

# Analysis of the Current Situation and Countermeasures of Rural E-commerce Development under the Rural Revitalization Strategy

Zhu,Rongrong

Nanjing Rongmei Maternal and Infant Products Sales Co., Ltd., Nanjing, Jiangsu, 211800, China

**Abstract:** Against the backdrop of the rural revitalization strategy, rural e-commerce has gradually developed into a core engine for promoting modernization in rural areas, demonstrating a strong development momentum. In view of this, the article analyzes the current development status of rural e-commerce, and proposes corresponding practical strategies based on the actual situation, in order to better promote the high-quality development of rural e-commerce and provide reference for similar research.

**Keywords:** Rural revitalization; Rural e-commerce; Development status; Countermeasure

DOI: 10.62639/sspjiss14.20240103

## 1. Introduction

With the continuous implementation of the rural revitalization strategy, rural e-commerce, as a key channel to promote farmers' income increase and connect urban and rural areas, has attracted attention from all sectors of society. Under the influence of the Internet, rural e-commerce will continue to expand the sales channels of agricultural products, effectively improve the production and operation mode of agricultural products, and bring good opportunities for rural economic development. Due to the relatively backward infrastructure and talent shortage in rural areas, the development of rural e-commerce is facing many challenges. Therefore, in order to effectively solve this problem, it is particularly important to explore the current situation and countermeasures of rural e-commerce development under the strategy of rural revitalization.

## 2. The Current Situation of Rural E-commerce Development under the Strategy of Rural Revitalization

### (1) Continuous improvement of infrastructure

With the continuous increase of national investment in rural areas, the infrastructure construction in rural areas has also significantly improved, providing good support for the development of rural e-commerce to a certain extent. For example, the increase in the number of rural broadband users, the establishment of a three-tier e-commerce service system, and the creation of a logistics distribution system provide favorable conditions for the development of rural e-commerce. Under the background of rural revitalization, the government is continuously increasing investment in rural e-commerce, continuously improving the level of rural network, transportation and other infrastructure, providing a good hardware environment for the development of rural e-commerce, and effectively promoting the continuous development of rural e-commerce infrastructure construction. At the same time, the volume of rural e-commerce logistics business is constantly increasing, fully

---

(Manuscript NO.: JISS-24-3-6001)

### About the Author

Zhu,Rongrong (1990-10), Sex: Male, Hometown: Yancheng City, Jiangsu Province, Education: Postgraduate, Research direction: business management or economics, Unit: Nanjing Rongmei Maternal and Infant Products Sales Co., Ltd., Title: General Manager.

reflecting the potential and activity of the rural e-commerce market, and also proving the good momentum of rural e-commerce development and the completeness of infrastructure under the rural revitalization strategy.

## **(2) The scale of rural e-commerce continues to expand**

Under the background of rural revitalization, the logistics system is gradually improving, and consumer demand is becoming increasingly active, which is driving the continuous growth of the rural e-commerce market. Agricultural products can be sold across the country through online platforms, which not only continuously expands circulation channels, but also promotes farmers' income growth and effectively promotes the stable and long-term development of rural economy. According to relevant data, the rural online retail sales are steadily increasing, fully indicating the speed of rural e-commerce development and the gradual expansion of market size. With the establishment of a three-level e-commerce service system and logistics distribution system in rural areas, the service capabilities of rural e-commerce have significantly improved, providing good support for the sustainable development of rural e-commerce to a certain extent.

## **(3) Brand building and quality improvement**

Currently, more and more agricultural enterprises are paying attention to construction, effectively enhancing the market competitiveness of agricultural products by creating distinctive agricultural product brands with high visibility, strong brand influence, and prominent regional characteristics. For example, rural e-commerce leverages local unique agricultural resources to deeply explore the cultural connotations and regional characteristics of agricultural products, and create exclusive local agricultural product brands. This type of brand represents the characteristics and quality of agricultural products, carries the local culture and history, and enhances consumers' sense of identity and belonging to the products. Meanwhile, rural e-commerce has effectively enhanced the brand's reputation and awareness through social media marketing, advertising, and packaging design. Through communication and interaction with consumers, we actively responded to their needs and feedback, creating a good brand image and reputation. In addition, some regions also integrate and promote local agricultural product brands through brand alliances. This approach effectively enhances the brand's market competitiveness and better promotes the development and growth of the local agricultural industry. In order to ensure the quality and safety of agricultural products, rural e-commerce starts from the source and strictly controls the quality of agricultural products. Strengthening close cooperation with farmers, supervising the entire process of planting, breeding, and processing of agricultural products, and ensuring that agricultural products meet relevant standards and requirements. In order to effectively enhance the core competitiveness of agricultural products in the market, some rural e-commerce platforms have also implemented standardized production of agricultural products. Actively work with farmers to develop production standards and operating procedures, increase efforts to promote advanced breeding and planting technologies, and effectively improve the quality and yield of agricultural products.

# **3. Development Strategies for Rural E-commerce under the Rural Revitalization Strategy**

## **(1) Building a collaborative, innovative, and efficient rural e-commerce ecosystem**

In order to achieve the strategic development goals of rural revitalization, relevant government departments continue to increase macroeconomic regulation, accelerate the construction of rural network facilities and logistics infrastructure, and use big data platforms to build a comprehensive governance, collaborative supervision, information exchange, and information sharing work pattern. Guide and encourage agricultural enterprises to apply e-commerce platforms, effectively promoting the development of rural e-commerce. For example, the government encourages and supports the development of rural e-commerce by issuing relevant

policies and regulations, including talent cultivation, tax incentives, and financial subsidies, to ensure fair competition in the market and the legitimate rights and interests of consumers. In order to further improve the logistics distribution efficiency and service quality of rural e-commerce, we will also strengthen the infrastructure construction of logistics, transportation, and networks in rural areas, build rural e-commerce service centers, and provide one-stop services such as financial services, technical support, and e-commerce training for farmers. Actively encourage rural e-commerce enterprises to continuously innovate and diversify their business models, including “e-commerce + live streaming” and “e-commerce + poverty alleviation”, in order to broaden the sales channels of agricultural products and enhance their added value. For example, Liancheng County is a typical case of rural e-commerce development. Relevant government departments have issued policy conditions to encourage the healthy development of rural e-commerce, providing good policy support and guarantee for the development of rural e-commerce. At the same time, the county actively promotes the “e-commerce + live streaming” model, continuously expanding the sales channels of agricultural products and effectively enhancing their added value by creating live streaming training incubators and guiding e-commerce enterprises to carry out live streaming sales activities. Moreover, the establishment of city level e-commerce poverty alleviation service stations, impoverished village e-commerce service stations, etc. has helped impoverished households to use e-commerce for entrepreneurship, employment, income generation, and income increase. This not only improves the development level of rural e-commerce, but also provides one-stop services for farmers.

## **(2) Pay attention to brand cultivation and form a differentiated competitive model**

If we want to effectively implement the brand driven agriculture strategy, we need to continue to promote the brand driven agriculture strategy and create more agricultural product brands with regional characteristics. At the same time, under the background of rural revitalization, relevant departments should strictly follow the principle of emphasizing both the source and the brand, promote variety cultivation, improve quality, and standardize production. If conditions permit, a green standardized production system with a unique agricultural industry chain can be established to implement quality supervision throughout the entire process, fully ensuring the quality and safety of agricultural products. For example, rural e-commerce should not be limited to the traditional primary sales stage of agricultural products, but should enhance the added value of products and increase their core competitiveness in the market through packaging design, deep processing, and other methods. At the same time, it is necessary to establish a clear brand positioning and provide differentiated e-commerce expansion solutions for different consumer groups. If agricultural products are recognized as “green, healthy, and original”, they can be provided to consumers who have a higher pursuit of quality of life. By strengthening brand building, such as brand promotion, developing clear brand slogans, designing unique brand logos, etc., consumers’ loyalty and recognition of products can be enhanced. Based on brand positioning and target consumer groups, develop personalized marketing plans and utilize emerging channels such as short video platforms and social media to attract the favor of young consumers. Taking the “dual brand strategy” of Guangling County in Shanxi Province as an example, Guangling County has effectively promoted the high-quality development of rural e-commerce by building unique agricultural product brands and adhering to the two-way drive of regional public brands and enterprise brands. At the same time, relevant departments have deeply explored the characteristics, cultural and ecological value of Guangning County’s products based on their unique features and historical culture, effectively creating the regional public brand of “Guangxi Treasures”. At the same time, relevant departments in Guangling County also encourage competitive corporate brands to settle in regional public brands, enhancing brand influence through the approach of “public brand + corporate brand + channel expansion + product standardization”.

## **(3) Improve the construction of logistics system**

In order to better promote the high-quality development of rural e-commerce, relevant departments in

rural areas should keep up with the times by introducing big data technology, coordinating the planning of shipping, receiving, and distribution routes, and continuously improving the quality and efficiency of logistics and distribution. At the same time, we should also pay attention to the innovation of logistics and distribution models, improve distribution efficiency, and thus meet the diversified logistics needs of rural e-commerce development. Firstly, strengthen the construction of rural logistics infrastructure. Relevant departments in rural areas can continuously optimize and improve the transportation network in rural areas to ensure the smooth transportation of agricultural products and express packages. Rural storage facilities such as cold storage and ambient temperature warehouses can also be built to meet the needs of agricultural product storage and sorting. Secondly, integrate rural logistics resources. In order to better build the logistics system and promote the integrated development of rural passenger transportation and express logistics, we can leverage passenger transportation network resources to expand express delivery services. At the same time, encourage express delivery companies to strengthen cooperation alliances and achieve logistics resource sharing, thereby reducing operating costs. In order to better guide e-commerce enterprises and local farmers to strengthen cooperation, it is also necessary to create a two-way circulation channel for agricultural products to go up and industrial products to go down. Thirdly, introduce modern information technology. By leveraging the technology of the Internet of Things and big data, we can implement the sharing and tracking of rural logistics information. Intelligent delivery systems can also be created to continuously improve delivery efficiency and service quality. Encourage e-commerce companies to choose a business model that integrates online and offline operations, in order to continuously expand the coverage of rural e-commerce. In order to better improve the service level and professional competence of practitioners, it is also necessary to provide training and education for rural logistics talents. This can attract more urban logistics talents to develop in rural areas and provide sufficient talent support and guarantee for the construction of rural logistics systems. For example, a typical successful case of logistics system construction is the "Rural Passenger Transport +Rural Logistics" model in Chuxiong City, Yunnan Province. This region has built a convenient, efficient, economical, and smooth three-level express logistics service system at the county, township, and village levels by integrating traditional road passenger transport, passenger stations, urban and rural public transportation, and rural express logistics resources. This model effectively solves the bottleneck of traditional rural logistics and promotes the rapid development of rural e-commerce, providing good support for rural revitalization<sup>[8]</sup>.

#### 4. Conclusion

To sum up, it is of great practical value and significance to explore the status quo and countermeasures of rural e-commerce development under the rural revitalisation strategy. In order to better promote the high-quality development of rural e-commerce, the relevant departments in rural areas should comprehensively understand the objectives and requirements of the rural revitalisation strategy, combined with the current status of rural e-commerce development, targeted implementation of various initiatives, such as improving the construction of the logistics system, focusing on the cultivation of brands, and constructing a benign rural e-commerce ecosystem, which will not only allow the good development of rural e-commerce, but also help to successfully achieve the goals of the rural revitalisation strategy. Successful realisation.

#### References

- [1] Sun Xinyi. Rural revitalisation strategy under Jiaying rural e-commerce logistics development status quo problems and countermeasures analysis[J]. China Storage and Transportation,2024, (05):152-153.
- [2] Pan Junning. Analysis of rural e-commerce development status and strategy under the background of rural revitalisation strategy[J]. Continental Bridge Vision,2023, (06):39-41.

- [3] Liu Xiaopeng. Analysis of development dilemma and countermeasures of rural e-commerce industry under the background of rural revitalisation strategy[J]. Marketing,2022, (14): 35-37.
- [4] Household Liangliang. Analysis of the current situation and countermeasures of rural sports development in the context of rural revitalisation strategy[J]. Cultural and Sports Goods and Technology, 2022, (04):20-22.
- [5] Wu Cong. E-commerce development and rural revitalisation strategy[M]. Renmin University of China Press:202110.133.
- [6] Chang Bai. Analysis of current problems and countermeasures of rural e-commerce logistics development under rural revitalisation strategy[J]. Logistics Engineering and Management, 2021,43(09):88-90.
- [7] Yan Zhiyun. Analysis of rural e-commerce development status quo and countermeasures under rural revitalisation strategy[J]. Journal of Taiyuan City Vocational and Technical College,2020,(03):36-38.
- [8] Zhang Zihan. Research on the development status and countermeasures of rural e-commerce in the context of rural revitalisation strategy[J]. Rural Economy and Technology,2020, 31(05):157-159.