

Rural E-commerce Development Mode and Promotion Path Exploration

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Abstract: *The development of the information age has promoted the continuous progress in the field of e-commerce, now e-commerce in rural areas has also achieved very outstanding results, only the development of e-commerce in rural areas has made a major breakthrough, in order to promote the overall progress in the field of e-commerce. Therefore, relevant departments should pay more attention to take diversified effective measures to achieve sustainable development in the field of e-commerce. The sustainable development of rural e-commerce helps more and more users get rid of the hat of poverty. In order to effectively integrate the basic concept of modernization into the field of e-commerce, effectively promote the implementation of the rural revitalization strategy to achieve the next promotion of economic development, it is necessary to enhance the development of rural e-commerce innovation. To achieve the transformation of economic model to ensure that e-commerce can bring a positive impact on the development of rural areas, to achieve the equipment goal of common prosperity and common development. This paper mainly analyzes the problems of rural e-commerce development, the overall situation of the current rural e-commerce development, the importance of developing rural e-commerce, and the effective strategies to promote the progress of rural e-commerce.*

Keywords: rural area; Electronic commerce; Develop rapidly; Path exploration.

1. INTRODUCTION

The development of rural e-commerce is the result supported by five development concepts, and it is also an effective means to enhance rural economic circulation and promote rural economic development. In order to solve the problems of agriculture, rural areas and farmers in a targeted way, it is more important to actively respond to the call of e-commerce soft power and take the realization of well-off goal as the primary task [1]. The development of e-commerce is an important symbol of modern society and social progress and sustainable development. However, for rural areas, it is more susceptible to the influence of various conditions, which brings more obstacles to the development of e-commerce. As a result, the development effect of e-commerce in some rural areas is not ideal, and rural areas do not often use the Internet [2]. Moreover, the support of the masses is not enough, and the publicity and popularization of e-commerce is lacking. Especially, some elderly people do not recognize the policies that seriously hinder the introduction of e-commerce into rural areas. Relevant departments should be fully aware of this problem and take effective measures to solve the problems, so as to comprehensively improve the sustainability of e-commerce development.

2. ANALYSIS OF THE DEVELOPMENT STATUS OF RURAL E-COMMERCE

Since the opening of the reform policy, the economic development has entered a very rapid stage, and the country has paid more and more attention to the concept of being a power in science and technology. For first-tier cities, e-commerce has been widely popularized and is affecting people's lives. On the contrary, the development of e-commerce in rural areas is not smooth, and the masses lack of understanding of the development of e-commerce and insufficient investment in e-commerce [3]. Secondly, the process of e-commerce development and acceptance is complicated due to the influence of the environment of acceptance in rural areas. Meanwhile, the lack of Internet construction leads to the unsatisfactory effect of the masses' acceptance of e-commerce. The development of e-commerce in rural areas is difficult, and rural areas are mostly plant-based, mostly in the form of self-sufficiency. The marketing model of e-commerce needs to be bundled together to sell. This is a challenge for Kuai-reading companies, rural cooperatives and the public. In addition, the public's recognition of e-commerce is not high, so the implementation of e-commerce development will seriously affect its efficiency [4].

As the product of the development of the new era, electronic commerce should be actively used to improve the quality of life. However, people in rural areas have a poor acceptance culture and a one-sided understanding of e-commerce. Even some people have never heard of e-commerce information. As a result, it is difficult to cultivate talents in the field of e-commerce in rural areas, and the lack of the introduction of Internet technology makes it difficult to successfully sell on the Internet. Therefore, e-commerce cannot be successfully introduced into rural development. The living conditions in rural areas are relatively poor compared with those in urban areas, and the development conditions of e-commerce in rural areas are not mature, so few people will invest in the development of e-commerce in rural areas [5]. If we want to innovate the development of e-commerce in rural areas, we should first ensure the safety of the trading environment in rural areas, and ensure the professionalism of e-commerce operators and the reliability of managers. Only by creating good conditions can we carry out the innovation and promotion of rural e-commerce more mature. To maximize the interests of farmers gradually narrow the gap between urban and rural e-commerce development.

3. THE POSITIVE SIGNIFICANCE OF PROMOTING THE DEVELOPMENT OF RURAL E-COMMERCE

3.1 Promoting rural economic development

With the extensive promotion of e-commerce in rural areas, the development of e-commerce in rural areas will be significantly improved in a short time. Since the reform and opening up policy, the rural economy has developed rapidly, and the development of the national level has also been significantly improved. Due to the relatively backward development of rural areas, coupled with the restriction of household contract responsibility system, crop sales cannot form a complete industrial chain. Nowadays, under the background of Internet +, many conditions have been created for the economic development of rural areas [6]. The Internet-based new e-commerce development mode has influenced people's production and life style, forming a sales mode in which farmers can complete e-commerce at home and sell with the help of the Internet sales force, which not only reduces labor costs but also weakens the sales burden, and realizes the stable development of agricultural economy through effective means.

3.2 Enriched the mode of rural production

E-commerce is a new means of crop sales through the power of the Internet, which fundamentally changes the development mode of rural areas. The development of e-commerce mainly focuses on the centralized sale of agricultural products within a region. In the planting process of agricultural products, it only needs to focus on the quality of crops, rather than the sale of farmers. Greatly reduce the farmer's planting pressure. At the same time, the sales method of crops is just around the corner, which requires a lot of human labor for packaging, selection and distribution. It also provides more jobs for those who cannot participate in the planting work. Every villager can give full play to their advantages, fully demonstrate the planting value in the activities, and obtain capital returns through their hands. It provides more employment opportunities for farmers and changes the overall production mode [7].

4. THE POSITIVE STRATEGY TO PROMOTE THE DEVELOPMENT OF RURAL E-COMMERCE

4.1 Respect the law of the development of e-commerce

Nowadays, e-commerce is not only reflected in the network, but also has become a kind of information-based knowledge based new economic activities. Achieve production optimization and small non - circulation mode, comprehensively improve economic benefits and overall quality. The stable development of the Wheizi business requires a long-term process, at least 3-5 years to establish a mature e-commerce system, and about 2 years of practice to see results. Some companies and individuals are exploring a distinctive path of innovation. Therefore, in the process of carrying out rural e-commerce, we cannot simply rely on the administrative force, but also need to constantly carry out the allocation and optimization of resources, and accurately grasp the law of the market in order to improve the understanding of enterprise development. At the same time, the advantages of enterprises in many aspects, such as status, ideology and business model, are complementary, forming a positive role of mutual support and development between the government and market players, and establishing a mechanism for sustainable development to form a state of sharing.

4.2 to create a good atmosphere of e-commerce

The development of e-commerce should not only pay attention to the business atmosphere, but also strengthen the efforts of publicity. With the help of mobile TV and mobile electronic device media, people should affirm the importance of e-commerce by vigorously promoting columns and strengthening product publicity. Secondly, it is also necessary to enhance the publicity efforts, conduct comprehensive training for talents in the field of e-commerce, cultivate senior talents in e-commerce through training, adhere to the principle of cadres first, pay attention to the enthusiasm of grass-roots cadres, play a leading role to ensure the smooth development of e-commerce activities, and improve the recognition of the leadership of e-commerce development [8]. At the same time, the positive role of e-commerce should be given full play. The government should also increase the investment of capital and talents, vigorously attract professional talents to achieve the high-quality construction of talent team, and adhere to the concept of going out to introduce emerging technologies. To the development of rural e-commerce, focus on training college students.

5. ADHERE TO THE CONSCIOUSNESS OF INNOVATION

The existence of e-commerce has a transformative significance. Before e-commerce entered rural areas, people's production and life style was still limited to supermarkets and markets, and they could only shop effectively, with very single shopping methods and channels. However, after the emergence of e-commerce, people can choose the items they need according to their own choices, which has enriched the shopping channels and enriched the types of product choices. Therefore, we should have a sense of innovation, adhere to the principle of product first, and realize the optimization of product material and design creativity. At

the same time, we also need to have a sense of innovation in the promotion design stage, promote the design services of advertising marketing, and comprehensively improve the quality and influence of products. Only through the development of e-commerce, we should always have a sense of innovation. To achieve progress in the field of e-commerce.

6. CONCLUSION

In the new era of the development of The Times, the development of e-commerce is more and more rapid, especially in response to the principle of building a beautiful countryside, more should give full play to the existence of the positive significance of e-commerce, to protect the reform results is the positive demand shared by people. Therefore, more attention should be paid to the cultivation strategy of talents, and efforts should be made to cultivate talents specializing in e-commerce to realize the design and optimization of e-commerce development plan, achieve comprehensive improvement of infrastructure, guarantee the stability of rural e-commerce economic development, achieve comprehensive progress of economic benefits and e-commerce development, and effectively promote the sustainable development of e-commerce field.

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