

## Research on County E-commerce Development from the Perspective of Precision Poverty Alleviation: A Case Study of Jingshan County

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**Abstract:** E-commerce poverty alleviation is an effective engine for local precision poverty alleviation work, and it is also an important topic of concern for local governments, enterprises and academic circles. In recent years, the development of e-commerce in Jingshan County has shown the characteristics of strong government leadership, fast docking of advantageous industries, high enthusiasm for grassroots entrepreneurship, and good poverty alleviation. This paper takes the county e-commerce in Jingshan County as the research object, and aims to refine the mode and highlights of county e-commerce development in Jingshan County, and provide reference for the practice of e-commerce poverty alleviation in Hubei Province and even the whole country.

### 1. Introduction

As one of the “Ten Projects” for the promotion of poverty alleviation promoted by the State Council Poverty Alleviation Office, e-commerce poverty alleviation is a deep integration of Internet innovation achievements and poverty alleviation work, which can significantly stimulate poor people to achieve economic poverty alleviation and spiritual poverty alleviation. E-commerce poverty alleviation has become an effective engine for local precision poverty alleviation work, and it is also an important topic of concern for local governments, enterprises and academic circles. Qu Qiuju, Wang Xiangdong, Zhou Haiqin (2012) and other scholars believe that e-commerce can break the limitations of the space-time market, enable industries in poor areas to connect with the entire big market through e-commerce, overcome external poverty, and enhance the ability of poor subjects to participate in the market. To eliminate endogenous poverty; reduce transaction costs and achieve accurate poverty alleviation through the market.

Jingshan County, the county of Jingmen City, Hubei Province, is known as the “Emerald in Ezhong”. As a national ecological agriculture demonstration county, Jingshan Bridge rice, mushrooms, cotton and other agricultural products are of high quality, but due to the lack of modern and intensive trading platform, resource advantages are difficult to transform into market advantages. Jingshan belongs to the poverty-stricken areas. There are 2 poverty-stricken towns and towns in the county, 61 poverty-stricken towns, and 16179 households with 41,655 poverty-stricken households. Eliminating poverty and ensuring that the county achieves a synchronized well-off in 2020 is an urgent expectation for 61 poverty-stricken villages in the county.

In recent years, e-commerce in Jingshan County has grown from nothing to weak, and it has shown that the fire of the stars can be a source of power. E-commerce has not only become a new engine for the county economy to take off, but also a new driving force for promoting precision poverty alleviation. As of September this year, the county has hatched 61 e-commerce poverty alleviation points, and the rural e-commerce network transaction volume reached 150 million yuan, driving 2,500 poor households to increase annual income by 2,000 yuan.

This article takes Jingshan County's county e-commerce as the research object. The research group visited the Jingshan County Commerce Bureau, the leading e-commerce enterprise and the e-commerce leader, etc., to conduct in-depth research, summarize the model, and find the problem. This paper aims to refine the mode and highlights of county e-commerce development in Jingshan County, and provide reference for Hubei Province and even the county's e-commerce development to help precision poverty alleviation.

## 2. The foundation of e-commerce development in Jingshan County

The government has successively issued the "Jingshan County E-Commerce into the Rural Work Implementation Plan", "Opinions on Accelerating the Development of E-Commerce" and other policies, through the development of e-commerce into rural comprehensive demonstration counties, to build a strong e-commerce development system.

In September 2012, Jingshan County introduced Jinruinong E-commerce Logistics City with an investment of 2.8 billion yuan. A number of well-known e-commerce logistics enterprises such as Alibaba, Wuhan Beehive, Rookie Logistics and Postal Logistics have successively settled in. The construction of the e-commerce system centered on the Jinrui Logistics Industrial Park has taken shape.

The boom in e-commerce ultimately depends on the support of offline products and services. Jingshan has won the honorary titles of "National Garden County", "National Green Model County" and "National Ecological County". The advantages of ecological agricultural products such as Jingshan Bridge Rice, Jingshan Chestnut and Jingshan Tea Oil are obvious. Jingshan has rich natural beauty and human landscapes, and has the "first drift in Hubei" – Tunxi, "the first cave in Hubei" – the empty cave, the green forest uprising source, the green forest village, etc., which are rich in the development of rural e-commerce. Industrial resources.

Jingshan has achieved certain results in the field of agricultural e-commerce. The number of online merchants continues to rise, and most of the superior agricultural products have touched the net and further radiated to agricultural and sideline products in the surrounding areas. The Jingshan Network Business Association has grown rapidly in recent years, and the cooperation platform with Taobao.com's "Jingshan Pavilion", Jingdong Mall, Suning Tesco and other e-commerce giants has been basically established.

Restricted by the characteristics of agricultural production technology, small-scale and decentralized family management cannot carry out large-scale production and management. The problem of standardization of processing, packaging and storage of agricultural products has become a bottleneck restricting the development of Jingshan E-commerce.

It is mainly reflected in the development of the transportation, network, logistics infrastructure required for e-commerce, as well as the impact of imperfect support systems for e-commerce industrial parks, logistics cold chains, service providers, and finance on e-commerce poverty alleviation.

The key to the implementation of e-commerce is talent. Restricted by location and economic development level, Jingshan County residents are mostly middle-aged and old, lacking in the ability to learn and grasp modern information technology and marketing technology, and lack of talents in production, sales, operation and design. Although there have been typical examples of returning home business in recent years, the phenomenon of rural housing vacancies is still serious. The electrician training system has not yet been established. The bottleneck of rural electric traders' training and team building is in urgent need of breakthrough. 7

The current rural e-commerce is still in its infancy and high-speed development period. E-commerce as a low-energy, low-pollution green GDP has been supported by governments at all levels. In the current situation of frequent food safety incidents and consumption upgrades, consumers are healthy. The pursuit of organic and ecological agricultural products and the enthusiasm for eco-tourism and cultural tourism have injected a solid impetus into the development of agricultural products and tourism e-commerce in Jingshan County. The rise of media and social media has made e-commerce companies and grassroots Individuals can use the new media platforms such as Weibo, Vibrate, Fast, and Multi-Fun to connect users freely and directly, sharing the huge dividend brought by the advancement of media technology.

At present, many regions have begun to pay attention to the development of rural e-commerce. Zhejiang, Anhui, Hunan, Jiangxi and other agricultural provinces have introduced various incentive measures and cooperated with e-commerce platforms such as Taobao. In addition, the logic of e-commerce is the winner. The existing e-commerce giants have shown a strong interest in agricultural products e-commerce and are potential competitors. In addition, the electronic payment

methods of the network are immature, and the credit mechanism and the restraint mechanism are also in the exploratory stage, which has a great impact on farmers' online economic and trade activities.

### **3. The current situation of e-commerce development in Jingshan County from the perspective of precise poverty alleviation**

Jingshan County seizes the opportunity of e-commerce development, adheres to the principle of “taking the platform, laying out the network, cultivating talents, and building a system”, and strives to build a demonstration county of “e-commerce + poverty alleviation”. In 2016, the transaction volume of e-commerce in Jingshan County was 2.7 billion yuan, of which the online retail transaction volume reached 450 million yuan. The county's online shopping group reached 60,000, registered online merchants more than 1,000, e-commerce practitioners reached more than 11,000, e-commerce development index was 3.928, ranked second in the city, the province's 38th. The development of e-commerce in Jingshan County is characterized by strong government leadership, fast docking of advantageous industries, high enthusiasm for grassroots entrepreneurship, and good poverty alleviation. County e-commerce has become a powerful engine for precision poverty alleviation.

In September 2015, Jinruinong E-commerce Logistics City, with a total investment of 2.8 billion yuan, was also the largest agricultural and commercial logistics city in China. As a key project of the provincial, city and county levels, Jinruinong E-commerce Logistics City warehousing and distribution platform, agricultural product deep processing technology platform, grain and oil display trading platform, exhibition talent training platform, e-commerce platform, information trading platform, financial incubation platform, etc. The function is integrated and is a one-stop e-commerce service platform. Relying on Jinrui Modern Logistics Industrial Park, Jingshan successfully introduced Alibaba to settle in, attracting Jingdong Mall, Suning Tesco, Meituan.com, Hungry and other life service platforms, Debon Logistics, Rookie Logistics, “Four Access One”, etc. The logistics express delivery enterprise has settled in, and the e-commerce service system has gradually improved. Up to now, 173 e-commerce service stations have spread throughout the county, covering 61 poverty-stricken villages, providing villagers with convenience, such as purchase, agency sales, and financial services. The training has provided poor households with 165 online stores and 278 micro stores. The rookie logistics and Jinrui logistics “county-town-village” freight shuttles are dispatched 6 times a day, and the last one kilometer of logistics has been solved.

With the support of relevant government policies, Jingshan has emerged a number of advanced enterprises in poverty alleviation such as Jingshan Furuifeng Agricultural Trade, Jingshan Yufu Tianxia, and Hubei Yongxing Food. This year's online purchasing transaction was 2,903,800 yuan. Furuifeng, Yufuyuan and other e-commerce leading enterprises sold 636 million yuan of high-quality agricultural products in the region, driving more than 3,500 poor households, and the household income increased by 2,400 yuan.

These enterprises help poor villages to carry out the construction of “one village, one product”, focusing on the promotion of Jingshan specialty agricultural products, such as Jingshan Bridge rice, shiitake mushrooms, chestnuts, eggs, and arrowroot powder, and implementing online and offline sales of agricultural special products. For example, Furuifeng Agricultural Trade Network sells 700,000 local eggs and 700,000 kilograms of chestnuts from January to September 2016. The company's sales performance has exceeded the sales of 10.6 million yuan for the whole year. Jingshan Yufu Tianxia realized online sales of 58 million yuan of eggs, and Sanyang and Caowwu towns as big towns for chestnut production, and poor growers directly benefited from it. Jingshan Dahua Shrimp Ecological Farming Land Co., Ltd. has absorbed 20 households in poverty-stricken households, and directly supplied Wuhan consumers through e-commerce to reduce intermediate links. The price of crayfish and crabs increased by an average of 10 yuan per catty to ensure the annual average of 20 poor households. Increased income by more than 10,000 yuan.

Jingshan has rich agricultural resources. Jingshan County finds out the local superior product resources, packs it into well-known brands with local characteristics, enhances the competitiveness

of products in the direction of product quality inspection and traceability, and further deepens the agricultural products processing industry. Promote industrial upgrading. “Jingshan Bridge Rice, Sanyang Chestnut, “Jingyan” Brand Mushroom Fungus, “Tongde” Gongshou, “Huizhou” Tea Oil, “Qinghu” Tea Chicken (Duck), Tuhanzi “Ge Powder”, Green Forest Soil A large number of famous agricultural products such as honey are on the Internet.

Taking "Jingshan Bridge Meter" as an example, Qiaomi is a special product of Jingshan City, China's national geographical indication product, its slender, crystal-clear, and was named "Gongmi" in the Jiajing Period of Ming Dynasty. Leading enterprise Guobao Qiaomi and Jinghe Rice Industry have expanded their marketing methods to open enterprise stores in “Ethnic” and “No. 1 Shop”. The two companies’ network sales in 2016 were 13 million yuan and 450 respectively. Ten thousand yuan, an increase of 120% and 112% over the previous year. Hubei Yihuiyuan Food Co., Ltd. sells modern health foods such as shortbread, moon cake and mushroom sauce on seven well-known e-commerce companies such as Tmall, Taobao, Jingdong and Meituan. The share of e-commerce sales accounts for half of all sales. Jingshan Yufu Tianxia Ecological Agriculture Co., Ltd. sold 150 million yuan of eggs online in 2016, ranking first in Taobao's egg sales.

Jingshan County attaches great importance to the cultivation and reserve of electric merchants, strengthens e-commerce entrepreneurship and technical guidance for poor villages and poor households, and changes “transfusion” to “hematopoietic”. The Jingshan Bureau of Commerce has repeatedly hired experts in the practice of e-commerce to implement precise docking and classified training. It has targeted multi-phase free training for different levels of people, completely eliminating the ideological concerns of e-commerce practitioners and solving technical problems. Improve the success rate of poor households' entrepreneurship. From 2016 to 2017, e-commerce training was carried out in five phases of 5,000 people, including 550 poor households. At the same time, one-to-one guidance and assistance were provided to poor households who were interested in opening online stores. The poor households opened 65 new online stores and 78 micro-stores.

In addition, take the principle of going out, please come in, solve the talent bottleneck. On the one hand, the introduction of experienced e-commerce operations talents or institutions to join directly; on the other hand, the use of third-party training institutions to train local e-commerce talent. In particular, the poor households are the key training objects to help them master the knowledge and skills of opening stores. Encourage university student village officials and migrant workers to return to their hometowns to start business, and drive poor households to get rich together. By establishing successful models and models, we will stimulate the entrepreneurial and employment enthusiasm of poor households.

#### **4. Future prospects and recommendations**

At present, the Jingshan County agricultural product brand has been issued, but the horizontal comparison on the highly competitive e-commerce platform, the results are not satisfactory. Jingshan can combine with the concepts of ecological agriculture, cultural tourism and creative crafts to build a representative set of high-quality e-commerce brands in Jingshan, in product cultivation, product packaging and design, logistics and distribution, brand promotion, media promotion, channel management, Optimized upgrades in data processing. Emphasizing the user experience, allowing visitors to taste, experience, purchase and book online, to create a never-ending trade fair combining various products and e-commerce in Jingshan, so that visitors to Jingshan become loyal consumers and promoters of Jingshan E-commerce .

Relying on the advantages of Jingshan's current organization, platform, channels and concepts, Jingshan can position itself as the “integrator of characteristic commodity resources and cultural tourism resources in Hubei Province” to build a small and medium-sized network business in central Hubei. Ground. With the accumulation effect, it not only implements the “remaining root project” of local enterprises, but also promotes the development of local-scale enterprises, brand enterprises and advantageous enterprises; it also implements the “Fengfeng Project” of various foreign companies to attract various e-commerce enterprises in southwestern Zhejiang. And network operators in a variety of forms in Jingshan. Attracting well-known agricultural experts,

cultural celebrities and e-commerce experts from home and abroad to come to Jingshan to carry out research and entrepreneurship, and provide them with good policy supporting conditions. The Jingshan people who are attracted to the outside, especially the Jingshan talents, return home to innovate and start a business.

At present, Jingshan County has targeted e-commerce poverty alleviation plans, set up special funds for e-commerce and poverty alleviation, formulate preferential policies for e-commerce and poverty alleviation, and increase investment and support for e-commerce poverty alleviation. On this basis, we should continue to play the role of government policy to support, accelerate the improvement of e-commerce support system, strengthen the personnel training system, and actively introduce e-commerce financial poverty alleviation. It should promote the power of all parties in the society, focus on building a market-oriented supporting operation service system, and cultivate market players. Governments, platforms, service providers, network operators, and poor households should be positioned separately to form a sound, sustainable, multi-agent and win-win social cooperation mechanism. At the same time, we should continue to improve the infrastructure of poverty-stricken areas and increase the construction of roads, electricity, and networks into the village. With the help of e-commerce and poverty alleviation opportunities, special funds will be invested to improve road construction, ensure power supply and broadband access in poverty-stricken areas, and provide preferential tariffs to poor households.

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