Problems and Suggestions of Rural E-commerce in Rural Revitalization

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\textbf{Abstract.} In today's society, the problems about Rural Revitalization become the hot topic, the implementation of Rural Revitalization Strategy is of great significance to rural development. With the popularization of mobile Internet, the development of rural e-commerce meets an unprecedented new opportunity under the strategic requirements of revitalizing rural areas. The development of rural e-commerce has made great contribution to solving the "three rural" problems. In the process of self-development of rural electric business, there are still many problems under the constraints of various conditions. Understanding the current situation of rural e-commerce development and problems encountered, this paper puts forward relevant countermeasures, in order to achieve the vigorous development of rural e-commerce.

\textbf{Introduction}

In the report of the 19th National Congress of the Communist Party of China, rural revitalization is emphasized and "industrial revitalization" is proposed "Prosperous, ecological and livable, rural civilization, effective governance and rich life" requirement\textsuperscript{[1]}. Rural Revitalization Strategy is listed as one of the "seven strategies", which shows its position in the country. We hope to build a beautiful, fresh and livable village, make the rural industry flourish, and make the living standard of farmers rising, which puts forward requirements for all aspects of the village, especially in promoting agricultural production to keep up with the times, so as to realize the integrated development of urban and rural areas. As a new strategic industry to promote the rapid development of the national economy, e-commerce is a bridge connecting the small-scale rural product scale and the large-scale network market. It is an important driving force to improve the rural economic income, improve the living standards of farmers, and help the farmers get rid of poverty. With the continuous development of China's economy, the new Internet economy represented by e-commerce is gradually becoming the "new engine" of China's national economic development\textsuperscript{[2,3,4]}. With the highly developed Internet industry today, the development of rural e-commerce is indeed of great significance to rural development, which is an important path for Rural Revitalization and development. Therefore, it is of great practical significance to study the current situation, problems and Countermeasures of the development of rural e-commerce in China, for implementing the strategy of Rural Revitalization and realizing the modernization of agriculture and rural areas.

\textbf{The Current Situation of Rural E-commerce Development}

As the country vigorously supports the relevant industries of rural revitalization, rural e-commerce has developed rapidly. According to the data published in the rural China e-commerce report (2018), by the end of 2018, the rural Internet users in China accounted for 26.7\% of the total Internet users. Compared with 2017, the number of Internet users increased by 12.91 million, with a growth rate of 6.2\%; while the relevant data on the Internet showed that the Internet penetration rate in rural areas was 38.4\%, with a growth rate of 3\% compared with the end of 2017. Data on e-commerce shows that in 2018, the national rural online retail sales reached 1.37 trillion Yuan, accounting for 15.2\% of the national online retail sales, an increase of 30.4\% compared with 2017, and 6.5\% higher than...
the national online retail sales. This figure is a good illustration that e-commerce is becoming more and more popular in rural areas, and the participation rate of farmers in e-commerce is also increasing. Farmers are willing to use the Internet as a platform to sell agricultural products to the outside world and increase the sales channels of agricultural products. In this way, the business scale can be expanded, the endogenous power of rural development can be improved, and the products can be promoted. On the other hand, the state's strong support for rural e-commerce has also constantly created new opportunities for rural e-commerce. External power and self ability promote each other, making the rural e-commerce industry have a bright future.

Problems in the Development of Agricultural E-commerce

Lack of Rural E-commerce Talents

E-commerce usually takes the Internet as the carrier, integrating sales, logistics, storage, procurement and other processes. Employees need professional knowledge in many aspects, such as art design, web design, customer service, etc. It is different from the traditional agricultural product planting or the establishment of small-scale shops, and it has very strict requirements for employees. It's hard for rural people to meet the professional requirements. In addition, the current people left in rural areas are far from the basic requirements of e-commerce. The reasons are as follows: first of all, at present, China's rural areas are in a state of "hollowing out". Most of the young people are more willing to fight in cities, while most of the left behind are the elderly and children. It is difficult for these people to meet the requirements of e-commerce for talents, which leads to a lot of work in e-commerce difficult to carry out. Secondly, due to the large gap between urban and rural areas, imperfect rural infrastructure, low wages and salaries, and less employment opportunities, most e-commerce professionals are not willing to come to rural areas to carry out e-commerce business.

The Network Infrastructure is Weak, and There are Many Problems in Transportation

In recent years, the network development in rural areas is rapid, but the network communication facilities are still not very perfect. The network coverage of the most basic unit villages and towns in rural areas is very weak. More than 3% of the villages and towns in China still do not have access to the network, especially in remote areas such as mountainous areas. The construction investment is seriously insufficient, and the related e-commerce platform construction is basically not available. For rural areas, it is very complex to set up the network cable, and the cost is also a big problem. The cost of rural Internet is too high; many farmers can not afford the high cost of buying computers and setting up the network cable.

The most important and fundamental aspect of agricultural product sales is the freshness. Agricultural products need to be kept fresh, and are extremely perishable and not easy to be preserved. Due to the remoteness of rural areas, logistics and rural areas are still "the last kilometer" away, which leads to the increase of transportation time and a great test for the preservation of agricultural products. However, according to the relevant data, the loss rate of agricultural products in most areas of China in picking, transportation, storage and other related logistics is as high as over 40%, while the cost control of agricultural products logistics in western developed countries is less than 4%, so there are great problems in the sales of agricultural products in rural areas of China that need to be solved.

Rural E-commerce Agricultural Products are Seriously Homogenized and Lack of Brand Effect

In rural e-commerce, the physical goods sold have the same agricultural products, or even better, products such as clothing and footwear or agricultural processed products. The quality difference is small because of this characteristic. Due to the small difference in quality and the lack of characteristics of their own products, it will inevitably lead to vicious competition among sellers, and eventually lead to a large number of merchants leaving the e-commerce platform.
In addition, the lack of brand effect in rural e-commerce is also an important reason to hinder the development of e-commerce. For example, some areas have natural product advantages (such as Xinzheng dates, Yangcheng Lake hairy crabs, etc.); due to the low cost of forgery, the market is full of a large number of "Xinzheng dates" and "Yangcheng Lake hairy crabs". At the same time, in the current development of rural e-commerce, there is a kind of blind herd mentality, forming a deformed state of "what others sell, I also sell", lack of integration of their own advantages to form brand effect, and lack of innovation ability.

There is no quality assurance for rural e-commerce products, and counterfeit goods are serious in the market.

Good products are always the king, and agricultural products are no exception. To achieve good online sales of agricultural products, we must solve the problem of selection [8]. The rural areas are vast and sparsely populated, the online shopping or sales of agricultural products are relatively scattered, lack of scale effect, etc., and most of the farmers are self-produced and self-selling, the types and brands of each family production are inconsistent, there is no resource integration, unified production and unified sales within the village, so large-scale sales cannot be formed. The output time and sales time of all kinds of agricultural products are not unified. The appearance and quality of packaging are not guaranteed, even without packaging. It is difficult to leave an impression on customers and attract customers to buy next time.

Many rural areas have become dumping places for "three no" products, and fake chemical fertilizers, pesticides and seeds have harmed farmers' interests. Some of the farmers were cheated and sold inferior agricultural products. Some online sellers put good and bad agricultural products together for sale. In order to develop rural e-commerce, we must first solve the problem of fake goods on the Internet.

Suggestions for Rural E-commerce Development under the Guidance of Rural Revitalization Strategy

Improve Personnel Training System

In order to realize the strong talent team of rural e-commerce, efforts should be made from many aspects. First of all, build villages relying on local industries, create suitable environment for young people's life, which is full of employment and development. At the same time, the development of e-commerce pushes the formation of industrial chain, and builds an industrial platform for young people to return to their hometown. In this case, young people are willing to return to the countryside and can take root in the countryside for a long time; secondly, strengthen the training of rural e-commerce talents. Combining the practical operation of local e-commerce and network operation, the offline training and online guidance of industry experts can improve the practice and innovation ability of employees. Thirdly, the farmers can communicate with online businesses and experts, relevant policies can be promoted, marketing skills can be exchanged, and entrepreneurial experience can be exchanged. Finally, the personnel training mode can be targeted with local colleges and universities, so that teachers and students of colleges and universities can participate in supporting the development of local rural e-commerce and rural construction.

Construct the Modern Logistics System

Firstly, build a logistics service platform: "county Logistics Center-Township logistics transfer station - rural e-commerce service point". This platform can solve the "last kilometer" distribution problem, and realize the reasonable planning of rural logistics. Secondly, through the cooperation between large-scale e-commerce companies and local governments, enterprises invest and local governments provide preferential policies to expand and innovate the financing channels of infrastructure. At the same time, large e-commerce enterprises are encouraged to invest in the construction of rural basic logistics. Thirdly, develop a multi-layer logistics processing system and establish a seven level logistics platform of "international-national-province-city-county-town-village".
Increase the Added Value of Agricultural Products

In the marketing process of traditional agricultural products, most of them are unprocessed primary agricultural products, which have low added value and lack of bargaining power. Farmers are often in a passive position. Through all kinds of technical means and techniques, we can excavate the added value of agricultural products, extend the value chain of agricultural products, and improve the value of agricultural products. For example, we can deeply process the agricultural products, standardize the agricultural products, package them by new paper to increase the added value of agricultural products, change the image of traditional agricultural products "soil" and promote the "up" of agricultural products.

Strictly Control the Quality of Agricultural Products and Create a Brand of Special Agricultural Products

Firstly, adhere to the guidance of standards, promote quality and efficiency by implementing standards, and speed up the formulation and revision of provincial agricultural local standards in comparison with international standards and national standards. We should promote the green agricultural production mode and vigorously promote the construction of green, pollution-free and organic agricultural production system. The government needs to hold more e-commerce brand building training courses, encourage farmers to join the brand registration, industrial and commercial registration, and protect property rights.

Secondly, we can dig deep into the core value of the product from the perspective of nutritional value, cultural connotation, historical allusions, etc., and find its unique value, so as to make a breakthrough and build a brand.

Thirdly, we should create brands in various forms. Brand building should be considered from multiple perspectives. The formation of a brand should be a complex, which can be a traditional way, including TV, Internet, newspapers, magazines, etc., but for some products, we should also consider a non-traditional way. For example, in ASEAN Expo, health products exhibition and other large-scale activities, we can vigorously promote rural products, and also consider the modern elements into the publicity channels. We can put popular two-dimensional codes into the advertisements in the subway, airport waiting hall, bus station and other places where people are concentrated, so that customers can connect to the corresponding website through "scanning code" to deepen the product Introduction.

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