In China , what might be the influences of e-commerce on the people in rural area?

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Scene play

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Basic introduction

Rural E-commerce Market Scale Data

In recent years, with the rapid development of rural e-commerce, the number of rural online stores is on a dramatic rise. According to the forecast of China Business Research Institute, the number of rural online stores reached 12 million in 2018, an increase of 2.2 million compared to 2017, a growth of 22%.
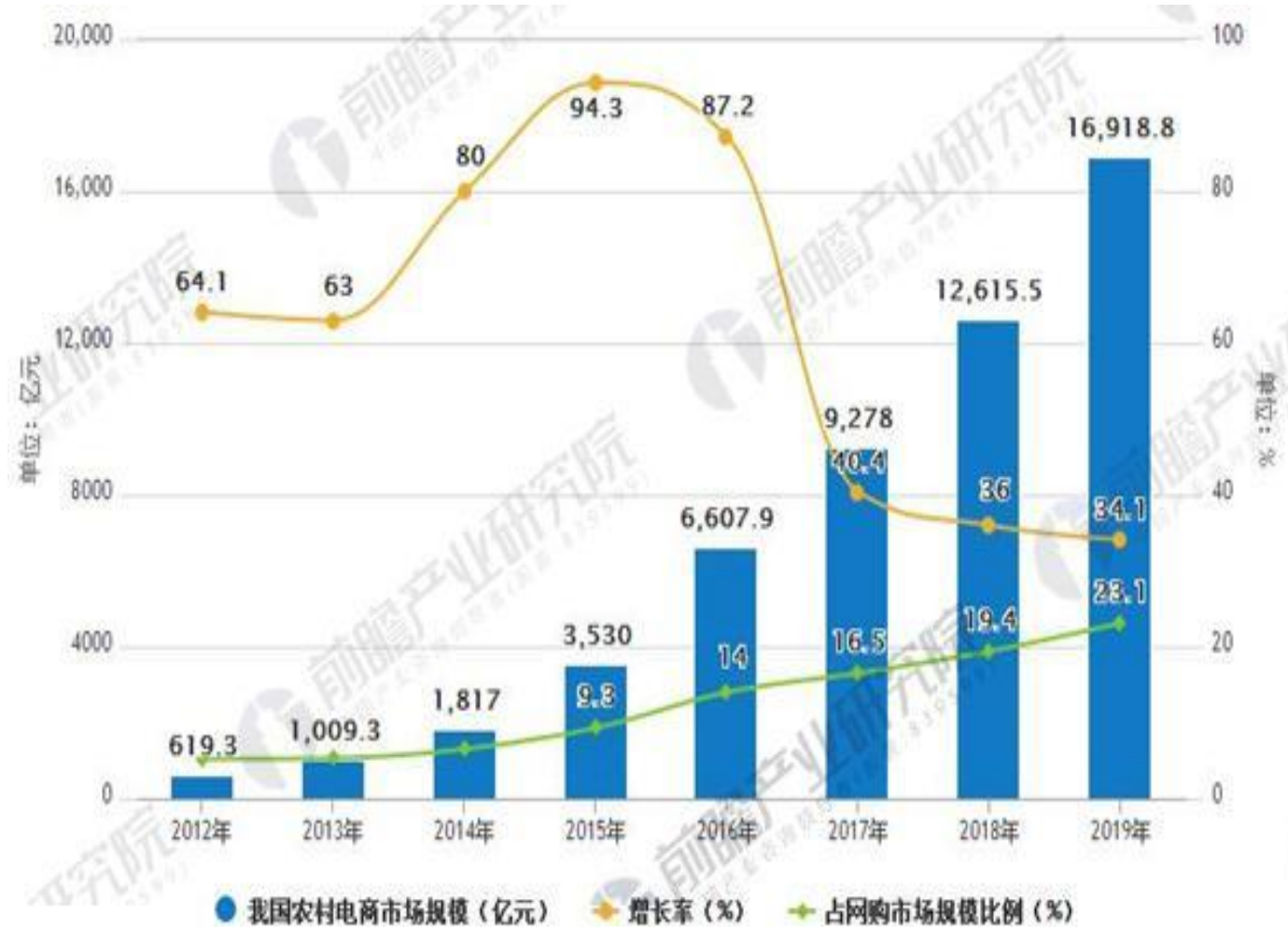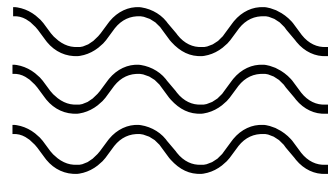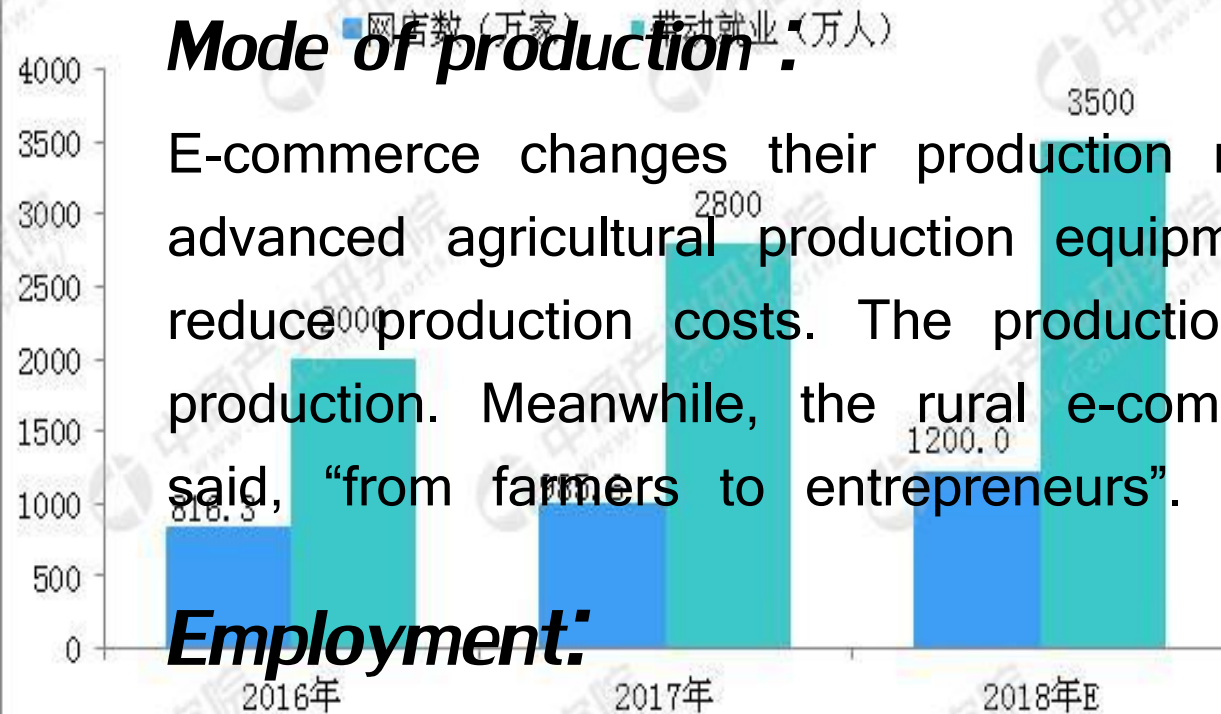
Rural online store users are mainly concentrated in Taobao, Pinduoduo, Yunji platforms. Among them, Alibaba's platform has more than 1 million rural online stores, and Yunji also has stores across 31 provinces of China. The popularization of e-commerce, improvement of infrastructure in rural areas, and an increase in number of service platforms will contribute to the development of rural e-commerce.

As a
producer
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农村网店规模变化趋势图

■网店数（万家） ■带动就业（万人）

4000
3500 — 3500
3000 — 2800
2500 —
2000 — 2000
1500 —
1200.0
1000 — 816.3
500 —
0
2016年   2017年   2018年E

中国农村电商网络零售额情况

■零售额（亿元）

16000 — 16804
14000 —
12000 —
10000 —
8945
8000 —
6000 —
4000 — 3530
2000 — 1800
0
2014年   2015年   2016年   2017年   2018E

Mode of production :

E-commerce changes their production methods. They become to choose more advanced agricultural production equipment and abundant production materials to reduce production costs. The production system also transforms into mass-production. Meanwhile, the rural e-commerce realizes the objective like Mr. Ma said, "from farmers to entrepreneurs".

Employment:

E-commerce also improves the employment and job quality in rural areas. According to the data from China Business Research Institute，the number of rural online employment reached 35 million in 2018, an increase of 7 million compared to 2017, a growth of 25%.

Income:

With the increase of employment, the income of rural people also achieves a dramatic rise in recent years which narrows the pay gap between urban and rural areas.

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As consumers

Purchase choice:

First of all, rural e-commerce enriches rural residents' consumption choices. Through the Internet, rural people can have the same consumption choices as urban people to buy household goods to solve the problem of supply and demand.

Illustrations :

According to the report of Ali Research Institute, household electrical appliances are the most popular type of online shopping consumption for rural residents, which shows that rural e-commerce plays a greater role in the process of upgrading rural consumption.

Procurement cost :

Secondly, rural e-commerce saves farmers' purchasing logistics costs.

In the western region, the logistics cost is very high because of the vast area. With the support of the government, the improvement of the rural logistics system has been accelerated, and the number of e-commerce logistics sites in the rural market has increased. According to Ali's analysis, with the increase of orders, logistics costs also fell.

shortcoming：

Generally speaking, the development of China's agricultural e-commerce is still in the exploratory stage. Today, although e-commerce has gradually penetrated into rural areas, compared with the mature countries of urban e-commerce and other rural e-commerce, there is still a big gap. Therefore, it is particularly important to analyze the problems of rural e-commerce in China.

suggestions
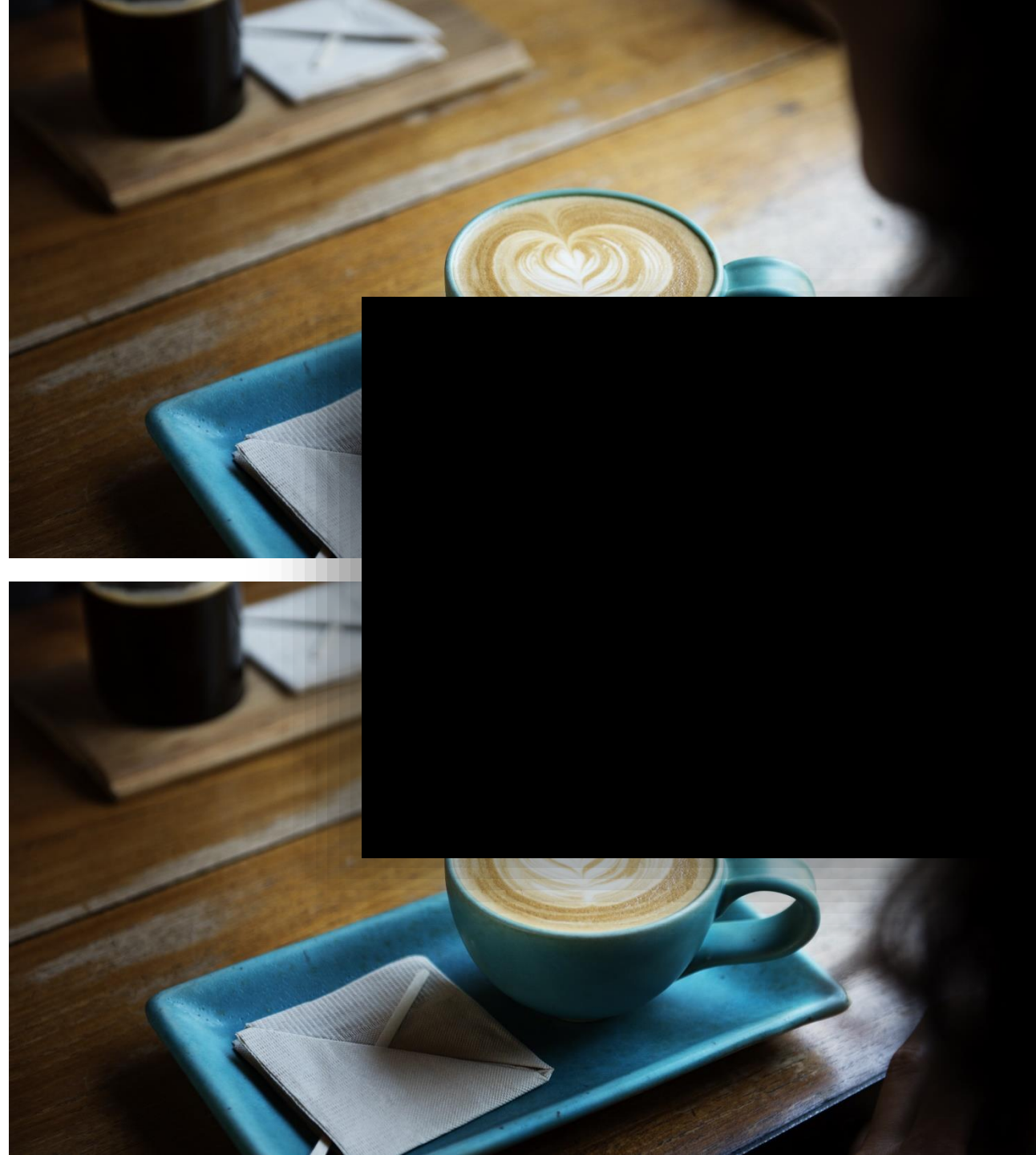
Fossilization of the way of thinking:

Traditional rural culture is more conservative, and the life pursued by farmers is less dependent on commerce. Most rural residents lack e-commerce knowledge, which makes them unable to accept e-commerce.

Therefore, we suggest that more e-commerce promotion and publicity activities be carried out in rural areas to make farmers more aware of e-commerce.
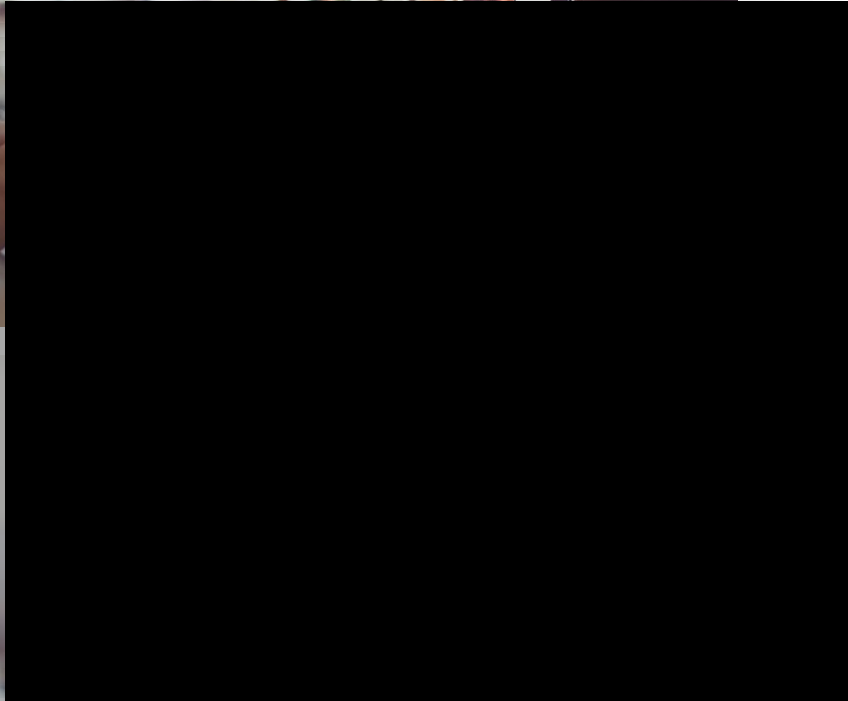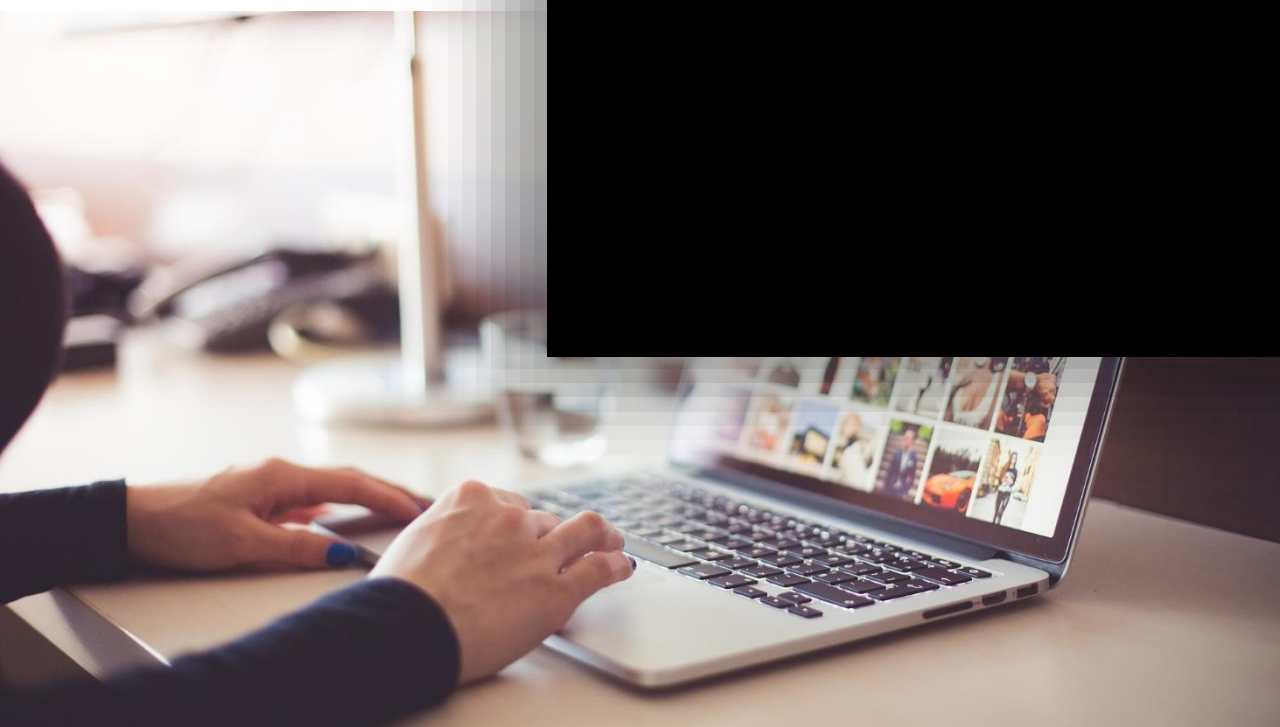
Lack of policy guidance and legal norms for rural e-commerce :

Moreover, because of the lack of relevant guidance, rural residents can only rely on self-exploration, which to some extent increases the difficulty of related employment.

I suggest that the government should lead the development of e-commerce training and provide farmers with relevant laws and regulations on science popularization.

summary