

Exploring the development path of rural cross-border e-commerce under the background of rural revitalization

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Abstract: In order to adapt to the changing modern social environment, solve the main problems of unbalanced rural development, further expand agricultural production, beautify the rural environment, and increase farmers' income, China has put forward the strategy of rural revitalization and development. On this basis, we also need to increase policy and institutional support to support rural cross-border e-commerce development, explore the internal link between rural revitalization and rural cross-border e-commerce development, and effectively solve the main contradiction between social development and rural development. This paper specifically expounds the basic concepts of rural revitalization and rural cross-border e-commerce, and deeply discusses the development dilemma and development path respectively, hoping to provide more beneficial reference for grass-roots rural builders.

Keywords: rural revitalization strategy; Rural cross-border e-commerce; Development path

introduction

Under the guidance of building a moderately prosperous society in an all-round way and the two centenary goals, China's rural development is gradually transforming from a low-level poverty alleviation to a high-level revitalization, which also gives birth to a new rural cross-border e-commerce industry, guiding the new direction of China's rural development. As far as the current situation of rural cross-border e-commerce development is concerned, our research on the important value of rural revitalization is not deep enough, and our research on the new path and model of rural revitalization to promote rural development is not enough. That is to say, in the future process of rural cross-border e-commerce development, it is still necessary to work together to promote poverty alleviation and rural revitalization, consolidate the important achievements of poverty alleviation, vigorously promote rural revitalization, and effectively enable farmers to live a better life.

1. Rural cross-border e-commerce in the context of rural revitalization

1.1 Rural revitalization strategy

The essence of rural revitalization is to promote the development of rural and agricultural modernization, and create a beautiful and charming countryside, so that farmers can become rich. The author believes that accelerating the development of rural modernization is an important part of China's long-term strategic objectives, so the sustainable development of the rural revitalization strategy is crucial, which can play a role in promoting industrial prosperity, ecological livability, rural civilization and other aspects. While our country continues to promote the policy of "enriching and benefiting farmers", rural revitalization is also benefiting rural areas, agriculture and farmers in all regions, making the rural economy enter a new stage of development.

1.2 Rural cross-border e-commerce

Based on e-commerce, rural cross-border e-commerce integrates modern social resources such as the Internet, computers and information technology, and fully realizes the modern development of rural economy. Getting through the rural cross-border e-commerce network is equivalent to getting through the road of rural economic revitalization and development, and can double the economic and social benefits under the condition of intensive management, even several times. The rural cross-border e-commerce industry chain benefits farmers, so that farmers can benefit from agricultural production, sales, logistics, services and other links by relying on science and technology. Therefore, we should continue to promote the transformation and upgrading of rural cross-border e-commerce industry, constantly optimize the allocation of related resources, and improve the market competitiveness of agriculture.

2. Rural cross-border e-commerce development dilemma under the background of rural revitalization

2.1 Infrastructure needs to be improved

First of all, the rural network infrastructure needs to be optimized and improved. Although the rural areas have basically achieved network coverage, the network speed, signal and other aspects still need to be strengthened. Especially in some remote and poor areas, this phenomenon is even more obvious. I'm afraid that relying on such a network system cannot support the huge new rural cross-border e-commerce industry, let alone the industrial transformation and upgrading. Secondly, compared with the urban population, the rural

population is not concentrated, which also leads to the decentralized production of agricultural products and the imperfect product quality supervision system, which is naturally not conducive to the vigorous development of rural cross-border e-commerce industry. Under such conditions, the cost of rural cross-border e-commerce production chain, transportation chain and other aspects will only increase, resulting in a large number of agricultural products can not be transported in time, or can only complete the entire transportation activity at a higher cost.

2.2 Lack of professional talents

In the context of the new countryside and rural revitalization strategy, many traditional manufacturing, handicraft and agricultural related products have started to enter the e-commerce channel, so the demand for relevant professionals is naturally growing. According to research, rural e-commerce will have a talent demand of nearly 3 million people in the next 5 to 10 years. This has also caused the shortage of e-commerce talents to some extent, mainly due to the following factors: First, the lack of leaders in the development of China's rural cross-border e-commerce industry has made it difficult to attract a large number of outstanding talents due to the lack of impetus and vitality for the development of e-commerce industry. Second, China's universities and vocational colleges are cultivating a large number of excellent e-commerce talents, but the practical quality and professional quality of relevant professionals need to be strengthened, and they may not be willing to take root in rural development. Therefore, it is difficult to recruit relevant talents into rural areas to develop cross-border e-commerce industry, and the relevant work system is not perfect, which still needs to be further optimized and strengthened. Third, the quality of agricultural products needs to be improved. If the quality of agricultural products is relatively low, the level is not clear, and the types are not rich enough, it will still affect the talent development path. Then, the attraction of rural cross-border e-commerce industry is bound to be insufficient. To solve the problem of lack of professionals, we should also pay attention to product quality and influence. We should not only optimize the relevant industrial chain with the help of government and social forces, but also improve the talent training and development path, so as to strengthen and develop the rural cross-border e-commerce industry.

2.3 The development model is not innovative enough

Rural e-commerce started relatively late, so the development model needs to be strengthened and upgraded. At this stage, China's rural cross-border e-commerce mainly relies on Alibaba, JD and other e-commerce platforms to complete centralized sales, mainly using B2C and C2C business development models. Among them, "B2C" refers to "business to consumer", which means that enterprises supply corresponding products according to the actual needs of customers, or agricultural product manufacturers release supply information on the information release platform to meet the actual needs of consumers; "C2C" refers to "consumer to consumer", which is generally applicable to commercial activities with small transaction volume and small scale, mainly undertaking business transactions between individuals. The above two development models are relatively single, which makes it difficult to achieve industrial integration. With the continuous expansion of the scale of the new e-commerce model, it is believed that the rural cross-border e-commerce industry will also be integrated into community e-commerce, whole industry chain e-commerce and other new models.

2.4 The product category is relatively single

At this stage, China's rural cross-border e-commerce industry is characterized by aggregation, but it is also prone to the problems of single product category and serious product homogeneity, such as "Taobao Village". Due to the single product category, the regional brand advantage cannot be reflected, and the final sales profit will also drop significantly, which is not conducive to the exertion of relevant product advantages and competitiveness. It can be seen that in order to improve the market competitiveness of agricultural products, we must do a good job in product classification, positioning and many other work, and at the same time, we should try our best to establish superior brands to improve the marketing power and influence of products. In this way, on the basis of ensuring product quality, it undoubtedly broadens the product sales path, enables people to buy at ease, and at the same time, with the help of product quality, richness, brand and other advantages to achieve considerable development.

3. Exploring the development path of rural cross-border e-commerce under the background of rural revitalization

3.1 Make every effort to build an e-commerce service center

In the context of rural revitalization, if you want to develop rural cross-border e-commerce, you must make every effort to build an e-commerce service center, build a clustered service platform relying on relevant enterprises, which can specifically attract those influential e-commerce service platforms, self created brands, or enterprises with well-known trademarks and proprietary patented products to join the e-commerce service center. The service center can provide a good office environment, equipped with hardware and software equipment required for cross-border e-commerce work. For all enterprises settled in, the service center can also provide convenient consulting services, training services, etc., to improve the standardization level of enterprises and bring them more benefits in terms of operation, services, etc. In this way, rural cross-border e-commerce related enterprises can gather together to form a distinctive industrial park, and rely on e-commerce service centers to carry out related work, which can achieve the effect of integrating enterprise resources, expanding enterprise sales

channels, and standardizing enterprise operation processes. By building and developing e-commerce service centers, we can also help the rural cross-border e-commerce industry integrate into more new development models, such as community e-commerce, e-commerce in the whole industry chain, etc. With the practical consideration of farmers' affordability, we can achieve the effect of modernization, innovation and development of the whole industrial chain, and achieve the modernization and high-quality development of cross-border e-commerce industry while avoiding adverse effects on farmers.

3.2 Give full play to the functions of local governments

The government is an important driver of the development of rural cross-border e-commerce industry. By organizing and carrying out relevant management, supervision and other activities, the government can effectively play its role in regulating the market, such as macro-control, market supervision and public goods and services, and can maintain the order of market development. It can be seen that using the government's "invisible hand" to intervene or adjust the market can have a positive impact on the relevant industries to a certain extent. For the rural cross-border e-commerce industry, we should give full play to the functions of local governments, and provide strong support for the development of rural cross-border e-commerce through the specific work of the government, such as constantly strengthening infrastructure construction and improving the government service system, and promote the continuous improvement and upgrading of relevant industrial chains. As the local government is also the main body reflecting the will of the local people, it is incumbent on the government to vigorously develop the rural cross-border e-commerce industry with the help of rural revitalization, not only to provide external resources and hardware facilities support, but also to do a good job of guidance and supervision at the government level, and give full play to government functions to maintain the healthy development of the rural cross-border e-commerce industry. To be specific, the government needs to take into account the regional industrial characteristics, adjust measures to local conditions, and let farmers make full use of the resources available to them to maximize economic and social benefits.

3.3 Cultivate professional e-commerce talents

The revitalization of talents in rural revitalization is a necessary element, and also an indispensable link in the process of promoting the transformation and upgrading of rural cross-border e-commerce industry. As we all know, universities and vocational colleges are important places for training cross-border e-commerce talents, and the quality of relevant talent training affects the transformation and upgrading of rural cross-border e-commerce industry to a certain extent. The author believes that while optimizing the training quality of e-commerce professionals in colleges and universities, we should also pay attention to the training of "new rural people" and devote ourselves to making college students return to their hometown to revitalize the cross-border e-commerce industry, which is bound to achieve twice the result with half the effort. Personally, this is the key to promoting rural revitalization. In a word, it is very important to cultivate "new rural people" and new professional farmers. This is an important path to cultivate professional e-commerce talents under the background of rural revitalization, and it is worth exploring and practicing.

Scientific analysis of the employment and entrepreneurship situation of our graduates has to say that it is a correct choice to attract them to join the revitalization of the rural team. This is an important value orientation, which should also be integrated into the employment guidance and entrepreneurship education of universities and vocational colleges, so as to fundamentally establish students' correct values and career development outlook. First of all, universities and vocational colleges should focus on employment guidance and innovation and entrepreneurship education, and promote students to form a correct concept of career development and innovation and entrepreneurship while cultivating students to form a correct concept of three. Secondly, schools should also organize more relevant practical activities to allow students to participate in specific work or innovation and entrepreneurship, so that students can think independently and explore independently, so that they can grasp their future career development direction. For those students who want to enter the rural revitalization team, it is necessary for us to carry out targeted and personalized training, further exercise and improve their practical ability and operation level, or organize an innovation and entrepreneurship competition of "Internet+Agriculture" to encourage and attract more students to participate in the revitalization of rural cross-border e-commerce industry after graduation. Finally, we must realize that such a talent training mechanism must be carried out for a long time, and only by providing long-term and effective employment guidance services and innovation and entrepreneurship education can we promote the modernization and high-quality development of rural cross-border e-commerce industry.

3.4 Innovate the development model of cross-border e-commerce

Under the background of rural revitalization strategy, Internet+agriculture has become a new trend of development, and its advantages and benefits are becoming more and more prominent. It can be seen that the development of rural cross-border e-commerce has become an important trend, and front-line personnel need to continue to explore and innovate the development model. We should correctly understand the new business form of "Internet+Agriculture", integrate resources and optimize the industrial structure in combination with existing conditions, promote the transformation and upgrading of rural cross-border e-commerce industry, and promote the revitalization and all-round development of rural economy. First of all, the innovation of cross-border e-commerce development model should focus on the goal of network coverage and network speed improvement, accelerate the construction of agricultural big data, connect the rural cross-border

e-commerce industry chain, and focus on promoting the new upgrading of Internet+agriculture. Secondly, the innovation of cross-border e-commerce development mode should focus on the construction goal of cold chain logistics system, and solve the "last mile" problem of agricultural products, machinery and equipment transportation. If conditions permit, centralized management can also be carried out for related logistics chains to reduce production and transportation costs, reduce the pressure on talents and management, and focus on improving the efficiency and quality of cold chain logistics transportation. Finally, the innovation of cross-border e-commerce development mode should also focus on the talent information literacy training mechanism, create a complete industrial chain as far as possible, further cultivate "new rural people" who can use information technology and various advanced equipment, and enhance the competitiveness of rural cross-border e-commerce industry.

With the explosion of We Media platform, it has also had an important impact on the whole society and business form. How to use the We Media platform to develop rural cross-border e-commerce industry has become one of the important topics to focus on. It may be an important way to revitalize the rural economy by using We Media channels to increase the marketing of agricultural products. In addition, the big data analysis of customer preferences for precise positioning and the sound operation of the information technology support system are bound to improve the competitiveness and influence of products and further expand the marketing of agricultural products. We media can not only spread problems, but also widely spread audio, pictures, videos, etc. Even some of our media platforms also provide live broadcast function, which is more conducive to the reform and innovation of rural cross-border e-commerce development model. For example, apps such as Tiaoyin, Fasthand and Watermelon Video all have the live broadcast function, and the function is easy to operate and the market scale is sufficient. Therefore, it is imperative to make use of relevant flatheads to promote agricultural products. It is worth noting that when we use the above We Media platform to expand the scale of rural cross-border e-commerce development, we should also pay attention not to false propaganda and exaggeration of facts. Only honest operation and down-to-earth can make the rural cross-border e-commerce industry go further.

4. Conclusion

In a word, rural revitalization is an important support to optimize the economic structure and promote the prosperity and development of the country. With its penetration into China's rural cross-border e-commerce, it will certainly inject new vitality into the development of rural cross-border e-commerce, so that government support, science and technology, social resources and other forms a joint force to jointly promote rural revitalization and rural development as soon as possible to achieve long-term, stability and harmony. In the face of the current difficulties in the development of rural cross-border e-commerce, we also need to plan well and respond flexibly. We must work hard for a long time and share the same desire. The government and farmers should also actively cooperate to play a good game of "rural revitalization".

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