

Discussion on Marketing Mode Innovation and Technical Support of Rural E-commerce

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Abstract: *In the innovation of rural e-commerce marketing model, products, external and government policies are the main factors affecting innovation, such as product scale, characteristics, sales form, marketing environment, basic equipment, information technology, geographical conditions, support and participation policies, etc. Modern rural e-commerce marketing is becoming more and more intelligent, and the marketing mode has also changed from B2C, F2C and F2B to more advanced F2C2C and F2C2B. The transformation of the model requires more advanced information technology and professional support, such as e-commerce platform construction, logistics technology, mobile payment technology and big data technology. These technologies are the essential basic support for rural e-commerce marketing, and they are also an indispensable part in the innovation process of rural e-commerce marketing model.*

Keywords: *rural areas; E-commerce marketing model; Innovation; technical support*

1. Introduction

In 2014, rural e-commerce was officially written into the No.1 Document of the Central Committee, with the purpose of opening up the online road of agricultural and rural economic development and narrowing the gap between the rich and the poor in towns and villages. Rural e-commerce provides a sales platform for rich crop resources, helps farmers solve the problem of difficult crop sales, and promotes farmers to get rid of poverty and become rich. With the popularization and penetration of information technology in rural areas and towns, the service items and scope of rural e-commerce are more extensive and comprehensive, including farmers' markets, digital farmhouses, characteristic tourism, characteristic economy and attracting investment. The impact of the development of rural e-commerce is multi-dimensional, but its operation mode is not perfect because of its short introduction time, and with the rapid development of information technology, rural e-commerce also needs more advanced technical support, which are the contents that need reform and innovation in offline rural e-commerce marketing.

2. Marketing Factors of Rural E-commerce Marketing Model Innovation

2.1 Products

First of all, the products of rural e-commerce need to have strong regional, distinctive and characteristics. Most agricultural products enter e-commerce through large e-commerce platforms such as Taobao and Pinduoduo. However, in the rapidly developing society and market environment, there countless businesses entering these large e-commerce platforms. If rural e-commerce businesses want occupy a place among many businesses and brands, they need to have their own characteristics, and regional characteristics are one of the prerequisites for product characteristics. Secondly, with the development of self-media, more and more farmers and agricultural products merchants sell their goods live through the self-media platform. The rural e-commerce marketing in the self-media platform not only needs the products to have certain characteristics to attract audiences and customers, but also the products to form a certain scale, because once the products attract a large number of audiences in platform video or live broadcast room, it is difficult to meet the purchasing needs of consumers without certain product reserve, which leads to the forced interruption of the marketing chain. Moreover, the and characteristics of the products will also affect the decision of investors to some extent. Finally, e-commerce marketing is different from traditional offline marketing. Offline marketing is a transaction with high transparency. Consumers can freely choose satisfactory products, and no matter

whether they are goods, fresh food, animals, etc., they can be sold during the effective shelf life. However, rural e-commerce marketing is different, and it needs to be transported from the place of origin to all parts of the country, which has corresponding requirements for the shelf life and storage methods of products, such as whether it can be transported by air, whether it needs cold chain distribution, and whether the taste and quality can be maintained after transportation. Products are the basis and key of e-commerce marketing, so the choice of products is related to the innovative direction and path of rural e-commerce marketing model.^[1]

2.2 External

First, the marketing environment. A good marketing environment can drive farmers' ideology, stimulate farmers' enthusiasm for entrepreneurial innovation, form a virtuous circle, create an advanced market for agricultural e-commerce, and attract investors and related talents. Secondly, the basic equipment. Basic equipment includes various information technologies, such as broadband, computers, live broadcast equipment, traffic conditions, logistics equipment, etc., which are indispensable for building a complete e-commerce transaction chain. The improvement of basic equipment is conducive to the creation of "Taobao Village" and is also one of the necessary conditions for forming a good marketing environment. Third, geographical conditions. The innovation of rural e-commerce marketing model should also be adapted to local conditions. The traffic conditions in economically developed areas are very convenient, while the traffic conditions in economically backward mountainous areas are inconvenient. Different areas need different logistics configurations, and their marketing models will also be quite different. Finally, the financing factor. As far as the current rural e-commerce enterprises are concerned, most of them are young people who return to their hometowns to start businesses. They do not lack sufficient entrepreneurial marketing experience and sufficient funds. Every link in the process of e-commerce marketing needs financial support. Whether it is start-up funds or subsequent capital turnover, it has become an important factor limiting the development of rural e-commerce enterprises at this stage. Therefore, attracting investment and government support for micro-enterprises are very critical in the process of innovation of rural e-commerce marketing model.

2.3 Policy

The development of rural e-commerce enterprises can not only help local farmers to open the market of agricultural products, help them get rid of poverty and become rich, but also help local governments to better explore and develop the economy, form a local characteristic economy and even promote the prosperity of the tertiary industry. Therefore, in the marketing model innovation of rural e-commerce enterprises, the government should not stay out of it, but should give corresponding financial support and policy support, and at the same time actively participate in it. First of all, the government should build a good business environment mirror within its power to help agricultural and commercial enterprises attract funds and talents. Secondly, as a local co-ordinator, the government should optimize the allocation of local conditions, help rural e-commerce enterprises to build industrial chains, develop the main and auxiliary marketing resources within the region, and guide the development direction of e-commerce enterprises.^[2] Meanwhile, the government needs to formulate corresponding financial support policies according to the development status of local agricultural e-commerce enterprises to provide certain financial guarantee for the development of enterprises. Finally, the government should participate in the innovation and development of enterprises, provide professional technical training system for enterprises, help them build an e-commerce sales platform, and optimize the information configuration, broadband network technology and traffic conditions in the region to lay the foundation for the incubation of rural e-commerce enterprises.

3. Technical Support for Rural E-commerce Marketing

3.1 E-commerce platform

The construction of e-commerce platform is a basic link in the innovation of rural e-commerce marketing model. This platform is to provide farmers and rural e-commerce enterprises with platforms and channels for product sales.^[3] In the process of building an e-commerce platform, we should consider the performance characteristics of the platform, such as functionality, service, security and expansibility. The technologies needed include website construction technology, server erection technology, network transmission technology, etc., including operating system, database, server and

language framework in detail. In addition, it is vital to pay attention to the design of platform architecture, including architecture mode, database design, front-end design and security design. At present, many e-commerce companies will choose layered WVC mode when building e-commerce platforms, separating business logic from UI, so as to facilitate the maintenance and expansion of the platform.

3.2 Logistics technology

The position of logistics technology in e-commerce marketing is well known, and it plays an important role in rural e-commerce marketing. Although modern urbanization and urbanization construction are constantly advancing, the traffic conditions in rural areas are becoming more and more optimized. However, in many poor areas and mountainous areas, traffic and logistics will still affect the development and innovation of rural e-commerce marketing model. Therefore, in order to sell characteristic products in mountainous areas or poor rural areas to all parts of the country, we must solve the problem of logistics technology, which requires more advanced logistics technology for rural e-commerce enterprises. Such as cold chain logistics, intelligent distribution technology, logistics drones, unmanned vehicles, intelligent express cabinets, low-cost sensors and so on. Modern logistics technology includes transportation technology, warehousing technology, loading and unloading technology, packaging technology, distribution technology and so on. Transportation is one of the most important links in logistics, and it is the “flow” in logistics. Transportation technology includes vehicle technology and transportation management technology. Warehousing plays a regulating and balancing role in the logistics system and is another central link of logistics. Loading and unloading is connected with storage and transportation, and the transformation of all aspects of logistics activities should be completed through handling and loading and unloading. Rural e-commerce enterprises in different regions need to choose more suitable logistics technology according to their actual conditions and needs in the process of innovating marketing models.

3.3 Mobile payment technology

Mobile payment is a core technology of rural e-commerce, which mainly includes SMS payment, WeChat payment, Alipay payment, QR code payment and NFC payment. Mobile payment technology is to complete the transaction through functional mobile devices such as smart phones without bank cards. Mobile payment needs to be connected with the database of e-commerce platform, and the commodity information, order information, payment information, etc. are counted in different databases and tables.

3.4 Big data technology

Rural e-commerce is different from small-batch sales in stores. Some rural e-commerce companies have large orders and users, so in the process of statistics, checking, screening, analysis and processing of user information, transaction information and commodity information, big data is needed. Big data technology can effectively improve the work efficiency and service quality of rural e-commerce marketing, and also help rural e-commerce enterprises to make more accurate predictions in the marketing process, while helping enterprises analyze product sales data and lock in user groups. The application of big data technology is an essential technical application in the innovation of rural e-commerce marketing model, which will play an important role in the sustainable development of rural e-commerce enterprises.^[4]

4. Innovation Path and Strategy of Rural E-commerce Marketing Model

4.1 Characteristic products are the foundation

Products are the basis of e-commerce marketing innovation in rural areas. Only products can be traded and marketing plans can be designed. Products are like “rice” when a “clever woman” cooks. Only with “rice” can she cook and reflect the cleverness of a “clever woman”. Products are not chosen at will, and farmers do not sell whatever they grow. Instead, they need to choose representative and characteristic products from local agriculture, and they can also be special products made according to local crop output. For example, Hechuan Peach Chips, Chongqing Bacon, Nanhui Peach, Renhua Gonggan, Wangjiang Monopterus albus, Huaiyin Black Pig, Huamu in Shuyang County, Yangcheng

Lake Hairy Crab, etc., rural e-commerce marketing can directly deliver these agricultural products to consumers through online channels, and can also expand the industrial chain to make agricultural products into other products for sale. For example, fruits can be made into fruit sauce, bamboo strips can be made into handicrafts, mushrooms can be made into mushroom sauce, etc., all of which can help rural e-commerce to expand the industrial chain, enrich product categories and realize innovative reform of marketing model.

4.2 Brand building is the key

Rural e-commerce marketing can't be separated from advertising push and characteristic attraction, while enterprise development can't be separated from brand promotion and cultural creation. Then, in the innovation process of rural e-commerce marketing model, enterprises need to pay attention to brand building. Brands can increase the recognition of products and enterprises, accumulate consumers and reputation for enterprises, and increase the competitiveness and influence of enterprises in the field of e-commerce, which will play a hidden role in rural e-commerce marketing and improve marketing efficiency. [5] Take Yangcheng Lake Hairy Crab as an example. When people mention hairy crabs, most people will think of Yangcheng Lake, because its meat is full, its taste is delicious, and its crab yellow is guaranteed. The word-of-mouth of the masses is the performance of improving brand influence, and the admiration of the masses has also brought more customers and sales. Therefore, when its brand carries out marketing activities, the brand effect can improve marketing efficiency and effectiveness to a certain extent.

4.3 Advanced technology is the key.

E-commerce is a trading activity based on e-commerce platform, which needs to be realized by relying on Internet, broadband technology, computer technology and self-media technology, so it is necessary to improve and optimize information technology in order to innovate marketing model, which is the top priority of rural e-commerce marketing model innovation. In the innovation of marketing model, rural e-commerce enterprises should first consider the user's experience, and the consumer-oriented marketing model can achieve sustainable development. The shelf life of agricultural products is relatively short, and the shortest may be only a few days. So how to protect consumers' rights and experience in the marketing process requires advanced logistics technology to ensure that agricultural products with short shelf life such as fresh food, fruits and vegetables are delivered to consumers in the best state. The guarantee of speed and quality requires not only advanced logistics technology, but also the cooperation of big data technology. Big data technology can help rural e-commerce enterprises to sort out orders quickly, and intelligent data can improve the accuracy of order shipment and distribution.

4.4 Talent introduction is the support.

Rural e-commerce enterprises need graphic designers (usually art majors, who are proficient in Photoshop and other software, make simple animation and Flash works, and have simple photography skills) to innovate their e-commerce model.)

The duties of content editors (website editors are similar to those of magazine editors, and they are generally Chinese majors, news professionals, etc.). They require fluent writing, love network work, love the industry where the products of the website are located, and are very familiar with the commercial and technical indicators of the products. Customer service personnel (responsible for communicating with customers, requiring proficiency in typing, patience and professional responsibility. Technical maintenance personnel (responsible for system data backup, virus prevention, troubleshooting, etc., need to be computer professionals.) network promoters (responsible for the promotion of websites, which can generally be undertaken by professionals such as network marketing) In addition, professional media broadcasters and logistics management talents are needed to develop marketing paths. The sufficiency of talents and the improvement of the quality of talents are the main problems to be solved urgently in the marketing innovation of many rural e-commerce enterprises at this stage.

4.5 Government participation is the guarantee.

The innovation of rural e-commerce marketing model is to better develop rural economy, which is a

feasible way to further realize the national rural revitalization and an effective way to solve the current “three rural issues”. The functions of the government in the 21st century are changing. The government is no longer just a manager and a commander, but a guide and a coordinator to manage local culture, life and economy. In the innovation of rural e-commerce marketing model, the government is the main guarantee, because the optimization of transportation, the cultivation of talents, the smooth network, the turnover of funds and even the development direction of enterprises all need the support and support of the government. For farmers, enterprises and entrepreneurs, the government has a more overall view. It can help rural e-commerce companies to add tourism elements, intangible elements and national cultural elements to their marketing, which not only creates characteristic signboards for rural e-commerce companies' marketing, but also effectively drives the development of other local economic chains, thus forming a virtuous circle and providing better environment and conditions for rural e-commerce companies' marketing model innovation.^[6]

5. Conclusion

In a word, the innovation of rural e-commerce marketing model is imperative, which is driven by the social situation and the inevitable road for the development of rural e-commerce enterprises. The innovation of marketing mode of e-commerce enterprises needs to start from the source of products, create their own characteristics and brands, and at the same time, we can't ignore the introduction and application of talents and various advanced technologies. Coupled with the conscious guidance and support of the government, we can create an effective rural e-commerce marketing environment and promote the innovation of rural e-commerce marketing mode.

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