

The Problems and Countermeasures in the Development of Agricultural Products e-Commerce Marketing

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Abstract: Now, with the comprehensive reforms in China and the popularity of the Internet, more and more industries are affected by the Internet and begin to change. The development of agricultural product e-commerce can promote the promotion of agricultural products. So more and more agricultural products are known to people, and can also bring new development directions for agricultural products. Producers of agricultural products should increase their application of information technology, constantly update their own agricultural products and cultivate more high-quality agricultural products, so that agricultural production can be carried out better.

1. Introduction

China's economy has developed rapidly in recent years. The reform of information technology has injected new vitality into China's economic development. As a new type of transaction mode, e-commerce has been widely welcomed in recent years. It has promoted the development and progress of our country's economy and has shortened the distance between regions. The development of the e-commerce sales model of agricultural products has promoted the development of agricultural products in China. The role of e-commerce in the current social development is becoming more and more obvious, and we should take corresponding measures to continuously improve it, so that e-commerce can become more scientific and standardized.

2. Agricultural Products e-Commerce

China is a large agricultural country with relatively high grain output, and agriculture accounts for a large proportion of China's economic development. The development of agriculture is related to our people's livelihood and economic development. At this stage, the sale of agricultural products is greatly affected by China's traditional marketing model. There are still many regions using traditional marketing models to sell agricultural products. However, this kind of sales channel has been gradually eliminated with the development of information technology. There are many shortcomings in traditional agricultural sales in China. For example, due to the limitation of time and space in the development process, people can only buy at a certain period of time. It takes a lot of time to wait for the goods you want to buy, and the circulation of goods requires a lot of costs. In the process of development, we should continue to solve the defects in the sales process of

agricultural products, so that we can better sell agricultural products.

The rapid development of agricultural product e-commerce has provided buyers and sellers with a lot of convenience. Buyers can use network technology to select the agricultural products they need. This change in information technology provides buyers with a lot of convenience. Agricultural products can break the time and space constraints, greatly improving the trading intensity of agricultural products. The most notable feature of agricultural product e-commerce is to make the transaction process more transparent. Both parties are protected by law during the transaction process, which provides protection for both buyers and sellers.

3. Shortcomings in the Development of China's Agricultural Product e-Commerce

3.1 The Problems in Infrastructure Construction

Since the reform and opening up, China's economic model has undergone tremendous changes and the economic development of rural areas has also made new progress. What's more, the information technology has been popularized rapidly in recent years. However, due to the restriction of geographical location and economic development conditions in rural areas, the enthusiasm of e-commerce marketing model construction is insufficient. Moreover, in the process of development in some rural areas, network technology has not been established. In the process of development, most regions use government investment in the construction of new rural areas, and they are not very involved in economic reforms. According to the survey results, there are many websites related to agricultural product e-commerce in China. However, the coverage of agricultural-related websites is extremely low, and the development of agricultural product e-commerce has not kept up with the development of the Internet era.

China's current agricultural product network marketing model is still in the trial stage, so there are still some problems in the development process. It is difficult for some agricultural producers to accept a new marketing model in a short period of time. Most agricultural producers rely too much on my country's traditional marketing model in the process of agricultural product marketing. In the process of development, the government has not paid enough attention to the online marketing of agricultural products. The economic development speed of rural areas has been slower than that of urban areas. Therefore, the government should pay more attention to rural areas. According to investigations and studies, the per capita income level in rural areas is relatively low. If new management of rural areas is not carried out, it may affect the economic development of rural areas.

3.2 Backward Thinking

Most agricultural laborers in rural areas have not received cultural education, and some laborers are relatively low in quality. It is extremely difficult for them to learn advanced e-commerce knowledge and information technology. In the process of development, some rural areas still adopt China's traditional agricultural product sales model for sales. They did not realize that the rapid development of the Internet and e-commerce will bring benefits to agricultural products. Some rural areas are relatively remote so that they are reluctant to touch some new trading methods. Affected by their living habits, farmers have also begun to purchase the goods they want through the Internet, but they have less knowledge about agricultural product e-commerce. Therefore, even if the infrastructure is perfect, they will not combine e-commerce with agricultural products.

3.3 Lack of Professional Talents

At present, China's agricultural transaction model is constantly changing. In the process of

transformation, some talents with knowledge of e-commerce are needed, so that the development of e-commerce of agricultural products can be better popularized. In the process of e-commerce sales of agricultural products, sellers not only need to understand the status of agricultural production, but also need to have sufficient knowledge of e-commerce. However, in the development process at this stage, there are few talents who have played a good balance between the two, and there is no institution for professional training of these talents in China.

4. Solutions

4.1 Change Ideas

If we want to make agricultural product e-commerce sales better in rural areas, the most important thing we should do is to increase the propaganda of the agricultural product e-commerce sales model, and let farmers have a certain understanding of agricultural e-commerce sales, so that they will accept this new sales model. In addition, farmers should continuously improve their own cultural qualities, learn to change their thinking and break traditional concepts, then they can be exposed to more new knowledge. What's more, the government's policy support is also an encouragement for farmers to accept new things.

The government should organize some professionals go to the countryside to explain and strive to increase farmers' participation, so that e-commerce can be better popularized in rural areas. The government can find professionals to conduct experiments on the spot and let farmers understand the advantages of agricultural product e-commerce. Only in this way can they gradually reduce their dependence on China's traditional agricultural product sales model and accept the new sales model.

4.2 Improve Infrastructure Construction

Due to the relatively backward geographical location, the economic development of rural areas is relatively backward. Although China has proposed the construction of new rural areas, most areas use the funds invested by the government to build rural areas in the process of building new rural areas. The network infrastructure in rural areas is relatively backward, and the development of the infrastructure will directly affect the development of the e-commerce trade model of agricultural products. In the process of rural revitalization, we should change our thinking and continuously increase investment in network infrastructure, so as to provide a good condition for agricultural product e-commerce trade in rural areas. For developed and underdeveloped regions, the same measures cannot be taken to develop e-commerce of agricultural products. And the government must adjust measures to local conditions in the process of development. Farmers themselves should also continue to strengthen information technology training and have a certain level of awareness of information technology, so that they can make better use of these infrastructures to conduct online transactions.

4.3 Intensify the Training of Professional Talents

The development of agricultural product e-commerce trade lacks professional talents, which has led to the slow development of agricultural product e-commerce trade. In the development process of e-commerce, the cultivation of talents for agricultural products should be strengthened. In addition, the township government should also actively use existing resources for farmers to conduct e-commerce training and encourage farmers to get in touch with new things. The government should give certain policy support, so as to attract a large number of people to engage in agricultural e-commerce work.

4.4 Ensure the Quality of Agricultural Products

Agricultural product e-commerce must establish a good brand effect, so that it can better promote products. The establishment of a good brand must start from two aspects. First, the quality of agricultural products should be guaranteed. The quality of agricultural products is an important guarantee for users to purchase the product. On the other hand, farmers should be trained on the professional knowledge of agricultural products electronic marketing and trade. At present, the frequency of online shopping is gradually increasing, so farmers must use the Internet to sell agricultural products in the process of development. What's more, in the process of development, agricultural producers should continue to improve the agricultural products they plant, so that they can cultivate more high-quality agricultural products and provide buyers with a good experience. Now, agricultural e-commerce is constantly developing, so that the agricultural product producers must strive to seize the opportunity in the development process.

5. Conclusion

The prospects for the development of my China's agricultural product e-commerce trade are unlimited. We should start from many aspects to provide a good opportunity for the development of China's agricultural product e-commerce. We must try to find some new ways to make China's agricultural product e-commerce play its due vitality. Compared with China's traditional trade model, e-commerce is more in line with our development needs, and all industries should use e-commerce to promote their products during the development process.

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Research on the development strategy of “Taobao town” mode under the background of Rural Revitalization Strategy

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