

# **Research on Constraints of Long-term Development of Poverty Alleviation by E-commerce in Rural Xi'an**

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**Keywords:** Rural e-commerce, Poverty alleviation, Long-term effect, Constraints.

**Abstract.** The development of rural e-commerce promotes the two-way flow of rural and urban resource elements, and initially forms a new form of rural e-commerce, which injects tremendous vitality into rural revitalization. E-commerce breaks the limitation of time and space, links urban and rural areas organically, and plays a vital role in the export of agricultural products. Taking the development of rural e-commerce in Xi'an as the research object, this paper investigates the constraints on the long-term development of e-commerce poverty alleviation in rural Xi'an at the present stage, and puts forward corresponding countermeasures and suggestions, which can serve as a reference for the accurate and long-term poverty alleviation of rural e-commerce.

## **Introduction**

In recent years, e-commerce platform has provided effective solutions in rural poverty alleviation. The Central Document No. 1 of 2019 clearly put forward the implementation of the digital village strategy, and further promoted the "Internet + agriculture". Poverty alleviation by e-commerce is to integrate Internet + into the poverty alleviation system of the government. Through the precise poverty alleviation mechanism of one household with many households and one store with many villages, we should connect the large market of urban and rural areas to achieve win-win situation.

According to the data of China Business Industry Research Institute, the national rural online retail sales reached 1.37 trillion RMB, an increase of 30.4%, and the national agricultural products online retail sales reached 230.5 billion RMB, an increase of 33.8% in 2018. The rapid development of rural e-commerce has opened up new channels for agricultural products. At the same time, with the promotion of relevant policies, the interaction between Alibaba, Jingdong and Pinduoduo e-commerce platforms and rural areas has become more benign.

## **Investigation on the Current Situation of Poverty Alleviation by E-commerce in Rural Xi'an**

By investigating the surrounding rural areas of Xi'an, we can understand the current situation and existing problems of poverty alleviation by e-commerce in rural areas of Xi'an. This questionnaire randomly selected people from counties, villages and towns around Xi'an as the object of investigation. A total of 180 questionnaires were sent out and 177 valid questionnaires were collected.

## **Poverty Alleviation Effect of Rural E-commerce**

According to the survey, 90 people thought that the poverty alleviation effect of e-commerce was good and the development prospects were broad; accounting for 50.8%; 56 people thought that the poverty alleviation effect of e-commerce was general and there were some difficulties, accounting for 31.6%; 28 people thought that the poverty alleviation effect of e-commerce was not good and the power of rural e-commerce development was lacking, accounting for 15.8%; another 3 people thought that they did not support the poverty alleviation development of rural e-commerce, accounting for 8%. (As shown in Figure 1)

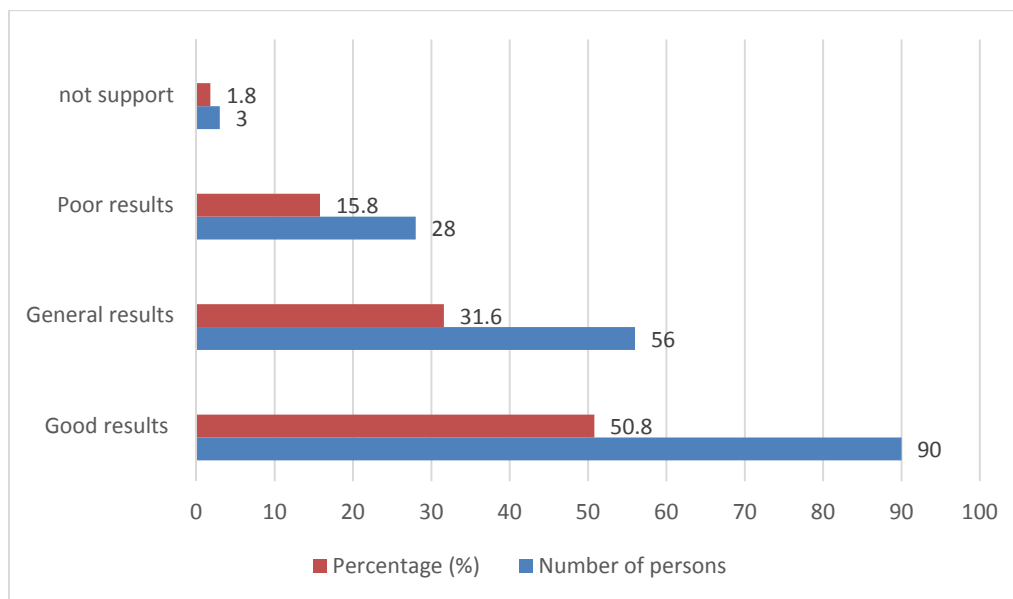


Figure 1. Survey on the Poverty Alleviation Effect of Rural E-commerce

### The Bottleneck of Poverty Alleviation in Rural E-commerce

For the current bottleneck of poverty alleviation development of rural e-commerce in Xi'an, 96 people think that the level of rural networking and popularization rate is low, accounting for 26.2%; 84 people think that there is a lack of e-commerce professionals, accounting for 22.9%; 63 people think that they need financial support, accounting for 17.2%; 49 people think that brand building is inadequate, accounting for 13.5%; 74 people think that the development of rural logistics is slow, accounting for 20.2%. (as shown in Figure 2)

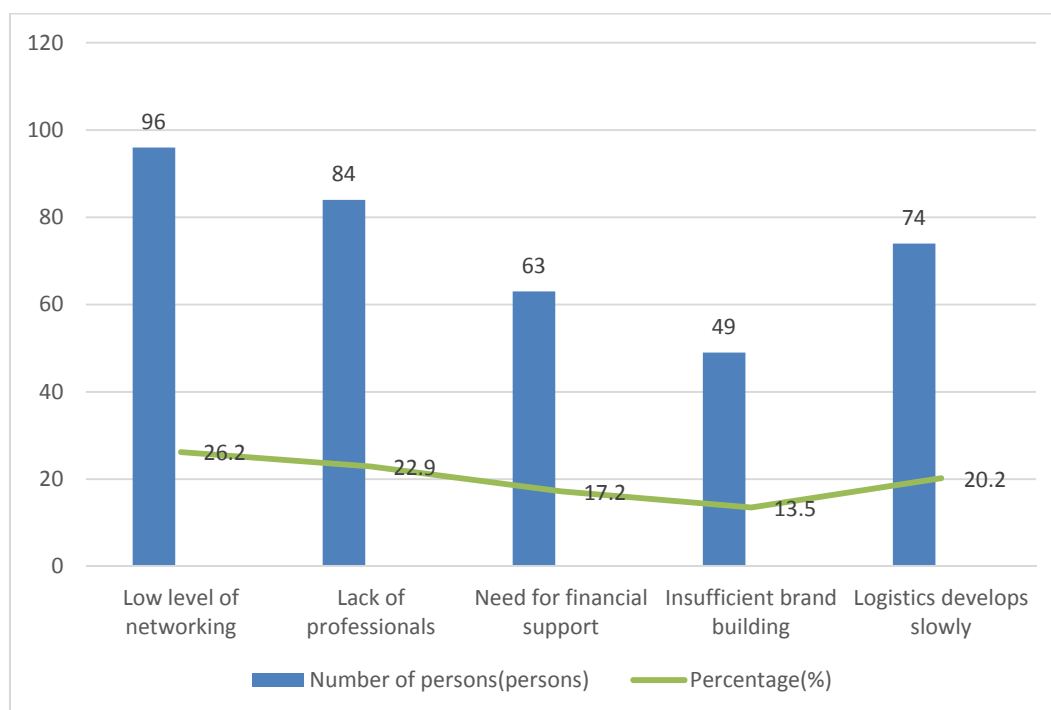


Figure 2. Bottlenecks of Rural E-commerce Poverty Alleviation Development

### Constraints on Long-term Development of Poverty Alleviation by E-commerce in Rural Xi'an Network Construction and Logistics System Are Not Enough

The rural network coverage has become wider and wider, but the perfect network system and

logistics system have not yet been formed in Xi'an. Most farmers use the internet only to browse web news, forward articles and chat instant messaging. They have poor ability to acquire, analyze and use effective information. Some farmers even refuse to accept e-commerce and distrust it. In addition, the slow development of rural logistics is also an important factor restricting the development of rural e-commerce. Due to the scattered distribution of rural areas around Xi'an, logistics operation costs are relatively high.

### **Lack of Brand Competitiveness**

Although there are abundant varieties of agricultural products in the surrounding countryside of Xi'an, the brand awareness of agricultural products is not strong. Rural e-commerce and local characteristics of agricultural products integration is not deep, brand competitiveness is weak. The production and processing of agricultural products are mainly based on small-scale and decentralized production and operation mode, with scattered product sources, low standard level and insufficient brand effect.

### **Shortage of E-commerce Professionals**

As a new business model, e-commerce needs sustained cultivation and in-depth exploration. This inherent demand is in sharp contradiction with the outage of young and middle-aged population caused by rural population mobility, which leads to the lack of sustainability in the development of rural e-commerce. From the market level, there are few managerial talents in online store operation, marketing promotion, brand planning and enterprise management of rural e-commerce.

### **Lack of Diversified Financial Support**

Firstly, the agricultural financial institutions have insufficient understanding of the strategy of supporting rural e-commerce development. It is manifested in the urgent need to strengthen the platform construction, the lack of online financing system, the lack of capital investment and other aspects. Secondly, the innovation of rural financial products is insufficient, and the main channel of rural e-commerce financing is still bank loans. In addition, some county commercial banks are affected by less autonomous authority and smaller credit lines, and their financial support ability is poor.

## **Suggestions on Long-term Development of Poverty Alleviation by E-commerce in Rural Xi'an**

### **Strengthening Network Construction and Logistics Distribution System**

We should strengthen the network construction of rural e-commerce, improve the penetration rate of rural network, and promote the construction and recognition of rural e-commerce platform. We should integrate the existing logistics resources according to the regional characteristics of the surrounding countryside of Xi'an, build the county, Township and village three-level e-commerce logistics system based on the rural e-commerce service station, and solve the problem of the last kilometer of distribution.

### **Accelerating the Construction of Localized Brands**

We should strengthen the propaganda, strengthen the awareness of local brand and enhance the influence of our own brand. In addition, we need to deeply tap the local characteristics of agricultural products brand, through image building and publicity to form brand effect. The government should formulate the development strategy of local agricultural products brand. By relying on the ancient civilization of Xi'an and combining with the historical background, the government should create a culture with regional characteristics and develop rural e-commerce tourism resources.

### **Strengthen the Introduction and Training of E-commerce Professionals**

On the one hand, Taobao University and other e-commerce training tools can be used to form a series of e-commerce personnel training system and diversify the work of personnel training. We

can not only carry out online training courses, but also use e-commerce associations to hold lectures and go to the countryside to publicize e-commerce technology in many ways. On the other hand, we should strengthen the introduction of talents. There are many university resources in Xi'an, which can carry out in-depth cooperation with colleges and universities, introduce professional high-level e-commerce talents, and continuously inject fresh blood into the development of rural e-commerce.

### **Strengthen Financial Support**

The financial sector should innovate the comprehensive financial services of rural e-commerce, give full play to the technological advantages of the Internet, and build a whole industry chain rural e-commerce financial service platform. We should set up agricultural support service points based on rural e-commerce venues, and create an e-commerce financial service mode that integrates online e-commerce and off-line fund settlement. Breaking through regional restrictions, we should establish an e-commerce platform for rural finance in Xi'an, share information and broaden financing channels for agricultural products.

### **Acknowledgement**

In this paper, the research was sponsored by the Special Scientific Research Project of Shaanxi Education Department in 2017 "Research on the Precise Poverty Alleviation Path of Rural E-commerce in Shaanxi" (Project No. 17JK1047).

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