Problems and Countermeasures of Electronic Commerce Development in the Suburbs of Beijing

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Abstract. With the popularity of the Internet and the improvement of the rural infrastructure, electronic commerce in rural areas shows a fast development tendency and has a bright future. However, it also faces a lot of problems and obstacles in further development. This paper has summarized the problems based on the research data and brought some forward countermeasures of electronic commerce development in the suburbs of Beijing.

Introduction

Rural electronic commerce will have a brilliant future in raising farmers' income and cracking the "three rural" issues. Therefore, rural electronic commerce can not be ignored in the study of China's whole electronic commerce. Accelerating the development of rural electronic commerce, is the inevitable choice of business model innovation and improving modern market system in rural areas, is an important starting point for the transformation of agricultural development mode and the adjustment of agricultural structure, is an essencal measure to increase the income of the farmers and to release the potential of rural consumption. Also, it is the objective requirement of balancing urban and rural development, improving people's livelihood, and is of important significance to further deepen rural reform, and promote the modernization of agriculture [1-2].

In recent years, with the improvement of rural infrastructure and the popularity of the Internet, electronic commerce has become an important business model. Electronic commerce in rural areas is no exception, but has rapid development. However, the overall development of rural electronic commerce in China is still in the initial stage [3]. In this paper, we took a research on the electronic commerce application in Beijing, and analyzed the problems on the development of electronic commerce in the suburb of Beijing. The corresponding solutions were put forward also, which may provide theoretical basis for the development of electronic commerce in the suburbs of Beijing.

Obstacles to the Development of Electronic Commerce in the Rural Areas

By way of questionnaire survey, based on 142 questionnaires in the suburbs of Beijing, There are such problems, as the unsound development of the market, the lack of infrastructure, the imperfect development environment and the lack of talents, and other issues.

It is under-developed in the Internet and other infrastructure constructions. Efficient infrastructure and communication facilities are the premise of rapid development of electronic commerce and its security. The status of the existing rural network communication facilities is difficult to adapt to the requirements of the rapid development of electronic commerce, in such aspects of network technology and management, information content, tariff level and communication speed,
safety and security conditions. In the research, people agreed the network infrastructure was imperfect in rural areas accounted for 28.17% (Fig. 1).

![Figure 1. The Difficulties of the E-commerce Development.](image)

**The poor popularity of online shopping in rural areas.** As the question whether used the online platform like Taobao, Jingdong, No. 1 Shop to buy the goods, only 26.76% used, while 10.56% completely did not know these electronic business platform. And 62.68% knew these platform, but had not used (Fig. 2). 83.80% did not sell agricultural products through the electronic commerce platform, and only 16.20% of respondents had tried to sell agricultural products through the electronic business platform (Fig. 3). In the questionnaire, these who believed farmers do not understand the electronic commerce technology took up to 71.73%, who did not understand electronic payment accounted for 26.06%, who did not know the role of electronic commerce accounted for 28.87% (Fig. 1). This can be seen farmers generally lack of awareness to the electronic commerce, and the consumption habits would affect their trust of electronic commerce. Famers have not set up the new concept of marketing and consumption online.

![Figure 2. The Actual Situation of Farmers to Buy the Goods Used the E-commerce Platform.](image)
Lack of rural talents on electronic commerce. In the questionnaire, these people who believed electronic commerce professionals were lack accounted for 38.03% (Fig. 1). A number of staff in electronic commerce technology and management are not willing to work in rural areas, due to the low level of social and economic development, also the geographical environment is relatively poor. Young people who have electronic commerce technical or managerial skills in rural areas often choose to go out to work rather than stay in rural areas. This makes the rural electronic commerce personnel a serious lack, and has a negative impact on the development of rural electronic commerce.

Lack of external environment for the development of electronic commerce. Development of electronic commerce needs external environments as the corresponding laws and regulations, logistics and distribution. In the research, 12.68% respondents thought that the trade information was not smooth, and the law was not perfect. 11.97% thought inconvenient in the rural transportation and underdeveloped logistics (Fig. 1). The development of electronic commerce in rural areas is affected by the deficient system of laws and regulations. The lagging logistics and distribution of rural electronic commerce transport are limited relatively due to the lagged rural traffic.

Suggestions for Development of Electronic Commerce in Rural Areas

To promote the third party electronic commerce actively. There are short of rural infrastructure, management, systems and electronic commerce professionals, also the awareness of electronic commerce. While, the third electronic commerce has full advantages in network knowledge, strong technical, professional management, and so on. Therefore, it is able to optimize the resources of them and increase the market competitiveness through the integration of third party electronic commerce and rural areas. To solve the problems of lack of effective connection between rural area and the whole market, of asymmetry between agricultural production and market information, the third party electronic commerce needs actively promoted and platform of third-party electronic commerce demands to be built.

Deep development of leading agricultural enterprises. Leading agricultural enterprises, as an important part of production in rural areas, not only holding the dynamic market information, also having a solid farmers foundation, plays a significant connecting role in agricultural production. Carrying out the construction of electronic commerce in the leading companies actively has positive effect on promoting the development of rural electronic commerce.

To strengthen the construction of infrastructure in rural areas. The government needs strengthen the guidance of rural electronic commerce, give support as policy and funding, and attach importance to infrastructure construction of rural electronic commerce. Also, it is essential to provide subsidies for farmers to buy computer and network equipment, to guide and encourage farmers to participate in the electronic commerce.

The administrative laws and regulations should be timely introduced on the development of electronic commerce in rural areas. The government should timely introduce of administrative laws
and regulations on the rural development of electronic commerce, to ensure the healthy development of rural electronic commerce. Subsequently, it may protect their profit, and make sure the healthy development of rural electronic commerce.

To cultivate the talents of electronic commerce in rural areas. To promote the development of rural electronic commerce, it is necessary to increase the training of present personnel on rural electronic commerce. Excellent people of electronic commerce in rural areas, the foundation of rural development of electronic commerce, help the healthy and rapid development of electronic commerce.

To increase the service platform construction of agricultural information. It is helpful to increase the construction of service platform on agricultural information, which would wholly promote the transmission of trade information and the dissemination of information, as well as the promotion of professional agricultural knowledge and online expert consultation. Also, it is expected to raise farmers' consciousness of agricultural information.

Summary

The rural electronic commerce can be developed into two types as the rural information platform, based on information consulting as the main business, and as the rural electronic commerce platform for network transactions. As electronic commerce is a new era of trade development. Its application and promotion will bring enormous benefits to society and economy. Development of rural electronic commerce will bring great change in agricultural modernization and in the circulation of agricultural products. It is conducive to the construction of rural informatization, to accelerate the rural economic development, and will make contribution to the new rural construction, also, improve the income level of farmers.

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References

