

Intelligent New Retail Helps the Precise Poverty Alleviation Path of Rural E-commerce in Guangdong Province

Zhang yi

Guangzhou College of Technology and Business, Guangzhou 510800, China

Keywords: Precise poverty alleviation; Rural e-commerce; Development model

Abstract: From the perspective of precise poverty alleviation, the combination of the development of rural e-commerce and precise poverty alleviation can effectively improve the efficiency of helping the rural poor. Based on the analysis of the advantages and characteristics of rural e-commerce development, the mechanism of precise poverty alleviation of rural e-commerce is discussed, and the strategy of precise poverty alleviation of rural e-commerce is put forward, which can provide reference for the development of rural e-commerce.

1. Introduction

Poverty is the "road tiger" that hinders China from building a well-off society in an all-round way, and it has become one of the main obstacles to China's economic development. After more than 30 years of efforts, China has made remarkable achievements in poverty alleviation, but the situation of poverty alleviation is still grim. At present, poverty alleviation has reached a critical period. When poverty alleviation is carried out, it is necessary to support the will first and the wisdom of poverty alleviation. Only in this way can the poor improve their understanding and enhance the motive force of poverty alleviation. As a powerful grip on the realization of "Internet + poverty alleviation", rural electric business is in accordance with the characteristics of rural poverty alleviation in the process of continuous development, and plays an important role in promoting poverty alleviation in rural areas. At present, it has risen to be one of the ten major projects of national poverty alleviation policy and "fine quasi poverty alleviation", which is implemented in the vast rural areas of China. Therefore, from the perspective of precise poverty alleviation, incorporating rural e-commerce into the precise poverty alleviation policy system is conducive to promoting agricultural production, increasing farmers' income, promoting the overall progress of rural society, promoting rural economic development and achieving the goal of precise poverty alleviation.

2. Meaning and Advantage of Poverty Alleviation by E-commerce

2.1. Poverty alleviation by E-commerce

Rural e-commerce refers to the full use of Internet ideas, grafting e-commerce platforms in various network platforms, carrying out related activities such as sales and services of rural products, using e-commerce platforms to promote the level of agricultural production informationization, combining the production, processing, marketing and logistics of agricultural products organically, and promoting through intensive management and operation of e-commerce. Enter the development of rural market economy. It can be seen that the poverty alleviation of e-commerce is to use e-commerce as a means, with "Internet +" as a platform, encourage rural poor people to participate in the entrepreneurial activities of e-commerce, promote the rural precision poverty alleviation work, and promote the sales of special agricultural products in poor areas. E-commerce poverty alleviation has a very broad development prospects in poor rural areas. It can combine the characteristics of the rural poor and the mode of production to achieve precise poverty alleviation. "Taobao Village" and "E-commerce Village" can be seen everywhere in the countryside of China, which fully demonstrates the great potential of the poverty-stricken and backward areas to

achieve leapfrog development through E-commerce^[1].

2.2. Advantages of Rural E-commerce in Precision Poverty Alleviation

2.2.1. Rural E-commerce has opened up a new path of precise poverty alleviation

In the era of "Internet plus", the important innovation mode of rural electric business to help the poor shows the characteristic agricultural products of the countryside to the Internet, changing the traditional mode of selling agricultural products, expanding the sales market of agricultural products, and deeply changing the gene of rural market. Through the construction of "Internet + advantageous characteristic agriculture + poor farmers' precision poverty alleviation" and O2O rural e-commerce platform, the product's "uplink" and "release" have been solved, thus solving the problem of "bumper grain and cheap injury to farmers". Rural e-commerce has become a new force to fight against poverty, opening up a new path for poverty alleviation and development. It is an effective way to get rid of poverty in poor areas and achieve overtaking in bends. It also provides impetus for rural development, benefits people's livelihood, promotes double-creation and transformation, and promotes the poverty-stricken people to get out of poverty and become rich.

2.2.2. "Internet +" has become a new engine for rural electric business to accurately help the poor

"To get rich and repair the Internet", in the era of "Internet +", "information superhighway" is a new way to get rich. Even if some poor areas can't get through the modern highway temporarily, they can make the poor people in the deep mountains connect with the outside big market by building "information highway" and a network line, and make the agriculture in the poor areas connect with the modern market organically. Similarly, they can push the unique resources in the rural areas to a broader market and expand the sales of the special agricultural products in the countryside. Scope, promote regional economic development, so as to achieve local poverty alleviation and wealth.

2.2.3. Rural e-commerce helps to bridge the digital divide between urban and rural areas

Precise poverty alleviation, information first. Poverty alleviation first helps wisdom. The involvement of rural electricity providers not only changed the sales mode of agricultural products, but also extended the excellent products and services in remote rural areas to a larger market, and integrated information technology such as big data, Internet of things, and mobile phone training for farmers, so as to effectively promote the improvement of farmers' information literacy and let every farmer share the fruits of "Internet +". Through rural e-commerce, rural areas and urban and rural markets are organically connected, which directly promotes the improvement of knowledge level in the mobile Internet era in poor areas, promotes the development of agricultural product sales informationization in poor areas, and effectively reduces the ever-increasing digital divide between poor areas and developed areas, enjoys the new life of the internet, shares the digital dividend of the information society, and promotes agricultural products. Precise docking of production supply and demand^[2].

3. Smart New Retail Helps Precise Poverty Alleviation Path of Rural E-commerce in Guangdong Province

3.1. Guiding the Poor People to Join the Trend of Rural E-commerce Development

3.1.1. Accurate Poverty Alleviation for Poor Population

The government should change the thinking of the poor people, change their ideas, improve their understanding of the modern market economy and rural e-commerce, provide technical service support for the development of rural e-commerce, increase knowledge training and skills training for the poor people, so that they can perceive that e-commerce can bring economic benefits. This is also the implementation of "network creation" by the poor people. "The premise and foundation. Through inviting successful e-commerce experts to give lectures and training, focusing on their

motivation and business operation process, we can also organize local representatives of poor people to go out to investigate, promote rural people's understanding of e-commerce through the role of typical examples, stimulate the poor people to take advantage of the initiative of rural e-commerce and "network creation" enthusiasm, and then to participate in e-commerce entrepreneurship. In order to create a favorable environment for the development of rural e-commerce based on precise poverty alleviation.

3.1.2. Creating Software and Hardware Environment for Rural E-commerce Development

First of all, the material platform should take the government-led, enterprise participation, non-governmental financing and other multi-party participation. It should focus on improving the infrastructure construction of rural e-commerce development, vigorously promote the rural e-commerce home-to-home project, and combine the characteristics of the rural poor population with the construction of network infrastructure, logistics and e-commerce network to create rural e agglomeration. Centralized areas and e-commerce incubation zones make full use of e-commerce cloud platform and big data technology to develop e-commerce platforms with rural characteristics. They can also rely on well-known e-commerce platforms to create sub-platforms with poverty-stricken regional characteristics to provide support services for the Network Entrepreneurship of poor people.

3.1.3. Formulating effective policies to help e-commerce to alleviate poverty accurately

Due to the poor people's low knowledge and culture, poor skill level and relatively small initial capital for entrepreneurship, it is necessary to formulate targeted policies to promote the inclination of resources to the poor and increase support for the rural poor. According to the actual situation and distribution characteristics of poor families, in the construction of rural e-commerce network infrastructure, we should be able to radiate to poor families, provide convenience for poor people to start online businesses, actively implement the guiding strategy of "support + incubation + service", stimulate the enthusiasm of poor people to participate in rural e-commerce, and enlarge e separation through typical successful cases of rural e-commerce. The demonstration effect of poverty provides support for realizing precise poverty alleviation of rural e-commerce^[3].

3.2. Use rural e-commerce platform to inject live water from the source of poverty alleviation and prosperity

3.2.1. Help the sale of agricultural products on the Internet and build a "market through train" for the poor and remote areas

In order to help the poor to jump out of the constraints of the narrow local market space and connect with the large external markets in a wide area, we should focus on guiding and solving various new situations that may arise in the process of online sales, and help the poor people to realize the realization of characteristic agricultural products by means of rural e-commerce. For example, the development of rural e-commerce in Sichuan Province can vigorously promote "Sichuan Brand" brands such as Sichuan Wine, Sichuan Tea, Sichuan Cuisine, Sichuan Medicine and Sichuan Fruit, so as to increase the employment and income of more poor people and effectively increase the income of poor people. At the same time, we should support the construction of agricultural product quality system, strengthen the safety and quality supervision system of agricultural product production and related supply chain supervision services, speed up the construction of agricultural product quality and safety inspection, product traceability, cold chain logistics and other facilities, improve the integrity of rural e-commerce services, and solve the related problems of low-price sales and unfair competition^[4].

3.2.2. Stimulating the Desire of "Officers and Entrepreneurs" of Poor People on the Internet

In view of the actual situation of the majority of the rural poor, through the construction of the cloud platform and the Internet of rural e-commerce services, the production and consumption

offline and online services are combined, the service mode of rural e-commerce sales is innovated, and the online and offline interaction of rural e-commerce services is realized. Through the typical successful cases of rural e-commerce, the poor people can stimulate their desire for "network creation". The poor people can produce and process agricultural products through the requirements of rural e-commerce platform, combined with online order requirements, to meet the individualized needs of online consumers, and then provide support services for e-commerce sales through corresponding after-sales services^[5].

3.2.3. Take the road of intensive and large-scale development to promote the development and growth of related industries

With the gradual improvement of rural Internet infrastructure, the vigorous development of rural e-commerce in China has become an important driving force for transforming the mode of rural economic development, optimizing the structure of agricultural industry, promoting the circulation of Commerce and trade, stimulating farmers' innovative employment, and increasing farmers' income. E-commerce industry is a diversified industry, which needs the effective integration of agricultural production, packaging, transportation, logistics, service industry and so on. Therefore, in the process of rural e-commerce development, we should be able to tap the potential of rural economic development, take rural e-commerce as the leader, take "group development, cooperation and win-win" as the driving force, promote the development of other industries, "light up a lamp, light up a large area", effectively improve the local benefits of rural e-commerce services, expand the industrial chain of precise poverty alleviation in poor areas, and then promote the economy of poor areas. Development. Through the establishment of service stations and help stores by well-known e-commerce enterprises and the cultivation of local e-commerce platform construction, this can not only solve the employment problem of the local poor people, but also through the way of "buy on behalf of sale", centralize the sale of agricultural products through the network, which is conducive to improving the income of the poor people, and can also provide value-added services for local taxation^[6].

3.3. Improving the scientific level of precision poverty alleviation through "Internet +" thinking

With the "Internet +" thinking gradually deepening in rural areas, the rural electric business is precisely helping the poor, and improving the infrastructure network is the foundation. First of all, to ensure smooth access to rural e-commerce information channels. Based on the "Internet +" e-commerce platform, it can not only achieve the network sale of agricultural products, but also provide diversified information services for the production, sale and processing services of agricultural products, promote the development of rural informatization, and break through the bottleneck of information asymmetry in rural market, which makes the precision poverty alleviation in rural areas more targeted. Effective development of integrated supply chain services of production, transportation and marketing, opening up the two-way shortcut of rural e-commerce "going to the countryside and going to the city", giving priority to the purchase and sale of agricultural by-products of poor households. Secondly, we should integrate all resources to promote the construction of rural e-commerce platform and give full play to the role of e-commerce industry agglomeration and industry promotion. The development of rural e-commerce platform needs to integrate resources at all levels, build a shared e-commerce information platform for the development of rural e-commerce, adopt a combination mechanism conducive to eliminating rural poverty, and broaden the construction channels of rural e-commerce platform. Specifically, the integration of resources can be achieved through the guidance of the government, the participation of enterprises and the autonomous combination of farmers, so as to promote the construction of rural e-commerce platform^[7].

3.4. Strengthen Smart New Retail

If we want to "really help the poor and help the poor", it is the absolute truth to help the peasants in poverty-stricken areas get rid of poverty and increase their income. In recent years, taking the

Chinese Characteristic Library as the core platform, integrating the resources of the poor counties in China, providing the poor counties with the support of production and marketing docking, commodity trading, data sharing, training services, platform construction, technical support and after-sales services. We will fix the 7th day of every month as the group's "poverty alleviation day". We will organize special activities online and offline. We will dig deeply into the special agricultural by-products of poor counties, poor villages and poor households, provide them with exclusive flow support, help them sell prices, brands and help solve the problem of "difficulty of agricultural products entering cities". At the same time, using unique PP video and other creative resources, we will vigorously explore the most distinctive agricultural products in various places, and create Star "net red" products. According to the situation of special agricultural products, handicraft products and regional scenic spots in poor counties, the Chinese Characteristic Museum and PP videos jointly created China's first public welfare program for poverty alleviation through e-commerce, "Seeking China", inviting Star Nethong to interact with industry's precise public welfare for poverty alleviation, and actively cooperating with mainstream media such as CCTV to help poor areas publicize and promote agricultural products and tourism resources. At present, 29 episodes of the program have been produced and broadcasted, and the total number of viewers has exceeded 16 million. The program has successfully built some special brands of agricultural products such as Guizhou Luodian Monkey Orange, Anhui Dangshan Huangtao, Sichuan Pujiang Ugly Citrus, Guizhou Weining Maltose and so on.

In addition to boosting agricultural products in poverty-stricken areas, we are also committed to exploring innovative models of precise poverty alleviation. The new model of oxygen hematopoietic poverty alleviation, poverty alleviation training shop, was initiated nationwide and popularized in poverty-stricken counties at the national level. On-line poverty alleviation model of training stores takes poverty alleviation training stores as the main body to promote the "downward movement of industrial products", while providing employment posts for poor households with archived licensing cards, conducting e-commerce operation related skills training; on-line through the Chinese Characteristic Museum to help sell local agricultural products, to open up the "upward movement of agricultural products" path for poor counties. In addition, if the training shop is profitable, 70% of the profits will be used for local poverty alleviation. Through the above ways, we will eventually achieve the integration of industrial poverty alleviation, education poverty alleviation, employment poverty alleviation and donation poverty alleviation, and help poor households increase their income and get rid of poverty^[8].

4. Conclusion

The development of rural e-commerce based on precise poverty alleviation is an innovation of modern poverty alleviation mechanism. After the development of rural e-commerce in recent years, it has had an important impact on all aspects of rural life. Especially in rural precise poverty alleviation, the development of rural e-commerce has become an important grasp of rural poverty alleviation. The development of rural e-commerce service industry led by the government can not only effectively promote the development of agricultural informatization, but also better connect poor rural areas with big cities and markets, effectively promote the characteristic agricultural products in poor areas to big cities and markets through commercial platforms, and also promote employment in poor areas, which is conducive to promoting. The development of rural market economy. However, as a new thing, rural e-commerce is also a sustained and systematic project. In the process of market economy development, there will be many obstacles. It is necessary to have a sound and unified leadership, and also need the coordination and cooperation of various rural poverty alleviation subjects. The government should constantly sum up experience, strengthen guidance, adhere to development, speed up the construction of rural informatization in poor areas, strengthen the training of rural population in poor areas, and improve their cognitive ability of e-commerce. Only in this way can the development of e-commerce in rural areas be promoted more effectively and precise poverty alleviation be promoted.

Acknowledgments

Philosophy and Social Sciences Planning Discipline Co-construction Project of Guangdong Province in 2018: Wisdom New Retail Helps Rural E-commerce Precision Poverty Alleviation Path in Guangdong Province (Number: GD18XGL42)

References

- [1] Li Meixuan, Liu Hong, Feng Ruilin. Research on the "2+1" Strategy of Precision Poverty Alleviation for Rural E-commerce in Liaoning Province [J]. China Collective Economy, 2019, (15): 33-34.
- [2] Zhang Ruijuan. Accurate poverty alleviation through rural e-commerce [J]. Economy, 2019, (3): 116-117.
- [3] Shiyu. Developing rural e-commerce to help poverty alleviation [J]. Modern Economic Information, 2019, (7): 367.
- [4] Liu Yan. Research on Precise Poverty Alleviation Model of Rural E-commerce in Jilin Province [J]. Jilin Agriculture, 2019, (10): 28, 30.
- [5] Zhou Jie. Reflections on the Development of Rural E-commerce in China under Precision Poverty Alleviation [J]. Agricultural Economy, 2019, (2): 137-138.
- [6] Huang Yijie. Innovation of Rural E-commerce Development Based on Precision Poverty Alleviation [J]. Modern Commerce, 2019, (2): 33-34.
- [7] Ma Qi, Chen Zhixuan. Qianxi Model of Precise Poverty Alleviation for Rural E-commerce [J]. Rural PepsiCo, 2019, (9): 9-11.
- [8] Fana, Ma Jinlong. Research on the Popularization Mechanism of Rural E-commerce English in the Perspective of Accurate Poverty Alleviation [J]. Journal of Ningxia Normal University, 2019, 40 (5): 34-37, 48.