Research on S2B2C E-commerce Model of Fresh Agricultural Products in the Field of Social E-commerce

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Abstract. Traditional e-commerce is facing the problems of exhaustion of traffic, slowdown of growth and decentralization of sales channels. At this time, social e-commerce is emerging. As one of the new modes of social e-commerce, S2B2C social e-commerce model has many advantages, such as reducing the purchase cost of enterprises, improving the standardization of the products delivered. The application of S2B2C e-commerce model in retail of agricultural products can solve the problems of difficult warehousing, logistics and low standardization. Based on a brief introduction of social e-commerce and S2B2C mode, this paper analyzed and studied the S2B2C mode of fresh agricultural products from the perspective of social e-commerce, and provided the basic technical framework for the implementation of S2B2C mode.

1. Introduction

According to the monitoring data of E-commerce Research Center, fresh agricultural products e-commerce has maintained a super-high growth rate of over 40% since 2016. In 2018, the net retail sales of agricultural products in China reached 230.5 billion. With an increase of 33.8% over the same period last year, rural e-commerce developed rapidly.

With the coverage of mobile Internet and the popularity of smart phones in recent years, social e-commerce, which uses micro-blog, WeChat, short video, live broadcasting as media, leads e-commerce into a new era. According to the statistics, with an increase of 46.66%, the number of users in China's social e-commerce industry reached 330 million by 2018. The market size reached 113.98 billion, with an increase of 66.73%. Agricultural products have the characteristics of small amount per transaction, fast consumption and high repurchase rate. Major purchasers of agricultural products are housewives, retired workers and so on. Their price sensitivity, strong dissemination and other characteristics can maximize the social advantages of social e-commerce in online retail of agricultural products.

2. Overview of Social E-Commerce and S2B2C Model

2.1. Definition and Classification of Social E-Commerce

As a new e-commerce model, social e-commerce is a derivation of the traditional e-commerce model. It makes use of trust, interaction and communication between users to establish social relations and split. Through social activities, content sharing and so on by social media tools, such as micro-blog, WeChat, short video, live broadcasting, social APP etc, social e-commerce can access users at low cost. By sharing, discussing and interacting, we can help the social e-commerce platform to sell and
purchase goods or corresponding services, and ultimately realize the innovative e-commerce mode of commercial liquidation.

According to the main links of social impact on business, social e-commerce can be divided into four types: pooling, distribution, content sharing and community group buying. At present, the typical representative of pool-buying social e-commerce model is PingDuoduo. It is mainly through the ecological communication of Wechat to form a collocation model, with user sharing to form collocation bargaining as a means, and ultimately achieve the goal of sales fission. The second type is distributed social e-commerce, which is a subdivision of social e-commerce. It mainly affects the sales mode in the closed-loop of the business. Taking Guinong project as an example, using the social foundation of consumers, through the first-level distribution, second-level distribution and even multi-level distribution mode, the supply chain is integrated with the operation of S2B2C mode to realize commodity circulation, and the private flow is effectively realized through customer relationship management. Content-sharing social e-commerce, typically represented by Xiao Hongshu, DouYin, etc., relies on the reputation of community opinion leaders to influence the purchase decisions of community members with common interests, and then drives commodity transactions by content and fans. The fourth type is community group-buying social e-commerce, represented by food-and-drink clubs. It takes fresh agricultural products and other high-frequency consumer goods as the starting point, recruits community leaders to maintain the user relationship of community residents, and uses the mode of "single product pre-sale" to obtain consumer demand information, so as to reduce the decay and loss of fresh products.

2.2. Introduction of S2B2C Model
S2B2C, a new concept put forward by Zeng Ming in 2018, is a reflection on the future innovation of new retail and new business. He pointed out that this mode will be the most breakthrough e-commerce mode from 2018 to 2023. Specifically, it refers to a brand-new e-commerce marketing mode that collects suppliers to empower channel providers and serve customers together. S is the supplier, B is the channel provider, C is the customer. Through the S2B2C model, on the one hand, excellent suppliers are screened out for centralized purchasing by channel providers, on the other hand, suppliers can provide channel providers with SaaS tools, technical support and training to better serve customers.

In the e-commerce market, some B groups, such as some Internet talents or community leaders, with their personal charm and leadership opinions, have traffic and user access, but they are not favored by high-quality and stable suppliers, and do not have their own supply chain. If we can integrate the output capacity and value-added services of S in upstream supply chain, S and B can achieve automatic collaboration through online and software, and then provide customers with in-depth and personalized services.

Taking Kangzhong Company as an example, the possibility of applying S2B2C to automobile aftermarket is demonstrated. The information system and profit model in the S2B2C model are emphatically demonstrated and explained (Pang Fabin, 2018) based on the S2B2C model of Kangzhong automobile after-market e-commerce. Based on the current situation and problems of e-commerce and precise poverty alleviation, combining the advantages of B2C e-commerce and social e-commerce, the e-commerce poverty alleviation model of S2B2C is designed (Lun Mohua, Ma Jingyuan, Guo Hebin, 2019).

3. Analysis and Research on S2B2C Electronic Commerce Model of Fresh Agricultural Products
The so-called fresh agricultural products, in a narrow sense, refer to agricultural products after planting or breeding without any processing or only primary processing, mainly referring to edible fresh fruits, vegetables and poultry and other products. In a broad sense, fresh agricultural products refer to fresh products including primary processing, frozen and refrigerated products. It can be seen that fresh agricultural products are perishable and wearable, so the preservation conditions of this kind...
of products are extremely demanding. Therefore, the packaging, storage and transport of fresh agricultural products put forward more stringent requirements for suppliers. S2B2C e-commerce mode screens out excellent suppliers through screening mechanism to provide centralized purchasing by channel suppliers. At the same time, suppliers constantly improve their product and service capabilities in the competition and screening mechanism. By improving storage technology and packaging technology, they can enhance the preservation ability of agricultural products. The large data precise algorithms are also used to shorten the travel time and improve the transportation efficiency.

3.1. Logical Framework of S2B2C Model for Fresh Agricultural Products

S2B2C e-commerce model can effectively solve the above problems. In the logical framework of the S2B2C e-commerce model shown in Figure 1, the basic enabling of the supply chain (S-end) for the B-end enterprise is mainly accomplished by providing software services and technical support and centralized procurement of resources and goods. Standardized fresh-keeping, packaging and processing can ensure product quality and delivery efficiency, and then complete intermediate enabling. Finally, through service integration and data intelligence to achieve the integration of industrial chain value and rapid and accurate market response, and then to give B-terminal high-level capabilities. Specifically, the empowerment process includes five aspects: technical support, centralized procurement, quality assurance, service integration and data intelligence.

First, considering that smaller B enterprises may be limited by capital and IT capabilities or other factors, can not achieve advanced information technology, S provides software services and technical support for B. The second is the centralized procurement of resources. S platform can integrate the public service demand of product purchasing to maximize the order amount by accurately sharing the demand information of various B-end enterprises in real time. S can centralize material purchasing to upstream suppliers, and obtain better prices and services, thus providing value-added capabilities for B-end enterprises. The third is the common quality assurance. S-end enterprises provide standardized fresh-keeping, packaging and processing for B-end enterprises. On the one hand, standardized operation can ensure the quality of product delivery, on the other hand, it can give B-end enterprises more time and energy to deal with the personalized service needs of end-users, thereby improving consumer satisfaction and loyalty. The fourth is service integration. The essence of S2b2c mode is network collaboration. Through the way of internet, more more multilingual corporate roles can be brought together, supply chain resources and value can be integrated, and ultimately a large amount of C can be served together. The last one is data intelligence. Because the S platform itself is an online service mode, plus the transparent service principle of S, B and C, the data that small B serves for C (final consumer) are recorded and accumulated in real time. These records become a huge database of
S-end enterprise intelligence data analysis. When the demand for intelligent decision-making of data appears on the S platform, the S platform can provide intelligent decision-making support.

3.2. Technology Realization of S2B2C Electronic Commerce Model for Fresh Agricultural Products

The technological foundation of S2b2b mode lies in the support and operation of Internet information technology, which consists of three layers: data layer, business layer and interaction layer. Among them, the data layer is mainly based on cloud computing services, providing a solid data storage facility through database software and hardware. The data is safe and reliable, including production data, transaction data, logistics data and user behavior data. At the same time, the data analysis engine can provide perfect support for various business analysis systems. Business layer is the key link to realize the S2b2b model. It is mainly composed of mall system, marketing system, settlement system and logistics monitoring system. It covers the whole process of business management, monitoring and optimization through information and standardization system, and ultimately improves the level of enterprise transaction and user management. The interactive layer uses social tools and software such as WeChat and Micro-blog to bring the social advantages of e-commerce into full play. In this layer, the online mall system and offline stores are effectively integrated, and ultimately provide all-round business and terminal support for users of the S2B2C platform.

![Technical Framework of S2b2c Foundation Platform](image)

**Figure 2:** Technical Framework of S2b2c Foundation Platform

4. Summary and Reflection

S2B2C e-commerce mode can reduce the purchase cost of B-terminal enterprises, improve the quality and efficiency of product delivery, integrate supply chain resources to form a flexible supply chain that can quickly respond to the market, and at the same time meet the personalized needs of end-users. However, there are still many problems in the development of S2B2C e-commerce, such as the distribution-based membership system involving pyramid selling, frequent leakage of social e-commerce information, and the proliferation of fake goods, which have a huge negative impact on the long-term development of this model. In the trend of consumer upgrading, high customer service quality has undoubtedly become the magic weapon of success for social e-commerce. While the quality of products is guaranteed by the S2B2C e-commerce model, how to really improve the management level of the whole supply chain system to continuously improve consumer experience is an urgent problem to be solved.

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