

New Ideas For The Development Of Rural E-Commerce Under The Background Of Rural Revitalization

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Abstract: e and conducts an in-depth exploration. Against the backdrop of the comprehensive promotion of the rural revitalization strategy, rural e-commerce has become a crucial force in driving the transformation of the rural economy and realizing high-quality rural development, which is of profound significance for breaking the urban-rural dual structure and addressing the shortcomings in rural development. This paper focuses on this issue, analyzes the current development trend of rural e-commerce, presenting not only the favorable situation where its scale continues to expand and its operation models are increasingly diversified, but also directly confronting thorny problems such as hindered logistics and distribution, a shortage of professional talents, a low degree of standardization of agricultural products, and lagging brand building. Subsequently, a series of new ideas are put forward in a targeted manner, covering aspects such as improving the logistics and distribution network, strengthening talent cultivation and external introduction, enhancing the standardization and branding levels of agricultural products, deeply exploring and expanding new e-commerce models, and promoting the integrated development of multiple business forms. It is expected that by taking advantage of the "east wind" of the stable development of rural e-commerce, a solid foundation can be laid for rural revitalization, vigorous impetus can be injected, and ultimately the goals of rural economic prosperity and beautiful rural construction can be achieved.

Keywords: Rural Revitalization, Rural E-commerce, Development Ideas, E-commerce Integration

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1. Research Background and Significance

The rural revitalization strategy, as an important measure in China to address issues related to agriculture, rural areas, and farmers, holds profound significance for achieving the goals of a strong agriculture, beautiful rural areas, and prosperous farmers. Against the backdrop of this strategy, rural e-commerce has emerged as a crucial force in promoting the development of the rural economy. In recent years, e-commerce has spread from enterprises to individuals and rapidly expanded into rural areas. The construction of rural network infrastructure has been continuously improved, and a large number of new farmers have returned to their hometowns to participate in agricultural development and rural construction, providing support for the rapid development of rural e-commerce.[1] In May 2019, the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council issued the "Outline of the Digital Rural Development Strategy" and clearly pointed out that "the construction of digital rural areas should be integrated into the informatization planning and key projects of rural revitalization, and the supporting policies and measures in fields such as industry, finance, education, and medical care should be improved to continuously promote implementation. Give full play to the guiding role of fiscal funds and national investment funds to leverage financial and social capital to support the implementation of the digital rural strategy.[2] In addition, the release of the "Digital Rural Construction Guide 2.0" and the "Key Points of Digital Rural Development Work in 2023" has provided new guidance for rural e-commerce to assist in rural revitalization and development in the digital economy era, improved the standardized and systematic development system of rural e-commerce, and effectively integrated the digital economy with the development of rural e-commerce. Fully focusing on aspects such as government administrative services, improvement of rural people's livelihood, rural economic development, and the creation of rural livable areas, it binds the development of digital rural areas with the digital economy, creating favorable conditions for rural e-commerce to better lead the

development of rural revitalization.[3]

The promotion of the rural revitalization strategy has paved a broad "track" for rural e-commerce, which is of extraordinary significance. In terms of economic development, with the continuous optimization and upgrading of rural network infrastructure, the network "veins" have become increasingly smooth. Moreover, a large number of new farmers with broad vision and flexible thinking have returned to their hometowns to engage in agriculture and rural construction with enthusiasm, just like injecting fresh "blood" and activating the "pool of spring water" of rural industries. The unique and characteristic agricultural products in various places have taken the "express train" of e-commerce, breaking through regional limitations, selling well across the country, and their added value has been rising continuously, effectively filling the pockets of farmers and undoubtedly becoming a powerful means to move towards the goals of "a strong agriculture and prosperous farmers". At the same time, a series of heavyweight policies have been continuously exerted, delivering a solid and powerful "combination punch". Documents such as the "Outline of the Digital Rural Development Strategy" have been issued with great emphasis, and the supporting policies in multiple fields such as industry and finance have gradually taken root, successfully leveraging a huge amount of financial and social capital to converge towards rural areas. Under meticulous regulation, the digital economy and rural e-commerce are deeply integrated, efficiently empowering the upgrading of government administrative services, the continuous improvement of people's livelihood, and the meticulous carving of livable rural areas, laying a solid foundation and broadening diverse paths for rural e-commerce to empower rural revitalization in the long term.

2. Analysis of the Current Situation and Problems of Rural E-commerce Development

2.1. Current Development Situation

In recent years, rural e-commerce has shown a vigorous development trend. In terms of scale, its transaction volume has been increasing year by year, and the number of rural areas participating in e-commerce business has also been rising continuously. According to the "Statistical Report on the Development of the Internet in China", as of December 2023, the Internet penetration rate in rural areas of China was 66.5%, and the size of rural netizens reached 3.26×10^8 people. Meanwhile, the short-video and live-streaming industries that have emerged in recent years have injected new vitality into rural e-commerce and promoted its development.[4]

In terms of e-commerce models, they present diversified characteristics. Among them, the direct supply model of agricultural product e-commerce has developed rapidly. Farmers or agricultural cooperatives directly sell agricultural products to consumers through e-commerce platforms, reducing intermediate links and ensuring the freshness and price advantage of agricultural products. At the same time, comprehensive e-commerce service stations represented by Rural Taobao have been widely distributed in rural areas, providing villagers with convenient one-stop services such as shopping, sales, and logistics receiving and dispatching. In addition, some areas have also developed vertical e-commerce models based on local characteristic industries. For example, the flower e-commerce in a certain place conducts online business around the whole industrial chain of flower planting, sales, and maintenance.

2.2. Existing Problems

1). Logistics and Distribution Challenges

The transportation infrastructure in rural areas is relatively weak, and the road conditions are poor, which increases the difficulty and cost of logistics transportation. Many logistics companies have insufficient coverage of their distribution networks in rural areas, resulting in a limited distribution range. Some remote mountainous areas can't even have door-to-door delivery service. Moreover, rural logistics orders are scattered and in small batches, further driving up the unit logistics cost. This not only affects the timeliness and quality of agricultural products but also keeps the operating costs of some e-commerce enterprises in rural areas at a high level.

2). Talent Shortage Issue

The cultivation of e-commerce professionals is an important support for the current development of the rural e-commerce economy. In the digital economy era, to enable rural e-commerce to keep pace with the development of the

times, it is necessary to vigorously cultivate specialized and compound e-commerce professionals to provide talent guarantee for the healthy and sustainable development of rural e-commerce.[5]However, at present, the development of rural e-commerce in China is facing a serious talent bottleneck. E-commerce operation requires professionals with knowledge and skills in various aspects such as network marketing, store management, and data analysis, while such talents have been in short supply in rural areas for a long time. Meanwhile, the lack of technical maintenance personnel also makes it difficult to solve problems in a timely manner once there are issues during the operation of e-commerce platforms. In addition, e-commerce training for farmers is often not systematic and in-depth enough. Farmers have limited educational levels and relatively weak abilities to accept new things, leading to numerous difficulties in e-commerce operation practice.

3).Low Standardization Degree of Agricultural Products

There is a lack of unified standards in the production process of agricultural products, and the quality varies greatly. The same type of agricultural products planted by different farmers have significant differences in size, appearance, taste, and nutritional components, which brings great difficulties to the brand building and market promotion of agricultural products. Due to the lack of standardized production and quality inspection links, consumers have concerns when purchasing agricultural products, affecting the sustainable development of rural e-commerce.

4).Lagging Brand Building

The awareness of brand building in rural e-commerce is weak. Most rural e-commerce enterprises or farmers lack brand strategic planning. Many high-quality agricultural products and characteristic handicrafts have not formed influential brands and only compete in the market at low prices. In terms of brand promotion, the efforts are seriously insufficient, lacking effective marketing means and channels, resulting in low brand awareness and reputation and being unable to stand out in the fierce market competition.

3.New Ideas for the Development of Rural E-commerce under the Background of Rural Revitalization

3.1.Improving the Construction of the Logistics and Distribution System

Optimizing the Layout of the Logistics Network: The government should increase its investment in the construction of rural transportation infrastructure, improve road conditions, and enhance the accessibility of logistics transportation. Meanwhile, logistics enterprises should be encouraged to rationally plan the locations of distribution centers and service stations according to factors such as the population distribution and industrial layout in rural areas. For example, large logistics transfer stations can be established in concentrated agricultural product production areas, and small receiving and dispatching points can be set up in villages to form a multi-level logistics network and improve the efficiency of logistics distribution.

Developing the Joint Distribution Model: Integrate the scattered logistics resources in rural areas and guide multiple logistics enterprises to cooperate. By sharing warehousing facilities, transportation vehicles and other resources, centralized sorting and distribution of goods can be realized, and logistics costs can be reduced. For example, a rural logistics alliance can be established to uniformly allocate logistics resources and avoid repeated transportation and resource waste.

Applying New Technologies: Actively explore the application of new technologies in rural logistics distribution. In some remote areas, the drone delivery technology can be piloted to solve the problem of the last-mile delivery. Meanwhile, the Internet of Things technology can be used to realize the real-time tracking and monitoring of logistics goods, improve the transparency and accuracy of logistics distribution, and ensure the transportation quality of agricultural products.

3.2.Strengthening the Cultivation and Introduction of E-commerce Talents

Conducting E-commerce Training Courses: According to the characteristics and needs of different groups such as farmers and returning entrepreneurs, personalized training programs should be formulated. The training content should cover basic e-commerce knowledge, online marketing skills, store operation management, customer service and other

aspects. The combination of online and offline training methods should be adopted. Online, rich learning materials and video tutorials should be provided, and offline, practical operations and case analyses should be organized to improve the training effect.

Cooperating with Universities and Vocational Colleges: Establish long-term and stable cooperative relationships and set up e-commerce internship bases in rural areas. Universities and vocational colleges can arrange e-commerce practice courses in rural internship bases so that students can understand the actual situation of rural e-commerce in practice and at the same time provide professional talent support for the development of rural e-commerce. In addition, industry-university-research cooperation projects can also be carried out to jointly study the problems and solutions in the development of rural e-commerce.

Introducing Preferential Policies: The government should introduce a series of preferential policies to attract e-commerce talents to return to their hometowns to start businesses, such as providing start-up subsidies, housing discounts, tax exemptions, etc. At the same time, a good entrepreneurial environment should be created, and entrepreneurial parks or maker spaces should be established to provide one-stop services for returning entrepreneurial talents, including office space, network facilities, financial services, etc., to stimulate the enthusiasm of talents to return to their hometowns to start businesses.

3.3.Improving the Standardization and Branding Levels of Agricultural Products

Establishing the Agricultural Product Quality Standard System: Relevant government departments should jointly with agricultural experts, enterprise representatives, etc., formulate comprehensive agricultural product quality standards covering all links such as production, processing, packaging, and storage of agricultural products. Strengthen the standard training for farmers and guide them to produce according to the standards. Meanwhile, establish a quality inspection mechanism to conduct regular spot checks on agricultural products to ensure that the agricultural products on the market meet the quality standards.

Strengthening Brand Building: Dig deeply into the cultural connotations and regional characteristics of agricultural products to create brands with unique values. For example, combine the local historical culture and folk customs to endow agricultural products with stories to improve the cultural heritage of the brands. Pay attention to the design of brand images, including brand names, logos, packaging, etc., to make them have high recognizability and attractiveness.

Reinforcing Brand Promotion: Utilize various channels for brand promotion. On social media platforms, by posting interesting and valuable content such as the planting process of agricultural products, cooking tutorials, etc., attract consumers' attention. Utilize the advertising spaces on e-commerce platforms, live streaming with goods and other functions to increase brand exposure. In addition, actively participate in various agricultural product exhibitions, food festivals and other activities to display and promote brands.

3.4.Expanding E-commerce Models and Promoting Integrated Development

Developing Social E-commerce: With the powerful traffic of social platforms such as WeChat and Douyin, carry out agricultural product marketing. Farmers and e-commerce practitioners can post information about agricultural products, interesting stories about planting, eating methods, etc. to attract users' attention, establish social relationships, and then realize the sale of agricultural products. Encourage the cultivation of rural Internet celebrities to promote rural e-commerce products through their influence and fan base.

Promoting the Integration of E-commerce with Rural Tourism, Agricultural Experience and Other Industries: Develop e-commerce sales channels for characteristic tourism products and agricultural experience projects. For example, tourists can book rural homestays, tickets for picking gardens, agricultural experience courses, etc. on e-commerce platforms. Meanwhile, combine the local agricultural products and handicrafts with tourism experiences to form a one-stop tourism shopping mode, increase tourists' consumption experiences and consumption amounts, and realize the coordinated development of industries.

Exploring Cross-border E-commerce Models: For characteristic agricultural products and handicrafts with international market potential, actively explore the development path of cross-border e-commerce. Understand the international

market demands and trade rules, improve the product quality standards and packaging, establish cross-border e-commerce sales platforms or cooperate with international e-commerce platforms to push rural characteristic products to the international market, and improve the product added value and international competitiveness.

4. Conclusions

With the continuous promotion of the rural revitalization strategy, rural e-commerce will embrace a broader prospect under the guidance of the new development ideas. With more convenient logistics and distribution, increasingly abundant talent resources, continuously expanding brand influence of agricultural products, and more diversified e-commerce models, rural e-commerce is expected to become the core engine of rural economic development. It will further integrate rural resources, drive the comprehensive upgrading of rural industries, promote the two-way flow of urban and rural resources, and enable rural areas to achieve better coordinated development with cities in terms of economy, culture, and society. Meanwhile, the development of rural e-commerce will also inject new connotations into rural revitalization, create more diversified rural development models, and depict a beautiful picture of stronger agriculture, more beautiful rural areas, and more prosperous farmers.

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