

Research on the Development Path of Agricultural Economy under the Environment of Electronic Commerce

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Abstract: This paper first analyzes the development trend of agricultural economy under the environment of e-commerce, including the economy, the number of rural Internet users and the development direction, etc. Secondly from the use of the Internet to expand the market of agricultural products; Focus on pilot demonstration to create the source of power for the development of e-commerce; To explore the development path of agricultural economy under the e-commerce environment for reference, we should pay attention to the diversification of modes and mobilize the driving force of the development of e-commerce.

Keywords: Electronic commerce; Agricultural economic development; Measures; Trend

Introduction

In recent years, there has been an e-commerce economic development model represented by the Internet in rural areas. This model provides rural areas with the required information, transaction, transportation and other whole process business service system through the Internet platform from production, sales, supply and other links. It can be said that under the e-commerce environment, it has gradually established a network service chain covering counties, towns and villages, focusing on solving the problems of rural sales, consumption, entrepreneurship, industrial agglomeration, urban-rural integration and so on.

1. Development trend of agricultural economy under e-commerce environment

1.1 E-commerce economy

According to the current situation, China Research Institute Puhua has analyzed the Report on In-depth Analysis and Investment Analysis and Forecast of China's Rural E-commerce Industry in 2022-2027. The results show that from the perspective of regional distribution, the rural online retail sales in eastern, central and western regions are 77.9%, 14.1% and 6.4% respectively. The year-on-year growth rates are 8.1%, 9.1% and 15.8%. The data show that there is a close relationship between rural economic development and e-commerce at present. Although rural online shopping is far less developed than urban shopping, it has the characteristics of fast development speed, great popularity and high actual benefits. Total online retail sales in China's rural areas soared from 180 billion yuan to 1,240 billion yuan between 2014 and 2017, with a combined annual growth rate of 91 percent and 35 percent overall. It can be expected that e-commerce will continue to penetrate into the new pattern of rural economic development and maintain a strong potential in the future development.

1.2 Number of rural Internet users

According to statistics, by December 2020, the number of rural Internet users in China was 309 million, accounting for 31.3% of the country's total Internet users, an increase of 54.71 million compared with March 2020. The number of urban Internet users reached 680 million, accounting for 68.7 percent of the total, an increase of 30.69 million over March 2020.

1.3 Development trend of e-commerce

To some extent, the development of rural e-commerce depends on the scale, the diversity of system elements and the mutual influence of all elements. The most important thing is that it depends on the environment of the e-commerce ecosystem and the allocation of related resources. Among them, e-commerce ecology is a network ecology composed of network manufacturers, suppliers and consumers. Driven by rural e-commerce, new employment opportunities such as customer service, warehousing and processing, and

packaging and logistics have gradually emerged in online stores, which have created diversified jobs for rural non-technical personnel, such as the elderly and women, and increased their income. In addition, e-commerce platforms have expanded the sales channels of agricultural products, generating new economic growth points for local farmers and farmers. This is also a key link to promote the reform and development of agricultural economy^[1].

2. Development path of agricultural economy under e-commerce environment

2.1 Use the Internet to expand the market of agricultural products

2.1.1 Promote the digital transformation of agricultural production

First of all, regional agricultural Internet of Things trials can be carried out locally. In this process, special sensors, transmission equipment, control equipment and the comprehensive application of related software and information systems can be carried out according to variety and classification, so as to formulate regional trials in advance, lay the foundation for subsequent development and promote the digitalization of agricultural industrial structure.

Secondly, since 2017, the state has invested 2.6 billion yuan to implement 100 digital agriculture projects. Through these projects, the fine management level of the whole process of agricultural production can be effectively promoted, and the development trend of local agricultural informatization, digitalization and intelligence can be improved to ensure the formation of green agricultural digitalization system in the ecological e-commerce economic development system.

2.1.2 Accelerating the construction of IT application in agricultural operations

Through the implementation of the “Internet Plus” agricultural products into rural areas, the establishment of a supply chain, operation services and support system. In this process, the transparency of agricultural products information and the integrity of the supply chain can be guaranteed to ensure that the business information provided in the supply process is conducive to the sale of agricultural products.

2.1.3 Carry out rural e-commerce training

Since 2020, China has put forward the need to vigorously develop high-quality farmers and rural e-commerce, has trained 224,000 professional and technical personnel. It can be said that many Internet celebrities have emerged in rural areas because of the development of short video and other industries. These human resources can be used to promote the growth of agricultural economy. In addition, the training of rural practitioners and college student village officials, especially e-commerce training, in order to cultivate more and more e-commerce backbone, to achieve the professional training goal of developing rural e-commerce and promoting the sale of agricultural products. This process can solve the problem of narrow sales channels and low sales amount.

2.2 Focus on pilot demonstration to create the source of power for the development of e-commerce

First of all, in accordance with the above-mentioned measures of digital transformation of agricultural production, we will steadily promote the establishment of demonstration villages and promote the vigorous development of rural e-commerce. According to the general requirements of “scientific layout, revitalizing agriculture and industry, linking towns and villages, and enterprise operation”, key projects such as agricultural product supply chain, township e-commerce service station, county e-commerce logistics center should be promoted, thus accelerating the establishment of modern rural market system. Secondly, the pilot work of cross-border e-commerce should be actively promoted to facilitate the development of cross-border e-commerce. Seize the advantages of local rural industries, vigorously develop cross-border e-commerce, and participate in the construction of the comprehensive pilot zone proposed by China. After carrying out the pilot, establishing the product sales database of industrial enterprises, and connecting with the global operation sales platform, the local sales channels can be expanded, and the economic development goal of cross-border industrial e-commerce export can be realized^[2].

2.3 Pay attention to the diversification of modes and mobilize the driving force of e-commerce development

2.3.1 Pay attention to online promotion

Through Taobao, Douyin and other platforms, live broadcast of local featured products, such as “sweet potato Festival”, “Nature Festival” and other online publicity activities, and invite famous anchors and food celebrities to publicize local agricultural products.

2.3.2 Focus on offline linkage

Organize a series of offline marketing activities in combination with the form of network broadcast to provide high value-added services for local agricultural products. For example, it links with large-scale online e-commerce live broadcast activities, invites local leading enterprises to participate, and invites Internet celebrities on Douyin platform to live broadcast. Here, it provides a good entrepreneurial environment for the development of local e-commerce, cultivates new talents for local network broadcast, and establishes a new fashion for its live broadcast culture.

2.3.3 Focus on agglomeration development

Strengthen the agglomeration effect of rural e-commerce, strengthen the agglomeration of products, services, policies, etc., so as to give full play to its scale, synergy and spillover effect, and promote the development of county e-commerce agglomeration. For example, the local area should give play to the advantages of featured products, form distinct industrial parks, and combine cross-border e-commerce parks and e-commerce districts to create a new pattern of rural economic development for the local area relying on e-commerce. At the same time, government funds should also be actively introduced to build development carriers such as logistics intelligent warehousing, education and training, e-commerce service agent operation, e-commerce service and logistics distribution .

2.4 Optimize the service guarantee and strengthen the cohesion of e-commerce development

2.4.1 Adhere to strengthen policy guidance, highlighting the first trial

Combined with the measures of rural economic development put forward by China, the guidelines for accelerating the development of local e-commerce are revised and issued, and the policies for the development of new formats such as short video and live broadcast are clearly guided. On this basis, guidance can be given from the number of fans, live broadcast, live broadcast sales, public live broadcast base and other aspects .

2.4.2 Integrate the logistics distribution system and highlight the convenience and benefit of the people

The post office and township offices and individual post stations are integrated with rural logistics, and various resources are integrated to create a one-stop service platform integrating universal service, public service, payment service, rural “last mile”, “agricultural and sideline products to the countryside” and other “one-stop” service platform, to build a “10-minute convenient service circle”; The establishment of urban and rural distribution centers, enhance the synergy between regions, effectively reduce the distribution cost. At the same time, the integration of logistics information can accelerate the pace of the construction of overseas warehouse division of cross-border e-commerce by local enterprises and accelerate the construction of a modern logistics system for the sale of local agricultural products.

Conclusion

To sum up, in the context of the development of digital economy, we should vigorously develop “Internet +” modern agriculture, integrate and promote rural e-commerce, cultivate farmers’ professional and technical backbone, and promote the development of agricultural economy. These moves are beneficial to the local economy and farmers’ lives. Through e-commerce platform, it not only expands the market of agricultural products, but also promotes the development of rural economy, and truly makes e-commerce industry become the “engine” to boost the high-quality development of local rural areas.

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