

On the Problems Existing in the Development of Chinese Rural e-Commerce and Its Improvement Strategies

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Abstract: with the Gradual Saturation of the Urban Market, More and More e-Commerce Enterprises Are Turning Their Eyes to the Rural Market, and the Sinking of e-Commerce Channels is Becoming a Trend. with the Help of the Rural e-Commerce Platform, the Sales Volume of Agricultural Products Has Increased Rapidly. the Variety of Products on the e-Commerce Platform is Dazzling, Meeting the Needs of the Vast Number of Consumers. Its Online Transaction Volume Has Reached New Highs. with the Continuous Improvement of Rural Informatization Level, e-Commerce is Quietly Rising in Rural Areas. However, Due to the Influence of Internal and External Factors, There Are Still Many Problems in the Development of e-Commerce in Rural Areas of Our Country. in View of This, the Article Analyzes the Existing Problems in the Development of e-Commerce in Rural Areas, and Puts Forward Effective Countermeasures.

1. Introduction

With the Development of Rural Economy, the Proportion of Internet Use in Rural Areas Has Also Increased Significantly. Many Villagers Not Only Use the Internet for Shopping, But Also Use the Internet to Sell Agricultural Products, to a Certain Extent Increasing Their Own Income [1]. e-Commerce is a Mode of Operation Based on the Internet Economy. the Development of e-Commerce in China Has Achieved Good Results in the Field of Commercial Trade. in the Process of Gradual Expansion, Agricultural Economy Has Become the New Target of e-Commerce [2]. the Rural e-Commerce Business Model Has Been Continuously Innovated, the Service Content is More Extensive, the Transaction Scale is Unprecedented, and the Annual Transaction Volume is Continuously Increasing, Accounting for a Considerable Proportion in the Total Economic Volume of Our Country [3]. the Rapid and Healthy Development of e-Commerce in Rural Areas is of Great Significance for Solving the Problems of Agricultural Production and Marketing, Accelerating the Transformation and Upgrading of Chinese Agriculture, Changing the Mode of Agricultural Development, and Increasing Farmers' Income. Due to the Relatively Closed Information in Rural Areas and the Lack of an Effective Connection Mechanism between Agricultural Product Suppliers and the Market, How to Effectively Promote the Development of Rural e-Commerce under the Background of the Internet Has Become an Urgent Problem to Be Solved.

2. The Necessity of Rural e-Commerce Development under the Background of Internet

2.1 Adapting to the Needs of the Development of Rural Market Economy

At Present, Chinese Economic Development is At a Critical Stage of Transformation and Upgrading, and the Rural Economic Development in the New Era Also Presents Many New Features. in Order to Adapt to the New Normal of Economic Development, the Application of Internet Information Technology in Rural Economy Should Be Promoted. Agricultural Products Are Overstocked and Unsalable; on the Other Hand, It is Difficult for Consumers to Buy Fresh and Satisfactory Agricultural Products. Developing Modern Circulation and Realizing Online Trading Are Effective Ways to Solve the Contradiction between Agricultural Production and Consumption [4]. through the e-Commerce Information Platform, Farmers Can Understand the Market Supply and Demand of Agricultural Products, Seek Suitable Crops in Due Time, and Form a Shift from

Retail to Collective Planting, to Ensure the Balance between Supply and Demand and Improve Farmers' Income, the Development of Market Economy Depends to a Large Extent on the Circulation of Supply and Demand Information [5]. Rural e-Commerce Involves the Whole Process of Agricultural Product Production. Vigorously Developing Rural e-Commerce from Many Aspects, Changing the Mode of Rural Economic Development and Breaking through the Restrictions of Traditional Rural Development Modes Play an Important Role in Changing the Current Situation of Rural Life, Fundamentally Shortening the Gap between Urban and Rural Areas, Developing Rural Economy and Improving the Level of Agricultural Development.

2.2 To Solve the Needs of Agricultural Products Circulation

At present, Chinese agricultural development is still at a relatively traditional stage, and there are big problems in both the production of agricultural products and the circulation mechanism of agricultural products. With the improvement of the degree of marketization in rural areas, the market subjects such as agricultural enterprises, large producers and operators are also increasingly demanding market information, and the development of agricultural and rural economy is increasingly dependent on effective information. In the process of changing the mode of modern agricultural production, the convenience of the Internet has broken through the limitation of time and space, helping modern agricultural information technology to be fully applied in practice, promoting the implementation of modern technology and ensuring the development of modern agriculture [6]. Vigorously building a rural e-commerce information platform can enable farmers to purchase characteristic products from all parts of the country and even from abroad through the platform, so that farmers who have lived in an isolated environment for a long time can better find the products they need online. Although the country has issued a series of policies to protect the interests of farmers, it is difficult for Chinese agricultural economy to develop unless the circulation system is adjusted and innovated accordingly. Not only the consumption in rural areas is gradually increasing, but also the online shops of farmers are becoming a unique landscape. The gradual popularization of the Internet and the rising number of rural Internet users have increased the potential of the rural e-commerce consumption market [7]. In short, the use of e-commerce to develop the rural economy is the road we must take.

2.3 The Need to Develop Modern Agriculture

The development of modern agriculture not only refers to the modernization of crop production mode, but also refers to the modernization of the whole agricultural industry system, including machinery, business mode, development mode, application of modern science and technology, etc. The development of rural e-commerce is not only conducive to attracting young and middle-aged entrepreneurs to make use of their hometown's characteristic agricultural products to start their own businesses, but also to attract professional talents such as e-commerce to invest in the construction of rural e-commerce network platform, give full play to their expertise and provide support and services for the construction of the platform. At present, Chinese agricultural products are mainly sold by farmers' markets and individual farmers. There is little or no online sales in some remote places. In order to solve this situation, it is very necessary to develop rural e-commerce, realize the transparency and openness of agricultural information, and improve agricultural productivity. Through the development of rural e-commerce, the traditional agricultural sales model can be innovated. Marketing through the network is conducive to improving farmers' cognition and ability to use modern science and technology, and promoting the improvement of farmers' quality [8]. Vigorously developing rural e-commerce, providing agricultural information in a timely manner and solving the problem of asymmetric agricultural information are of great significance for promoting the upgrading of agricultural industry and the development of agricultural economy. We will develop rural e-commerce, give full play to the ingenuity of leading enterprises, protect the interests of farmers, realize the organic connection of all aspects of agriculture, and improve the rural market system.

3. Problems in the Development of Rural e-Commerce

3.1 Rural Infrastructure is Poor and Internet Penetration Rate is Low

Affected by many factors such as regional differences and unbalanced development between urban and rural areas, the network infrastructure in most rural areas in China is relatively backward, and the proportion of households with computers is generally low. First, most farmers in rural areas have a low level of education, are relatively unfamiliar with the Internet, and have low learning ability. Most people do not use computer computers, nor do they use computers to query the required information. Even some farmers cannot turn on or off computers. These problems will hinder the development of e-commerce in rural areas in the future [9]. While e-commerce is a virtualized environment, farmers have long been accustomed to face-to-face transactions that hand in money and hand out goods. They can feel and pinch when shopping, while online transactions cannot ensure the quality and safety of products. Some rural families even have computers, but due to the lack of in-depth knowledge and understanding of network knowledge and e-commerce, more than half of the villages now have computers, but there are a few connected to the internet, mainly because broadband and light are not fully covered, and some rural people think that networking costs are high and has little effect. In addition, the lack of rural information makes it difficult for farmers to come into contact with the popular consumption concepts in modern society, which undoubtedly restricts the development of rural e-commerce.

3.2 Lack of e-Commerce Talents

In the era of big data, training e-commerce talents is the key to the long-term development of rural e-commerce. However, at present, in rural areas, people with slightly higher educational level are generally engaged in education and scientific research, and few people are really engaged in e-commerce business. Due to poor economic conditions in rural areas, most young adults with strong learning ability go out to work, leaving most of the elderly in the village with low learning ability. However, the construction and maintenance of e-commerce websites, the collection and release of market information, and the analysis and feedback of market conditions all require such talents. Otherwise, farmers can only rely on experience to get used to what to plant and raise, resulting in surplus or shortage of agricultural products in the market and causing market fluctuations. Due to the poor infrastructure, salary level and living conditions in rural areas, relevant professionals are unwilling to enter the development of rural e-commerce, and even the locally trained talents will be lost [10]. Although many rural people are engaged in micro-commerce and other industries, they can only complete simple e-commerce transactions because they have not conducted systematic e-commerce education and training. In addition, coupled with the backwardness of rural network infrastructure, many rural e-commerce talents prefer to develop in big cities far away from home rather than stay in rural areas to develop e-commerce undertakings. It is also highly competitive for Internet talents. Due to the low popularity of the rural network in China and the outflow of young people from rural areas, the awareness of the Internet is very low, and the e-commerce talents are even scarcer.

3.3 Logistics System is Not Perfect and Transportation Cost is High

Due to the influence of objective factors such as large population base in rural areas and lagging traffic conditions, e-commerce in rural areas also has certain problems in terms of logistics and distribution. Most of the rural areas are located in remote mountainous areas, with backward infrastructure construction and inconvenient transportation. The corresponding logistics technology also has great problems. Most logistics companies do not set up service points in remote villages or villages and towns, and the service points are mostly located outside the scope of rural areas. In addition, many varieties of agricultural products, low added value and difficulty in storage make it impossible to process and sell agricultural products in a unified way, thus greatly hindering the industrialization of agricultural products production and the modernization of circulation. For agricultural products in rural areas, to realize the transfer from rural to urban markets, it needs to go through many processes such as storage, refrigeration and transportation, which puts forward higher

requirements for the rural logistics system. At present, China lacks relevant agricultural products circulation policies, high transportation costs and poor logistics, which make most agricultural products can only circulate in regions close to each other. Once a certain product in the region reaches saturation, it will cause overstock. Moreover, the limitations of the rural market and agricultural production itself, the high cost of engaging in agricultural product logistics, and the offset between the high cost of logistics distribution fee and the discount of online shopping limit the enthusiasm of farmers for online shopping. Due to the lack of a sound logistics system in rural areas, it is difficult for some rural areas to meet the conditions for the construction of rural e-commerce service stations. In many rural areas of our country, traffic problems hinder the development of e-commerce.

4. Countermeasures and Suggestions for Promoting the Development of Rural e-Commerce

4.1 To Speed Up the Construction of Network Infrastructure

Based on the backwardness of rural infrastructure, which severely restricts the development of Chinese agricultural businesses, the Chinese government should pay more attention to the development of rural e-commerce, strengthen the rural e-commerce policies and capital investment, and speed up the construction of network infrastructure. Only with a correct understanding and positive understanding of agricultural e-commerce, can farmers willingly accept it and use it, and can they correctly transform it into productive forces. In the practice of rural e-commerce development, the two aspects should be organically combined. From a macro perspective, through the design of rural e-commerce development ideas, give strategic guidance to promote economic development and ensure the realization of the basic interests of the majority of farmers. We should increase financial investment in the construction of rural Internet infrastructure and establish an interconnected and well-connected rural information network. For some economically underdeveloped or relatively remote areas. In order to promote the level of rural network informatization, at the same time, to play a great role in promoting the construction of agricultural products e-commerce platform. Let farmers know that they are not only consumers of rural e-commerce but also participants of rural e-commerce and know about rural e-commerce through practical actions. In view of the high cost of computers and the Internet, which farmers cannot afford, the government should issue relevant policies to reduce the rural Internet tariff standards and effectively reduce the cost of farmers to use the Internet.

4.2 Pay Attention to the Training of Rural e-Commerce Talents

If the development of rural e-commerce is realized, talents are the guarantee. This requires the township government to first step up online education and training for government personnel, rural netizens, micro-merchants, etc., and to teach the general public appropriate skills in online sales and payment, as well as measures to prevent online risks, etc. Strengthen the training of farmers' professional skills and improve their cultural literacy. First, through regular e-commerce knowledge training, dissemination of rural culture and rural related scientific and technological activities, public opinion environment is created for the development of e-commerce enterprises. Second, focus on the rural areas through distance education and training and various policy measures. To encourage all kinds of talents to carry out rural e-commerce entrepreneurship, improve the understanding of the vast number of farmers to e-commerce; To mobilize the enthusiasm of college student village officials, returning college graduates and other rural e-commerce development, cultivate a number of rural e-commerce business leaders. In addition, local governments should also pay attention to the introduction of high-quality and high-tech e-commerce talents, and give certain preferential treatment in terms of policies, salaries and benefits, so as to retain local e-commerce talents and attract more foreign e-commerce talents. At the same time, we will increase effective communication with various departments, supervise the expert consultation system, provide specific guidance to farmers, and train a new generation of rural e-commerce construction force by starting e-commerce technical training for college-graduate village officials and supporting teachers.

4.3 Perfect the Logistics Distribution System and Reduce the Transportation Cost

If rural e-commerce wants to improve its competitiveness and obtain rapid and stable development, the key is to solve the problem of logistics and distribution. In the network era, if rural products can be circulated in different areas and different products, and then promote the development of e-commerce, it is necessary to establish a perfect logistics distribution system. Alibaba and China Post signed a cooperation agreement, mainly involving logistics, finance and other aspects. Compared with other e-commerce, Jingdong has formed its own logistics mode. In addition to Jingdong service outlets, rural service outlets have been added to rural service outlets in many counties, towns and villages. Agricultural products are abundant, with low degree of organization and relatively complicated distribution. It is necessary to focus on cultivating agricultural product logistics enterprises with development strength and potential, providing financial support and guidance in terms of logistics equipment, technology and talents, establishing an electronic trading center for agricultural products, and strengthening the construction of facilities such as collection and distribution of agricultural product producing areas and cold chain. The transportation of agricultural products has its particularity, which requires higher requirements on preservation, storage mode, transportation stability and transportation speed. Relevant logistics companies should not only carry out effective packaging before the transportation of agricultural products, but also ensure the smooth and rapid transportation process. At present, farmers can only conduct transactions through face-to-face offline or through intermediaries to improve the logistics distribution system, so that farmers can change from offline to online transactions, not only selling agricultural products in time, but also directly reducing the transportation cost of agricultural products through logistics and eliminating the space-time barriers of information transmission and exchange in traditional business activities.

5. Conclusion

Our country is in an important period of deepening reform, and the economic field is facing the renewal of various industries. Agriculture is the basic support of economy. Agricultural economy and rural development are related to the overall promotion of national economic construction. Rural e-commerce is conducive to the development of agricultural economy. At present, all over the country are vigorously developing e-commerce. All rural areas in our country should also try to seize this opportunity and make full use of national and provincial policies to promote the development of rural e-commerce and promote the rapid development of rural economy. With the acceleration of Chinese economic informatization and the “internet plus” process, the conditions required for the construction and development of rural e-commerce platforms are also maturing. With the increasing saturation of buyers and demand in large and medium-sized cities in the first and second lines, how to popularize e-commerce in rural areas is the top priority in the development strategic planning of e-commerce companies in the future.

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