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DEVELOPMENT MODEL OF AGRICULTURAL E-COMMERCE AMONG THE CONTEXT OF SOCIAL COMMERCE

Dr. Somprasad Rajaram Kenjale

Principal, M. S. Kakade College, Someshwarnagar ,
Tal-Baramati, Dist, Pune.

Abstract:

Associate degree large vary of users square measure shifting from ancient web to mobile web, that produces increasingly frequent on-line business activities with aid of the mobile terminal APP (application software) among the longer term. The prioritized development of China – agricultural e-commerce have to be compelled to try to use APP shopper and fight for the “fragmented” spare time of people to plug its merchandise and to remain up with the trend of e-commerce. together of IM tool with frequent use of APP, we have a tendency to Chat is presently the foremost widespread rising social networking services (SNS) with Brobdingnagian base of over four hundred million users and rapidly growing user numbers. This paper focuses on the advantage of we have a tendency to tend to talk promoting and combines it with the agricultural e-commerce to explore the new strategies to promote the B2C development of agricultural e-commerce.

KEY WORDS:

Agricultural E-Commerce , Context Of Social Commerce , social networking services (SNS) .

INTRODUCTION TO AGRICULTURAL E-COMMERCE

Agricultural e-commerce is that the applying activity of e-commerce among the sphere of agriculture to information services and match provide with demand of merchandise by use of network among the assembly and operation of agriculture. Agricultural e-commerce covers agricultural information flow, business flow of agricultural product, income of business transactions and physical flow of agricultural product. It stony-broke the limit of region and time, sped up data transmission, and helped to lower dealing price, scale back inventory, increase business opportunities and conjointly was tributary to developing the order awareness and complete awareness of farmers, rising the standard of agricultural product and promoting the upgrading of the industry level of agriculture.

In recent years, China's agricultural e-commerce is presenting with a trend of speedy development. As of 2012, the agricultural e-commerce enterprises have amounted to 260.6 thousand and square measure expected to exceed one thousand at the beginning of 2014. At present, our agricultural e-commerce in the main falls into the following categories: one. Company self-built information processing system platform to spice up the whole image and merchandise sale by the use of network marketing; a try of. Post on integrated platform to promote merchandise sale; 3. On-line order to directly deliver up to date vegetables to home; four. E-commerce platform of a third-party to participate in on-line commerce and sale of native agricultural special merchandise. The business model of agricultural e-commerce is progressively heterogeneous with initial formation of a national or regional market among the data atmosphere and is that the active zone of agricultural product provide and demand, agricultural technology and agricultural trade.

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However, owing to the quality and length of trade chain of agricultural product, agricultural e-commerce encounters bottlenecks within the method of development like pricey supplying distribution of agricultural product, imperfect cold chain, low degree of standardization of agricultural product and client confidence. Moreover, the issue in operative totally different agricultural product within the context of e-commerce isn't invariably identical.

MARKETING BENEFITS OF WE CHAT

We have a tendency to Chat may be a mobile terminal APP that options voice electronic messaging, video, footage and texts and jointly supports cluster chat involving many persons. With associate degree account, of us can interactively contact with these "friends" around that jointly registered. Then they're going to post their mood, texts or footage to the present platform and share this content with "circle of friends" below identical cluster. Meanwhile, they're going to jointly subscribe "public account" on this platform and access to information they need. In terms of developing e-commerce with mobile terminal, we have a tendency to tend to talk may be a heap of outstanding compared with the self-developed mobile terminal APP of e-business, that's that the selling price of we have a tendency to tend to talk that be well pursued by e-business. information transfer with "instant transmission and circle spread" we have a tendency to tend to talk as a second transmission tool, is primarily characterized by efficiency and high speed to understand the whole vary of communication between enterprises and customers right away. The characteristic of we have a tendency to Chat mechanism is to unfold the transmitted data among a "circle of friends" quickly and unfold to different "circle of friends" quickly. this suggests that data will be wide unfold within the circle of friends with common interest or common follower.

HIGH CONVERSION RATE, USER LOYALTY AND A SPOTLIGHT

Compared with the normal sorts of net, the advantage of we have a tendency to Chat lies in "one-to-one" interaction and promoting. several users additional oftentimes use we have a tendency to Chat than phone QQ. in step with statistics, the conversion rate of we have a tendency to Chat will reach up to eight and on top of, whereas that of ancient net is usually between one hundred and twenty fifth and a pair of. Additionally to celebrities and journalism, the general public account of business enterprises is that the attention hotspot of users for largely concerning obtaining the most recent provide dynamic of companies.

Inoffensive "point-to-point" and "permission-based marketing"

The receipt of selling data from e-commerce is subject as to if users follow the general public account of e-business. Such freelance following behavior is named as "permission-based marketing". This promoting approach makes it easier for e-business to spot potential shopper teams and type the intended and targeted "point-to-point" promotion model at an occasional price to more strengthen user loyalty to enterprises. Providing services and being served by public platform of we have a tendency to Chat become terribly straightforward and easy.

Provided with PRICE of depth analysis OF KNOWLEDGE

The convenient and instant we have a tendency to chat brings timeliness and believability to the gathering and development of huge knowledge, forming its distinctive knowledge price. The agricultural e-business will perceive the behavior of bound client, like favorite dishes, taste, and frequency for purchase of agricultural product and therefore the indicator of consumption during a specific approach through process the information on "user identity" and "information generated by users", providing effective support for the correct advertising and promoting of e-business and development of business strategy.

Operation advantage with low-flow and affordable transmission

Users will get pleasure from the transmission of audio and colorful advert by use of we have a tendency to chat solely at an occasional price. Users will follow the dynamic of e-business solely by scanning a QR code or finding the general public account of e-business, saving plenty of selling and promoting prices of e-business.

Breakthrough on the limit of network infrastructure in rural areas

The backward construction of network infrastructure is that the main issue proscribing access to net in rural areas and therefore the resolution isn't out there during a short term. Statistics shows that rural

net user's bank additional on mobile terminal and these new rural users that surf the net with mobile phone accounts for as high as sixty.4%. The event of mobile web is enumerable to play a vital role among the breakthrough on the bottlenecks of rural network infrastructure.

Impact of the mixture of we chat with agricultural e-commerce

We have a tendency to tend to talk users typically do not follow a public account out of low demand. In various words, we have a tendency to tend to talk may be a heap of applicable for posting merchandise closely related to the lives of users, so on attract a wider attention from users. Throughout this regard, it's very applicable for the promotion of agricultural e-commerce. Agricultural e-commerce reveals associate degree extended trade cycle, low standardization, depleted trust, and problem in circulation and quality maintenance due to the characteristics of product to be listed. That's the rationale why China's agricultural e-commerce has been hobbled to this point. The applying of we have a tendency to Chat to agricultural e-commerce will bring the bridge advantage of we have a tendency to Chat for the emotional interaction between e-business and shoppers into full play and increase trust and complete dependency.

The flow price of we have a tendency to chat contributes to the promotion of agricultural e-commerce

The "expensiveness" of agricultural e-commerce is principally mirrored within the investment of platform Ramped, promotion and in progress maintenance. The aim is to alter additional individuals to browse the location, i.e., "flow means that the popularity". With the stable user resources of 10 cent, we have a tendency to chat conjointly launches the general public platform for enterprise to market image and move with shoppers with unendingly rising trend of recognition. Therefore, it's an efficient approach for agricultural e-business to extend flow by increasing market on the we have a tendency to Chat platform.

We Chat centralizes targeted client teams for e-commerce during a customized approach

The progressively localized, heterogeneous and differentiated fashion of current shoppers is additional unpredictable; however the promoting of companies tends to specialize in bound user teams with one force. this needs creating by removal, analyzing, and integration the life-style, communication pattern and mental changes of shoppers and re-integrating the fragmented knowledge generated by users on we have a tendency to Chat platform: causation the interested complete data to a particular population specially and inducement individuals to actively participate within the daily transmission of knowledge throughout daily communication, thus on attain the most {effective} promoting effect.

We Chat will foster the trusting communication between e-business and users

Cultivation of the acceptance and trust of users is that the focus of attention of the agricultural e-commerce platform. We have a tendency to Chat achieves 24-hour non-stop services for users from numerous regions. The moment "point-to-point" exchange will enhance direct communication between users and agricultural e-business and strengthen the connection between complete and users. Share video of agricultural product within the method of production and transportation through the technical support of we have a tendency to Chat, permitting shoppers to follow the dynamic of purchased agricultural product on the complete course and enhance the sense of trust.

We Chat is less complicated to make name with the additional intimate operate of circle of friends

A user is additional seemingly to share his nice expertise of product to his own circle of friends. Each user with nice expertise is one potential employee of agricultural e-commerce. The trust relationship of friends and cluster gathering facilitate e-business to perform diffusion promoting. This speedy unfold of transmission model among the type of "circle of friends" and carrying correct information may be a heap of credulous and needed with unmatched influence of public praise approach on the so much aspect ancient media, compared with the "money-paid booster" packaging of tiny journal.

The method for we have a tendency to tend to talk technology to promote the event of agricultural e-commerce

We have a tendency to tend to talk mode is applicable to the B2C dealings of the trust-based agricultural e-commerce. E-business can work on promoting, sales and services on we have a tendency to

chat platform. With the thought of “service initial, and followed by marketing”, maintain the positive interaction with targeted user teams specifically, that is that the necessity to expand the market and increase sales.

First build the “standardization” of agricultural e-commerce platform

The patron confidence is crucial to the survival of agricultural e-commerce. Seeable of this, agricultural e-commerce platform it shall build the thought of “standardization”, i.e., the standard and safety of agricultural product up to promote access and therefore the standardized quality specification of agricultural product. All agricultural products sold from e-business platform further because the supply and distribution will be traceable. Shopper could apprehend the testing data of agricultural product discharged by e-business and check the assembly and transportation of agricultural product with terminal at any time to be confident.

Full application of we have a tendency to Chat technology

(1) Role of public platform. User has access to texts, pictures, voice and different sorts of product data discharged by businesses through following businesses. Most of users that select this manner of purchase have stronger objective owing to the little screen of mobile terminal, inconvenient worth comparison and choice so, the data discharged on the we have a tendency to Chat public platform shall be “small however refined” with additional targeted concern of users.

Robust correlation of “circle of friends” The we have a tendency to Chat platform narrows targeted audience, like the “circle of friends” of related to users. the particular community is discharged to relevant population, creating promoting communication with robust accuracy. Promote the promoting of public praise in virtue of sharing feature of the circle of friends in we have a tendency to Chat. Encourage users to share their nice expertise to their circle of friends and provide users with applicable quantity of money returning or different discriminatory services supported the comment, interaction and sharing.

stress on “point-to-point” instant services Establish teams resembling differing kinds of user teams, organize client service because the cluster administrator to manage and maintain the cluster, as well as interactive communication like facilitate, advice, grumbles, complaints and different mental activities of users and different interactions showing look after users’ lives, like causation some health instruction and cookery strategies to users supported the agricultural product they bought.

Direct ordering mode. Combined with the presently shaped “closed-loop payment” of we have a tendency to Chat, the order entry is intended on the general public platform, permitting the direct ordering associate degreed payment of users within the we have a tendency to Chat model instead of the link to the platform of e-business for putting an order.

Regional supply and distribution

With relating to the extremely pricey cold chain supply of recent agricultural product, the logical choice of supply and distribution will be enforced. Combined with the geographic location operate of we have a tendency to Chat, users will management the purchased object among a nominative radius once ordering from we have a tendency to Chat platform. Set a radius distribution like the supplying network service stations in coordination with street, community and different government departments, for distribution to shoppers from quite ten residential communities around.

Meanwhile, the fine packaging and distribution of “cleaning and semi-processing” agricultural merchandise like vegetables is on the market to increase sales profit and allow customers to fancy the house delivery of “low cost” trendy provide services.

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