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RETRACTED ARTICLE: Study on inventions of fresh food in commercial aspects using e-commerce over internet

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ABSTRACT

Compared with the traditional fresh product retail model, the fresh food e-commerce model breaks the barriers of product production, sales and distribution, and realizes the integrated development of linkage. However, due to the many intermediate links in procurement, high cold chain logistics costs, and poor inventory management efficiency, the operating efficiency of China's fresh food e-commerce has always been at a low level. In the context of the internet, this article constructs three new business models for fresh food e-commerce, including pre-sales models, vertical logistics models, and value proposition models. Authority support policies should be strengthened and expenditure in agricultural research should be increased. At the very same time, the rate of domestic online sales is steadily growing, primarily due to the continued rise of online web users. A good client base for fresh food suppliers has been laid by fast broadband penetration rates. It also proposes the implementation path of the new business model to reduce the transportation costs of enterprises as much as possible, expand the online market share of fresh products, and enhance the competitive advantage of fresh food e-commerce.

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KEYWORDS
Internet; fresh food e-commerce; business model; innovation; implementation path; logistics

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Research background

Introduction

China's fresh e-commerce has gone through the stages of exploration, development, rapid development and shuffling, with an average annual growth rate of more than 50%. In 2017, the scale of China's fresh e-commerce market was about 139.13 billion yuan, with a year-on-year increase of 59.7%. However, the requirements for the timeliness of transportation of fresh products are more strict, which leads to the high cost of express delivery enterprises carrying fresh products, and the phenomenon of high compensation for product damage will appear. The regulations of the State Council pointed out that in the process of M & A of fresh and fresh e-commerce enterprises, core principles are using voluntary codes of conduct for e-commerce firms, provides guidelines to policymakers to review their e-commerce consumer rights legislation, and provides recommendations to customers on what to anticipate and what to scan for it while shopping online, the performance of many fresh and medium-sized enterprises will be seriously affected in July 2017. Fresh e-commerce enterprises need to constantly improve the management process and optimise the service platform to find a business model suitable for the development of enterprises, so as to accelerate their own development speed. Since the concept of internet was put forward, it has effectively driven the innovation and upgrading of retail industry and promoted the resource integration of fresh e-commerce enterprises in all channels and industrial chain, and have gradually become a new engine for the construction of business model of fresh e-commerce enterprises. Therefore, using the advantages of the internet to build a new fresh e-commerce business model will become a major trend of the transformation and upgrading of the circulation industry. With 56% of data and 67% of millennials, online shopping is projected to expand at a great rate. Business needs to remain local, it will encourage you to grow into new facets of your business by spreading globally. Compared to conventional platforms, digital advertising is inexpensive and can be tailored more easily to suit different budgets. Low initial internet startup and servicing costs, but simple optimisation and budget scale in conjunction with all other aspects of the company.

Literature review

The internet is also known as an international network, which mainly refers to a huge and complex network formed between networks (Zhang et al., 2019). These

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networks form a huge international network with single attribute in logic by means of general protocol. The internet was first discovered in the United States in 1969, when it was called Arpanet, which generally refers to the internet (Hu et al., 2018). The current definition of the internet is to connect computer networks to form a network interconnection structure. On this basis, the current scholars call the network with global nature covering the world as the internet, and define the internet as an interconnected network structure (Xie 2016). In general, the internet is not the same as the world wide web. The world wide web is just a kind of hypertext connected to form a global system, which is included in the internet (Sun 2012). Fresh e-commerce, originally known as fresh agricultural products e-commerce, is basically defined as an operation mode in which enterprises sell fresh agricultural products through e-commerce technology based on online sales channels (Liu 2017). With the accelerated pace of life and increasing work pressure, it is difficult for urban people to enter physical retail stores. The emergence of fresh e-commerce, an emerging industry, has greatly met the shopping needs of urban people and has great development potential (Sheng et al. 2015). China's fresh e-commerce industry chain mainly covers four links, namely fresh agricultural products suppliers, intermediaries, fresh e-commerce and consumers. Here all the links were inter-connected until the food products reaches the society on their daily life assistance where e-commerce acts as a mediator for the producer and consumer. In this aspect, if the producers and consumer have the knowledge on e-commerce then intermediators will reduce due to the rise of mobile evolution (Devi et al. 2020). Among them, the suppliers of fresh agricultural products mainly include agricultural products or farms, agricultural products processing enterprises and origin direct procurement. Middlemen include agricultural trade enterprises, food distributors, wholesalers and importers. Fresh e-commerce includes integrated and vertical e-commerce platforms. These different organisations work together to effectively promote the good operation of fresh e-commerce enterprises by playing their respective functions in the integration of the industrial chain, with the help of self-built logistics and third-party logistics (Wang and Lei 2018).

Operation Status and dilemma of fresh food e-commerce in China

With the popularity of the internet, e-commerce has developed rapidly, and fresh agricultural products have entered the field of e-commerce. Up to now, the number of Chinese e-commerce platforms involved in the fresh agricultural products market has reached 4000, of which the most representative is Jingdong Mall, No.1 fresh food, original life, tmall, Shunfeng optimisation, Tuotuo industrial society, etc. Moreover, during 2010–2018, the trading scale of China's fresh e-commerce market continued to expand, as shown in Figure 1. As can be seen from Figure 1, from 2015 to now, the growth rate of transaction scale of China's fresh e-commerce has slowed down, but the overall trend is still on the rise. In 2016, the transaction scale of fresh food e-commerce market reached 87.13 billion yuan, which increased to 139.13 billion yuan in 2017, with a growth rate of 59.7%. In 2018, the fresh food

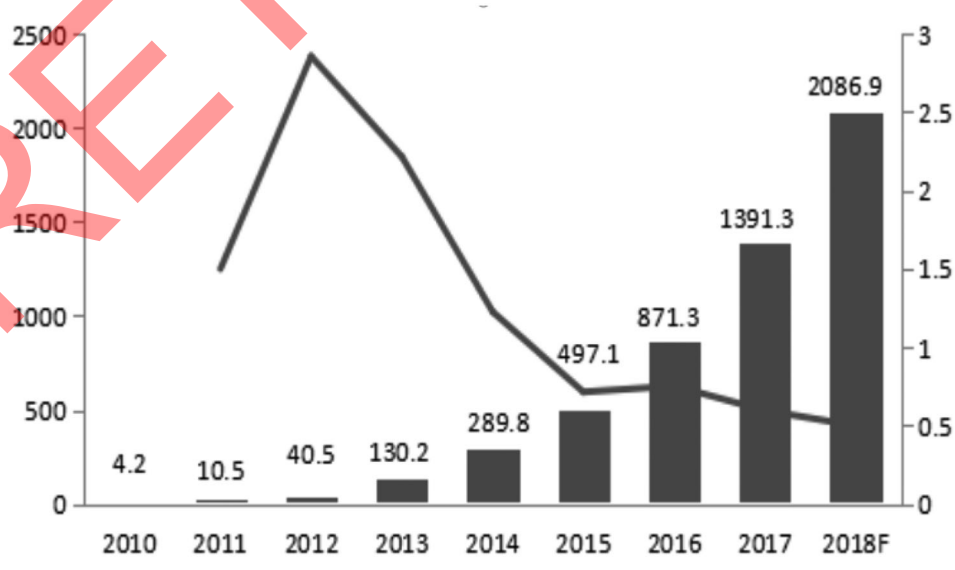

Figure 1. Trade scale and growth rate of fresh food e-commerce in China from 2010 to 2018. Data Source: China industrial information network.

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market share continued to maintain a 50% growth rate, reaching 20869 billion yuan.

In terms of fresh food production, China's sources of production are fragmented and low-scaled. Chains of supply are still under-developed. The total cold-chain transportation percentage for fresh food is just 45 percent, according to a 2019 study by China's Cold Chain Commission. It can be observed that the user group as a whole is growing in size when looking at the age distribution of fresh food e-commerce customers. The more established age groups, in particular, have seen positive development. Lower-tier cities are becoming demand hotspots, as well. In the operation process of Chinese fresh e-commerce enterprises, there are high requirements for product quality and time. However, fresh agricultural products have the characteristics of easy loss, small production scale, fixed production cycle, high timeliness and large demand, which leads to the contradiction between enterprise requirements and product characteristics. Affected by this, China's fresh e-commerce enterprises are still facing many difficulties in the operation process, which are embodied in the following aspects.

Firstly, there are many intermediate links in procurement, and the degree of standardisation is low. The links refers to the intermediate dealers who were stockpile the food products which causes high demand among consumer but the producers also not even know to get a highly increased sale so in that case standardisation becomes low among the business and trading so that consumers and producer itself leads to lower satisfactory. In the process of fresh e-commerce operation, direct purchase of fresh agricultural products from farmers or farms can be carried out, and then delivered to consumers. At the same time, some fresh agricultural products are purchased through middlemen and sent to consumers. Compared with the offline market, the price advantage of fresh e-commerce enterprises is greatly reduced, which hinders the circulation of fresh agricultural products to a certain extent. Moreover, most of the fresh agricultural products in China are small-scale production, with large dispersion and low aggregation degree. The technology and mechanism that allows for the secure shipment of temperature-sensitive materials and items along its supply chain is cold chain logistics. In order to assess and accommodate the relation between temperature and perishability, it relies heavily on science. the result faced by Cold Chain Requirements is Problems with product consistency, insufficient packaging, lack of proper documentation, delays in shipment/transport, climate control disturbance and/or temperatures. In the whole circulation process from production to sales, there is a lack of perfect circulation system and quality inspection standards. Moreover, there are too many intermediate links in the fresh product circulation supply chain, and the circulation efficiency is low, which has a certain impact on the quality of fresh agricultural products, which is not conducive to the development of fresh e-commerce.

Secondly, the cost of cold chain logistics is high, and it is difficult to deliver on time. Fresh agricultural products have a certain timeliness, which has higher requirements for cold chain logistics distribution. Excessive loss in the transportation process will increase the operation cost of fresh e-commerce. According to statistics, the proportion of vehicles transporting goods in cold chain is only 3.0% in developed countries. In the total logistics cost, the logistics cost of fresh e-commerce enterprises is as high as 60%, and the cold chain logistics cost accounts for 70% of the total cost of fresh agricultural products. In the 'last mile' distribution, there is a certain gap between the delivery time and the time required by consumers, so it is difficult to reach an agreement. Due to the influence of multiple factors such as cold chain transportation facilities, it is impossible to guarantee the timely and quality delivery to consumers, which will reduce consumer satisfaction and affect the development of fresh e-commerce.

Thirdly, the efficiency of inventory management is poor and the cost of loss is high. Fresh e-commerce supply chain inventory management is mainly aimed at the cold storage and freezing management after the purchase of fresh agricultural products to ensure the freshness and quality of fresh agricultural products. However, in the actual management process, the fresh agricultural products inventory management still adopts the manual management mode, which leads to large time loss and low management efficiency, so it is difficult to preserve the fresh agricultural products with high quality. Due to the short shelf life of fresh agricultural products, rapid inventory turnover is required, and customer order demand is accurately predicted to ensure zero inventory management and reduce product loss. However, the actual situation is that it is difficult for fresh e-commerce to accurately predict the order quantity. If the sales volume is overestimated, the inventory loss will be increased and the enterprise will fall into a loss operation state. In addition, due to the manual management of inventory management, there may be problems such as product delivery delay, quality reduction and product backlog caused by personal factors, which makes the fresh e-commerce supply chain management inefficient and increases the cost loss of e-commerce enterprises.

Fourthly, consumers' trust is low and consumers' stickiness is small. Most consumers are more used to buying in physical stores and have lower trust in fresh e-commerce. Due to the problems of some online shopping products, consumers have doubts about e-

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commerce to a certain extent, and people pay more and more attention to food safety problems, which leads to consumers' skeptical attitude towards e-commerce. Moreover, many fresh agricultural products have no product certification, so they are easy to lose in the circulation process, which leads to consumers' great doubts about the products when they buy them. Moreover, consumers will compare the price, quality and comments of various e-commerce platforms before purchasing. The fresh e-commerce has not carried out unified management in the above aspects, resulting in poor stability of consumers on the platform, and it is difficult to produce greater stickiness. In addition, the poor-quality assurance of products in the process of storage and transportation will also lead to the loss of some consumers. Packaging must be sufficient for the function, length and difficulty of storage and travel, in order to protect the food. Appropriate packaging is more possible if a settlement is made between the selling and purchasing parties before the product is shipped. Raw materials can be characterised by their consistent performance metrics.

Business model innovation of fresh e-commerce under the background of internet

With the advent of the internet, a variety of business models are gradually derived. The emergence of these new models makes fresh e-commerce enterprises solve many problems in purchasing, logistics, inventory and consumers. Moreover, with the help of the internet development trend, it also promotes the continuous evolution of business models of various types of retail organisations, and gradually develops in the direction of innovation. Therefore, based on the above difficulties faced by fresh e-commerce enterprises, under the background of the internet, the following new fresh e-commerce business model is constructed.

Pre-sale model

Through the Japanese and Japanese fresh B2C + O2O, the American Farmigo and the British Ocado model, fresh food e-commerce will combine online services with offline experience. After integrating consumer demand resources, it will integrate fresh product information, production and supply, from Figure 2 can be tailored. For prospective customers, Presales is more of a counselling practice, evaluating their business and recommending the right product or service to order. It emerges as an aid to the teams of Sales and distribution and advises the customers leads to favourable behaviour. The C2B model is exactly the reverse of our common Demand Supply Model (DSM). The actual C2B should first have customer demand and then the production of business production. F2C refers to Factory to Consumer, the model of e-commerce from supplier to customer. The combination of offline business opportunities and the Internet makes O2O Online To Offline a forum for offline business dealings and it is very extensive in involving both online and offline transactions. The product pre-sale model combines the advantages of the C2B, F2C and O2O models, which not only solves the problem of product inventory, but also accelerates the efficiency of product distribution. In this mode, consumers can issue corresponding orders on the fresh e-commerce platform according to their own needs. After receiving the consumer's order, the fresh product manufacturer will respond in time, produce the corresponding product, and issue the delivery notice to the e-commerce platform. At this time, the

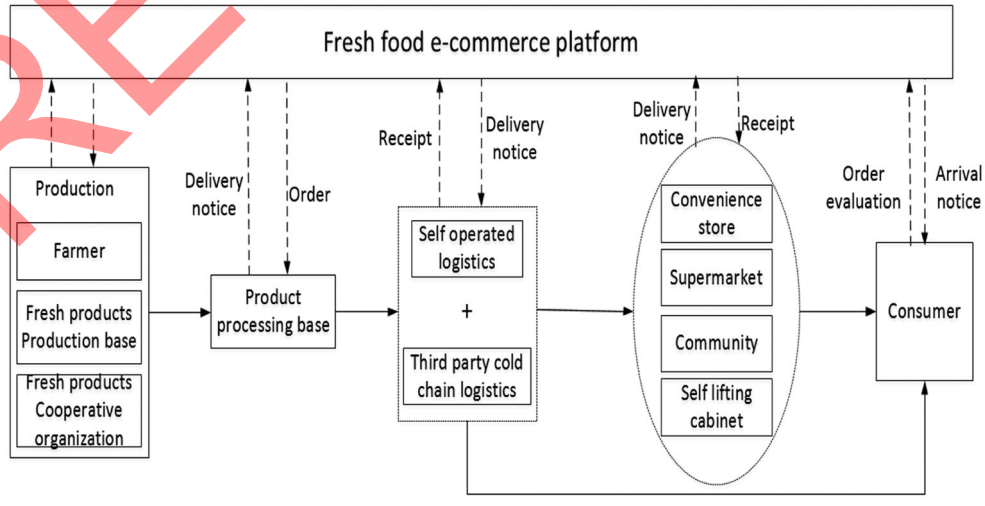

Figure 2. Pre-sale model.

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fresh product processing base receives the corresponding products and completes the product processing with the help of the cold chain logistics network, and issues the product delivery notice accordingly. When the logistics enterprises receive the delivery notice, they will enter the product cold chain distribution link, distribute the products to consumers through retail organisations, or complete the distribution directly. After receiving the product, consumers will conduct receiving processing and order evaluation on the e-commerce platform according to the product perception experience. Once again, the platform makes receipt to the retail organisation according to the consumer feedback. From the perspective of commodity pre-sale mode, fresh e-commerce enterprises and consumer demand-oriented, complete product production, processing and distribution, there are two main advantages. On the one hand, the products meet the needs of consumers, but also solve the inventory problem of enterprises, which greatly reduces the operating costs of enterprises. On the other hand, product orders are directly distributed to consumers through logistics companies, which can reduce product turnover and shorten product delivery time, which is conducive to maintaining the freshness of products.

Vertical logistics model

The vertical logistics mode refers to the deepening operation mode of fresh e-commerce. The main feature of the vertical logistics mode is that the fresh e-commerce enterprises have their own logistics distribution system, develop strategic cooperation alliance with the third-party cold chain logistics enterprises, and use the self-employed e-commerce platform to provide consumers with high-quality fresh products (see Figure 3 for details). The vertical logistics model has higher concentrations of family plantations, food manufacturers, and wholesalers in smaller numbers. The evolution of integrated supply chains that connect manufacturers and other interested parties. The production end of the model mainly includes farmers, fresh products production base and cooperative organisations. With the help of their own advantages, three different organisations completed the production of fresh products. When consumers carry out purchase actions on the e-commerce platform, fresh e-commerce enterprises can organise the source of goods, purchase products, process products and store them in warehouses by building their own production bases. Then, through the fresh products distribution station, the products are gathered and transferred, and then through the third-party cold chain logistics enterprises or self-supporting logistics, the fresh products distribution is completed. At the same time, in the overall use of fresh e-commerce enterprises, fresh product manufacturers can directly rely on the third-party cold chain logistics enterprises for product distribution, which not only expands the business scope of e-commerce enterprises, but also ensures the efficiency of product distribution. The main characteristics of the vertical logistics mode are: vertical distribution of fresh e-commerce products, deepening the operation of products from point to line, having its own accurate positioning and entry point, and strictly controlling the product circulation

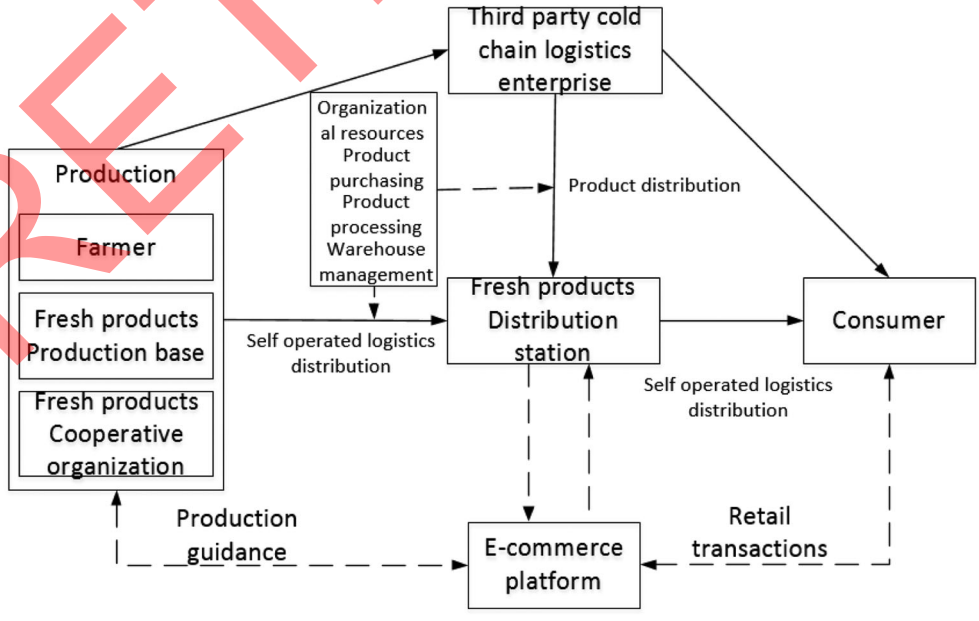

Figure 3. Vertical logistics model.

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time, which can reduce the loss of product transportation, reduce the links of product circulation, and maximise the guarantee of product distribution quality.

Value proposition model

The value proposition model refers to the fresh food e-commerce company, in order to realise the value of consumers and the benefits of the e-commerce company, by analysing the operation mode of the company, combining the internal service elements of the company, and forming a value network relationship with consumers. It concretes on trading service with all marketing channels and target consumers to deal the partnership for cost composition financially to enterprise it for basic resource allocation and allocate the associate link. The value proposition model is conducive to improving the service level of enterprises and increasing consumer stickiness, thereby ensuring the normal and orderly operation of fresh food e-commerce companies (as shown in Figure 4). In the process of operation, fresh e-commerce enterprises analyse the value proposition of consumers, determine the target consumer groups and establish multiple distribution channels of enterprises through consumer relations. According to different distribution channels, the internal production value proposition is determined and the internal basic resource allocation is carried out. Fresh e-commerce enterprises through the analysis of the core competence of enterprises, clear the important partnership, and then design the internal key business processes, to provide consumers with suitable fresh products and services. In this process, fresh e-commerce enterprises mainly obtain profits from marketing channels. It is worth noting that because consumer relationship determines the characteristics of marketing channels, the value proposition of consumer groups, the cost composition and core competitiveness of enterprises are often based on the consumer value proposition and the results of internal key business operation. Therefore, in this business model, consumer interface is the key to the operation of fresh e-commerce enterprises, and consumer relations, target consumer groups and marketing channels are the most critical elements.

Implementation path

At present, e-commerce is developing rapidly, consumers have gradually formed the habit of online shopping, and their hesitant attitude towards fresh e-commerce has also changed. The above three new business models have solved the operation and management problems of fresh e-commerce enterprises, and the supporting resources in each link have been effectively integrated and reasonably allocated. In the specific implementation process, fresh e-commerce enterprises should focus on improving the efficiency of inventory management, speeding up the speed of product circulation, and achieving mutual benefit and win-win between enterprises and consumers. Based on this, the following implementation path is proposed. The win – win policy for the producer and consumer is discussed

> The win-win policy for both businesses and consumers would be the right one for the well-being of both. To accomplish this, isolate the goods in dispute, offer more emphasis on interests in producing successful products, invent mutual benefit solutions by using realistic criteria to understand the negotiations.

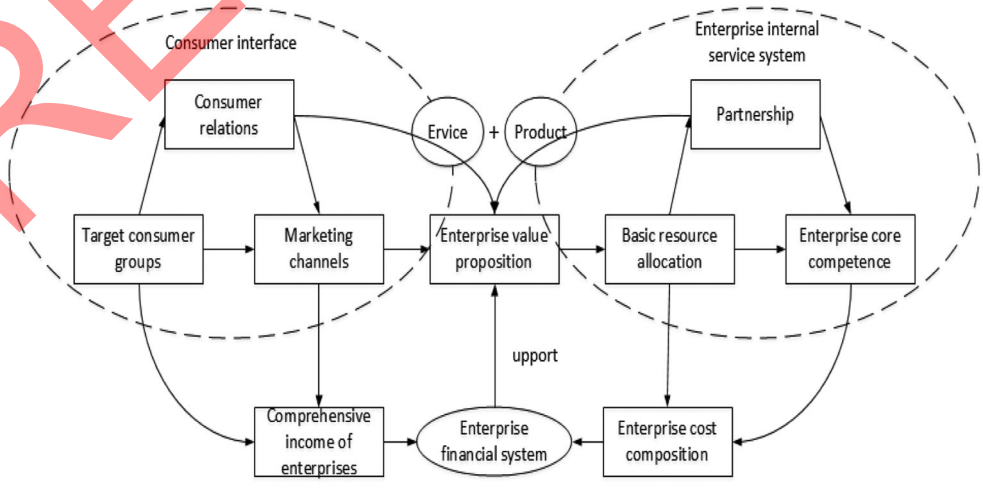

Figure 4. Value proposition model.

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Establishing a dynamic forecasting platform for orders and sales to rationally optimise inventory management

With the continuous development of fresh e-commerce, consumers' trust is gradually established, and the demand for fresh e-commerce is higher and higher. In order to better meet the consumption demand, fresh e-commerce enterprises should establish a dynamic prediction platform of sales order quantity based on the above-mentioned new business model, reasonably predict consumption demand, improve inventory turnover efficiency and reduce inventory loss cost. Fresh e-commerce enterprises can rely on new technologies such as big data analysis, cloud computing and artificial intelligence to establish a dynamic forecasting platform for orders and sales of fresh agricultural products to collect, statistics and analyse the online retail sales volume data of fresh agricultural products. Through the statistics and analysis of the past sales data, combined with the actual sales volume and market demand of fresh agricultural products, the consumption market trend of fresh agricultural products in the future is predicted, and the inventory is adjusted reasonably. The establishment of a dynamic forecast platform of order sales volume can provide scientific data support for the pre-sale of fresh e-commerce enterprises, improve the speed of inventory turnover and reduce the cost of enterprise inventory management.

Building a logistics alliance ecosystem to improve the efficiency of fresh product distribution

On the basis of the above new business model, fresh e-commerce enterprises should cooperate with logistics enterprises to build logistics alliance ecosystem. First of all, fresh e-commerce enterprises can carry out strategic cooperation to jointly build a cold chain logistics system for fresh agricultural products distribution, uniformly distribute sales orders, improve the loading rate of cold chain transport vehicles and reduce the logistics transportation cost. In your transport modes, being much more versatile and adaptable will really help to offset losses. One of the easiest ways to minimise labour costs, prevent harm to goods, save manufacturing costs and be more profitable. Secondly, fresh e-commerce enterprises can cooperate with the third-party logistics enterprises to jointly build an intelligent logistics network to achieve 24-hour delivery of fresh agricultural products and reduce the loss of products due to long transportation time. Finally, the integration of internet of things and other new technologies, the establishment of electronic vegetable boxes, intelligent cabinets and other cold chain facilities, fixed-point distribution of fresh agricultural products. Perceptive vegetable greenhouses with information on the basic process and the e-business model is comprised nodes are included in the integration. The production chain consisting of commodity suppliers, recognises content, resources and logistics flows. Big-data-driven pricing, planting structure and time optimisation, integrated control of water and fertiliser, plant light supplement. We should create a logistics alliance ecosystem, promote the in-depth cooperation between fresh e-commerce enterprises and the third-party logistics platform, break the 'last mile' distribution dilemma, and improve the distribution efficiency of fresh products.

Improving the standardisation process of fresh agricultural products to improve consumer experience satisfaction

With the development of economic level and the gradual upgrading of consumption structure, consumers pay more and more attention to the sense of consumption experience. The most prominent feature of fresh agricultural products is that they are perishable, vulnerable, and seriously non-standard, which is easy to bring bad shopping experience to consumers. Therefore, fresh e-commerce enterprises should gradually improve the standardisation process of fresh agricultural products with the help of the above business model, so as to improve consumer experience satisfaction. As far as the standardisation of fresh products is concerned, for example, for fresh fruits and vegetables, enterprises can strictly screen and control the products such as acidity and sweetness, colour, fruit size and weight. As far as the standardisation of fresh product production and packaging is concerned, fresh e-commerce enterprises should carry out unified packaging of purchased products, which is conducive to creating fresh e-commerce brand and improving consumer trust and shopping experience. Improving the standardisation process of fresh agricultural products and building a good shopping environment for fresh agricultural products are conducive to promoting good cooperation between fresh e-commerce enterprises and consumers and achieving mutual benefit and win-win situation.

Optimising product procurement links to reduce management costs

From the perspective of fresh e-commerce operation cost, we should optimise the procurement process and reduce the enterprise management cost based on the

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new business model. Specifically, when purchasing fresh agricultural products, fresh e-commerce enterprises can directly cooperate with farms or farmers to directly purchase raw agricultural products. At the same time, we can also choose to cooperate with agricultural production organisations to purchase fresh agricultural products from a large number of farmers. The alternative use of these two purchasing methods and the establishment of direct purchasing production base of fresh e-commerce enterprises is conducive to controlling the types and quality of fresh agricultural products, reducing the risks of fresh e-commerce enterprises in product quality, and reducing the management cost of fresh e-commerce enterprises to farmers. Moreover, fresh e-commerce enterprises should supervise the farmers and production organisations supplying agricultural products, and strictly control the source of procurement. In addition, fresh e-commerce enterprises should reasonably formulate the purchasing cycle and quantity, and adjust the purchasing strategy at any time according to the market changes, so as to maintain a reasonable inventory quantity and normal circulation speed.

Conclusion

With the application and development of internet mode, the organisational structure of fresh e-commerce enterprises has been evolving. The construction of pre-sale mode, vertical logistics mode and value proposition mode is conducive to accelerate the speed of product inventory turnover, improve the efficiency of enterprise logistics distribution, and reduce the operating costs of enterprises. In the future, the development of fresh e-commerce enterprises should pay more attention to product quality and distribution efficiency, control products from the source as far as possible, and deliver products to consumers as quickly as possible. At the same time, enterprises should timely adjust their business model according to their own actual situation, introduce some new cold chain equipment, develop some intelligent, effective and low-cost cold chain technology, and promote the efficient circulation of fresh agricultural products. Looking forward on a future research scope are to make the familiarity of RFID tags which integrates the consumers to scan the entire products which are available in a single attempt and to secure technological aspects for payment.

Disclosure statement

No potential conflict of interest was reported by the author(s).

Notes on contributor

Wei Wenji, main research field is e-commerce based on the Internet, doing a lot of research on the countermeasures for traditional enterprises to develop o2o E-commerce.

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