

Countermeasures of "Agriculture, Countryside and Peasants" and E-commerce Development in Shaanxi Province

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Abstract: With the rapid development of economic level, agriculture has become a key issue in China. Nowadays, how to combine agriculture with e-commerce has become a common concern. Rural e-commerce is the product of the development of Internet economy era. It has changed the development mode of rural economy and the way of farmers' life and consumption. To solve the problems of agriculture, countryside and farmers better, rural e-commerce has been developed to promote the prosperity and development of rural economy. This paper defines the related concepts of "Internet +" and e-commerce, analyzes the important significance and favorable conditions of e-commerce development in rural areas of Shaanxi, and based on this, it makes specific questions on the current development of e-commerce in rural areas of Shaanxi, analyzes and proposes personal countermeasures, and based on its actual problems, gives substantive suggestions and solutions. Committed to the substantialization of agricultural e-commerce, it expands the proportion of agriculture in the e-commerce industry, and achieves new types of agriculture.

1. Introduction

Shaanxi is a large agricultural province with a huge physical market. The special geographical environment makes Shaanxi become the production base of characteristic agricultural products [1]. With the popularization of network technology, new e-commerce modes such as online shopping, transaction, payment and logistics are gradually emerging in rural areas, and e-commerce with agricultural products trading as the main body is developing rapidly. Through the e-commerce platform to build a bridge between small farmers and big markets, on the one hand, the characteristic agricultural products produced by farmers can be sold through the network, reducing the links of agricultural products to the market, reducing the cost of the circulation process is too long and increasing [2]. The formation of these Internet + industries is not simply a subversion of the traditional industry, but an upgrade to the traditional industry, and greatly facilitates people's lives. Based on the analysis of the conditions and existing problems of the development of agricultural products in county-level agricultural products in Shaanxi Province, this paper puts forward corresponding countermeasures and suggestions, in order to provide reference for the development of county-level e-commerce in other provinces.

2. Problems in Traditional Marketing Model

Under the traditional marketing mode, the demand of the market is the guide. However, the demand of the market and the information of farmers are in an asymmetric state. Often the market price has been raised, and the psychological goal of farmers is still at a low price. Shaanxi agricultural enterprises are deeply rooted in the prejudice of "attaching importance to production and neglecting circulation". They lack the knowledge of informationization and have a superficial understanding of e-commerce [3]. The network infrastructure in rural areas and central and western regions is backward. It is literally understood as online shopping in the vast rural areas, but in reality it is not limited to this. Farmers are still thinking about high prices, leading to a result, high yields are not good, this market-oriented result is what we call the "lemon phenomenon", so we need a good guide that is the Internet.

Most of Shaanxi's areas have obvious geographical features of mountainous areas. The

mountains and valleys are deep and the traffic is inconvenient, making it easier to form small market towns. Judging from the overall economic development of China, the eastern region is superior to the western region. The same is true of the rural economic situation. The western rural areas lag behind the eastern part. In the network construction, the rural areas in the east are relatively perfect, while in the remote and backward mountainous areas in the west, the coverage of rural networks is almost zero [4]. As a low-cost, high-efficiency public media, e-commerce can effectively reduce the transaction costs of forestry enterprises and accelerate the circulation of forest products. In addition, the production of tea, walnut dried fruit and small grains in northern Shaanxi in the south of Shaanxi ranks among the top in the country. However, due to the lack of branded products and systematic management, online sales of these products are relatively low [5]. In addition, some local governments, agricultural products-related enterprises and agricultural cooperative organizations pay less attention to the development of e-commerce of agricultural products, which leads to the lack of strong awareness of e-commerce among the whole people. Traditional marketing can no longer meet this demand, and need to timely convey information, and the development of e-commerce, just in line with this demand, timely exchange of information.

The weakness of agriculture makes its informationization lag behind. The construction level of self-owned e-commerce platform of agricultural enterprises is lagging behind. There are fewer third-party e-commerce trading platforms, and the agricultural e-commerce website lacks professionalism and practicability. Although the construction of new countryside in China has greatly improved the traffic in most parts of the country, there is a widespread situation in the countryside that emphasis on repair and neglect maintenance. It is even slower when they encounter electronic products such as e-commerce. The phenomenon of information asymmetry is common in the modern economy. Therefore, buyers and sellers lack sufficient understanding of real product information and real needs. Sometimes, in order to obtain more benefits, one party may conceal part of the relevant information from the other party. Rural e-commerce relies on the network as the carrier. At present, the construction of rural network infrastructure lags behind, and it is affected by regional factors and other conditions, which makes the development of e-commerce in trouble.

3. Countermeasures for the Development of Rural Electronic Commerce

Under the background of "Internet +", the Internet is affecting the changes of production and operation modes of various industries. The development of forestry industry should take the transformation and upgrading of forestry industry as an important starting point. Local governments have allocated special funds to joint commercial departments to train farmers with cultural knowledge in rural areas in e-commerce, and to learn the basic theory of e-commerce, as well as its application and practical operation capabilities. Most of them can be packaged into personal consumption bags for people's purchase. Compared with the market and supermarkets, the proportion of online shopping is small, which shows that we still have huge potential market waiting for us to develop. Therefore, we must strengthen the infrastructure construction of e-commerce in rural development, especially the coverage and speed of broadband and wireless networks. The government should introduce policies and guidelines to support the development of rural networks, increase investment, and encourage private capital and social capital investment.

Regularly train the professionalism of local residents to have certain skills. E-commerce has lighted up a light for poverty alleviation in poor areas. At the same time, in order to cultivate the consumption habits of farmers, it is also necessary to have talents with knowledge background in e-commerce management, know how to open the mouth of rural consumption, and encourage farmers to conduct online transactions, so as to achieve the purpose of popularizing e-commerce platforms. To promote the development of rural e-commerce, we must accelerate the establishment and improvement of the rural logistics system. At the same time, it provides professional e-commerce application personnel training and other services for local entity enterprises, in order to promote the overall e-commerce of local industries and achieve landing services. Strengthen the team building of Internet economy, fully integrate and give play to the characteristics of industries in different regions, and work together with the local to create industries with local characteristics,

while providing professional e-commerce application personnel training services for local entities. At the same time, the marketing mode of "Tiantou Market + E-commerce Enterprise + Urban Terminal Distribution" will be implemented to break down the monopoly barriers of telecom, mobile, unicom, radio and television operators in zoning and fragmentation, and reduce the operation cost of rural E-commerce network.

Give full play to the advantages of e-commerce talents in national higher education resources, carry out "technology poverty alleviation", provide solutions for the development of e-commerce, and provide full consultant-type landing support. Scientific and rational planning, the selection of appropriate local construction outlets, and a number of logistics companies can co-invest in the construction of a network. We can learn from the successful experience of developing rural logistics industry in relevant areas. Agricultural products enterprises should develop products that are different from other enterprises, and improve and innovate their own products to meet the needs of different target consumers online. Taking the creation of forestry specialty products as a breakthrough, strengthen the cross-integration of data science and forestry science, realize the benchmark data base of forestry, promote the continuous innovation of data services, and establish a complete e-commerce ecosystem. Improve the construction of e-commerce legal and policy systems, and provide a good environment for the development of county-level e-commerce in agricultural products in Shaanxi Province.

4. Conclusions

Solving the problem of "agriculture, rural areas and farmers" in China has a long way to go, and the "Internet +" era background has undoubtedly provided a new way of thinking for solving the "three rural issues" in China. Talent is the pillar of e-commerce development and the core factor that determines the development of e-commerce industry. It should pay attention to personnel training and solve the worries of the development of county-level e-commerce in agricultural products in Shaanxi Province. The development of rural e-commerce has just entered the initial stage, and the potential for development is very great. Agricultural products enterprises must take the road of branding. At present, there are serious phenomena of product duplication and homogenization in the agricultural product market. In order to solve the problem of lack of rural e-commerce talents and provide the guarantee of talent team, we should carry out professional e-commerce technical training combined with college students' supporting education and serving as village officials in rural areas. Through rural e-commerce, we can truly realize the continuous innovation of circulation mode, the continuous improvement of circulation environment and the substantial improvement of circulation efficiency, and realize the dual value of creating rural society and economy.

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