Research on the Community Group Buying Marketing Model of Fresh Agricultural Products in Jilin Province from the Perspective of Internet Marketing and Retail

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Abstract. Under the "Internet +" environment, fresh food operators in Jilin Province are facing new opportunities. The new retail model has obvious advantages in the sale of fresh agricultural products. There are mainly two models of "community store + platform shopping" and "community group buying + centralized pickup." There are still some problems in the community marketing of fresh agricultural products in Jilin Province. The business model can be improved by improving the logistics and distribution system of fresh agricultural products, promoting fresh agricultural products standards, strengthening supervision and management, actively introducing talents, broadening financing channels, and cultivating markets. Improve measures such as guiding the establishment of new consumption habits.

1. Introduction
As a central agricultural province in Jilin Province, agricultural products are a necessity for people's lives and related to the survival of farmers and the economy of Jilin Province. Due to the remoteness and lack of information in the rural areas of Jilin Province, agricultural products are often unsold and sold at high quality and low prices. However, in recent years, the prices of agricultural products in the cities have remained high. The traditional marketing methods are large supermarkets, Vegetable markets, stores, etc. are often priced higher because this price includes freight, store fees, advertising costs, dealer profits, etc. With the rapid development of information technology and Internet technology, all walks of life have embarked on the "fast lane" of online marketing. To save intermediate costs, many people have started Internet marketing [1]. The standard marketing models are B2B, B2C, and C2C. With the development of smart terminals and mobile Internet, more people have begun to try O2O marketing models, etc., or use APP for the promotion and marketing of agricultural products. It is a common way to use Taobao to sell agricultural products. There is a "bell ringer" Wang Zhiqiang listed on Alibaba, who sells superior agricultural products online to get rich; there are also using the Internet to build momentum and use celebrity microblogs to promote "Chu Cheng," etc. The core concept of new retail is integrating new technologies and new sales models with customer satisfaction. In the past two years, e-commerce companies have gone offline to find partners. Traditional retail companies have
begun to transform and upgrade, using new technologies to sell their products online, giving birth to various new retail models.

2. Development status of agricultural products in Jilin Province under the background of "Internet +"

2.1. Geographical advantages of agricultural product development in Jilin Province
Located in the central part of Northeast China, Jilin Province has unique advantages in natural resources. The eastern mountains and western plains have relatively large climates, wide varieties of agricultural products, and enjoy the reputation of "Hometown of Special Products." A large number of high-quality varieties of grain crops and medicinal materials have emerged. Although the sown area of grain crops has shown a downward trend in recent years, the total grain output for the whole year has continued to increase [2]. Jilin Province's agricultural product processing industry scale has also continued to grow, forming a regional advantage in agricultural product processing. In 2016, Jilin Province's agricultural product processing industry achieved sales revenue of 520 billion yuan, becoming the third pillar industry in Jilin Province. In recent years, the carrying capacity of the network infrastructure in Jilin Province has gradually increased, e-commerce has proliferated, network security has been generally stable, and the "Internet +" work has advanced rapidly. In the era of network marketing, Jilin Province has outstanding resource advantages, agricultural product processing advantages, and network construction advantages to develop "Internet +" agricultural products, expand the profitability of primary agricultural products and agricultural processed products, and form a regional agricultural development path.

2.2. Status Quo of Agricultural Products Marketing in Jilin Province
At present, agricultural products in Jilin Province are in a period of coexistence of multiple marketing models. Typical models include "wholesalers + farmers," direct sales of agricultural products, green marketing of agricultural products, chain operations of agricultural products, and agricultural products' network marketing. Under the promotion of "Internet +," to further enhance the output value and popularity of local, high-quality agricultural products, Jilin Province is led by the government, with enterprises as the main body, diversified network marketing as the primary marketing model, and based on people's increasingly mature consumption concepts. High-quality health as a product positioning, using Internet marketing thinking to actively guide customers, maximize the value of agricultural products through agricultural product processing, and use search engine marketing, BBS marketing, online stores, social media marketing, and online payment offline experiential marketing to promote characteristic agricultural products Transaction has formed a network marketing system for agricultural products with local characteristics.

3. The main channels and advantages and disadvantages of agricultural products and cities

3.1. Farmers + Purchased Hawkers + Wholesalers + Retail Terminals
For the vast majority of small-scale farmers, their commodities are mainly sold directly to hawkers. The hawkers then sell the purchased agricultural products to the next-level wholesalers. The wholesalers then resell them to urban retailers. The agricultural products go through an extended period. Resale arrives in the city. This model has relatively low requirements for farmers and is suitable for small-scale, informal farmers [3]. Farmers can realize their income quickly and do not need to do too much work. The shortcomings are also undeniable. There are many intermediaries with large price differences, farmers often have low profits, and the cycle of agricultural products to cities is long, and the quality of goods is difficult to guarantee.
3.2. Farmers (agricultural cooperatives) + retail terminals (supermarkets)
This type of circulation is also called "agricultural supermarket docking." It is a circulation mode of agricultural products that my country has strongly encouraged in recent years; farmers (or agricultural cooperatives) directly supply agricultural products to large chain supermarkets. The advantages of this circulation mode are mainly reflected in: First, the length of the supply chain is significantly shortened, the consumption and cost of the circulation process are reduced, and the supermarket monitors the circulation process of agricultural products, which fully guarantees the quality of the products. Second, from the farmers' perspective, the market's uncertainty has dramatically reduced the impact of farmers' planting, and the blind production of farmers has been avoided. Third, from the supermarkets' perspective, the omitted intermediate circulation links save circulation costs, which reduces product prices and improves product competitiveness in the retail industry. Fourth, from the consumer's perspective, the consumer's most generous welfare is when product prices decrease. This circulation method has significant advantages, but there are still unequal statuses between the two parties in the transaction. Supermarkets are in a dominant monopolistic position, depriving agricultural enterprises or cooperatives of commodity pricing rights, squeezing farmers' profit margins, and other issues, right?

The requirements of farmers are relatively high.

3.3. Farmers set up online stores for sales
With the continuous development of e-commerce platforms, various platforms provide people with sales channels. Many farmers use Taobao, Weidman, and Pinduodo to establish their own agricultural products sales stores. The circulation method in which farmers direct their products to buyers minimizes the length of the supply chain, saves circulation costs, reduces product prices, and transfers all risks to farmers [4]. The profits and losses of product operations are entirely borne by farmers. The requirements for farmers are relatively high, which is not suitable for the vast majority of farmers; for consumers, although the price of the product is lower, at the same time, there is no third-party supervision, and some issues such as the quality of the product are lack of security.

3.4. New retail methods
The new retail method taking Hema Xiansheng as an example is a brand-new subversion of the traditional retail model. This relies on advanced technology such as big data and artificial intelligence to upgrade the production, circulation, and sales process of goods and integrate online services and offline. The new retail model of experience and modern logistics has changed the traditional retail model to a certain extent. With Ali's strong data support and warehousing logistics support, Hema Xiansheng can accurately locate consumer groups, integrate products in advance, and reduce storage product costs. By reducing product prices through the Tmall mall supply, Ali's logistics system has also accelerated the logistics speed. However, this kind of "high-end" product is not sufficiently widespread, and the apparent advantages also reveal significant shortcomings. Among them, the biggest problem is the higher price. Hema Xiansheng loses the price of seafood in sales. It is lower than the market. However, the price of fruits and vegetables with less loss is much higher than the market price. This problem that cannot be solved also positions Hema Fresh as a product for mid-to-high-end users. Not enough civilians are new retail. The biggest problem of not serving mass farmers.

4. Analysis of community marketing model of fresh agricultural products
The traditional retail model that uses marketing channels such as vegetable markets, supermarkets, and convenience stores to sell fresh agricultural products targets middle-aged and elderly people, and the new retail model targets young people. This group attaches great importance to product quality and is not sensitive to prices. Therefore, the new retail model of fresh agricultural products is positioned to take the boutique route and focus on quality and packaging. With the accelerating pace of life, more and more consumers begin to use the fragmented time to buy fresh agricultural products [5]. Convenience is the primary factor they consider. In this context, a community marketing model has emerged.
4.1. Community store + platform shopping model
The "community store + platform shopping" model refers to consumers buying on platforms such as AP or mini-programs and then picking up the goods in offline physical stores. If consumers encounter product quality problems during the purchase process, the back-end service staff can solve them quickly. The physical store is generally located in a residential area, which can radiate several surrounding communities, making it easy to pick up goods. Compared with general fresh agricultural products e-commerce, offline stores undertake warehousing functions, which can reduce distribution costs. Fresh food enterprises process order information through the front-end sales system and the new retail integrated processing center, and consumers complete the collection and return of goods through the store (see Figure 1).

4.2. Community group-buying + centralized pickup mode
The "community group buying + centralized pickup" model refers to the group buying initiated on a community platform, such as a WeChat group. Consumers choose to purchase products according to their needs and pick up the goods at a designated place at an agreed time (see Figure 2). The centralized distribution method shortens the time for consumers to obtain products, saves store rents and store staff salaries, and can significantly reduce costs. The fresh agricultural products sold come from farms or production bases with guaranteed quality to ensure the products' freshness to the utmost extent.
5. Suggestions for promoting the development of community marketing of fresh agricultural products in Jilin Province

5.1. Improve the logistics and distribution system of fresh agricultural products and improve the business model

It is recommended that the government introduce policies to support the development of fresh food e-commerce. It is necessary to strengthen the construction of infrastructure in rural areas, improve network transportation, and provide support for constructing the agricultural product distribution system. Fresh food e-commerce companies can cooperate with third-party logistics companies to reduce operating costs while ensuring the freshness of agricultural product transportation. Fresh food e-commerce companies can increase business flexibility by adding counters in community physical stores to sell agricultural products with a higher purchase rate so that consumers can purchase the products they need in time even if they forget to place an order in AP advance.

5.2. Promote the formulation of fresh agricultural products standards, strengthen supervision and management

The quality and safety of fresh agricultural products is the most concerning issue for consumers, so it is imperative to establish uniform standards in quality, packaging, and branding. This needs to be led by the government, guided by industry associations and formulated jointly by the Agricultural Products Research Institute and enterprises. It is necessary to encourage production bases and farmers to carry out product quality certification [6]. Simultaneously, it is necessary to strengthen market supervision and management to create an excellent competitive environment. Enterprises should actively implement brand strategies, build brand-name products, and launch brand-name, quality, story, and standard "Four Haves" agricultural products.

5.3. Actively introduce talents and broaden financing channels

Talent is the key to enterprise competition. Enterprises should formulate attractive policies and recruit talents, especially marketing talents, promotion talents, and technical talents, to expand fresh food e-commerce companies' influence. Government departments should guide enterprises to integrate resources, and at the same time, coordinate financial institutions to provide low-interest loans to new
food e-commerce enterprises to solve the problem of insufficient funds for enterprises. Small and medium-sized enterprises should actively seek cooperation and work with powerful large enterprises to build community marketing brands.

5.4. Vigorously cultivate the market and guide the establishment of new consumption habits

The development of consumption habits requires a process. The advantage of the community marketing model lies in the fast and convenient online purchase and offline pickup. More promotion activities should be carried out to let consumers feel the benefits of this marketing model. The attention of the WeChat group; rewards for old users who bring new users; invite customers to visit warehouses and stores to make them truly feel the company's norms. Fresh food e-commerce companies should increase the variety of sales, add fresh products with local characteristics based on common vegetables, fruits, poultry, eggs, and meat, or provide semi-processed products to improve consumers' convenience.

6. Conclusion

Agricultural product marketing puts forward new requirements for infrastructure construction, talent construction, and brand building under the background of "Internet +." Facing the diminishing community-neighborhood relationship, people are separated from each other in their own rooms, and there is a lack of opportunities to meet and communicate. The idea of group buying between communities can benefit people while providing neighbors to contact and communicate. Opportunities also provide farmers with a channel for selling agricultural products. It is also a specific comprehensive exploration of the feasibility of sharing economy and community group buying models. The article uses the new agricultural product project in Jilin Province to analyze the advantages and disadvantages of the sharing economy model for commercial projects' operation. It is a pioneering exploration that integrates the sharing economy and community group buying business models. It can be said to be of far-reaching significance.

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