

# Research on Optimization of Cross-border E-commerce Marketing Strategy of Agricultural Products under the Background of Environmental Protection

Wei Liu<sup>a</sup>, Yang Yang\* and Dan Xu<sup>b</sup>

School of Economics and Trade, Jilin Engineering Normal University, Changchun 130052, China

\*Corresponding author e-mail: 1026349353@qq.com, <sup>a</sup>9111091@qq.com, <sup>b</sup>2364146255@qq.com

**Abstract.** At present, China's agriculture is in a critical period of transition to modern agriculture. In order to broaden agricultural product export channels, establish a new type of agricultural production service system, and promote modern agricultural development, it is necessary to solve the growing problem of agricultural ecological environment deterioration. Strengthen the win-win goal of environmental protection and food safety, open cross-border trade in agricultural products, reduce the trade-specific environment, save the intermediate cost of trade, and improve the trade efficiency of agricultural products. Based on the theoretical background, the paper studies how to formulate cross-border e-commerce marketing strategies for agricultural products under the environment of environmental protection. It is expected to provide suggestions for cross-border e-commerce of agricultural products in China.

## 1. Introduction

With the "One Belt and One Road" construction strategy and the proposal to strengthen the environmental protection of agricultural production, China's cross-border electricity business is gradually showing an upward trend. The traditional shopping model is based on physical stores and supermarkets. With the rapid development of social economy, Shopping malls and sales gradually evolved into Taobao, Jingdong and Vipshop. At present, the Internet has become an important part of people's daily life. Cross-border e-commerce can meet people's actual pursuit of high-quality life. It is based on the Internet e-commerce trading platform and maximizes the borderless trading activities. Large development potential. In the era of "Internet +", the Internet of Things, and the "One Belt, One Road" era, China's cross-border e-commerce environment has been continuously improved and achieved remarkable achievements. From 2008 to 2016, the annual compound growth rate of cross-border e-commerce transactions in China reached 25.7%. In 2016, the scale of cross-border e-commerce exports reached 5.5 trillion yuan. It is estimated that by 2018, the total sales of cross-border e-commerce in China will be Reached 115.47 billion US dollars [1]. China is a large agricultural country with abundant agricultural products and rural e-commerce development. Alibaba will announce the launch of e-commerce poverty alleviation strategy, and rural e-commerce in China will help the poor to share the "e-commerce welfare". Gao Hongbing, vice president of Alibaba, predicts



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that by 2020, China's Taobao Village will reach 5,500 [2]. With the rapid development of cross-border e-commerce, cross-border e-commerce of agricultural products has also made breakthroughs, but the agricultural products exported are mainly based on primary agricultural products, and the characteristics of agricultural products are not enough. How to improve the logistics, talents, e-commerce platform, payment methods, credit system, quality standards and service supervision of cross-border agricultural products e-commerce is a product marketing problem that needs to be considered.

## 2. Cross-border e-commerce concepts and categories

Cross-border e-commerce is also called foreign trade e-commerce. It refers to the e-commerce adopted by import and export enterprises for foreign trade. It is the trade subject of different countries or regions relying on e-commerce platform for trading, trade settlement, and cross-border logistics. Transporting import and export commodities to achieve a new form of trade in international trade. Cross-border e-commerce transactions through the network, online payment, and the use of mail to deliver goods to consumers in a complete transaction process, with fewer links, lower cost and higher efficiency than traditional trading methods Advantages [3].

China's agricultural products cross-border e-commerce has developed rapidly in recent years, and gradually formed three mainstream models: agricultural enterprises or individual farmers use the e-commerce platform to directly provide customers with F2C models of agricultural products, and large-scale agricultural producers use e-commerce platforms to meet the demand for large-scale agricultural products. The enterprise provides the F2B model of agricultural products and the F2I2C model in which farmers provide agricultural products to customers through intermediary companies. These three models have different scope of application. The F2C model is suitable for direct transactions between farmers and consumers. The F2B model is mainly suitable for large-scale trading systems between large enterprises, while the F2I2C model is suitable for small-scale retail transactions [4].



**Figure 1.** Three mainstream models of cross-border e-commerce for agricultural products

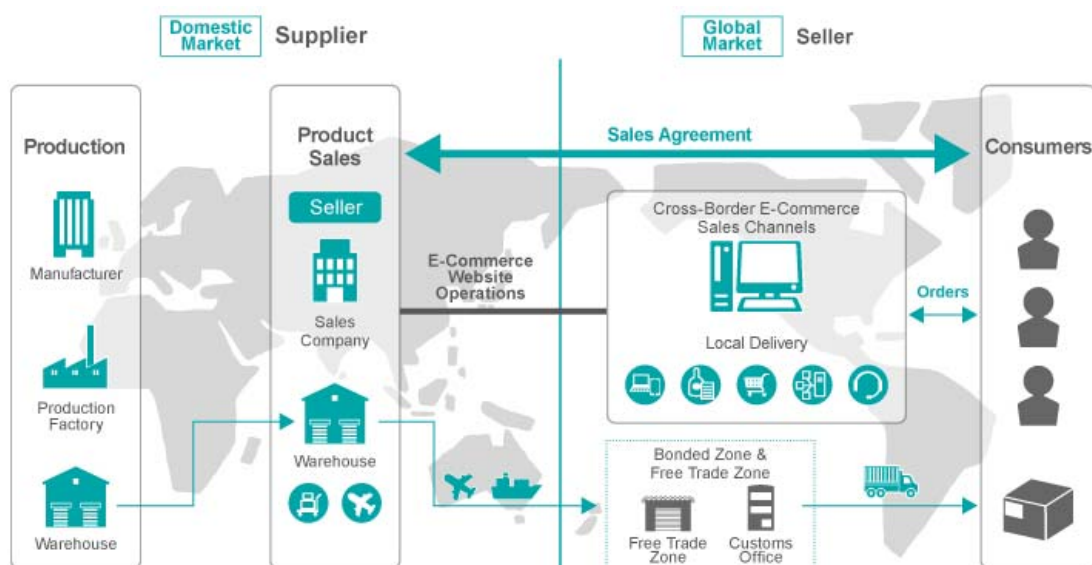
## 3. Current problems facing cross-border e-commerce marketing model

### 3.1. Cross-border logistics system is not sound

The channel basis for cross-border e-commerce marketing is to link the transportation of the entire supply chain. Since the orders of cross-border e-commerce usually have the characteristics of small quantity and high frequency, the transportation mode adopted by them is no longer the traditional bulk shipping, but the logistics mode such as postal express. This puts high demands on the quality and speed of logistics, as well as the freight price. China's current cross-border logistics is still mainly based on EMS, which is characterized by affordable price but slower speed. The surrounding countries

can use SF Express, but the price is expensive and the outlets are less. The major international logistics companies are DHL, FedEx, UPS, etc., but they are rarely used because of their high price [5].

In the United States, where e-commerce is more mature, freight rates can often be as low as negligible. Taking Amazon as an example, the e-commerce platform itself often has a complete logistics distribution system, which makes the logistics cost extremely low and the transportation speed guaranteed. At present, the problem with cross-border logistics in China is that the logistics infrastructure is not perfect. The main reason for the slow speed and high cost of the logistics system is that the infrastructure covering transportation, warehousing and customs clearance across national borders is still lagging behind in developed countries, especially in overseas online stores. Logistics transportation is a trade industry chain, especially an important part of the cross-border e-commerce industry chain. To achieve trade facilitation and the improvement of new marketing channels, we must first rely on a strong cross-border logistics system.



**Figure 2.** Marketing model of cross-border e-commerce for agricultural products

### 3.2. Customs supervision and customs clearance process needs to be changed

In the cross-border e-commerce channel, customs clearance is also an important part of the channel. Due to the small number and variety of single import and export of cross-border e-commerce, the workload and frequency of relevant departments such as customs have increased, resulting in the fact that in the past, the method of supervising large batches of goods has gradually failed to keep pace with the times. This makes the final consumer have to focus on the complex procedures and expenses involved in the customs clearance process when using cross-border e-commerce.

At present, cross-border e-commerce goods are mainly distributed for small pieces of goods, and their customs clearance mainly depends on various logistics companies, rather than batch declarations like traditional foreign trade. When the volume of cross-border e-commerce transactions increases, customs clearance will involve cumbersome procedures and large expenses. At this time, the customs clearance process and the tariffs after the cross-border e-commerce tax reform will become a major obstacle to its development.

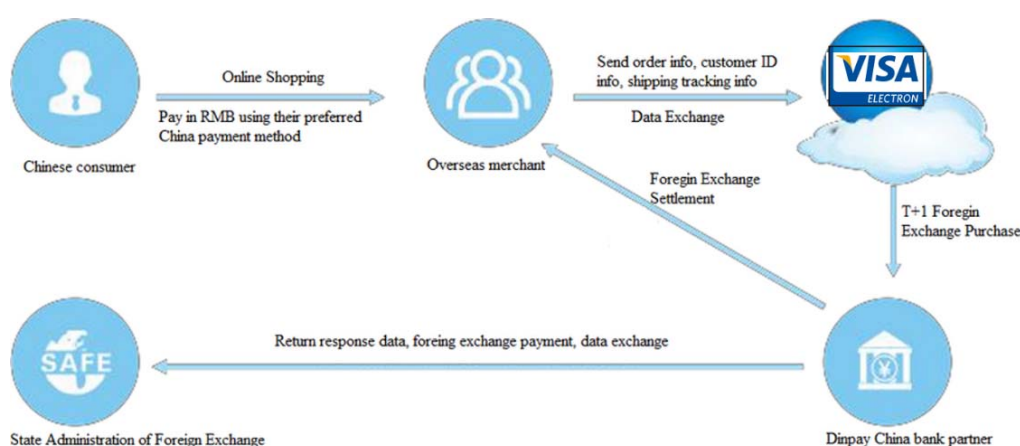
### 3.3. Cross-border e-commerce agricultural trade faces the dilemma of "no one is available"

The construction and business development of e-commerce platform involves many links such as procurement, warehousing and logistics, customs clearance, foreign exchange settlement, sales and promotion. The process is complex and professional. In the process of cross-border e-commerce trade of agricultural products, the biggest difficulty encountered is the talent problem. Compared with

industrial goods trade, cross-border e-commerce has higher requirements for professional knowledge and skills in network marketing planning, law, foreign language and foreign trade practice. Cross-border sales of agricultural products require not only those who understand cross-border e-commerce, but also those who understand agriculture. At present, there is a lack of training for cross-border electric merchants in China's colleges and universities. The government and other social resources also have no specialized institutions for cultivating such talents. Many of them rely on self-study and continuous exploration by agricultural products operators, but the speed of learning and growth is far behind. In the development of cross-border e-commerce, relying only on some cross-border e-commerce courses offered by universities cannot meet the needs of the society, which is also an important reason for restricting the export of China's agricultural products. At present, most agricultural products enterprises tend to choose e-commerce and international trade professionals, but cross-border e-commerce of agricultural products requires a combination of both talents who understand agriculture and a single profession cannot meet this comprehensive demand, high-end e-commerce talents. There is a serious gap [6].

### 3.4. Cross-border payment and foreign exchange management need to be improved

Often, payment security is a prerequisite for consumers to purchase with peace of mind when making purchases through cross-border e-commerce. This is a factor that has not been considered in traditional marketing strategies. In the process of cross-border e-commerce transactions, if the payment of funds is not smooth, the confidentiality of the account is not enough, and frequent phishing websites will cause consumers to lose trust in cross-border e-commerce. Especially when cross-border payment is more complicated to confirm payment information, the payment process is prone to problems, and when the time is long, consumers will be worried about the possible loss of funds. In addition, the different cultural backgrounds across borders have also caused major obstacles in the credit system. Due to factors such as information asymmetry caused by the large environment such as language and culture, cross-border credit evaluation systems for buyers and sellers have not yet been formed. Therefore, while considering product marketing, we should also grasp the psychology of consumers using the payment platform. In addition, due to the virtual nature of the e-commerce platform, it is more difficult for the relevant departments to supervise the movement of goods in and out. This may lead to capital flight and omissions in trade statistics, which affect the accuracy and authenticity of the data obtained by market research.



**Figure 3.** Foreign exchange management and cross-border payment model

### 3.5. Lack of targeted policies for cross-border e-commerce of agricultural products

At this stage, the policy is aimed at cross-border e-commerce as a whole, lacking incentive policies for agricultural products, because cross-border e-commerce of agricultural products is still in its infancy, without opening the market, making it impossible for enterprises and small-scale trade operators to

start. Only when the government introduces some targeted policies can we accelerate the development of cross-border e-commerce for agricultural products.

#### **4. Optimize cross-border e-commerce marketing strategy for agricultural products**

##### *4.1. Creating brand effect of agricultural products*

The traditional agricultural products trade has relatively few international marketing channels, and the marketing promotion cost is high and the time is long. With the development of the triple play + Internet of Things, enterprises can use various types of data of cross-border e-commerce (such as evaluation information, etc.). To better meet the diverse needs of the consumer group, thus achieving precise marketing. At present, the "three products and one standard" products are becoming the protagonists of agricultural products e-commerce, and its standardized and orderly development is conducive to promoting the construction of cross-border e-commerce agricultural product brands, such as "Orange", "Reach Peach" and "Pan Apple". Brands have been promoted and breakthroughs have been made in the field of e-commerce. It can be seen that through the e-commerce platform (mobile terminal), enterprises, enterprises and consumers can directly obtain relevant information of enterprises and agricultural products, which provides convenience for enterprises to promote their popularity and promote agricultural products brands, and is more conducive to the realization of agricultural products. International brand marketing.

##### *4.2. Creating a diversified product marketing channel*

Cross-border e-commerce has led to significant development of small-scale wholesale and retail trade of agricultural products, more diversified product demand, and significant increase in trade frequency, further promoting the transformation and upgrading of agricultural product trade models, except for B2B, M2C, B2C, C2C, F2B2C Various models such as O2O are competing to launch. Based on this, the cross-border e-commerce agricultural trade channels have become more diversified, and there have been innovative e-commerce operating platforms, such as self-operated e-commerce platforms, cross-border e-commerce platforms, integrated service providers platforms, and vertical e-commerce platforms. Choose a cross-border e-commerce platform with good reputation and large agricultural product flow. There are many cross-border export e-commerce platforms in China. B2B mode has Alibaba Export International Station (<https://food.1688.com>), HC Network (<https://www.hc360.com/>), Global Sources (<http://www.globalsources.com>), Global Market (<http://www.globalmarket.com/>), etc., in the classification of agricultural products in food (food), Alibaba Export International Station has a special area of origin, which is conducive to the promotion of agricultural products with Chinese characteristics. B2C mode-based cross-border, sea wing shares, there are trees, Ali Express, Dunhuang, Amazon, American eBay, WISH, New Egg, India's Flipkart, Russia's Yandex and other third-party at home and abroad Cross-border e-commerce platform, as well as a self-built cross-border e-commerce platform model represented by Lanting Group and Dalong. It is recommended that the same type of agricultural products should be selected from the same platform as the main platform to take advantage of the platform's promotion flow to form the brand effect of agricultural products.

##### *4.3. Cultivate outstanding cross-border electric businessmen*

At present, domestic cross-border electric power merchants are in short supply. The company should focus on cultivating high-level design talents, as well as composite application talents with international vision, proficiency in foreign languages, and familiarity with the knowledge and use of featured agricultural products. Sales customer service personnel should be aware of existing social communication software such as Facebook, Twitter tumblr, Instagram, Pinterest, QQ, WeChat, Weibo, Jingdong, Ali Wangwang, etc., proficient in foreign consumers accustomed to use abroad Social software, to understand the Internet users in different countries to share shopping experience in the social network, search shopping habits, feedback shopping advice, etc., and timely feedback to the company to improve product quality and improve service quality.

#### 4.4. Improve logistics infrastructure

At present, some big brands of cross-border e-commerce have not yet deployed their logistics abroad. If there is a logistics company with its own brand or shareholding control, it can save more than 10% of the cost. In addition, some logistics companies have followed the example of cross-border e-commerce and started to set up overseas warehouses overseas (with bonded warehouses in the bonded area immediately). When the goods are shipped from the country to the destination country by sea, freight or air, they are stored in the overseas warehouses established in the country. After the goods are actually purchased online by the buyer, the sellers operate online again. The warehouse can issue an order to complete the order. The goods are sent from the warehouse of the country where the buyer is located, which greatly reduces the time required for logistics.

### 5. Conclusion

Cross-border e-commerce still faces many challenges, such as "One Belt, One Road", the unbalanced development of e-commerce in China's strategic region, the difficulty of cross-border e-commerce trade facilitation of agricultural products, the complex network economic environment, the inefficiency of existing customs clearance procedures, and procedures. Problems such as redundancy are urgently needed to be resolved. With the opportunity of the "Belt and Road Initiative", a good policy environment, a mature logistics system, a reasonable tax collection and management system, and a standardized credit system will enable the healthy development of cross-border e-commerce. At the same time, cross-border e-commerce has in turn boosted agricultural products on the "Belt and Road" and embarked on the international stage.

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