

## Research on the Countermeasures of Rural E-commerce Development

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**Abstract:** Based on the general trend of the rapid development of electronic commerce, this paper objectively describes the achievements and problems of the development of rural electronic commerce, such as insufficient understanding, lack of talents, backward infrastructure, weak service capacity and so on. This paper puts forward the development strategy of rural electronic commerce, including infrastructure construction, talent training, service innovation and so on, in order to promote the sustainable improvement of rural economic level.

### 1. Introduction

With the innovative development and expansion of network technology, electronic commerce has emerged as the times require, and has become an indispensable part of people's daily life. With the change of rural traditional economic mode, the popularization of network and the support of national policy, E-commerce has spread from city to countryside. In 2017, rural retail sales totaled 1.24488 trillion yuan, up 39.1 percent from a year earlier. Visible, the rural e-commerce development situation is swift and violent, and it has made outstanding contributions to China's rural economic development. At present, with the strong support of national policies, the development of rural e-commerce has been highly valued by local governments and achieved certain results, but there are still some problems which need to be further improved and optimized.

### 2. Problems in the Development of E-commerce in Rural Areas

Some farmers try to apply e-commerce, but their level of understanding of e-commerce is relatively shallow. Some people simply think that e-commerce is just moving from physical market to virtual place, from offline transactions to online, without realizing that e-commerce platform is not only a trading platform, but also a platform for information exchange, brand promotion and multiple services; Many large rural farmers, family farmers, professional cooperatives and other new management subject did not actively accept e-commerce sales and services [1]. In addition, due to the undeveloped and difficult economic and social conditions and cultural environment in rural areas, some people who know the techniques and management of e-commerce are unwilling to go to the vast rural areas. Even if they had come, they could not stay; The technical training of various types of rural farmers was not suitable for the training of e-commerce personnel because the training need a long period of time, big investment, and it had great difficulty. These situations resulting in a serious shortage of e-commerce personnel in rural areas and it seriously affected the steady and healthy development of rural electronic commerce.

In rural areas, the foundation of information technology and network communication facilities is very weak, and in the network technology level, information management and security and other hardware and software can not meet the requirements of e-commerce development.

Logistics distribution mainly involves road construction, traffic tools, storage and preservation, processing and packaging, goods management and information transmission and other elements. China's rural circulation of warehousing logistics distribution and other supporting industries did not attract sufficient attention, the investment is inadequate seriously. Natural, wild, organic and green agricultural products are produced in remote rural areas or hilly areas, where the road is arduous and transportation is relatively few, which makes the transportation of agricultural products more difficult and other factors of logistics distribution more difficult to satisfy. The backward

infrastructure of rural logistics and distribution seriously hinders the rapid development of rural electronic commerce.

The system of e-commerce mainly includes credit system, electronic payment, safety certification, supervision system, modern logistics, industry standard and so on. At present, the construction of electronic commerce system in our country is not perfect enough, which makes the development level of e-commerce in our country still low. The breach of trust of all parties involved in rural e-commerce occurs frequently, electronic fraud cases are common, commercial credit is not high. This also means that the social environment of the economic development of the Internet is relatively weak and the e-commerce system is not perfect, which is not conducive to the development of rural electronic commerce.

At present, there are 9.856 million net stores in our country, but most of them lack the professional standards and their own characteristics, both the form and content are similar. The content of the website is more repeated, the renewal cycle is long, the information serviced for the leaders is more, but the information is less suitable for the farmers. The professionalism, practicality, pertinence of the service is weak for the agricultural management, the rural and the peasants, the service and application ability is seriously inadequate.

Because of the complexity and difference of agricultural production such as region, resources, climate and so on, the big date of rural natural environment, human society and economic conditions need to accumulate for a long time, and the basic work of data accumulation in China is relatively weak. At present, we still lack this kind of data, it is difficult to set up large and practical database, and the information sharing means are lacking [2].

Although a small number of rural e-commerce began to focus on the creation of brand effects, meticulous creation of original products, but most rural e-commerce is still in a low level of imitation, lack of their own characteristics and competitiveness. In some rural areas, the supply of products exceeds the demand, the level of homogeneity is high, and even some bad phenomena, such as price war and war of words by employing the navy, hinder the healthy development of e-commerce.

Agricultural production is scattered, small scale, low added value, complicated category and low standardization. Most of the products suitable for and compliant with e-commerce are standardized and identifiable products with high market recognition. Most of the non-standardized agricultural products, without reliable quality and safety, are not easy to be recognized by consumers, merchants and markets, which has an impact on the sale of agricultural products. Only through using products can consumers make objective and fair evaluation of commodities. The characteristics of agricultural products such as non-standardization and non-brand greatly restrict the rapid development of rural electronic commerce.

### **3. Countermeasures for the Development of Rural E-commerce**

The perfect information infrastructure and higher network popularity are the support conditions for the rapid development of rural e-commerce. China should consolidate various measures of agriculture, strengthen the financial input and project construction of rural communications network, traffic logistics and other infrastructure, by combining the natural environment, economic conditions and social conditions in the rural areas. Telecom, Unicom, Tietong and other network operators should introduce preferential policies into the rural areas, speed up the realization of the village through broadband, villages through the road, continuously reduce the cost of rural access, improve network signal quality, coverage rate and Internet speed.

At the same time, we should strengthen the supervision and service of rural trading market, standardize the market order, and build the credit environment. At present, the electronic commerce logistics system of most rural areas is not perfect, especially in the remote mountainous rural areas. The main express delivery is EMS, there are only a few express delivery points in some areas, such as Shentong, Yuantong, etc. The main participants in logistics are limited to small and medium-sized enterprises, self-employed businesses, lacking of standardized distribution. To promote the application of rural e-commerce, we should not only build a comprehensive information service

platform for logistics, but also give full play to the overall advantages of agricultural production bases, production and marketing enterprises, storage and distribution centers, and gradually solve the problems of logistics standards and standards. First, the government attaches importance to support, and gives preferential policies to guide logistics, agriculture and business enterprises to invest in the construction of rural regional distribution centers; Second, relying on the existing logistics network of a certain scale , exerting the role of people connection and supply and marketing network , building up the most front station of the logistics , establishing the self - extracting mode of the farmer ;Third, we should give full play to the distribution network of postal services, supply and marketing and large and medium-sized enterprises, develop in a coordinated way, achieve mutual benefit and shorten the distance between commodities and rural households; The fourth is to build modern intelligent logistics, continuously improve the automation and intelligence level of agricultural modern logistics, and improve the logistics distribution system in rural areas.

It is necessary to change the traditional way of production and life of farmers gradually, strengthen the training of all kinds of vocational skills, improve the understanding, consciousness, quality and ability of farmers' e-commerce, attract all kinds of talents and funds back, and lay a solid foundation for the development of rural e-commerce. First, by carrying out regular activities to deliver knowledge, culture and science and technology, we will create a public opinion environment for the development of e-commerce, and provide farmers with basic knowledge training on the Internet and e-commerce; second, they should rely on training of new type of professional farmers, rural distance education training and other policies and means to benefit agriculture, seize the rural key objects, so that farmers themselves are not only the participants of e-commerce, but also the beneficiaries of the consumers. third, give full play to the guiding role of the agricultural sector, through the organization and coordination of various agricultural and peasant associations and other social organizations, and take advantage of the publicity and sponsorship of the agricultural enterprises, and take various forms to mobilize the enthusiasm of the peasants to learn;Fourth, taking use of policies and mechanisms to introduce or attract a large number of young people, college students or migrant workers return home to start a business, lead enterprises and develop e-commerce.

At present, there are three main modes of rural e-commerce in our province: one is platform type, the core of which is to build the same brand with the support of the government and the concerted efforts of its own industrial system. On a comprehensive service platform, all the major local agricultural producers have been brought together, and the enterprise brands have conspired for development; Second, the integrated type, with the support and promotion of the government, it relies on Taobao to sell local specialty products; And third, the brand type, which will brand all agricultural products and operate directly with Tmall, Jingdong and other large platforms. The above three models are mainly in the fields of agricultural products and agricultural e-commerce. In addition, the e-commerce services in rural areas also including publicity and promotion, characteristic tourism, digital Nongjiale, leisure and sightseeing agriculture, characteristic economy and attracting investment and so on. Rural electronic commerce has just started, farmers should be encouraged to explore and innovate the application of various forms of electronic commerce model, to create their own characteristics.

According to the statistics report of China's Internet development, by the end of 2017, the number of Internet users in China has reached 772 million, and the scale of mobile phone users has reached 753 million, accounting for 97.55 percent. It can be seen that the penetration rate of mobile networks in China is extremely high. In addition, mobile phone has powerful functions, such as communication, information acquisition, social networking, game and entertainment, electronic commerce, payment and consumption, so rural mobile electronic commerce has great commercial value and application prospect.

In order to better meet the new situation and new requirements of the development of rural e-commerce and to promote high-quality agricultural and sideline products to the world, the information standards, quality, norms and information legislation should be strengthened; We

should attach importance to the role of each subject, give full play to the guiding role of the government departments, play the main role of the industry association, and mobilize the participation and enthusiasm of social members such as research institutes, agricultural group enterprises and agricultural new type business entities; We should constantly revise and improve the information standards system for agricultural products such as quality grades, standard degree, brand building, settlement and trading to accelerate the development of agricultural products e-commerce.

#### **4. Conclusion**

The importance of rural e-commerce development is self-evident, but from the current situation of rural e-commerce development, there are still many problems, and there is a certain gap with developed countries. Because the main body of rural e-commerce is farmers and the farmers' awareness of electronic commerce is relatively weak, so it is necessary to give full play to the role of government departments in policy support and guidance, and gradually construct the ecological system of rural e-commerce development.

#### **References**

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