

## Application Research of E-commerce in Rural Revitalization

Zhao Zhenghua, Yang Yang

Business School, Nantong Institute of Technology, Nantong, Jiangsu, China

**Keywords:** Electronic Commerce, Rural revitalization, Network, Application.

**Abstract:** With the gradual maturity of network technology, e-commerce has become an important driving force for the development of national economy, and also a potential economic activity for the development of rural areas. As an important component of the national economy, rural economy not only relates to the quality of life of rural residents, but also has a profound impact on the economic development of the whole country. In this context, this paper clarifies the development status of e-commerce in rural areas, analyzes the existing problems and causes, and puts forward feasible suggestions and Countermeasures to improve the status quo. The aim is to promote the matching of rural economy and e-economy development mode, respond to the policy of revitalizing rural areas, and realize the sustainable and healthy development of e-commerce in rural areas.

### 1. Research background

#### 1.1 Literature review

The country puts forward the strategy of rural revitalization, which is an important dependence to solve the sales of rural products. The development and application of e-commerce in rural areas can effectively promote the coordinated development of rural primary, secondary and tertiary industries (Zhang, 2018). E-commerce can bring more benefits to farmers and realize the modernization of agriculture at the same time. In response to the call of the state to fight against poverty, the countryside has brought its special products to everyone (Qian, 2018). The promotion of Rural Revitalization Strategy is an important opportunity for the development and growth of e-commerce. Many logistics enterprises actively expand their business to rural areas along the direction of national policy support. The smoothness of rural logistics determines the speed of e-commerce development (Yu, 2018). With Internet technology, e-commerce can mobilize online and offline customers' attention. Rural products can have more customers, customers also have more commodities to choose from. E-commerce promotes mutual cooperation through network communication and establishes modern material circulation mode of rural products (Wei and Wang, 2018). E-commerce is a new driving force for rural economic development and rural revitalization. The development of e-commerce can break the limitations of rural areas and propaganda. Rural areas break through regional limitations, can show their charm to the world and bring their own achievements (Chen, 2018). Rural residents can learn about the latest market price changes through the Internet and plan their product types and output rationally. E-commerce brings new ideas to the countryside and can launch new products with more rural characteristics (Tian, 2016). With the help of internet, some ancient characteristic countryside can display its special culture, customs and building residence, attract foreign tourists to visit and play, open up marketing channels of rural products, develop tourism routes with rural characteristics, promote rural economic development, and realize rural revitalization is just around the corner (Xiong et al., 2015). E-commerce application and promotion saves a propaganda fund for rural market development. It can be used to introduce talents, improve product quality, improve product products and lead rural residents to become rich (Yang, 2017). Apart from the rural e-commerce operators themselves, national e-commerce platforms or companies may open joint ventures and alliance stores in rural areas. In order to further develop the application of e-commerce in rural areas.

## **1.2 Purpose of research**

With the slow growth of national economic development, the village governments shoulder the important task of promoting rural economy, network development and improving the quality of life of farmers. Promoting rural economic prosperity has become one of the necessary ways to accelerate national economic growth at the present stage (Lin ang Li, 2015). E-commerce can become a platform for the rapid development of rural areas, implement the national policy of revitalizing rural areas, and narrow the gap between rich and poor between urban and rural areas (Xie, 2017). But at the same time, we should see that there are still various problems in the development of e-commerce in rural areas. Especially the lack of e-commerce talents and the high cost of rural industrial chain. Secondly, the basic equipment of e-commerce is not perfect, and the transaction and operation risk of trading platform is the problem. E-commerce should seize the opportunity of Rural Revitalization and develop rapidly in the rural area in light of the practical difficulties encountered in the application and promotion of e-commerce in various villages.

## **2. Problems and reasons of e-commerce in rural revitalization**

### **2.1 The infrastructure of e-commerce is not perfect**

At present, the development of e-commerce in rural areas is at a low ebb. Mobile network signals are basically fully covered in administrative villages, with low coverage of broadband and optical fibers. Because of the remote location of some rural areas, the Internet infrastructure is often disconnected, resulting in intermittent network signals, network communication is very slow. Rural residents' demand for the Internet can not be met, and the development of e-commerce lacks growth soil. At the same time, the road traffic construction in rural areas is not accessible enough, compared with the city, there is a lack of complete railway and highway construction. Especially in the countryside of mountainous area, the construction area of e-commerce infrastructure is small, and the rural residents can not get the latest market consultation, which has become a factor restricting the development of e-commerce in the countryside.

### **2.2 E-commerce has high cost in rural industrial chain**

China's e-commerce industry chain process involves processing, packaging, storage, logistics, these links are difficult to achieve the standard level in the existing rural environment. At present, the rural production in China is mainly based on family mode production, so the processing and packaging links are very simple and rough, and the storage conditions are basically not guaranteed. Logistics links also have problems of underdeveloped roads and high distribution costs. These factors hinder the development of e-commerce in rural areas. According to the data released by the state, more than half of the e-commerce rural operators said that the logistics delivery speed is slow, inconvenient and the cost is high, which greatly limits the promotion and application of e-commerce in rural areas. Looking at the development strategy of logistics enterprises, we should concentrate our efforts on expanding the business of small and medium-sized cities. Because of the high storage cost, low profit and inconvenient transportation in rural areas, logistics enterprises have postponed the development of rural transport market. Therefore, the cost of processing, packaging, storage and logistics links is high, which increases the cost of rural industrial chain of e-commerce.

### **2.3 E-commerce rural operators lack of talents**

At present, most rural residents are still very unfamiliar with the operation mode of e-commerce, which is embodied in fear of the transaction mode that does not require face-to-face communication and fears that the transaction is unreliable. At the same time, the use rate of electronic equipment is low. Mobile phones and computer equipment are mainly used as tools to contact family members and watch TV series. Rural residents have little knowledge of mobile clients, let alone how to operate them. These are the essential factors for e-commerce enthusiasts to join the e-commerce army. Lack of basic knowledge and facilities of e-commerce has become one of the main factors

hindering the application of e-commerce in rural areas. The application and promotion of e-commerce needs professional network construction and maintenance talents as the basis, while those who have the basic ability of e-commerce application are unwilling to work in the countryside, preferring to develop in mature cities. E-commerce also needs professional e-commerce operators to promote. Professional management concepts and skills can promote the healthy development of e-commerce in rural areas. In the absence of e-commerce and e-commerce operators, the application and promotion of e-commerce is limited.

### **3. Upgrading strategy of e-commerce in rural revitalization**

#### **3.1 Improving the construction of e-commerce infrastructure**

In order to revitalize the countryside, we should start with strengthening infrastructure construction. The development of e-commerce in the countryside also needs to strengthen the construction of basic equipment to begin with, that is, to build roads between the countryside, between the countryside and the cities, and to build the network of network communication. We should not only build new roads at the village and county levels, but also upgrade and transform the existing roads and supporting facilities. It is necessary to establish a complete highway hardening and maintenance system for the built highways, and to promote the establishment of a developed transportation network for rural highways. The village governments have issued policies to establish logistics distribution centers to help logistics enterprises extend their business to the countryside. This will reduce the cost of the logistics link of e-commerce and provide guarantee for the development of e-commerce in rural areas. In addition, the construction of the network needs to increase the coverage and coverage of rural network to improve the situation of dropping and slow network speed in network communication. For the existing rural network communication equipment, we need to do a good job of maintenance, such as regular maintenance, replacement of network equipment. This will improve the use rate of the network of rural residents, and facilitate the application of e-commerce in rural areas. According to the actual situation of each township, the rural governments can also introduce advanced talents and technology to build roads and networks, and quickly complete the construction of e-commerce infrastructure.

#### **3.2 Perfecting e-commerce rural platform**

The development of e-commerce under the rural strategy can not be separated from the support of the township government and relevant departments. The application and promotion of e-commerce need good construction opinions, support policies and subsidies, as well as the financial support provided by the government, banks and Society for the application and promotion of e-commerce. The application of e-commerce in rural areas will be stronger and bigger, and it can become a rural platform of e-commerce that can meet the needs of rural residents and consumers. E-commerce operators can make use of local governments to formulate policies suitable for local e-commerce development, promote the healthy development of e-commerce application of public services, and standardize the operation of e-commerce rural market platform. Good policies can lay a good foundation for e-commerce development in rural areas. Local governments should actively provide favorable policy, rule of law and standardized market environment for e-commerce promotion. Banks should actively strengthen the credit system of e-commerce transactions and standardize the mode of e-commerce transactions. We should gather all kinds of resources to prepare financial support for the development of e-commerce, and reduce the restrictive reasons for the development of e-commerce in rural revitalization.

#### **3.3 Introducing and training e-commerce professionals**

Talent resources are not only strategic resources, but also the first resources. Talent work is one of the keys to the development of e-commerce in rural areas. From the current situation of e-commerce development, the lack of professionals is very serious. It is very important to train existing e-commerce personnel to reach the qualified level and introduce e-commerce professionals.

Firstly, we should improve the awareness of e-commerce among existing e-commerce staff and cultivate their service awareness. At the same time, local governments should make use of the Internet to popularize the benefits of e-commerce so that every rural resident can realize that they can buy and sell their own goods even if they do not go out. Let the rural residents earned earnings so as to stimulate the enthusiasm of rural residents to participate in e-commerce. The introduction of e-commerce professionals can promote the cultivation of rural talents, and even directly train rural residents to become e-commerce talents. Each village government may formulate policies and measures for e-commerce college students to encourage local college students to return to their hometown or aspiring young people to work or start businesses in the countryside. College students have the basic knowledge of e-commerce and can be the popularizer, promoter and trainer of e-commerce development in rural areas. The application of e-commerce by college students in rural areas can promote the development of e-commerce from a higher starting point, and effectively improve the overall quality of rural e-commerce practitioners. For veterans and rural migrant workers, we can increase support according to the vacancy degree of local talents in the original employment and entrepreneurship policy.

### **3.4 Establishing e-commerce service system with rural characteristics**

The development of e-commerce under the revitalization of the countryside can lead the rural residents to start a prosperous life. In order to meet the needs of consumers and bring income to rural residents, it is necessary to establish e-commerce with rural characteristics and build a perfect e-commerce service system. This needs to improve the quality of rural products, expand the production scale of products, and form e-commerce with rural characteristics. At the same time, it can create rural characteristic brand and promote the healthy and rapid development of e-commerce. Each village government and relevant departments may formulate a real-name certification system for e-commerce operators, expand the scale of publicity and enhance the popularity of e-commerce platforms. Rural residents actively provide their own products and participate in the tide of e-commerce. In addition, the village governments should upgrade and transform the rural industrial chain of e-commerce, from processing, packaging, storage, logistics to post-sale links, and establish a unified and coordinated development, and a unified process standard. Through the establishment of e-commerce service system, coordinate the handover between each link to ensure that products can quickly and smoothly reach the hands of customers. Let the Rural Revitalization serve the application of e-commerce, promote the further development of e-commerce service system with rural characteristics, and let e-commerce take root thoroughly in the countryside.

## **4. Conclusion**

With the continuous improvement of information technology, e-commerce has become a potential economic activity in rural areas, which has great significance in expanding consumption and solving employment problems. Developing e-commerce in rural areas can effectively promote the integration of rural primary, secondary and tertiary industries and increase farmers' income. However, at this stage, the development of e-commerce in rural areas is not smooth. The low coverage of network in rural areas and the lack of relevant professionals lead to the low participation of rural residents in e-commerce. The implementation of Rural Revitalization Strategy provides an opportunity for the development of e-commerce in rural areas. Rural governments can start from improving the infrastructure of e-commerce, introducing and training e-commerce professionals.

## **Acknowledgements**

Business Administration first class built subject of Jiangsu province in 13th Five-Year (SJY201609)

The research base of the humanities and Social Sciences in Jiangsu colleges and Universities - the research base of the Tong Hu Industrial Cooperative Development(2017ZSJD017)

## References

- [1] Zhang B.D. (2018). Research on the Development Prospect and Strategy of Rural E-commerce under the Rural Revitalization Strategy, *Agricultural Economy*, 38 (11), 139-140.
- [2] Qian J. (2018). Research on Rural E-commerce Development and Talent Cultivation from the Perspective of Rural Revitalization Strategy, *Agricultural Economy*, 38 (11), 110-112.
- [3] Ding H.M. (2018). Functional Analysis of E-commerce Platform in Rural Revitalization, *China Business Theory*, 27 (20), 29-30.
- [4] Wei X.B., Wang M. (2018). Research on the “2+” Mode of Rural E-commerce Aggregation in Rural Revitalization Strategy, *Journal of Shandong University ( Philosophy and Social Sciences)*, 68 (06), 136-143.
- [5] Chen Z.X. (2018). Application of E-commerce in Rural Economic Development, *Wireless Interconnect Technology*, 15 (24), 144-145+148.
- [6] Tian X. (2016). Research on the Development of E-commerce in Rural Areas of Hubei Province, *Financial Economy*, 20 (35), 45-46.
- [7] Xiong L.J., Li R.F., Wang L. (2015). A Brief Discussion on the Development and Influence of E-commerce in Rural Areas, *Tianxia Journal*, 30 (5), 55-58.
- [8] Yang Y.B. (2017). Research on the Development of Rural E-commerce in China in the Age of Internet, *Agricultural Economy*, 9 (37), 126-128.
- [9] Lin T.S., Li T. (2015). Research on the Status Quo of E-commerce in Rural Areas, *Enterprise Herald*, 10 (16), 79-80.
- [10] Xie W.L. (2017). The Role of Mobile E-commerce in the Development of Rural E-commerce, *Southern Agricultural Machinery*, 2 (48), 110-110.