

Research on the Operation and Development of E-Commerce Rural Poverty Alleviation Model

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Abstract: With the continuous development of society, information technology has been promoted rapidly, and the information age is coming. Nowadays, with the development of Internet in the new era, China's e-commerce is developing rapidly, and its operation mode is becoming more and more mature. In recent years, the popularity of e-commerce has gradually shifted from large and medium-sized cities to small and medium-sized cities and rural areas. With the advantages of Internet and logistics network, e-commerce has made great progress in scale operation, and developed new ideas for rural poverty alleviation. As we all know, rural agricultural and sideline products are relatively rich, but there is no sales channel, and it is difficult to reap greater economic benefits from self-produced and self-sale, which leads to low economic income of farmers and poverty in rural areas. The emergence of e-commerce has brought an opportunity for rural poverty alleviation, which has provided a new model for rural poverty alleviation. The application of e-commerce in rural poverty alleviation can greatly change the current situation of rural economic development and lead rural areas to get rid of poverty and become rich. So how to effectively build e-commerce poverty alleviation model in rural areas has become one of the important contents of poverty alleviation. This paper makes a simple analysis of the operation and development of e-commerce poverty alleviation model in rural areas, hoping to help rural areas get rid of poverty and become rich..

1. Introduction

Although there are abundant agricultural and sideline products in rural areas, it is difficult to create economic benefits for rural areas by self production and self-sale, which leads to rural poverty. E-commerce has brought a new opportunity for rural poverty alleviation. In recent years, the number of Internet users has increased dramatically. Affected by this, the popularity of e-commerce has become larger and larger, and the good operation mode of e-commerce has also promoted the development of national economy. In terms of the current development of e-commerce, its development prospects are good. The construction of e-commerce poverty alleviation model and rural areas will certainly make great changes for the development of rural economy. In the new era, many investors favor e-commerce and create a lot of economic benefits. With the development of logistics, the scope of e-commerce gradually gets rid of the limitation of space and gradually covers the countryside. China has begun to use e-commerce to construct the model of rural poverty alleviation and achieved preliminary results.

2. The Feasibility of Rural E-Commerce Poverty Alleviation Model Construction

The development of e-commerce provides a new way for the rural poverty alleviation model, but if e-commerce wants to lay a foundation in rural areas, it must consider its advantages in rural development. First of all, we need to think about the feasibility of e-commerce poverty alleviation model. According to the research, the feasibility of e-commerce poverty alleviation model is mainly divided into three aspects: first, nowadays, with the rapid development of computer technology, the cost of e-commerce is greatly reduced, and the investors of e-commerce can focus on the rural areas,

combining the characteristics of rich agricultural and sideline products and low labor cost. At present, the productivity of computer and intelligent equipment is increasing and the price is decreasing. Even in rural areas, there is enough ability to buy some electronic products, which provides convenience for rural areas to learn e-commerce. Second, the rural infrastructure is constantly improving, and the scope of logistics network gradually covers the rural areas. If e-commerce wants to develop, it must have the support of modern logistics industry, and rural products through online sales must have a good logistics network. China has always attached great importance to rural road repair. At present, the road coverage in rural areas has been basically realized, and even some rural areas have become an important traffic fortress. These conditions have laid a hardware foundation for e-commerce. Third, the development of e-commerce has a bright future. Many urban families' consumption concepts have changed. With the gradual popularization of green and healthy consumption concepts, many consumers will buy green and pollution-free agricultural and sideline products through e-commerce. In this way, e-commerce can use the characteristics of rural areas to carry out online sales and help farmers get more benefits. In addition, the government has certain policy preferences for rural poverty alleviation, which also provides help for the construction of e-commerce poverty alleviation model in rural areas [1].



Figure 1 E-commerce

3. Construction Principles of Rural E-Commerce Poverty Alleviation Model

3.1. Scientific Principle

In the process of the operation of rural e-commerce poverty alleviation mode, the government can learn from the existing e-commerce poverty alleviation mode at home and abroad, and then combine with the actual situation of rural areas to provide a good foundation for the smooth operation of e-commerce poverty alleviation mode in rural areas, so that e-commerce can adapt to the internal and external environmental requirements of rural areas, so as to promote the e-commerce poverty alleviation mode in rural areas Development.

3.2. Systematic Principle

E-commerce rural poverty alleviation is different from other ways of poverty alleviation, e-commerce has a relatively mature mode after time of postgraduate entrance examination, which makes e-commerce systematic in practice. Therefore, the relevant staff in the operation and development of rural e-commerce poverty alleviation mode should combine the actual needs of rural poverty alleviation, carry out e-commerce poverty alleviation in all aspects, and build a complete e-commerce rural poverty alleviation mode.

3.3. Principle of Destination

Before the operation and development of rural e-commerce poverty alleviation mode, it is necessary to define the purpose of e-commerce poverty alleviation mode, so as to set its content, based on the reality to help rural areas improve the poverty situation, and make full use of the

advantages of e-commerce to develop a scientific rural e-commerce poverty alleviation mode [2].

3.4. Applicability Principle

If we want to fully show the advantages of rural e-commerce poverty alleviation mode, we must not copy the existing successful cases at home and abroad. In this way, we cannot combine different rural affairs in different regions. Instead, we need to analyze the local economic crops and special products in rural areas, and combine multiple factors to build the e-commerce poverty alleviation mode, so as to ensure that the mode can be good in the local rural areas Good luck.



Figure 2 Popularization of e-commerce in rural areas

4. Specific Implementation of Rural E-Commerce Poverty Alleviation Model

4.1. Strengthen the Propaganda and Education of Rural E-Commerce

To develop rural e-commerce, we must obtain the support of rural areas and increase the propaganda of e-commerce. Generally speaking, in the early stage of the establishment of e-commerce service station, farmers are not willing to participate in it. They only hear about the benefits of e-commerce, but they do not see the actual benefits, so they are not willing to participate in it. Therefore, the rural areas must strengthen the publicity and education of e-commerce, so that the first people to eat crabs appear. When farmers see the profitability of e-commerce, they will naturally participate in e-commerce, and gradually expand the team of e-commerce.

4.2. Training Professional Talents and Strengthening the Quality of Rural E-Commerce Team

Talents play a key role in the operation and development of rural e-commerce poverty alleviation model. According to relevant data, most of the talents with e-commerce professional ability are in developed areas, while the economic development in rural areas is relatively backward and lack of e-commerce professionals, which also hinders the development of rural e-commerce poverty alleviation model to some extent. Therefore, the relevant government can introduce some professional and technical talents in rural areas, or arrange regular lectures and training for professional talents, constantly improve the e-commerce ability of rural entrepreneurs, promote more people to participate in the e-commerce team, and provide human support for the development of rural e-commerce poverty alleviation mode.

4.3. Constructing Risk Management System to Ensure Per Capita Income of Farmers

In the process of operation and development of rural e-commerce poverty alleviation model, villagers have risk awareness of e-commerce, which leads to certain limitations of rural e-commerce poverty alleviation model. Therefore, the relevant government should establish a complete set of risk management system to minimize the risk that villagers need to bear and encourage farmers to cooperate with the rural e-commerce poverty alleviation model. First of all, the government needs to broaden the financing channels of the villagers, so that the villagers can make full use of the

government's policy advantages to realize independent entrepreneurship. Secondly, the villagers' risk awareness needs education, so that the villagers can correctly understand some risks and pitfalls in the process of e-commerce operation, and reduce the probability of network fraud [3].

The key of rural e-commerce poverty alleviation is to increase the economic benefits of the rural poor. But e-commerce itself has certain risks, because e-commerce must participate in the market competition, and the survival of the fittest in the market is inevitable. In order to effectively improve the economic benefits of the poor people, we can not blindly let the poor people participate in e-commerce, but through the inspection of the market and related business analysis, we should carry out rational operation. The poverty alleviation model of rural e-commerce can not be separated from the support of government policies and funds. The funds of the poor are not much. The relevant units can provide interest free loans to the poor as the starting funds, which is a process of government coordination. E-commerce risk management mechanism must be established. Starting from all aspects, efforts should be made to improve the stability of operation and reduce the risk of operation. Villagers' safety awareness and risk awareness should not be less. They refuse to follow blindly. The network is a virtual environment and the risk is not small. Villagers must try their best to avoid losses so that the e-commerce poverty alleviation model can truly achieve the goal of poverty alleviation.

4.4. The Government Should Support the Development of Rural E-Commerce

The development of rural e-commerce must be supported by the government. The relevant government departments should increase the investment of rural network funds and technology, strengthen the construction of rural network, and further improve the network security of rural areas. In addition, the construction of rural infrastructure needs to be strengthened, so as to ensure the smooth flow of logistics. The popularization of intelligent network speeds up the construction of rural information, and the rural network has been improved by using the network to place an order, online payment and so on.



Figure 3 Rural e-commerce operation

5. Conclusion

The application of rural e-commerce poverty alleviation model has become an inevitable trend of social development, which is also the best way to help rural areas get rid of poverty and become rich. E-commerce helps the development of crops in rural areas to the world, at the same time, it also brings excellent technology to rural areas, further promotes the development of rural economy to a certain extent, and is conducive to the development of the reform concept of rural poverty alleviation and prosperity in China.

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