The New Path of Targeted Poverty Alleviation in Rural Areas is Viewed from the Development Trend of E-commerce

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Abstract: Nowadays, e-commerce has become an essential part of people's life. No matter whether it is food, clothing, housing or travel, it cannot be separated from the application of e-commerce. It can be said that e-commerce in China is in an indomitable development trend. At the same time, in order to better reduce the gap between rural and urban economic levels, China has begun to promote targeted poverty reduction strategy on a large scale. Therefore, many e-commerce industries have been closely linked with targeted poverty alleviation strategy, providing a strong foundation for rural poverty alleviation, and governments at all levels have also given certain policy support to the development of rural e-commerce. Therefore, in this context, this paper analyzes the current situation of the development trend of rural e-commerce in China, and studies the existing problems in the development of rural e-commerce in the context of targeted poverty alleviation. Based on the background of the development of rural e-commerce and targeted poverty alleviation, this paper discusses the new development path of targeted poverty alleviation in rural areas, that is, to promote the construction of targeted poverty alleviation in rural areas through the development of e-commerce industry.

Keywords: E-commerce; E-commerce development trend; Rural e-commerce; Targeted poverty reduction

1. Introduction

With the continuous popularization of the Internet industry throughout the country, e-commerce has achieved a higher level of coverage in all types of business fields. By the end of 2019, the number of Internet users in China has exceeded 900 million, including nearly 700 million online shoppers. This means that more and more people are buying goods online, which has become a very popular trend. Therefore, under this background, more and more people are aware of the good prospect of the future development of e-commerce, and hope to provide innovative paths for the development of more industries in China with the help of the development trend of e-commerce. Targeted poverty alleviation is one of them. In the Internet era, more and more governments tend to use the form of e-commerce to help rural poor people increase their income, so as to lead the rural poor people out of poverty and get rich. Because the rural areas are hoarding a large number of agricultural resources, but they lack a reasonable marketing model that results in a large amount of waste of resources. And with the development of e-commerce, it can effectively expand the rural areas of agricultural products sales channels, enable rural residents to use facilitation brought by the electronic commerce development to build with the rural industrial structure characteristics of e-commerce industry, to promote the precise strategy for poverty alleviation development in our country play a role in promoting.

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

2.1. E-commerce of rural agricultural products is an important direction of e-commerce development

In the Internet era, information transmission becomes more and more convenient, and the business philosophy of constant updating is also an important basis to promote the development of urban e-commerce. In the process of the development of rural e-commerce in China, some rural areas have clearly realized the importance of the development of e-commerce to the sale of agricultural products, and thus built a series of rural agricultural e-commerce industries. This series of industrial construction not only alleviates the contradiction between farmers and the market, but also enables rural residents to directly connect the production, processing and sales of agricultural products with the market with high demand for products. On the one hand, it promotes the market circulation of rural agricultural products and drives the consumption of rural agricultural products by urban residents. On the other hand, it also improves the competitiveness of agricultural products in the market, so that rural residents with a deep agricultural product resource base can rely on the development of agricultural products e-commerce to gain support for poverty alleviation and income.

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2.2. Governments at all levels actively provide policy support for the development of rural e-commerce

For the development of rural e-commerce industry, policy support from governments at all levels is very important. In recent years, in order to vigorously promote the development and construction of rural e-commerce, Chinese governments at all levels have issued various policies to support the development of rural e-commerce. So that rural residents in the process of developing agricultural products e-commerce industry can have more profound policy support and financial support. Moreover, in some policy contents, it is also clearly proposed to help rural e-commerce industry build a more favorable financial talent and market development environment. Some regions have even opened special channels to cope with rural residents' difficulties in e-commerce development, so that more rural residents can better participate in the process of rural e-commerce development with the help of policy support from the government, so as to achieve the development goal of poverty alleviation and prosperity.

2.3. E-commerce platforms have strengthened their support for the development of rural e-commerce

In the development process of rural e-commerce industry, many Internet enterprises also link their e-commerce business with the development of rural e-commerce industry, and exploit the business opportunities of rural e-commerce industry with the help of existing resources and environmental advantages. Representative companies such as Suning, Jingdong and Alibaba started the project of e-commerce industry entering rural areas around 2012. In order to attract more rural residents to participate in the construction of rural e-commerce industry, the promotion of e-commerce industry development to rural economic development is promoted among rural residents. In addition, some e-commerce platforms set up demonstration areas for the development of rural e-commerce industry under the background of Internet +, so as to enable rural residents to see the driving effect of developing rural e-commerce industry on rural economy. Through the combination of e-commerce industry and logistics enterprises, the strategic cooperative relationship within the region can be reached, and the targeted poverty alleviation work of e-commerce in some regions has a good basic environment construction.

3. The Development of Rural E-commerce in the Context of Targeted Poverty Alleviation

3.1. Insufficient facilities and environmental level of rural e-commerce development

In the development process of rural e-commerce industry, the government needs to play a certain leading role. Through legislative policies and increasing financial assistance to the rural e-commerce industry, the fundamental role of promoting the development of rural e-commerce industry is realized. However, in the context of targeted poverty alleviation in China, the current situation of the development of rural e-commerce industry shows that although governments at all levels have adopted various types of policy support to promote the development of rural e-commerce industry, the effectiveness of the policy itself has not been brought into play in the process of policy promotion and application. The development of some rural e-commerce industries relies entirely on third-party platforms, rather than the establishment of e-commerce industries with rural local characteristics based on the policies given by the government, thus causing some adverse effects on the development of rural e-commerce industries. Moreover, in some targeted poverty alleviation areas, due to the harsh natural environment and underdeveloped transportation, when developing the rural e-commerce industry, the insufficient infrastructure construction will often affect the development of the e-commerce industry. For example, some targeted poverty alleviation areas are rich in rice paddy crabs. However, due to the lack of specialized cold chain logistics facilities, rice paddy crabs cannot survive or keep fresh when transported out of the areas, which also causes high transportation costs and losses, which also affects the promotion of e-commerce industry to targeted poverty alleviation strategy.

3.2. The standardization level of rural e-commerce development is insufficient

At present, for some key areas where the targeted poverty alleviation strategy is applied, most residents are engaged in small-scale agricultural products management and are backward in existing equipment and technologies. In addition, due to the lack of modern information technology, it does not have any advantages in agricultural products retail. Especially when the degree of standardization is very insufficient, many targeted poverty alleviation regions cannot achieve standardized development of the quality, specifications and packaging of agricultural products and the pure small-scale production cannot be standardized. Due to the lack of organized production scale, it is impossible to build regional brands and form a fixed sales scale, which also restricts the development of e-commerce industry in this region. Moreover, for some regions, farmers in this region have adopted farming and processing methods that meet the national standards for the certification of pollution-free and green organic agricultural products. However, because the product quality is not sent to professional institutions for safety certification, it is not really able to sell the produced agricultural

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products in the name of pollution-free agricultural products and green organic agricultural products, which affects the product brand building of rural e-commerce industry to some extent.

3.3. Rural e-commerce development process can not be timely access to real-time information resources

In the key areas of poverty alleviation, many areas do not have extensive Internet lines laid, and the knowledge acquired by residents in these areas is only disseminated through information issued by neighborhood committees and broadcasts. With the continuous development of Internet technology, farmers in targeted poverty alleviation areas still have to rely on traditional forms of information acquisition to understand the latest information and technical means. Therefore, to a large extent, the passive acquisition of agricultural product production and operation information will be caused, which cannot be guaranteed in terms of the timeliness and effectiveness of the information, and thus cannot give play to the senior value of agricultural products. For some key areas of targeted poverty alleviation, farmers in the region are accustomed to small-scale production and operation. In terms of planting technology, we all rely on the planting concept passed down from generation to generation, and we don't have certain information awareness, so we can't realize the value of product market information to product sales, which restricts the large-scale development of rural e-commerce industry.

4. Specific Countermeasures to Promote the Development of Rural E-commerce in the Context of Targeted Poverty Alleviation

4.1. Strengthen the facilities and environment for the development of rural e-commerce

The level of infrastructure construction is an important prerequisite for the development of e-commerce of rural agricultural products in the context of targeted poverty alleviation. Therefore, in the process of developing rural e-commerce industry construction, we must strengthen the construction of infrastructure. On the one hand, we should strengthen the laying of Internet lines according to the characteristics of the region, so that residents can realize the role of information brought by the Internet in the development of rural e-commerce industry and poverty alleviation. On the other hand, we should also strengthen the support for the construction of the logistics industry. The targeted poverty alleviation regions should pay more attention to the transportation system of agricultural products, so as to combine the development of logistics system with the mode of industrial operation. And the reasonable layout planning is carried out, so that the regional logistics system for the development of rural e-commerce logistics transport and distribution to pro-

vide 100% full coverage of the transport and distribution area. In addition, we should also strengthen the construction of cold chain transportation and cold storage, so that the development of agricultural products e-commerce industry will not have to worry about the construction of logistics system and other infrastructure.

4.2. Promote vigorously the standardization of rural e-commerce

In the process of targeted poverty alleviation, the standardization construction of rural e-commerce industry is indispensable. Therefore, the government should earnestly cooperate with e-commerce platforms to jointly promote the standardization construction of agricultural products in targeted poverty alleviation areas. Farmers are encouraged to participate in the standardization of agricultural products by giving priority to the promotion and sale of products that are more in line with the characteristics of agricultural products standardization. As far as possible, the optimization of the agricultural products e-commerce sales operation environment, the e-commerce platform to establish cooperation relationship with a third party, on the basis of all the raise also should actively use hot sale way to promote urban precision for poverty alleviation, such as the understanding of regional agricultural products, lead to more urban residents to join the precise construction process in poverty alleviation in the countryside. In addition, it is also necessary to strengthen the development process of agricultural product quality certification and raise farmers' attention to the quality certification of agricultural products, so as to help residents in targeted poverty alleviation areas get rid of the current poverty situation and achieve the goal of poverty alleviation and prosperity.

4.3. Intensify the use of modern information technology by rural e-commerce

If we want to make use of rural agricultural products e-commerce development to achieve poverty alleviation, we must actively introduce modern information technology. We will vigorously promote the application of new technologies such as the Internet of things, big data, cloud computing and mobile intelligence, so as to improve the operational efficiency of information flow, logistics and capital flow of agricultural products and promote the rapid development of the entire information consumption market in poor rural areas. In terms of practical operation, for example, local government departments can take the lead in setting up agricultural product marketing websites. Not only should the construction objectives be clear, but also big data and cloud computing technologies should be brought into play. Through the website platform we collect the target group's consumption habits, purchasing power, consumption preferences, etc., in order to understand the market develop-

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ment trend. In addition, relevant departments can also design different training courses for e-commerce operation and marketing of agricultural products according to farmers' own conditions and interest degree to help farmers improve their ability to operate e-commerce.

5. Conclusion

Under the background of targeted poverty alleviation, in order to improve the construction level of targeted poverty alleviation in rural areas of China, it is necessary to strengthen the local government's policy guidance and standardized system construction based on regional conditions, and to strengthen the promotion of modern information technology in targeted poverty alleviation areas. According to the regional development characteristics of different regions, we will explore the targeted poverty alleviation path of e-commerce that meets the needs of regional development, so that more poor people can make use of the development of rural e-commerce industry to obtain higher economic benefits, and play a promoting role in China's poverty alleviation.

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