

Research on the Development of Rural Uplink Logistics Under the Background of E-commerce

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Abstract

In the rapid development of social economy, e-commerce has changed people's life style, making online shopping a part of people's life, and also promoting the rapid development of logistics industry. However, in the rural areas of our country, the development of the logistics industry is sluggish and the logistics awareness of the residents is backward, resulting in a large number of agricultural products not having their proper effect, solving the problem of rural logistics and distribution is the key to rural logistics development. In order to promote the development of rural e-commerce uplink logistics, this paper starts with the logistics and distribution issues, analyzes it in-depth, and then puts forward specific solutions.

Keywords

Uplink logistics , Rural areas, Distribution.

1. Introduction

In recent years, China has paid more and more attention to the development of rural e-commerce. In the State Council's "Long-term Planning for the Development of the Logistics Industry"(2014-2020), it pointed out that it is necessary to speed up the development of rural logistics by increasing investment in the logistics industry through multiple channels and using agricultural products as key construction projects. At the same time, the "No.1 Central Government Document" released in 2016 and 2017 also indicated that it is necessary to "strengthen the circulation facilities and market for agricultural products" and "promote rural electricity suppliers." The "Rural Network Development Report 2016" released by Ali Research Institute shows that in the recent 5 years, the Internet penetration rate in rural areas has risen from 23.7% to 34% year by year. The number of Internet users has risen from 156 million to 201 million annually, while the rural uplink logistics has been developing slowly , Want to be more healthy and faster development of rural electricity supplier, we must improve the rural logistics system.

2. The Status Quo of the Rural Uplink

The upside of agricultural products is a model in which agricultural products are put on the Internet for sale and sale, broadening the sales channels of farmers through online channels and increasing the income of peasants. However, the ascent of agricultural products to this trillion-tier market is still slowly developing and has not opened its own smooth road. The rapid rise of Internet penetration in rural areas is hard to drive the development of rural uplink logistics. The reason is that the logistics system is not in place, the logistics facilities are imperfect and rural residents' ideology lags behind. The rural logistics is far from the standard.

3. The Problem of Developing Rural Uplink Logistics

3.1 Rural Residents Lag Behind Consumer Attitudes, E-commerce Concept is Weak Rural Areas

There are many people with relatively weak foundations and poor education in rural areas, resulting in poor cultural qualities of farmers, unclear understanding of computer networks and the Internet, and traditionally used spot purchases of "one-handed delivery and one-off delivery" , There is not

enough understanding of the current rapid development of rural e-commerce, and there are some difficulties in accepting new things such as online shopping, online consumption and online payment. Especially when it comes to online payment, most farmers still worry about the security issue and still have many concerns. The relatively conservative peasant ideology led to the concept of consumption to the development of rural e-commerce has posed a challenge, thus causing the slow development of rural logistics.

3.2 Imperfect Logistics Distribution System

Compared with the city, the rural logistics distribution system is not perfect, farmers produce agricultural products such as corn, wheat, vegetables, and most mass-produced not only by hawkers at a low price to acquire, through vendors, buyers, by Vendors and other means to reach the city sales, which adds extra costs. Without unified planning and system, residents can not feel the convenience brought by online shopping and the benefits of using online sales of agricultural products. Farmers' characteristic agricultural products are hard to sell quickly and conveniently through the Internet, which greatly limits the development of rural electric business.

3.3 It's a Huge Waste of Produce Through E-commerce

Statistics show that China's agricultural products by the seller to reach 25% - 30% loss rate of buyers in the process of agricultural products in developed countries in the process of the sale of the loss rate is below 5%, in contrast, the loss rate of China's agricultural products is far greater than the loss rates in developed countries. Effective control of the delivery phase of agricultural and sideline products means that our country will save tens of billions of grain, which will greatly enhance the quality of life of the people.

3.4 Lack of Logistics Personnel

As a new thing in the development of Internet, rural e-commerce is conducive to improving the living standard of rural residents and promoting agricultural development. In order to give full play to the role of rural electric business, it is necessary to have technical talents with certain network knowledge and logistics knowledge, and the development of rural logistics is also faced with the problem of talent shortage. Most of the young people in the countryside go out to work, go to town for study, employment and entrepreneurship. Most of their rural education is relatively low education level, and they do not have relevant network knowledge, so they can not effectively use the rural e-commerce platform for online transactions. In addition, due to the restrictions of the rural environment and the development of urbanization, a large number of rural young people left the countryside and settled in cities, which further exacerbated the outflow of rural e-commerce talents and logistics talents. Therefore, the lack of talent is one of the problems to be solved in the current development of rural logistics.

4. Countermeasures to Promote the Development of Rural Uplink Logistics

4.1 Promote National E-commerce Policies to Change Rural Residents' Consumption Patterns.

Efforts should be made to promote policies on e-commerce, guide peasants in learning networks and use networks so that peasants can truly understand e-commerce and trust e-commerce. This shows that e-commerce is a convenient, safe and reliable method of consumption. E-commerce platform should be actively used to promote special agricultural products, broaden the channels of sales of agricultural products, so that the majority of farmers can really benefit from the development of e-commerce, and truly enhance the enthusiasm and initiative of peasants and lay a solid mass foundation for the development of rural e-commerce.

4.2 Improve the Rural Uplink Logistics System and Carry out Common Distribution

The most important link in the construction of rural logistics system in China is the "last mile problem". For uplink logistics, it is the original one kilometer. The most effective way to solve this problem is to carry out joint distribution. By setting up distribution points in rural areas, unified transportation, loading and unloading, and distribution, under the driving of scale effect, the overall

cost is reduced, and the overall planning of logistics is strengthened. The implementation of joint distribution depends on the national policy, the cooperation between the electricity giants, logistics companies and residents. The organic combination of several main bodies can maximize the benefits.

4.3 Planning Delivery Path, Building Related Logistics Facilities

Based on the sparsely populated rural areas in China, we need to properly plan and deliver the routes so as to meet the requirements of the shipowners and avoid empty trains. At the beginning of the development of rural electricity suppliers, a pilot scheme was adopted for the construction of logistics hardware facilities in the pilot areas, such as distribution warehouses, self-provision facilities and so on. For the construction of Internet information, simple operation software for rural uplink logistics was developed as far as possible. The information of the owner and customer is symmetrical, reducing unnecessary risk.

4.4 Strengthen the Training and Introduction of E-commerce Talent

The development of rural e-commerce, talent is the most important, the government and enterprises should actively self-training, introduction of foreign and other ways to train qualified personnel for the development of rural e-commerce to provide talent protection. The first is to strengthen the discipline construction, improve teaching materials, existing textbooks can not reflect the characteristics of modern logistics, improve the logistics professional education can cultivate more professional and higher quality logistics personnel; the second is the introduction of foreign logistics talents, driven by domestic logistics practitioners; the third is to strengthen cooperation, make the logistics professional students to enhance practical ability, cultivating practical ability. Logistics personnel training can not be achieved overnight, the state attaches great importance to the quality of our logistics practitioners will be developed by leaps and bounds, the logistics industry practitioners can effectively improve the professional ability.

5. Conclusion

China is a big agricultural country, with peasants accounting for a large proportion of our population. Under the general trend of e-commerce entering the countryside, not only peasants can use network communication tools, but also improve peasants' awareness of e-commerce and the constant use of network users. Increase the number of cases to establish a sound logistics and distribution system to improve the efficiency of rural e-commerce logistics and distribution services, reducing the overall logistics and distribution losses, prompting the full development of e-commerce rural logistics and distribution.

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Logistic Research.

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