

Research on the Healthy Development Path of Rural E-commerce Economy in the New Era

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Abstract. The establishment of rural e-commerce can not only make agricultural products have more sales channels, so that agriculture can keep up with the progress of the times and realize the modernization of agriculture, but also increase the employment rate of farmers and constantly improve their economic income. In the new era, in order to achieve the goal of healthy development of rural e-commerce economy, we must understand the current development of rural e-commerce economy. In view of the existing problems, we need to come up with good solutions in time. By analyzing the current situation of rural e-commerce economic development and the problems in the process of development, this paper explores the specific methods of healthy development of rural e-commerce economy in the new era.

Keywords: Internet technology; Rural e-commerce economy; Agriculture; Sales channels.

1. Introduction

With the continuous development of Internet technology in China, the demand for agricultural products in the market is increasing. Rural e-commerce began to appear in people's lives. With the continuous improvement of people's living standards in rural areas, great changes have taken place in people's consumption concepts and consumption patterns. This has pushed our country's rural e-commerce into a new stage of development. Strengthen the construction of rural e-commerce, can solve some problems of consumers in the process of purchasing products, such as unfair prices, product information and physical inconsistencies, products do not have good channels to sell. In e-commerce, consumers can easily compare goods. The supplier can also easily find the sales channels of products, so that our agriculture can continue to embark on the modernization process. The development of rural e-commerce can achieve precise poverty alleviation in poor rural areas. The establishment of rural e-commerce can effectively improve the employment rate in rural areas and provide great opportunities for entrepreneurs. In the new era, rural e-commerce ushered in tremendous opportunities, but in order to achieve healthy and stable development of rural e-commerce economy, we must strengthen in-depth research and analysis of rural e-commerce economy.

2. Current Situation of Rural E-commerce Economic Development in China

With the continuous development of Internet technology, nowadays the use of Internet technology has involved all aspects of society. There is no doubt that the use of Internet technology is a manifestation of keeping pace with the times. All levels of society will not let go of the opportunities and advantages of the times brought by the Internet. For enterprises, only by seizing Internet technology and making good use of Internet technology, can we achieve this goal. Enough to enable enterprises to occupy a place in the market [1]. For the country, promoting the development of Internet technology and applying it to various industries can promote our country to enter a well-off society quickly, and promote the strategic goal of Rural Revitalization to be realized as soon as possible. Rural e-commerce is generated on the basis of Internet technology. Now it has seriously affected the rural economy and changed the development of rural industry.

In recent years, China has vigorously advocated poverty alleviation, so it has strengthened support for rural e-commerce in the process of its creation. At the same time, with the continuous innovation of Internet technology, the living standards of rural people have been constantly improved, which has led to great changes in rural people's consumption concepts and consumption patterns, and has brought rural e-commerce into a brand-new era in China. The scale of rural e-commerce is expanding.

In recent years, according to relevant data, the transaction volume of rural e-commerce has been increasing, which promotes the number of rural e-commerce in China to continue to rise. But at present, there are still some bad problems in the development of rural e-commerce economy in China. In the Internet era, if we want to realize the healthy development of rural e-commerce economy, we must pay attention to the specific problems in the development of Engineering e-commerce in our country, and put forward corresponding solutions. Only in this way can we make our farmers. Villages e-commerce economy achieves healthy and stable development, thus accelerating China's entry into a well-off society [2].

3. Problems Existing in the Development of Rural E-commerce Economy in China

At present, with the continuous advancement of the times, the scale of rural e-commerce development is growing. At that time, in the actual operation process, rural e-commerce still has many problems in product quality, promotion, logistics and other aspects. The most fundamental reason for these problems lies in the lack of e-commerce-related professionals in rural areas and some related e-commerce foundation. Lack of facilities [3]. In the new era, rural e-commerce should not only seize new opportunities, but also face different challenges. Only by recognizing the problems existing in the operation process of rural e-commerce and putting forward corresponding solutions, can we maintain healthy and stable development of rural e-commerce economy in China. At present, the main problems existing in the development of rural e-commerce economy in China are as follows:

3.1 Lack of Professionals Related to E-Commerce in Rural Areas

Rural e-commerce is a new business activity created on the basis of the Internet. In the process of rural e-commerce operation, we need a continuous stream of new ideas, new concepts and new technologies. Therefore, in the process of rural e-commerce operation, we need a large number of professional e-commerce talents. However, at present, most of the rural people with a certain level of education leave their homes to seek life in the city. The continued e-commerce talents in the market are favored by the city. Therefore, few of them have e-commerce expertise and professional literacy in the countryside. There is a lack of professional e-commerce talents in the countryside, which makes it impossible for rural e-commerce to develop in the process of development. More smooth development, some need professional technology and means to engage in no professional people, will lead to the rural e-commerce propaganda cannot be effectively disseminated, seriously hampering the development of rural e-commerce.

3.2 Lack of E-commerce-related Infrastructure in Rural Areas

In recent years, China has intensified its efforts to alleviate poverty in rural areas. With the strong support of the Rural Revitalization Strategy and many national policies, the basic facilities in rural areas have been widely popularized and the rural economy has been significantly improved. But at present, the development of e-commerce in rural areas is not very good, some rural areas have not introduced broadband, some introduced broadband but can only be used in a fixed point, it cannot make the network to achieve full coverage in rural areas, which seriously affects the development of rural e-commerce. On the other hand, the poor road traffic conditions in some rural areas make it difficult to carry out e-commerce in logistics, which also affects the development of e-commerce in rural areas of China [4].

3.3 Products do not have Their own Characteristics

In the Internet era, a lot of information is shared. In the process of e-commerce operation, some rural people do not combine their own living environment and product characteristics to sell, but use the network to copy and follow the trend of others' products, which leads to agricultural products not having their own characteristics in e-commerce. Such marketing will not only make them own. The products are not the same as those described. They will eventually be eliminated by the market in the

market competition. Rural e-commerce should be adapted to local conditions, combined with the local characteristics of rural areas, so that rural e-commerce in China can play their own advantages, and jointly promote the healthy and stable development of rural e-commerce.

3.4 There is no Standard Model for Rural E-commerce Operation

Rural e-commerce operation process is a complex process, which includes: production, packaging, transportation, acceptance, quality inspection, marketing, sales, after-sales and other links. Failure to do a good job in any link will bring bad feelings to consumers, and ultimately make rural e-commerce decline [5]. At present, there is no standard model for this series of links in the operation of rural e-commerce in China. There is no standard technology and quality inspection in the process of production and sale of agricultural products, which makes the quality of agricultural products not guaranteed, so that agricultural products cannot be sold smoothly through rural e-commerce, and leads to the unsustainable development of rural e-commerce.

4. The Path of Healthy Development of Rural E-commerce Economy in the New Era

4.1 Implementing the Relevant Laws and Regulations of Rural E-commerce Economy in Place

In recent years, in order to promote the development of rural e-commerce, China has issued many policies on agricultural e-commerce, and set up relevant measures on the general trend of agricultural economic development to promote the healthy development of rural e-commerce in China. However, it is not clear whether the relevant policies of rural e-commerce are really in place. However, the current situation of rural e-commerce development in China is not very ideal. In order to achieve a healthy development of rural e-commerce economy, the first task is to clarify the functions of the relevant departments of our government and put down the relevant laws and policies of rural e-commerce. Really in place, strengthen the management of rural e-commerce [6]. The relevant government departments should first formulate a detailed plan for rural e-commerce development. Combining the quantity, quality and planning of rural e-commerce development, they should formulate short-term and long-term goals for rural e-commerce, and constantly strengthen relevant laws and policies in the process of rural e-commerce development. Secondly, the government should make a rational layout of rural e-commerce, vigorously build rural public facilities, pave the way for the development of rural e-commerce, and strive to solve the problem of financing in the process of rural e-commerce development. Considering the local characteristics, the government should increase investment in local characteristic products, and correctly guide e-commerce enterprises to formulate scientifically and rationally. Relevant requirements, so that farmers can enter the e-commerce business smoothly, in addition, the government should also support the lack of funds for e-commerce enterprises, can cooperate with banks and some financial institutions, the rural Taobao will be promoted to the maximum extent. Finally, the relevant government departments should strive to cultivate market players, fully integrate the local characteristics of rural areas, reasonably promote the development of e-commerce in rural areas, and farmers' consumption concepts and shopping concepts can also be affected and changed through the relevant government policies.

4.2 Promoting the Quality Supervision and Management System of Agricultural Products and Creating Brand Names of Agricultural Products

Agricultural products sold on the Internet, even if their own quality is high, cannot be loved by huge consumers, because agricultural products do not have their own brand. Now people's living standards continue to improve, oh, in terms of consumption is no longer only the pursuit of quality issues in the past, for the brand this invisible symbol has become particularly important in the process of people's consumption. Obviously, setting up brand for agricultural products can effectively improve the sales of agricultural products, and then enhance the economy of rural e-commerce. In the process of building the brand of agricultural products, we need to fully integrate the local

characteristics of agricultural products, formulate relevant brands, and with the support of the government, spread the brand of agricultural products through various media channels, so as to enhance the popularity of agricultural products [7]. In addition, after building the brand of agricultural products, what the government needs to do is to strengthen the quality supervision of agricultural products. Only by ensuring the quality of agricultural products, can we effectively build the brand successfully, promote consumers to identify with the product, and spread the brand of agricultural products broader.

4.3 Innovating Traditional Marketing Concepts

The development of rural e-commerce is a new business activity emerging in the Internet era and a brand-new employment platform. Therefore, some farmers in rural areas should keep up with the trend of the times, change the traditional mode of agricultural products sales, and use Internet technology to realize modern marketing of agricultural products. This can not only enhance the economic benefits of farmers, but also for rural areas. For the rest of us, there are many more jobs. However, at present, there are very few people with relevant e-commerce expertise in rural areas, so it is very unrealistic to transfer the talents with professional e-commerce knowledge from big cities to rural areas. Therefore, the government should directly increase efforts to publicize rural e-commerce in some rural colleges and universities, introduce professional e-commerce talents directly, and in some aspects to these people. Only a certain subsidy [8]. In colleges and universities, we can strongly support students to innovate and start businesses, open rural e-commerce recruitment fairs irregularly, and set up relevant rural e-commerce exchange platform, which can help students fully understand the specific content of rural e-commerce in the process of choosing, at the same time, introduce more professionals for rural e-commerce, and promote the health of rural e-commerce. Development.

4.4 Strengthen the Construction of Rural E-commerce Logistics System

In the process of e-commerce operation, logistics is very important. Especially for rural e-commerce, the current order of the logistics market is very chaotic. Some commodities are not only distributed very slowly, but also charged very high. For this reason, consumers have a lot of discontent, which also aggravates the after-sales link of rural e-commerce. Therefore, rural e-commerce must attach importance to strengthening the construction of logistics system, constantly strengthening the establishment of infrastructure needed for logistics, developing rural express business, so that rural e-commerce can develop smoothly.

5. Conclusion

At present, with the continuous development of Internet technology in China, rural e-commerce is facing many opportunities as well as many problems. Rural e-commerce operation and development is affected by many factors, such as relevant policies and regulations, logistics system, production quality, product brand, network infrastructure, etc. This leads to unsatisfactory results in the development of rural e-commerce economy in China. In recent years, China has vigorously promoted the poverty alleviation policy, and people pay more and more attention to rural e-commerce. If the relevant government departments want to make the rural e-commerce economy develop healthily and steadily, they must put forward relevant solutions on the basis of a comprehensive understanding of the existing problems in the process of rural e-commerce operation, such as strengthening relevant policies and regulations, establishing a perfect logistics system, strengthening the supervision of product quality, building brand of agricultural products and increasing the number of relevant measures. Strengthen the construction of rural network facilities and so on. With the continuous advancement of the times, rural e-commerce will usher in a better prospect.

Acknowledgements

Research on the Way to Promote the Government's Public Credit from the Perspective of Socialized Government.

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