

Exploring the Road of Digital Transformation of Agricultural Marketing Based on the Perspective of Platform Economy

Jiaxian Chen, Yu Zhang and Rixin Zhang *

School of Economics and Management, South China Agricultural University, Guangzhou 510630, China

Abstract: In order to meet the trend of digital transformation and build a marketing system for agricultural products in the form of platform economy, this paper adopts the literature research method to analyze the coupling of the two concepts of platform economy and agricultural products marketing under the framework of digital transformation, and explain the immaturity of marketing subjects, non-standardized marketing channels, unsuitable logistics system, unsuitable marketing products and unclear marketing rules under the current digital transformation mode of agricultural products marketing. The problems of quality assurance and unclear marketing rules. As a result, this paper puts forward policy suggestions, namely, taking the government as the leader, actively exploring new thinking, new ideas and new roads for digital transformation of agricultural products on the basis of improving the legal system, and building a standardized, extensive and innovative Internet agricultural products marketing platform by strengthening the training for relevant practitioners.

Keywords: platform economy; agricultural products marketing; digital transformation

1. Introduction

With the vigorous promotion of the rural revitalization strategy and the technological empowerment of high-tech digital technologies such as Internet+ , big data, and cloud computing, the degree of agricultural modernization has been further improved, the potential of the agricultural and rural reserve army has been further developed, the market of agricultural products has been further developed and expanded, and a new e-commerce consumption concept based on the Internet concept has been gradually derived. Under this new trend of e-commerce consumption concept, the marketing model of agricultural products has gradually evolved from the old model, which was fixed on the value of the agricultural products themselves, to an industry with the characteristics of a platform economy, especially emphasizing the coordination of three dimensions of experience sharing, interaction sharing and value sharing [1].

At present, many agricultural marketing industries that are still in the transition period have the problems of immature marketing subjects, non-standardized marketing channels, unsuitable logistics systems, non-qualified marketing products, and unclear marketing rules, which have not effectively met the diversified, novel, and shared consumption demands presented by consumers nowadays, and it is also difficult to effectively guide this emerging industry. In this context, it becomes crucial to building a marketing strategy for agricultural products that adapts to the current emphasis on digital transformation.

2. Definition and Characteristics of the Platform Economy

2.1. Definition of the Platform Economy

The concept of the platform first originated in the field of natural science, referring to the part with the role of piggyback and support formed by the arrangement and combination of digital and physical elements of a hierarchical modular system in a certain way and rule. In the field of social sciences, there is no clear definition yet. According to the definition of the United Nations Commission on International Trade Law, a platform is an organizational form in which, in addition to the unilateral market, the operating business units are piggybacked on the Internet platform and interactively communicate, flow, and transform through an interdependent group of users among multiple subjects, thus bringing benefits to the subjects of at least one party. According to the definition of a platform in the "Antitrust Guidelines on Platform Economy", a platform is an organizational form that enables multiple subjects with interdependent relationships to interact with each other according to certain rules and methods through Internet information technology, and thus jointly create commercial value [2]. As for the platform economy, this paper gives the following definition: platform economy is a new economic form based on Internet information technology, through the construction of the rule interaction system of multiple subjects, relying on the Internet platform and platform economy operators, and through the role of the open effect, network effect and exponential effect of the Internet platform, to re-coordinate the allocation of resources.

2.2. Characteristics of the Platform Economy

The platform economy is based on the open, interactive, and convenient Internet third-party platform website, and relies on the influence and credibility of the third-party service unit to bring benefits to at least one of the subjects through the reallocation of capital elements, product elements, technical elements and talent elements brought by the interactive experience among multiple subjects of interest. The platform economy has the following four basic characteristics according to its Internet properties.

2.2.1. The Scale of the Platform Economy

The scale of the platform economy comes from the Internet effect itself. Through the information technology and user groups carried by the Internet, the platform economy itself is not restricted by objective conditions such as time, space, and natural resources, and the interaction of interests of multiple subjects is carried out on the Internet with the property of interoperability of all things, thus forming a huge economy of scale effect. In terms of cost saving, the platform economy through the intensive use of digital technology, with the help of Internet +, cloud computing and big data, and other functions, can effectively alleviate and solve the cost constraints of tangible or intangible products, attract the influx of traffic by the periodic windfall brought by the Internet effect, making the platform economy operation itself requires relatively smaller labor costs, technical costs or equipment costs, to create extreme The marginal critical value under the economy of scale, through the exponential growth of revenue to achieve the infinite growth of operating costs to zero. In addition, the platform economy has the characteristic of openness, through the huge number of users and huge market share to produce the economic effect of scope economy and acquaintance economy, to achieve the exponential growth and wave expansion of the platform economy model.

2.2.2. Lock-in Nature of Platform Economy

The platform economy implements differentiation strategies for users at both the Customer end and the Business end, such as orientation differentiation strategies, i. e., attracting new users with low-cost entry thresholds, while discriminatory restrictive measures on platform rules are imposed on old users, making various factors enter digital channels using exclusivity, and making the most reasonable allocation of resources using the With the most reasonable market regulations, various factors are siphoned to the Internet platform because of digitalization, which leads to the narrowing of market differentiation and the gradual orientation of market resource allocation, and a certain extent, the rationality of market resource allocation is lost [2]. Under the premise of market expansion of large platforms, small platforms will gradually lose market share and

platform user ownership because of the phenomenon of "user plunder" from other large platforms, which eventually leads to large platforms gaining user stickiness, and once user stickiness is locked, it may lead to the problem of platform economic monopoly and the emergence of the phenomenon of "winner takes all" [3].

2.2.3. Multi-Attribution of the Platform Economy

The multi-attribution of platform economy refers to the existence of two or more Internet platforms, which may be used simultaneously by consumers due to the existence of selectivity among users, especially when the cost to be paid for random selection among Internet platforms is extremely low. Therefore, to avoid losing potential consumers, merchants tend to adopt the marketing strategy of the co-existence of multiple platforms based on the profitability of capital. Although large platforms can bring huge economic dividends through powerful network effects, the potential special services, specific user groups, and marginal functional characteristics of small platforms are more adaptable to meet the needs of diversified merchants.

2.2.4. The Efficiency of the Platform Economy

The high efficiency of platform economy refers to the platform's digital technology-based, interactive user experience, merchant-linked sales, and logistics tiling coverage, which presents characteristics of timeliness, materiality, accuracy, and convenience through new business processes, industrial form integration, and business resource allocation mode [4]. Through technologies such as Internet big data and cloud computing, marketing platforms can digitally process information such as users' click time, click frequency, browsing time, and hot product positioning, and precisely match users' needs based on computer algorithms through database storage and calculation, and at the same time, implement precise satisfaction for users' needs through specific pushing and advertising guidance, etc. To better adapt to the increasingly diversified market demand.

3. Problems

As one of the main contents of implementing the new development concept and building a modernized economic system, the rural revitalization strategy has become a new strategy for the work of the "three rural areas" under the historical orientation of socialism with Chinese characteristics entering a new era. This is a major strategic deployment made by General Secretary Xi Jinping based on his profound understanding of new laws and new tasks at a new stage of the development of the "three rural areas" in the new era, reflecting the value orientation of the Party's compassion for farmers and concern for the "three rural areas", and concentrating on the inevitable requirements of agricultural and rural development in the new era. Thus, the concept of digital transformation of agricultural products has become an important initiative to use science and technology to create a strategy for rural revitalization under the new situation of agriculture and rural areas in the new era [5]. For the new situation of agriculture and rural areas, the digital transformation of agricultural products has certain positive significance for opening up the market and solving the phenomena of stagnant agricultural products and reverse market cycle inputs brought about by problems such as information asymmetry and logistics behavior capacity constraints.

However, the digital transformation process which is initially located in the marketing of agricultural products with the help of Internet platforms still has the following five dimensions of problems.

3.1. *The Immaturity of the Main Body of Agricultural Products Marketing*

From the perspective of production subjects, farmers generally lack reasonable marketing concepts, professional marketing skills, timely and accurate information channels, etc. Under the impact of the traffic economy era, the concept of a "short and fast" traffic economy has become a reasonable support concept for farmers' short-sighted thinking after the sinking of classes [6]. Accordingly, farmers generally tend to be more interested in the "short and fast" flow economy. Accordingly, farmers generally tend to blindly invest, concentrate production, put in large quantities, and make quick profits, which is unfavorable to building a reasonable, timely, legal, and profitable agricultural brand. Compared with farmers, agricultural production

cooperatives have greater comparative advantages in agricultural machinery and equipment, agricultural chemical technology, agricultural start-up capital, etc. Under the advantage of agricultural product scale management, agricultural production cooperatives are further extended on the road of large-scale operation, and modern agricultural organizations of initial scale appear. Nonetheless, agricultural production cooperatives also have the problems of blurred positioning, confused management, lack of brand awareness, and other modern enterprise normalization due to their large organization [7]. As for the leadership in the direction of rural revitalization, the existing agricultural production cooperatives still have not reached the level of leaders that they should have, plus some village committees and village collectives lack the concept of making the collective economy bigger and stronger, do not know how to adopt scientific and reasonable methods of working with the masses, and adapt in different ways to deal with village cadres' daily work obstruction, which often makes the village collective assets in a state of "wanting to develop but not being able to, and in case of trouble, being obstructed". The village collective assets are often in the dilemma of "wanting to develop but can't, encountering things and then blocked".

From the perspective of the main sales body, the relative requirements for the quality of agricultural products retailers in the era of platform economy tend to be initially higher, and the increasingly inward-looking competition makes some agricultural products retailers unable to keep up with the needs of the outside world through study and training, thus gradually lacking scientific and rational understanding of the publicity methods and promotion concepts of agricultural products, resulting in insufficient publicity efforts, biased publicity methods, misplaced publicity angles, and dissatisfied publicity users. Social problems such as misalignment of publicity angle and dissatisfaction of publicity users [6]. Compared with agricultural retailers, farmers as the supply side are often in a vulnerable and passive position in the era of the platform economy, and in the face of intensive management and management of agricultural products, they often need to use the layer of agricultural retailers, while agricultural retailers are prone to right-leaning opportunism due to the problem of capital profit-seeking, i. e., frequently changing agricultural suppliers to pursue maximum capitalized interests. This is not only detrimental to the formation of a stable supply and demand relationship but also easy to causes vicious competition among farmers, thus undermining the smoothness and authenticity of agricultural market information and seriously affecting the efficiency of agricultural marketing channels.

3.2. Agricultural Marketing Channels Are Not Standardized

From the perspective of channel members, there are mainly problems of unstable relationships, easy vicious competition, and unequal status among channel members, as shown below.

3.2.1. Unstable Relationship

Due to the problems of education level, capital level, and technology level, farmers generally lack reasonable information and cooperation consciousness, which leads to backwardness in agricultural production, singularity in agricultural marketing, and confusion in agricultural management, and cannot build an effective and benign cooperation relationship among farmers [8]. At the same time, the self-interest consideration as a rational person in the market will further intensify the irregularity of agricultural marketing channels, for example, disturbing the regular channels of the market and maliciously suppressing peers, which will become a great resistance to the large-scale production of agricultural products and the organization of agricultural products marketing by agricultural e-commerce.

3.2.2. Easy Vicious Competition

At present, due to the narrow and single characteristics of agricultural marketing channels, the number of agricultural intermediaries does not reach the level of meeting the market demand, which is unfavorable to the further expansion of the agricultural market. On the other hand, the unreasonable audit of agricultural intermediaries' entry into the market is likely to lead to the profit-seeking behavior of agricultural intermediaries in the process of marketing agricultural products, thus making the marketing channels appear bloated. In the

absence of a reasonable system to restrain the situation, due to the intermediaries arbitrarily toggle the price scales, it will lead to the formation of vicious competition among farmers and suppliers, making the interests of farmers damaged, which will be greatly detrimental to the formation of a healthy and sustainable development of agricultural market order [9].

3.2.3. Unequal Status

The low status of farmers in the market is the problem we have to face for the three farmers. In the free and profit-oriented market relationship, the relationship between farmers and intermediaries is often characterized by profit-oriented antagonism due to the different positioning of market subjects, and this profit-oriented antagonism derived from the assumption of rational man in the market will further harm the enthusiasm of agricultural products producers due to the damage of farmers' interests. On this basis, the market relationship among agricultural subjects will eventually evolve into a "production incentive frustration - middlemen speculation - production speculation - supply and demand information imbalance - supply and demand information imbalance. -supply and demand information imbalance - production misdirection - supply and demand mismatch" closed-loop vicious relationship.

3.3. *Unsuitable Logistics System for Agricultural Products*

From the perspective of logistics structure, due to the characteristics of agricultural products such as difficulty to preserve, large demand, and small differences, it will inevitably lead to the physical system of agricultural products showing characteristics that need to be reasonably matched with product positioning. Therefore, the sales of agricultural products are often unsuitable for excessively long logistics channels. The width of the logistics channel requires a reasonable market system to match it. Accordingly, the existing logistics channel structure and market system of agricultural products in China do not match the problem, and the needs of the platform economy era require the establishment of a more efficient, reasonable, timely, and accurate logistics information platform to further improve the cost performance of agricultural products with the convenience of logistics channels, to gain more love from consumers.

From the perspective of logistics facilities, the third-party services of logistics will also inevitably affect the efficiency of agricultural marketing. For example, from the perspective of logistics, the longer the logistics channel, the more links, distances, and time it needs to go through, while agricultural products as a primary product have particularly high requirements for freshness. Therefore, cold chain transportation has become a necessary part of agricultural products logistics transportation. At present, domestic cold chain transportation generally has the problem of high initial cost investment and price sensitivity. In the face of high initial investment, the parties related to agricultural products do not fully understand the role of agricultural logistics as a hub connecting upstream and downstream. As the short-term profit-seeking behavior of capital tends to present objective blindness, many agricultural marketing subjects will appear to reject new technologies and blindly pursue the short-sighted problem of short-term interests, which further leads to the lagging development of agricultural e-commerce and the objective blindness of logistics supply chain development. It is mainly reflected in the following aspects.

3.3.1. Information Asymmetry

Due to the lagging development of agricultural products e-commerce and the forced blindness of logistics supply chain development, agricultural products e-commerce as a whole presents a problem of inaccurate, untimely, and inconvenient communication of business information. From the supply perspective of market supply and demand information, there is no scientific and reasonable agricultural products logistics platform to provide timely and accurate supply and demand information guide for business subjects and build a new supply relationship based on the normalization, stabilization, and modernization of logistics supply chain [10].

3.3.2. Cold Chain Is More Backward

At present, the cold chain transportation of agricultural products in China shows the phenomenon of "partly advanced, but overall lagging", and the cost of cold chain transportation is relatively low for traditional large-scale bulk logistics transportation [11]. However, the main body of China's e-commerce business is generally scattered in various places with discrete distribution, and there is no third-party unit to integrate this e-commerce resource effectively, which leads to the lack of reasonable and scientific best distribution plan for the marketing of agricultural products. From the perspective of logistics supply distortion, the logistics supply side often needs to scientifically plan the distribution plan in real-time according to the order situation of agricultural products due to the lack of a unified logistics and transportation system, while digital technologies such as big data and cloud computing provided by the logistics information supply platform do not meet the consumption needs of different customer groups in different regions more efficiently [12]. Accordingly, due to the overall backwardness in the construction of the logistics supply platform, some agricultural products e-commerce subjects do not fully enjoy the quality services brought by the agricultural products supply platform. They may even continue to take less efficient traditional logistics because of behavioral capacity constraints and limited choice of parties, thus the problem of failure to preserve the quality and freshness of agricultural products is likely to occur, which damages the rights and interests of consumers and the reputation of the supply side.

3.3.3. The Source Is Not Traceable

Due to the overall backwardness in the construction of the agricultural products logistics supply chain, there are certain defects in the function of the logistics infrastructure. For the real-time supervision of agricultural products transportation and logistics information traceability of agricultural products, the problem of misplaced information and lagging information is to be solved. In terms of governmental supervision departments, governmental subjects cannot generally trace the logistics of big data, showing excessive reliance on external subjects to consciously provide information and corresponding technical support to realize the phenomenon of traceability of agricultural products at source, which is undoubtedly a new challenge for governmental departments in the era of the platform economy.

3.4. *Agricultural Products Marketing Products Are Not Quality Assured*

Due to the incomplete and undeveloped logistics supply system of agricultural products, the marketing process of agricultural products often has problems such as "goods not matching" and "misrepresentation", which present a certain degree of resistance to the ultimate purpose of further penetrating the market with the power of the online platform. Market promotion resistance. At present, only some developed regions in China have a complete storage system for agricultural products, and the scope of third-party services related to agricultural products is limited due to the general dispersion of farmers. Therefore, some farmers will choose to enter the Internet platform for marketing by looking for agricultural intermediaries or agricultural agents in the form of commission agents out of consideration of excessive logistics costs. Internet marketing, under the posture of technical barriers, relies on this form of online marketing of agricultural products with the help of highly skilled intermediaries, which is conducive to further promoting their agricultural products and creating their brands of agricultural products. Accordingly, this form of marketing can not only save money costs, but also save a lot of manpower and material resources, and even further promote the agricultural products in the hands of farmers overseas to build their own unique brand effect of agricultural products. However, from the perspective of the efficiency of online marketing of agricultural products, on the one hand, online marketing of agricultural products is subject to the unstable market cooperation relationship, and in the case of information asymmetry, the phenomenon of agricultural products stagnation will inevitably occur; on the other hand, online marketing of agricultural products is subject to the regional logistics level and often lacks a scientific and reasonable centralized hub for agricultural products to deal with different agricultural products in the product stage. For the time being, China's first-line agricultural products are often consumed in regional farmers' markets and are not adequately and reasonably planned, transferred, and utilized.

3.5. Unclear Marketing Rules for Agricultural Products

From the current situation, China's agricultural products quality and safety standard system letter to be improved, the existing ISO9000 has not yet fully adapted to the rapidly changing consumer market and present diversified consumer demand in the era of the platform economy. With the rapid development of the economy, people's demand for products is characterized by personalization and high specification, and the previous ISO9000 is not well adapted to the current era of the platform economy. In addition, for the diversification of agricultural products marketing methods, the concept of shared value is deeply rooted, agricultural products gradually present shared use value, shared ornamental value, and shared financial value, and the increasingly capitalized symbolic agricultural products gradually evolve from the past use value to the product with multiple value evaluation system. In this process, the new marketing rules of agricultural products are not better adapted to the current capital market demand. For the agricultural products consumption market which gradually presents diversified value choices, it is crucial to establish scientific and reasonable quality standards, and the agricultural products marketing rules built on the blueprint of scientific and reasonable quality standards will become the rule's guideline to regulate the current chaotic and unbalanced agricultural products consumption market, to profoundly prevent the emergence of the "short and fast" flow economy concept which overemphasizes the "short and fast". The negative social effects brought by the concept of flow economy. For example, the secretary and the mayor are keen on the local economic development driven by agricultural products, but the invisible guidance of the flow gradually makes the government officials present capitalized symbols, some gradually capitalized symbols of the official persona have become the object of the market flow competition, pursuit and discredit have become a kind of market consumption of existing traffic rules of the game, however, regardless of the prosperity of this flow competition game or not, for the government's However, no matter whether this traffic game is prosperous or not, it is a loss for the credibility of the government, because the official persona itself has the credit backing of the government, and on this basis, any behavior that is detached from the actual government influence will be against the original intention of serving the people.

4. Countermeasures for marketing agricultural products in the context of the platform economy

4.1. Taking the government as the leader and strengthening the status of marketing subject

For agricultural products, due to their weak and primary characteristics, government policy support often becomes the vane of agricultural product marketing [9]. Therefore, the establishment of a diversified, innovative, standardized, creditable, and convenient "Internet + agricultural products platform" led by the government is crucial. From the perspective of market consumption demand, the government binds the agricultural products trading platform to the social credit system with public power, establishes the transaction credit standard with public power, and builds an honest market order, to strengthen the market status of marketing subjects and fully guarantee their economic rights, which is beneficial to building a healthy socialist market economic order. From the perspective of rural finance, using the government's credit endorsement to provide farmers with small loans from formal rural credit cooperatives and provide farmers with sufficient amounts and right guarantees to apply for agricultural financial services is conducive to ensuring that farmers receive actual financing from the supply side of rural finance, thus fully guaranteeing farmers' production incentives [13].

4.2. Upgrading the marketing rule level with the law as the criterion

From the perspective of maintaining fair competition in the market, the government should implement legal constraints on the behavior of infringing marketing subjects based on a full understanding of the actual local situation. From the perspective of adequate and reasonable legislation, the government should ensure the accurate flow of information through public opinion surveys, market mapping, and expert seminars, to avoid individual leaders from making "brainstorming decisions" and "changing orders overnight" and other problems, and to ensure that the government's credit is not Under the premise of ensuring the government's credit is not

damaged, the policy research can achieve the requirements of "taking the essence and removing the dross", "removing the roughness and extracting the essence", "removing the falsehoods and keeping the truth", to take the words of a hundred schools of thought and come up with a good policy, so that The marketing rules of the current platform economy era can be better adapted to breed new. From the perspective of the safety of market supervision, the market supervision department of the government should be the core force to strengthen the regulation of the whole channel and the whole process of agricultural products marketing, and the construction of the supervision system of agricultural products marketing should be qualitative and quantitative with the help of digital technology, meanwhile, the front-line personnel of the market supervision department should be the basis and the new digital supervision technology talents should be the main body to create the real objective, strict, safe and fair market full traceability supervision system [14].

4.3. Improve the quality of marketing personnel with training as the foundation

At present, the main contradiction in the marketing of agricultural products is reflected in the structural contradiction of talent demand, which is specifically reflected in the contradiction between advanced marketing technology and the backwardness of the quality of marketing personnel. To this end, this paper proposes that the government, enterprises, and universities should jointly set up an industry-university-research collaborative education system, imitating the form of Peking University night school and Peking University staff adult college, use big data and cloud computing technology to classify the professional personality of the trainers, to target the teaching according to the material, to achieve systematic and substantial training for the quality of the future practitioners, to promote the strength of their proprietary skills, to complement their comprehensive quality To build a new structured system of professional quality personnel. At the same time, we should combine theory with practice, regularly take the typical deeds of advanced agricultural dragon enterprises as cases, and lead trainers to carry out in-depth theoretical study and discussion, and for places where theoretical narration and understanding are not sufficient, we should establish offline practice bases in the corresponding enterprises to combine field research visits and in-depth theoretical study. For example, the model of "enterprise + university + farmer" of WEN and the model of "government + enterprise + university" of Beidahuang are quite successful and have cultivated a batch of high-quality professional talents for the country. Finally, with the government's credit backing, we can issue credible training certificates for those who pass the training test, to further standardize and upgrade the structured system of marketing personnel in the future.

4.4. Quality as the bottom line to ensure healthy marketing channels

It is well known that the first step in solving food safety problems is to start with primary products. From the point of view of establishing food safety regulation standards, it is crucial to build a quality standard system for agricultural products that are adapted to the current era of the platform economy. As history evolves, the establishment of the ISO 9000 system has laid the foundation for China's agricultural quality standard system. However, as the economy takes off and technology advances by leaps and bounds, foreign consumers' demand for agricultural products is gradually becoming more diversified and standardized. Due to the improvement of international technical standards and international safety standards, China's agricultural marketing exports are facing two major problems: "technical barriers" and "standard barriers", therefore, the construction of a new agricultural quality standard system is important to promote the quality of China's agricultural products and solve the problem of agricultural safety. Therefore, the construction of a new agricultural quality standard system is of great significance to promote the improvement of the quality of agricultural products and the solution of the safety of agricultural products.

5. . Conclusion and outlook

In the era of platform economy, the major premise of the road of digital transformation of agricultural marketing is the consistency of service objectives. Under this premise, such as marketing subjects, marketing channels, marketing products and marketing rules and other minor premises should be oriented toward the

alliance development of farmers, government, intermediaries, retailers, enterprises and universities and other multiple subjects.

Therefore, the government should actively act as the credit backing party of agricultural marketing alliance to provide credibility guarantee for agricultural marketing alliance. In terms of sales channels, the agricultural products marketing alliance should be based on the Internet platform to provide the agricultural products marketing alliance with large, wide and long sales channels; in terms of sales rules, the government should provide stable guarantee for the agricultural products marketing alliance and remove obstacles for the agricultural products marketing alliance with the advantage of good legislation of socialist market economy; in terms of sales subjects, the agricultural products marketing alliance can lead enterprises and universities as technical In terms of marketing subjects, the agricultural marketing alliance can provide marketing technology guidance for the agricultural marketing alliance, so as to fully integrate the resources and advantages of all parties and build a stable market supply and demand relationship.

In the process of exploring the road of digital transformation of agricultural marketing, for the application of big data, cloud computing and other technologies in the era of platform economy, the government should make legislation for a rainy day and write the national big data security governance system into the 5-year government planning report, so that the legislation has an edge and the establishment has responsibilities to avoid "data pollution" and "data silos". "Data silos" and other problems. In terms of platform legislation and supervision, the scope of data utilization of individuals, government, enterprises and universities should be well divided to achieve the unity of authority and responsibility within the scope in order to fully guarantee the security of personal information, government information, enterprise information and university information, and do the relevant work in advance for the information security of the country [15]. In terms of platform regulation, this paper argues that on the basis of the principle of inclusive regulation, on the one hand, it should encourage diversified competition and in-depth technical excavation of enterprises, and on the other hand, it should do a good job of grasping the degree of use of the "roll-back clause" to avoid the problem of once the enterprises "choose one or the other On the other hand, the paper argues that we should make sure that the "roll-back clause" is used properly, so as to avoid the situation that once a company "chooses one" monopoly, it will use the way of stripping the core business to hit the platform economy, which will aggravate the economic instability in the epidemic era.

Funding

Not applicable.

Author Contributions

J.C. is in charge of writing, Y.Z. is in charge of data collection, R.Z. is in charge of statistics. All of the authors read and agreed to the published the final manuscript.

Institutional Review Board Statement

Not applicable.

Informed Consent Statement

Not applicable.

Data Availability Statement

Not applicable.

Conflicts of Interest

The authors declare no conflict of interest.

Reference

- 1 Zhu M. Research on the Construction Model of Ecological Agricultural Products Marketing System Under the Perspective of Circular Economy. *Agricultural Economics* 2019; **(07)**: 139–140.
- 2 Yin ZT, Chen YS, Xu JJ. Typical Characteristics of Platform Economy, Monopoly Analysis and Anti-Monopoly Regulation. *Nankai Management Review* 2022; **25 (03)**: 213–226.
- 3 Hao Z, et al. Innovation Incentives and Monopoly Regulation in the Digital Platform Economy - a Perspective Based on Technology Ecosystem Coevolution. *Modern Management Science* 2021; **(07)**: 94–107.
- 4 Wu X. Research on the Integration of Digital Economy and Rural Industry Development. *Southwest Finance* 2021; **(10)**: 78–88.
- 5 Guo J, Liang S. Mechanisms of the Impact of the Digital Economy on Total Factor Productivity in China: Enhancement Effect or Suppression Effect?. *Southern Economics* 2021; **(10)**: 9–27.
- 6 Zhang F, Li C. Exploring the Marketing Strategy of "Short Video + Agricultural Products" Based on Mobile Internet Platform. *Northern Horticulture* 2020; **(22)**: 155–161.
- 7 Feng K. Research on Branding of Agricultural Products in the New Media Era. *Agricultural Economics* 2021; **(07)**: 131–132.
- 8 Xu Y. Exploring the Role of Agricultural Information Construction in Rural Economic Development. *Agricultural Development and Equipment* 2022; **(01)**: 49–51.
- 9 Li DW. Agricultural Product Marketing Channel Optimization: Problems and Countermeasures. *Agricultural Economics* 2021; **(08)**: 114–116.
- 10 Lv X. Limitations of E-Commerce Development of Agricultural Products in China and Coping Strategies. *Business and Economic Research* 2021; **(10)**: 83–86.
- 11 Zhang Y. Integrated Model of Agricultural Marketing and Logistics in the Context of Big Data. *China Fruit Tree* 2021; **(08)**: 113.
- 12 Zhao N. Model Innovation of Agricultural Product Marketing to Meet the Consumer Demand of "Internet+". *Agricultural Economics* 2019; **(12)**: 127–128.
- 13 Zhang X, et al. Digital Economy, Inclusive Finance and Inclusive Growth. *Economic Research* 2019; **54 (08)**: 71–86.
- 14 Jiang X. Analysis of the Application of Agricultural Information Technology in Agricultural Economic Development. *Farmers' Counselor* 2022; **(03)**: 123–125.
- 15 Li ZW. The Development Status of China's Platform Economy and Regulatory Issues. *China Economic and Trade Journal* 2018; **(04)**: 64–67.

