

Research on the Current Situation, Existing Problems and Suggestions of Rural E-Commerce Development

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Abstract: The development of rural e-commerce means that farmers learn to use electronic, informatization, and modern methods to obtain benefits, reduce sales costs, extend the industrial chain of agricultural products, and promote the development of rural economy. This paper first introduces the development of e-commerce in rural areas. The research methods used in this paper include platform data collection, literature analysis, and case analysis to find out the existing problems, and put forward corresponding suggestions for the above problems. Suggestions include: speeding up the process of rural informatization, improving the quality of farmers, establishing a rural e-commerce service platform and logistics center, and providing financial support from the government.

1. Introduction

In recent years, e-commerce in my country's rural areas has overcome the impact of the epidemic and achieved sustained and steady growth by further improving the policy system, promoting the construction of information infrastructure, and promoting the development of new models such as live broadcast of agricultural products and community group purchases [1].

In terms of the problems faced by the development of rural e-commerce, the paper pointed out that the focus of regional development of rural e-commerce is market innovation, and the development model is only a reference rather than direct application [2]. The development of commerce is mainly based on solving the problems of commodities, logistics, insurance, and talents. By solving these three problems, it will undoubtedly gain the opportunity of rural e-commerce.

One is to expand product sales channels and increase farmers' income, thereby driving the development of agricultural economy [3]. However, for a long time, there are still two major difficulties in the development of China's rural economy: first, the rural areas are relatively closed, and market dynamics and information cannot be grasped in time, and production and operation plans and improvement measures cannot be formulated in time according to market demand; second, although the quality of rural agricultural products High, the quantity is large, but the price is not high, there is no better price to sell.

The rural physical network retail sales reached 1.63 trillion yuan, accounting for 90.93% of the country's total rural network retail sales. According to the statistics of business big data, the top three categories of retail sales are snack food, grain and oil, and nourishing food, which account for 19.8%, 14.6% and 11.3% of the retail sales of agricultural products online respectively.

In terms of development model, Lin Fang put forward a new online and offline development model based on cloud computing based on the current situation of rural e-commerce development in Hunan Province, and made innovations for rural e-commerce services [4]. In terms of building a rural e-commerce platform, the paper put forward a three-stage rural e-commerce platform construction strategy that meets local needs by combining the current situation of new rural e-commerce development in Henan Province, providing farmers with various electronic products. Business services, allowing farmers to enjoy the convenience brought by e-commerce.

As e-commerce "enters the village", the development of rural logistics plays an increasingly important role [5]. It is proposed that the basis of rural logistics is the development of urban logistics, the service object of urban logistics is the development of cities and the life of urban residents, and the main activities involved in rural e-commerce logistics are the external sales of agricultural products and the purchase of daily necessities by farmers according to their own needs. the resulting logistics.

The development of rural e-commerce can not only increase farmers' income, create rural employment, and promote the development of agricultural economy and society, but also have a very positive impact on rural culture, politics, social services and other aspects, and help solve many rural problems. Relying on the Internet to develop rural e-commerce requires the drive and traction of science and technology. If the level of science and technology cannot keep up, even if you want to develop rural e-commerce, you can only stay at the first step.

2. Development Status of Rural E-Commerce

Live-streaming to help farmers refers to the sale of agricultural products and agricultural and sideline products through Internet media or live TV platforms, third-party platforms, etc., and ultimately to help farmers increase their income and drive rural poverty alleviation. Liu Meixi and others believe that live broadcast to help farmers means that the anchor sells agricultural products through the live broadcast platform [6]. It focuses on promoting the agricultural products of a certain enterprise or a certain area to increase the sales of agricultural products, thereby promoting the development of the rural economy.

According to the survey results, 80% of e-commerce companies have talent gaps, and about 30% have recruitment plans [7]. It can be seen from this that my country's e-commerce talents are in very short supply, and e-commerce talents are now in short supply.

Logistics is the core of e-commerce, but my country's rural logistics started relatively late, and the infrastructure is relatively backward. Due to geographical factors, the construction of transportation and communication information is not perfect, and the construction of logistics nodes is unreasonable, resulting in high logistics costs and low efficiency [8]. It is necessary to actively explore the problems in the development of rural e-commerce logistics, put forward reasonable development countermeasures, diversify the trading entities of agricultural products, broaden the sales channels of agricultural products, promote the development of rural economy, and improve the quality of life of farmers.

Currently, e-commerce is developing rapidly in urban areas and the competition is very fierce relative to rural areas. However, e-commerce in rural areas started late, and even some areas lagged behind, so there is huge room for development and improvement in the rural market [9]. Rural e-commerce can provide college graduates or rural residents or people who are interested in doing

business and entrepreneurship with a variety of choices and a more favorable entrepreneurial environment and opportunities to increase their jobs.

In the aspect of live-broadcasting with goods, through the analysis of the advantages and disadvantages of the "live-broadcasting with goods" marketing model to help farmers and its development status, it points out that there are problems at this stage, and puts forward corresponding improvement measures [10]. In terms of rural revitalization, it is believed that the combination of live broadcast and e-commerce plays an important role in promoting the completion of poverty alleviation tasks, driving rural revitalization, and making up for the shortcomings of the rural Internet industry.

The rural e-commerce logistics studied in this paper mainly has two aspects. On the one hand, it is the circulation of agricultural products generated by the external sales of agricultural products on the e-commerce platform, including the warehousing, loading and unloading, handling, circulation processing, transportation, A series of logistics activities such as sales; on the other hand, the circulation of daily necessities from cities to rural areas and related agricultural production and purchases.

3. Analysis of the Problems Existing in the Development of Rural E-Commerce

Now, with the rapid development of social economy and science and technology, people's transaction methods are not only the traditional economic model of offline payment and delivery, but also e-commerce, a new type of transaction that uses online stores to buy and sell items. Way. The development of e-commerce allows more merchants to have new sales channels, allowing users to buy the products they want without going out, and allowing merchants to sell goods without having to work hard.

The construction of rural tourism e-commerce platform is relatively lagging behind. At present, many rural tourism websites have been built in rural areas of our country, and a large number of tourists come to the website for consultation every day. However, there are still many shortcomings and it is still in its infancy [11]. This paper starts from the problems existing in the development of domestic rural tourism e-commerce, and analyzes and researches them.

My country is actively developing rural e-commerce, but the core of rural e-commerce is the two-way promotion of "downward industrial products" and "upward growth of agricultural products". The upward trend of agricultural products is not simply to put agricultural products online, but to sell agricultural products to the outside world. The circulation of "agricultural products into the city".

E-commerce is a new type of transaction mode, and its development in the urban area of Luoyang has been relatively complete and mature [12]. In rural areas, however, the opposite is true. After graduation, college students in Pangcun who go out to school have no intention of returning to the countryside, but choose to work in cities such as Beijing, Shanghai and Guangzhou with developed economy and perfect information. Because the salary and benefits in the city are good, the villagers who stay in the village have only meager salary and the conditions are not satisfactory for the young e-commerce personnel, so very few people choose to go to Pang Village to engage in e-commerce.

Therefore, rural logistics should be taken as an important task. The current problems in Chimei Town: In the process of agricultural development in Chimei Town, the idea of "paying attention to production and neglecting circulation" affects the thinking of the local people, which leads to the role of farmers in agricultural production materials, product circulation, logistics and distribution and other related industries [13]. Lack of understanding, the level of agricultural industrialization management is not high. Finally, investment in local logistics infrastructure is very limited.

In terms of product design, the design characteristics of most e-commerce agricultural products in Mengjin County are not obvious, and in terms of quality, processing, name and packaging design, compared with the hot-selling agricultural products on the market, they lack features and are even a bit outdated [14]. In terms of brand marketing and publicity, it is also not in place. Most of them are official news reports and the number is small, and relevant reports are rarely seen on TV, newspapers and Internet media, and the sales methods are single, and branded products and Differences between common products of the same type.

Under the background of this great development and great prosperity, many regions in our country have started the research and exploration of the rural tourism e-commerce model in the new period, and achieved good results [15]. However, there are still many problems to be solved. In the process of developing e-commerce in rural tourism and tourism, some enterprises do not realize that they have not considered the development of the website pattern as a whole.

Through e-commerce online sales, the main concern is the preservation of products during transportation. In rural areas, there is no basic logistics construction such as more professional storage facilities, cold chain equipment, and cargo transportation tools. The storage and preservation technology of agricultural products is backward, and the cost of cold chain logistics is very high. It is more difficult to implement households in rural areas, which makes it difficult to solve the problem of external sales of agricultural products.

4. Countermeasures and Suggestions for Improving Rural Electronic Commerce

At present, if merchants in rural areas want to expand agricultural products and establish branded and representative products, they need to take advantage of famous e-commerce platforms such as Taobao, Tmall, JD.com, and Pinduoduo, and strengthen exchanges with these platforms through these platforms. Cooperate and let your products go out. At the same time, although the influence of these large e-commerce platforms is relatively large, there are thousands of merchants participating in them.

To promote the construction of rural logistics and distribution system. The government should increase capital investment, accelerate the construction of village-level service points in villages that have not yet popularized village-level service sites, and achieve full coverage of rural e-commerce services [16]. Provide convenient logistics services for the sale of agricultural products, build a multi-functional logistics park dedicated to agricultural products, and implement professional management.

The core of the development of rural tourism e-commerce is to cultivate a team of compound talents. Based on the investigation and analysis of the current situation of rural tourism e-commerce talent training in Henan Province, a training model of "government-led and enterprise-involved" is proposed. The training mode mainly includes four aspects: First, establish an effective mechanism. By encouraging everyone to participate in technical training, rural practitioners are guided to actively participate in talent training. The second is to vigorously explore professional talents engaged in the development of rural tourism e-commerce, and enhance the overall strength of the team by recruiting talents.

The lack of information visualization in traditional logistics leads to problems such as low logistics efficiency and product loss, which makes the development of rural e-commerce logistics relatively slow. With the help of Internet information technology, the construction of a rural logistics information platform can solve the problem of rural logistics information asymmetry, carry out rural agricultural product consulting services, allow consumers and buyers to understand the quality, type, transportation process and other information of agricultural products through the logistics information platform, and integrate producers, sellers, and logistics companies to track

agricultural product circulation information in a timely manner, improve logistics efficiency, and deliver goods to consumers in a timely manner.

In an e-commerce environment, quality is the guarantee of a smooth transaction. At present, Pangcun still has the phenomenon that the quality of agricultural products is not up to standard and the product management is not in place. In response to this situation, various measures should be taken to improve the quality of agricultural products. Formulate various standards for agricultural products. The Luoyang municipal government should formulate unified standards, further improve the standardization level, urge farmers to improve the quality of agricultural products, and do a good job in product quality testing.

Logistics and transportation are an essential part of e-commerce. To speed up the construction of logistics infrastructure, it is necessary to strengthen cooperation with logistics companies in our county and establish a complete logistics and transportation system. Focus on the construction of logistics turnover warehouses in Chimei Town, and build a logistics distribution system suitable for the development of e-commerce in Chimei Town. Build efficient logistics turnover warehouses, carry out centralized distribution of online shopping products at township and village-level service stations, ensure that online shopping is delivered to home, and process online agricultural products such as sorting, packaging, and preservation.

To promote the deep processing of e-commerce agricultural products in Mengjin County, the government must provide necessary support and guidance. Make full use of the existing publicity media to publicize the important role of deep processing of agricultural products to farmers through various methods, popularize the knowledge of deep processing of agricultural products, stimulate farmers' enthusiasm for production, and let farmers master the necessary deep processing technology through training.

Using the Internet as a medium to make e-commerce and rural tourism go hand in hand and integrate development is our common goal. It is suggested that the government set up a small program for tourism in Luoyang, and the introduction of all the scenic spots in Luoyang is set up in the small program, which will greatly promote the coordinated development of rural scenic spots. The government can also put forward relevant policies and measures to promote the future development of Laojun Mountain, and strive for the support of governments at all levels in Henan Province to maximize the use of various national support policies to promote the construction of a tourism e-commerce platform in Qiliping Village, Luoyang City.

Rural geographical location and transportation construction restrict the development of rural e-commerce logistics. Due to inconvenient transportation, logistics transportation costs are high and business volume is small. Logistics companies generally set the minimum express delivery site to the township level with convenient transportation, which is difficult to fully cover the village. Therefore, the logistics cost of rural agricultural products going out and industrial products entering the village is very high.

First, formulate relevant policies to attract talents to develop e-commerce in rural areas. Recruit some capable and relevant professionals, provide them with generous financial treatment, provide a good development and employment environment, and increase Pangcun's ability to attract and attract talents. Choose professionals who are proficient in management, computer, Internet, and marketing in different directions, so as to ensure the smooth operation of e-commerce. Secondly, strengthen the training of e-commerce talents in Pang Village and improve the professional quality of farmers.

It can be carried out with the core of helping poverty-stricken areas to develop characteristic industries through e-commerce and helping poor households to get rid of poverty and become rich through e-commerce. Model, take multiple measures to vigorously promote the e-commerce poverty alleviation work. Support the collection of advantageous resources of agricultural special

products through the e-commerce platform, and create an e-commerce poverty alleviation model of "Internet + agricultural special products".

No matter how well designed the brand is, it is futile if it cannot go out. Therefore, the publicity and promotion of agricultural product brands is also very necessary. First of all, do a good job of the manual of the agricultural product. In the product design stage, a paper introduction label can be prepared to introduce the brand origin, efficacy, characteristics, eating method, etc. of the product, and send it to the customer together with the product. Secondly, it is necessary to enhance the awareness of agricultural product brand promotion. The government should actively guide and strengthen the brand knowledge training for agricultural product enterprises, family farms and other business entities, and publicize typical brand promotion cases.

There is no doubt that the rural tourism e-commerce platform has a good publicity effect for Qiliping Village. But as an Internet platform, it is its ultimate responsibility to crawl and dig deep into user data. According to user information and needs, push personalized tourism products to users, and show users perfect rural tourism services. The tourism industry is a service industry after all, so improving the quality of tourism services is an important breakthrough.

5. Conclusions

With the continuous development of society, more and more rural areas have introduced e-commerce, a new transaction form, on their own development path. The advantage of e-commerce is that it can transcend the constraints of time and place. Rural areas are usually located in relatively remote places with inconvenient transportation, but this difficulty can be effectively overcome through e-commerce channels.

Rural e-commerce plays an important role in rural development. The development of rural e-commerce in the context of the Internet not only sells rural agricultural products to form a relatively complete industrial chain, increases the income of residents, and improves the production and living conditions of farmers, but also for the vast majority of rural areas, this is a common trend. With the development trend, more rural areas will participate in the Internet for e-commerce transactions.

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