Research on E-commerce Development Countermeasure for Agricultural Products in Chongqing from the Perspective of Supply-side Reform

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Abstract. Under the new normal of economic development, it is in favor of establishing a modern rural area circulating system for industrial products going to the countryside and for the agricultural products going into the city by superimposed effect produced by the real economy and the internet during developing rural e-commerce. Under the background of supply-side reform, analysis of this paper has explored the e-commerce models of agricultural products, and has proposed the development countermeasure for Chongqing rural e-commerce by combining the status quo of Chongqing City.

Introduction

Under the background of supply side reform, an era of big data characteristic of open-sharing, crossover integration and mobile internet has come. With “destocking, reducing cost and identifying growth areas” as the core of agricultural supply-side reform, the rural e-commerce development has become a systematic project, of which farmer, internet, government and enterprise are indispensable elements, so it requires to exert system thinking, make overall plans and coordination, and fully stimulate the people’s initiative to produce joint forces. Only the most traditional mind can do well the rural e-commerce. In order to promote the development of rural e-commerce in our city, the further development of rural e-commerce in our city shall aim at three full-coverages, take three support systems as internal force of development, launch three changes as entry point, improve three infrastructures as guarantee for upgrading, explore e-commerce model of “government + enterprise + association + logistic”.

1. Aiming at Three Full-Coverages

The first one is full coverage of rural e-commerce system; the second is full coverage of the two-way circulation channel for rural e-commerce; the third is full-coverage of applying administrative village e-commerce.

2. Three Support Systems for Enhancing Internal Force of Development

The first is that policy support is the premise. Rural e-commerce is a systemic project involving all aspects of industry and commerce, agriculture, quality supervision, logistics and others. The idea of all relevant elements of industry chain which rural e-commerce involves must communicate with one another and it is very difficult to develop rural e-commerce without high attention paid by government. The second is that industry support is guarantee. The third is that platform support strengthens the development. Lijun Sun, the partner of Alibaba.com and General Manager of Taobao Rural Business Division, once expressed that the final goal of rural Taobao is to realize intelligence village, to upgrade each village-level service site into ecological service center, people’s livelihood service center. Meanwhile dependent on the social ecosystem of Alibaba Group, in future it is able to integrate Ali Health, Ali Trip, Ali Telecom, Ant Finance as well as all other convenience service operations that can serve the peasants into the rural Taobao platform.
3. Taking Three Changes as Entry Point.

3.1 The First One is Change of Government Service.

County and town-level cadres launch special interview about e-commerce and solve e-commerce development issues. Each county government has set up e-commerce service center in town, in which planning, human resource, association, administration, finance and other departments are established, which can help villagers resolve various issues about e-commerce and provide one package service. The online shop association shall formulate specifications for many products and provide service such as quality supervision, fresh-care, package, photograph, unified logistics and delivery in order to regulate the market, crack down malignant competition and control product quality. Set up youth business-creating service station and arrange undergraduate village officials, youth volunteer to establish e-commerce service network through QQ, WeChat and other mediums, achieve “zero-distance” contact between government and enterprise, and set up micro e-commerce club etc.

3.2 The Second is Change of Human Resource Development.

3.2.1 To establish system. The government shall organize to create one cross-platform rural e-commerce education incubator system which integrates agricultural specialist, enterprise e-commerce specialist, data analysis specialist onto this platform to build one rural e-commerce personnel training ecosphere of sustainable development, starting from the leading end and performing all-around training. It shall bring the E-businessmen’s demand for human resource into the existing human resource policy system, and further improve policy. Implement program for entrepreneurial and innovative talents introduction to scientifically introduce one group of high-level talents. Attach importance to talent-introduction. Actively set up talents supply-demand communication platform and it is able to introduce e-commerce talents urgently needed by village and companies through special job fair, out-of- Chongqing recruitment and online recruitment.

3.2.2 Multi-channel training. Get through the obstacles of insufficient communication and cooperation between online business and its needed human resource by uniting universities and e-commerce companies to co-establish internship and training base, as well as by encouraging college and university students to start internet entrepreneurship. Qualified e-commerce association can set up more flexible “order-oriented” training courses directly with colleges and universities. Launch e-commerce elite talent students’ class and combine the practice and training between students and internet business to set up online distribution platform. Set up Chongqing e–commerce young talents bank through selecting e-commerce talents from our city’s colleges and universities young teachers and leading e-commerce enterprises. Members in talents bank pair with each rural e-commerce service station, which inject wisdom and vitality into e-commerce development. “Cuncunle.com” has recruited more than 200,000 online village officials through web community, which is a method for controlling resources and only such down-to-earth and traditional mind , namely the traditional mind used by “cuncunle.com” for developing villages and towns , can do well rural e-commerce.

3.2.3 Build training center in our city and launch “full-infiltration type” of free training both covering the whole city and spreading to the surrounding areas, which involves the following details from creating rural e-commerce education incubating system with diverse and whole industry chain to integrating, optimizing and standardizing social resources to complement education and teaching strength as well as encouraging platform companies to play the full and essential role of rural e-commerce training. Increase rural labor force to accept e-commerce training and invite domestic e-commerce expert at regular intervals to strengthen company’s ability of actual online practice and operation by placing stress on the traditional company’s e-commerce development, e-commerce shop operation, e-commerce quality and credit. Launch training of “computer skills +e-commerce” and “entrepreneurship training +internet entrepreneurship”.

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3.3 The Third is Change of Brand Innovation.

Currently, the majority of rural online shops are designed imitatively, the products are directly sold by manufacturers, and the status quo of homogenization goes against industry transforming and upgrading.

3.3.1 Innovation-oriented drive. The first is to encourage e-commerce service of fresh agricultural product “base +community direct supply”. Encourage large-scale manufacturing base and distribution enterprises to explore establishing efficiently linked agricultural products O2O trading model. Encourage new agricultural operation entities to directly link with post office, express delivery network and community to develop e-commerce service of fresh agricultural product “base +community direct supply”. The second is to develop “intelligence tourism” project, namely to develop individual and experiential rural e-commerce involving leisure agriculture and village tourism by directly linking with third-party e-commerce platform and combining tourism resource with regional features.

3.3.2 Cultivating the quality brands. All districts and counties must actively nurture a batch of competitive backbone e-commerce brands, striving to take a vantage ground in regional competition. Establish and exert the role of e-commerce association, further strengthen industry self-discipline, regulate market management, crack down malignant competition and control product quality.

3.3.3 Raising brand awareness. We should not only elaborately create our own famous individual brand but also group brand, and perform brand strategy. Agricultural products have such conditions most because there exists difference in time, address, seasons and climate, and the consumers have different taste, hearing, and visual sense plus that ways of processing and packaging are increasingly varied. If all these conditions can be used well, it will facilitate the establishment of brands.

4. Three Infrastructures Providing Guarantee for Upgrading

The first is that perfect transportation and logistics promote development. Establish a network platform system of “comprehensive logistics center-villages and towns goods-allocating transfer stop—village-level logistics Agency”. Actively develop modern logistics system, and resolve the issue of “the last kilometer” in logistics distribution, by establishing urban and rural intelligent distribution and service platform, driving locals to integrate the first-grade resources in villages and towns and smoothing logistics channel.

The second is to keep development by constructing digital network. Actively enhance network construction and establish “digital village” with all our strength. Our city constructs rural e-commerce “eco-network”, and has completed network optical access project, which has made more urban and rural residents enjoy digital life and has established the “the final one kilometer” of network infrastructure. The new optical circuit, broadband node and port have achieved FTTH and full coverage of Wi-Fi in each village. Make village-level financial service convenient, increase popularization and generalization of e-bank, mobile banking, and use 3G, 4G wireless technology and other methods to drop in villagers’ house and help them handle e-financing service.

The third is to overcome the challenge of funding for enhancing development. Establish funding for rural e-commerce entrepreneurship, place emphasis on supporting novel agricultural operation entity and e-commerce started by entrepreneurs who return from town and city as well as rural residents, thus raising the venture capital used for rural e-commerce to a higher level. As for e-commerce enterprise financing difficulty, explore the novel financing model in which the financing institution shall confirm credit line depending on the inventory quantity of e-commerce enterprise, operation information in Data Cube, company working capital etc, actively connect with the post-office, rural commercial bank and other financing institution, and provide unsecured loan to the growing-up rural e-commerce enterprise with good development potential within Chongqing City to promote their development. The financing sector has provided e-commerce the soft loan aiming at overcoming e-commerce companies’ financing difficulty. The “rural branch” of MYBANK launched by Ma Yun has also started such loan specific to rural e-commerce named
“Wang Nong Dai”, of which the peasants in demand of load can directly go to the local Taobao rural service station to apply for unsecured loan on credit within 3 minutes at the soonest and can get the money in time after approval. At present, Alibaba and our city shall cooperate to place more emphasis on implementing “rural Taobao” e-commerce comprehensive service system and jointly create the rural e-commerce ecological chain and ecosystem integrating channel building, product supply, quality guarantee, e-commerce platform. All districts and counties should keep pace with the times to promote the development of rural e-commerce, set up more incubating platform but less e-commerce platform, put value on “elephant-like” e-commerce enterprises and higher value on “ant-like” ones.

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References


