

Research on the Development of E-commerce Logistics in Small Towns under the Background of New Urbanization

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Abstract: This article combines the development trend of rural e-commerce industry in China, starting from the analysis of the current situation of urbanization construction in our province, and focuses on analyzing the assisting role of developing rural e-commerce in promoting the construction of new urbanization. It explores the specific development mode of rural e-commerce, and should build a "dual flow integrated rural e-commerce platform" to provide farmers with a one-stop platform for obtaining information and online communication in production and life, attracting farmers Integrating returning college students into platform construction can better leverage the advantages of the Internet in promoting and trading agricultural products, help farmers enjoy services, and form clustered advantages of dispersed small agriculture through the Internet and big data. Through e-commerce platforms, farmers can grasp the initiative of the market, become rich on the spot, and promote the development of new urbanization.

Keywords: E-commerce Logistics, Small Towns, New Urbanization

1. INTRODUCTION

As of December 2023, the proportion of rural population in China's overall population has decreased to 47.4%, indicating the continuous progress of China's urbanization process. The No. 1 central document of the Central Committee of the Communist Party of China (CPC) in 2013 has clearly stated the development idea of "urbanization", that is, to take a road of coordinated and scientific development of "three modernizations" without sacrificing agriculture and food, ecology, and the environment. Under this general background, we should take the road of developing rural e-commerce and harmonious development of new urbanization.

The connotation of rural e-commerce has two aspects: firstly, it refers to the use of modern information technologies such as computers, the Internet, and multimedia to provide services for entities engaged in agricultural fields, enabling them to complete the transaction process of purchasing, selling, and electronic payment of products or services online. The second is to expand the field of rural information services through online platforms, connect various resources that serve rural areas, take root in rural areas, serve agriculture, rural areas, and farmers, making it a service station for agriculture, rural areas, and farmers throughout towns and villages, truly enabling the implementation of agriculture, rural areas, and farmers to become the biggest beneficiaries of the platform. Rural e-commerce, through market-oriented public e-commerce platforms, allows farmers to participate in the huge collaborative value network at a lower cost, learn to use information tools to serve one's own development, achieve a transformation from being a mere 'land digger' to being a 'new farmer' or 'new citizen', and truly achieve 'human urbanization'.

Rural e-commerce represents an advanced productivity that solves the problem of agricultural product production transitioning from traditional extensive to highly intensive in terms of production methods. It organically combines the pre-production, mid production, and postproduction stages of

agricultural product production, effectively solving the problem of asymmetric information between agricultural product production and market. In the context of new urbanization, Anhui Province continuously improves the construction of the Internet and rural infrastructure in rural areas. The development of rural e-commerce has made important contributions to increasing farmers' income, deepening rural reform, and promoting agricultural modernization.

From the current emphasis of the Anhui Provincial Government, relevant policies introduced, and analysis of the current situation of agricultural e-commerce development, it is expected that the development of rural e-commerce in Anhui Province will exhibit the following trends: firstly, with the rise of the Internet and the growth of websites, the circulation speed of agricultural products will accelerate, and farmers' income will further increase. Secondly, due to the seasonal, regional, low producer quality, and low level of standardization of products, it will further promote large-scale production and strengthen the improvement of agricultural product quality standards. Collaborative e-commerce is an advanced stage of e-commerce application, which can effectively integrate various activities in the industrial chain from a technical perspective, truly realizing the functions of e-commerce.

2. THE PROPOSED METHODOLOGY

2.1 The Connotation of Rural E-commerce

Unlike traditional urbanization construction, the new type of urbanization construction adheres to the principles of people-oriented, urban-rural coordination, intensive and efficient, green and low-carbon, pays attention to protecting the interests of farmers, and emphasizes the improvement of urbanization quality. Agricultural collaborative e-commerce can provide opportunities for agricultural business entities to participate in large-scale agricultural industry collaborative networks at a lower cost and promote agricultural industry upgrading and transformation in a fair sharing, intensive and

efficient, green, and low-carbon manner. This is consistent with the construction principles of new urbanization. Therefore, in the context of new urbanization, agricultural collaborative e-commerce, as an advanced e-commerce model, can provide new theoretical and practical support for studying several issues related to new urbanization.

Developing rural e-commerce is an accelerator for expanding domestic demand, adjusting structure, and developing rural economy. It is an effective way to achieve modernization of agriculture and rural areas, transform traditional agriculture, and transition from traditional agricultural economy to information economy. It is an important content of building a new socialist countryside, and a driving force and new means for achieving new urbanization and building a harmonious society in our province. Rural e-commerce is the expansion and application of e-commerce in the rural market. The rural e-commerce model has gradually developed from the early bundled model of "agricultural products e-commerce" to a new integrated model of "urban-rural platform".

In the early stage, rural e-commerce only relied on the internet to release agricultural product sales information, and the main participants were large agricultural product processing enterprises and township enterprises. It was limited to the procurement of agricultural raw materials and product sales, with few participants and a single service content. On the one hand, traditional banks prioritize collateral over credit when lending, but rural e-commerce is just starting and often finds it difficult to provide appropriate assets as collateral. Especially some grassroots e-commerce groups are the most deserving of help in the development chain of rural e-commerce. They generally need financial support, but due to their early stages of development, it is difficult to obtain loans. Although some loans have been tilted towards farmers, in the actual operation process, farmers still encounter many obstacles that prevent the smooth progress of loans.

According to the concept of collaborative commerce mentioned above, applying collaborative e-commerce to agriculture can promote effective cooperation and integration of various businesses in the supply chain of agricultural enterprises and across supply chains, achieve coordinated management of various activities in the agricultural industry chain, and achieve the full utilization of agricultural resources. This is consistent with the principle of new urbanization construction. In order to better explore the significance and role of agricultural collaborative e-commerce in the construction of new urbanization, this article defines agricultural collaborative e-commerce as: in the context of new urbanization, agricultural enterprises are used as business units, and emerging technologies such as the Internet are used to construct an agricultural collaborative e-commerce platform, achieving the coordination and integration of various activities in the agricultural industry chain.

It is conducive to reducing the income gap between urban and rural areas and promoting the construction of a harmonious society. Rural e-commerce provides a reference for promoting inclusive growth in China, and this effect makes the imagination of "rural urbanization" possible. In the past, it used to be the norm for young people to go out to work in rural areas, leading to many "empty nest" families and various social ethical issues. The rise of rural e-commerce has attracted many migrant workers and college students to return to their hometowns for entrepreneurship or employment. The relationship between neighbors has become more stable and harmonious, and the issue of parenting for "left behind" children has also been resolved. If appropriate ways are

chosen to stimulate the enthusiasm of farmers, and there is no need to use e-commerce to create wealth from afar, everyone can be inclusive in the process of "integration of industrialization and industrialization".

2.2 The significance of collaborative e-commerce logistics in new urbanization

The awareness of offensive and defensive tactics is equivalent. Most regions have not actively invested in agricultural information channels on a large scale, and information sharing, and service platforms are very weak. The radiation of information networks is narrow, only facing some leading enterprises, large agricultural households, and agricultural associations, failing to form a complete system for the production, collection, processing, analysis, release, exchange, and consumption of agricultural product information resources. Over half of the county-level rural website platforms are still very backward in construction, most townships have not established rural information service stations, which cannot meet the information needs of grassroots agricultural users. With the advent of the "Internet+" era and the continuous strengthening of government support, rural e-commerce has developed rapidly.

However, at present, there are still many problems in the development of rural e-commerce in our province in terms of policies and regulations, such as a lack of extensive legal education, risk prevention and awareness of rights protection, a unified local standard system for e-commerce, a network integrity system, insufficient market supervision, and a fast track for rural e-commerce, which seriously affect the development of rural e-commerce. New urbanization is not simply a pursuit of speed, but a new path of "intensive, efficient, green, and low carbon" centered around the key to improving quality and implemented into the ecological civilization construction of urbanization. The ecological civilization construction of new urbanization is to actively promote the construction of green towns, protect resources, and develop new energy and materials.

Relying on agricultural collaborative e-commerce to promote cooperation and integration of various business links in the agricultural industry chain, to achieve the full utilization of agricultural resources. Therefore, compared to traditional e-commerce models, the agricultural collaborative e-commerce model is more efficient in resource allocation and more suitable for the requirements of "intensive, efficient, green, and low carbon". In addition, in order to solve the problem of insufficient urban carrying capacity caused by rapid construction, we can fully rely on emerging information technologies such as big data, cloud computing, and the Internet of Things to promote the construction of "digital towns" and "smart villages", promote agricultural transformation and upgrading, improve the quality of urbanization through smart operation, actively protect the urban ecological environment, and pay attention to people's living security.

3. CONCLUSION

In terms of brand building, various regions can drive brand building through the development of advantageous characteristic industries based on local conditions, and further develop advantageous characteristic industries and create regional characteristic industry bases through centralized and large-scale operations. In response to the current weak awareness of internet and e-commerce application among farmers in most rural areas of China, local governments should formulate practical and feasible education and training

plans based on local conditions, popularize internet knowledge and e-commerce operation skills, guide small town residents and farmers to use internet thinking to transform modern agriculture and develop agricultural e-commerce.

4. REFERENCES

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