

Analysis of Fresh Agriproducts Supply Chain Based on Mobile Community

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Abstract: As the complexity of consumption environment, As a new economic model based on "mobile Internet +", community economy has established a close emotional relationship between consumers, merchants and farmers, which is an excellent breakthrough for the congenital absence of the supply chain mode of fresh produce in the traditional era of e-commerce. This paper puts forward the "mobile Internet +" community economic innovation model of fresh agricultural products supply chain and analyzes its operation characteristics. Then, the way to construct the innovation model is designed in detail, and finally, the value of the innovation model is realized, some suggestions and countermeasures are put forward to other node members of the supply chain.

1. Introduction

With the improvement of people's living standard, the quality demands to fresh agricultural products is more and more sharp . However, traditional e-commerce supply chain model of fresh agricultural products is not suitable for the new situation because it is easy to form "trust break point" in the whole supply chain. As a new economic model based on "mobile Internet+", community economy has established a close emotional connection between consumers, merchants and farmers, which is an excellent breakthrough for the congenital deficiency of the former. So now the research that puts the Internet + agriculture, community economy+agriculture and so on. as a keyword is a new hot spot of the academic research, therefore, as a kind of new thinking, we can try to conceive how to share the mobile Internet of fresh agricultural products supply chain under the social operation mode to promote transformation and upgrading of the agricultural industry pattern, it is very importance to promote transformation and upgrading of China's fresh agricultural products supply chain model in theory and reality .

From the existing literature, it is generally believed that the community economy will have a transformative impact on the whole business operation processsplit with the help of propagation characteristics of mobile Internet. However, they simply proposed "Internet +" community economy of fresh agricultural products supply chain, but not conduct in-depth analysis on its characteristics, specific design and operation.Based on the new developmentthis opportunities and new challenges of the"mobile Internet +" community economy of fresh agricultural products supply chain,the paper proposed "mobile Internet +" fresh agricultural products supply chain community economy innovation model and analysis of operational characteristics, and then design innovation model in detail. Finally the paper puts forward some Suggestions and countermeasures for the other nodes members in the supply chain to realize the value of the innovation model truly.

2. Analysis on operation characteristics of "Internet +" fresh agricultural products supply chain community economic innovation mode

2.1 Connotation of "Internet +" fresh agricultural products supply chain community economic innovation model

"Mobile Internet +" fresh agricultural products supply chain community economic innovation model is a new business model that surmount the traditional e-commerce form based on mobile Internet technology and community economy. It makes people with the same interests and value concept aggregate together form a community by disseminating information,communicating emotion and sharing culture and values.it can win consumer trust,and open the fresh agricultural products market in the form of community economy, and provide accurate fresh agricultural products and services taking consumer demand as the guide in the community, by cooperating farmers, dealers, and the third party logistics enterprise. The operation process of "Internet +" fresh agricultural products supply chain community economic innovation model is shown as follows:

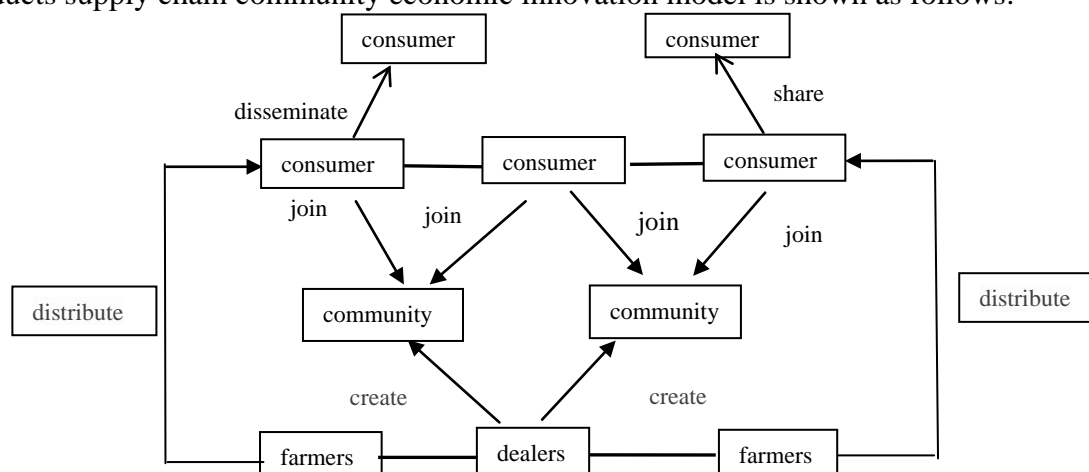


Figure 1 "Internet +" fresh agricultural products supply chain community economic innovation model

In the pattern, fresh agricultural products distributor realize the interaction of supply and demand, with consumer jointing farmers based on the "+" mobile Internet community platform. Before fresh agricultural products are mature, the fresh agricultural products distributors show the intrinsic value of the agricultural products to consumers in a variety of ways,to attract them to reservate in advance, and then collect orders, pick unified ,finally they distributed into the hands of the consumers with cold-chain. Then through the emotional connection of existing consumers and the sharing of consumption experience,they attract more people to join the community, thus forming an unlimited and open supply chain pattern over and over again.

2.2 Characteristics of "mobile Internet +" fresh agricultural products supply chain community economic innovation model

Compared with the traditional e-commerce agricultural product supply chain model, the operation characteristics of "mobile Internet +" fresh agricultural product supply chain community economic innovation model are as follows:

2.2.1 Consumers have more trust in fresh produce purchased

The traditional e-commerce supply chain model of fresh agricultural products is to centralize the node members of the supply chain distributed in various regions and form a vast supply chain resource pool of fresh agricultural products. However, in the model, on one hand, there is no target customer for merchants;on the other hand, the consumers can not touch, observe or taste directly,but they can only construct the specific features of fresh products based on the fragmentary and trivial

information on the website. The information such as where the agricultural products come from and what the planting process is is not even authentic enough, which is easy to form a "break point of trust".

The "mobile Internet +" community economy is based on the mobile Internet to gather people with the same interests and values on a common platform to share and exchange each other's views, which forms a fixed group. In this community, consumers as a combination of interest through emotional connection, share consumption experience, which breakthrough traditional business mode with one-way movement of farmers, dealers to consumers. Any information unfavorable to the experience of consumers will be more intuitive to show stereo in the presence of other consumers, which make consumers buy fresh agricultural products higher credibly.

2.2.2 The core competitiveness of mode operation is stronger

Capacity of supply chain storage and efficiency of supply for fresh agricultural products is higher than other products. At present, the most traditional fresh electricity business is bleak, and there are only a few profit. The main reason is the traditional pattern of fresh electricity simply move the offline to online, that is no core competitiveness in addition to close the distance between consumers and businesses.

"Mobile Internet +" fresh agricultural products supply chain community economy innovation model is to integrate the community economy into fresh agricultural products e-commerce, which cut into the community from agricultural products production, sales, distribution and other supply chain link. In the community, fresh agricultural products consumers with common value orientation and common interests can form "fan effect" in addition to product, price and other factors. This intangible value asset is incomparable to any other agricultural products supply chain model, and that will become the core competitiveness of its operation.

2.2.3 Consumers are more loyal to operating platforms

In the traditional e-commerce model of fresh food, after the completion of a transaction, most dealers and consumers will no longer contact. Even there is contact among them, the impression is only to stay in the previous products. If consumers do not patronize the store, dealers can not launch more products to it, everything is passive. In community economy, it enhances the maintenance degree of the community by word of mouth of people in the community. In the economic innovation model of "mobile Internet +" fresh agricultural products supply chain community, operators organize some online and offline activities that are of great interest to the target members of the community to greatly improve the user viscosity, so that members can communicate more with each other, who become more integrated into the community, and thus become more loyal members. Through word-of-mouth transmission of loyal user, high-quality agricultural products in the circle of friends form a split spread, so the community establish a more trusting relationship with more and more users .

3. "Internet +" fresh agricultural products supply chain community economic innovation model is designed

3.1 Target group is accurately posited

Accurate positioning of target groups can save too much time for platform operators in surveying user , which can save a lot of manpower and financial resources, bring more benefits to enterprises and make their platforms more professional. For consumers, in a community, there is mostly people with common interests, common characteristics and common ideals. The interaction and dependence between them will make them satisfied at the spiritual level and it make the community continuously enhanced. In the "Internet +" fresh agricultural products supply chain community economic innovation model, the community platform will position users as loving food, preferring to make their own results to share, and all the content on the platform will also be pushed around the cooking of

fresh agricultural products.

3.2 Get the seed user

Because the core of the community is people, the economic connection of the community is the relationship between people and the community, if it wants to enhance the maintenance of the community, we must pay attention to find and cultivate the core users. Because for the community, this kind of core users' suggestions are often valued and paid attention, and they will become the source of word of mouth communication, expanding the influence of the community. For community operators, they lock some user groups with high frequency of active reading, online purchase and enthusiasm for participating in activities through the analysis and filtering of users' article reading, thumb up, forwarding, online purchase, activity participation and other behaviors.

3.3 The "character" effect introduces new people into the community

After the community obtains the seed users, it needs a platform mechanism to make it have strong self-growth ability. Platform operators can improve user viscosity through community activities and make members more integrated into the community. Such as platform operators can share consumption experience of one user of certain agricultural products, or display and compliment to food made by a user, can also introduce some core user profile, share with homemade recipes or small story such as emotional care to realize the user keep, which makes the community users constantly expanding in the stable.

3.4 Pre-sell fresh produce online

When there is a certain amount of community users, according to the consumption intention of users and the experience communication between members, the relevance analysis of users is conducted to show the characteristics of users from different dimensions, so as to predict the consumption preference of members and implement precision marketing. Operators can achieve scale sales of fresh agricultural products on the community platform before harvesting instead of single customized production of traditional C2B.

3.5 Offline consumption experience

"Internet +" fresh agricultural products supply chain community economic innovation model advocates the consumption model of experience first. The traditional experience economy is in the downstream link of the production and consumption chain, while the community economy penetrates the experience elements into the production, marketing and consumption that links the whole fresh agricultural products supply chain. This can create an open platform for users and enterprises to exchange and share resources through strengthening the participation of community members, achieving mutual benefit and win-win results, and maintaining a high degree of trust and expectation of community members. It will form emotional marketing and make the fresh agricultural products sales sustainable in their communities.

3.6 The base purchases fresh agricultural products

After the fresh agricultural products are presalt, Operators on community platform feedback the sales data to fresh agricultural products base, the producers pick agricultural products according to the actual production sales, so as to reduce the backlog of inventory and loss. Thus this pattern not only can be formed automatically pre-sale to reduce the fresh consumption, but also it can make agricultural products picked under the optimal taste, thus effectively break the traditional fresh agricultural industrial chain mode producers blind production waste of resources caused by risks and problems. It can also effectively shorten the sales turnover time of fresh agricultural products, reduce inventory costs. In the end, it plays a significant role in promoting the overall social production efficiency and resource conservation.

In short, a business model suitable for community operation of fresh agricultural products supply chain is integrated from the above five links, that is, community positioning is made from user value

demand and emotional attachment, and community organization management is made through community culture, value sharing, activation and participation; fresh agricultural products business value chain is built regarding sources as products.

4. Countermeasures and Suggestions

Although theoretically speaking, "mobile Internet +" fresh agricultural products supply chain community economic innovation model has incomparable advantages over the previous agricultural products supply chain model. However, looking at the current implementation cases, not only the external environment is still not perfect, but also the internal operation of the supply chain is not reasonable. Therefore, in order to fully realize the value of "mobile Internet +" fresh agricultural products supply chain community economic innovation model, in addition to community platform operators, other supply chain node members such as farmers, logistics enterprises and relevant government departments still need to make the following improvements, in order to achieve a true multi-win.

4.1 Model operators optimize the experience of consumer community

The selection of their own science and technology commissioner to the field, greenhouses for technical guidance, quality control and data collection, which make the production of agricultural products achieve standardization. Production needs to be standardized. By forcing the collection of product quality traceability information in the production process and the implementation of supervision means, enterprises can effectively supervise the production quality management of farmers and enterprises.

4.2 Logistics enterprises strengthen the construction of cold chain infrastructure

In the "mobile Internet +" fresh agricultural products supply chain community economic innovation model, on the one hand, the community members are more dispersed, on the other hand, the community members should have better consumption experience. However, the construction of cold chain facilities and equipment is still relatively backward, which cannot meet the offline experience requirements of this mode. Therefore, logistics enterprises in the supply chain should strengthen the construction of cold chain facilities and equipment, maintain the freshness of fresh agricultural products, and reduce the breakage rate.

4.3 Farmers need to improve their production and processing capacity

In the economic innovation mode of "mobile Internet +" fresh agricultural products supply chain community, to improve consumers' offline experience, the most critical and fundamental thing is that the quality of fresh agricultural products itself meets consumers' expectations. However, due to the low level of agricultural mechanization, weak farmland infrastructure, imperfect agricultural technical service system and uneven cultural level of farmers in the current production base of fresh agricultural products, their production mode, business model and technical level are not suitable for the new type of community economy under "Internet + agriculture". Therefore, farmers must improve their production capacity, strictly implement the traceability system of agricultural product quality and safety, and become suppliers of fresh agricultural products with modern management philosophy .

4.4 The government increases the support to the node members of the supply chain

In 2016, the No.1 document of the central government proposed "Internet plus agriculture", aiming to make use of information and communication technology and Internet platforms to deeply integrate the Internet with traditional industries and promote the transformation and upgrading of the whole agricultural industry chain. "Mobile Internet +" fresh agricultural products supply chain community economy innovation model is in a strategic opportunity under a new model of development, so the government departments at all levels need to strengthen the implementation of

the national strategic deployment, fiscal and tax, personnel training, and increase the support to the node members of the supply chain in aspects of finance and taxation, personnel training.

In addition, when the demand for fresh agricultural products exceeds supply, the market price is higher than the ceiling of the purchase price adjusted in the contract, , some farmers may be unwilling to perform the contract in order to obtain higher income under the current situation where the spirit of contract in China is not ideal. In "Mobile Internet +" fresh agricultural products supply chain community economy innovation model, e-commerce enterprises will be faced with the dilemma of unable to deliver to customers on time. Therefore, the governments of counties, towns and villages at all levels should guide, support and supervise the spirit of farmers' contract, so as to play a certain role in guaranteeing the good operation of this model.

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