Innovation of E-commerce Fresh Agricultural Products Marketing Based on Big Internet Data Platform

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Abstract

Our country’s agricultural production basically was take the family as unit's small-scale production, between the agricultural produce the basically existence information exchange, the peasant household often does not rely on oneself old times the price experience to choose the production project, determined the scale of production. To enhance the effectiveness, the e-commerce is proposed. Under electronic commerce environment, facing so multitidinous new old business model, it is necessary to conduct the research to the electronic commerce pattern analysis process and like this is helpful in us excavates the new electronic commerce pattern as provides the way for electronic commerce pattern innovation to be also helpful in the enterprise formulates the specific electronic commerce strategy and the implementation step. Started from this inspiration, this paper proposes the innovation idea of the E-commerce fresh agricultural products marketing based on big Internet data platform.

Key words: E-commerce, Fresh Agricultural, Products Marketing, Big Internet Data, Fuzzy Clustering.

1. INTRODUCTION

With the rapid development of the Internet commercialization, many businesses have set up their own e-commerce system. Faced with such a big change in the traditional management theory and the management methods have been difficult to meet the requirements in the era of e-commerce, many new problems must be from theory to practice, to explore and solve, e-commerce system evaluation is one of them(Barnaghi, 2013; Alsaaad, 2014). Under electronic commerce environment, facing so multitidinous new old business model, it is necessary to conduct the research to the electronic commerce pattern analysis process and like this is helpful in us excavates the new electronic commerce pattern as provides the way for the electronic commerce pattern innovation to be also helpful in the enterprise formulates the specific electronic commerce strategy and the implementation step(Gupta,2015; Kaptein, 2015).

At present, the theorists have not carried on to the electronic commerce pattern definition are clear about the limits, the author believed that the electronic commerce pattern is refers in the network environment that is engaged in the electronic commerce the object, in its because of is engaged in the commercial activity in the domain to gain the profit commercial operation way(Huang,2013:Bing, 2016; Charron, 2016). Although mobile e-commerce in China has made some development, while because of the current stage of mobile operators, banks, businesses, and mobile e-commerce users of their own conditions and many other aspects of the existence of some restrictions, China Mobile e-commerce is still in the state which represents the challenges of the following issues. (1) The traditional e-commerce, there are many limitations, cannot fully meet the requirements of the modern enterprise agility has activity, it is one of the traditional B2B e-commerce application integration, the tight coupling of independent solution, for a single enterprise software to be modified to get the special solutions(LV, 2013), can solve specific problems, only when business requirements change, it is difficult to modified this integration configuration to solve new problems that greatly restricted the business applications of the extensibility, poor flexibility high cost of system maintenance, and limit the number of managed partner. (2) With the development of the market, the customer's demand for the product has undergone great changes. The traditional organization and management mode have not met the requirements of market competition(Lallmahamood, 2015; Patil,2015). The enterprise has also made great changes in the organization and management concept: single win as the only goal, this concept of complete competition has been replaced by the idea of collaborative competition and enterprises more emphasis on mutual trust, mutual cooperation and coordination to achieve win-win and win-win enterprises to cooperate with the leading, risk-sharing, benefit-sharing business alliance(Papageorgiou, 2014). The electronic commerce system is one has concurrent, the pine asynchronous does gathers and so on about the characteristic real time systems.

In ordinary circumstances, it involves many participants, between the participant has close asynchronous communication relation, but each participant also is one independent relatively has the autonomous domination main body(Lu, 2013; Ni, 2014). If electronic commerce system regarding as is a work class then the participant
advancement is a sub-work class, each sub-work class has the independent control class, and the whole work flows the essential implementation flows through the child work to do mutually uses for to complete. This kind affects usually is mutually refers to the child work to flow the asynchronous communication, or the name passes on the value dependence. For this propose, we will integrate the UML analysis in this paper.

Figure 1 The Overview of the Modern E-commerce System

Unified modeling language (UML) is a kind of direct, explicit, builds the software system of general visual modeling language provides users with friendly visual symbols, and improve the communication between users and developers to be able to more accurately describe the user requirements into software. UML specification support existing most object-oriented development process(Riggins, 2015). In UML, rich with a series of figure to the behavior of the system, structure and modeling system structure, etc. With the integration of the UML, this paper will then propose the Innovation of E-commerce fresh agricultural products marketing based on the big Internet data platform in the following sub-sections(Ke, 2016).

2. THE TECHNIQUE BASIS FOR THE SYSTEM

2.1 The Internet System Review and Analysis

As the Internet in the foundation position in the social development and increasing role as the core, and the Internet at a fixed terminal access, based on the IP address of the end-to-end communication patterns have been difficult to adapt to the Internet of things, cloud computing, mobile computing, social networking, etc. and the demand for new applications and the calculation mode. Based on the "flow" monitoring method, the dynamic security defense system based on the traffic analysis intrusion detection and statistical reporting linkage warning control can be deployed in series or parallel way and the flexibility is high.

Experimental results show that the system data acquisition rate is high, through the linkage of each module, it can accurately and real-time monitoring and testing network traffic information improve the network system operation reliability and security. In view of these questions, the academic circles thought at present “It is the Internet constructs the new architecture is solves these contradictory basic ways”, will carry on like a raging fire in view of the future network research. In the form of three kinds of application of cloud computing, PaaS cloud computing is a combination of technology and business platform, to higher availability, it not only can provide the basis for a more extensive application platform, and also can improve the utilization of hardware resources to reduce business operating costs. Through the review of PaaS, the features can be listed as follows.

- Platform provides the application development and operating environment, developers no longer need to hire and maintain hardware and some software equipment, while eliminating the cumbersome and the complex application deployment process.
- Platform provides high availability and scalability of the application, developers do not need to pay attention to the size of the underlying hardware and the processing capacity and the platform will then automatically adjust according to the application of load scale. Second, the PaaS platform provides a large number of network capacities while the developers can easily call these capabilities in application.
It provides the movement environment for each kind of application, not only supports the commonly used programming language and the script language, but also may provide the compatibility strongly, the more general movement environment as soon the virtual machine also took one kind of movement environment provides to the application.

The future network is not only a simple extension of the existing Internet, nor is it a natural extension of the existing telecommunications network, but should be the integration and development of the Internet and telecommunications networks. The future network reflects the development trend of the integration of various network systems the goal is to achieve a variety of open, heterogeneous network system, the structure of the interconnection, complementary advantages, information exchange and the in-depth general service integration.

The future of the network architecture research should be integrated for the open system interconnection and a variety of services to provide the design ideas, allowing users to have their own preferences on the type of service and service options to choose the right, but also to keep the service as possible as possible In the case of change, the network itself has the right to choose technology according to different actual situation. In the figure 2, we show the Internet system developmental trend with big data.

![Figure 2 The Internet System Developmental Trend](image)

### 2.2 The Data Mining and E-commerce Systems

Web data mining is refers to according to the tracking of the customers on the Web browsing behavior (Web server log files), pattern analysis, to filter out about interest, search relevant knowledge such as frequency, to improve the structure and content of the Web page, improve service, providing personalized interface, and general stimulation of the customer purchases. Internet, e-commerce data is huge, most of them stored in the e-commerce site (Taobao, EBAY, etc.) Web database, the user can only query through a site query and access to its Web database information.

This section presents an e-commerce Deep Web data integration system architecture, through which users can query the network of e-commerce Deep Web data (merchandise information, etc.), so as to choose the most suitable for their own goods to trade. The KDD main characteristic is the primary data is standard, even if isomerism also may use traditional data warehousing technology to integrate, the data earlier period preparatory work difficulty is small, the center of gravity lies in the data mining. The data comes from the database or the data warehouse is the complete structurized data may fully borrow the database domain extremely perfect data storage, the data management and the data processing achievement and the tool.

The data type is unitary and the machine learning algorithm in the big sample space flaw may make up through the data bank technology because the data storage in the database, regarding the knowledge appraisal and the explanation, as well as the rule expression all becomes simple with the perspicuity. Inspired, we can then summarize the functionality of data mining in E-commerce as the follows.

For customer information in Web data mining, usually use classification technology in network traction out the future potential customers. This method is must have visiting first to oneself to carry on the classification, then through seeks on the Web classification, if acts according to the existing customer
in the network the characteristic description to distinguish the similar customer, afterwards carries on the operation and the analysis again to it carries on the correct classification and the client base which finally acts according to which displays the characteristic judgment belongs oneself must develop.

In the network, all the vendors are the same for customers, the seller in terms of their biggest challenge is how to ensure that customers reside in their own sales outlets, vendors in order to retain customers, so first of all, we must understand all the customer's browsing behavior, and only know the customer's needs and interests in order to dynamically adjust the web page, so as to meet the needs of different customers. Through to the customer visit information excavation can know the customer the browsing behavior, thus understanding customer interest and demand.

Through the excavation of the content of web pages, we can achieve the classification and clustering of web pages, and realize the classification and retrieval of the network information. By making the user's questioning and making effective business expansion we can improve the retrieval effect of users, and the use of continuous use of web mining technology to improve the keyword weighting algorithm, in order to more effectively improve accuracy of network information indexing improve retrieval effect.

![Figure 3 The Data Mining Procedures](image)

Based on this discussion, and the architecture demonstration in the figure 3, we propose the Deep Web model. Users through the query interface to obtain the Deep Web data information, a query interface, physical usually includes some HTML elements, such as the: Textbox, Button, Checkbox, Radio, etc., also includes some semantic text labels. Extracts the specific logical attribute from the different connection pattern, and gathers into the general logical attribute according to the relevance them and this inquires the connection extraction main purpose but through to the general logical attribute integration that will obtain a unified inquiry connection.

Users in the unified query interface to submit the query, e-commerce Deep Web return results are mainly through the HTML syntax page to show, and each Deep Web return page structure is different, so the need to extract the results obtained by the valuable content, and to integrate the content, and then return to the user in this module, the key question is how to return from the page to a large number of data to extract valuable results and we integrate the data mining techniques for the implementation. This method proposed the MDR algorithm that can complete quite accurately records the page much the extraction. Its main thought is through analyzes the page the HTML structure to establish the HTML label tree, then the determination through the comparison label tree's in node way or its structure information, discovered and carries on the mark on behalf of the inquiry result node. Finally these node data carries on the extraction to the tree in.

We will extract the data with the XML form preservation, through to all XML data conformity, will inquire the result to present by the unified form for the user from the listed perspectives.

- The method based on depth. Method based on depth is a depth value for each data object distribution, the data object according to the depth of the assigned values mapped to the corresponding layer of two-dimensional space a data object that is in the shallow than those of the deep is more likely to be outliers.

- Clustering based method. In this method, the data set is clustered firstly, and the remaining points are outliers. This method can make full use of the research results of clustering, because the definition of the clusters and outliers are complementary and so that we can find clusters and outliers.

- Density-based approach. The density-based outlier definition is based on the distance, and the distance between the points and the number of points within a given range is combined to obtain the concept of "density". The other methods define the outliers as binary, but the density-based outlier mining method does not consider the outlier as a binary property, but rather the extent to which an object is an outlier and the degree of outliers is calculated as the local outlier factor of the object.
2.3. The E-commerce Recommendation System

In the traditional e-commerce recommendation system, the input has the two main modules: user interest module and resource information module while the information is derived from the historical information. The recommendation system deduces the resource information and the degree of conformity of the user's interest according to the recommended technique, and recommends that the item of the interest to the user, that is, the output. Along with the Web 2.0 development, in the social network label data are more and more many. On the one hand the social label system permission user increases freely to the network resources from defines the label, carries on to the network resources from the organization, the classification and with other people sharing while on the other hand in the social network label data occupies the non-control condition, in the massive label data existence redundancy and the concept fuzziness that does not favor the label system the further application.

How to label recommendation system in simplify in the labelling process provides promptly and accurate methodology that can reflect the user wish the label and the reduced the label data non-controllability and the redundancy fuzziness and so on many aspects are playing the pivotal role. The structure of the personalized e-commerce recommendation system model is shown in figure 5.

Based on the content filtration recommendation technology basic thought is: Excavates the user according to user's reading behavior the reading interest extraction user's interest characteristic, forms the characteristic vector, enable through the weighting way to have the high area indexing characteristic to have the great weight and forms the user the interest model. When needs to carry on the recommendation to some user, carries on this user's user interest model coordination all project matrix the computation to obtain both similarity, the system through the similarity recommendation documents. Its merit is may use the specific glossary or the concept forms the user characteristic vector to express user's interest, how does excavate the user fully the interest and recommends the documents to the user to become the current research effectively the hot spot. Based on basic review, the procedure can be summarized as the following aspects. (1) In based on the server end personalized
recommendation system shape, mainly is provides personally the basic information about the user information aspect data by the registration user that glances over parts and so on record, historical order form information provides. The electronic commerce stand registers later behavior to the specific user to be possible to make the entire journey the track to excavate its user by the chance. (2) These behavioral logs and cached pages are the source of data warehousing and data mining, and the data warehouse's content and data mining patterns are used by application modules to help users access the information they need. The use of mining by the client through such a user-centric way to form the use of individual user preferences for the use of the client mining research and implementation based on the client to the user-related information to provide a feasibility of mining. (3) In personalized recommendation system based on client's form, need data acquisition of goods is the product information from the client external site in the mode of acquisition, the author using RSS aggregation method.

Figure 6 The Logic Matrix for the Recommendation System

The figure 6 points out the organization of the logic matrix for the system, it has the following advantages.

1) The calculation experiment is that precisely controllable. The field experiment can be carried out by controlling the environment in the artificial e-commerce system, controlling the participants in the market to take measures and the systems or rules to be followed when sending information, and then to carry out field experiments on issues such as basic trading mechanisms and trading strategies in e-commerce; The behavioral observation and recording in the experiment, the in-depth understanding of the behavior pattern of the basic e-commerce participant, and the calculation and analysis of the relationship between the related factors.

2) Computational experiments are easy to operate. This is useful to study how to comprehensively and comprehensively consider the impact of various factors on the behavior of e-commerce systems, such as auction strategy, evaluation system, participant's background, etc., so as to design an effective experimental solution and accurate, timely and quantitative analysis of the various complex e-commerce system solutions according to the different indicators, as well as the study of the emergence of observation and interpretation methods and core algorithms.

3) Computational experiments can be designed and repeated. Using this feature, we can carry out a variety of the e-commerce solutions on the performance and quality of accelerated experiments, stress experiments and extreme experiments, so as to solve such experiments cannot be realized in the real business system defects.

User modeling is the process of summing up a computable user model from the information about user interests and behaviors. The method of the user interest model is the method of keyword list vector, subject representation, representation method based on vector space model, and so on. These methods have their own characteristics and we choose the representation method based on vector space model.

\[
\text{Dis} = \sum_{k=1}^{K} H_{DF}(k) = \sum_{k=1}^{K} 1 - I_{I}(k) = \sum_{k=1}^{K} 1 - \sum_{n=1}^{N} \delta_{kn} \cdot \exp(\delta_{kn}) \tag{1}
\]

\[
d^*(A, B) = 1 - \frac{M[A \cap B]}{M[A \cup B]} = 1 - \frac{\sum_{n=1}^{N} \min(\mu_{A_n}, \mu_{B_n})}{\sum_{n=1}^{N} \max(\mu_{A_n}, \mu_{B_n})} \tag{2}
\]

Where the \(\sum_{n=1}^{N} \min(\mu_{A_n}, \mu_{B_n})\) is the vector term and the \(\sum_{n=1}^{N} \delta_{kn} \cdot \exp(\delta_{kn})\) represents the basic judgement term. To sign the words may have in the full text of the word frequency is not high, but it is better than other types of obtaining high of keyword can reflect the characteristics of information as follows.
\[ \mu_i = \begin{cases} 
\mu^{A_i}(x_i), & x_i \in A_i' \\
0, & \text{else} 
\end{cases} \quad (3) \]
\[ v_i = \frac{\sum_k (u_{ik})^m x_k}{\sum_k (u_{ik})^m} \quad (4) \]

The user model expression and the construction needs to consider how joins by chance the user by one structural formula method to the model in. This article uses in the label system chooses most can manifest the system characteristic a set, a set and the corresponding label set demonstrated carries on the judgment to the user and with the use judgment result establishment user model. Accordingly, we list the components.

- The contents of the file processing and analysis module, including the text content extraction, word segmentation and stop words, stem, weight calculation, matrix generation and other process documents.
- The recommendation engine module is the user interest vector obtained by the integrated user interest model module, the search result obtained by the personalized meta-search engine, the document and the user interest matrix finally obtained from the file content processing module, the similarity degree matching score calculation of the user interest document recommend content that is of interest to user.
- Recommend information presentation module, mainly is the user use the system to search, calculation every system in the background document and the user interest model similarity, size according to the similarity sorting as recommend information will be displayed in this module is recommended list.

3. SYSTEMATIC COMPONENTS OF OUR SYSTEM

3.1 The Marketing of Agricultural Products Overview

Since the beginning of the 21st century, China’s agricultural market has developed rapidly and professional, comprehensive market, the number increased significantly, and the market division more and more fine, the formation of the grain and oil market, vegetable market, fresh and fresh fruit market, aquatic products market and the meat market. At present, China’s agricultural products market has experienced a long-term high-speed growth and scale expansion has been gradually realized from the number of expansion to quality improvement. Agricultural products, the hardware facilities improved significantly increasing the grade of goods. Our country agricultural product market system consummates unceasingly, allocates and dispatches, the supermarket, sells the field and so on the primarily modern circulation way development tendency to be swift and violent greatly, the agricultural product marketing question obtained the widespread attention, but the agricultural product marketing also has the idea lag, brand consciousness is weak, market localization not clear, marketing channel not unobstructed and so on many questions, therefore unifies under the new current economic condition the consumer to the agricultural product demand characteristic carries on the discussion to the agricultural product new marketing way that has the extremely vital significance. As the change of the business environment, the traditional agricultural products marketing channel mode because has its limitations, has seriously hindered the sales of agricultural products, agricultural products sales problems occur frequently as the follows.

- At present, China’s agricultural products in the marketing channel running science and technology content is low and as is known to all, the primary requirement for the agricultural products is “fresh”, therefore, must attach importance to the preservation technology in the agricultural products storage and transportation. But for a long time, our country attaches great importance to the cultivation of crops only technology, but ignore the preservation of postharvest reserves, some more adverse impact.
- China’s agricultural marketing channels the traditional way of trading is still dominant, the market in the goods counterparts, spot transactions, buyers and sellers after a good price. By cash settlement. At present, some new marketing tools such as online transactions, auction transactions that commissioned transactions have emerged and began to gradually apply to the marketing of agricultural products, but because there are many constraints, the application of these new marketing tools are still more limited. The backwardness of the transaction makes the marketing channel inefficient, limiting the development of the industry.
- The overwhelming majority peasant household scale is small, the fund is insufficient, the information communication is impeded, the product are few that is unable to form the massive transactions cannot carry on the mass long-distance range the marketing, when meets the market risk resists ability to be very weak that is very low in the transaction process negotiations status. Peasant household this kind of more dispersible characteristic and the socialized big production more and more does not adapt, causes the agricultural product the sales difficult problem to produce repeatedly, this indicated the peasant
household and the peasant household did not cooperate have to the certain extent hindered the modern agricultural development advancement.

- The current wholesale market just simple products buyers and sellers of the exchange place, way to trade is relatively backward, and rarely use the auction, futures and other advanced mode to provide valuable information and services, settlement and payment channel function has not fully displayed.

With the improvement of the quality of life and the improvement of living standards, consumer demand for agricultural products has multi-level, diversified trends. Precision marketing of agricultural products is the first step on the basis of market research, accurate market segmentation and market positioning. The agricultural production operators according to the differences in the demand and purchasing behavior, buying habits and other aspects of the different consumers and the overall market is divided into different groups of consumers of agricultural products, and then according to the competitive situation of consumers pay more attention to the agricultural products of some characteristics or attributes and the extent of the market of agricultural products while its products in the market is in the "location". With the rise of e-commerce, many e-commerce enterprises have also joined the agricultural sales of the network, they are mainly farmers and that cooperatives signed a production agreement, which in agricultural producers and online shopping staff put up a bridge between the cross, all-weather business. "Farmers+suppliers+supermarket" model to achieve the farmers and supermarkets between the docking, eliminating the need for a lot of wholesalers link. Supermarkets use their own information and related management technology for farmers in the production, logistics and sales of the necessary services to achieve a direct docking between farmers and supermarkets, thereby enhancing the efficiency of agricultural products while reducing the intermediate links.

### 3.2 The E-commerce Agricultural Product Systems

Through the above analysis we can see clearly: sales of agricultural products can't use Taobao C2C mode to solve the contradiction between supply and demand, and by the association of leading enterprises, agriculture, to build the cooperative B2C platform also does not conform to the circulation law of agricultural products, as compared with the developed countries on the large scale, industrialization of agriculture, China's agriculture is given priority to with decentralized management, homework, most of the agricultural products also need to pass through deep processing to pass to millions of consumers.

As a result, we can only choose C2B as the main mode. It is producing the link, the cooperative society organizes the peasant household according to the market demand to unify carries on the production, sometimes the cooperative society accepts the demand enterprise the order form, and thus the basis order form arrangement production, and provides the technical support high-grade, the attention highly effective, in particular the recent years ecological agriculture and the product receive greatly welcome, the single production is difficult to control the agricultural chemicals amount used and the opportunity, but also organized has the instruction production to cause the ecological agriculture to turn the reality. It is selling the link, the cooperative society foreign and the agricultural product demand enterprise carries on the discussion, the sign purchase and sale contract on-line by the whole status and so on. It has the certainly economic capacity and the technology base cooperative society may from construct the website take has the characteristic agricultural product as the advertisement attraction customer, simultaneously may in the intermediary platform issue the supplies information, the inquiry demand information or that carries on the discussion on-line and even exports the agricultural product directly.

On net transaction good faith and safe very important, but authenticates the center to be able to provide the safer transaction environment, therefore cooperative society and some agricultural product demand enterprise. Agricultural products in the space of the regional and decentralized and the flow of information is not smooth so that the flow of agricultural products in the performance of the long-term performance of agricultural products from the information release, negotiation, grading, acceptance, storage, transportation and then processing, Time is longer. While the preservation of agricultural products and storage technology and other related facilities behind the backward making the perish of agricultural products has seriously increased the cost of agricultural products and risks and e-commerce products to get rid of the limitations of time and space, no matter when and where businesses are able to understand the relevant information through the network and online negotiations, thereby greatly reducing the flow of agricultural products shown in the figure 7.

- The agricultural product industry chain electronic commerce pattern essence is the agricultural product correlation all information conformity. This is a huge system that needs each department the coordinate coordination may set up by the government agriculture department, also may complete by the business organization. This system may base on the Internet platform, while union sound ways and so on news telephone, in machine short note achieve the resources the biggest sharing.

- Anyone without involving agricultural products based on the research of the system can be involved in the activities of the agricultural products. This system requires powerful, simple and convenient and quick, convenient for most farmers queries with the lower cultural level. Detailed classification, some small link under the large categories can be subdivided, such as procurement as the system can include
pesticide seed procurement, procurement and other fertilizers to subdivide the agricultural information enough to do a more comprehensive, more professional.

- The system can also be based on the analysis of market information to give professional guidance. The peasants in our country because of limited knowledge may ignore these problems, so the system should provide a plate according to the current status of the agricultural products market, the analysis gives reasonable and appropriate, for agricultural producers to make the right choice.

![Diagram of E-commerce Agricultural Product System Architecture](image)

**Figure 7** The E-commerce Agricultural Product System Architecture

### 4. EXPERIMENT

In the figure 8, we show the performance test of the proposed e-commerce system and in the figure 9 and 19, we show the performance test of the proposed recommendation algorithm in the small and large scale data set, respectively. The effectiveness of the model is well proved and pushed enough attention.

![Performance Test of the Proposed E-commerce System](image)

**Figure 8** The Performance Test of the Proposed E-commerce System
5. CONCLUSION

With the rapid development of the Internet commercialization, many businesses have set up their own e-commerce system. Faced with such a big change in the traditional management theory and the management methods have been difficult to meet the requirements in the era of e-commerce, many new problems must be from theory to practice. Our country at present agricultural production basic was take the family as unit's small-scale production, between the agricultural produce the basically existence information exchange, the peasant household often does not rely on oneself old times the price experience to choose the production project, determined the scale of production, thus caused the agricultural production arrangement to be passive, has affected the agricultural production whole stability and farmer's enthusiasm.

Electronic commerce may the agricultural production pre-natal, produce, the post-natal various links unifies organically the solution agricultural production and the market information not assymetrical question that enable the agricultural producer to understand promptly the market information and produces according to the market demand situation reasonable organization that avoids the price huge undulation which because the output creates and reduces the agricultural production risk. Our proposed model can solve the existing challenges and provide the community of the novel fresh agricultural products marketing scenario.

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