the cultivation and education of network operations personnel, improve the relevant professional knowledge, constantly strengthen understanding of the new media electricity development way, so the network marketing of agricultural products more powerful motivation.

First of all, the operating personnel should possess a strong marketing consciousness, should take the initiative to the investigation and summarization on the characteristics of network marketing platform, in the process of using the platform to broadcast live, operating personnel should have deeper understanding in live platform, such as when to promote agricultural products, you can choose to today's headlines, volcano, or quickly platform, such platform of rural products not only is more, Its audience is also wide. At the same time, such platforms have great official support for rural product sales and relatively good promotion effect. In addition, it is necessary to understand the changing direction of the economic market and clarify the actual

value of its own products. At the same time, it is sensitive to marketing management measures and can adjust according to the actual situation.

Secondly, operators should have a clear understanding of the agricultural products sold, and fully publicize the advantages of the products to improve the acceptance of the audience. For example: garlic, dry materials and other agricultural products are stored for a long time, suitable for long-term storage; Or some kind of fruit has strong regional and regional characteristics, and there is no such product in other regions, which can better attract consumers to buy.

Finally, operators should enhance their service awareness. Improving service level plays an important role in maintaining customer relationship and improving customer stickiness. When conducting online sales, operators should fully consider consumers' questions and appeals, improve consumers' trust, thus effectively increasing sales volume and promoting economic benefits.[5]

#### **4.5. Establish A Sound Marketing Management System**

To innovate the network marketing strategy of agricultural products, we should design a perfect agricultural product marketing management system and build a comprehensive marketing service management platform.

(1) Optimize the business functions of the system: in the comprehensive marketing service management platform, the business functions of the agricultural products online marketing system mainly include business management, system login, authority management, customer information management, quality service management and payment transaction management.

(2) design marketing management system: the system is mainly responsible for agricultural products sales enterprise marketing services and marketing culture propaganda work, good market image, establish agricultural products sales enterprises through public number, weibo, media propaganda and the location of regional culture, such as the Internet, do a good job in brand endorsement, constantly optimize the marketing strategy.

(3) Design of quality service management system: When designing the system, not only need to include agricultural products marketing, business management, customer information management, payment transaction management module, and should set up the service quality of consultation management department, the department services include agricultural product network marketing culture safety education services, product packaging design, marketing, service experience, effectiveness dynamic demand information services and marketing services.

(4) Optimize the payment transaction service management system: the system consists of receivables and payables management, payment transaction management, account reconciliation management, journal management and other modules. The transaction funds paid by different users are not the same, so it is necessary to play the role of the transaction service management system to ensure the accuracy of the account checking information of users.[6]

#### **4.6. Strengthen Brand Establishment and Publicity**

Make full use of a variety of channels, strengthen brand awareness, strengthen brand publicity, give full play to brand effect and e-commerce in the circulation of agricultural products. Identify the market positioning, facing domestic and foreign markets, take direct sales, chain operation, distribution and other channels to expand sales space, expand market coverage. At the same time, to strengthen the integration of resources and build competitive brands, it is necessary to rely on resource advantages and actively encourage and support enterprises with certain brand advantages to expand their scale by means of combination and reorganization, so as to give full play to their brand advantages and improve their market competitiveness.

Brand building is an important link in the process of agricultural products to enter the market, according to the change of market demand, constantly cultivate and improved new varieties, new technology, agricultural enterprises and agricultural institutions of higher learning, research institutes set up long-term and stable close relations of cooperation, active introduction of agricultural scientific research, promote the transformation of scientific research achievements, to speed up the upgrading of agricultural innovation, provide support for brand cultivation. At the same time, leading enterprises should also strengthen the research and development of agricultural products, extend the industrial chain of agricultural products, improve the added value of agricultural products, so as to better play the brand effect of agricultural products.

#### **4.7. Strengthen the Development and Quality Inspection of Agricultural Products**

In the process of manufacturing and selling agricultural products, most products lack professional quality testing certificates, which makes some consumers have doubts about the safety of agricultural products, affecting the overall sales effect.

Therefore, it is necessary to strengthen the rectification of the overall environment of network marketing, improve the credibility of agricultural products, improve the quality management of agricultural products and the management of the whole system of market sales. Due to the lack of quality testing, the quality of agricultural products in online e-commerce platforms is different, and the phenomenon of shoddy products is common, which also has a negative impact on the sales effect of e-commerce agricultural products with better quality. To reduce the production of such factors, the local government should jointly the corresponding quality inspection departments jointly set up special agricultural products quality inspection channels of local agricultural products quality inspection, and gives the corresponding quality inspection report, is helpful for consumers to rest assured to buy, also makes the effect of the network marketing promotion, at the same time, the poor quality of the ban on sales of agricultural products.

The brand reputation of consumers for agricultural products is improved, which increases the stickiness of users. At the same time, it can be used as a selling point for publicity and promotion, promoting the development of online marketing of agricultural products and helping the development of rural economy.

#### **4.8. Build A Cold Chain Storage and Logistics System for Agricultural Products**

China's agricultural planting has the characteristics of scattered, small area and wide latitude span, which also affects the construction of cold chain logistics system. On the basis of the characteristics of product, appear easily damage and corrosion, therefore, in order to ensure the logistics of agricultural products is completed, to be able to realize value of agricultural products, must improve the processing, transportation, distribution logistics links such as the construction of infrastructure, increase investment in new technology and new technology and applications, and in the long run, agricultural products cold chain logistics market demand and development space is very large.

At the same time, under the dual influence of consumption upgrading and the concept of "health preservation", consumers are increasingly demanding seasonal and regional influenced agricultural products such as Dandong strawberry, Yantai cherry and Yunnan mushroom, which have strict requirements for logistics, especially cold chain transportation technology. The growing market demand and the backward cold chain logistics system have huge contradictions, and it is difficult to develop large-scale cold chain logistics of agricultural products, which greatly limits the development of domestic agricultural trade. Therefore, the



construction of cold chain logistics system and backbone network of agricultural products is imminent.

The construction of an all-cold chain logistics system to meet the needs of online sales of agricultural products is the key to promote the development of rural e-commerce. Around by integrating various resources, scientific planning and layout, strengthening policy support, actively develop origin refrigerated transport, cold storage warehouse and custom distribution and other cold chain logistics, improve the fresh farm products for direct sales system, to supplement the cold-chain distribution board, build orderly mutual win-win situation, urban and rural market demand for high quality agricultural products "wu" price when supply exceeds demand, "Add value" when demand exceeds supply. In this way, it can not only meet the high-quality consumption demand of urban residents, but also help farmers achieve a good harvest.

#### 4.9. Build A Harmonious Customer Relationship

The construction of socialist harmonious society is the inevitable requirement of social development. Agriculture is the first major industry in China, the basic industry related to national economy and people's livelihood, and the important material basis for the construction of a harmonious society. Since the outbreak of the epidemic, offline sales channels of agricultural products have been blocked. On the contrary, the innovation of online sales technology and sales methods has been promoted. Many farmers show their agricultural products to consumers through online live broadcasting and short videos, and the sales volume has greatly increased.

"Live" in promoting the farmers out of poverty in the process of reaching constantly release enormous energy, but live in the economic development of many problems, such as sales, product quality is uneven, false anchor quality good and bad are intermingled, lack of professionalism, serious content quality, poor homogeneity, etc., at the same time supporting facilities improvement, supporting services still need to strengthen the supervision of, form a complete set also need to strengthen.

Therefore, farmers in the sale of agricultural products at the same time to establish customer-centric strategy. Improve the supervision system of live broadcast economy, standardize online live broadcast sales behavior, introduce excellent talents, improve the quality of anchors, improve the online credit evaluation mechanism of agricultural e-commerce platform, and actively establish harmonious customer relations, so as to improve customer stickiness and ensure customer retention. In addition, through in-depth communication with customers, we can have a comprehensive understanding of customers' demands for agricultural products, constantly improve products and services, so as to better enhance consumers' consumption experience, promote the sales of agricultural products, ensure the growth of customers' demands, and realize the long-term business development of farmers.

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