Analysis on the Development of Rural Electronic Commerce from the Perspective of Sociology

JIAXU WU

ABSTRACT

Rural electronic commerce is a new thing in the process of social development, and it contains the great strategic opportunity and broad development space. From the perspective of sociology, this paper analyzes the current development situation of rural electronic commerce, and puts forward the future development strategy, which makes contribution to promote the development of rural electronic commerce in china.

KEYWORDS

INTRODUCTION

Rural electronic commerce is a new thing in the process of social development, and it contains the great strategic opportunity and broad development space. From the perspective of sociology, this paper analyzes the current development situation of rural electronic commerce, and puts forward the future development strategy, which makes contribution to promote the development of rural electronic commerce in china.

THE DEFINITION AND DEVELOPMENT STATUS OF RURAL ELECTRONIC COMMERCE

The definition of rural electronic commerce

The rural electronic commerce has many different definitions, this paper mainly adopts two kinds of definitions what the following three scholars have described: one is the scholar Zhou Haiqin and Zhang Caiming, they think that "rural electronic commerce refers to the whole process in which the buyers and sellers who do not need face to face transfer the products what are easy to obtain in the rural economic activities to the market and complete the transaction by using simple, fast, low-cost electronic communication pattern"; the other is the scholar Yue Xin, she believes that...
"rural electronic commerce refers to the online trading process aided with the Internet, computers and other modern information technologies, taking advantage of the association of cross-regional and cross-industry with the intensive management, market-oriented operation and formed system, so as to build a compact and orderly business consortium, and expand the rural information service business and service field, which provides the main body who engaged in agricultural production and management with business transactions such as sales, purchase and electronic payment of products or services on the Internet".

The development status of rural electronic commerce

China's electronic commerce originated in the early 90s of last century, and after entering the twenty-first century, the development speed of electronic commerce in our country is accelerated increasingly. Along with the rapid development of electronic commerce, the development momentum of China's rural electronic commerce is also increasing rapidly. According to the data released by the ministry of commerce, by 2015, there were more than 30 thousand agricultural websites in China, among which more than 3000 were electronic commerce websites, and the amount of online shopping transactions in rural areas had reached 353 billion Yuan and grown by 96% year-on-year. As an important part of rural electronic commerce, in 2013, the trading volumes of agricultural products' electronic commerce reached to more than 50 billion Yuan in our country, more than 100 billion Yuan in 2014, and by 2015, it increased to 150 billion 500 million Yuan. In the "double 11" global shopping carnival in 2015, there is an amazing sales and consumption data behind the active figure of rural consumers. According to statistics, the "double 11" activity began only 8 minutes, sales of Taobao in rural areas had exceeded ten million. By the next day's zero hour after the start of the activity, the consumption data of Taobao in rural areas had broken through a total of 200 million Yuan.

THE EXISTING PROBLEMS IN THE DEVELOPMENT OF RURAL ELECTRONIC COMMERCE

Along with the lag of idea, the operation form is mainly the family-styled small enterprise and the unified organization has not been formed

Due to historical reasons, nowadays, the small-scale peasant economy system and thought are still deeply rooted in the vast rural areas of our country. Under the influence of such environment background, it leads to the fact that the development of the majority of rural electronic commerce is still taking each household as an independent miniature family enterprise, the enterprise's members are family members, and has formed an informal organization. Informal organization refers to an open social technology system based on emotion, interest and hobby, to take meeting the needs of individuals as a link, there are no regulations of formal documentation and could form spontaneously. Therefore, because the members of organization are all family members, there is no need to formulate the explicit regulations and build the stable management system, and they would rely on the emotion rather than the
specific written rules to maintain the organization, which makes the internal construction of organization very confused.

Lack of talents in the field of rural electronic commerce

The lack of talents in the field of rural electronic commerce is mainly manifested in two levels: firstly, the direct participants of rural electronic commerce, namely the employed peasants; secondly, the local grass-roots government who promotes and regulates the development of rural electronic commerce by formulating principles and policies.

On the level of the direct participants of rural electronic commerce, according to statistics from the China Internet Network Information Center (CNNIC), rural Internet users in China, junior high school degree and below accounted for 62.7%, bachelor degree and above accounted for only 4.8%. The comprehensive quality of the majority of farmers engaged in the rural electronic commerce are low at present, they do not have the rich experience and skills in the comprehensive application of Internet, the analysis of commerce data, the operation and promotion of products as well as the management and operation of company. On the level of the local grass-roots government, for most of the staffs in the township grass-roots government, the rural electronic commerce is still a new thing, the relevant development concepts have not yet been formed in their minds, they also don't have the ability to guide the development of rural electronic commerce. And because the overall development level of current rural areas is far behind that of the city, which makes it difficult for a large number of electronic commerce college graduates and experienced electronic commerce talents to flow to the rural areas, so they are unable to help the local grass-roots government to develop rural electronic commerce.

The weak infrastructure construction and insufficient capital input in rural areas

The electronic commerce takes "three flows" as the core: logistics, information flow and capital flow. In logistics, the developed and convenient modern logistics is an important prerequisite for the rapid development of rural electronic commerce, so the development of rural electronic commerce is inseparable from the support of modern logistics system. After years of development, China's rural logistics system has begun to take shape, but it is still weak. According to a data released by the National Bureau of statistics in September 2014, it showed that up to 60% of rural residents believe that receiving the express is not convenient, in addition to China Post, the main express business outlets have not cover the areas below levels of village and town, such as SF express and "STO express, YTO express, ZTO express, BEST express, Yunda express"; in terms of information flow, according to the China information industry information network, the popularity rate of the Internet in cities and towns is 44.6%, it is only 15% in the rural areas. The low popularity rate of the Internet and the remoteness of most rural areas, and there are almost no financial input in the research and analysis of information, thus the market dynamics and economic policy cannot be delivered in time, employees cannot timely access to effective information and adjust the business strategy accordingly, which makes the information appear a great lag; in terms of capital flow, on the one hand, according to statistics, the balance of China's agricultural loans (foreign currency) in 2014 is 23 trillion and 600
billion Yuan, accounting for 28.1% of the various loans and having an increase of 13% over 2013. Among them, the loan balance of farmers is 5 trillion and 400 billion Yuan, having an increase of 19%. Although the bank loans have increased year by year, but for the rural electronic commerce in the rapid development, the growth rate is still not enough. On the other hand, the proportion of capital invested in rural electronic commerce by related enterprises is still low, and the level of capital input in rural electronic commerce is still insufficient.

THE DEVELOPMENT STRATEGY OF RURAL E-COMMERCE

Innovative and awareness-oriented

Scholar Zhao Lei once proposed that “the problem of agriculture, rural areas and farmers in China today” is essentially the conflict and contradiction between small-scale peasant economy and market economy. Therefore, the important way to solve the “problem of agriculture, rural areas and farmers” and promote the development of e-commerce in rural areas is to break the deep-rooted small peasant economy system and to establish a new concept of economic development. The Internet has the characteristics of interactivity, virtuality and openness, which makes the public realize that the development of rural e-commerce is a new way to solve the “problem of agriculture, countryside and farmers”. The promotion of e-commerce in rural areas can not only speed up the process of rural marketization and the adjustment of agricultural industrial structure, but also narrow the gap between urban and rural areas, and improve the competitiveness of China's agriculture.

Forming mass development and establishing a formal organization of rural e-commerce

To change the past development model and form mass development trend, the formal organization of rural e-commerce should be established to replace the informal organization. Formal organization refers to a group of people who are organized in order to accomplish a common goal according to certain rules. It is a behavior system with a certain structure, a same goal and a specific function. Only by combing each independent and micro family enterprise together, by forming each village into a large union, by forming a hierarchy model of village group, by drafting rules of the association and setting up management group, can we break down barriers and promote the flow of factors, then the development of scientific and effective management mode comes into being, so that all members cooperate toward a common goal, and ultimately promote the development of rural e-commerce. The most typical example of mass development is the “Taobao village” which has sprung up all over the country in recent years.

Training and introducing rural e-commerce talents

On the direct participant (employed farmer) and indirect agents’ level (related staff in local government) rural e-commerce talents are needed, so we should do this by the local culture and introducing outsiders. On the one hand, the local government should
actively cooperate with the e-commerce skills training institutions, and organize peasants and government staff to participate in training. Through training employed farmers can obtain e-commerce knowledge and skills, and promote the theoretical knowledge and practical methods for the development of electronic commerce. Such direct investment in education, the local rural e-commerce talents will increase day by day. On the other hand, governments at all levels should attract e-commerce talents and enlarge their willingness to live in the village through the introduction of relevant policies, such as through the introduction of tax incentives, financial support, project priority and other related policies, so as to promote the development of rural e-commerce. Attracting a large number of e-commerce talents and youth of knowledge and skills to do business in rural areas is another aspect. Through the relevant cooperation with universities, the “directional” system is set up, so that every year there will be graduates of e-commerce professional talent from colleges and universities. By doing so, the fresh blood is brought in the development of rural e-commerce for local governments.

We should strengthen the construction of rural infrastructure to enhance the integrity and coordination of “logistics, capital flow, and information flow”

Firstly, we should strengthen the construction of rural network infrastructure. Governments at all levels and relevant departments should strengthen the support of the construction of rural informatization infrastructure to promote the improvement of e-commerce infrastructure and network quality in rural areas. According to Ministry of Industry and Information Technology statistics, by March 2015, China's 93.5% administrative villages have opened broadband, and the “optical fiber to the home and to the village” project is rapidly advancing. Only by the establishment and improvement of rural e-commerce information sharing and application mechanism can we achieve interconnection and resource sharing, advancing the development of rural e-commerce rapidly.

Secondly, improving the modern logistics system to adapt to e-commerce in rural areas. Through the ability of logistics distribution, products can be circulated faster and cheaply. By the establishment of rural market logistics distribution at the end of the “county-township-village” distribution network and building a modern logistics distribution system, so that we can provide e-commerce business and distribution services for rural residents for boosting the development of e-commerce in rural areas.

Thirdly, on the basis of increasing formal financial institutions aiming at rural e-commerce investment funds, we should also develop the diversified rural financial system to strengthen the role of informal financial organization, to construct the coexistence of a variety of financial institutions, complementary functions of the system of financial institutions, to break the monopoly pattern, and to clean up obstacles, in order to form the diversified financial organization system with the formal financial institutions as the basis, the rural cooperative finance as the orientation, the government policy as the financial assistance, local credit as the supplement.
We should adequately use the social network to change our concept and carry out the “intimacy and connection pattern”

The concept of China's famous sociologist Fei Xiaotong in the study of Chinese rural structure put forward “intimacy and connection pattern”, which is formed on the basis of this concept “intimacy and connection pattern” marketing, coupled with the social network, which has very important significance for the development of rural e-commerce.

“Intimacy and connection pattern” marketing refers to the search for each “pattern” of the core characters, then to exert its influence, so as to form the product of conformity psychology and reputation effect. Social network refers to the relatively stable relationship system formed by interaction between members of a society. According to the definition of “intimacy and connection pattern” marketing and social network, the sellers’ goal is to pass his relatives and social network to find the most important figure. Using the “20/80” principle, namely through the 20% of mainstream information to influence the 80% of audience, so that we can obtain greater benefits. Businesses should learn to use the marketing strategy, through appropriate advertising, chain management and other methods, to obtain greater income and promote the development of rural e-commerce.

Establishing the support for rural e-commerce in the society

The theory of social choice refers to the aggregation of social members’ preferences into social groups’ preferences. Furthermore, the study of social choice theory is the condition of conflict and consistency between individual value and social choice. It is because in rural areas that more and more farmers begin to pay attention to e-commerce as a new thing, which makes rural e-commerce get rapid development. Therefore, we need to establish a good atmosphere for the development of rural e-commerce in the whole society, and the development of rural e-commerce are paid more and more attention of the whole society, so that more and more people are getting into the rural e-commerce business in the whole society to promote the development of rural e-commerce.

CONCLUSION

Rural electronic commerce is a new thing in the process of social development, and it contains the great strategic opportunity and broad development space. From the sociological point of view, the development of rural e-commerce also has the characteristics of the times, sociality and mass. At present, rural e-commerce is still in a stage of rapid development. During the “13th Five-Year Plan” period and for a considerable period of time in the future, the benign development of rural e-commerce still needs the joint efforts of the whole society.
REFERENCES