

Research on the development of rural e-commerce under the strategic environment of comprehensively promoting rural revitalization

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Abstract: with the vigorous development of the Internet industry, the rapid development of rural e-commerce can not only improve the efficiency of farmers' production and management, improve the production capacity of rural economy, but also promote the transformation and upgrading of rural industry. However, the rural e-commerce industry is still in its infancy. Grasping the entrepreneurial environment and laws of rural e-commerce, and deeply studying the factors affecting the entrepreneurial activities of rural e-commerce start-ups can provide references and suggestions for improving the efficiency of rural e-commerce and ensuring the good operation of rural e-commerce ecosystem.

Key words: Rural Revitalization; Rural e-commerce; Rural economy; E-commerce; E-commerce logistics

1. Significance of rural e-commerce development

In 2022, the No. 1 document of the central government proposed to focus on the development of agricultural product processing, rural leisure tourism, rural e-commerce and other industries to promote farmers' local employment and entrepreneurship. Rural e-commerce and farmers' employment and entrepreneurship have become a key national development policy. With the intervention of the concept of modern digital economy, rural e-commerce represented by e-commerce live broadcast has gradually penetrated into rural areas. Under the comprehensive background of the continuous promotion of the National Rural Revitalization Strategy, the development of rural e-commerce has shown a trend of scale, intensification and specialization. The integrated development of information technology and modern agriculture has promoted the development of rural e-commerce entrepreneurship ecosystem. It has the following important significance for China's rural development and construction.

1.1 Improve the visibility of rural areas

With the development of e-commerce industry in rural areas, there have been a number of production and marketing chains of famous and high-quality agricultural products with local characteristics as a gimmick, resulting in many "Taobao village", "Douyin town", and many e-commerce brands, forming a "flow economy". At the same time, the popularization of rural tourism projects such as "farmhouse", "fishing house", "rural picking garden" and "sightseeing Ranch", as well as the opportunities for the new generation of farmers to return home for entrepreneurship and employment, has brought the rural ecological environment, production and life into the view of more people, and has made the operational infrastructure such as farms, homestays and restaurants develop rapidly. The construction of supporting logistics, warehousing, communications, roads and other productive infrastructure has improved the living environment in rural areas, and the popularity of rural areas has also been improved accordingly.

1.2 Increase farmers' income

The main goal of Rural Revitalization is to improve the living standards of farmers. With the development of rural e-commerce, there are many characteristic agricultural products with obvious local characteristics of high quality and high price. From the planting and breeding of the primary industry to the operation and management of the whole industrial chain, farmers can get the value-added of the traditional primary industry, and farmers' income increases significantly. With the continuous development of rural e-commerce, the construction of rural agricultural products industry chain will be more and more perfect, and farmers will also get more employment and entrepreneurship opportunities, which can greatly improve farmers' production enthusiasm, thereby improving production efficiency and farmers' operating income.

1.3 Bring up local characteristic peasant groups

With the acceleration of China's urbanization process in recent years, more and more farmers are pouring into cities to work. Due to the phenomenon of low educational background and low technical ability of migrant workers, as well as the relatively backward development of rural areas in China and the lack of jobs, it is difficult for farmers to find jobs in rural areas that are higher than the income of urban migrant workers. The emergence of new rural e-commerce can solve this problem. After the organized and large-scale production and processing of traditional agricultural products, especially the brand building of green environmental protection in rural areas, the value of agricultural products has been greatly improved, and there is also a wide market. Farmers are more inclined to return to rural areas for entrepreneurship or employment when they see the opportunity to give full play to their talents in rural areas, thus creating a group of farmers with local characteristics.

2. Development status of rural e-commerce

2.1 Strong policy support

According to the notice on completing the comprehensive demonstration of e-commerce in rural areas in 2020 and the notice on

deepening the cooperation between farmers and businesses and vigorously developing e-commerce for agricultural products, there are as many as 32 policies supported by the state and ministries. Under the premise of a system of national and local government policy support, the traditional Internet e-commerce giant pinduoduo, Taobao, Pinyin and other companies have vigorously deployed rural e-commerce networks, increased publicity and investment in e-commerce in e-villages, and seized the rural e-commerce market. Taking advantage of the policy, the rural e-commerce industry is currently in a period of vigorous development.

2.2 Rapid development of e-commerce platform

In terms of Internet e-commerce platforms for agricultural products, large domestic Internet e-commerce platforms such as Alibaba, meituan, Pinyin, jd.com, Suning and pinduoduo are in a leading position, providing a solid foundation for rural e-commerce practitioners. For example, JD mall delivers high-quality products and services formed in the circulation process in rural areas to consumers through platform advantages; Suning Tesco utilizes its platform advantages and strong scientific and technological support strength to integrate the local agricultural product supply chain system and provide consumers with high-quality products and services; Alibaba takes Taobao and tmall supermarket as its main sales channels; As an emerging e-commerce platform in recent years, dithianyin has attracted a large number of anchor anchors with goods to settle in through the integration of short video resources, and has also made outstanding contributions to the sales of rural goods.

2.3 Rural e-commerce sales gradually increased

By June 2022, the number of Internet users in rural China had reached 293million, accounting for 27.9% of the total number of Internet users; In 2021, the existing administrative villages in China will realize “broadband access to every village”. With the continuous improvement of rural infrastructure and the rapid development of information technology, the rural market has realized the linkage of agriculture and commerce through e-commerce, and better developed the rural market. As a key component of the digital economy, rural e-commerce plays an important role in rural development. In the first half of 2022, the national rural online retail sales reached 975.93 billion yuan, an increase of 2.5% year on year. Among them, the online retail sales of physical goods in rural areas reached 890.44 billion yuan, an increase of 3.6%. The national online retail sales of agricultural products reached 250.67 billion yuan, an increase of 11.2% year on year.

2.4 Increasingly standardized industry

The report on the analysis of China’s agricultural e-commerce in the first half of 2022 mentioned that the data from the National Bureau of statistics showed that in the first half of 2022, China’s rural online retail reached 975.93 billion yuan, a year-on-year increase of 2.5%, of which the sales of agricultural products reached 250.67 billion yuan, a year-on-year increase of 11%. At this stage, the development of China’s rural e-commerce industry is changing with each passing day. Facing the situation of rapid development, China is strengthening the digital transformation of rural e-commerce industry, promoting the chain development of the industry and improving the standardization level. At the same time, domestic leading e-commerce enterprises such as jd.com and Taobao have also actively developed the new Internet marketing mode of “agriculture + e-commerce”. More and more express logistics industries related to rural e-commerce have also opened the village business, making the rural market supporting facilities more mature and perfect, with the support of large Internet leading enterprises, The rural e-commerce industry has gradually become standardized and standardized from the beginning.

3. Development proposal

3.1 Talent

Low service level is a common phenomenon in rural e-commerce industry. With the development of rural e-commerce, a large number of professionals need to be equipped at the levels of technology, operation and service. However, at present, a large number of people in rural areas are flowing out, and the elite labor force engaged in rural e-commerce industry is in short supply. The knowledge level of most rural e-commerce practitioners is also low. They have not received systematic and professional training, have no professional work experience, and their service level is low.

First of all, the primary task is to improve the service level of rural e-commerce practitioners and strengthen the construction of rural e-commerce professional talent team. The majority of rural grass-roots government organizations and e-commerce enterprises should provide local farmers with e-commerce learning channels and improve the ability of farmers’ practitioners. Second, give preferential policies in terms of taxes and loans as much as possible to support the development of local enterprises. Rural grassroots government organizations should solve the worries of talents, consider the medical environment, children’s education and other aspects for rural excellent e-commerce practitioners, and increase the investment of grassroots foundations such as medical treatment and education, so that excellent talents can work and live at ease.

3.2 Logistics

1. problems encountered in the development of rural e-commerce logistics

(1) Lack of perfect logistics infrastructure

In most rural areas of China, the transportation network is relatively backward, the main roads are relatively narrow, most of the country roads are still rugged, the vehicle driving is difficult, the configuration of logistics equipment is relatively backward, the degree of mechanization is not high, and the logistics efficiency is low. Rural e-commerce operators mainly sell fresh agricultural products and have very strict fresh-keeping requirements. However, at present, China’s rural areas can’t make good use of cold chain technology, resulting in high consumption rate of fresh agricultural products, which leads to the increase of rural e-commerce costs and the reduction of profits,

which greatly hinders the development of rural e-commerce and e-commerce logistics.

(2) Lack of perfect e-commerce logistics circulation industry chain

Because China has implemented a small-scale agricultural economy, farmers' families have formed an agricultural production mode based on farmers, but there is no centralized circulation of agricultural products, resulting in information asymmetry in the circulation of agricultural products, which makes it difficult to achieve a sound circulation industry chain in rural areas of China, This to a large extent limits the effective play of rural e-commerce and logistics functions. The configuration of logistics warehouses and the application of logistics technology in rural areas are also relatively backward, especially in remote mountainous areas, which can not achieve large-scale production, and the balance of supply and demand is difficult to maintain.

2. countermeasures for the integrated development of rural e-commerce and logistics

(1) Vigorously support the construction of rural logistics infrastructure

In order to fully implement the integrated development plan of rural e-commerce and logistics, the government must issue regulations and policies related to the construction of rural e-commerce logistics infrastructure, and establish a fast and effective logistics infrastructure system □. First, we should strengthen capital investment and technical support to improve the rural traffic situation; Secondly, increase investment in logistics infrastructure construction, vigorously develop cold chain transportation and distribution business, and integrate and optimize cold chain logistics based on logistics system to make logistics warehousing more professional; In addition, provide more preferential policies to encourage enterprises to participate in the construction of logistics infrastructure and improve logistics efficiency.

(2) Integrate a complete agricultural products logistics industry chain

Local government departments should play their leading role, integrate local resources from all sectors of society, formulate plans for the development of regional agricultural e-commerce logistics industry, issue corresponding reward and punishment systems and management regulations, provide policy support from the aspects of capital, resources, science and technology, and guide local rural e-commerce practitioners to choose jobs efficiently and reasonably in a planned way, Establish an efficient e-commerce logistics industry chain to pave the way for the development of rural e-commerce industry.

41 Conclusion

Under the background of the socialist market economic system with Chinese characteristics, China's rural e-commerce behavior has begun to take shape, the policy system has been basically formed, the industry standardization has become increasingly standardized, and the overall development situation is good. Next, we will vigorously strengthen the professional construction of talents and logistics, and take various scientific and effective methods to improve the economic scale of rural e-commerce industry and contribute to China's socialist construction.

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