

Marketing Strategies of Rural E-commerce Industry Development of Taobao Village in County X, China

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ABSTRACT

This article mainly studies the marketing strategies of rural e-commerce industry, analyzes the current situation and existing problems of rural e-commerce industry development, and explores the marketing strategies of rural e-commerce industry. This study adopts survey questionnaire research and case analysis methods to comprehensively study and analyze relevant literature, and draws on successful experiences from other regions to propose marketing strategies suitable for the rural e-commerce industry. Finally, this article proposes suggestions for the development of rural e-commerce industry.

Keywords: Rural e-commerce industry, Marketing strategy, Case analysis method, Suggestions.

1. INTRODUCTION

With the rapid development of China's economy and the acceleration of urbanization, the economy and society in rural areas have undergone tremendous changes. In this process, the rural e-commerce industry has developed rapidly and become an important economic growth point. However, the development of rural e-commerce industry still faces some problems, such as poor network coverage, inconvenient logistics, and the lack of talents. To address these issues, effective marketing strategies need to be developed.

2. THE SIGNIFICANCE OF RURAL E-COMMERCE DEVELOPMENT

Firstly, with the popularization of smartphones and the Internet, the demand for internet consumption among rural residents is increasing. At the same time, the supporting facilities for logistics, payment, and after-sales services in rural areas are also constantly improving and enhancing, providing strong guarantees for the development of rural e-commerce. All major e-commerce platforms have launched goods and services specially designed for rural areas, from household goods to agricultural machinery, from fresh food materials to household appliances.[1]

Secondly, the development of rural e-commerce has a significant promoting effect on the rural economy. Through online live streaming, e-commerce platforms, and other means, many rural enterprises and individual businesses are able to promote their goods and services to the national or even global market, achieving production and sales integration, driving the sales of local agricultural products and the development of rural economy. At the same time, the development of rural e-commerce can also provide more employment opportunities for rural residents.[2]

Thirdly, the development of rural e-commerce can also promote information communication and personnel mobility between urban and rural areas, and narrow the digital divide between urban and rural areas.[3] Through e-commerce platforms, urban residents can better understand the goods and services needed in rural areas, which is conducive to promoting cooperation, exchange, and complementary development between cities and rural areas.

Overall, the development status of rural e-commerce industry has shown a rapid growth trend and has broad development prospects. The government, enterprises, and all sectors of society should work together to increase support for rural e-commerce and promote its better, faster, and more stable development.

3. CURRENT SITUATION AND PROBLEMS OF RURAL E-COMMERCE INDUSTRY DEVELOPMENT IN COUNTY X

The development of rural e-commerce in China is very rapid and gradually forms a trend, but it will also encounter various difficulties in the development process. This chapter will analyze the development status of rural e-commerce and find out the problems affecting the development of rural e-commerce.

3.1 Development Status of Rural E-commerce Industry

China has vast land and various rural areas produce unique agricultural products. Agricultural products produced in rural areas are popular in the market due to their original ecology, delicious taste, and rich nutrition, which meet the current consumer requirements for food health and green. In recent years, the rapid popularization of the Internet, coupled with the release of the "Opinions of the Central Committee of the Communist Party of China and the State Council on Implementing the Rural Revitalization Strategy", the "Rural Revitalization Strategic Plan (2018-2022)", the "Outline of the Digital Rural Development Strategy", and the "Digital Agriculture and Rural Development Plan (2019-2025)", have made the integration of agriculture and the Internet a trend, providing opportunities for the transformation and improvement of traditional agriculture. 2019 is the first year of live streaming e-commerce, and new models and formats of live commerce, WeChat, community group buying, and share purchase e-commerce have sprung up in rural areas. Mobile phones have become "new agricultural tools", traffic has become "new agricultural materials", and live streaming has become "new agricultural activities". In 2019, the rural online retail sales increased from 180 billion yuan in 2014 to 1.7 trillion yuan, an increase of 8.4 times. Among them, the online retail sales of agricultural products reached 397.5 billion yuan, an increase of 27% compared to the previous year, promoting an increase in income for over 3 million impoverished farmers. In 2019, the per capita disposable income of rural residents was 16,021 yuan, an actual increase of 6.2%; the per capita consumption expenditure of rural residents was 13,328 yuan, an actual increase of 6.5%. It can be said that rural e-commerce has had a certain positive impact on promoting the connection between agricultural

product production and sales, promoting agricultural transformation and upgrading, and helping farmers lift themselves out of poverty and increase their income.

The authors of this article randomly distributed 1,000 survey questionnaires to rural areas in County X, and analyzed the current development status, e-commerce entrepreneurship, and influencing factors of rural e-commerce in County X.

Table 1. Number of people opening online stores in County X

Year	Number of people opening online stores
2018	110
2019	159
2020	278

From "Table 1", it can be seen that the number of people involved in rural e-commerce in County X was 110 in 2018, 159 in 2019, with a growth rate of 31%. In 2020, the number of rural e-commerce in County X was 278, an increase of 75% compared to 2019. It can be seen that there was a significant increase in rural e-commerce in County X in 2020.

Table 2. People's online shopping experience in County X

Year	Having experience in online shopping	No online shopping experience
2018	28%	72%
2019	42%	58%
2020	83%	17%

"Table 2" shows that in 2018, 28% of people in County X had online shopping experience, compared to 42% in 2019, with a growth rate of 66%. In 2020, 83% of people in County X had online shopping experience, an increase of 97.6% compared to 2019, indicating that online shopping has become a common phenomenon among people in County X.

Table 3. Factors influencing the development of rural e-commerce industry

Influence factor	Number of people	Proportion
Logistics	976	97.6%
Government policy support	934	93.4%
Infrastructure	892	89.2%
Product marketing	789	78.9%
E-commerce technical talents	676	67.6%
Products	589	58.9%
Social relationship	47	4.7%
Others	78	7.8%

"Table 3" shows that people believe that the main factors affecting the development of rural e-commerce industry include logistics, government policy support, infrastructure, product marketing, e-commerce technical talents, products, etc.

3.2 Problems in the Development of Rural E-commerce Industry

With the continuous progress and popularization of modern technology, e-commerce has become an indispensable part of today's society. Against the backdrop of continuous urbanization, the e-commerce industry in rural areas has also begun to develop and grow. However, at the same time, the development of rural e-commerce industry is facing many problems.

Firstly, due to the relatively backward infrastructure construction in rural areas, the promotion of e-commerce in the region faces many difficulties. For example, problems such as low network coverage and slow network speed in rural areas can affect people's e-commerce experience, which is also one of the bottlenecks limiting the development of rural e-commerce.

Secondly, the market demand for rural e-commerce is relatively single, mainly focusing on daily necessities and agricultural by-products, which also limits the types and scale of e-commerce platforms and makes it difficult to meet the diverse needs of consumers. In addition, for rural e-commerce, the construction of price system and logistics distribution system is also an urgent problem, which is of great significance to improve the convenience of consumers' shopping and reduce operating costs.

Thirdly, the rural e-commerce industry also faces bottlenecks in talent cultivation and technology research and development. The shortage of talent reserves related to e-commerce in rural areas has led to issues such as talent shortage and low technical level in e-commerce platforms. Therefore, in the future development, it is necessary to strengthen talent cultivation and technology research and development efforts to provide strong support for the development of rural e-commerce [4].

Fourthly, the marketing strategies of rural e-commerce lag behind. Due to the imperfect development level and environment of the agricultural market, as well as the information services and circulation order of the agricultural market, and the lack of smooth information channels, the marketing model of agricultural product enterprises is relatively simple. It is still a traditional marketing system composed of wholesalers, producers, retailers, and consumers.

4. MARKETING STRATEGIES FOR THE DEVELOPMENT OF RURAL E-COMMERCE INDUSTRY

In order to promote the development of rural e-commerce industry, improvements can be made in the following aspects:

Firstly, the government needs to strengthen the construction of rural networks and provide better infrastructure support for the development of e-commerce. Currently, some remote rural areas still face problems such as insufficient network coverage and slow network speed, which has affected the development of local e-commerce.[5] Therefore, it is necessary to strengthen investment, accelerate the pace of rural network construction, improve network coverage and speed level, and provide a more stable and faster network environment for e-commerce platforms.

Secondly, in order to promote the cultivation of rural e-commerce marketing talents, local human resources and social security departments should actively carry out information education work. Rural e-commerce is a new thing that requires guidance and management from professionals with professional skills and experience. The prosperity of rural e-commerce cannot be separated from excellent marketing talents. Therefore, under the "Internet +" model, the government must strengthen the training and construction of rural e-commerce marketing talents by means of informatization.

Rural e-commerce, as a new economic form, has broad development prospects. In order to achieve specialization and targeted services for rural e-commerce, the government can establish an information platform that connects it with information networks in various regions, thereby achieving the sharing of marketing strategy knowledge. At the same time, the government can also use online platforms to impart professional knowledge and skills related to e-commerce marketing to rural residents, helping them improve their own quality. Meanwhile, with the help of information technology platforms, some talents with professional skills in e-commerce marketing can provide scientific practical guidance to villagers, thereby improving the operational level of rural e-commerce. The government can provide convenient conditions for the employment and entrepreneurship of rural e-commerce talents by building a rural e-commerce service platform. In order to cultivate rural e-commerce professionals, the village committee has organized training for e-commerce talents and hired experts to give knowledge lectures, using a "one-on-one" service method to impart relevant knowledge of e-commerce marketing to farmers, in order to cultivate a group of talents who understand both technology and commerce, as well as communication and management. At the same time, it is necessary to establish a good online marketing service platform for rural e-commerce enterprises, allowing them to have the opportunity to expand market share and improve product competitiveness through internet channels. In addition, the government can also establish a network integrated e-commerce marketing talent training model, by providing marketing strategy knowledge training, e-commerce technology guidance, and project tracking services, to improve the information education system for marketing talents.

Thirdly, the government can also establish a sound credit system in the e-commerce industry to improve consumer satisfaction and trust. The credit system is an important foundation for the stable development of e-commerce platforms. Currently, many rural areas still have low trust and disputes between buyers and sellers, which affects consumers' shopping experience and trust in e-commerce. Therefore, the e-commerce industry needs to establish a comprehensive credit evaluation system, conduct credit ratings on merchants and consumers, strengthen punishment for violations, and maintain the fair and just image of e-commerce platforms.[6]

Fourthly, e-commerce enterprises should develop new marketing strategies. The first is the brand building strategy. Brand building is fundamental to the growth of e-commerce enterprises, especially for rural e-commerce, so rural e-commerce must attach importance to brands. On the one hand, it is necessary to establish a reliable reputation system to improve customer satisfaction, and on the other hand, it is also necessary to focus on product quality and service quality. Finally, the brand image should be enhanced through public welfare activities. The second is the price strategy. Prices in rural markets are still the focus of consumer pursuit. Therefore, rural e-commerce should develop reasonable pricing strategies to ensure moderate prices, while attracting consumers and ensuring the profitability of businesses. In addition, sales can be increased through discounts and promotions. The third is the channel strategy. This is one of the important strategies. Rural areas have underdeveloped logistics, and businesses need to choose appropriate channels for product sales. Market development can be achieved by collaborating with institutions such as rural poverty alleviation and cooperatives. The fourth is the promotion strategy. Promotion activities are an effective means of attracting customers to make purchases. According to the characteristics of the rural market, various promotional methods such as door-to-door delivery, free trial, and point redemption can be used to attract consumers.

Finally, logistics enterprises also need to optimize their e-commerce distribution systems, reduce logistics costs, and improve logistics delivery efficiency. Logistics transportation, as a major obstacle to the development of rural e-commerce, is an urgent problem to be solved. Against the background of "Internet +", logistics enterprises can rely on developed information technology to establish a modern logistics system. It is a must to actively adjust the transportation structure, optimize the organization of logistics, enhance the sustainability of rural distribution services, establish two-way transportation between urban and rural areas, and ensure that industrial products can flow to rural areas and agricultural products can be transported to cities; there is a necessity to build a three-level logistics system at the county, township and village levels in rural areas, deeply promote the realization of the "village to village express" project, form an efficient transportation system, and provide strong support for the production and operation, circulation and

transportation, logistics distribution and consumption of rural e-commerce; Through information technology, linking urban and rural areas, it is necessary to promote the deep integration of various transportation methods, accelerate the dissemination of logistics information, and ensure more efficient and efficient flow of people and logistics. For example, different types of express delivery stations can be set up in towns, villages, and other areas, the same model of express delivery services as cities can be established, and the method of nearby express delivery can be adopted, so that agricultural products can truly break through space limitations and be transported out, and industrial products can also be transported in. It is important to increase the transportation of logistics vehicles and solve the distribution problem between towns. In addition, multiple transportation channels can be developed to achieve information sharing among different transportation methods, providing more convenient logistics services for the development of rural e-commerce.

5. CONCLUSION

This paper analyzes the current situation of rural e-commerce, finds out the problems, and then puts forward suggestions and opinions, which have great reference significance for the future development of rural e-commerce. China, as a large agricultural country, through the development of rural e-commerce, will more effectively improve farmers' income and local finance, promote the integrated development of urban and rural areas, and have a far-reaching impact on the construction of new rural areas.

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