

The Rural E-commerce Development Trend and Innovative Research from the Perspective of the Rural Revitalization

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Abstract: In recent years, the development of rural e-commerce under the vision of rural revitalization has achieved remarkable results and promoted the sustainable development of the rural economy. However, due to many factors, the rural e-commerce development still faces many problems that need to be resolved urgently. This article summarizes these issues, analyzes the development trend of rural e-commerce, and puts forward a series of innovative strategies, hoping to provide a beneficial effect for the better development of rural e-commerce.

1. The Relationship between Rural Revitalization and Rural E-Commerce

The strategy of rural revitalization was proposed by Chinese President Xi Jinping in 2017. It proposes that agricultural farmers' rural issues are important issues related to national economy and people's livelihood. Solving the three rural issues is an important work of the party and the core content of rural revitalization. There is a close connection between rural revitalization and rural e-commerce. Effective implementation of rural revitalization can provide a good opportunity for the development of e-commerce and achieve the sustainable development of e-commerce. Since rural revitalization is a systematic work, it involves many aspects, not just economic development, but also the development of various industries. Therefore, effectively promoting rural revitalization can carry out rural economic development from many aspects. Help, which can enhance the vitality of rural development and enhance the momentum of economic development, which can provide a very good environment for the development of e-commerce. [1] On the contrary, the rapid development of rural e-commerce can drive the innovation of rural economy. For example, the Internet can be used to develop agriculture and the development of electronic agriculture, or electronic products can be used to develop products in rural areas. Sales, etc., can drive the sustainable development of the economy in rural areas. Therefore, it can be seen that the relationship between rural revitalization and rural e-commerce is interdependent and complementary, and neither party can be separated from the other. [2]

2. The Status Quo and Problems of Rural E-Commerce Development

In recent years, in the process of the continuous popularization of the Internet, the development of rural e-commerce has become more fierce and has achieved certain results. According to relevant information, in 2019, the national agricultural product online retail sales reached 397.5 billion yuan, a year-on-year increase of 27%, Driving more than 3 million poor farmers to increase their income, and the total amount of e-commerce financing reached 52 million yuan. The vigorous development of e-commerce has led to the sustained and stable development of the economy in rural areas, making various agricultural products sold farther and better. Specifically, the future development trends of the rural e-commerce industry are as follows: first, the implementation of rural revitalization will bring new opportunities for the development of rural e-commerce; second, community e-commerce and social e-commerce will gradually emerge , Will change the upward route of agricultural and sideline products; third, the agricultural product supply chain and e-commerce development reshaping will promote and promote each other; fourth, rural e-commerce will develop in the direction of branding and commercialization, more professional Fifth, there will

be a clear localization trend; sixth, with the rapid development of the times, there will be more paths for e-commerce to help the poor. [3]

From 2012 to 2019, the growth trend of my country's agricultural product online retail sales is as follows (unit: 100 million yuan, %):

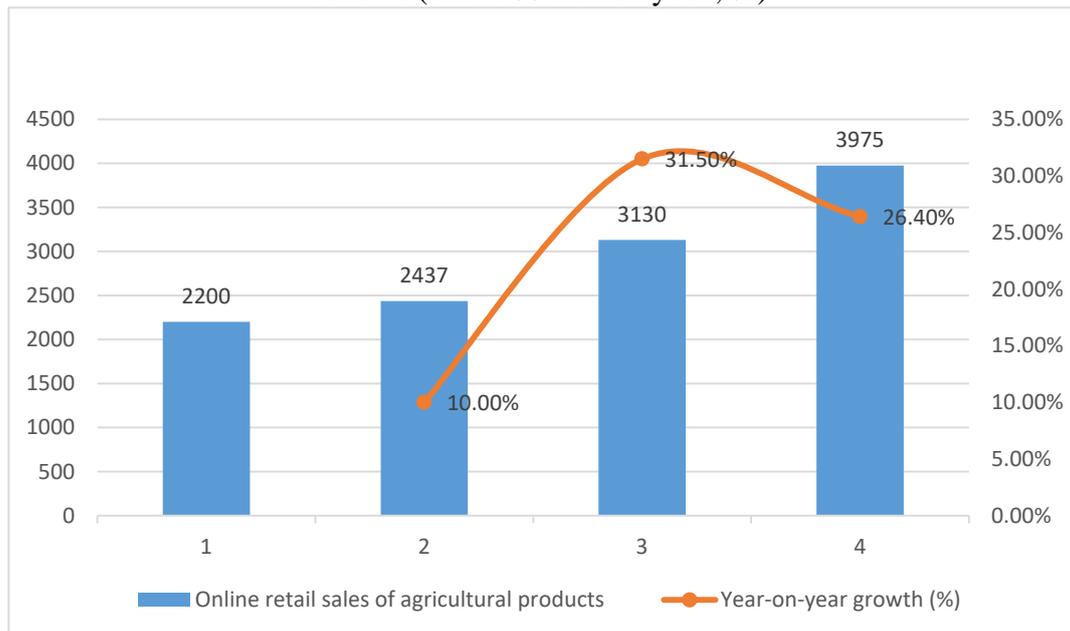


Figure 1. my country's agricultural products online retail sales growth trend from 2016 to 2019

However, although rural e-commerce has developed rapidly in recent years, it also faces many problems in actual development, such as lack of policies, higher logistics costs, and lack of professional e-commerce talents. Policies are an important guide for the development of rural e-commerce. It can be said that it is a "superstructure", which is related to the final implementation effect, and logistics costs will directly affect the enthusiasm of enterprises to develop e-commerce. Talents will play a role in ensuring the long-term development of rural e-commerce. Any problem is more critical. If these problems are not solved well, it will inevitably hinder the development of rural e-commerce, and it is difficult to bring a strong guiding role for the effective implementation of the rural revitalization strategy. Therefore, we must pay attention to the analysis of these problems and formulate scientific Improve measures. [4]

3. Strategies for Rural E-Commerce Development and Innovation from the Perspective of Rural Revitalization

3.1. To Strengthen Policy Guidance

From the perspective of rural revitalization, in order to promote the good and sustainable development of rural e-commerce, the government should do a good job in formulating policies and provide strong guidance for the development of rural e-commerce from the perspective of policies and systems. This requires the formulation of a professional system that combines the actual development of e-commerce in China and the specific development of the economy in rural areas, guides the development of e-commerce from a policy, standardizes the ideas and models of e-commerce development, and Links are specified in detail to ensure that the development of rural e-commerce has rules to follow and systems to follow. At the same time, because e-commerce often uses the Internet as a carrier, which involves logistics and transportation, customers cannot directly touch the products, so some people will take advantage of it and sell false agricultural products, resulting in the overall development of e-commerce in rural areas. Therefore, the government should also increase supervision, establish a scientific punishment system, and regularly or irregularly inspect product quality to ensure the standardized development of rural e-commerce and reduce violations. [5]

3.2. The Government Does a Good Job of Subsidies to Reduce Logistics Costs

Logistics is a key link in the development of rural e-commerce, and from the current reality, my country's logistics costs are higher and the cost is more expensive, which directly limits the development of rural e-commerce. In view of this problem, China's government departments should introduce relevant preferential policies, make good financial subsidies, and minimize logistics costs, so that more rural personnel can dare to develop e-commerce and can participate in the e-commerce industry, thereby driving rural areas. Sustained development of the region. On the one hand, the government should introduce relevant preferential policies for rural areas and support rural logistics from multiple levels to reduce its costs. On the other hand, it must build a scientific logistics system to regulate the development of the logistics industry. It can also play a leading role in the Internet e-commerce with large profit margins, so that it can use its own strength to drive the e-commerce that has just started, such as Suning.com, Alibaba, etc., to promote the expansion of rural e-commerce development space and enhance its coverage, to Promote the increase of e-commerce revenue. [6]

3.3. Do a Good Job in the Training and Introduction of Professional E-Commerce Personnel

The development of any industry is inseparable from professional personnel, and the same is true of the rural e-commerce industry. In order to promote its sustainable development, it is necessary to introduce and train talents. Because the e-commerce industry is a highly specialized industry, which requires high professional skills for talents, and the economic development level in rural areas is relatively low, and the environment is not as good as in large cities, many talents are reluctant to come to the countryside, which leads to rural The development of regional e-commerce has been restricted. [7] In order to solve this problem, on the one hand, the government should encourage young people in rural areas to return to their hometowns to start businesses, and provide support and assistance for them to start businesses in their hometowns. On the other hand, they should also set up relevant preferential policies to encourage other talents Regional inflows, for example, can guide college students to rural areas, drive the economic development of rural areas, and give new energy and vitality to the development of e-commerce industry. [8] In addition, the grassroots governments in rural areas should also strengthen the importance of e-commerce talent training, regularly arrange personnel to organize e-commerce related personnel to participate in training, and do a good job of disseminating new knowledge and new skills, which can not only drive rural areas The long-term development of e-commerce can also provide a good guarantee for rural revitalization. [9]

4. To Proceed On The Product Innovation

The most fundamental development of rural e-commerce is to innovate products, and good products are the last word. Under the traditional model, although there are more agricultural products in rural areas, these agricultural products are often sold directly without processing and packaging. Not only is the appearance not beautiful, but the overall product is relatively extensive, and the sales effect is not ideal. In the context of the new era, these traditional methods of production or processing can be reformed to give agricultural products greater "value". For example, you can build a professional processing base in the agricultural product production base. After the agricultural products are produced, you can conduct batch screening and packaging, and you can print special packaging bags with your own brand. After detailed screening, processing, and packaging, you can carry out Sales, transportation, etc., can make agricultural products more refined and meet the needs of more people. This needs to build an integrated sales chain based on the actual situation of agricultural products, integrate agricultural production bases, packaging processing bases, logistics bases, electronic platform bases, etc., to achieve organic coordination of all links. Product innovation can not only promote the good development of e-commerce in rural areas, but also contribute to the vigorous implementation of rural revitalization. [10]

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