

Exploration of the Paths for Consumption Assistance in Universities under the Rural Revitalization Strategy

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Abstract: As an important strategy to promote Chinese path to modernization, rural revitalization is of great significance for achieving common prosperity for all people and promoting the great rejuvenation of the Chinese nation. As an important link in the rural revitalization strategy, Consume Assistance is an effective support for industrial assistance. By transforming assistance into market behavior through consumption, it can effectively assist in the healthy development of rural areas and solidly promote the construction of common prosperity and rural revitalization. This article aims to study the problems faced by universities in carrying out consumption assistance under the rural revitalization strategy, and explore the strategies and paths for universities to carry out consumption assistance under the rural revitalization strategy, with the aim of effectively relying on the strength of universities to participate in poverty alleviation and assist in rural revitalization.

Keywords: Rural revitalization, University, Consume assistance

1. Introduction

Under the rural revitalization strategy, the consumption poverty alleviation method has been transformed into "consumption assistance", and its connotation has been expanded and extended. In recent years, due to the complex economic situation in China and the COVID-19, problems such as rising operating costs, overstocking and unsalable sales have generally emerged, and the economy of poverty alleviation areas and the ability of poverty alleviation people to increase income have been greatly challenged. Consumer assistance is a new type of poverty alleviation model, which is an important means for the public to participate in the fight against poverty. It can not only provide daily goods to cities, but also create economic value for impoverished areas. It is an important guarantee to prevent farmers from returning to poverty. Consumer assistance can effectively alleviate the sales problem of poverty alleviation products. Through the operation of market mechanisms, the scale and quality of poverty alleviation industries in poverty-stricken areas can be improved, and the economic and income generating capacity of poverty-stricken areas can be improved. In the current practice of consumer assistance, there are still some shortcomings and shortcomings, such as low quality poverty alleviation products and weak consumer participation awareness. It is necessary to strengthen the optimization of consumer assistance paths.^[1]

2. The necessity of carrying out Consume Assistance in universities

Consume Assistance is an important way to rely on social forces to widely participate in poverty alleviation and assist in rural revitalization. It directly connects farmers and consumers in the form of industries, encourages social forces to play the regulatory role of the market economy through methods such as "buying instead of donating" and "buying instead of helping", forms a virtuous cycle between production and sales, encourages the poverty-stricken population to achieve poverty alleviation through labor, and helps the poverty-stricken population to increase income and generate income. It is an innovative and sustainable targeted poverty alleviation method that effectively promotes stable income growth for the poverty-stricken population, promotes industrial development, and consolidates the effectiveness of industrial assistance.

In May 2021, 30 departments including the National Development and Reform Commission, the Central Agricultural Office, and the National Rural Revitalization Bureau jointly issued the "Guiding Opinions on Continuing to Vigorously Implement Consume Assistance to Consolidate and Expand the Achievements of Poverty Alleviation" (hereinafter referred to as the "Guiding Opinions"), proposing to continue to vigorously implement Consume Assistance, establish and improve a long-term mechanism for Consume Assistance, and promote the effective connection between consolidating the achievements of poverty alleviation and rural revitalization.

3. The problems faced by universities in carrying out Consume Assistance

3.1. The quality of assistance products varies

The awareness of product quality and competition among poverty-stricken areas and populations is not strong, and the product types are relatively single and the quality is uneven. Roughly processed agricultural and animal husbandry products are the main products, with serious homogenization phenomenon. Moreover, there is no unified standard, which cannot form an industrial chain and does not form large-scale operations. In the process of free market choice, it is extremely easy to be eliminated, which can lead to a poor purchasing experience for consumers and seriously affect the sustainability of consumption behavior.

Due to the constraints of economic development conditions, geographical location, and production technology, large-scale, intensive, and standardized production has not been formed. Most rural industries have not formed a scale, the degree of industrial production organization is low, the level of product deep processing technology is not high, the cost is high, the cycle is long, the output is low, and the quality is very unstable.

3.2. Few characteristic brands and weak promotion efforts

Due to the limited geographical location and insufficient awareness of product promotion, there has been no formation of chain or characteristic brands, well-known brands, and insufficient branding, awareness, and influence. The brand effect is not obvious, and the atmosphere of "everyone pays attention to and participates in Consume Assistance" needs to be further created. The long-term mechanism is not sound, and a comprehensive system for subsequent development has not been formed, lacking long-term planning. *Authors*

3.3. Incomplete logistics system and poor transportation timeliness

The logistics system and services are uneven, and there are few types and quantities of assistance products in poverty-stricken areas. Logistics delivery points in remote rural areas lack sufficient transportation capacity, and additional freight vehicles need to be rented for transportation to higher-level logistics delivery points, which cannot effectively supervise and manage logistics services and transportation safety.

3.4. Insufficient consumer participation

The degree of participation of social forces in consumer assistance has a significant impact on the efficiency and effectiveness of poverty alleviation. There is a general lack of publicity and consumers' understanding of consumer assistance is not deep enough. The relatively single promotional media and methods have to some extent led to poor publicity effectiveness, and private enterprises and the general public still lack awareness and participation in consumer poverty alleviation. In this collaborative process that requires multiple participants, it is necessary to increase publicity and mobilization work, improve the model of diversified participation in poverty alleviation.

4. Strategies for Developing Consumption Assistance in Universities under the Rural Revitalization Strategy

4.1. Attach great importance, adhere to the principle of "extensive participation and market win-win", and gather various forces from both inside and outside universities

The characteristics of market mechanisms and market resources determine their unique advantages and enormous potential, which can attract and drive more funds to flow to poverty-stricken areas and populations. In October 2016, the Central Cyberspace Information Office, the National Development and Reform Commission, and the State Council Poverty Alleviation Office jointly issued the "Action Plan for Online Poverty Alleviation". In November 2016, the State Council Poverty Alleviation Office, in collaboration with multiple ministries, issued the "Guiding Opinions on Promoting E-commerce Precision Poverty Alleviation", promoting the implementation of rural e-commerce projects, developing rural e-commerce, and promoting the development of rural characteristic industries in poverty-stricken areas.^[2]

Higher education institutions, as high-level talent training institutions, have advantages in talent, technology, knowledge, and funding, playing an important supporting role in serving rural revitalization and building a new socialist countryside with Chinese characteristics. In order to further promote the in-depth service of higher education institutions to rural revitalization, the Ministry of Education has formulated the "Action Plan for Science and Technology Innovation in Rural Revitalization of Higher Education Institutions (2018-2022)", which provides institutional guidance and action guidelines for higher education to assist in rural revitalization.^[3]

Universities should focus on consumer assistance as an important task in effectively connecting rural revitalization with poverty alleviation achievements, and as an important measure to promote stable sales of assistance products and sustained income growth for poverty-stricken people. By providing a large number of grassroots cadres and management talents for rural revitalization, we encourage all school staff and alumni to take the lead in selecting products from poverty-stricken areas, and establish a consumption assistance system with the participation of the whole school and the assistance of alumni. At the same time, data statistics should be conducted on consumer assistance actions, a work ledger should be established, and sales data of assistance products should be effectively summarized to ensure clear assistance results, verifiable and traceable data.

4.2. Multiple points and multiple aspects, strengthen publicity, and expand the sales path of assistance products

Universities can collaborate with mature third-party e-commerce service platforms through the "Internet Plus" model to build a bridge between products and e-commerce platforms in poverty-stricken areas, and promote the employment and income increase of poverty-stricken populations through e-commerce platforms.

Universities can fully leverage their respective professional advantages, deepen reforms, promote collaboration among industry, academia, and research, and provide strong support for innovation in rural enterprises through labor, funding, information, and technology. Universities should select professional talents to be stationed in villages, townships, and counties, and provide targeted paired assistance through school counties, school townships, and school villages. On the basis of making full use of "Internet plus", we should strengthen publicity through multimedia, WeChat, Tiktok and other forms, deepen the integrated communication of different types of media of different natures, and promote the integrated development of cultural industries and related industries,^[4] actively carry out endorsement and promotion activities for poverty alleviation rural agricultural products. Village assistance cadres, as organizers and consumers, strictly control the quality throughout the entire process of consumption assistance. The university can set up a special exhibition area for help products through WeChat official account, OA, official website display, alumni evaluation and display cabinets in the campus. Online and offline combination is used to set up help product purchase and sales points, expand sales channels and sales methods, and give full play to the active purchasing power of faculty, students and alumni.

5. The Path of Consume Assistance in Universities under the Rural Revitalization Strategy

5.1. Assist in developing green scale industries

Universities can assist poverty-stricken areas by dispatching professional and technical talents to assist them in conducting market research and other forms, understanding and adapting to market demand, and gradually upgrading and transforming products. In addition, universities can assist poverty-stricken areas to improve technological level by utilizing the advantages of research, collaborating with agricultural research institutes, developing products according to local conditions. At the same time, universities can assist poverty-stricken areas to improve standardized production systems and product quality testing systems as soon as possible, control quality strictly, strengthen technical training, implement standardized production, and improve product quality from the source, develop green scale industries.^[5]

5.2. Strengthen regional characteristic brands

Universities can leverage the role of integrated media platforms through their own media platforms, alumni information push, and school enterprise cooperation promotion, continuously increasing the promotion of characteristic products in poverty-stricken areas, and increasing the brand influence of promoting high-quality products in poverty-stricken areas. Universities can assist poverty-stricken areas in conducting market research and analysis, guide poverty-stricken people to develop industries suitable for market demand, focus on exploring characteristic agricultural products, pay close attention to product quality and after-sales service, and enhance market competitiveness.^[6]

5.3. Building a modern logistics system

One of the essential and important guarantees for sustainable development through Consume Assistance is the construction of a modern logistics transportation system, which aims to connect production and consumption and establish an integrated logistics mode. Universities can fully leverage their own advantages to assist poverty-stricken areas in solving problems in warehousing (cold chain), transportation, distribution, and other aspects, ensuring the safety and quality of agricultural products during transportation. At the same time, they can assist poverty-stricken areas in exploring multiple channels for online and offline product purchases, utilizing the existing logistics system in the market to provide consumers with more convenient channels to purchase assistance products, through e-commerce specific customer service, after-sales evaluation, and other methods, Enhance the market competitiveness of assistance products.^[7]

5.4. Internal digestion of universities

Under the conventional scale, major universities have tens of thousands of people on campus every day, with huge dietary and living needs. This outstanding advantage can be fully utilized to solve a large portion of agricultural product sales through targeted assistance, customized needs, and other methods, from the source to the table, forming a stable consumption path. At the same time, through the successful experience of intelligent express delivery cabinets and unmanned supermarkets, we have set up Consume Assistance intelligent cabinets on campus, significantly reducing operating costs and expanding sales methods. College teachers and students should actively respond to the call of the Party Central Committee, participate in Consume Assistance, gradually change their past consumption habits, and increase their awareness of purchasing products and services from poverty-stricken areas.^[8]

5.5. Mobilize social forces to actively participate

Universities can use their own advantages to assist poverty-stricken areas in collaborating with major e-commerce platforms and offline large chain supermarkets to create activities such as the "Special Agricultural Products Festival" and expand their influence. Universities can use the internet to make consume assistance fashionable, lead the trend of "vegetable basket", and transform one-time consumption into long-term consumption.^[9]

Consume Assistance is a key measure to address the development bottleneck in poverty-stricken areas and improve the industrial chain. It is necessary to fully leverage the subjective initiative of universities, widely mobilize social forces, including faculty, students, and alumni, to actively participate in the

assistance work, inject strong endogenous momentum, and make consumers truly recognize and accept the assistance products from poverty-stricken areas in the aspects of products, sales, logistics, and after-sales service. This effectively helps the healthy development of rural industries, solidly promotes the construction of common prosperity and rural revitalization.

6. Conclusion

As the main battlefield and important engine for talent cultivation and technological innovation, higher education undertakes the mission and task of comprehensively promoting rural revitalization, universities are also duty-bound. In the new era and new journey, universities must start from practical problems, strengthen their awareness of serving science and agriculture, reform talent cultivation models, improve the mechanism for promoting and transforming scientific research achievements, and effectively play their role in the comprehensive revitalization of rural areas. Universities should fully utilize their own advantages and effectively play a leading and bridging role in the path of consumer assistance, effectively supporting industrial assistance, fully leveraging the role of the market to assist in the healthy development of rural areas, and effectively relying on the strength of universities to solidly promote the construction of common prosperity and rural revitalization.

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