

Application Path of Rural E-commerce to Assist Targeted Poverty Alleviation under the Background of Rural Revitalization Strategy

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Keywords: Rural Revitalization; Rural E-commerce; Targeted Poverty Alleviation

Abstract: The rural revitalization strategy is the key policy to deal with the problems of "agriculture, rural areas and farmers" in China. Rural e-commerce helps farmers get out of poverty and keep pace with the development of the times. It has achieved fruitful results in the practice of comprehensively promoting the rural revitalization strategy, making rural characteristic agricultural and sideline products truly go to the city and the world by relying on online marketing, bringing huge economic benefits to the countryside. At the same time, rural e-commerce also provides more employment opportunities for farmers, helps rural economic development, attracts talents to return home, etc, We are really relying on the strategic background of rural revitalization to achieve targeted poverty alleviation and real poverty alleviation. This article starts with the concept of "targeted poverty alleviation by e-commerce", briefly discusses the reasons and advantages of targeted poverty alleviation by e-commerce, and puts forward feasible suggestions on how to achieve targeted poverty alleviation by relying on rural e-commerce in combination with the current situation of rural e-commerce development in Guangdong Province and the factors restricting its development.

1. Introduction

In recent years, the Central Committee of the Communist Party of China and the State Council have strongly contributed to the continuous promotion of the rural revitalization strategy. With the development trend of live broadcasting and goods, rural e-commerce has also become a new driver to activate rural economic development, and has played an irreplaceable role in winning the battle against poverty and rural development and revitalization. Guangdong Province has placed the development of rural e-commerce at an important position in the rural revitalization strategy, and has successively promulgated the "Implementation Plan for Promoting Rural E-commerce Development in Guangdong Province" and the "Work Plan for Targeted Poverty Alleviation in Rural E-commerce in Guangdong Province (2018-2020)" and other strategic policies for rural revitalization, introducing marketing methods such as e-commerce live broadcast into rural areas, promoting the development of rural economy with precision and clarity, and helping to carry out poverty alleviation work accurately.[1] In the era of short video industry in full swing, the new e-commerce model of live broadcast with goods has gradually entered the countryside, effectively promoting the structural

production and sales market of rural agricultural and sideline products, which has injected fresh blood into rural agricultural development and economic development. Add enough power to the promotion of rural revitalization strategy. The development and implementation of rural e-commerce work has focused on the attention of diverse talents, attracting more people to choose to return home and start businesses, which also brings vitality to the development of rural e-commerce.[2] However, if we really want to use e-commerce to create a characteristic targeted poverty alleviation path in the context of rural revitalization, enhance the market awareness and competitiveness of rural agricultural and sideline products, and make agricultural and sideline products and rural diversified industries truly become the new secret code for farmers to become rich, then we must establish and improve the coupling mechanism between Guangdong rural industrial development and e-commerce targeted poverty alleviation, and expand the practice map of rural e-commerce, Let rural e-commerce become a new trump card for rural prosperity.

2. E-commerce targeted poverty alleviation

From the meaning and definition, e-commerce poverty alleviation is to use e-commerce as a new way to drive rural economic development. From the current research literature, it can be found that most researchers describe "e-commerce poverty alleviation" as "the application of Internet information technologies such as e-commerce, live broadcast and goods delivery to the sales of agricultural and sideline products and industrial development in poor villages, providing strong impetus for rural economic construction and achieving targeted poverty alleviation." The traditional e-commerce poverty alleviation is a new poverty alleviation model of "poverty alleviation objectives - poverty alleviation forms - poverty alleviation figures", The significant difference between e-commerce targeted poverty alleviation and e-commerce poverty alleviation is "precision", which is a new industrialized poverty alleviation model based on e-commerce platform. The effective implementation of e-commerce targeted poverty alleviation is the key of this article's research. It is a dynamic system integrated by three parts: accurate positioning, accurate assistance and scientific management of rural industry development. Accurate positioning means to accurately plan rural agricultural and sideline product sales and rural industry development in combination with e-commerce development requirements; Accurate assistance means that the use of modern e-commerce platforms will help expand the sales channels of rural agricultural and sideline products, and help rural products to go to cities and the world; Scientific management is to formulate scientific and perfect rural e-commerce operation rules, ensure the good operation of the market, and truly implement "targeted poverty alleviation" in the strategic position of rural revitalization. In addition, e-commerce targeted poverty alleviation has the following distinctive characteristics: first, it has market expansion, e-commerce can effectively spread the sales information of rural agricultural and sideline products by virtue of its information transmission ability, at the same time increase the popularity of rural agricultural and sideline products, expand the sales market and sales channels, and help the development of rural economy; Second, it has the driving force of diversified industries. The targeted poverty alleviation of e-commerce is an information-based poverty alleviation in the new era. The development of rural e-commerce can also effectively drive the development of logistics, agricultural and sideline product packaging and agricultural and sideline product processing industries, so as to effectively accommodate rural surplus labor; Third, it is industry-oriented, which is reflected in the implementation of e-commerce targeted poverty alleviation, effectively leading rural poor villagers to participate in e-commerce poverty alleviation projects, so that farmers can achieve local entrepreneurship and employment.

3. Current situation of rural e-commerce development in Guangdong Province

3.1. To build a demonstration county to help the rapid development of rural e-commerce

At present, all regions in Guangdong Province have seized the opportunity to build diverse e-commerce demonstration counties and villages, further strengthen the support intensity for rural e-commerce practice, improve and optimize the construction of rural e-commerce facilities, gradually establish and improve the scientific rural e-commerce operation system, establish appropriate rural e-commerce operation systems and rules, constantly improve the development environment of rural e-commerce, and use e-commerce to become rich, Open up new markets and new channels for the sale of rural agricultural and sideline products to effectively drive the development of rural multi-industry.

3.2. Improve e-commerce sales network

At present, many e-commerce demonstration counties and villages in Guangdong Province are actively building their own industrial parks, actively introducing diversified e-commerce platforms such as Taobao, Tiktok, Tmall Global, Pinduoduo, Meituan, Jingdong, and Duoduo to buy vegetables, leading farmers to actively join e-commerce platforms to create their own online stores, and create an "unimpeded" agricultural and sideline products and rural multi industry e-commerce sales network. The improvement and perfection of e-commerce sales network can provide a real market for rural products, make farmers truly profitable, and expand the market of agricultural products.

3.3. Train a large number of e-commerce talents

In the construction practice of various e-commerce demonstration counties and villages in Guangdong Province, the villagers were trained on e-commerce knowledge by organizing professional e-commerce teams. At the same time, the further development of rural e-commerce has also led many graduates and rural youth to return home to start businesses, which not only provides farmers with a new way to become rich, but also improves farmers' e-commerce sales skills, and can bring new e-commerce thinking that is in line with the city through returning home to start businesses and other advanced elements, which provides source power for the further enrichment and development of rural e-commerce.

4. Restrictive factors for the development of agricultural products e-commerce in Guangdong Province

Although Guangdong's rural e-commerce has made steady progress in getting rich, it has been restricted by multiple factors such as rural e-commerce objects, e-commerce platforms, e-commerce talents, agricultural and sideline product sales awareness and sales market, and its development level is still far from that of well-known metropolises.

4.1. The level of cognition and informatization of rural e-commerce is not high

Due to the long-term information blockage of farmers, they also know a little about e-commerce information, and still adopt the traditional trading rules of "hand in money and hand in delivery", which also brings certain difficulties to the germination and further development of rural e-commerce. Moreover, many enterprises have a one-sided understanding of the future development of rural e-commerce. They believe that the e-commerce sales revenue of agricultural and sideline products takes a long time to obtain and there are many uncontrollable factors, so they often adhere to the traditional form of agricultural and sideline products sales. Secondly, the construction of Internet information infrastructure in many rural areas is not perfect, and there are many problems. It is difficult for the network to cover the whole village, which also makes it difficult for rural areas to seize the

opportunities for wealth brought by the development of the Internet. Finally, the pace of informatization construction in rural areas of Guangdong is slow, and the lack of effective application of advanced information technology has also brought considerable problems to the development of rural e-commerce.

4.2. Lack of e-commerce talents for agricultural products

Rural agricultural and sideline products sales and the development of various industries want to take the road of e-commerce, which requires that rural areas should have rich e-commerce knowledge and network information technology, so that they can scientifically operate agricultural and sideline products sales and e-commerce websites of various industries, and also have certain agronomic knowledge, so that they can accurately insight into the development trend of agricultural and sideline products sales market. However, China is still professional and independent in talent training, and it is difficult to supply diverse talents to meet the needs of market development. In addition, the long-term backwardness of rural areas has also led more young people to go out of the countryside and work outside. Many young people who return home are afraid of entrepreneurial risks and dare to think about rural e-commerce but dare not do so, thus greatly aggravating the shortage of rural talents.

4.3. The standardization system of agricultural products is not perfect and the brand effect is not significant

Agricultural production in rural areas is often scattered and small in scale, which also seriously hinders the pace of standardization of agricultural and sideline products. For example, the labeling of green and pollution-free organic agricultural and sideline products set up by many rural e-commerce companies in Guangdong is inconsistent, and the quality selection technology of some agricultural products also needs to be improved, and standardized management has not been achieved. At the same time, many rural farmers or rural enterprises lack the awareness of standards, and lack of standardization of chemical fertilizers, pesticides and even sewage, which often leads to certain unsafe factors. In addition, many rural agricultural and sideline products lack the construction of popularity, and it is difficult to form an effective brand effect, which also brings certain difficulties to the development of rural e-commerce.

5. Application path of rural e-commerce to assist targeted poverty alleviation under the background of rural revitalization strategy

5.1. Accelerate the construction of Internet information infrastructure

In the era of rural revitalization, the government should actively increase the investment in rural e-commerce, improve the construction of Internet information infrastructure in rural areas of Guangdong, fully cover the rural areas of the Internet, and improve the network speed and user experience through technical updates, so as to create a good network environment for the development of rural e-commerce; The preferential policy of "bringing home appliances to the countryside" is implemented for the computers, mobile phones and other communication equipment used by farmers, and farmers are encouraged to buy them by special subsidies, laying a solid foundation for rural informatization; Vigorously promote the application of Internet technologies such as Guangdong rural agricultural information system, geographic information system, information management system and logistics information system in the development of rural e-commerce.

5.2. Cultivate compound agricultural product e-commerce talents

The government should require colleges and universities to connect with rural e-commerce enterprises, and take rural e-commerce parks as social practice places for college students of relevant

majors. By organically connecting college talents with rural e-commerce, it not only effectively integrates teaching practice resources, brings certain talent dividends to rural e-commerce enterprises, but also enables students to write textbook theoretical knowledge on the practice ground in the work of rural e-commerce enterprises, effectively connecting talent cultivation and market talent demand. At the same time, the rural government can also actively use university resources to open a "rural e-commerce school park", which can enrich farmers' understanding of e-commerce development by leading them to learn computer operation technology, e-commerce operation knowledge, marketing and other aspects of knowledge, activate farmers' new thinking of rural e-commerce in their minds, and lay a solid foundation for doing a good job in rural e-commerce and steadily stepping on the road to prosperity.

5.3. Promote the standardization and branding of agricultural and sideline products

In the work of agricultural and sideline products e-commerce, the government wants to realize the standardization, quality, branding, and reputation construction of agricultural and sideline products, so that rural agricultural and sideline products have a prominent reputation through e-commerce, and truly go out of the countryside and into the city, then it must start from the green, organic, and pollution-free production of agricultural and sideline products. The rural government can encourage the producers of characteristic agricultural and sideline products to improve their product quality, and work with advanced research institutes to develop the selection criteria for high-quality products to effectively ensure the production quality of agricultural and sideline products. In addition, the rural government can also encourage producers to create their own product brands, use Tiktok live broadcast and other forms of publicity, enhance the visibility of rural agricultural and sideline products, and do a good job in brand building.

6. Conclusion

Targeted poverty alleviation is the key path to promote rural revitalization in the new era, and how to skillfully drive the vigorous development of rural e-commerce to promote the prosperity of rural industries, achieve further optimization of rural poverty alleviation resources and allocation, practice targeted poverty alleviation, and rely on e-commerce to let agricultural and sideline products go out of the village, to the city, and to the world, really becoming another sharp tool for rural prosperity, attracting foreign talent inflow, Enrich new ideas of rural entrepreneurship, realize a good development cycle, and build a new countryside in the new era.

Acknowledgment

special project in key fields of ordinary colleges and universities in Guangdong Province in 2020 (2020ZDZX1095); The 2018 annual project of characteristic innovation of ordinary universities in Guangdong Province (2018GWTSCX045); Teaching innovation teaching team of teachers in Guangzhou City Vocational College: Modern Logistics Management Major of Guangzhou City Vocational College (2022JSJXCXTD016).

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