

Rural E-commerce Developmental Pattern Research under Mobile Internet Era

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Abstract: The mobile Internet economy is developing rapidly, and rural e-commerce has become a new economic growth point. However, the development of rural e-commerce in China is still at a groping stage, and industry standards and marketization levels need to be further optimized. While rural e-commerce is going to take the road of platformization, resource integration and branding in accordance with local conditions, it also needs to be strengthened in terms of infrastructure improvement, market supervision, and training of electric merchants. Relying on the help of the government and enterprises, we gradually stepped out of the obstacles to the development of rural e-commerce by environmental and economic factors, and promoted the steady development of the rural economy.

1. Introduction

China is a big agricultural country. The potential of the rural e-commerce market is huge. Under the guidance of policies, e-commerce has gradually moved to the countryside to open up the rural market, and rural income has gradually increased. However, farmers lack the awareness and ability of Internet e-commerce, and transportation affects the improvement of the logistics system. The introduction of various rural support policies, such as the telecommunications service compensation mechanism, has provided opportunities for the development of rural e-commerce. The lack of large-scale product production funds and the lack of professional talents are the biggest challenges for the development of rural e-commerce. The development of rural e-commerce needs to be based on the actual situation of the rural areas, such as characteristic agricultural industries and products, to achieve efficient use of rural resources, build investment platforms, and promote the rapid development of rural e-commerce industry.

2. The significance of the development of rural e-commerce in the era of mobile Internet

The popularity of the Internet has promoted the pace of development of rural e-commerce, but it is still in the stage of level development, stopping at the online sales of agricultural products. The optimization of sales channels is driven by changes in rural organizations, production and sales, and has practical significance for improving the overall appearance of rural areas.

2.1 Increase in farmers' income

The backward development of rural economy has always been the constraint of building a well-off society in an all-round way. The reasons are related to factors such as backward transportation, market news, and low prices of agricultural products. The impact of poor urban and rural information exchange and information mismatch is the most critical. The emergence of rural e-commerce has overcome the constraints of time and space, and the information exchange has become smoother. Rural netizens can understand the market dynamics related information in real time, and the production activities will be adjusted accordingly. The Internet provides a platform for farmers to display rural resources, and the improvement of attention has played a positive role in promoting farmers' income. The "Thousand County Wancun Plan" initiated by Alibaba Group has opened up the development journey of rural e-commerce, and the number of service stations has gradually increased. The channels for rural netizens to obtain production and living materials have become more convenient, making socialized operation possible, rural economy. Development has

gradually entered the right track.

2.2 The quality of farmers is improved

The development of rural e-commerce has played a positive role in the medical and educational aspects of rural areas, especially in solving the problems of agriculture, rural areas and farmers. In the era of mobile Internet, technology has become the first factor driving economic development. Especially in the process of rural modernization, we should pay attention to the popularization of science and technology in rural areas and integrate modern information technology into all aspects of rural production and life. With the farmers' mastery of modern science and technology, the convenience of production and life has also increased; in this regard, rural e-commerce came into being. Farmers have close access to modern information technology, learn how to collect network information, understand the market development trend, and improve the quality of life. E-commerce operations have high requirements for services and logistics, and have also promoted the pace of rural modernization, and the gap between urban and rural areas has gradually narrowed.

2.3 Reduce employment pressure

The development of urban e-commerce has entered the stage of fierce competition, while the development of rural e-commerce is still in a blank period. The market has great potential for development and provides entrepreneurial opportunities for graduates and other talents. The graduate entrepreneurial space has been expanded, and the situation of weakening rural labor caused by working in cities has been alleviated. The development of the Internet economy has provided opportunities for the development of rural e-commerce. The value of resources such as rural land and agricultural products has been improved, and a large number of employment opportunities have been created for the rural areas.

2.4 Industrial structure optimization

With the help of the Internet economy, rural e-commerce has actively promoted the pace of development of rural production modernization, and the industrial structure and economic layout have been optimized. The emergence of e-commerce has improved the relationship between rural industries and the dependence of farmers on the primary industry has decreased. As the volume of orders increases, farmers are also aware of the importance of improving production methods, have met market demand, and rural production methods have also changed invisibly. The improvement of production technology has led to a substantial increase in production levels, especially the rapid development of the agricultural product processing industry, which has increased the added value of agricultural products and increased economic benefits. In addition, it has also promoted the development of rural tourism, such as the rapid development of the tourism economy of the farmhouse, which has made the rural economic sources more diversified [1-2].

3. The analysis of rural e-commerce development model

3.1 Industrial e-commerce model

The rural characteristic industry is developing in a large-scale manner, and the development of the industrial e-commerce model has gone through three stages. The first is the spontaneous formation period. Farmers spontaneously follow the industry e-commerce to imitate the introduction of products, and try to sell products online, affected by rural network construction and logistics, and the economic benefits are not ideal. Driven by the interests and guided by the network market, the development of rural e-commerce is gradually on the right track. The second is the period of rapid expansion. Online stores are rapidly formed under the wholesale market and supporting services. The market demand has soared. Farmers' self-produced products can't meet the market demand. The surrounding areas have gradually established wholesale markets, and the variety of products and tools have been diversified. Broadband and computers are gradually becoming popular, courier companies are stationed, and the logistics system is becoming more and more perfect. The third is the stage of transformation and upgrading. After the government

intervened, the development of rural e-commerce was raised to the government's annual work target, which played a positive role in promoting the standardization and large-scale development of rural e-commerce.

3.2 One village, one product, one shop mode

Mainly reflected in the following aspects; First, cooperation with e-commerce companies, such as Jingdong. The second is to further promote the “one village, one product, one store” model. Third, the government counts on the guidance and implements the government service model of the branch's joint e-commerce. In order to effectively implement the network entrepreneurship action plan, rural areas have cooperated with e-commerce enterprises to achieve standardized and quasi-construction of rural e-commerce projects. That is to say: the agricultural business promotion system of e-commerce enterprises, as well as the optimization of the government coordination promotion system, the construction of after-sales service, project support, and souvenir sales have been strengthened. Subsequently, mechanisms such as demonstration driving, propaganda guidance and assessment supervision were improved, and rural e-commerce demonstration zones were actively established. After cooperating with e-commerce companies, it promoted the sale of green, organic and pollution-free agricultural products in rural areas. For example, the core of Jingdong rural e-commerce strategy, namely, the “one village, one product, one shop” featuring the rural e-commerce poverty alleviation model, and the rural industrial resources advantage, encourages the villages to create leading products and standard outlets. With the advantage of the Internet, the effective expansion of the village-level e-commerce product categories has been realized.

3.3 Industrial transformation and upgrading model

The transformation and upgrading of the industry cannot be separated from the promotion of talents and the guidance of the government. The profits of traditional industries have gradually declined. In terms of business model, the previous sales model has to be transformed into a network sales model. In terms of business projects, the traditional processing enterprises have been transformed into production and sales integration, as well as branded and specialized production enterprises. For example, the company relies on the processing of waste materials to form a “small car model” industry. In the face of environmental pollution and falling profits, the waste plastic recycling and processing project has been transformed into a plate furniture production project and network sales have been successfully implemented. Drive the transformation of processors. At the same time, illegal operators and transaction yards were cleaned up. Under the guidance of the government, the production households in the town gradually transformed into e-commerce.

3.4 Characteristic agricultural products e-commerce model

After cooperation with the e-commerce platform, the deep integration of agricultural products and e-commerce has been realized, especially the establishment of rural Taobao service stations. The channels of agricultural products are more extensive and stable, and the rural economy can be maximized. The County Agricultural Work Office also took the initiative to undertake the task of sorting out the available sales resources so that the rural specialty products could be sold on the Internet. After the establishment of the e-commerce comprehensive service station, the integration of logistics, agency sales and customer service has been realized. The rural netizens have easy shopping and the logistics system for online sales of agricultural products has become more and more perfect. After the development of rural e-commerce, the effective combination of e-commerce and the real economy was realized, and the economic benefits were gradually enlarged. For example, in Sihong County, through the promotion of “Fun and Flood” brand and the “4+X” series of products, the products can be sold all over the country. Among them, four types of specialty products include rice and hairy crabs, second-generation liquor, and tertiary tourism; “X” refers to other local products. With the help of the Internet, the problem of low prices for agricultural and sideline products can be solved.

4. The optimization strategy of rural e-commerce development in the era of mobile Internet

4.1 Continuously improve the construction of network infrastructure

The construction of network facilities is an important foundation guarantee for the development of “Internet + agriculture” and rural e-commerce. The three major operators have played an active role in promoting rural modernization. The full coverage of county and township networks has gradually become possible. The strategic development of network villages and villages has been progressing steadily, the number of rural netizens has gradually increased, and the potential purchasing power of the network has only strengthened. Business has been standardized and has gradually become a new growth point for the Internet economy. However, in reality, the construction of rural network infrastructure is relatively lagging behind, and it is still in its infancy. There are deficiencies in both hardware facilities and software construction, which seriously restricts the development of rural e-commerce. In this regard, strengthening the construction of network infrastructure is of great significance. The government should increase the investment in the construction of public facilities such as networks and transportation in light of the actual situation in rural areas, and reduce trade barriers and costs. In addition, the establishment of preferential policies, through subsidies and other forms, encourage enterprises to cooperate with farmers, guide enterprises to go deep into the countryside, and provide farmers with technical and financial support. Increase the publicity of broadcasting networks and create a good environment for rural e-commerce development [3].

4.2 Building a startup platform

The development of rural e-commerce has a long way to go. From the current stage of primaryization, from steady steps to high levels, and to improve the level of marketization, the first priority is to retain talents, attract external professional business and management talents, and improve rural e-commerce. The level of development, improve the material life of farmers, and the quality of e-commerce operators, and thus gradually become the main force of home construction. At present, the rural labor force is gradually shifting to urban work, retaining high-quality population such as rural knowledge youth, and it is necessary to establish a business platform through rural e-commerce channels to expand talent entrepreneurship space, employment channels, and life opportunities. In addition, strengthen the training of talents, strengthen the guidance of entrepreneurship, and constantly improve their e-commerce awareness and ability, so that some people get rich first through e-commerce, thus driving more rural netizens to contact and understand e-commerce, thus Drive the overall economic development of the county. Secondly, the government supports multi-agents to start e-commerce startups, and integrates entrepreneurial resources while supporting entrepreneurial venues, counseling, and funding. We will implement a precise poverty alleviation strategy, set up an e-commerce poverty alleviation platform, and attract more entrepreneurs to participate in e-commerce poverty alleviation and rural e-commerce entrepreneurship. Finally, strengthen the support of entrepreneurial guarantee loans, optimize the policy of entrepreneurial guarantee loans, and focus on the construction and development of rural e-commerce in terms of entrepreneurial services, interest subsidy policies and application loan quotas.

4.3 Drive industry transformation and upgrading

The development of Internet informatization has driven a new round of technological transformation, which not only created a good external environment for the development of rural e-commerce, but also promoted the transformation of industrial innovation, and the simultaneous development of online and offline has become possible. The premise is to deal with the problems of offline processing, logistics, customer service, etc., and continuously strengthen the marketization of rural e-commerce and the level of standardization development. The development of rural e-commerce has injected vitality into the development of rural economy. It is of practical significance to promote industrial transformation in rural areas through the e-commerce channel, optimize the industrial structure, and realize the rural revitalization strategy.

4.4 Improve industry standards

The improvement of industry standards and rules can further constrain commercial behavior and provide a basic guarantee for the development of rural e-commerce. Especially in the era of mobile Internet, to develop rural e-commerce, it is necessary to formulate sound industry standards around its development characteristics, further optimize the legal system, and reduce the occurrence of illegal crimes and events. In addition, network brand promotion should be strengthened, especially for leading e-commerce companies. It should also strengthen brand image optimization and brand advantage propaganda to improve the performance and influence of enterprises in the e-commerce field, thus affecting more rural netizens. . Promote standardized production, promote the standardization and standardization of various products, and create brand characteristics recognized by the people, such as Yantai Apple and Wuyuan Cherry, expand product influence, increase brand gold content, and improve the stability of agricultural product network sales path.

4.5 Increase market supervision

Business operators, both online and offline, should uphold the principle of good faith management to ensure healthy and stable economic development. In particular, the construction of rural e-commerce should strengthen the guarantee of the quality of agricultural products. On the basis of this, with the optimization of logistics and after-sales services, more consumers will be recognized, and the market share will be continuously improved. In order to ensure the quality of service and product quality, we should strengthen the improvement of the market supervision system in the construction of rural e-commerce, reduce the occurrence of fraud and other dishonest operations, and increase the intensity of cracking down on crimes. For the normative behaviors such as honesty management, strengthen publicity and encouragement, give play to the role of model guidance, and implement the reward and punishment policy. Through the use of media such as broadcasting, the importance of integrity management will be promoted, thus affecting more electric business owners, ensuring their integrity management, achieving continuous improvement of agricultural product quality and service quality, and promoting the sustainable development of rural e-commerce.

5. Conclusion

The advent of the mobile Internet era has provided opportunities for the development of rural e-commerce. With the help of the Internet + Dongfeng, standardized development of rural e-commerce, it is also necessary to strengthen the entrepreneurial service system, industry standards, personnel training and so on. On the basis of this, we will strengthen self-optimization and adjustment according to market demand, so as to promote the sustainable development of rural e-commerce.

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