Challenges and Countermeasures of Hunan Agricultural Electronic Commerce from the Angle of Internet: A Theoretical Review

Hongjun Chen

Abstract

Hunan is a major agricultural province. Hunan’s agricultural construction and agricultural e-commerce platform has made some achievements, but there are still many problems to be solved. In this paper, analysis and comparative analysis of the data, combined with the current level of application of information network in Hunan rural and agricultural development of the electronic commerce, analyzes the development trend of Hunan agricultural e-commerce. We analyzed the development of electronic commerce in Hunan agricultural situation and existing problems, propose solutions studied. This paper analyzes the current situation, market situation of agriculture and agricultural production present situation of e-commerce, e-commerce on the positive role to resolve Hunan agriculture, agricultural electronic commerce in Hunan Province in infrastructure, transport facilities, training, development model, agricultural products the existence of some standard terms, information service system, e-commerce laws and regulations and the other issues, and finally make recommendations.

Keywords: Internet, E-commerce, Agriculture, Hunan Province, Countermeasures.

Introduction

As a major agricultural province of Hunan, the efficient and convenient platform for the introduction of e-commerce market of agricultural products can not only reduce transaction costs, reduce information asymmetry and trade of both time and space, but also to further enhance the degree of organization and decentralized production and operation and farmers docking of the market, to expand the scope of the market of agricultural products. Approaches to agriculture development of electronic commerce in Hunan province, a deep understanding of e-commerce can this new trade, agriculture comprehensive in-depth analysis of e-commerce, e-commerce, in theory, the rich agricultural area of research, advance the field improvement and development of the theory.

E-commerce refers to the agricultural use of the Internet, computers, multimedia and other modern information technologies to provide complete process online product or service sales, purchase and electronic payment business transaction is engaged in production and operation of the main agricultural areas. Agriculture e-commerce is a new business model that leverages the
ease of use of the Internet, fast and reliable network of business information exchange and business transactions.

"Internet + agriculture" has become an important force to promote agricultural transformation and upgrading, integration of Internet technology and traditional agriculture depth, all aspects of production, processing, marketing, logistics and technical services can be integrated, optimizing agricultural industrial chain, promoting agriculture economic growth and scientific development. With the "Internet +" technology continues to evolve, agricultural development of e-commerce also ushered in new opportunities and challenges.

In recent years, the rapid development of agricultural e-commerce, professional agricultural growing e-commerce platform, double the growth in online transaction size. Data show that in 2014 the national network of agricultural turnover has more than 100 billion yuan, accounting for 3% of sales of agricultural products, agricultural e-commerce market prospects. However, China's agricultural e-commerce started late, very weak rural infrastructure, low penetration of e-commerce, e-business models do not distinguish between degrees higher still fairly common, the application of e-commerce technology is still not perfect. How to produce high-speed, smooth docking commerce, become the focus of the "Internet + agriculture" development.

Hunan information technology is relatively backward, slow agricultural development of electronic commerce, new business models can promote new agricultural development, to accelerate the development of modern agriculture. Compliance with eighteen noted in the report to accelerate the development of modern agriculture, efforts to promote farmers' income, adhere to and improves the rural basic management systems and accelerate the improvement of institutional mechanisms for integration of urban and rural development of the guiding ideology relying on the Internet and mobile Internet, to provide consumers with the healthy agricultural products.

![Figure 1. Electronic Commerce Systematic Architecture.](image)
The Proposed Methodology

Agricultural development status of e-commerce. With the continuous development of information technology, especially the Internet, e-commerce developed rapidly in all fields. Agricultural products due to its own characteristics, although difficult than the development of other e-commerce industry much, but still rapid development, has become the fourth largest category of online selling products. According to statistics, the country 31000 agricultural site dedicated to produce e-commerce website, there are more than 3,000. Although the agricultural market has become a hot spot electricity supplier companies compete, operating loss is a common phenomenon.

Hunan by the level of development of information technology, economic strength and limitations, although some agricultural development of e-commerce but there are still a longer preparation period and Hunan agricultural sites to the government, the association of leading information technology service-oriented, market liquidity trading services too few sites that publish content to production information, the majority of practical science and technology information, market information, supply and demand information and economic information below normal, the lack of major agricultural production, marketing, storage, processing of dynamic analysis, monitoring and early warning. Hunan major agricultural products wholesale market information use is not comprehensive, most business entities consciousness weak e-commerce applications. Hunan 14 cities already have large-scale agricultural products wholesale market states, but only a few markets to participate in a national agricultural information network wholesale.

Constraints. Internet penetration of information technology in rural areas is low. Hunan provincial government attaches great importance to the development of agricultural information, but under limited financial resources, relative to coastal provinces, agricultural information technology infrastructure still lags behind in Hunan. Currently, PC penetration in rural Hunan still very low, the information highway is difficult to pass through a thousand million home village need the help of other agricultural information channels to reach farmers, rural residents information landing problems have constrained the effective use of network information. Inadequate investment in infrastructure construction is the result of agricultural information does not reach the biggest obstacle to smooth household level.

Contradictions small production and big market and hinder the development of Hunan agricultural e-commerce. E-commerce across geographical and time boundaries, the introduction of e-commerce platform in the field of agriculture opened up a wide range of agricultural products on the market space. However, agricultural production is not concentrated, agricultural production did not form scale agricultural electronic commerce and the development of intensive are incompatible. Rural province is the current household contract responsibility system in agricultural production is autonomous individual farmers, small-scale production on the part of the production. The degree of dispersion of farmers' organizations, low production and processing capacity, high efficiency, low degree of intensive industries. In addition, the main agricultural product market system in Hunan Province is still small and a large number of agricultural products wholesale markets, the relative lack of scale of the
regional agricultural market, agricultural enterprises is difficult to establish a large marketing network. Logistics and distribution cannot meet demand. Development of electronic commerce, online trading volume continues to increase day by day, and promote the rise of the logistics industry. But the development of the logistics of a great impact by the economic level, there is a huge rural-urban economic gap between rural than urban market development lags behind the market, making the logistics and supply low level of demand in rural areas, which in turn restricted the e-commerce field of agriculture development of.

**Improve the policy support, strengthening e-commerce incubator.** Strengthen laws, regulations and credit system. Government to develop appropriate local laws and regulations of e-commerce, e-commerce aspects of the model, market behavior, incentives supporting policies, payment systems etc. norms; while increasing efforts to detect and combat crime to ensure the safety of e-commerce behavior and improve local e business industry credibility.

Strengthen the electricity supplier mode hatch. On the one hand strengthen G2B mode, e-government construction of an integrated platform to enhance the function of public service, to further develop good social grid management role in strengthening the electronic monitoring function; strengthen the capacity of government service enterprises, improve administrative efficiency. On the other hand is hatching C2B model pilot, give full play to the diversity of e-commerce, service providers to produce electricity.

Strengthen the electricity supplier base hatch. Improve the enterprise e-commerce incubator settled policy, e-commerce industrial park and other projects, to enterprises, especially to strengthen the government's efforts to support agricultural enterprises, recommended the establishment of e-business management committee, to solve specific problems in the process of some enterprise development; to strengthen the business incubator supervision and management, to avoid speculators to enter, to improve the quality of enterprise incubation and success rate.

**Strengthen the quality inspection system.** Joint scientific research institutions, industry associations, etc., for different market needs of groups, broken down organic, non-genetically modified and other foods, the development of agricultural production and management regulations, to further strengthen the agricultural production process more scientific and standardized, the establishment of agricultural products quality supervision and management system.

Strengthen logistics and distribution system. Speeding up the core of the village supply and marketing cooperatives logistics service network, establish a unified fourth-party logistics of e-commerce platform, to integrate logistics resources for the city, for the supply and marketing of agricultural products to best effect. Meanwhile, fourth party logistics platform, the introduction of well-known cold-chain logistics company for the construction of demand for agricultural products cold chain logistics system.

Strengthen the network infrastructure. Advancing optical fiber, communication towers, communication base stations and other information-based construction, to achieve full
coverage of administrative villages broadband networks, in order to reduce the cost of rural households use the Internet to improve the proportion of broadband and mobile Internet users.

The implementation of standardized production of agricultural products. Agricultural Standardization is a combination of modern agricultural science and technology and management techniques to agriculture technology promotion, production activities, business activities, standardize management activities, which is in accordance with unified technical and administrative requirements in the agricultural production and management. According to the relevant standards formulated by the state, combined with their own situation in Hunan, improve local standards, industry standards and corporate standards. According to achieve the full market of agricultural products from the field to the safe and effective quality guarantee and quality requirements, establish and improve agricultural product quality standard system. In agricultural production before, during and after the whole process of the development and implementation of standards to guide agricultural production, consumer guide and standardize the market order of agriculture, ensure the quality and safety of agricultural products. Increase the standard of publicity and promotion, to enhance awareness of the standard of agricultural producers.

The relevant departments to do quality testing, certification and supervision and management. To increase the standard testing equipment and technology R&D investment and establishment of food safety monitoring and evaluation system; accumulation of food safety standards and the development of data base technology of production and circulation process control technology. Implementation of standardization of agricultural production, processing and management of agricultural production materials supply from production processes to product classification, processing, packaging, storage and transportation have strict implementation of standardized management to ensure the quality and safety of agricultural products, to avoid significant differences in quality of similar products.

Create a standardized production bases of agricultural products. The establishment of standardized production of agricultural demonstration in Changsha City, Hunan extended to the rest of useful experience, to promote the establishment of standardized conditions in areas of agricultural production bases and standardization demonstration zone. Establish standardized production bases of agricultural products reached a certain scale advantages of producing agricultural products, so that the base of production from the outset incorporate standardized track, so that the production process becomes standardized processes, the use of standard production.

The successful experience of developed countries and the development of agriculture in Chengdu to the development of e-commerce industry is a good inspiration. Hunan agricultural development of e-commerce has a certain basis village e-commerce platform is continually grows and develop. Hunan can integrate advantageous resources within the province, relying on the village to build a foothold in Hunan, radiation, greater e-commerce platform in the world of agriculture. The platform can be subdivided according to the different characteristics of agricultural market categories, attributes, etc., to improve the professional level market.
Conclusion

Information technology is an important development accelerator in the world today, Hunan it as the most potential for the development, transfer and adjustment of the structure as an important starting point as to enhance the overall strength and core competitiveness of the important support. With the computer and network information technology matures, in further promoting the "Internet + agriculture", e-commerce model direct impact on agriculture, rural areas and agricultural products will become increasingly evident, agricultural market business model also changes. This paper reviews the conditions of the related area and in the future, more issues will be studied.

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