Evaluation of the Trading Website for Agricultural Products in China

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Abstract Agricultural product trading website is not only an important way to realize the agriculture informatization, but also the main manifestation of the agricultural informatization. Based on the preliminary understanding of the content and characteristics of China's agricultural product trading website, the paper builds a scientific evaluation indicator system and evaluates 50 typical agricultural product trading websites objectively by using classification and grading method. The results show that the overall construction level of China's agricultural product trading websites is general, and there are obvious differences between regions; the lack of website commercial function and the lag of informatization are the main factors restricting the development of agricultural product trading websites.

Key words Agricultural products, Trading website, Evaluation, Indicator system

With the continuous development of economy and technology, the Internet-based trading website for agricultural products has developed rapidly and plays an important role in dominating people's material life. However, relative to the quantity of trading website for agricultural products, the quality of website can better measure the agricultural information-based level in one region in the context of rapid agricultural information-based development nowadays. The website quality needs to be evaluated by the corresponding evaluation indicator system. The evaluation of the trading website for agricultural products is the evaluation of the operation status and service quality of the website according to certain evaluation content and evaluation methods. As an important driving force for the development and improvement of agricultural enterprise informatization, the evaluation of the trading website for agricultural products not only makes the enterprise website develop rapidly, but also helps improve the overall level and quality of the trading website for agricultural products through the evaluation activities, monitor and promote the standardized operation of the trading website for agricultural products, thus promoting the development of the agricultural enterprise informatization and accelerating the agricultural modernization[1].

1 Overview of the trading website for agricultural products

The trading website for agricultural products refers to the professional website providing a trading platform for the majority of enterprises and self-employed households, with the agricultural products as the main content or service object. According to its business model, it can be divided into B2B, B2C, C2C and C2B as well as the mixed model integrating the foregoing major models, and the mixed model is mostly used for the trading website for agricultural products in China. According to the property of organizers, it can be divided into four categories: government websites, corporate websites, organization websites and media websites[2]. The corporate and organization websites are showing a rapid growth trend, and are the key object of the evaluation of the trading website for agricultural products. According to the type of goods that the websites operate, it can be divided into agriculture-related trading website for agricultural products and professional trading website for agricultural products. For example, Taobao, Jingdong and Alibaba are the agriculture-related trading websites for agricultural products, while ZGNY168, CNHNB and NONGPIBAO are the professional trading websites for agricultural products. In this paper, we take the professional trading website for agricultural products as the object of study, and there are multifarious products in the agriculture-related trading websites, and these websites do not apply to the evaluation indicator system for the professional trading website for agricultural products, so they are not considered.

China is an agricultural country with a long history, and the agricultural website as the basis and platform for the agricultural network information and e-commerce, is an important part of China's agricultural informatization using the latest modern means of communication. The rapid development of the trading website for agricultural products also provides a lot of convenience to China's agricultural trade. In 2013, China initially formed the multilevel e-commerce network system for agricultural products including the agriculture-related government information network and electronic trading network of agricultural products, covering more than ten industries such as liquor, agricultural products, forestry products, animal husbandry and fishery products; there were 161 online trading markets of agricultural products with the trading volume reaching more than 1 billion yuan, and there were 16 online futures trading varieties of agricultural products with the trading volume reaching 3.153 billion yuan; food and fresh farm produce

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became the hot products online[3]. In recent years, many areas in China create agricultural e-commerce cloud service platform and various kinds of trading platforms for agricultural products to provide a full range of information-based services for the trading of agricultural products, achieve remarkable success in the agricultural informatization construction work, and also provide strong technical support for the rapid development of the industrialization of agriculture.

2 The evaluation indicator system for the trading website for agricultural products in China

Specific and feasible evaluation system is a prerequisite for performing the website evaluation. It is generally divided into the following steps:

(i) Determine the overall goal and establish the goal layer;

(ii) Decompose the goal layer into first-level indicator system and second-level indicator system;

(iii) Form the evaluation indicator system table[4].

According to the current situation of development of China's trading website for agricultural products, the websites vary greatly in the development of e-commerce functions and other aspects, so this paper takes the professional agricultural website that can provide the supply information and transaction services of agricultural products as the object of study and establishes the following evaluation system.

2.1 Establishment of the evaluation indicator system Based on the content of China's trading website for agricultural products, information resource properties and website characteristics, we extensively review the literature and seek the opinions of agricultural information experts, to establish 4 first-level evaluation indicators and 16 second-level evaluation indicators, as is shown in Fig. 1.

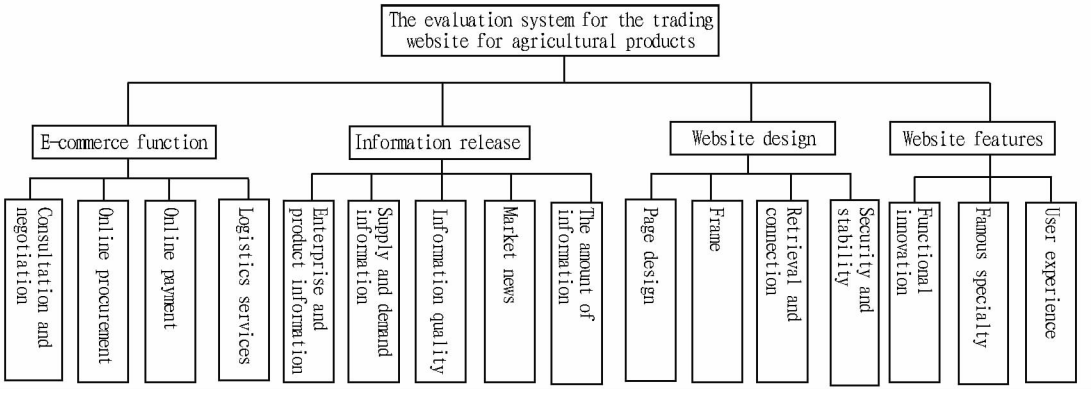

Fig. 1 The evaluation system for the trading website for agricultural products

2.2 Indicator analysis

2.2.1 E-commerce function. It means that in the open network environment, various business activities between buyers and sellers are carried out without meeting, based on browser/server application mode. According to the trade patterns and characteristics of agricultural products, it can be summarized as the following four indicators.

(i) Consultation and negotiation. It is an indispensable tool to the online payment and procurement using the non-real-time e-mail, news groups and real-time discussion groups to understand the market and product information, and negotiate trade matters[5].

(ii) Online procurement. It is a way of transaction that the users complete the procurement via the Internet platform, buyers and sellers trading system or third-party trading platform.

(iii) Online payment. It refers to the use of electronic payment means between customers and merchants for the online payment, and it is an important part of e-commerce function, including online banking payment and third-party payment.

(iv) Logistics service. It means the supply service of agricultural products provided by the sellers to the buyers through companies' logistics sector or logistics companies, and it can be divided into sales logistics and third-party logistics.

2.2.2 Information release. Information release is the key to the trading website for agricultural products, and by the real-time information released by the website, the businesses and customers get what they need in order to reach a deal. We select the following 5 evaluation indicators:

(i) Enterprise and product information: description of the industry that enterprises are engaged in, enterprise performance, and details of products and services.

(ii) Supply and demand information: description of the supply and demand of agricultural products for enterprises or individuals.

(iii) Information quality: quality of the supply and demand information released by the website, as the core evaluation indicator for the trading website for agricultural products.

(a) Comprehensiveness: whether the information of agricultural products included in the website is comprehensive and extensive, whether it is involved in all areas related to agriculture, whether the agricultural trade information resource types are complete;

(b) Practicality: the actual value of the supply and demand information;

(c) Accuracy: whether the information of agricultural products is correct, whether it is in line with the factual criteria and the real situation, whether the information provided by the trading

website for agricultural products is true and valid, whether it is combined with the information of demand of enterprises and farmers for agricultural products[5];

(d) Timeliness: whether the information of agricultural products is always up to date, whether it is updated timely and regularly.

(iv) Market information: the report on the agricultural areas that the enterprises are involved in, the current trend of prices of agricultural products, supply and demand information of agricultural products and other important news.

(v) The amount of information: the amount of information released by the trading website for agricultural products, as an important indicator for assessing whether one website functions well.

2.2.3 Website design. Website design is a process of converting the software demand into the software website, and its purpose is to generate website. It can be summarized as the following four indicators.

(i) Page design: website function planning, page design and beautification according to the nature of the website, whether the page of the trading website for agricultural products is concise and easy to read, user-friendly and vivid.

(ii) Frame: whether the frame of website is clear, whether the layout and classification are reasonable, whether the organizational structure can meet the people's daily habits and needs.

(iii) Search and link: whether there is internal site search engine, whether the search methods are diverse, whether the classified search is available, whether all the websites are easily linked, whether the linked resources remains novel[5].

(iv) Security and stability: whether the website system is maintained by the person specifically appointed for this task, whether there are preventive measures, whether there are dead links and loopholes.

2.2.4 Website features. The website features are an important symbol to distinguish one website from another, and also a manifestation of strengths and advantages of website. The features of the trading website for agricultural products are mainly reflected in the function innovation, business philosophy and user experience of the website, which can be specifically summarized as the following three indicators.

(i) Function innovation: whether the website has its own characteristics in terms of user interface, resources and technology applications, whether the new application modules are added, whether the new technical support is adopted.

(ii) Features of famous and high quality products: market positioning of features, functions, packaging technology and sales channels of the product different from that of other products. It mainly includes characteristic agricultural products, organic agricultural products and green pollution-free agricultural products.

(iii) User experience: subjective feelings of users during the use of the trading website for agricultural products, mainly including the interactivity, ease of use and fun, etc.

3 Evaluation methods

3.1 Weight coefficient The weight of all levels of indicators in the evaluation system for the trading website for agricultural products mainly takes the importance of indicators as the principle, comprehensively considering the features, functions and purposes of the trading website for agricultural products, and using the expert consultation method and user survey questionnaire to reasonably allocate the weight of all indicators, as is shown in Table 1.

Table 1 The evaluation indicator system for the trading website for agricultural products and weight

Evaluation content		Evaluation level
First-level indicators	Second-level indicators	Third-level indicators
E-commerce function(0.2)	Consultation and negotiation (0.1)	Online communication (0.6)
		Private contact (0.4)
	Online procurement (0.2)	Direct procurement (0.6)
		Procurement negotiation (0.4)
	Online payment (0.4)	Online banking payment (0.6)
		Third-party payment (0.4)
	Logistics services (0.3)	Whether to provide the logistics services (1.0)
Information release(0.35)	Enterprise and product information (0.2)	Enterprise details(0.3)
		Product details (0.4)
		Product services (0.3)
	Supply and demand information (0.2)	Supply (0.3)
		Demand (0.3)
		Supply and demand time (0.4)
	Information quality (0.4)	Comprehensiveness (0.2)
		Practicality (0.2)
		Accuracy (0.2)
		Timeliness (0.4)
	Market information (0.1)	Real-time price trends (0.4)
		Supply and demand (0.3)
		Important policies and news (0.3)
	The amount of information (0.1)	The amount of information released(1.0)

(Table 1)

Evaluation content		Evaluation level
Website design (0.25)	Page design (0.3)	Whether it is in line with the criteria of website (0.4)
		Friendly interface degree (0.3)
		Whether the pictures and texts are combined(0.3)
	Frame (0.2)	Whether the frame is clear (0.4)
		Whether the layout and classification is reasonable (0.4)
		Whether it meets daily habits(0.2)
	Retrieval and link (0.2)	Whether there is a search engine (0.3)
		Whether to provide classified search(0.2)
		Number of links (0.2)
		Link speed (0.3)
	Security and stability (0.3)	Security (0.5)
		Stability (0.5)
Features website (0.2)	Function innovation (0.2)	Application module innovation (0.5)
		User interface innovation(0.5)
	Features of famous and high quality products (0.4)	Characteristic agricultural products(0.4)
		Organic agricultural products(0.3)
		Green agricultural products(0.3)
	User experience (0.4)	Interaction (0.4)
		Ease of use (0.4)
		Fun (0.2)

3.2 Evaluation levels and standards In this study, we use the four-level grading and two-level calibration scoring method. The evaluation results of indicators are divided into four grades: A, B, C and D. The specific standards are stipulated for A and C: A is excellent; C is average; B, between A and C, is good; D, below C, is poor. In specific evaluation, the evaluators give scores based the four levels of A, B, C and D, to make the evaluation process operable and evaluation results more objective and accurate. The evaluation results of various indicators are quantified when calculating in accordance with the four statistical standards of A (95 points), B (85 points), C (75 points) and D (45 points). The scores of various indicators are totaled up to get the total score of website to be evaluated. Finally, based on the score section of total score (90 – 100 points, excellent; 80 – 89 points, good; 70 – 79 points, average; below 69 points, poor), the final evaluation level of website is determined[1].

4 Case study

This paper aims to analyze the trading website for agricultural products in China, in order to understand the current situation of the trading website for agricultural products in China and the existing problems, and verify the correctness of the evaluation system, so the selection of case is the key to the study in this paper. On the basis considering the nature, trading patterns, location, scale and search of website, we select 50 of the most representative trading websites for agricultural products as the evaluation cases. Using the user survey method, we take the average of statistical results and get the first-level indicator score, final score and evaluation levels according to the weighted summation of weight coefficient of various indicators, as shown in Table 2.

5 Conclusions

This paper offers a scientific and comprehensive evaluation indicator system for the evaluation of the trading website for agricultural products, covering 41 evaluation indicators, 4 modules (e-commerce, information release, website design and website feature) related to the trading website for agricultural products. Through the evaluation of 50 typical websites in China, the correctness and feasibility of evaluation indicator system is verified. Based on the first-level indicator score of website, total score and evaluation level, we can draw the following conclusions.

5.1 The overall level is ordinary and the development trend is good The overall average score of the trading website for agricultural products in China is 77.7, at the medium level, indicating that the development of the trading website for agricultural products in China is currently at the medium level. From the analysis, it can be found that the overall score of the websites follows the normal distribution, and shows a growing trend, indicating that the trading website for agricultural products in China shows a good trend and the outlook is brilliant.

5.2 The distribution tends to be concentrated and the regional differences are prominent The trading websites for agricultural products in China are mainly concentrated in Beijing, Hebei, Shandong, Zhejiang, Guangdong and other central and eastern coastal areas, accounting for 90% of the total trading websites for agricultural products in China. In the western regions, there are few trading websites for agricultural products, the website quality is poor and there are prominent regional differences, which is inextricably linked to the regional economy, environment, transportation, population and other human factors.

5.3 There is a shortage of business functions and the website feature is poor In the evaluation system of the trading website for agricultural products, the average score of four first-level indicators (e-commerce, information release, website design and website feature) is 0.126 3, 0.279 3, 0.218 3 and 0.153 1, respectively, and the converted percentage is 63.15%, 79.8%, 87.32% and 76.55%, respectively. Thus it can be found that there is a serious lack of e-commerce functions of website, mainly mani-

fested in online payment and logistics services. The case study shows that 90% of websites do not have the online payment feature, and the transaction is mainly completed via bank account transfer; 80% of websites do not provide logistics services, and after the transaction, the transport of agricultural products is done by a third party logistics company.

Table 2 Scores of indicators on the trading website for agricultural products in China

Website name	Website URL	Regions	Score of the first-level indicator				Total score	Level
			E-commerce	Information release	Website design	Website features		
Nongye	http://www.ny.99114.com/	Beijing	0.149	0.288 4	0.222	0.158 8	0.818 2	Good
Nyhelp	http://www.izhunong.com/	Beijing	0.118	0.268 1	0.223 25	0.164 4	0.773 75	Average
Bjapt	http://www.bjapt.com.cn/	Beijing	0.101	0.221 9	0.219 75	0.18	0.722 65	Average
Xinfadi	http://www.xinfadi.com.cn/	Beijing	0.117 2	0.298 76	0.218	0.133 2	0.767 16	Average
Nfcpgx	http://www.nfcpgx.org.cn/	Beijing	0.168	0.238	0.222 5	0.167 6	0.796 1	Good
Dgdx	http://www.dgdx.com/	Shandong	0.128	0.316	0.219	0.175 6	0.838 6	Good
Chinahhce	http://www.chinahhce.com/	Shandong	0.128	0.298 2	0.218	0.129 2	0.773 4	Average
Ncp99	http://www.ncp99.com/	Shandong	0.118	0.302 4	0.219	0.167 6	0.807	Good
B2bagri	http://www.b2bagri.com.cn/	Zhejiang	0.136	0.309 75	0.223	0.170 48	0.839 23	Good
Nbapm	http://www.nbapm.com.cn/	Zhejiang	0.13	0.231 7	0.188 5	0.117 2	0.667 4	Poor
Agronet	http://www.agronet.com.cn/	Zhejiang	0.124	0.306 95	0.225 2	0.158	0.814 15	Good
Dadi99	http://www.dadi99.com/	Zhejiang	0.163 8	0.277 9	0.221 25	0.156 4	0.819 35	Good
Net Agricultural Treasure	http://www.nongbaow.com/	Jiangsu	0.124	0.302 4	0.22	0.172 4	0.818 8	Good
Zggpjy	http://www.zggpjy.com/	Jiangsu	0.118	0.251 3	0.214 25	0.141 2	0.724 75	Average
Nsagri	http://www.nsagri.com/	Guangdong	0.118	0.296 45	0.219	0.142	0.775 45	Average
Abuya	http://www.abuya.com.cn/	Guangdong	0.136	0.289 1	0.223 25	0.1492	0.797 55	Good
Enong	http://enong.gdcct.gov.cn/	Guangdong	0.124	0.319 55	0.229 25	0.1625	0.835 3	Good
Gdagri	http://www.gdagri.org	Guangdong	0.136	0.306 95	0.246 25	0.162	0.851 2	Good
Zgncpzxw	http://www.zgncpzxw.com/	Anhui	0.118	0.286 3	0.220 25	0.156 4	0.780 95	Average
Huinong	http://www.ask88.cn/	Anhui	0.118	0.285 25	0.220 25	0.158 4	0.781 9	Average
Coopb2b	http://www.coopb2b.com/	Anhui	0.118	0.280 7	0.220 25	0.129 2	0.748 15	Average
3nxxw	http://www.3nxxw.com/	Hebei	0.118	0.300 65	0.224	0.162 8	0.805 45	Good
Hbape	http://hbape.com/	Hebei	0.151	0.282 1	0.220 25	0.161 6	0.814 95	Good
Zgysncp	http://www.zgysncp.com/	Hebei	0.118	0.246 4	0.216 5	0.153 2	0.734 1	Average
Ap86	http://www.ap86.com/	Hunan	0.09	0.243 6	0.206 25	0.121 2	0.661 05	Poor
51fendi	http://www.51fendi.com/	Hunan	0.121 6	0.300 65	0.212 5	0.129 2	0.763 95	Average
Blat	http://www.blat.cn/	Shaanxi	0.148	0.295 75	0.216 5	0.165 6	0.825 85	Good
Lisanxing	http://www.lisanxing.com/	Shaanxi	0.118	0.321	0.234	0.149 2	0.822 2	Good
Xinsinong	http://www.xinsinong.com/	Shaanxi	0.118	0.324 1	0.233 75	0.178 4	0.854 25	Good
Yancp	http://www.yancp.com/	Shaanxi	0.156	0.218 4	0.227 25	0.156 4	0.758 05	Average
Siji5	http://www.siji5.com/	Chongqing	0.136	0.302 05	0.222 25	0.172 4	0.832 7	Good
Cqcs	http://ncp.cqcs.gov.cn/	Chongqing	0.118	0.263 2	0.221 25	0.156 4	0.758 85	Average
Cn6158	http://www.cn6158.com/	Sichuan	0.128	0.237 1	0.216 5	0.141 2	0.722 8	Average
Chinancp	http://www.chinancp.cn/	Sichuan	0.118	0.283 85	0.218 5	0.161 2	0.781 55	Average
Pzhtsncp	http://www.pzhtsncp.com/	Sichuan	0.124	0.212 8	0.205	0.138	0.679 8	Poor
Lenw	http://www.lenw.cn/	Guizhou	0.118	0.295 4	0.219	0.172 4	0.804 8	Good
Gxape	http://www.gxape.com.cn/	Guizhou	0.127 2	0.319 2	0.232 25	0.172 4	0.851 05	Good
Nye	http://www.nye.com.cn/	Shanxi	0.118	0.285 95	0.218	0.142	0.763 95	Average
W13579	http://www.w13579.com/	Shanxi	0.118	0.302 4	0.227 5	0.151 2	0.799 1	Good
Nongwang	http://js.nongwang.com/	Heilongjiang	0.116 4	0.283 5	0.203 125	0.152 4	0.755 425	Average
Jlbot	http://www.jlbot.com/	Jilin	0.147 2	0.290 5	0.218	0.153 6	0.809 3	Good
Nmgjinjun	http://www.nmgjinjun.com/	Inner Mongolia	0.118	0.203 7	0.192 25	0.156 4	0.670 35	Poor
Tedabot	http://www.tedabot.com/	Tianjin	0.114	0.288 05	0.221 5	0.13	0.753 55	Average
Ncp360	http://www.ncp360.cn/	Henan	0.151	0.309 75	0.23	0.167 6	0.858 35	Good
Srny	http://www.srny.cn/	Jiangxi	0.163	0.247 8	0.212	0.145 2	0.768	Average
Fjmtn	http://www.fjmtn.com/	Fujian	0.113 2	0.271 25	0.214 25	0.14	0.738 7	Average
Fyncpjy	http://www.fyncpjy.com/	Yunnan	0.106 8	0.218 4	0.201 5	0.117 2	0.643 9	Poor
Bamudi	http://www.bamudi.com/	Hubei	0.117 2	0.286 1	0.218	0.158 8	0.780 1	Average
Gansu agricultural informatization trading platform	http://www.nylm.org/	Gansu	0.114 8	0.245	0.183	0.136	0.678 8	Poor
XJ359	http://www.xj359.com/	Xinjiang	0.118	0.302 4	0.216 5	0.162 8	0.799 7	Good
Average score			0.126 3	0.279 3	0.218 23	0.153 13	0.777 0	

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Plan for Clean Bohai Sea in combination with local realities and plans of the state and related departments.

2.4 Marine management under regional government cooperative mechanism Inter-governmental cooperation in small field is an effective approach for the marine regional management. A typical example is big cleanup action jointly undertaken by Xiamen, Quanzhou, and Zhangzhou government to control spread of Enteromorpha. Oceanic authorities of Xiamen, Quanzhou and Zhangzhou jointly formulated the action plan of "one outline and two systems" and established perfect cooperation framework for the marine regional management, to carry out common management and maintenance of marine ecology near these three cities[8]. In summer of 2008, large area of Enteromorpha spread in coastal areas of Qingdao and seriously influenced marine ecosystem and beach tourism industry of Qingdao. Then, Yantai, Weihai and Rizhao offered their help and set up an emergency work team with deputy mayor as commander-in-chief. Finally, they successfully controlled spread of Enteromorpha.

3 Conclusions

At present, China has made considerable achievement in the marine regional management from both the theoretical and practical perspective. However, at the same time of breaking restriction of traditional management mode, China should make effort to establish proper marine regional management system with Chinese characteristics. Therefore, in the future marine management, it is still required to take the road of combining theories and practice. Firstly, scholars should continue making theoretical exploration and providing theoretical support and recommendations for implementing the marine regional management in a larger area. Secondly, the marine regional management should be constantly deepened and reformed under the guidance of these theories, to increase implementation efficiency of China's marine management, establish the marine regional management system as early as possible, and really realize benign interaction and sustainable development of marine economy and marine ecological environment.

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The website feature is mainly focused on famous specialty and ease of use. 78% of the websites do not have the module of famous specialty, and in the released supply and demand information, there are few specialty, organic or pollution-free agricultural products; the main body of transaction of the trading website for agricultural products is enterprises and individual farmers, and the majority of websites have complicated operation and tedious web pages, unable to better meet customer needs.

5.4 The timeliness of information is poor and the closure of website is serious The case study shows that 12% of websites have been closed down, and the main reason is that there is a shortage of information-based resources in the trading website for agricultural products, the information update cycle is long and there is a serious lack of information. Transaction information is the lifeblood of the trading website for agricultural products, and the timeliness and amount of information are the basis of normal operation of the website. Therefore, the information awareness of agricultural enterprises needs to be constantly enhanced, and the construction level of websites should be constantly improved, which is the problem to be solved for the rapid and stable development of trading website for agricultural products, and also the key to further realization of agricultural informatization.

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