

## **Opportunities and Challenges of Rural E-commerce Development under the Background of "Internet +"**

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**Keywords:** Internet +; rural; e-commerce; opportunities; challenges

**Abstract:** With the continuous development and progress of our society, the level of science and technology has made a good improvement in this environment, and the Internet has gradually been used in people's living and learning, and has brought a lot of convenient for people's living and work. E-commerce is the development of the Internet context, and the latest set of travel, shopping, tourism etc. is gradually accepted by the people. Under the influence of the environment, the development of e-commerce is more and more rapid, even in rural areas of our country. This paper analyzes the current situation of rural e-commerce development and the challenges and opportunities they face in the background of "Internet +", and finally puts forward countermeasures for the rural e-commerce in China in the perfect "Internet +" background.

### **1. Introduction**

With the convening of the Third Session of the Twelfth National People's Congress in 2015, Premier Li proposed in the relevant government work report that the Action Plan on "Internet +" is to make a good contribution to economic development. In fact, the development of the Internet is a new form of society, and only fully plays the role of the Internet in the community, the Internet and the economy combined to effectively improve the latest productivity of the Internet, the Internet application is the best effect. Therefore, in the process of Internet development, "Internet +" appears, and is applied in all areas of our society, and even spread to rural areas. Therefore, this paper analyzes the opportunities and challenges encountered in the development of rural e-commerce in the context of "Internet +", in order to find a reasonable solution on the basis of challenges, and play a good role in the development of rural e-commerce.

### **2. The Background**

China in October 2014 stage, announced to the rural investment 10 billion yuan, driven e-commerce development. This shows that e-commerce is in this period is a good progress and improve. At the same time, the rural population's economic benefits are also in this rapid progress. In this environment, the development of the Internet is rapid in rural areas, while rural electricity providers have also shown rapid reform and innovation, which are the rural areas of the development of important business opportunities [1].

### **3. Opportunities and Challenges of Rural E-commerce Development under the Background of "Internet +"**

#### **3.1 The State strongly supports**

After the meeting in 2015, Premier Li to the "Internet +" upgrade as the country's first strategic policy, then the Internet in China has been rapid progress and development. Rural electricity providers promote the traditional agricultural model into operational mode. In the same year, the Chinese government has also issued relevant guidance documents for the development of rural e-commerce, mainly pointed out that in the next few years to fully open the rural e-commerce. And to ensure the development of rural e-commerce needs honesty and trustworthiness, safety, reliability, environmental protection. This is a more realistic problem, in the e-commerce into the rural areas

more than two years time, whether it is China's central or local government, have given their high school attention, which is the economic transformation of rural e-commerce has brought the latest The point cut [2].

### **3.2 A huge market potential**

With the strong support of the Chinese government, e-commerce in rural areas has been developing at an astonishing speed, and has become the most potential market in the future of our society. China is a large agricultural country, according to the survey, the end of 2013, China's rural population has reached about 623 million, with the accelerating urbanization process, the proportion of rural population declined, but the emergence of Internet users in rural areas, in the overall proportion of Internet users has been rising. Therefore, the development of rural e-commerce in China has also been used as a basis for rapid improvement. In the context of the gradual popularization of the Internet, the rural market there are numerous consumer potential, it can also show very good prospects for development, which is the potential development of rural e-commerce opportunities.

### **3.3 The convenience of electricity providers themselves**

The emergence of e-commerce in rural areas, on the one hand, can effectively enable consumers to get rid of dependence on traditional consumer intermediaries, effectively narrowing the distance between producers and consumers; while rural consumers to bring more and more choice of space. Under the same conditions, choose to more inexpensive products, in order to effectively improve the goods in the market to adapt to the situation. In the past rural areas, want to buy products need to go through multiple links; this time and efficiency are relatively low. After the emergence of e-commerce, rural sales and purchase of the drawbacks are gradually reduced, the villagers also felt the convenience of e-commerce for rural e-commerce development has laid a better foundation [3].

### **3.4 Network technology support**

If you want to ensure the development of e-commerce, but also need network technology network financial support. At this stage, online payment gradually replaced the traditional way of payment, which is the power supplier in the development process is very important part. The emergence of online payment to ensure that consumers in any place, any space, as long as the network can carry out bank payments and consumption, to avoid the complexity of the bank counter operation, but also can effectively save the consumer's time. With the continuous development and progress of Internet technology, rural electricity providers in technology has also been a good guarantee, in addition, the development of foreign electricity providers in rural China for the progress of electricity providers to provide a lot of experience.

## **4. Challenges of Rural E-commerce Development under the Background of "Internet +"**

### **4.1 The backward rural infrastructure**

Rural areas in China in recent years, although a good development, but its infrastructure is relatively backward, the Internet has not been popular in rural areas, so this is the development of rural electricity providers in the process of a relatively large bottleneck. There are also differences in rural areas between China and the imbalance between urban and rural development, many rural Internet-related facilities are relatively backward, so it also makes it difficult to access to daily life in the Internet, the lack of Internet-related Knowledge of the understanding of the development of electric business caused obstacles.

### **4.2 Cannot guarantee transaction security**

E-commerce is mainly dependent on online transactions and online payment, which is a new industry. But for the rural e-commerce, you want to rely on the network is still more difficult to trade, mainly due to the small amount of knowledge of the population of farmers, so the network and information to accept the degree of poor, many people still remain in a hand Cargo market

environment. The degree of distrust for the network is relatively deep, while difficult to accept high-tech products, through a simple computer and mobile phones will be able to purchase goods. At the same time the network hacker virus in the network software rampant, but also cause the network environment is not safe enough, many villagers in a consumer cheated, it is difficult to believe the network, which also brings some hidden dangers to network transactions, resulting in people for the network Pay an important reason for fear [4].

#### **4.3 Higher transport costs**

So far rural product logistics and distribution is a major bottleneck in the development of electricity providers in rural areas, which also directly affect the promotion and use of electricity providers, rural products you want to enter the market in the city, but also multi-channel, multi-channel Processing and distribution, but so far rural product distribution system is not perfect. Coupled with the relatively large amount of product transport, shelf life is relatively short, it is prone to product quality cannot be protected, which also led to rural electricity providers in rural areas and foreign products on the transport of defects, a direct impact on e-commerce development of.

#### **4.4 The lack of relevant technical personnel**

In the "Internet +" context, the rural want to develop e-commerce, but also with the support of talent. But in the current situation, the rural population for e-commerce is not very profound understanding of the difficult to meet the needs of e-commerce development. The current rural population, many people have realized the convenience and advantages of e-commerce, and began to start the micro-commerce industry, but most of the operators and no formal training and education, can only do basic transactions, which but also the rural population and the basic difference between the population in the city, directly to the development of electronic business constraints.

### **5. Countermeasures**

#### **5.1 Accelerate the construction of network infrastructure**

Rural areas of the network are directly related to whether the development of e-commerce, if the facilities are not complete, rural e-commerce cannot start. Therefore, it is also necessary for the government to pay attention to the construction of rural informatization and to invest a lot of money to ensure that rural areas can be affected by the "Internet +" environment, improve the rural population's understanding of network knowledge, and strive to get electronic products and Internet technology in rural areas Popularization, so that everyone can access to computers, to understand the Internet, focusing on building the Internet and the context of the agricultural data system to strengthen the construction of rural infrastructure to improve farmers' knowledge of the network and the network to enhance the level of use [ 5].

#### **5.2 Improve the rural logistics development system**

If you want to ensure rapid development of e-commerce in rural areas, the most important thing is the agricultural logistics and distribution system, which is the development of rural electricity providers in the process of a very important part. In the "Internet +" environment, rural products you want to achieve electronic, but also in different regions, according to different products, choose a different logistics distribution. Only in this way can the difference between regions, as well as product characteristics, choose a different delivery methods to ensure the quality of agricultural products, but also to speed up rural areas and other areas of communication and exchange. This is also a very important basis for building rural e-commerce content, can provide farmers with the most basic sales and consumption protection [6].

#### **5.3 The establishment of reasonable laws and regulations**

In view of the current hidden dangers of network transaction security, the state also needs to

establish the relevant legal system based on the development of rural e-commerce. The impact of lawless elements results in fear of psychology. The relevant laws also need to strictly grasp the network hackers and lawless elements, fraud for Internet fraud, so as to promote the development of e-commerce in rural areas. Therefore, the establishment of network security system, while strengthening the network firewall settings for rural people to use the network has a very important role, but also to a certain extent, to avoid hacker viruses and other related factors into the farmers of the computer and network [7].

#### **5.4 Vigorously train relevant personnel**

If you want to ensure that the development of rural electricity providers, but also in the "Internet +" environment, and vigorously cultivate electronic talent, mainly for local college students to educate, so that students are willing to join after graduation to home electrical business in the construction process, Students rich knowledge of the network, the rural population training to strengthen the rural population as a whole ideology, to ensure that the rural population can understand the use and development of the advantages and advantages of electricity providers, we can devote themselves to the development and construction of electrical business , This can also provide convenience and advantage for the rural population's life. And the relevant personnel for regular training to ensure that the talent of the technology can be spread to every rural population and better promote rural economic development and progress.

### **6. Conclusion**

Based on the above analysis and analysis of the results can be seen at this stage of our rural society has been better development, rural economic income and living standards are gradually rising. In this case, "Internet +" into the thousands of rural households, but also led to the development of e-commerce. E-commerce is shopping, travel, entertainment, travel and other content of the latest consumption. Therefore, the emergence of "Internet +" has brought convenience to the rural population. However, in the context of "Internet +", the development of rural e-commerce still faces certain challenges, but also the rural areas, for the development of e-commerce situation, and regional differences, to find a good form of e-commerce development, reasonable to seize the opportunity to promote the development of rural e-commerce, with a view to "Internet +" to make due contributions to the development of rural areas can also lead to rapid economic level.

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