

The Development Prospect and Strategy Research of Rural E-commerce under Rural Revitalization Strategy

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Abstract: The development of e-commerce in the urban market has become increasingly mature, but there is still great potential for development in the rural market. Under the background of the issue of “agriculture, rural areas and farmers”, especially in the context of rural revitalization strategy, rural e-commerce is in the period of policy dividend release. It should focus on the construction of agricultural product e-commerce industry standard system, fostering agricultural net goods brand, and fostering rural e-commerce talents, using big data to achieve precise production management marketing, upgrading industry models and other aspects to develop.

1. Introduction

The report of the 19th National Congress of the Communist Party of China pointed out that the issue of agricultural and rural peasants is a fundamental issue related to the national economy and the people's livelihood, and puts forward the “implementation strategy for rural revitalization.” In 2018, the No. 1 Document of the Central Committee on “Implementation of the Rural Revitalization Strategy” clearly pointed out that the rural revitalization strategy is a major historical task for decisively building a well-off society and building a fully socialist modern country [1]. The information age has come to the fore, the Internet and the Internet have developed rapidly and become popular, and e-commerce has emerged. Especially after the introduction of the “Guiding Opinions on Promoting the Rapid Development of Rural E-Commerce” in the General Office of the State Council in 2015, rural e-commerce has grown from scratch, from less to more, and has flourished, providing a broader perspective for rural economic development. The road provides a better platform for the improvement of farmers' income level, but it is also unavoidable to encounter problems. Under the rural revitalization strategy, exploring the development path and strategy of rural e-commerce in the new era has become an important part of solving the “three rural issues.”

Rural e-commerce has not only changed the traditional trading mode of agricultural products, but also changed the way of agricultural development. Promoting agricultural transformation and upgrading has a significant effect. Although the development of rural e-commerce is strong and the outlook is optimistic, China's rural e-commerce innovation ecosystem has not yet been perfected and internal conditions and external conditions are not mature. Governments, e-commerce companies and agricultural product manufacturers urgently need to change traditional concepts and expand agricultural products. We will provide a multi-pronged approach to supply, improve infrastructure and introduce e-commerce professionals to promote the development of rural e-commerce in China.

2. The concept of E-commerce

“Electronics” and “business” in e-commerce are two separate concepts, “electronics” refers to the technologies and systems employed, and “business” refers to the traditional business model. Based on this, we can define the concept of “e-commerce”: it is a complete process of using electronic technology or conducting business through the network. In the 1970s and 1980s, information analysis techniques began to appear in e-commerce activities. In the 1980s, people began to accept new things like credit cards, ATMs, and telephone banking, and began to apply them in actual business activities, so this became an integral part of e-commerce. In the 1990s, enterprise resource planning (ERP), data

mining, and data warehousing were also beginning to be included in the scope of e-commerce, making the composition of e-commerce more diverse [1]. In the era of “.COM”, “network trade” has become a new component of e-commerce, that is, consumers can complete the procurement of goods or the process of obtaining services through the Internet.

E-commerce is a broad concept that covers a wide range of business activities. From e banking to informative logistics management can be counted as e-commerce. The growth of e-commerce has facilitated the development and advancement of support systems, including back-end support systems, application systems and middleware such as broadband and fiber-optic networks, supply chain management modules, raw material planning modules, customer relationship management modules inventory control modules and accounting / Corporate Finance Module.

3. Problems and causes of the development of rural e-commerce in China

3.1 The imperfect foundation for rural e-commerce development

At present, the rural e-commerce development environment is still not conducive to its healthy and sustainable development. First of all, the application of agricultural production technology is backward. At present, China's agricultural production is still mainly based on family-based production, which has affected the sales advantages of agricultural products in e-commerce platforms to some extent. Secondly, it is manifested in the lack of well-known agricultural products brands with local characteristics. In the face of diversified and diverse agricultural products, consumers are paying more and more attention to the brand of agricultural products in order to choose faster and better [2]. However, the current development of rural e-commerce is lacking in well-known brands, it is difficult to cope with the fierce competition in agricultural product sales, and the competitiveness of agricultural products is declining, which is not conducive to the long-term sustainable development of rural e-commerce. Finally, the level of rural informatization still needs to be further improved.

3.2 The low cost of rural e-commerce industry chain

At present, the indispensable processing, packaging, warehousing, logistics and other systems in the development of rural e-commerce in China are incomplete, especially the problems of rough processing and packaging, insecure storage conditions, underdeveloped logistics networks, and high distribution costs. , hindering the pace of development of rural e-commerce. According to the statistics of the National Bureau of Statistics, more than half of the rural e-commerce operators believe that the logistics and transportation of agricultural products are not convenient and timely, especially the high cost of logistics and transportation, which greatly reduces the promotion and application of e-commerce of agricultural products. The data shows that major logistics and transportation companies still focus their main business in large, medium and small cities with convenient transportation. Due to factors such as high storage costs, low benefit and inconvenient transportation, logistics and transportation enterprises have opened up the rural market [3]. Therefore, vigorously strengthening the capacity and efficiency of rural warehousing logistics is an important part of the development of rural e-commerce under the rural revitalization strategy.

3.3 Rural e-commerce operators have lost management concepts and skills.

At present, rural e-commerce, operators are mainly farmers. Although there are also college students returning home to start businesses, veterans returning home, etc., the number of influencers is small [2]. In addition to mastering certain computer internet technologies, e-commerce operations must have certain operational, sales, and service communication capabilities. Obviously, most rural e-commerce operators do not have these basic knowledge and capabilities. In the end, it is not conducive to the healthy development of rural e-commerce. At the same time, the development of rural e-commerce also requires professional website construction, maintenance personnel and information collection, release, analysis and other talents, but talents with e-commerce knowledge and experience are more willing to stay in urban development due to environmental and efficiency

factors. Then, to solve the problem of the lack of professional talents in rural e-commerce development, it is necessary to improve the management concept and skill level of rural e-commerce operators.

3.4 The poor standardization of agricultural products and safety supervision system

With the improvement of people's living standards, consumers are increasingly favoring safe, healthy, green and pollution-free high-quality agricultural products. Agricultural products that have been certified by the standard system can be sold online, becoming a hard threshold and circulation rule for the e-commerce market [3].

4. Rural e-commerce development strategy under rural revitalization strategy

4.1 Strengthen government policy support and improve rural e-commerce platforms.

The development of rural e-commerce under the rural revitalization strategy cannot be separated from the support of local governments and relevant institutions. It is necessary to introduce relevant positive construction opinions, support policies and preferential measures, and to promote the government, banks, social forces, etc. Give financial support for the development of rural e-commerce, support rural e-commerce to become bigger and stronger, and establish a sound rural e-commerce platform that can meet farmers and consumers [4]. Local governments should take the initiative to actively develop and support the development of rural e-commerce through field research and analysis, actively improve the public services of rural e-commerce development, and gradually standardize the market platform for rural e-commerce development, etc. First, it is necessary to provide a good policy environment and market environment for the development of rural e-commerce. Secondly, it is necessary to provide a rule of law environment for the development of rural e-commerce, strengthen the construction of credit system, and standardize the construction of industries. Finally, it is necessary to increase financial support and effectively reduce the constraints in the development of rural e-commerce.

4.2 Increase the construction of rural basic networks and logistics systems.

Optimize the software and hardware environment required for e-commerce development, strengthen the construction of information infrastructure and platforms, and promote the full coverage of towns and towns in all-round information network points. Not only must we set up broadband, but we must also promote the construction of cloud computing resource centers and big data platforms, and implement fiber-optic access to the home to ensure the smooth flow of the network [1].

Actively establish a sound logistics system, select suitable locations, scientifically arrange agricultural product logistics distribution service points, and integrate existing agricultural product logistics outlets to form a complete logistics distribution network. According to actual needs, we will carry out reasonable enterprise layout and construction of logistics and storage center. Accelerate the construction of cold chain logistics, so that agricultural products can better connect to the network market.

4.3 Introduce and cultivate qualified e-commerce talents.

Talents are the first resource. For the development of rural e-commerce, the lack of talents is more serious. It is extremely urgent to introduce and cultivate qualified rural e-commerce talents through multiple channels and all-round. First of all, local governments at all levels and relevant institutions should actively formulate policies and take measures for college students majoring in e-commerce to encourage them to return to their hometowns or to start businesses in the tertiary industry in rural areas, and to promote the cultivation of rural e-commerce talents through the introduction of talents [4]. Talents to nurture and cultivate local e-commerce talents. Secondly, on the basis of the original policies and measures for the support of veterans and foreign workers, such as veterans and foreign workers, the local governments at all levels and relevant institutions have increased their participation in rural electronics for veterans and migrant workers. Finally, township governments at all levels

should actively carry out cultivation and training according to the actual situation of local farmers engaged in rural e-commerce, so that each rural e-commerce operator has basic rural e-commerce application capabilities.

4.4 Strengthen integration with other industries.

E-commerce of agricultural products should not only be limited to the sales of agricultural products, but also need to integrate the new model of the whole industry chain of leisure agriculture and rural tourism. Enterprises can also build their own e-commerce systems for agricultural products with local cultural characteristics. At the same time, the necessary primary processing or moderate deep processing of agricultural products will be carried out, the single-planted cultured species will be diversified products, and the agricultural product industrial chain will be extended [5]. Using local abundant agricultural resources, we will establish a deep processing factory for agricultural products, change the way of directly selling raw materials or semi-finished products in the past, realize direct connection with end consumers in the virtual market environment, and increase the benefit of agricultural products.

4.5 Create a rural e-commerce brand.

To implement the rural revitalization strategy, promote the development of rural e-commerce, and truly lead the peasants to the path of becoming rich, we must build and improve the rural e-commerce service system, create a well-known brand of characteristic agricultural products, and meet the needs of agricultural products consumers while continuously improving the income of agricultural products operators [6].

First, it is necessary to establish and form a sound rural e-commerce industrial chain, from the collection and storage of agricultural products, processing and packaging, logistics and transportation to post-distribution and after-sales, etc., all must be coordinated and indispensable. Through the construction of the rural e-commerce service system, we will continue to close all links so that agricultural products can reach consumers in an unimpeded way. Second, it is the key to the rapid development of rural e-commerce to expand and enhance the scale and quality of local agricultural products. Local governments and related institutions should encourage and promote rural e-commerce operators to adopt agricultural product quality certification methods, create healthy agricultural products with regional characteristics. In the rural economic development, promote the rural revitalization strategy to take root

4.6 Improve the quality of agricultural products and strengthen standardization.

Construction of agricultural product quality control system to ensure the quality of agricultural products. Standardization construction is an important measure to improve the quality of agricultural products. Establish an agricultural product quality standardization system, establish quantifiable output production standards around agricultural product production, picking, packaging and distribution, reduce the difference of similar products, and fully guarantee the quality of agricultural products. The relevant departments will guide and train the majority of agricultural product producers to speed up the implementation of the standard system of grading, weight standards and packaging specifications of agricultural products, supervise all links of the agricultural product production and sales supply chain, and realize the transparency of the agricultural product supply chain [2].

5. Development trend of China's rural e-commerce

Rural Revitalization Strategy There are four major development trends in rural e-commerce in China.

Development trend 1: Rural Revitalization Strategy Brings New Opportunities for Rural E-Commerce Development

The development of rural e-commerce has promoted the two-way flow of rural and urban resource elements, and has initially formed an emerging form of rural e-commerce, injecting great vitality into rural revitalization.

Development trend 2: Further evolution of the rural e-commerce model

The main performance is the emphasis on retail, wholesale, social e-commerce, and community e-commerce. As the market scale of rural e-commerce is expanding, the model is constantly evolving. From the single online retail to the online retail and network wholesale, the transformation of agricultural products has changed from traditional e-commerce to social e-commerce and community e-commerce. Focus only on online sales to online and offline integration. In addition, social e-commerce is a new form of e-commerce generated in the context of the mobile social era, and has become an important driving force for agricultural products to rise, with the disappearance of online traffic dividends, the acceleration of consumption upgrading, and the rise of the sharing economy [5]. In addition, the trend of dual creation, social e-commerce gradually explored a unique rural e-commerce road.

Development trend 3: The practice path of e-commerce and poverty alleviation is increasingly diversified

The main performance is to “energy” the poor subject and empowering industry. The major e-commerce platforms rely on their own resource advantages to explore different e-commerce poverty alleviation models.

Development trend 4: Rural e-commerce will further promote the upgrading of agricultural industrial structure

The main performance is to reshape the agricultural product supply chain:

1) Many e-commerce companies have begun to enter the agricultural industry chain to further promote agricultural standardization production, commercialization, brand sales and industrialization.

2) Rural e-commerce boosts the agricultural industry and market demand is more symmetrical, which in turn forces the adjustment of agricultural structure and the quality of agricultural products, from production to consumption to consumption, production, order farming, custom agriculture, crowdfunding agriculture, pre-sale agriculture, etc. the way.

3) Changes in the role of farmers, changing the role of farmers' individual production and raw material supply, extending to processing, storage, logistics, sales and e-commerce service supporting industries, promoting the integration of rural first, second and third industries, and promoting the upgrading of all aspects of agriculture [6]. The appreciation of the industrial chain has injected new vitality into the transformation and upgrading of the rural economy.

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