Jiangsu Rural E-commerce Innovation Development Strategy

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Abstract: In order to achieve rural revitalization, promote industrial development, and achieve common prosperity, it is necessary to take advantage of the east wind of the Internet, develop and use e-commerce, and then develop rural e-commerce, which is a very effective tool for rural revitalization. Since the rise of the Internet, departments at all levels in Jiangsu Province have actively used the Internet to develop rural e-commerce, and have made good achievements. Jiangsu Province ranks first in the country in terms of agricultural e-commerce. Jiangsu Province not only developed e-commerce, but also promoted the innovative development of agricultural e-commerce. According to the characteristics of Jiangsu’s rural areas and local conditions, it has researched and developed the Suqian rural e-commerce model, the ShiJi model, and the Internet + Sannong e-commerce in Shuyang rural areas. mode, etc. Under the guidance of local government departments, the agricultural e-commerce of rural enterprises should be actively developed to establish a benign development environment, promote the sustainable development of the rural e-commerce industry, and actively support the task of rural economic revitalization.

Keywords: Rural e-commerce, Innovative development strategy, Sand set mode.

1. Introduction

By the end of 2021, China’s Internet penetration rate will reach 70%, and there will be 300 million rural netizens in China; government departments have also formulated many favorable policies for the development of rural e-commerce, such as accelerating the improvement of rural e-commerce logistics systems; Slogans promoting e-commerce can be seen everywhere on the streets, such as catchy slogans such as “think about life and get on Taobao quickly”. All of these show that, firstly, the rapid development of the Internet has laid the foundation for e-commerce, and secondly, the state has issued many policies to provide guarantees for the development of e-commerce. In recent years, all provinces and cities have been actively promoting industrial transformation and exploring development paths suitable for their own characteristics. The rural industrial model has been reshaped, the personal fate of farmers has been changed, production and lifestyles have been continuously stirred, and the economic level has been improved, all of which have been explored in Jiangsu Province. on the road of e-commerce.

2. Development Status of Rural E-commerce in Jiangsu Province

2.1 Outstanding Industrial Advantages

Jiangsu Province is the first province in the country to establish a three-level rural e-commerce service system at the county, town and village levels. Now there are already service centers set up in counties, service stations in towns, and service points in villages. Different villages have different development advantages, based on their own characteristics, give full play to their own advantages, be harmonious but different, and share beauty and beauty. For example, the Wuxi area develops peach cultivation, and Yangcheng Lake focuses on hairy crab breeding. The online transactions of these local agricultural products have increased year by year, and their reputation has grown year by year. Various agricultural special products have developed into network industry clusters on the e-commerce platform. For example, Yangcheng Lake hairy crab not only cooperates with SF Express but also cooperates with JD Logistics, which shows that all parts of the country love this kind of agricultural products. The merchants not only control the quality of the products at the source, but also actively improve the path of e-commerce in order to ensure the freshness and timeliness. At present, Jiangsu has built 59 local specialty pavilions on third-party e-commerce platforms such as Suning, JD.com, and Ali.

2.2 Remarkable Development Results

From January to November 2019, the online retail sales of rural e-commerce in Jiangsu Province totaled 226.95 billion yuan, a year-on-year increase of 20.3%, ranking second in the province. In 2019, the number of rural jobs absorbed by agricultural e-commerce will reach 2.35 million, ranking first in the province. Among them, Donghai County was recognized by the State Council of China as an advanced county in the country’s agricultural e-commerce work, because the county has made important achievements in the field of agricultural e-commerce work. In addition, towns and villages in Jiangsu are also actively interacting with agricultural e-commerce. Currently, nine counties (cities) in Jiangsu have been approved as national comprehensive demonstration counties of agricultural e-commerce, ranking higher in the eastern region of China’s economic development. At the same time, Jiangsu also helps rural poverty alleviation through the development of agricultural e-commerce, and provides a large number of jobs to attract the reemployment of the rural poor. For example, various online platforms in Suqian City have directly absorbed more than 5,600 low-income people. With the rapid development of e-commerce, jobs such as logistics and customer service require employment. 260,000 low-income groups have learned the practical skills of e-commerce through training and application, and their income has increased accordingly. These are concrete manifestations of the rapid development of e-commerce in local rural areas.
3. The Strategic Exploration of Innovative Development of Rural E-commerce in Jiangsu

3.1 Suqian’s “One Village, One Product, One Store” Model

Every village in Suqian City is actively exploring the characteristics of the village, coupled with the double guarantee of the government’s Internet, Suqian promotes the development of rural e-commerce with the model of “one village, one product, one store”, and “one village” drives “one product”[1], Drive “One Store” with “One Product”, and make “One Product” rich with “One Store”. Up to now, 68.9% of the villages in Suqian City have gradually realized this model. Suqian does not stop at the current results, but also gradually implements the “one village, one product, one store” upgrade plan. In order to improve the “one product”, Suqian City has started to cultivate leading e-commerce enterprises and improve logistics services. In order to promote the characteristic “one village”, expand the processing and production base. For “Yipin”, vigorously develop the brand belonging to Suqian, and for “One Store” operation, it develops in the direction of specialization and standardization. The development model of Suqian is improving, and more than 4,600 kinds of agricultural and sideline products have been “connected to the Internet” in Suqian.

In order to improve the level of agricultural development and the sales volume of agricultural products, Suqian City promotes the adoption of various technologies such as the Internet of Things, big data, and mobile Internet+ on agricultural e-commerce platforms, and steadily improves the development capacity of rural e-commerce.

3.2 Shaji E-commerce Industry Cluster Development Model

The largest e-commerce group in rural China is the furniture industry in Shaji Town, Suining County. At present, there are more than 16,000 online stores and more than 1,700 brick-and-mortar enterprises in Shaji Town on various e-commerce platforms. The development of e-commerce has created many jobs for the local area. For example, 90 logistics and express delivery companies employ more than 35,000 employees[2]. From three young farmers trying to start an online business, it quickly expanded to the entire Dongfeng Village, radiating from Shaji Town to surrounding towns. Continuous breakthroughs have been made, from the initial solid wood furniture processing to panel furniture, from simple imitation to independent design, from wild growth to owning independent brands, in 2010, it applied for more than 60 registered trademarks and purchased more than 100 trademark use rights. Shaji Town has experienced three unique development stages and gradually formed a stable and harmonious rural e-commerce ecosystem.

From the perspective of the evolution of the model, the Shaji model first took advantage of the Internet, and three young people seized the opportunity. The villagers saw the opportunity and joined the e-commerce industry one after another. The government is also guiding the economic transformation, from product retailing to independent innovation, and then to apply for a trademark, to promote the evolution of the furniture industry in the evolution of innovation and innovation. From the point of view of the operating mechanism, this model belongs to the form of “farmers + network + company”. In the e-commerce industry chain, “online merchants accept orders from e-commerce platforms such as Taobao, JD.com, Pinduoduo, etc. that everyone is familiar with, and then choose to customize or work with partners, and then entrust the major logistics companies that they cooperate with to issue orders. After the buyer receives the goods, the merchant receives the payment from the e-commerce platform.” The major transactions in this industry have achieved direct-to-end consumers, which are typical B2C forms[3].

3.3 Shuyang E-commerce Model of Internet + Sannong

Shuyang is the only agricultural Taobao village cluster in China, with more than 40,000 Taobao stores, 4 Taobao towns and 41 Taobao villages, creating 250,000 jobs. On the basis of the existing characteristics of the countryside, such as the cultivation of super rice and flowers, the majority of rural people also promote the transformation and upgrading of agriculture and rural industries through “Internet” innovation, and create a rural e-commerce ecological mechanism under the active guidance of local government departments[4], the rapid operation of the logistics industry and the hub economy, take this opportunity to increase the enthusiasm of local farmers, whether it is to start a business or re-employment, and increase farmers’ income. The development of this model is not only the result of the transformation and upgrading of traditional agriculture, but also the result of the active guidance of the local government, and the result of local farmers embracing new tools.

4. The Model Optimization and Strategy Combing of Innovative Development of Rural E-commerce in Jiangsu

4.1 Adhere to the Concept of Innovative Development

In order to stand out in the fierce market competition, we must firmly grasp the point of innovation, change the traditional ideas, and adapt to the changes of the market. For example, to meet the various needs of market users, Shuyang actively optimizes product structure adjustment[5], introduces more advanced production and living equipment and management models, changes traditional production tools, and adopts advanced technologies such as automatic drip irrigation and Internet of Things detection to improve the local agricultural development level and production efficiency have the effect of ensuring the supply of agricultural products. Other cities in Jiangsu Province have also actively responded to the supply-side reform advocated by the state in order to cope with changes in market demand. In addition, they have actively developed leading industries, created a good market environment for orderly competition, and promoted corresponding supporting processing and supporting service industries. Local farmers create enough jobs and industries, increase farmers’ income, develop agricultural economy, and promote rural construction.
Local governments should also use their credibility and administrative power to lead major e-commerce platforms and logistics companies to build a local e-commerce environment. It is also necessary to attract investment, promote the transformation and development of local e-commerce individual enterprises to cooperative enterprises, and guide rural e-commerce entities to innovate in various aspects, both in terms of organizational system and technical production, so as to further promote the vitality of local rural e-commerce. For example, the Shaji model can gradually transfer its own work to research the market, which style of furniture is more preferred by current users, and then design products according to the results of market research, which are fashionable and high-quality, making it easier to shape the Shaji brand and maintain client.

4.2 Create a Good Market Ecology

This requires government departments to exert their own administrative power, do a good job in market supervision[7], and create a good market ecology that is conducive to the sustainable development of rural e-commerce. On the one hand, judging from the current situation of rural e-commerce in Jiangsu Province, local governments have taken strict measures to ensure the local market environment and supervision mechanism, and will not tolerate counterfeit and shoddy products in e-commerce, and the behavior behind them has been severely punished, blow. In order to create a market environment for honest and legal operation, the local government protects intellectual property rights and eliminates malicious price competition.

On the other hand, guide the industrial transformation and upgrading. In order to guide industrial upgrading, it is a key step for enterprises to absorb excellent and professional talents. If enterprises want to upgrade their industries and operate stably, they must provide a good environment for talent introduction. For government departments, the construction efficiency of rural e-commerce is low, and the economic investment is heavy. It is necessary to effectively use the supply chain, actively introduce scientific research talents, and innovate and iterate from product design, packaging, and marketing, so that the rural e-commerce industry can achieve better results. More product added value.

4.3 Actively Embrace Social Commerce

In the 21st century, mobile e-commerce quickly seized opportunities. Currently, Taobao, JD.com, and Tmall are relatively well developed. These companies account for more than 10% of the domestic e-commerce market. The rapid rise of mobile e-commerce, from the increase in the number of WeChat users year by year, the increasing activity of Weibo users to the rapid development of Xiaohongshu, Douyin, and Kuaishou, live streaming has played an irreplaceable role during the epidemic. Rural e-commerce stores rely on third-party platforms. This also requires rural entrepreneurial users and people with entrepreneurial ideas to actively change their minds, see the huge changes brought by e-commerce to life, and use the development of the Internet to conform to the trends and trends of the times, and actively embrace social e-commerce.

First of all, Jiangsu government departments carry out evaluation activities, actively develop and promote outstanding rural e-commerce entrepreneurs, promote exchanges and discussions inside and outside the province and between industries, establish e-commerce service organizations, and guide more merchants and users to participate in the development of e-commerce. Middle. Second, introduce domestic excellent social e-commerce and service organizations into rural e-commerce parks. Cultivate and encourage excellent social e-commerce service departments in various places, strengthen e-commerce service levels and capabilities, create a good environment, and promote the majority of online merchants to develop social e-commerce. Encourage training institutions, universities, and research institutes in the region to train and cultivate compound talents needed for new media promotion operations and social e-commerce operations, and provide more human resources and intellectual support for the vigorous development of the social e-commerce industry in local rural areas[8].

References

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