

Problems And Innovation Model Of Rural E-Commerce In The New Era

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Abstract: In the context of the new era, the Internet has developed rapidly and become popular, and e-commerce has emerged at the historic moment. Rural e-commerce has developed from scratch, from fewer to more, and has provided a broader path for rural economic development. The purpose of this article is to study the innovation model of rural electronics in the new era and its existing problems. This article adopts the method of comparative method, systematically analyzes several operation modes of rural e-commerce in China through examples, and on the basis of this, analyzes the advantages and disadvantages of different modes by using the comparative method, so as to discover the rural e-commerce in China in the new era Research on innovative models. Experimental research results show that adhering to the development of rural e-commerce is an effective way to achieve new urbanization. Now many rural areas in China have begun to get involved in e-commerce, but its development is still in the period of exploratory development, lack of development experience, and many places need to be further improved .

1. Introduction

With the continuous development and promotion of economic globalization, the development of commercial trade has gradually changed from offline development to online business development, which has a great impact on the development of the overall economic situation [1]. At present, electronic information technology is gradually developing, and its technology has been effectively applied. In economic development and people's lives, e-commerce plays a huge role, not only has the efficiency of commercial trade been significantly improved, but also improved people's living standards [2-3]. However, in the current development process of rural areas, due to the influence of the rural economic foundation and restricted by comprehensive factors, there are many problems in the development of rural e-commerce, so it is necessary to strengthen the research and analysis of e-commerce development issues To effectively find the cause of problems in the development of e-commerce [4-5].

Government departments should correctly understand the importance of introducing senior technical talents in the development of rural e-commerce models [6]. Only by combining the actual implementation of the e-commerce model in the region and selecting talents in a scientific and rational manner can the role of talent guarantee be improved, optimize the allocation of social human resources, and build a complete rural e-commerce service system in the region [6]. To ensure that e-commerce activities can achieve new development results [7]. In specific work, it is necessary to introduce talents with strong theoretical knowledge and practical ability to participate in rural e-commerce activities, gradually establish the development advantages of rural e-commerce model, and ensure new development results in rural economic construction [8].

In the process of construction and selection, due to the lack of systematic theoretical guidance, the construction effect is not ideal, which seriously restricts the development of rural e-commerce [9]. After systematic analysis, there are three problems in the development and selection of rural e-commerce models. First of all, the rural e-commerce model is not well-understood, the level of rural economic development is low, and the farmers' own cultural qualities are insufficient. The era of understanding the agricultural economic construction and development in the background is not deep enough. The agricultural organizations and farmers' rural e-commerce The importance of the model is not well understood, and the positive awareness of construction is not enough [10].

2. Method

2.1 Build A "Crowdfunding Pre-Sale" Platform For Agricultural Product E-Commerce

For example, in the marketing of agricultural products, although the sales channel has been opened and the sales volume has been increased by means of the e-commerce platform, due to the asymmetry of market environment information, there will still be a situation of oversupply or undersupply, which will affect the income of farmers. . However, if the reverse sales thinking is used, the fixed sales can effectively solve the problem of excess or too little resources. Based on this reverse thinking, we propose to build a "crowdfunding pre-sale" platform based on this principle. Crowdfunding pre-sales, as the name implies, refers to relying on related information platforms, supported by Internet big data and other technologies, to realize the reverse marketing model of selling fixed production. Lead the purchase trend of rural consumer groups in society, and establish a new form of "subscription".

2.2 Two Major Trends In Rural E-Commerce

Rural marketing and personalized customization are two major trends in the sales market. In the new era, consumers not only pay attention to products and services in the supply chain, but consumer experience has gradually become a factor to enhance customer stickiness. The new form of "subscription" includes a group purchase, but it is not limited to this. Local consumers can fulfill the needs by subscribing to agricultural products according to product seasons and periodically subscribing to agricultural products. In this way, not only can consumers eat fresh seasonal products, but farmers can also reduce the transportation costs and storage costs of agricultural products during the sale process, which greatly solves the problem of asymmetric information in the e-commerce sales process of farmers. To directly communicate the consumer's information to the production side.

2.3 Innovating The Development Method Of Rural E-Commerce

Most rural people have little contact with e-commerce, which causes them to be dazed or conflicted when facing the new technologies and methods that come suddenly. This is the first time the train was opened in the late Qing Dynasty in China, but it was driven by horses. Pulling is the same reason. Therefore, under the background of rural revitalization strategy, the development of rural e-commerce needs to change the thinking of rural people and carry out model innovation. For example, the sale of agricultural products no longer relies on farmers to scream and sell in the market early on, but can be operated on an online platform, which eliminates a lot of farmers' troubles and promotes the innovative development of rural e-commerce.

3. Experiment

3.1 Respondents

This article uses a questionnaire survey. A total of 200 people from five different rural areas were taken as the survey object, and the data was collected purposefully and systematically in combination with the current status of rural e-commerce. Through questionnaire surveys and on-site interviews, there was a comprehensive and systematic approach to issues related to rural e-commerce construction. Understanding, and analyze, compare and summarize the data collected in the survey. At the same time, for specific research purposes of rural e-commerce strategy, we can directly observe the individuals, enterprises, and industry organizations involved in the research object through the senses to obtain the first-hand information needed. case study. Since the specific targets of rural e-commerce are relatively clear, it is convenient to conduct individual surveys, group surveys and question surveys.

3.2 Design Of The Experiment

The object of this study is to select 200 people from different rural areas for survey. The surveyed objects are divided into four categories: 18-22 (N=50), 22-26 (N=50), 27-30 (N=50), 31-35 (N=50) of four different age groups, using a questionnaire survey on the selected respondents to the existing problems and innovative ideas of contemporary e-commerce. A total of 200 questionnaires were distributed to these 200 individuals, and 197 valid questionnaires were recovered, with a recovery rate of 98.5%. Analyze the answers to the questionnaire and analyze the problems of contemporary e-commerce. To this end, the literature method is also used and then referenced for reference and discussion.

4. Results

4.1 Analysis Of Rural E-Commerce Practitioners

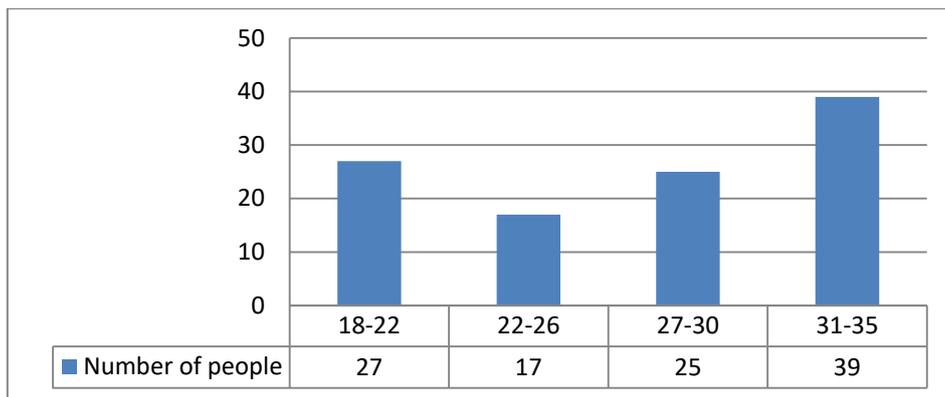


Figure 1. Age Distribution Of Survey Samples

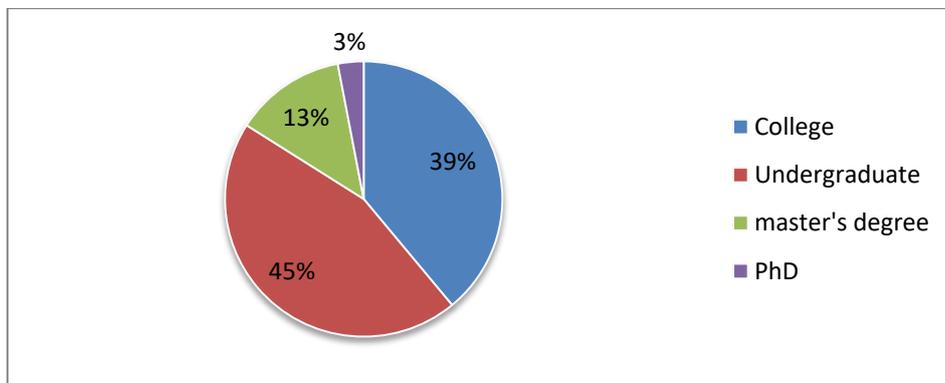


Figure 2. Distribution Of The Academic Qualifications Of The Survey Sample

As shown in Figure 1 and Figure 2, from the perspective of age, the random survey results reflect that the rural e-commerce practitioners are mainly young people. The survey shows that the proportion of young people under the age of 27-30 is high, and the proportion of youth between the ages of 31 and 35 reaches 97.5%. From the perspective of academic qualifications, the results of the random survey show that the general education qualifications of rural e-commerce practitioners in the survey sample are concentrated in bachelor degree or below, of which 13% are master's degree or above, 45% are undergraduate degree, and 39% are college degree. The main college background, master's degree and above, the ratio is only about 16%. The education level of employees shows a typical "anti-dumbbell characteristic" is consistent, but there are also discrepancies, reflecting that the rural education level is generally lower than the national level High, the main reason: first, the surveyed group is mainly the management of rural e-commerce companies, accounting for 60%; second, the development of rural e-commerce has just started, rural e-commerce is mainly engaged in young people with knowledge, and A lot of room for development.

4.2 Rural E-Commerce Transaction Scale

Table 1. 2017-2019 Rural E-Commerce Transaction Scale

	2017s	2018s	2019s
Transaction value	1700	2160	3205
YoY growth	29.5%	33.7%	38.2%
Transaction ratio	14.2%	15.3%	16.7%

As can be seen from Table 1, from the perspective of the scale of rural e-commerce platforms, with the expansion of rural e-commerce transactions, the number of rural e-commerce is also increasing. By the end of December 2017, 7 rural e-commerce online stores and platforms had reached 30,000. In 2017 alone, 10,157 rural e-commerce online stores were added, driving nearly 90,000 people in employment. In addition, 7 continues to deepen close cooperation with major e-commerce platforms to further optimize the e-commerce environment. Some well-known Internet companies such as Suning, JD.com, and Alibaba are also expanding the rural market, and increasing their efforts to develop markets in rural areas. Taobao and JD Mall in rural areas have already occupied a large market share in rural areas. Development will also lead the development of rural e-commerce in a healthy and stable direction.

4.3 Innovation Strategy Of Rural E-Commerce Model

Strengthen the full understanding of rural e-commerce. Farmer producers occupy a dominant position in the development of rural e-commerce. They are the main participants in the development of e-commerce in rural areas. At the same time, peasant producers are also a key aspect. Therefore, it is necessary for farmers to gradually strengthen their understanding of e-commerce, continuously enhance their awareness of e-commerce, and lay a good foundation for the development of rural e-commerce. Therefore, in order to further promote the healthy development of rural e-commerce, it is necessary for the township government to vigorously promote e-commerce, e-commerce knowledge training for farmers, so that farmers can correctly understand e-commerce, gradually familiar with e-commerce related information, and effectively cultivate farmers So that they can correctly use the relevant skills of e-commerce and further promote the development of e-commerce in rural areas.

Emphasizing the implementation of self-management concepts on platform-based operations will have a direct impact on the actual development of rural e-commerce, but because most people lack advanced management concepts, there is no real planning and platform development. Therefore, in the actual e-commerce application and development process, it is necessary to effectively combine the actual situation, rationally use the e-commerce mobile platform, scientifically integrate and use its own resources, scientifically integrate and use its own resources, and effectively use the original The method of direct sales from the origin, and further transfer of its rich resources, promote the stable development of the rural economy. E-commerce can develop rapidly on the basis of rural economic progress, so that e-commerce can provide better services for the current economy, so as to effectively realize the common development of the problems existing in e-commerce and the model innovation economy.

4.4 Main Modes Of Rural E-Commerce

(1)B2B model (business to business) As far as the B2B model of rural e-commerce is concerned, it specifically refers to many agricultural-related companies, including agricultural production companies, primary product processing companies and marketing companies, with the help of specialized e-commerce platforms A model for establishing their connections and conducting online transactions.

(2)B2C model (business to consumer) As far as the rural e-commerce B2C model is concerned, it specifically refers to the e-commerce transactions between the demand side and the producer of

agricultural products, and also involves large-scale integrated shopping websites. Taobao is not unfamiliar, that is, transactions are conducted through the B2C model, and part of the rural market also belongs to its business development content.

(3) C2C mode (consumertoconsumer) As far as the rural e-commerce C2C mode is concerned, it specifically refers to a mode in which agricultural product buyers and agricultural product sellers conduct transactions directly on the Internet platform. This model is not a unique advantage and attribute of rural e-commerce, but is highly respected and favored in the entire e-commerce field.

(4) A2A model (agenttoagent) As far as the A2A model of rural e-commerce is concerned, it specifically refers to a model in which all agents participate in e-commerce. "Lantian Mode" and "Martial Arts Mode" are two common A2A modes.

(5) A2C model (agenttoconsumer) As far as the A2C model of rural e-commerce is concerned, it specifically refers to a model in which producers or sellers of agricultural products conduct transactions with the vast number of consumers based on agents, the "tongyu model" It is the more common A2C mode and the most representative A2C mode.

4.5 Advantages And Disadvantages Of Rural E-Commerce Development In The New Era

Advantages. my country has a vast territory and a large population base. Half of the population is rural, which is a huge market potential. Unlike the rural e-commerce market that is still in its infancy, the number of online shopping consumers in most cities in the country is changing from an explosive growth to a gradual gradual slowdown, and even some regions have experienced a decline. This phenomenon is in first-tier and second-tier cities. Especially prominent, some consumers turned to physical stores to purchase. Therefore, seeking new users has become a preferred option for many e-commerce companies. With the rapid development of my country's rural economy, the continuous improvement of the logistics system, and the continuous tilt of various policies, various e-commerce companies have gone to the countryside, and the development of the rural market has become a new trend in the development of many e-commerce companies. At the same time, farmers' incomes continue to increase, and consumption levels and purchasing power are also increasing. Most rural shopping is not convenient enough and product diversification is not enough, but these are the huge advantages of online shopping, and the development potential and advantages of rural online shopping.

Development disadvantages, although the rural market has great potential, there are still many constraints. First of all, most of the rural areas are remote, with divergent distribution, few roads, low density, and poor road conditions. Backward traffic greatly restricts the distribution of goods, and even some fresh goods, fragile goods, and valuable goods cannot be distributed, limiting Consumers have a good shopping experience. Secondly, rural netizens generally do not have a high level of education. They still lack a basic understanding of how to use the Internet and how to use the Internet for online payments. Even villagers in some areas still do not know what e-commerce is. At the same time, due to the long-term consumption habits of farmers shopping in physical stores, they also lack trust in invisible and intangible e-commerce. Thirdly, there is a lack of professional e-commerce talents in rural areas, and a large number of graduates are reluctant to return to their hometowns or work in remote areas, resulting in a serious shortage of professionals specializing in rural e-commerce in rural areas, which is not conducive to the popularization and promotion of rural e-commerce. Conducive to promoting the development of rural e-commerce.

Conclusion

In the rural development in the new era, e-commerce has become an indispensable part to actively encourage farmers with advanced ideas, scientifically cultivate high-quality talents, and further promote the healthy development of rural e-commerce. During the construction and development of the rural economy, e-commerce is a new business model that can further promote the stable development of the rural economy. Therefore, it is necessary for rural and government to enhance the correct understanding of e-commerce, reasonably innovate the rural e-commerce model, effectively analyze various problems in the process of e-commerce development, find more positive

and effective measures to promote the healthy development of rural e-commerce, and improve rural The level of economic development. Therefore, it is of great value to explore how to use online marketing to broaden sales channels, reshape traditional agricultural products and develop product characteristics. The development of e-commerce sales will also make important contributions in raising farmers' income, improving farmers' lives, and strengthening poverty alleviation.

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