

Research on E-Commerce Development Strategy of Qianjiang Crayfish under Rural Revitalization

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Abstract: With the wave of rural revitalization and the development of electronic commerce, Qianjiang crayfish adopts the form of "Internet + crayfish" to promote the innovation and development of crayfish industry, but there are still some problems in the development of crayfish e-commerce, such as product standardization and product differentiation, so it is necessary to study the further integration of electronic commerce and rural economic industry. This paper analyzes the present situation of e-commerce of Qianjiang crayfish, and puts forward some suggestions to promote the development of Qianjiang crayfish ecommerce to a more perfect direction.

1. Development Status of Crayfish Ecommerce in Qianjiang

1.1 Qianjiang Opens Crayfish Vertical Ecommerce Platform.

2019 Qianjiang network crayfish festival launch ceremony and Tmall shrimp valley 360 activities launched in an all-round way. Qianjiang Municipal people's Government and Tmall, Shunfeng signed strategic cooperation agreements, the three parties will work together to promote the deep integration of Qianjiang shrimp rice industry and e-commerce logistics, with the help of the advantages of e-commerce logistics fast and efficient, to provide consumers with a convenient and affordable consumption experience.

1.2 Governments at All Levels Provide a Great Deal of Policy Support

At present, there is an e-commerce incubator in Qianjiang, more than 2300 online stores of various types, 4 e-commerce enterprises and service enterprises, and 1 municipal e-commerce operation center. 15 new town-level e-commerce service stations and 370 village-level e-commerce service stations have been built, and a crayfish vertical e-commerce platform, Xiagu 360, has been opened, driving nearly 100000 e-commerce netizens. In 2019, the transaction volume of Qianjiang crayfish will exceed 8 billion. Crayfish logistics and distribution can radiate more than 18000 end customers in more than 800 cities across the country, so that authentic Qianjiang crayfish can be eaten in all regions of the country. At present, Qianjiang's sales in Tmall have already exceeded 100 million, accounting for 80% of the entire crayfish production. In the next three years, this number will exceed 1 billion. Alibaba will continue to deepen all-round cooperation with Qianjiang, sign a package of strategic cooperation agreements such as exclusive crayfish production room, exclusive base and online and offline integrated development, jointly build a talent system for LIVE in the new era, introduce excellent MCN network celebrities into Qianjiang to create crayfish content ecology, and at the same time further expand Qianjiang crayfish sales channels and promote the transformation and upgrading of the crayfish industry through deep online and offline integration of catering enterprises.

1.3 Standardization and Branding Are the Mainstream Trend of Crayfish E-Commerce

In recent years, The Qianjiang municipal party committee and municipal government have always insisted on taking quality and benefit as the core of development, in accordance with the principle of "government guidance, enterprise implementation, market operation, and creating characteristics". Vigorously promote the crayfish industry e-commerce as the focus of e-commerce

industry, Centering on the goal of creating a "national e-commerce demonstration base" and building a "provincial e-commerce demonstration city", we have the right to speed up the construction of software and hardware, promote the integration and complementarity of e-commerce and crayfish industry, and constantly enhance the vitality and competitiveness of crayfish industry. Hu Zhonghai, a member of the party group and deputy director of the Hubei Provincial Department of Commerce, hopes that Qianjiang will firmly seize the opportunity and take this Qianjiang Network Crayfish Festival as an opportunity to further improve the construction of Shrimp Valley 360 trading platform and facilitate the marketing of shrimp and rice products, create a brand impression, tell a good brand story, spread the brand concept, let the "Qianjiang Crayfish" regional public brand go further, become "China first, world famous" agricultural product regional public brand.

2. Problems in the Development of Crayfish E-Commerce under Rural Revitalization

2.1 The Degree of Standardization of Agricultural Products Is Low, and the Industrial Scale Is Small.

Crayfish is not an industrial product, it has all the characteristics and defects of agricultural products, and the land transfer needed for farming, as well as breeding, feed, and aquaculture technology, are unable to achieve rapid replication and popularization, and still belong to the category of aquaculture "watching heaven for food". The degree of scale and intensification is low, and the supporting capacity of industrial development and the ability to resist natural disasters are not strong. According to the report, the total output of crayfish culture in China in 2017 was 1.1297 million tons, but more than 95% of the production came from Hubei, Jiangsu, Anhui and Jiangxi provinces. The climatic conditions in the northern region are harsh, and the water resources are relatively scarce, so the places suitable for crayfish farming are relatively limited. A major "pain point" in the development of e-commerce of agricultural products is the contradiction between the production technology and management consciousness of traditional small-scale farmers and the product standardization of modern retail industry. At present, the degree of standardization of agricultural products in China is very low, and the majority of farmers still adopt the traditional mode of production, which can not adapt to and meet the procurement and sales standards of modern e-commerce. The standardization, standardization and packaging of crayfish products need to be improved.

2.2 The Problem of Product Homogenization Is Prominent

In terms of the current form, on the one hand, the taste of crayfish is still focused on the heavy taste of "hemp" and "spicy"; On the one hand, because the main consumers of crayfish are young people, for consumers, the quality of taste determines whether consumers buy or not, so taste is the first element. so in the taste has been to "thirteen fragrant, minced garlic, spicy" old three-based, to meet the pursuit of consumers in the taste. But crayfish, known as "online celebrities in the midnight snack world", flocked to the 2018 World Cup, and crayfish shops sprang up everywhere. And most of the bosses will not develop new products, think about new tastes, and basically follow the existing mainstream tastes in the market. Over and over again, the types of crayfish on the market are: thirteen fragrant, spicy, braised and minced garlic. This serious homogenization of crayfish products, it is difficult to continue to attract the younger generation of new consumers. In the past two years, crayfish has entered a micro-iterative period with "spicy" as the basic tone. Although in the past two years, many stores have innovated and launched salted egg yolks, dried plum vegetables, pepper and salt and other flavors, but as merchants want to benefit from it, so the stores in the market are also in a rush. People are profit-oriented, so they all want to share in the hot crayfish market, so there are a large number of crayfish with similar quality and the same taste, resulting in a prominent problem of product homogenization.

2.3 The Processing Industry Lags Behind and Lacks Deep Processing and Finishing.

The development of most crayfish industry is only limited to the low end of the industrial chain, such as seedling breeding, breeding production, catering consumption and so on. as a result, there are great limitations in the development of the industry. "current burning" limits the supply season of raw materials, "ready-to-eat" reduces different consumer groups, and "whole limbs" also make many people stunned and deterred. Crayfish have been wiped out by the vast number of farmers as field pests and sold cheaply by ordinary people in the market. Crayfish have less meat, and each crayfish accounts for only 18% of the body weight. Shrimp head, shrimp shell and other wastes are up to 82% because the technology is not in place. Shrimp shells are discarded as garbage by catering enterprises. According to statistics, Hubei Province produces about 160000 tons of waste shrimp shells every year, which not only wastes resources, but also pollutes the environment. In fact, the meat of crayfish is fresh and delicious, and the shrimp shell is rich in chitin, which is an important raw material for manufacturing cosmetics and biomedicine. The content of trace elements such as zinc, iodine and selenium in shrimp meat is also higher than that of other foods, and the muscle fiber is delicate. It is easy to be digested and absorbed by the human body, and there is great potential for value-added processing, so the crayfish itself is a treasure all over the body. However, due to the backwardness of the processing industry, it is difficult to achieve deep processing of crayfish leftovers. The processing and export of shrimp and the extraction of shrimp chitin need to be further improved.

2.4 The Competition in the Supply Chain Is Fierce, and the Risk of the Industry Is Intensified

"The head eats meat, the waist drinks soup, and the tail is on the brink of collapse." the crayfish brand shows obvious polarization. Head enterprises from brand fighting to supply chain competition, who gets more and more stable supply, who can have a greater say. As crayfish is a fresh product, the supply chain fluctuates greatly. Xinliangji, fallen shrimp, and hot life are all focused on supply chain farming and second frozen fresh-keeping technology. The annual quantity of crayfish is purchased in May and June, and after deep-fried liquid nitrogen treatment, the crayfish are locked and stored to ensure a year-round supply. To solve the seasonal problem of crayfish. While brands with geographical advantages, such as Shrimp King and pretty steamed Shrimp, backed by Qianjiang, self-built breeding grounds, self-built processing plants, self-built regional logistics and even "Crayfish University" step by step to complete the full supply chain layout of this category. In fact, it is unreliable for some enterprises to reduce the price of ingredients. Price reduction means reduced quality, such as frozen shrimp over time, the freshness of the shrimp tail will be reduced, dehydration will also be more serious, which will lead to a strong smell of fish. Xinliangji's product pre-processing model is mainly aimed at some small shops with daily sales of 20 or 30 jin without chefs and without technology. On the other hand, the big stores with brand awareness have their own characteristics, and they basically do not purchase finished food packages, but are more inclined to purchase fresh products. If the market as a whole cools down in the future, Xin Liangji will face greater market risks.

Under the stimulation of the market and channels, more and more people, including middlemen who do live shrimp wholesale, are trying to open factories to make frozen shrimp. However, some processing plants were not completely sold out at the end of the year. So, how to digest this backlog of inventory is a serious risk problem.

2.5 The Concept of Lack of E-Commerce

talents is relatively broad, which refers not only to e-commerce operation and management personnel, but also to e-commerce practical talents, strategic talents, or some innovative talents needed in the process of e-commerce development.

At present, the most shortage of rural e-commerce is the general practitioners, because for rural e-commerce enterprises, senior managers and general middle managers have basically been appointed by e-commerce enterprises. But the general sense of the operator refers to the ability to engage in basic online shopping operators, including the ability to use payment tools, understand the return of goods and other basic procedures, and a little knowledge of e-commerce. These personnel are a large number of urgently needed personnel in the current process of e-commerce

going to the countryside, and these personnel need to be excavated from rural areas under the current situation, so that for e-commerce enterprises, the cost is relatively low. But the process of digging is difficult.

E-commerce is a market model with high requirements for practice, which involves management and operation, practical operation, resource integration and specific strategic positioning, etc., without some practical experience, it is difficult to deeply understand this market, not to mention better employment. The current e-commerce market is a field with high operational and practical requirements, and the training mode of e-commerce talents in our country is basically difficult to meet the actual situation of the current e-commerce development. Especially when it comes to skilled and operational management-oriented e-commerce talents, they need to go through years of e-commerce practice in order to make achievements in the field of e-commerce, which can not be satisfied by the traditional e-commerce education.

Rural e-commerce is still in the pioneering stage, and there is a shortage of general operators, not to mention e-commerce strategists or big data analysts. Even if some e-commerce personnel have rich theoretical and practical experience, they are not willing to go to the countryside. The main reasons are that the current rural online shopping market is relatively primary, which is not attractive to e-commerce talents; the economic situation of consumer groups is poor, which leads to the loss of e-commerce personnel; the level of products is poor, the wages of e-commerce employees are low, and the willingness to engage in e-commerce is not strong; the persistence of rural e-commerce development is insufficient, e-commerce personnel lack of long-term persistence; the precipitation of e-commerce talents and skills has become a luxury.

With the vigorous development of e-commerce in China, rural e-commerce has become the main force to promote the prosperity of rural industry, but the lack of talents has become the bottleneck of the development of rural e-commerce. Therefore, it is urgent to cultivate a group of local e-commerce talents. The rural revitalization strategy put forward in the report of the 19th CPC National Congress has pointed out the direction for the economic development of the vast underdeveloped rural areas. In recent years, with the rapid development of e-commerce in China, e-commerce has gradually infiltrated into the underdeveloped rural areas, and showed a trend of rapid development. The rapid development of rural e-commerce is profoundly changing the circulation of traditional agricultural products and the way of life in rural areas, it plays an increasingly prominent role in improving family income in poor areas and developing county economy. Rural e-commerce has become an important means to solve the problems of agriculture, rural areas and farmers, adding new momentum to the revitalization of rural areas. However, the biggest problem for rural e-commerce to achieve sustainable development is the lack of talents. Many people engaged in e-commerce do not have enough understanding of e-commerce, especially they do not have a clear understanding of product planning, quality standard formulation, brand packaging, promotion and other aspects needed in e-commerce business.

3. Specific Measures to Promote the Development of Crayfish E-Commerce

3.1 Strengthen the Standardization and Industrialization of Crayfish

Speed up the construction of crayfish industrial base and promote industrial upgrading. The construction of industrial base is an important carrier to realize agricultural industrialization. According to the current development level of crayfish in our town, the construction of crayfish industrial base must be taken as an important task. It is necessary to make full use of the advantages of our town's rich water surface resources, lake beaches and low-lying land resources, vigorously develop the artificial breeding and development of Xiayou shrimp, and constantly expand the production scale of crayfish through the construction of the main base. on the basis of the existing production scale, we should strive to break through 8000 mu of crayfish artificial culture area in this region; strengthen market construction, enliven circulation, and promote industrial sales. The establishment of good circulation channels is a necessary prerequisite for the realization of large-scale production. First of all, carry out crayfish information platform and market construction

to ensure smooth sales of crayfish. By speeding up the construction of specialized crayfish cooperatives, the degree of organization of crayfish production and sales can be improved. In order to achieve the goal of promoting industrial development, strengthen brand building, enhance industrial security and competitiveness. By strengthening the quality management of crayfish production to achieve pollution-free crayfish and green product quality control, and to declare the establishment of crayfish brand, constantly enhance product awareness, and ensure that the crayfish industry forms a strong market competitiveness, so as to ensure the stable development of the industry; It is necessary to build a supporting system for the sustainable development of crayfish industry in Qianjiang City, such as science and technology, innovation, information and talent introduction, and deepen the reform of the market system in Qianjiang region. give full play to the leading role of the market and industrial chain in the development of crayfish industry, and the government should give full play to the macro functions of economy, policy and coordinated services. Cooperate with the implementation of finance, taxation and investment promotion and other supporting policies, improve the social and economic service system of Qianjiang City, and lay a good foundation for the long-term development of crayfish industry in the region. We should not only give support in policy and funds, but also give further play to its functions, and provide legal system guarantee to support the long-term and sustainable development of China's crayfish industry, such as strengthening law enforcement supervision and other measures to improve the market order of China's crayfish industry; attach importance to the development of leading enterprises in agricultural industrialization, strengthen the leading role of leading enterprises, and constantly extend the crayfish industry chain. Leading enterprises in agricultural industrialization should plan according to market demand, sign production and marketing contracts, innovate and popularize new technologies, realize industrialization operation and other agricultural socialized services, emphasize the development of post-natal links of agricultural products, expand their value and benefits, and create employment opportunities in post-natal links with characteristics and large value-added space. Agricultural products processing industry is an industry with high efficiency, large scale and strong industrial correlation effect. Attention should be paid to the cultivation of leading enterprises in the processing of agricultural products. Crayfish has a very broad market at home and abroad, and has great potential for development in processing and export, and has become the main force in earning foreign exchange for aquatic products in the mainland, vigorously promoting the industrial management and development model of "enterprise + base + peasant household". Strengthening the development of local crayfish processing leading enterprises can increase the efficiency of crayfish processing enterprises and help solve the problems in the process of crystal export. Through the processing and export of crayfish, extend the industrial chain to achieve the goal of increasing employment and earning foreign exchange.

Continuous innovation in science and technology, continuous extension of industrial chain, continuous upgrading of industrial structure, industrial upgrading and optimization to keep up with the pace of the times, improve the market competitiveness of Qianjiang crayfish, and maintain the leading position of Qianjiang crayfish industry. To ensure the supply of shrimp sources, the quality of shrimp varieties, improve the intermediary coordination mechanism, information services, can quickly obtain relevant technology, products and market information at a relatively low cost in a short time.

3.2 Improve Crayfish Cold Chain Logistics and Improve Quality Traceability System

With the development of crayfish industry, cold chain logistics has become a guarantee and foundation of the whole industry. With the heating up of crayfish trade, the market for crayfish cold storage scale should also continue to expand, Lake aquatic products and Huashan aquatic products cold storage is now more than 20,000 tons. Improve the transportation mode of "cold storage + ice", increase the cost and capital investment, ensure the fresh-keeping effect of ice on crayfish in the process of transportation, and improve the quality of crayfish products. Increase government support, take "promoting logistics, making up shortcomings, and promoting development" as the strategic goal, and follow the principles of "government planning, market operation, overall

development, standardization and order" to promote the healthy and rapid development of the logistics industry in Qianjiang City. reduce social logistics costs and make every effort to build a logistics hub city in Jiangnan Plain. Take Huazhong Logistics Industry Park as the core, take the professional logistics center of the development zone, railway freight logistics center, agricultural and aquatic products logistics center, southern comprehensive logistics distribution center as the backbone, based on the logistics stations of villages and towns, focus on cold chain, highway port, urban and rural distribution, logistics information platform and so on. In accordance with the crayfish cold chain logistics service standards, the cold chain logistics service flow of crayfish fresh into shrimp, crayfish cooked products and crayfish frozen products, and the cold chain logistics service standards of fresh adult shrimp, crayfish refrigerated products and crayfish frozen products, adopt new technology and new technology to manufacture refrigerated equipment.

3.3 Promote the Application of Modern Information Technology

First of all, we will build a municipal e-commerce public service platform and build an e-commerce incubator of 8000 square meters. Qianjiang characteristic Hall has been opened in JD.com, Taobao, No.1 Store, SUNING and other third-party platforms, which is open to all enterprises and products in the city free of charge, and has successfully helped members to open more than 400 online stores. Open Qianjiang e-commerce network platform-Xingnong family. Open Qianjiang e-commerce network 5 port river, purchase, set up Qianshang network, Qianwang mall, special Qiancheng life and other four major plates. The Qianjiang Agricultural Special Guangyang Exhibition Hall has been built, which provides a good display and sales platform for more than 200 kinds of agricultural products in our city.

Secondly, to build the rural e-commerce O2O model. Comprehensively upgrade and transform the two-level e-commerce service outlets in towns and villages, with unified storefront design, unified-purchase, unified distribution of foreign prices and unified services, and the implementation of chain economic delivery network with network, ticket purchase and camp at the same time. Village-level e-commerce network services and other convenient service fees, rural financial services, government services can not become the village, do not work out of the village, start a business can not leave the village. This year, under the premise of achieving full coverage of the town and village network, the rural e-commerce Qianjiang model will be exported to the surrounding counties and cities.

Finally, vigorously promote the "Internet + crayfish" strategy. Build and China Shrimp Valley net, Shrimp Valley 360 net, hold online dragon set up China Shrimp sales of 231 tons per day, Shrimp Festival. Shrimp Valley 360Xiaolongbaoguo 17 sales reached 634 million yuan, Chinese shrimp valley crayfish 1 yuan. Xianzun products of Qianjiang Nongtou Yituo Electronic Commerce Co., Ltd. participated in the International crayfish Festival organized by Taobao, and the sales of individual products were the first in the whole network.

3.4 Establishing a Talent Training System for Rural E-Commerce

First of all, the training institutions contracted with the government should have the qualifications of relevant e-commerce training, with the lack of hardware facilities, venues and teachers for training. The trainers have e-commerce knowledge and teaching experience, and have the ability to receive orders for routine training, to draw up training plans, to dock training plans and to consult on matters related to training and adjustment, so that the first-term budget can be reported to the government. and adjust the training plan according to the actual situation of each training object; there should be a set of management system, research and development of lecturer management system, assessment system. Courseware research and development system and other corresponding management system and work flow, collection and collation of excellent files, the content must be targeted. Maneuverability. Ensure that the follow-up work is in place. Secondly, the training should be targeted and effective. For different personnel, choose the corresponding training institutions and training courses: training for county and rural grass-roots cadres, e-commerce trend analysis, popularization of e-commerce basic knowledge, rural e-commerce development and opportunity interpretation, Internet publicity. Rural e-commerce development model details and

successful case analysis and other courses; to popularize the basic knowledge of e-commerce for farmers. Online shopping platform introduces online shopping process, online marketing of agricultural products, e-commerce transaction security and other related courses; rural e-commerce entrepreneurs focus on strengthening online store registration, positioning, decoration, operation and promotion. Customer service and other training; focus on the implementation of Internet technology for e-commerce employees. Running sales. E-commerce policy training: e-commerce team building, e-commerce supply chain, Internet + product transformation and other training for county, township and village enterprise bosses and managers. Carry out the e-commerce salon summit forum in accordance with local conditions. Hold meetings and other various forms of training activities, and strive to ensure that all employees involved in rural e-commerce can get more than one vocational training opportunity. Finally, the establishment of rural youth entrepreneurship training mechanism, for e-commerce entrepreneurial benefits of rural youth to provide value-added training, for trained personnel tracking services, to provide guidance. Incubation and other targeted services, and regular statistics of the operation of employees and entrepreneurs

The most important thing in the area of initial development is the introduction of ideas and the cognition of food. when it develops to a certain link, the most important thing is the training of leaders to introduce and gather e-commerce talents. We will strengthen the service guarantee of high-level talents in e-commerce, and vigorously introduce leading, high-level and scarce talents in e-commerce. We will give policy support to the identified national, provincial and municipal e-commerce personnel training bases and enterprises stationed in e-commerce industrial parks, and support key e-commerce platforms to speed up the introduction and cultivation of talents. To provide technical and talent support for the development of Qianjiang City and Qianjiang crayfish.

On the whole, Qianjiang "Internet + crayfish" already has a great competitive advantage, but there is still a lot of room for technology and further development. therefore, Qianjiang should overcome existing shortcomings, give full play to existing advantages, and seize development opportunities. in order to obtain more development opportunities and create benefits.

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