

The Impact of E-Commerce Model Reform of Supply and Marketing Cooperatives on the Development of "Agriculture, Rural Areas and Farmers Economy"

-- Based on Empirical Research in Many Places in Anhui Province

Li Wang¹, Weijun Qiu¹, Sutong Yao¹, Jiyang Zhou²

¹School of Business Administration, Anhui University of Finance and Economics, Bengbu, China

²School of Statistics and Applied Mathematics, Anhui University of Finance and Economics, Bengbu, China

Abstract

The development of Internet technology and the transformation of circulation mode have brought great opportunities and challenges to the development of e-commerce of supply and marketing cooperatives. How the reform of e-commerce model of supply and marketing cooperatives affects the development of agriculture, rural areas and marketing has important theoretical and practical value. This topic adopts SWOT analysis method and hierarchical analysis method, based on the investigation of multi-regional supply and marketing cooperatives in Anhui province and their service content, analyzes the existing problems of the current grass-roots supply and marketing cooperatives, studies the necessity and development strategy of the e-commerce model reform of supply and marketing cooperatives, seeks the sustainable development of supply and marketing cooperatives, and boosts the economic development of agriculture, rural areas and farmers.

Keywords

Supply and Marketing Cooperatives; Rural E-commerce; Rural Economy; Reform.

1. Research Background

As a window to display rural achievements, supply and marketing cooperatives have the most comprehensive rural market. As the main channel of rural commodity circulation, they undertake important tasks such as the storage and supply of agricultural production materials and guiding the production and marketing of agricultural and sideline products. Supply and marketing cooperatives play a very important role in promoting rural development. With the popularization of network technology and the upgrading of its application, the commodity circulation mode has changed from traditional to modern, and from inefficient to efficient. E-commerce has been developed from social development, technological progress and modern circulation mode. In the past 20 years, with the promotion of application, the increase of market share, the development of scale and the innovation of business philosophy, e-commerce has developed with each passing day.

In recent years, the provincial supply and marketing cooperatives have transformed themselves to the development mode of e-commerce, referring to the excellent experience across the country, and gained obvious creation on the road of exploration. Because of the backward development of e-commerce of supply and marketing cooperatives, many places lack of understanding of e-commerce, e-commerce professionals are not willing to stay in rural areas, rural equipment is not sound and many other problems. Therefore, supply and marketing

cooperatives must pay full attention to the development of e-commerce, in order to further scientific research on the various fields of e-commerce. At the same time, reflecting the nature of cooperation between supply and marketing cooperatives, the mode of serving production and living services in rural areas has also been adjusted and even reformed along with the promotion of new rural construction and rural revitalization. In today's developed network and the development of high and new technology, how to build a complete logistics distribution system of supply and marketing cooperatives, promote the renewal and development trend of supply and marketing cooperatives with technology, develop a broader market demand, promote the prosperity and development trend of rural economy, accelerate urban-rural integration, and step into a more long-term sustainable development concept.

Because the standard of rural logistics distribution system is relatively lack and outdated, rural commodity circulation has "difficult to buy" and "difficult to sell" problems. On the one hand, it is not convenient for farmers to buy the means of production, and on the other hand, the agricultural and side food manufactured by farmers cannot be marketed and converted. Building the urban contemporary commodity circulation management system is the key to solve the current rural bottleneck problem, and it is the overall idea of supply and marketing cooperative companies to seek development under the market economy in the new era. Focus on the construction of channels serving "agriculture, rural areas and farmers", on the premise of serving farmers, develop and expand their own economic strength, and promote the long-term development of supply and marketing cooperatives. At the same time, e-commerce can promote the economic development of agriculture, rural areas and farmers because of its advantages of convenience and efficiency.

2. SWOT Analysis of the Reform and Development of the E-Commerce Mode of Supply and Marketing Cooperatives

As the domestic e-commerce development mode scale maturity, in November 2015, the central on deepening the reform of supply and marketing cooperatives comprehensive file pointed out that the new normal of economic development, in the new normal background planning supply and marketing cooperatives "much starker choices-and graver consequences-in" development strategy, in e-commerce, wholesale market for agricultural products, cold chain logistics development, agricultural socialization service, etc. Combined with the social practice grassroots research also understand the relevant situation, using SWOT model of SMC all aspects of electricity mode reform and development of influencing factors, based on SWOT analysis results, the introduction of hierarchical analysis (AHP) to further compare the influence of various factors, the rural electricity and rural logistics collaborative development degree evaluation, make the necessity of more objective elaboration and strategy to accurately explore and formulate.

2.1. Advantage

2.1.1. Organizational Advantages

Supply and marketing cooperatives are a bottom-up and voluntary joint economic organization. It has experienced over 70 years of ups and downs since its inception. For a long time, the overall direction of serving "agriculture, rural areas and farmers" runs throughout. Even if many problems remain to be solved in the distance, it remains the leader in the rural economy. The organic integration of supply and marketing cooperatives and e-commerce, relying on their organizational advantages, will inevitably promote rural supply and marketing cooperatives to a new height and guide farmers and rural areas to a new era.

2.1.2. Advantages of Network Service System

The service system of supply and marketing cooperatives is very perfect, and the service system is all over the countryside. At present, this favorable system is not comparable to any peer in China. In recent years, the upgrading and optimization of the modernization of local rural areas, especially, have improved the Internet conditions in most rural areas to a certain extent. By expanding the online sales of agricultural products, integrating offline logistics resources, establishing a supply and marketing cooperation system, and establishing a three-level e-commerce service and logistics distribution system at the county, township and village levels, a national agricultural products e-commerce "network" with the characteristics of supply and marketing cooperatives has been initially formed.

2.1.3. Experience Advantage

Since the establishment of supply and marketing cooperatives, the foundation of rural supply and marketing cooperatives has been established, serving "agriculture, rural areas and farmers" for a long time. According to a variety of local agricultural products as the main target, various rural cooperative economic entities have been established. In some rural areas, many industrial associations, professional technical professional cooperatives and some cooperative economic entities have become popular local managers. This basic construction, development trend, development and growth, the local high-quality agricultural products to the country to carry out commercial activities, effectively promote the prosperity and development of the local rural society and economy.

2.2. Disadvantages

2.2.1. Farmers and Agricultural Enterprises Lack the Relevant Knowledge of E-Commerce

According to the data of the sixth census of the National Bureau of Statistics, farmers' education level is generally low. In China, the urban illiterate population accounts for 1.90%, the town illiterate population accounts for 3.86%, the rural illiterate population accounts for 7.25%, the urban junior middle school and below accounts for 54.12%, the town junior middle school and below accounts for 72.20%, the rural junior high school and below accounts for 90.21%.

It can be seen that most of the general rural population is in junior middle school or below, and the primary and secondary school courses will hardly involve e-commerce, logistics and other new forms of sales methods, which leads to the knowledge of e-commerce and logistics that farmers have not been exposed to, and the weak cognition and acceptance of new things. Moreover, most farmers have more trust in the sales method compared with the traditional model, and have doubts about e-commerce and logistics, and they are afraid to use them for fear of taking risks. This also indirectly led to the transportation efficiency is low and no better market benefit maximization, most of the time, the single market exists blindness, and often may be squeezed profits and product unsalable problems, want to let the villagers change ideas and willing to try a new way to become the key elements of the coordinated development of rural e-commerce and rural logistics.

2.2.2. The Economic Level in Rural China is Too Low

Data show that among the population composition with a low level of rural economic development, the middle-aged and elderly members of the country account for Jiaotong University. Their income source is mostly from farming, and their understanding of e-commerce is limited. Secondly, due to the low economic level in rural areas, the number of Internet users is relatively small. And the rural e-commerce and logistics is currently a lack of leading enterprises. Leading enterprises are needed to play a leading role. Government departments should cultivate and support leading enterprises, and reward and subsidy policies for other enterprises, build platforms for enterprises to cooperate with each other, drive

economic development, realize the adjustment of rural economic structure, and promote agricultural efficiency and increase farmers' income.

2.2.3. Weakening of the Grassroots Social Organization System

Supply and marketing cooperatives have the problem of difficult management constraints. There are many relationships between higher cooperatives and lower cooperatives, cooperative enterprises and grass-roots cooperatives, and there is no property rights relationship. In 2015, the Document on Deepening the Comprehensive Reform of Supply and Marketing Cooperatives clearly pointed out that the current cooperative relationship between supply and marketing cooperatives and farmers is not close enough, the hierarchical relationship is relatively loose, and the system has not been completely straightened out. Agriculture-related departments need to spend a lot of energy on communication and cooperation, and resources are wasted on a lot of useless work. At the same time, due to the high coordination cost, the service benefit is low. In the face of the requirements of rural comprehensive services, the strength of the rural cooperative federation is always not strong enough to meet the needs of farmers. In addition, when some service functions cross, various departments will appear excessive service or prevarication phenomenon.

2.3. Opportunities

2.3.1. National Policy Support

The All-China General Association of Supply and Marketing Cooperation, the Central Agricultural Office, the People's Bank of China, and the China Banking and Insurance Regulatory Commission jointly issued the Guiding Opinions on the Pilot Trials of Comprehensive Cooperation in Production, Supply and marketing, and Credit. Opinion pointed out that the development of the "trinity" comprehensive cooperation is to promote the basic construction of contemporary agricultural management system, complete the important way of agricultural and rural modernization and rural revitalization, is to deepen rural reform, optimize the allocation of agricultural resources, to accelerate the change of agricultural development mode of important measures, is to promote the comprehensive reform of supply cooperatives, more conform to the objective needs of agricultural service purposes.

2.3.2. The Development of the Rural Consumption Market has Huge Potential

According to the National Bureau of Statistics, the sales level of rural residents has increased, with per capita consumption spending reaching 13,713 yuan, up 2.9 percent. At the same time, under the favorable policy of rural revitalization, the level of rural consumption has been greatly improved, and a high-level of life has been gradually pursued. However, the limited supplies in remote towns and the poor transportation make it difficult for rural residents to buy good and cheap goods. Nowadays, under the impact of the trade war between China and the United States and the sudden impact of COVID-19, the international trade volume has greatly decreased slightly, so the country is adjusting the national internal cycle and expanding the consumption in the domestic market. Focus on releasing rural consumption potential, and rural logistics construction is bound to carry out. Instead, the urban e-commerce logistics has been systematic, mature, the market is gradually saturated, fierce competition; the rural market space is very large, and the demand is also very high. Compared with urban areas, rural areas lack many services and product experience, and the development of logistics is integrating other service products to form a multi-level and diversified management system and build a multi-win situation. Enterprise capital is also gradually pouring, accelerating the layout of rural logistics, China's logistics leading enterprises have joined, enterprises for different regions are the construction of outlets, fresh warehouse. From the perspective of JD Logistics, as of June 2019, JD Logistics has built successful stations, logistics networks and fresh warehouses in 550,000 villages across the country.

2.3.3. Construction of a New Socialist Countryside

The fifth Plenary Session of the 16th CPC Central Committee proposed to build a new socialist countryside with "production development, rich life, civilized countryside, clean countryside and democratic management", which is an important strategic measure for the CPC Central Committee to strengthen the work of "agriculture, rural areas and farmers". With the strong support of the central government and the policy promotion, the social and economic development of the rural areas and the farmers' income have increased substantially, which has well affected the farmers' production, life and spiritual needs. However, due to the diversification of farmers' life, the consumption power is less than that of urban and rural residents, the cost of rural commodity circulation is relatively high, and the general for-profit commercial services refuse to invest in building rural commercial outlets, which cannot effectively meet the needs of farmers. As a unique organization under the leadership of local Party committees, rural supply and marketing cooperatives have existed in rural areas and farmers for a long time. With "agriculture, rural areas and farmers" as the purpose, give full play to the role of economic activities. Supply and marketing cooperatives have unprecedented advantages in the process of the new rural construction, highlighting their distinctive effects and making contributions to the capital construction of the new countryside.

2.4. Threat

2.4.1. The Content of Agriculture-Related Websites of Supply and Marketing Cooperatives is Disconnected from Farmers' Information Needs

According to the "2017 China Rural Information Annual Conference" related information records, as of December 31, 2016, there were more than 40,000 registered websites related to agricultural production, but most of the websites are in the slow update stage. Some websites have primary information even back in 2013 or earlier, and it is extremely backward. There are very few professional websites with agricultural information covering the entire page. The same website content and not updated for a long time, making the usefulness very low. In addition, so the seasonal agricultural products will not be reflected, and cannot show users regional characteristics. The relevant network operation level is poor, and there is no profit way. At the same time, the user positioning is unclear, and the participants are not clear.

2.4.2. Product Homogenization Phenomenon is Serious

Alibaba Music Village Taobao, JINGdong characteristic hall, each e-commerce platform product homogenization competition is fierce. Due to the lack of professional knowledge such as planning, publicity and promotion and the in-depth understanding of the market, the product introduction and promotion of each platform is seriously homogenized, unable to display the unique characteristics of the products through online platforms, making it more difficult to "sell" the products.

2.4.3. Standardization Lags Relatively Behind it

Agricultural and non-staple food, especially the characteristic fresh food, agricultural products, as the characteristic resources of the supply and marketing cooperative system, are mostly dominated by small-scale production and manufacturing. Due to the agricultural products certification system, traceability system, inspection system and other quality assurance system is not perfect, the price and quality of similar products are obviously different. Agricultural products logistics tray is not unified, the operating cost is high, reduce the difficulty is high, the quality and safety hidden danger needs to be solved urgently.

3. Evaluation of the Reform and Development Degree of the E-Commerce Model of the Supply and Marketing Cooperatives based on the AHP Method

According to the SWOT analysis data, summarize the influencing factors of the reform and development of the e-commerce model of supply and marketing cooperatives, further compare the influence weights of various conditions, and formulate appropriate development concepts. Analysis method (AHP method) is introduced to evaluate the reform and development of e-commerce model of supply and marketing cooperatives.

3.1. The Hierarchical Structure of the Reform and Development of the E-Commerce Model of Supply and Marketing Cooperatives

According to the steps of the hierarchical analysis method, the hierarchical structure of the reform and development of the e-commerce model of supply and marketing cooperatives is first established, as shown in Table 1.

Table 1. Hierarchy structure of the coordinated development of Rural e-commerce and Rural logistics

superiority	Organizational Advantages (S1)
	Advantages of the Network Service System (S2)
	Experience advantage (S3)
inferior strength or position	Farmers and agricultural businesses lack relevant knowledge about e-commerce (W1)
	Low Economy in Rural China (W2)
	Weakening of grassroots social organization system (W3)
chance	National Policy Support (O1)
	Rural consumer market development potential is huge (O2)
	The Construction of a New Socialist Rural Area (O3)
threaten	The content of agriculture-related websites of supply and marketing cooperatives is disconnected from farmers' information needs (T1)
	Serious product homogeneity phenomenon (T2)
	Standardization relative lag (T3)

3.2. Establish a Matrix Judgment

Table 2. Quantitative Values

Factor i / factor j	Quantification value
Equal impact	1
The impact is slightly heavier	3
The impact is heavier	5
Strong influence	7
Significant impact	9
The median value of the two adjacent judgments	2,4,6,8

Secondly, establish the matrix judgment. Before the construction of the judgment matrix, the team invited relevant practitioners and scholars in e-commerce and supply and marketing cooperatives to score and score through questionnaire survey and petition. At the same time, we stipulated quantitative values on the comparison between indicators, as shown in Table 2. Although less than 20 copies of this data were recovered, it still has reference value for understanding the influence of each factor. sort out the data, make the judgment matrix of the reform and development of the e-commerce mode of supply and marketing cooperatives, and calculate the results of the following table.

Table 3. The Judgment Matrix

	superiority S	inferior strength or position W	chance O	threaten T	ω
superiority S	1	6	3	1/3	0.3555
inferior strength or position W	1/6	1	1/5	2	0.1087
chance O	1/3	5	1	4	0.3111
threaten T	3	1/2	1/4	1	0.2248

The weight ratio of each index layer was further analyzed to determine the advantage judgment matrix, disadvantage judgment matrix, opportunity judgment matrix and threat judgment matrix. However, due to the word limit, only the advantage judgment matrix, other matrices are calculated by the same method only give the results.

Table 4. The Judgment Matrix

	Organizational Advantages (S1)	Advantages of the Network Service System (S2)	Experience advantage (S3)	
Organizational Advantages (S1)	1	3	1/2	0.3920
Advantages of the Network Service System (S2)	1/3	1	1/5	0.1096
Experience advantage (S3)	2	5	1	0.5813

3.3. One-time Test and Feature Value Calculation

Finally, one-time tests and eigenvalue calculation were performed. To test the accuracy of the obtained data and the credibility of the judgment matrix, according to the relevant calculation formula of AHP analysis,

$$\lambda \max = \sum_{i=1}^n \frac{[A\omega]_i}{n\omega_i}$$

$$CR = \frac{CI}{RI} = \frac{\lambda \max - n}{n - 1}$$

Agreement test: RI value, order 3, RI value 0.52; order 4, RI value 0.89.

The team used Excel to calculate the characteristic values that the judgment matrix, advantage judgment matrix, opportunity judgment matrix and threat judgment matrix were 4.0150,3.1366,3.2070,3.1023 and 3.1433 respectively. The calculated CR values were all less than 0.1, indicating that the constructed matrices all passed a one-time test.

3.4. Total Ranking of the Index Layer

Table 5. Total ranking of the index layer

SWOT	Influence weight	Index layer	Within-group weights	Total weight
superiority S	0.3555	S1	0.3920	0.1934
		S2	0.1096	0.0390
		S3	0.5813	0.2067
inferior strength or position W	0.1087	W1	0.2536	0.0276
		W2	0.1982	0.0215
		W3	0.5482	0.0596
chance O	0.3111	O1	0.4562	0.1419
		O2	0.3121	0.0971
		O3	0.2317	0.0721
threaten T	0.2248	T1	0.2774	0.0624
		T2	0.3212	0.0722
		T3	0.4014	0.0902

From the data, the team obtained the following descriptive analysis:

First: in the comparison of the influence weight of SWOT groups, advantage S> opportunity O> threat T> disadvantage W, it can be seen that the weight of advantage and opportunity favorable influence dominates, and the reform and development environment of the e-commerce model of supply and marketing cooperatives is optimistic.

Second: in advantage S group, the experience advantage (S3) has the largest weight; in disadvantage group W, the grassroots organization system weakened (W3) is the largest weight; in opportunity O group, the national policy support (O1) has the largest weight; in threat T group, the standardization relative lag (T3) has the largest weight. Intuitively shows the favorable conditions and focus of the reform and development of the e-commerce model of supply and marketing cooperatives.

Third: the relationship between the total weight of each factor is that S3> O2> S1> O2> T2> T3> T2> O3> T1> W3> S2> W1> W2, although the advantage and opportunity ratio are high, but the product homogenization phenomenon in the threat T group is serious (T 2) and standardization relative lag (T3) indicators also show that there are still obstacles to the reform and development of the e-commerce model of supply and marketing cooperatives.

4. Exploration of the Reform of E-Commerce Mode of Supply and Marketing Cooperatives to Promote the Economic Development of Agriculture, Rural Areas and Farmers

At present, many e-commerce platforms in China, whether according to the third party C2C model or the self-built B2C mode, cannot directly deal with the contradiction between supply and demand of agricultural products, and cannot meet the requirements of agricultural commodities circulation. Because of the land system based on the household contract responsibility system in China, the production of various agricultural products is more decentralized. Agricultural products are dominated by household production, the degree of organization is low, agricultural products purchase and sale stage is too many, agricultural

products purchase and sale is difficult, the market changes often. Therefore, it is not possible to mechanically copy the e-commerce model of general consumer goods and industrial products, but to explore the specific e-commerce development mode suitable for the rural areas.

The "root" of supply and marketing cooperatives is in the countryside, serving farmers, which is a cooperative economic organization serving farmers. At present, there are 25,000 grassroots agricultural cooperatives and 114,000 specialized cooperatives across the country, covering more than 80 percent of cities and towns and nearly 60 percent of natural villages. 9.97 million farmers participated in social development, accounting for 41.7 percent of the total number of farmers across the country. We will make full use of the wide range of supply and marketing cooperatives and the role of grass-roots supply and marketing cooperatives. Considering the commercialization of rural Internet technology, vigorously develop the e-commerce of agricultural products, take grass-roots supply and marketing cooperatives as the key, according to the "last kilometer" of rural e-commerce, explore the value of supply and marketing cooperatives to serve "agriculture, rural areas and farmers", and find the road of coordinated development.

Through this summer vacation survey, we found that the vast majority of rural supply and marketing cooperatives across the country have integrated into the new economic normal, advancing with The Times' organizational system and service system, serve local rural production activities, actively help local characteristic agriculture, and promote the circulation of agricultural and non-staple food commodities. But according to the investigation, there are still many problems in the reform and development of supply and marketing cooperatives. Because of the lack of commodity circulation equipment, many supply and marketing cooperatives are far away from the countryside. At the same time, due to the rise of community e-commerce and spot trading delivery, the cost-benefit of e-commerce in supply-marketing cooperatives is not strong, which has no impact on the scale of operation. The shortcomings need to be considered and dealt with, and the following optimization measures are clearly proposed for the subject research.

4.1. Expand the Field of Operation and Service, and Strengthen the Responsibility of Serving Agriculture

4.1.1. Innovate the Methods and Means of Agricultural Production Services

We will encourage supply and marketing cooperatives to actively promote the transfer of rural land management rights and promote appropriately scaled agricultural operations. We will strengthen support for the construction of a new agricultural social service system for supply and marketing cooperatives for new comprehensive agricultural development projects. Encourage higher vocational colleges of supply and marketing cooperatives to develop and design professional skills for farmers' training and new agricultural operation leaders, set up information management of rural collective economy, and shape application-oriented talents such as information management of grass-roots economic development.

4.1.2. Build a Comprehensive Service Platform for Urban and Rural Communities

Actively carry out urbanization development and beautiful new rural construction, in community, village construction or upgrading a large number of professional, functional, practical rural one-stop service agricultural cooperatives and urban and rural community service center (station), vigorously carry out "comprehensive, one-stop" service project, comprehensive urban and rural SMC network resources, revitalize the stock assets, capital construction of various urban commercial services and urban commercial complex. Support qualified supply and marketing cooperatives in building rural property rights trading centers and rural asset appraisal institutions. We will support supply and marketing cooperatives in developing new service industries such as ecological health care, leisure, entertainment, tourism, rural tourism, elderly care services, sports and fitness. We will promote and improve

the infrastructure construction of renewable energy reuse sites in urban and rural areas, promote renewable energy reuse, and improve environmental protection in urban and rural areas.

4.2. Deepen the Transformation of Grass-Roots Communities and Strive to Help Farmers Increase Their Incomes

4.2.1. Strengthen the Nature of Grassroots Cooperative Economic Organizations

In accordance with the standards of the cooperative system, farmers and various new agricultural business entities will be widely recruited to join the cooperatives, and vigorously strengthen the liaison and economic liaison between grass-roots cooperatives and farmers' departments. We will accelerate the management system, improve democratic decision-making and guidance, and correctly guide farmer team members to participate in the management of grass-roots cooperatives. Expand the promotion and appointment of leading cadres of grass-roots cooperatives, and encourage leading cadres of village "two committees" and urban talents to run for posts. We will establish and improve a distribution mechanism combining earnings by transaction volume and dividends by shares.

4.2.2. Accelerate the Transformation of Grass-Roots Cooperatives

Grassroots cooperatives with strong economic strength should speed up the establishment of comprehensive cooperatives by developing production cooperation, supply and marketing cooperation, consumption cooperation and credit cooperation. For grassroots cooperatives with weak economic strength, they should restore and improve their service functions by helping joint cooperatives, owning enterprises, and providing social capital investment. The grass-roots enterprises contracted or leased should be gradually included in the supply and marketing cooperative guarantee system. In the vacant areas of grass-roots cooperatives, in accordance with the standards of the cooperative system, many farmers, communities and employees of grass-roots cooperatives will cooperate to establish a new management system for grass-roots cooperatives.

4.3. We will Actively Develop E-Commerce and Deepen Institutional Reform

4.3.1. Provide the Guarantee for Returning to Their Hometown to Start Businesses, and Strengthen Talent Training

Rural areas cannot provide young people with better jobs and salaries, so most young people will choose to go out to work. But now the development of e-commerce Internet, the location and region will no longer limit the rapid development of young people. Nowadays, there are many new ways to get rich in the countryside, in fact, it is also a good thing to expand their hometown. Young people study abroad with professional skills and professional knowledge, return to their hometown to make contributions, and make flexible use of Internet technology to keep up with the pace of The Times. We will make full use of the role of outstanding rural talents in promoting and leading the basic construction of the new rural area, leave outstanding rural talents in the rural areas, and lead the fellow villagers in their hometown to learn technology and create wealth together.

4.3.2. Integrate Resource Distribution to Break the Limitations of Logistics Network Infrastructure Development

We will support grassroots communities as the implementation of agriculture-related policies and projects to undertake public welfare services. Grassroots cooperatives and community-owned enterprises shall conduct agriculture-related economic activities and enjoy preferential tax policies in accordance with relevant state regulations. Local governments should provide support to agricultural service facilities and comprehensive service platforms contracted by grassroots cooperatives in terms of planning and land use. With the help of the advantages and

experience of supply and marketing cooperatives, we can integrate rural information digital resources, improve the efficient utilization and development of agricultural information network resources, fully share and efficiently integrate the current agricultural information digital resource platform and service projects, and improve the information guarantee system.

4.3.3. Improve the E-Commerce Logistics System, Improve and Supplement Relevant Systems and Regulations

The unique freshness, periodicity, regional nature and permeability of agricultural products depend on the need for agricultural products e-commerce to achieve through an efficient logistics management system. Thus, the total number of direct logistics enterprises is reduced, and we must vigorously promote the third-party logistics institutions of agricultural products. In particular, we will focus on supporting logistics enterprises with comprehensive logistics management methods, encourage large and medium-sized logistics enterprises to integrate resources, and improve the use efficiency of freight logistics. In addition, to greatly improve the equipment standards, improve the agricultural products commodity circulation management system. However, there are still many problems combined with the reality. Therefore, sorting out the current relevant laws and regulations, to avoid some relevant laws and regulations crossover and contradiction, is greatly beneficial to the sustainable development of domestic agricultural products e-commerce. At the present stage, the e-commerce of agricultural products produced by dishonesty, inconsistent description, agricultural quality decline and other disputes of agricultural products, we need to improve the relevant laws and regulations to meet the standards.

5. Conclusion and Outlook

From the current domestic situation, Many scholars and research results at home and abroad have studied the e-commerce of supply and marketing cooperatives, The relevant theoretical research results can not only provide a direction for the development of e-commerce of domestic supply and marketing cooperatives, At the same time, it also provides a set of important reference value development model for domestic supply and marketing cooperatives, The existing problems and advantages of rural e-commerce can be concluded through practice, E-commerce needs grassroots development in most rural areas, Due to the inherent serious problems such as imperfect regional, transportation, infrastructure and network platform construction, This paper integrates the relevant situation of supply and marketing cooperatives and various resource advantages, With the advantage of the local rural resources of the supply and marketing cooperatives, It gives the development and innovation mode of developing rural e-commerce modernization of supply and marketing cooperatives.

First of all, the supply and marketing cooperatives with the unique network resources and characteristics, according to the local rural reality, with the farmers' rights and interests as the highest place, the service project "agriculture, rural areas and farmers". Secondly, the development of rural e-commerce should benefit farmers, service points throughout the countryside, to provide better development for farmers. Reasonable reduce cost, intensive operation, radiation surrounding economic development and development. Finally, it is very important to build an e-commerce platform suitable for rural development, which is also a necessary condition for the rural e-commerce industry. We will introduce and develop contemporary manufacturing information technology, make overall planning and overall planning, and carry out appropriate adjustment and optimization according to the development of The Times and policies.

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