

Research on Rural E - commerce Development under the Mode of "Internet + Agriculture"

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Abstract: Informationization has become an important driving force for national economic and social development. With the ever-expanding digital divide between urban and rural areas in China, the national economy, the living standards of urban and rural residents, and the cultural quality of residents have also been greatly affected. E-commerce has become the dominant part of our national economy. E-commerce has gone deep into daily life. With the development of rural informatization, the mode of production and operation in rural areas and the life of peasants have undergone great changes. Dec. 22, 2014 ~ 23 days, the National Agricultural Working Conference was held in Beijing, the meeting proposed: "The development of agricultural products, e-commerce, accelerate the pace of agricultural information; promote agricultural science and technology system reform and accelerate the pace of agricultural science and technology innovation. And quickly develop in depth. Through the analysis of the status quo of the development of rural electricity suppliers in our country, there are some problems such as the low popularization rate of rural Internet and the large gap between urban and rural areas, the relatively backward concept of overall consumption in rural areas, the shortage of new-type rural e-commerce service personnel and the relatively imperfect rural logistics distribution network, At the same time, it puts forward some suggestions to strengthen the infrastructure construction of rural electricity supplier, establish and improve the agricultural products logistics distribution system, strengthen the education and training policies of rural residents, and provide a reference for the development of rural electricity suppliers to a certain extent. Realize the agricultural information, transfer structure, turn direction, expand agricultural development space.

Keywords: Internet+, E-commerce, industrial Progress

1. INTRODUCTION

The construction and development of China's agricultural e-commerce platform has been gradually accelerated. The number of agricultural websites has doubled. Agricultural enterprises started to settle in e-commerce platforms or self-built e-commerce. In general, the construction of China's agricultural e-

commerce is still at a groping stage, and there is still a big gap compared with the countries with mature e-commerce construction. To find out a model of agricultural e-commerce that is in line with China's current agricultural economic development and production needs, urgent. It is also the situation where the construction of agricultural electricity suppliers should be considered and implemented from the bottom up and the environment for the development of agricultural electricity suppliers should be well established. The development of electricity suppliers depends on the support of information technology, network technology and communication technology and the state has been making greater efforts Agricultural information construction, through the construction of agricultural database, agricultural database for agricultural data collection, collation and data mining, agricultural production and management to provide information protection, the information in the database only for the agricultural management department has provided help. This information is directly applied to farmers or agricultural enterprises but has lost its effectiveness and needs to be processed by the relevant departments before it can be transformed into valuable information that farmers can directly understand and apply. However, there are many problems in the transmission of such valuable information from top to bottom. Valuable information can not be directly and effectively transmitted to farmers and agribusiness. There is a lack of a platform for agricultural information services. The construction of rural communication networks, Training should be accelerated, and agricultural enterprises should have a correct understanding of e-commerce.

2 CURRENT BENEFICIAL ATTEMPT OF RURAL ELECTRICITY SUPPLIER IN OUR COUNTRY

The postal dispensers, a rural e-commerce platform launched by China Post in October 2012, have been operating in 21 provinces across the country since its opening, bringing the total number of online service outlets to 56,000 with a total volume of transactions reaching over 1.6 billion yuan. Post dispensers have the following characteristics: First, based on the post music network. Second, the main users are not peasants, but convenience station owners, by the convenience station owners to help farmers complete

the generation investment, purchasing, acting on behalf of the contract, the rural e-commerce as a convenient measure available to farmers. Third, provide a unique packaging system. This business can make a wide range of agricultural products quickly become a sales of online products. Since the launch of postal dispensers since the more practical conditions in rural areas, farmers quickly gained recognition.

With the improvement of rural network infrastructure, peasants who shop online have appeared everywhere. The so-called Taobao Village refers to a village gathering a large number of online stores to Taobao as the main platform for the formation of the network of business clusters. This approach has played a very good role in promoting peasant incomes and rural economy development as well as in finding employment and starting a business for a large number of agricultural population. At present, the general amount of the annual transaction of more than 10 million yuan, the number of online shops or more than 100 active online shop more than 10% of households in rural areas called Taobao Village. The earliest batch of Taobao villages in China appeared in 2009, and by the end of 2014, there have been 214 Taobao villages nationwide, becoming an emerging force in rural economic development. In particular, with the advent of Taobao Village, some Taobao towns began to emerge. As shown in Figure 1, the rural e-commerce ecosystem has seen a higher level of development.

In addition to the representatives of the two rural electricity providers in the preceding two categories, there are other electricity suppliers who are developing their rural electricity supplier businesses. Typical examples are: Village music. The village music website uses the O2O model, which includes two parts online and offline. The online part mainly promotes the internet and recruits network village officials at the same time. In the offline part, it carries out marketing in the rural area, and focuses on improving rural market's influence on rural electricity Business acceptance. Century Mall website. As a century-old village with rural informatization at the forefront, its rural e-commerce model of "information point of purchasing and purchasing of grassroots + grassroots logistics and distribution" aims to build a third-party platform for farmers' online shopping and net sales by imitating the Alibaba model Reliable platform, which can be opened for farmers to provide online agricultural stores. Amoy village Amoy. This is a major O2O platform for rural areas, appearing in Shanxi Province.

3 CURRENT PROBLEMS FACING THE DEVELOPMENT OF RURAL E-COMMERCE

There are misunderstandings in the development of rural e-commerce. The concept of the issue may be the primary problem facing the development of rural e-commerce. In many rural areas, especially the poor

and the poor, even the network is not installed. Most of the left-behind peasants belong to people with a low level of education and conservative ideas. They have become accustomed to making face-to-face transactions in physical stores and mostly distrustful of online shopping. Many counties and township grass-roots cadres are also strangers to rural e-commerce, and even think that e-commerce is an online shop. Even the forerunners who are currently exploring rural e-commerce are also misunderstood in developing rural e-commerce, or they regard e-commerce as an independent industry that is separated from the real estate to power e-commerce. E-commerce either as a mere marketing tool, combined with the existing industry is not close. It is conceivable that the development of rural e-commerce will be a key issue for popularizing the concept of e-commerce and for changing their concept of the vast numbers of rural cadres, peasants and even cadres at the county level. Lack of talent for rural e-commerce development. According to "China Internet Development Statistics Report" shows that as of the end of 2014, China has 178 million rural Internet users, accounting for about 27% of all Internet users. Among them, 20% of rural netizens think they lack knowledge of online shop, 14% think they will not design online shop and 31% say they will not manage online shop. In fact, the lack of corresponding talents has always been an important basic issue that hinders the development of rural e-commerce. This will not only affect the demonstration and promotion of peasant online shopping, but will also make rural e-commerce providers know what to do. The existing logistics system is not enough to support rural electricity providers. Underdeveloped logistics network, high logistics and distribution costs, which is the main obstacle to the development of rural electricity providers. National Bureau of Statistics data show that more than 60% of farmers think the courier is not timely, inconvenient, more than 70% of farmers believe that rural courier charges higher. At present, most of the express delivery companies such as STO and SF Express focus on cities and rural outlets are relatively small. China Post, the only EMS that can reach all rural areas, charges a relatively high fee. Low degree of branding of agricultural products. Rural electricity supplier appears in the regular agricultural products can not sell, the phenomenon of selling price, the key is because there is no brand. Farmers in our country have always been lacking in brand awareness. With the same variety of products, "you sell and sell me," peasants fight against each other, fail to integrate the brand, and the competitiveness of agricultural products is low. Coupled with the extreme lack of rural e-commerce marketing talent, can not play the brand online.

4 MEASURES TO DEVELOP RURAL E-COMMERCE

The commercial model of rural e-commerce has not only changed the external form of peasants' shopping and selling, but also renovated thousands of years of ideas in rural areas and peasants. In accelerating the integration of urban and rural areas, farmers income, rural economic development has a very important role in promoting. Should pay more attention to increase support. On the one hand, improve the laws, regulations and policies and create an external environment that is more conducive to the development of rural e-commerce. On the other hand, local governments should earnestly support the development of rural e-commerce. All local governments, especially those below the county level, should encourage farmers to develop electricity providers and facilitate the entry of major electricity suppliers into the villages. The training for grassroots cadres should be stepped up so that they have the ability to guide rural electricity suppliers and escort rural electricity suppliers.

E-commerce platform in order to get rapid development, there must be relatively complete supporting network facilities and enough to support the logistics and distribution network. From the current point of view, China's rural areas to carry out e-commerce infrastructure construction needs a lot of debt, we must accelerate the rural electricity supplier infrastructure. On the one hand, it is necessary to vigorously promote the popularization of rural telephones, the Internet and cable television, and formulate the fees that meet the peasants' spending power according to the level of rural consumption so as to lower the cost of rural e-commerce. On the other hand, we must establish and improve rural logistics and distribution system. At the same time, continue to optimize the allocation of rural resources to further reduce the cost of rural logistics and explore suitable for the rural market, third-party logistics. Through the logistics and distribution system, so that farmers can not only imagine the e-commerce, but also be able to truly carry out e-commerce.

Under the current situation that decentralized agricultural production in China and small-batch production are difficult to be changed, we should give full play to the role of agricultural production cooperatives and various kinds of companies and farmer organizations to promote the standardization of agricultural products. This requires the government and the market to jointly work together to solve the problem. For example, in the relatively developed rural electricity supplier areas, under the guidance of the government, local technical departments and the more powerful electricity suppliers on the market jointly set standards for production, processing and packaging of products, Forming the same place of production of the same transaction standard, convenient for consumers to identify. At the same time, we should vigorously

guide the rural e-commerce brand marketing, to avoid homogenization of the price war. For example, we promoted the online tracking system of traceability of agricultural products, the integrity system of rural e-commerce, stepped up the supervision on the sales products of a platform provider of electric stations, and gradually created a competitive and well-known e-commerce brand that laid the foundation for the healthy and sustainable development of rural e-commerce providers basis.

To strengthen the education and training of farmers e-commerce. The government should organize technicians to go to the countryside to conduct on-the-spot training so that more peasants can understand the network, know the electricity supplier, and know what benefits the network and electricity supplier can bring to them so that farmers can truly accept the idea of electricity supplier. This training should be free and recurring. At the same time, the government cooperates with major electricity suppliers to provide free and targeted training to farmers who intend to open an online store or engage in e-commerce. The emphasis is on training to make them qualified e-commerce practitioners. For example, to grasp the online information search, online trading, online billing and other knowledge. In this way, those farmers who want to engage in e-commerce can become an industrial practitioner and through their lead, more and more peasants will join in to gradually create a strong atmosphere for rural e-commerce development.

5 SUMMARY

E-commerce can help people engaged in agricultural production to obtain valuable rural information and business information very conveniently and quickly. Because the direct selling mode of agricultural enterprises in the internet is characterized by openness, low cost and high efficiency, A new sales model. Through the network of direct sales, can effectively control inventory, compression circulation, control circulation costs. At the same time, network information technology can monitor consumers' purchasing behaviors and habits in time and guide production and sales better. The network itself is also a kind of media resource, which can be promoted and advertised through the network carrier. In this way, rural electricity suppliers can promote the modernization of agriculture and ensure the smooth flow of rural information, and can greatly serve rural enterprises and agricultural producers, promote the rapid development of agricultural industrialization, and truly realize the modernization of rural industrial production management. At the same time, it also improves the efficiency of agricultural production, improves the living standards of peasants and greatly promotes the construction of new rural areas. Under the guidance of "Internet +", it will further promote the sustainable development of agriculture as a whole

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