

# Research on the Development and Strategy of Wenzhou Rural Social E-commerce Model in the Mobile Internet Era

Zhou Jian

Wenzhou Vocational College of Science and Technology, Wenzhou, Zhejiang 325000, China

**Keywords:** Big Data E-Commerce Wenzhou Rural Private Enterprises

**Abstract:** In this network environment, this research is the focus of the rapid development of e-commerce. The definition, characteristics and combination of e-commerce transactions, the experience of developing e-commerce transactions and big data theory, and the development of e-commerce of Wenzhou's private enterprises, especially Yongjia County's pumps and valves, are as follows. For example, the development of e-commerce in China. The development of industry e-commerce is not only the object of study but also the foothold. Through the investigation literature, statistics, comparison, empirical analysis, theoretical analysis and practical research, Wenzhou private enterprise e-commerce development has found significant problems, the corresponding countermeasures have been advocated as a theory. This tool provides a new perspective for the research of e-commerce development of private enterprises.

## 1. Introduction

In today's era, the business activities realized by electronic information technology are collectively referred to as e-commerce transactions, which play the role of transmitting both sides of trade. The scope of business transactions includes services and products.

### 1.1. Definition of electronic commerce

First of all, e-commerce is a transaction through information technology. When both parties enter their own needs and needs in the e-commerce network, the e-commerce network automatically searches for the relevant information you need. After confirming users, the e-commerce network will support the completion of the entire business process. This provides an economically convenient way for buyers and sellers to trade. Secondly, e-commerce transaction is essentially a virtual market. Because it can go beyond geographical restrictions, provide real-time supply and demand of goods for both parties and the basic situation of buyers and sellers. It will be more convenient and accurate to understand and grasp the market[1].

### 1.2. Characteristics of electronic commerce

E-commerce uses network technology to integrate cargo transportation, capital flow and information exchange. Enterprises connect employees and customers in different regions through global information networks, intranets or extranets to make them more timely and effective. Communications, grasp business opportunities, improve the competitiveness of enterprises.

### 1.3. Development of electronic commerce

Because of the application and development of computers, many new electronic technologies have emerged. Electronic commerce based on EDP technology realizes the commercialization of information technology used in word processing, eliminating the single case that electronic data processing technology is only used for data calculation. In order to standardize the processing of business documents, applications of WP and other software realize the exchange of electronic data. In the past, many kinds of commercial documents, such as orders from government and enterprises, were saved and sent in the form of documents, but with the development of the times, they were converted into electronic documents.

## 2. Definition, Characteristics and Development of Big Data

The industry generally believes that it is in the era of big data. As early as 2012, the New York Times has published reports on the arrival of the “big data era”, but domestic experts believe that 2013 is China's “first year of big data”. Big data brings unprecedented opportunities and challenges. Governments and businesses around the world are intensifying their investments in big data to seize the initial opportunities.

The reason why big data is widely concerned is that big data regards data itself as a resource and data mining ability as a core competitiveness. Relevant technologies can effectively cope with more and more data. At present, the advantages of big data technology, the fields of penetration and the value of playing have been constantly tested by practice, and the value and importance of big data have been widely recognized[2].

## 3. The Characteristics of Electronic Commerce in the Background of Big Data

At present, with the high popularity of big data, China is mainly focusing on e-commerce enterprises, mainly committed to promoting and applying big data technology, in order to actively support the innovation reflected in the following aspects. Mainly reflected in the following aspects:

### 3.1. Innovative enterprise development model based on big data technology [3].

With the development of information technology, the development of big data brings forward the change of data service mode, classifies service objects and provides services to each group to improve service efficiency. The popularization and application of big data make it necessary for Chinese e-commerce enterprises to establish an intelligent and personalized service platform. At the same time, we need better ways to improve user considerations, develop new products and services, and reduce the cost of business activities[7].

### 3.2. Promoting differentiated competition through big data applications

In order to achieve better development of e-commerce in our country, we must solve two important problems. One is homogeneous competition, the other is cost competition. The arrival of the big data era can promote the competition and development of e-commerce, that is to say, to improve the competitiveness of e-commerce enterprises through differentiation and personalized innovation. Chapter 4: Summary of E-commerce of Wenzhou Local Private Enterprises.

## 4. Electronic Commerce Status of Rural Private Enterprises in Wenzhou

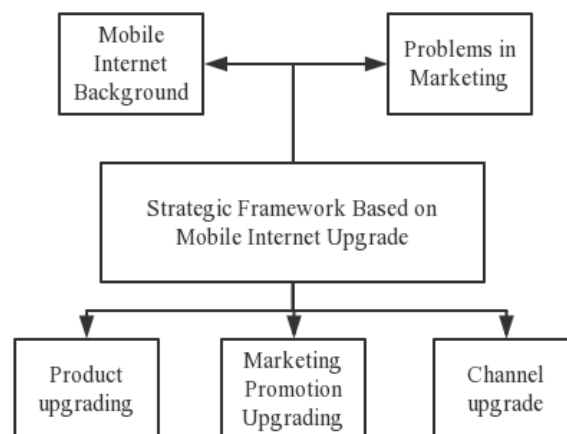


Fig.1. Research framework

In the history of China's economic reform, Wenzhou is the oldest area and the pioneer of the reform. In the folk economy, “Wenzhou Model” has made a headline. Wenzhou has many huge

private enterprises in the countryside, and the rural folk economy is very developed. 96% of total industrial production refers to the proportion of industrial production of private enterprises. Wenzhou people are brave and smart, good at business, and dare to open up. They travel around China and overseas. They have business channels all over the world. Some people say that there are Chinese people everywhere in the world and Wenzhou people everywhere in China[4].

## **5. SOWT Analysis of E-commerce Development of Pump and Valve Industry in Yongjia County**

### **5.1. Opportunity analysis**

With the development of national macroeconomic policies such as resource-saving society, eco-economic construction and environment-friendly social development, the traditional technology manufacturing industry has also obtained the development opportunities at the level of national policy on the platform of network development. At present, Yongjia government and trade associations regard e-commerce and other modern marketing models as the trend of future development, and increase the strength of e-commerce construction of enterprises, which to some extent reflects the opportunities of small and medium-sized enterprises. Yongjia-sized private pump and valve enterprises develop e-commerce.

So far, due to the development of e-commerce and pump and valve industry in Yongjia County, the eco-circle of e-commerce has gradually moved from domestic to international from accessories, products, production to marketing. The new and unique e-commerce circle is a part of Yongjia and even China's economy. New Growth Points[6].

### **5.2. Improve the microenvironment of Barub Industrial Area in Yongjia County**

From the local micro-environment, Yongjia County Government, Yongjia County Pump and Valve Industry Association and other departments, according to the e-commerce trading model will bring huge market opportunities, and fully realize that the construction of Yongjia County Pump and Valve in e-commerce has accelerated the formulation of relevant measures for enterprises. In order to promote the development of pump and valve industry in Wenzhou, more than 20 cities inside and outside Wenzhou have established comprehensive cooperative relations with Wenzhou, such as Lanzhou and Qingdao. Wenzhou has also established 21 organizational, engineering and technical centers. In order to provide technology for the pump and valve industry in Wenzhou, several talent training bases have been set up both inside and outside Wenzhou. The progress and optimization of the industrial model has provided a large number of talents and technical support, which has greatly promoted the development of Wenzhou pump and valve industry. These local and industrial policies and measures provide opportunities for the e-commerce construction of small and medium-sized private pump and valve enterprises in Wenzhou.

### **5.3. Transformation and upgrading of Yongjia pump and valve industry market**

Yongjia Pump and Valve Industry Electronic Commerce Industry has taken shape. After more than ten years of construction and development ups and downs, a better commodity base and mass consumption base have been formed, and the e-commerce industry chain has initially formed. Moreover, Yongjia Pump Industry, based on the advantages of regional industrial layout, gradually clarifies the division of labor, further integration into the development of e-commerce, I believe it will be a higher level[8].

### **5.4. Threat analysis**

From the perspective of the international market, Yongjia County's pump and valve enterprises occupy the majority of the domestic market due to the global financial crisis and other reasons, but the development of pump and valve enterprises in this region has been affected to a certain extent. The level of production technology and research and development of SMEs and international markets is not clear. From the overall point of view of the pump and valve industry, there are many pump and valve enterprises in Yongjia area, mainly small and medium-sized private enterprises

accounting for more than 70%. For most small and medium-sized private pump and valve enterprises, there is no scale effect and technical advantage. The development situation of enterprises is different, and the scale and level of development are not uniform. Enterprises with different development tendencies have different understandings and investments in the construction of e-commerce, which will have a certain impact on the construction of e-commerce[5].

### **5.5. Advantage**

Enterprise alliance model not only enables small and medium-sized private enterprises in the region to get the support of technology, market and resources, but also promotes the development of e-commerce model. With the development of this model, Yongjia small and medium-sized private pump and valve enterprises have gained more and more market advantages.

### **5.6. Disadvantage analysis**

The small and medium-sized private pump and valve enterprises in Yongjia County have made some progress in building e-commerce transactions. In addition, as a whole, almost all small and medium-sized private pump and valve enterprises, especially the management and development mode of sales department, are backward, and almost all of them are sold at the original level. This model is implemented without considering network marketing[9]. Small and medium-sized enterprises of personal pumps and valves have limited capacity of small-scale production and research and development. Therefore, through leverage, the unique technology of products is low, and eventually the market barrier of the industry is low, which is easy to form an unfavorable market competition mode. Most small and medium-sized pump and valve enterprises lack independent intellectual property rights, which is not conducive to technological market competition, resulting in unstable production and operation conditions, and is not conducive to the development of e-commerce.

## **6. E-commerce Path and Countermeasure of Rural Private Enterprises in Wenzhou**

### **6.1. E-commerce path of rural private enterprises in Wenzhou**

More than two-thirds of Wenzhou's small and medium-sized private water pump and valve enterprises. These enterprises have different development status in the field of e-commerce. Therefore, if you choose an e-commerce path for small and medium-sized private pump and valve companies, you need to analyze various stages of development. From the perspective of e-commerce value creation model of pump and valve industry, enterprise size and time factors will not have a great impact on e-commerce value creation process[10]. This means that the e-commerce mode of small and medium-sized non-governmental pump and valve enterprises has nothing to do with the development stage and brings added value and becomes a unified development stage. For small enterprises, the choice of e-commerce development path is universal.

### **6.2. E-Commerce countermeasure of Wenzhou rural private enterprises**

The operation and development directions of small and medium-sized private pump and valve enterprises in Wenzhou are different[11], which is suitable for the mode of e-commerce selection. According to the value of e-commerce, enterprises will explore the structure of e-commerce. On the other hand, they need to study strategic issues from the perspective of the network as a whole, build the advantages of network competition, and use it as the main means to ensure strategic interests. Small and medium-sized private enterprises in Wenzhou should define the value orientation of customers and formulate scientific and reasonable e-commerce strategy according to their own business philosophy and situation.

## **7. Summary**

“Wenzhou traditional enterprises have capital strength and supply chain advantages, management and retail experience. Nowadays, how to make use of the Internet economy in

communication shows that payment, logistics and service areas pursue to optimize operational efficiency and improve the Okang International Chairman Wang Zhentao believes that this is the worst and the best opportunity for Wenzhou rural traditional enterprises. Therefore, Yongjia's small and medium-sized private pump and valve enterprises need user stickiness. Avoid their own weaknesses, give full play to their advantages, seize market opportunities, speed up the application of e-commerce, focus on solving personnel, logistics, e-commerce platform model and other issues, improve the advantages of their own network market and industrial clusters. Influence. For all small and medium-sized private pumps and valves industry cluster Yongjia enterprises, independent enterprises should play their own advantages in the collective, not easy to break away from the industrial cluster, using the commercial network to choose their own e-commerce model.

## References

- [1] Wu J. The Coexistence and Interaction of Formal and Informal Lending in China- Discussion of the Wenzhou Case. 2018, 51.
- [2] Luo J, Guo H, Fu J. Technological innovation in agricultural co-operatives in China: Implications for agro-food innovation policies. *Food Policy*, 2017, 73:19-33.
- [3] Ji X, Shang X, Dahlgren R A. Prediction of dissolved oxygen concentration in hypoxic river systems using support vector machine: a case study of Wen-Rui Tang River, China. *Environmental Science & Pollution Research*, 2017, 24(19):1-15.
- [4] Wang W, Maitland E, Nicholas S. Comparison of patient perceived primary care quality in public clinics, public hospitals and private clinics in rural China.. *International Journal for Equity in Health*, 2017, 16(1):176.
- [5] Bjärstig T, Sandström C. Public-private partnerships in a Swedish rural context - A policy tool for the authorities to achieve sustainable rural development?. *Journal of Rural Studies*, 2017, 49:58-68.
- [6] Singhal K, Das U. Revisiting the Role of Private Schooling on Children Learning Outcomes: Evidence from Rural India. *Social Science Electronic Publishing*, 2017.
- [7] Lampron-Goulet É, Gagnon F, Langlois M F. Association between consumption of private well water contaminated by low levels of arsenic and dysglycemia in a rural region of Quebec, Canada. *Environmental Research*, 2017, 159:232.
- [8] Mendham E, Curtis A. Rural landholder judgements about the acceptability of cropping or draining wetlands on private land. *Australasian Journal of Environmental Management*, 2018, 26(2):1-18.
- [9] Geng C. Development of Inclusive Private Kindergartens in Rural Areas in the Context of “Precision” Poverty Alleviation Policy. *Asian Agricultural Research*, 2018(2).
- [10] Burholt V, Sardani A V. The impact of residential immobility and population turnover on the support networks of older people living in rural areas: Evidence from CFAS Wales. *Population Space & Place*, 2017(5):e2132.
- [11] Novotný J, Kolomazníková J, Humňalová H. The Role of Perceived Social Norms in Rural Sanitation: An Explorative Study from Infrastructure-Restricted Settings of South Ethiopia. *International Journal of Environmental Research & Public Health*, 2017, 14(7):794.