The Model of E-Commerce Going to the Countryside Promoting the Development of Rural Characteristic Economy Based on Big Data Analysis

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Abstract. All with the advent of the information economy era, the rapid popularization of the Internet and the large-scale use of commerce, the rapid development and large-scale investment of information technology, and the improvement of the quality of consumers as transaction entities have promoted the comprehensive development of today's e-commerce. This paper mainly studies the model of e-commerce going to the countryside to promote the development of rural characteristic economy based on big data analysis. This article further investigates the development of a certain rural e-commerce, analyzes the background, experience, practices, difficulties and problems of a certain rural e-commerce in-depth, clarifies the focus and main tasks of a certain rural e-commerce Put forward constructive opinions and suggestions, explore an updated and more suitable road for the development of rural e-commerce, and provide relevant theoretical support and decision-making for the municipal party committee and government to formulate relevant policies, introduce supportive policies, and promote the rapid and healthy development of new urbanization. in accordance with.

Keywords: E-Commerce going to the Countryside, Rural Characteristic Economic Development, Big Data Analysis, Promoting Economic Development

1. Introduction

With the aging of the population, the problem of a slow decline in the working-age population has been brought about. As the ageing of the labor force is also rising, the lack of a young labor force, and economic development is affected accordingly [1]. With the development of urbanization, a large amount of rural land is contracted out, which means that farmers have lost the most basic economic source and survival guarantee [2-3]. Therefore, it is important to find a path that can promote the development of rural economy. After losing their land, some peasants with weak labor force in rural areas can only rely on subsidies to maintain their living. The living standards have not been improved
and they have no ability to seek employment or entrepreneurial opportunities. This has resulted in the slow development of the rural economy. [4-5]. In the wave of targeted poverty alleviation, the policy goal of building a beautiful new countryside has injected vitality and support into the countryside, the consciousness of entrepreneurship driving employment has gradually deepened into the countryside, and the development of the tertiary industry has driven the development of the rural economy [6].

The rise and vigorous development of rural e-commerce has become a highlight in the field of e-commerce in recent years. The success of e-commerce in rural areas such as flower and wood network sales in a village, online sales of cashmere yarns, sales of small commodities, and online sales of panel furniture has led to All circles pay great attention [7]. Exploring the development mode of rural e-commerce, finding the root cause supporting its development, sorting out its important significance for economic and social development, and then carrying out timely promotion according to the actual situation, has strong theoretical and practical significance [8-9].

Through the development of agricultural electronic commerce, the bottleneck of characteristic agricultural product sales can be solved [10]. Based on the analysis of the current situation and problems in the development of e-commerce in rural agricultural products, it proposes measures to strengthen the construction of infrastructure and services, improve the standardization system of agricultural products, build well-known brands, build professional agricultural e-commerce technical personnel, and actively innovate agricultural e-commerce development models, Which is conducive to the better development of rural agricultural e-commerce [11].

2. Method

2.1. Product Quality Improvement and Supervision

(1) After the inspection, the government will actively introduce advanced science and technology and talents from outstanding development areas of the same type, cooperate with more prestigious local enterprises, and jointly call on practitioners of specialty agricultural products to learn the most scientific and effective production technology. Solve product quality problems at the source.

(2) Establish a product rating system, and use two-dimensional codes to classify products to avoid mixed fish and dragons and maintain market order. Add some reward and punishment items, praise and reward the enterprises or individuals who have set an example for the sales promotion of products, and criticize and punish the enterprises and individuals that are harmful to the development of local specialty products. The combination of positive supervision and lateral supervision maintains economic order.

2.2. Production Technology Innovation

(1) On the one hand, the government introduces advanced production technologies, and on the other hand, practitioners must also actively respond to government policies, and not only can communicate with each other and share findings. You can also take the initiative to learn through internet and other convenient ways to achieve progress.

(2) Transform the production machinery to match the current production scale, production methods and processing characteristics of agricultural products, so as to achieve high efficiency and low waste.

2.3. Government Strengthens Management

(1) The government must not only help practitioners in product quality and technical issues, but also create a more official and formal platform for them to facilitate timely communication and solve problems.

(2) The government must also provide a certain degree of economic support for practitioners, such as agricultural machinery innovation investment, agricultural machinery purchase subsidies, and rewards for excellent organizations.
(3) Having a perfect development plan does not mean the end of work. The staff at the grassroots level should monitor the current status of the economic development of characteristic agricultural products in real time, and report problems in time to prevent problems before they occur.

2.4. Establishing Regional Brands
(1) Without the root cause of the brand, the organization is too fragmented. Practitioners can develop in the form of cooperatives or enterprises based on their own characteristics of employment (a larger scale can be independent). Since cooperatives and enterprises as a whole need to be roughly unified, through unified product packaging, brand stories attract consumers' attention.

(2) Different characteristic agricultural products should have different positioning. According to different positioning, combined with regional characteristics, analyze consumer groups and create different characteristic brands.

(3) Industrial development is not static. It is necessary to adjust the development strategy of the brand in a timely manner in accordance with the aesthetics of the times, so as to give the brand an innovative and trendy impression.

3. Experiment

3.1. Research Methods
This research is based on the development status of a rural e-commerce, and insists on combining theory with practice, as follows:

(1) Literature analysis method. Through extensive reading of materials and literature, to understand the development situation and current situation of rural e-commerce at home and abroad, as well as the differences in development at home and abroad, so as to analyze the current status of rural e-commerce development in Suichang and make recommendations.

(2) Practice investigation. By investigating the development of e-commerce in a rural area, collecting materials for inductive deduction and summarizing the characteristics and experience of the e-commerce model.

4. Discuss

4.1. Model Analysis of Promoting the Development of Rural Characteristic Economy

![Figure 1. Sales quota of e-commerce.](image-url)
As shown in Figure 1, in 2013, the sales of a rural e-commerce was only 80 million yuan. For more than four years, rural e-commerce has achieved leapfrog by promoting rural e-commerce construction and building a service-driven county-level e-commerce development model. Development. By the end of 2017, the county's rural e-commerce sales had reached 530 million yuan, which was 6.6 times that of 2013. Among them, the “catch the street” project launched in June 2017 is to popularize e-commerce to the countryside. The project has established 202 village-level sites in the local area, which effectively promotes the connection between villagers and the information society and promotes rural residents' consumption.

**Table 1.** Statistics of tertiary industry data.

| Year | The number of reception | Growth | Income     | Growth |
|------|--------------------------|--------|------------|--------|
| 2013 | 991.31                   | 10.21% | 464507.16  | 11.34% |
| 2014 | 1210.20                  | 22.08% | 604648.98  | 30.17% |
| 2015 | 1514.08                  | 25.11% | 854610.86  | 41.34% |

By using the online platform to start a business, people can start a business relatively easily, and at the same time, they can reduce capital investment and venue costs. Therefore, engaging in rural e-commerce has become the first choice for many rural youths to work outside the home or be idle at home. From 2010 to the present, the number of new online merchants in a rural area has continued to expand. In 2014, employment was achieved through rural e-commerce. More than 6,000 young people start their own businesses. It is no longer necessary to work far away from home, run around, and start a business in Taobao, which is the most vivid description of rural youth's entrepreneurial employment in recent years. Through the online platform, rural youth can relatively easily start their own businesses, and the cost is very low. In their own houses, they can create shops on the Taobao platform for product sales by connecting to the Internet. Generally speaking, as long as it is operated with care, the sales profit of Taobao stores is much more than that of young migrant workers, and it is relatively leisurely. Therefore, many young people are willing and choosing to start a business through the Internet at home, no longer leave their hometowns and work in cities, directly improving the quality of life of the whole family, and at the same time solving the problem of living security for a large number of left-behind children and elderly people. Conclusion.

4.2. *Development Proposals*

(1) Scientifically guide agricultural purposeful production through the analysis of big data of agricultural products.

Various data are formed in the production and sales of agricultural products. Collecting and sorting data, analyzing it in a targeted manner, and using it scientifically, play a key role in promoting the steady development of modern agriculture. For example, if farmers or agro-technical experts are able to grasp data about weather changes, product market demand, and crop growth technologies in a timely manner, or they can observe the growth of farmland and related data at home. In this way, they can take effective measures in a timely and effective manner to avoid the risk of agricultural production reduction due to natural factors. They can also reasonably plant and produce corresponding agricultural products in accordance with market supply and demand to prevent product surplus. At present, through the use of big data technology, people can make accurate predictions and interventions in many agricultural fields, such as establishing agricultural product circulation systems, rationally adjusting agricultural structures, predicting agricultural meteorology, strengthening pest prevention and management, comprehensive soil management, Animal and plant breeding production, adjusting agricultural product prices, ensuring food security, and stimulating consumption of agricultural and other agricultural fields. Through analysis of agricultural product supply and demand data, it provides guidance for agricultural product production and processing. Collected data on the production and supply of regulated ecological products, online sales data, and offline flagship stores, and launched sales warnings and the first sales guidance service. At the same time, we will promote
the transfer of rural land, use the Internet to combine the thousands of households that scattered seeds and free-range farms into new agricultural cooperatives, break through space constraints, carry out order production, and realize large-scale seed breeding.

(2) Accelerate the construction of a standard system for e-commerce of agricultural products.

To ensure safety on the tip of the tongue, the county government signed and endorsed the quality and safety of agricultural products, and used the government's credibility to guarantee the full implementation of “Yinuoqianjin”. Continue to advance the exploration of quality assurance systems such as “grassroots wisdom”, “farmhouse integrity joint guarantee”, and two-dimensional code quality traceability. Carry out standardization construction of rural e-commerce, integrate agriculture, commerce, quality supervision, market supervision and other forces to jointly build a series of pilots for the standardization of e-commerce, speed up the standardization construction process of e-commerce services for ecological agricultural products, according to different attributes of agricultural special products, and e-commerce In order to meet the needs of industrialization, the agricultural product production, processing, decomposition, packaging, and logistics process standards have been established separately, and a standard system for e-commerce of local agricultural products has been formulated and introduced, which has improved the standardization of green ecological agricultural products.

5. Conclusion

With the popularization of the Internet in rural areas, the number of rural netizens continues to rise, and the potential of rural e-commerce development is huge. Rural e-commerce is an important means of transforming agricultural development methods, making agriculture larger and more efficient. The healthy and rapid development of rural e-commerce can expand domestic demand, stimulate consumption, promote the transformation and development of agriculture, increase farmers' income steadily, and have a profound meaning in promoting rural construction. In recent years, the development and deepening of rural e-commerce have not only shown positive effects on promoting local economic growth, local transformation of labor forces, and alleviating the “three rural” issues, but also fostering social innovation, accelerating rural transformation and development, and promoting Rural construction and urbanization are increasingly showing unique contributions.

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