

Research on the Implementation Path of the Rural e-Commerce in the Background of the “Internet”

Yejun Wang

Shandong Xiehe University, Jinan, Shandong, China

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Abstract: As a form of poverty-relief work, the implementation of poverty reduction in rural e-commerce is of great practical value. Based on this, the paper analyses the feasibility of the rural e-commerce pro-poor in the background of the “Internet +” from the aspects of the external development advantage and the endogenous development advantage. At the same time, the paper put forward the introduction of the professional e-commerce training, and actively promoted the optimized implementation path of the rural e-commerce poverty reduction in a series of “Internet +”, such as the demonstration pilot project and the like.

1. Introduction

The “Internet +” provides more multi-path for precision poverty alleviation, which makes it possible to reduce the poverty of rural e-commerce. In the current situation, the rural e-commerce pro-poor model is in the primary stage, and its work practice needs to be further optimized. At the same time, the professional staff are not enough, and the competition mode of the products is single and so on, which has a negative impact on the development of the poverty alleviation work of the rural e-commerce. Therefore, it is of great practical value to explore the optimized implementation path of e-commerce pro-poor.

2. Brief Description of the Concept

2.1 “Internet +”

For “Internet +”, it is not only the mobile and ubiquitous of the Internet, but also the integration and application of the traditional industry, and the ubiquitous computing, data and knowledge are added, and the ubiquitous innovation is made, and the “new normal” of innovation and driving development is also led. In general, the “Internet +” represents a new economic form, relying mainly on the combination of the Internet information technology and the Internet and the traditional industry, so as to optimize the production factors, update the business system and reconstruct the role of the business model, thus promoting the economic transformation and upgrading.

2.2 Poverty Alleviation of Rural e-Commerce

For the rural e-commerce pro-poor, it mainly refers to the mode of increasing the income of the rural poor by using the model of e-commerce transaction with the support of the idea of precision poverty alleviation, which is one of the forms of poverty alleviation work. At this time, under the support of the Internet, in combination with the e-commerce transaction, the production of the crops or the products produced by the rural masses to different regions can not only realize the increase of the economic benefit of the rural masses, but also effectively eliminate the difference between the rural and the cities, and has extremely high expansion value.

3. Feasibility Analysis of Rural e-Commerce Poverty Alleviation under the Background of “Internet”

3.1 Analysis of External Development Advantages

Since the 18th National Congress of the Communist Party of China, China has carried out the important instructions of “seeking truth from facts, adjusting to local conditions, classification guidance and accurate poverty alleviation” proposed by General Secretary Xi Jinping, and carrying out high-targeted poverty alleviation in combination with the actual conditions of poor households in different regions[1]. At present, China's economic development has entered a new normal, and the policies of transformation and upgrading of various industries have emerged. At the same time, advanced information technologies such as big data and Internet have been widely used, and the world has entered the “Internet” era. Under such a background, China has issued opinions on accelerating the transformation of agricultural development mode, highlighting the promotion of mutual development. The realization of comprehensive benefits between networking and agriculture provides support for the development of rural e-commerce poverty alleviation work. At the same time, General Secretary Xi Jinping put forward the important measures of “Internet precision poverty alleviation”, which also provided the guarantee of external system for rural e-commerce poverty alleviation.

3.2 Analysis on the Advantages of Endophytic Development

At the present stage, the “Internet +” technology is rapidly developed and is widely used, and the problems of imbalance of resources and non-smooth information in the development of traditional industries are better solved, and meanwhile, the market scale of the network marketing in China is gradually expanded, and the Internet marketing and the profit mode are gradually mature, all these provide the guarantee of technology and mode for the development of the rural e-commerce pro-poor work. In addition, in the current situation, the scale of e-commerce users in our country is increasing year by year, the coverage area is gradually transition to the countryside, and the prospect of the rural e-commerce industry is proved to be good, and the high level of the rural e-commerce poverty alleviation work is also explained.

4. Research on the Optimal Implementation Path of Rural e-Commerce Poverty Alleviation under the Background of “Internet”

4.1 The Degree of Accuracy of Optimizing Poverty Alleviation Plans in Conjunction with Mapping Surveys

At the present stage, the development of the poverty alleviation work of our country highly emphasizes the assurance of the degree of precision, so as to achieve the goal of promoting the anti-poverty effect. In essence, the pro-poor of rural e-commerce is a form of pro-poor work, so it is also necessary to ensure the precise degree of its deployment. In order to achieve that goal, it is necessary to focus on the following work: first, before the poverty alleviation of rural e-commerce is to be carried out, the actual situation of the farmer should be in-depth, the degree of poverty, the basic production capacity and the ability to sell, And the development of the rural e-commerce poverty alleviation program with high precision is completed on the basis of this. secondly, the current development situation and the geographical position of the corresponding regional rural areas are investigated, The reason of poverty is analyzed, and the further improvement of the rural e-commerce poverty alleviation program is realized. Third, in combination with the above-mentioned survey data, it is necessary to understand the actual ideas of the poor households and provide support for the project, technology and funds.

In order to ensure the efficiency of the investigation and the accuracy of the results, it is necessary to actively introduce the Internet technology and carry out a thorough and in-depth investigation to ensure the high feasibility of the rural e-commerce pro-poor plan.

4.2 Introduction of Professional e-Commerce Training

For the rural people, especially the rural poor households, their understanding of the Internet, e-commerce and other new things is not deep, and has not been exposed to e-commerce, and there are even some rural people do not know the existence of e-commerce. Under such circumstances, the effect of rural e-commerce poverty alleviation work is difficult to achieve the ideal state, which improves the difficulty of poverty alleviation work. At the same time, if farmers do not understand the relevant knowledge of e-commerce, they can not carry out the relevant practice smoothly. Based on this situation, it is necessary to actively carry out professional training on e-commerce, so that farmers can understand the content and characteristics of e-commerce and improve their business ability.

In this process, we need to focus on the following training: first, the social background, the basic content of e-commerce and the introduction of industry prospects. At this time, help farmers understand the characteristics of e-commerce, the significance of existence, industry prospects and so on, enhance their recognition of e-commerce, enhance their interest in further learning. Second, the introduction of e-commerce business knowledge and skills. To teach farmers how to present products to consumers, how to implement efficient marketing and other knowledge, combined with a variety of successful cases, to promote them to master electronic marketing skills.

4.3 Actively Promote Demonstration Pilot Project

According to the current situation, the rural e-commerce poverty alleviation work basically uses a single way of poverty alleviation, although it has a very high pertinence, but the actual effect is not ideal [3]. Based on this situation, it is necessary to further optimize the rural e-commerce poverty alleviation model and actively carry out demonstration site projects. For example, compared with cities, rural areas have better environmental resources and folk resources, so in poverty alleviation work, we can combine rural e-commerce poverty alleviation with rural tourism poverty alleviation, encourage farmers to actively carry out tourism e-commerce, guide more consumers into rural areas, and achieve the increase of rural economic income. At this time, we can make full use of farmers. The existing resources of the village, including natural landscape resources, folk culture resources, agricultural production resources (if gardens, vegetable gardens, fish ponds), combined with e-commerce model for publicity and related product marketing, to promote farmers to obtain higher economic benefits. In addition, we should actively learn from the mature experience of “Internet precision poverty alleviation” in other parts of our country, and promote the upgrading of rural e-commerce poverty alleviation work.

4.4 Optimizing the e-Commerce Environment

Compared with the city, although the rural e-commerce has a very high feasibility, but because the infrastructure is not perfect, the e-commerce environment is not yet perfect, so there are still more obstacles in the actual implementation of rural e-commerce poverty alleviation. Based on this, it is an inevitable choice to optimize the rural e-commerce environment, which can give full play to the value of e-commerce in rural accurate poverty alleviation.

At this time, we need to focus on the following tasks: first, improve the rural network infrastructure. The relevant government departments should increase the investment in the network infrastructure in rural areas, optimize the hardware laying of information and communication infrastructure in the corresponding rural areas, and construct a broadband network covering the whole range of urban and rural areas. At the same time, we can reduce the cost of e-commerce for poor farmers by reducing the cost of surfing the Internet in rural areas or issuing network communication subsidies. On this basis, we should actively promote online payment, mobile phone payment and other online payment methods in rural areas, set up e-commerce service stores and bank cards to help farmers, so as to help rural e-commerce help the poor, so as to provide better support for rural e-commerce poverty alleviation. Secondly, the logistics distribution system is optimized. The development of e-commerce is closely related to the logistics, so it is necessary to optimize and adjust the existing logistics distribution system in the rural area, and build a perfect

logistics distribution mode in combination with the local competitive industry. For example, when the dominant industry in the rural area is the agricultural product or the agricultural and sideline products, the cold chain logistics technology can be developed under the condition of a condition, the construction scale of the cold storage in the rural area can be expanded, the logistics cost can be reduced while the distribution quality is improved by actively cooperating with the logistics enterprises, and the long-range distribution of the raw and fresh agricultural products is ensured.

4.5 Provide More Security for Rural e - Commerce.

4.5.1 Construction of Incentive Insurance Mechanism

In order to eliminate farmers' worries about the management of e-commerce, commercial insurance can be actively introduced and the incentive insurance mechanism for poverty alleviation in e-commerce industry can be constructed. At this time, for some projects with certain risks, the loss and impact caused by product uncertainty can be reduced by the introduction of commercial insurance, and the risks and losses that farmers themselves need to bear can be reduced. In this way, farmers can be promoted to start an e-commerce business, e-commerce management enthusiasm.

4.5.2 Improve the Financial Service Model

For the rural people, its financing is relatively difficult, so it is difficult to obtain sufficient financial support quickly and increase the difficulty of expanding the scale of the industry. Therefore, we should further improve the financial service model in rural areas, encourage financial institutions to provide professional credit services, and combine with the enhancement of e-commerce credit investment to achieve the increase of rural e-commerce poverty alleviation fund support. In this way, the financing principle of rural e-commerce can be effectively alleviated, and the problems such as guarantee difficulty and service difficulty can be avoided.

5. Conclusion

In summary, under the background of “Internet”, the development of rural e-commerce poverty alleviation work not only has a very high feasibility, but also has important practical value. By combining with the investigation and optimization of the accurate poverty alleviation plan, the introduction of professional e-commerce training, the actively promote demonstration pilot projects, Improve rural network infrastructure, optimize the logistics distribution system, build incentive insurance mechanism, improve the model of financial services, so as to improves the effect of rural e-commerce poverty alleviation, better realizes the income increase of rural poor people, and promotes the upgrading of targeted poverty alleviation..

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