Research on the Innovation of E-Commerce Mode of Fresh Agricultural Products Based on Agricultural Supply Side Reform

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Abstract. The rise of e-commerce mode and platform brings new ideas to the marketing innovation of modern agriculture represented by fresh agri-products. However, the standardization production and management of fresh agri-products has brought great labor force. Based on this, this paper first analyzes the background and ideas of agricultural supply side reform, and then studies the e-commerce mode innovation of fresh agri-products under the agricultural supply side reform.

Keywords: E-Commerce, Fresh Agri-Products, Agricultural Supply Side Reform

1. Introduction
With the iterative expansion of Internet info tech, it has been widely used and studied in many fields, and has acquired remarkable application results. Especially in the field of agriculture, the integration of supply side reform has greatly promoted the rise and expansion of agricultural e-commerce mode. The application of e-commerce model in the field of agriculture not only opened the market of fresh agri-products, but also greatly promoted the enthusiasm of agricultural production, and made the industrialization of rural expansion easier to build. It can be seen that e-commerce plays a remarkable function in promoting the value of rural expansion.

Under the background of current agricultural adjustment of industrial structure and construction of sustainable economic expansion system, it is of great value to carry out innovative research on agricultural e-commerce mode for promoting agricultural expansion and progress [1]. At present, the agricultural logistics infrastructure has been greatly improved, and many scattered small-scale agricultural production modes have been effectively integrated, which has constructed a favorable condition for the expansion of agricultural e-commerce. However, the traditional mode of agricultural production organization degree is low, most of them are small retail business, and the degree of organization of cooperatives is not conducive to the realization of large-scale agglomeration effect. The traditional value chain of agricultural production is still facing several problems as shown in Figure 1 below, which has become the main contradiction hindering the modernization of agricultural production and progress.
2. Background and of agricultural supply side reform

2.1. The background of agricultural supply side reform
At present, the traditional agricultural production and management mode is facing a series of problems, such as rising production costs, mismatching of product supply and demand, declining marginal benefits of agricultural capital, high leverage ratio and imperfect market system [2]. These problems further the complexity of the urban-rural dual structure, which the agricultural production supply management should be in a long-term basic position. Further tax or subsidy preferential measures of agricultural industrial policy and economic policy are needed to help agricultural production and operation gradually form optimal allocation. In addition, the current domestic economic growth rate is declining, which restricts the raw materials of agricultural products for industry, and the prices of agricultural products and agricultural subsidy policies are close to the upper limit. The cost of agricultural production is rising, especially the land transfer cost and labor cost. China's agriculture has entered the era of high cost. Finally, the per capita cultivated land and fresh water resources in agricultural production are threatened by pollution and shortage.

2.2. The evolution of agricultural demand and supply mode
First of all, in the demand level of fresh agri-products, personalized and diversified consumption has gradually become the mainstream. The importance of ensuring the quality and safety of fresh agri-products and activating demand through innovative supply has increased. From the variety structure of agricultural products, the demand for fresh agri-products with high added value is growing [3]. From the perspective of quality level, consumers with different income levels have different demands for fresh agri-products.
agri-products, but on the whole, they have diversified demand the safety of fresh agri-products. Secondly, in the evolution level of the supply mode of agricultural products, the supply under the traditional agricultural mode focuses more on the high self-sufficiency rate. Under the condition of Internet, fresh agri-products supply mode focuses more on self-sufficiency and import, which has become the info pattern of fresh agri-products supply in the new era.

2.3. Evolution of fresh agri-products management mode
Agriculture should not only undertake the function of product supply, but also realize resource saving, environment-friendly, low-carbon and ecological characteristics in the production process. From the circulation of fresh agri-products, the circulation mode of traditional fresh agriculture has several problems as shown in Figure 2. With the rapid expansion of modern tech represented by cold chain logistics, various types of production and marketing docking are becoming more and more active, e-commerce is booming, and E-commerce Internet enterprises are actively entering the field of agricultural product marketing. E-commerce will have a revolutionary impact on the circulation of fresh agri-products.

2.4. Focus and direction of agricultural supply side reform
The key point of agricultural supply side reform is to eliminate production capacity and prevent excessive price drop caused by excess capacity of some fresh agri-products. Secondly, it should reduce the cost of agricultural production activities and links, carry out the reform of property rights system, management system and land system, expand scale operation to further reduce the average cost per Mu, and further strengthen the substitution of machinery and capital to reduce the circulation cost and marketing cost of fresh agri-products [4]. In addition, it should make up for the shortcomings, strengthen scientific and technological innovation, business innovation and product innovation, and improve the quality and safety level. Moreover, with the improvement of the quality of fresh agri-products, it should promote standardized production and brand marketing based on the improvement of dietary structure demand structure of urban and rural consumers, and strengthens the trust mode between consumers and agricultural products. It should strengthen the horizontal and vertical integration of agricultural industry, cultivate and expand new industries and new formats, and meet the diversified needs of society for agriculture.

3. Innovation of e-commerce mode of fresh agri-products under the reform of agricultural supply side

3.1. Current situation of e-commerce mode of fresh agri-products
At present, consumers have higher requirements on the quality of fresh agri-products, and online users are relatively less sensitive to the price of fresh agri-products [5]. Therefore, it is urgent to establish and strengthen reliable brands and mechanisms, and establish the trust and dependence between consumers and online mode. In addition, due to the imperfect logistics tech and facilities in some regions, it is urgent to further strengthen the distribution and preservation of fresh agri-products, and accelerate the expansion level of third-party logistics. On the other hand, Internet basic knowledge and info literacy are the premise of large-scale online of fresh agri-products. However, the reality is that
the current domestic rural online talents are shorted and logistics tech as well as logistics infrastructure construction is backward, which leads to the small scale of online transactions of fresh agri-products, low degree of standardization of agricultural products, and brand construction. The lack of traceability system of fresh agri-products leads to blind areas in quality and safety supervision.

3.2. Classification of online mode of fresh agri-products

Under the background of agricultural supply side reform, online marketing of fresh agri-products mainly uses Internet info tech to carry out marketing activities of fresh agri-products, including the demand for agricultural products, price, promotion, transaction negotiation, payment settlement and other activities [6]. The online marketing of fresh agri-products helps to increase trading opportunities, reduce transaction costs, reduce the loss of decay and deterioration of agricultural products, and is conducive to the formation of correct agricultural production decisions. The classification of online marketing of fresh agri-products is shown in Table 1.

Table 1. The classification of online marketing of fresh agri-products.

| Classification       | Advantages                                      | Disadvantages                      |
|----------------------|-------------------------------------------------|------------------------------------|
| Self-produced and self-sold | Controllable source, quality and price      | Single species, strong seasonality |
| Full time Online      | Professional, selective and adaptable         | Uncontrollable source, quality and price |
| Mixed mode           | Offline products and online platforms         | Complex                            |

3.3. Online influence mode of fresh agri-products under agricultural supply side reform

First of all, the online mode of fresh agri-products under the agricultural supply side reform the establishment of standardized process of fresh agri-products, effectively the improvement of agricultural products brand and core competitiveness. Secondly, the online model weakens the government behavior in the traditional circulation system, the transaction process is more transparent, the info sharing degree is further improved, and the transaction price of agricultural products more truly reflects the relevance between supply and demand in the market. In addition, the popularization and expansion of network marketing of fresh agri-products in agriculture has broken through the traditional closed mode of production and management and living space, bringing all-round info.

3.4. Innovation strategy of online mode of fresh agri-products under the reform of agricultural supply side

First of all, it is urgent to strengthen the level of rural info network construction, develop the info acquisition tech for farmers based on the above-mentioned network, build various forms of info service platform, and improve the info literacy of farmers. Secondly, at the government level, it should actively guide the expansion of network marketing demonstration system of fresh agri-products to ensure the smooth promotion of network marketing of fresh agri-products. In addition, leading enterprises in the fields of info industry, education industry and agriculture are integrated to open up the integration, industrialization connection and operation mechanism of fresh agri-products online mode, as shown in Figure 3 below, so as to ensure the sustainable expansion of online mode of fresh agri-products.
4. Conclusion

In summary, the organic integration of fresh agricultural online mode and agricultural supply side reform can effectively promote the rise and expansion of modern agricultural system. The application of online mode in the field of agriculture can open the market of fresh agri-products, promote the enthusiasm of agricultural production, and promote the industrialization of rural expansion more easily. Based on the research on the background and ideas of agricultural supply side reform, this paper analyzes the background of agricultural supply side reform and the evolution of fresh agri-products management mode. Based on the analysis of the innovation of computer online mode of fresh agri-products under the agricultural supply side reform, the classification of online mode of fresh agri-products and the innovation strategy of online mode of fresh agri-products under the agricultural supply side reform were studied.

Acknowledgment

Project of Research on Innovation of Electronic Commerce Marketing Mode of Weinan Organic Agricultural Products under Supply-side Reform No. 17JK0263

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