

# Research on E-commerce Development Strategies for Assisting Agriculture in the Context of Rural Revitalization

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**Abstract:** With the rapid development of Internet technology, e-commerce platforms are more and more widely used. Based on the background of rural revitalization, e-commerce to help agriculture development in the form of diversification, intelligent agriculture, e-commerce trading platforms, etc. for the trading and circulation of agricultural products to provide a new direction. Based on this, this paper launches a study on the development strategy of e-commerce to help agriculture, through the study of e-commerce in rural areas marketing status quo, marketing problems and specific development strategies, in order to promote the development of e-commerce in rural areas under the background of rural revitalization.

**Keywords:** E-commerce; Rural Revitalization; Circulation of Agricultural Products; Strategy.

## 1. Introduction

With the Internet technology and the improvement of people's living standards, the change of consumer attitudes, etc., consumers have higher and higher requirements for food safety and health. The traditional mode of selling agricultural products has many intermediate links, information asymmetry, price opacity and other problems, which makes the farmers' income unstable, and consumers cannot get high-quality agricultural products. Therefore, the e-commerce platform to help the sale of agricultural products came into being. Through the e-commerce platform directly connecting farmers and consumers, breaking the limitations of the traditional sales model, promoting the sale and circulation of agricultural products, and realizing the win-win situation of farmers' income and consumers' assured purchase.

Based on the proposal of the national rural revitalization strategy, e-commerce to help agriculture is not only a need for the current social development, but also a key support direction of the national policy. With the continuous development and popularization of Internet technology, e-commerce to help farmers has become one of the important means of transformation and upgrading of the agricultural industry. At the same time, e-commerce to help farmers can also help farmers to open information channels, improve the brand image and visibility of agricultural products, increase the added value of agricultural products, and improve the income of farmers and so on. Therefore, e-commerce to help rural areas product development, trading and circulation strategy is of great significance and value, and is worthy of in-depth research and promotion.

## 2. Current Situation of E-commerce to Help Agriculture Development in the Context of Rural Revitalization

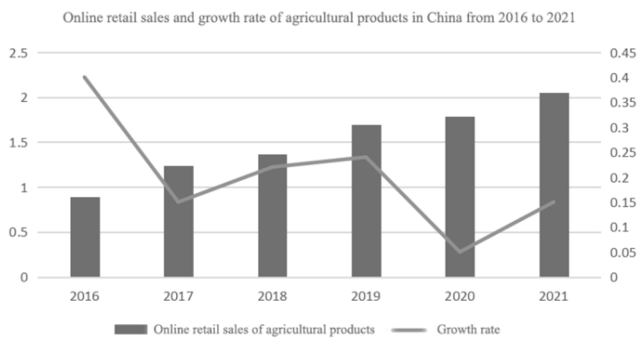
### 2.1. Analysis of the Current State of the Industry

Accelerating urban-rural integration and promoting rural revitalization remain onerous and arduous tasks in the new

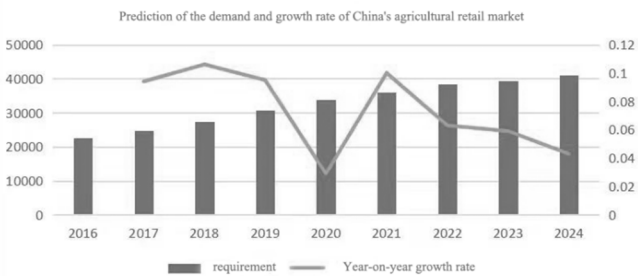
journey of socialization and modernization. In recent years, China's rapid economic development has further promoted the development of China's e-commerce industry. At present, China's e-commerce vertical B2C industry more active market segments are concentrated in comprehensive department stores, clothing, gifts, jewelry and other areas, especially clothing, gifts, jewelry market performance is most prominent. E-commerce industry in the sale of agricultural products in this aspect of the larger market, and China's consumer market is large, the demand for agricultural products is high. In addition, China has increased its support for the e-commerce market, creating a favorable industrial and social environment for the development of e-commerce, and the e-commerce payment system is also becoming more and more perfect and maintains continuous development.

### 2.2. Market Size and Development Trend of E-Commerce for Agriculture

In 2021, China's agricultural products online retail sales amounted to 422.1 billion, while in 2022 reached nearly 529.3 billion, a year-on-year growth of 25.4%, it is expected that in 2025 its size can break through the 80 billion market value, of which fruits fresh produce and other agricultural products retail industry market size to expand at a compound annual growth rate of nearly 10%, the agricultural products retail market size will be about 144.911 billion yuan[1]. The joining of the Internet economy makes China's e-commerce platform agricultural products retail economic development fruitful. Agricultural products retail online turnover of agricultural products has always maintained growth, according to statistics, in 2021, the national rural online retail sales amounted to 2.05 trillion, the growth rate accelerated by 2.4 percentage points[2], "e-commerce to promote agriculture" to accelerate the construction of urban and rural product linkage channels, revealing the concept of online purchase of agricultural products has a large response group, agricultural products e-commerce The industry market has a more mature infrastructure and industrial chain, and there is more market space for the development of e-commerce to help agriculture.



**Figure 1.** E-tailing Value and Growth Rate of Agricultural Products in China, 2016-2021



**Figure 2.** Prediction of the demand and growth rate of China's agricultural retail market

(Source: Prospective Industry Research Institute)

### 2.3. Development Prospects, Development Opportunities

China's existing agricultural product e-commerce market has a good development trend, broad appreciation space and high potential. Nowadays, live e-commerce and other new business norms develop potential; rural e-commerce B2B has become a development hotspot; along with the continuous improvement of the whole industrial chain, the infrastructure construction of origin warehouse, cold chain circulation, logistics and distribution system will also usher in new development; at the same time, the rural revitalization of the new development pattern is not only an important source of agricultural products e-commerce rise, but also provides a broader space for the development of its development, which spawns a more diversified mode of operation. With the government's support for college students' innovative entrepreneurial projects, job landing and rooting in the countryside, returning to their hometowns to start their own businesses, "new farmers" entrepreneurship and employment continues to heat up, and more vitality will be injected into the agricultural products e-commerce market industry in the future, the industry's development will continue to shift to high-quality, high-level and systematic direction of in-depth development.

## 3. Influencing Factors of E-commerce for Rural Economic Development

With the improvement of Internet technology, the application of e-commerce is increasing, which also plays a vital role in improving the development of China's rural economy. E-commerce to help the sale of agricultural products can promote the development of rural e-commerce, promote rural revitalization, and achieve the goal of integrated urban and rural development. However, in the process of e-commerce-assisted agricultural development, at the same time, it will be affected by many factors.

### 3.1. Policy Factors

The economic development of rural areas cannot be separated from the influence of regional government policies. Traditional rural economic development industries and commodities are relatively single, in order to fully stimulate the vitality of rural economic development, a series of support policies to encourage e-commerce to help farmers have been launched for the rural economic development escort, at present, China has issued special regulations and e-commerce to help farmers section into the specific content of the national development plan. When the local district government gives policy and financial support to the local rural areas, it is undoubtedly helpful to the development of rural areas of e-commerce, economic development, and vice versa. Overall, the attention of government departments and the focus of national industrial policy support for the development of rural e-commerce to create a good development ecology, and step-by-step planning for e-commerce to help agriculture platform to build the technical and institutional basis for the integration of the agricultural economy "production, marketing and purchasing" to provide a strong impetus to incentivize e-commerce to help agriculture mode of development and innovation. The development and innovation in the field of e-commerce.

### 3.2. Technical Factor

With the increasing improvement of network infrastructure, China's Internet penetration rate has greatly increased, which has led to the increasingly rapid development of e-commerce in rural areas. And WeB browsing, database, electronic payment, security and argumentation technologies are developing rapidly and gradually recognized by Internet users. E-commerce system solution technology providers are more, which reduces the possibility of problems in the sale of agricultural products in rural areas, for rural areas can better concentrate on growing agricultural products. However, the construction of the logistics system in rural areas is backward, and the improvement of after-sales service is still the bottleneck of e-commerce development, and will encounter some difficulties.

### 3.3. Human Resource Factors

The proportion of young adults in rural areas is small, mostly elderly people and children, and there are few human resources. And most farmers are not familiar with the application and use of network technology, which makes it difficult to carry out the use of e-commerce platform. And e-commerce development stage requires high operating costs, most farmers do not have enough investment capital, need to rely on e-commerce enterprises to operate, can not get the price advantage, to get less profit, resulting in farmers to participate in e-commerce interest is low, the development of rural e-commerce is slow.[3]. In addition, the scarcity of talent resources such as college students in rural areas makes it difficult for farmers to master basic knowledge and technology, which makes economic development slow.

## **4. Development Strategy of E-Commerce to Help Farmers in the Context of Rural Revitalization**

### **4.1. Improvement of Logistics and Other Infrastructures by Fully Relying on the Policy Background**

The popularization and application of e-commerce development is based on logistics and other infrastructure as a prerequisite, rural areas only improve the infrastructure, e-commerce to help farmers to play a better role. In the context of the national implementation of the rural revitalization strategy, rural areas can rely on the policy background, make full use of the resources provided by the regions to improve the construction of infrastructure. First of all, to get rich, first build roads. The rural areas only first to the road infrastructure to ensure that the speed of logistics and transportation will be accelerated, and to the areas that are not yet connected to the road to build a good road to facilitate the transportation of products. Secondly, e-commerce to help agriculture has high requirements for network technology. In the construction of roads at the same time should also consider the construction and application of the network, and strive to ensure full coverage of the network in rural areas, with advanced Internet technology to develop the rural economy.

### **4.2. Introduction of Human Resources and Technical Support**

At present, most of the population in rural areas are generally middle-aged and old people, know less about the understanding and use of Internet applications, and e-commerce into rural areas for farmers to use the network technology requirements are high, and require a high degree of proficiency. This requires some talents to support rural areas, and actively guide farmers to actively use the e-commerce platform to facilitate the sale of products. In addition, the economic development of rural areas is backward, the need to introduce advanced technology from the source, sales, transportation control, to realize the "planting - marketing - management" integration mode, in-depth user groups, using more scientific "" artificial intelligence + information decision-making "". Artificial Intelligence + Information Decision Making" technology, to provide technical guarantee for each step of decision making.

### **4.3. Strengthening Branding and Promotion**

Brand is an important intangible asset of an enterprise, which represents its development concept and product quality. Accelerating the brand building of agricultural products has become an important measure to enhance the market visibility and sales of agricultural products.[4] Branding is an important intangible asset of an enterprise, representing its development concept and product quality. Low brand effect in rural areas, low product awareness, low sales in rural areas. E-commerce to help the development of agriculture should first strengthen the brand effect, will be better publicity and promotion of products in rural areas. Products for publicity and promotion, you can promote from the product direct marketing, entity

marketing and other marketing modes, the performance of the product, quality, advantages, etc. to promote out, so that more people understand, thereby increasing awareness. Secondly, product promotion should pay more attention to product quality assurance, strict selection criteria, improve product quality, which can better strengthen the brand effect.

### **4.4. Developing Smart Agriculture and Promoting Industrialization**

The highly developed Internet technology makes the agricultural field also has many advanced technology applications, and rural areas also need to better develop smart agriculture, promote industrialization, improve product sales and promote economic development. Smart agriculture can better control product quality, fruit and vegetable freshness, and ensure product diversity. Through the form of smart agriculture to empower rural areas, slowly take root in rural areas, and effectively improve the efficiency of agricultural production for rural areas. Not only can we control the quality of the platform products from the root, but also attract more potential users in rural areas.

## **5. Conclusion**

Based on the background of rural revitalization strategy, the development of rural economy is supported by more government policies. With the rapid development of Internet technology, e-commerce is increasingly used in the rural economy. E-commerce tools to help farmers have a wide range of application prospects, which can increase the income of farmers, improve the added value of agricultural products and brand influence, promote the development of the rural economy, promote the integrated development of urban and rural areas, and satisfy the demand of consumers for high-quality agricultural products. From the research of this paper, it can promote the development of rural economy from the aspects of improving infrastructure, introducing technical support, strengthening publicity and promotion and developing smart agriculture.

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