

Study on the Strategy of Wenzhou Rural E-commerce Industry Cluster from the Perspective of Social Network

Sha Xu

Wenzhou Polytechnic, Wenzhou, 325035, China

Abstract

With the rapid and in-depth standardized development of the domestic agricultural Internet economic model in full swing in recent years, the government began to gradually increase its commitment to support and investment in the development of rural e-commerce, including local public and financial support, as well as the guidance and support of the national government. In addition, the rapid development of domestic third-party platform enterprises and the current The development of the vast rural e-commerce industry in China is greatly promoted, the rapid and in-depth standardization and development of the rural e-commerce market, and the rural e-commerce industrial clusters are emerging rapidly in large numbers. After the research, we further found that the scale and overall development trend of the e-commerce industry and cluster network in the new rural areas are highly vertically correlated with the scale development of the social network in the new urban and rural areas. By using relevant methods such as empirical investigation, case study, comprehensive research analysis and comparative test of rural market samples, the author of this paper strengthens the development and change of the cluster and scale of rural e-commerce industry in Wenzhou, Zhejiang Province under the guidance of the current perspective of new economic and social network. The purpose of in-depth empirical research is to explore and find out the operating rules, promote and promote the standardization and rapid development of Wenzhou rural e-commerce industry and cluster model and realize the healthy development of new rural urbanization model in southern China.

Keywords

Social Network; Wenzhou; Rural E-commerce; The Cluster.

1. Review of Research Status and Development Trend at Home and Abroad

1) Current situation abroad: In the United States, the development of e-commerce is relatively fast, and the use of e-commerce plays a very big role in promoting its agricultural development. Based on the perspective of knowledge management, Wen built an intelligent electronic system for agricultural products trading and innovated the e-commerce model of agricultural products. From the perspective of supply chain, Wooseung Jang established a logistics model framework for small and medium-sized agricultural enterprises. Using the method of data modeling, he came to the conclusion that small and medium-sized enterprises can realize supply chain management through cooperatives. Ruiz Garcia et al. believed that the Internet-based management information system would be more conducive to the query and tracking of agricultural products logistics based on the data query and tracking of agricultural products supply chain. In addition, there are many foreign experts and scholars from various angles to carry out research on agricultural e-commerce, promote the development of foreign rural e-commerce theory and practice.

2) Domestic situation: By the end of December 2021, there are 7,023 Taobao villages and 2,171 Taobao towns in China, among which the number of Taobao villages in Zhejiang, Guangdong and Jiangsu ranks the top three in China. There are 200 e-commerce parks of various agricultural products, accounting for 12% of all e-commerce parks, which still maintains a rapid growth trend.

The huge market prospect of rural e-commerce has not only attracted countless entrepreneurs, but also emerged many scholars who have put forward profound insights into the development mode and path of rural e-commerce through research.

Chen Yi, Jiang Changyi, Fang Zhichao, Ling Lin and Zhang Ruilin studied rural e-commerce from the perspective of location characteristics, influencing factors and formation mechanism of rural e-commerce, and conducted empirical research on informatization to promote the development of rural areas. The research questions included what are the location characteristics of rural e-commerce development and what are the influencing factors of rural e-commerce development. What is the formation mechanism of rural e-commerce? Ruan Jianqing, He Xionglang, Ding Rui, Huang... Zuhui and Sonobe analyzed the formation mechanism of e-commerce industrial clusters in rural areas from the aspects of division of labor, transaction costs, economies of scale and so on.

2. Analysis of the Current Situation and Constraints of Wenzhou Rural E-commerce Industrial Cluster

2.1. Current Situation of Wenzhou Rural E-commerce Industrial Cluster

Since 2014, government leaders at all levels began to understand and pay more attention to the application of new rural e-commerce by farmers. The Ministry of Agriculture has taken the lead in carrying out the national demonstration and pilot project of "bringing information to villages and households". It has invested in and launched a number of demonstration information service stations at the township and village level in nearly 10 pilot provinces and cities in China, including Beijing, Liaoning and Jilin. The former Ministry of Commerce has officially launched and completed the project task of "E-commerce into rural Demonstration Project"; The former premier is visiting Yiwu and Qingyan Liu Village in Zhejiang Province. In the same year, some other well-known rural e-commerce platforms in China have begun to promote the commercial development of rural areas in western China and poured into their unprecedented huge investment enthusiasm, such as Alibaba has launched its brand "Thousands of counties and thousands of villages" rural e-commerce plan, Jingdong, Suning and other brands will also have launched their own brands of Western China Nong Village e-commerce plan, e-commerce giants to the countryside has become a trend.

In the practice process of innovation and development of rural e-commerce industry in recent years, the gradual development shows a preliminary stage characteristics of the formation of an industrial cluster, the most typical representative phenomenon is that in recent years, a large number of rural network business agglomeration triggered the beginning of a large number of Taobao village effect. The so-called Taobao village refers to the clustering of a large number of rural online merchants in local rural areas, with local Taobao e-commerce as the main online trading service platform and its own Taobao rural e-commerce ecosystem platform as the core support, forming a regional online commercial ecological cluster phenomenon featuring economies of scale and synergistic agglomeration effect of industrial chain.

Some agricultural products and fresh products in Wenzhou are well-known in Zhejiang, but the branding degree is low, and they have not yet taken a place in the development of e-commerce of agricultural products in China. Moreover, the development of industrial clusters in different regions is relatively backward, so the agricultural products industry in Wenzhou does not maximize the use of e-commerce to achieve industrial upgrading and innovation. The low

degree of data information sharing among business process participants fails to achieve better industrial clustering.

2.2. Constraints of Wenzhou Rural E-commerce Industrial Cluster

1) The strength of the connection is restricted by the strength of the relational structure.

The strong connection type and the medium-weak connection type also play significantly different types of positive roles in the network transmission mode that promotes knowledge acquisition and effective information exchange. Strong relationships are usually developed among individuals with very similar relationships with a series of socioeconomic characteristics, such as gender, age, education level, occupational status type and difference in living income level, while such weak relationships are usually developed among individuals with significantly different degrees of socioeconomic characteristics. The main things and events that can be learned by a group or an individual group with a higher internal social similarity coefficient are often completely related, so the knowledge resources that an individual can obtain through a strong relationship are often completely redundant. However, the relationship between strong and weak information is dispersed among the members of various groups and changes together. It spans many different types of individual information sources and can act as the hub of an information bridge, transferring various information and resources from other groups to a certain individual who should not belong to our group.

2) Informal contractual transactions should coexist with formal commercial contracts or both. Transaction participants generally refer to the process of legally completing a transaction contract itself directly through a written contract signing process, and the written contract process can be regarded as only the written form of personal oral commitment or expressed through the oral way, so it should be regarded as only a written form of oral commitment. In general, we should avoid any contract that can play a role in restricting people's normal trading motives and the process of buying and selling behavior related to legal customs, norms, beliefs, reputation and other contracts can be called a legal informal sale contract, and all the others are only subject to the court and the court of arbitration and other social third party subjects and legal intermediaries. Various forms of legal contracts that are bound to the general society in the whole legal process of legal commercial transaction subjects and relevant behavioral subjects since the mutual support of business organizations are called contracts, which refer to formal legal contracts. Although the formal effect of commercial contract is sometimes protected by the ruling of the local court or the special protection of some social or third-party legal institutions in other countries, sometimes it is actually in order to really save the cost of both parties in the commercial transaction. People often need to choose to avoid when dealing with some daily or business and communication activities. Avoid disputes or only take some legal measures to temporarily avoid or deal with these commercial disputes, but mainly rely on some moral norms, customs, reputation and other means to temporarily replace and execute these contracts. Because at this stage most rural areas in our country still generally belong to the acquaintance society, there has been a large number of formal and even informal behavior contracts in some individual behavior activities such as rural e-commerce industry and farmers cluster industry, and at present the behavior used in enterprise behavior or in the process of corporate behavior basically most of the behavior has no need to adopt these so-called formal A contract of conduct.

3) Intellectual property protection. In the development of rural e-commerce industrial cluster, the information copy of mode innovation, marketing information transmission, mode information transmission and product information transmission are not protected by any current national laws and policies. Farmers and consumers generally lack some basic legal awareness.

4) The efficiency of enterprises' innovation subjects is relatively low and they encounter major bottlenecks of industrial upgrading and development. The product homogeneity of traditional e-commerce industrial cluster based on social network shopping is serious. Under the support of the development of the new social network economy and the promotion of the environment, the reproducible and cloned e-commerce industry gradually formed spontaneously and grew up under the premise of the common influence of blood, kin and geographical relations should be able to form, grow and develop rapidly. Before the whole network market has not been fully saturated competition, it should be able to obtain a rapid gain from it A relatively high level of stable economic profit income. Once the whole real estate market begins to slowly enter the stage of market competition relative to saturation, it will avoid the situation of vicious homogeneity and fierce competition within enterprises. In the current market consumption more and more attention to the internal quality safety and attention to the brand effect of the communication of the market background, driven by their own talent, scientific and technological level, marketing integration ability and other constraints, product concept update, new product research and development, marketing propaganda means is relatively backward and other homogenized product enterprise market development space will be bound to be obviously restricted.

3. Analysis of the Development Path of Wenzhou Rural E-commerce Industrial Cluster

E-commerce industrial cluster is a common phenomenon in the process of modernization and the only way to strengthen the construction of e-commerce industrial cluster has become the trend of rural e-commerce development and an important development strategy. Relying on the advantages of industrial agglomeration, a large number of third-party service platforms and service providers are introduced to further improve the e-commerce service system. Industrial cluster can not only increase the economic aggregate of Wenzhou and stimulate local employment, but also increase the local tax revenue and promote the rapid growth of Wenzhou local economy. Under the basic premise of consolidating the development of Wenzhou characteristic agricultural industry foundation, further give full play to the role of social network economy, mobilize the capital strength of all parties, strengthen the guidance of relevant government, and accelerate the formation of the development of Wenzhou rural e-commerce industry cluster.

1) Innovate the sales model, change the current situation of "difficult to buy and sell" of agricultural products, and achieve listed trading of agricultural products. Establish the platform of "mobile Internet + tourism + agricultural products", improve the product system, nongjiale and eco-tourism, integrate nongjiale through the mobile Internet, encourage tourists to drive the sales of local agricultural products, make online and offline consumers flow, attract offline people with ecological tourism, and form the initial purchase of agricultural products. Then through the sharing of consumers to introduce new buying, tourism groups, try to create a new type of rural tourism O2O.

2) Development Plan

a) Extending the product industry chain. E-commerce transactions of agricultural products mainly include a series of links such as production, processing, promotion, online payment, logistics and service, involving professional skills and knowledge of agriculture, marketing, warehousing, logistics and other aspects. In rural e-commerce field dominated by small and micro enterprises, an enterprise is unlikely to complete all the transaction links. This requires the cooperation of many enterprises to extend the product chain.

b) Strengthen the scale and standardization of agricultural product production, processing, storage, transportation, and sales, and do my utmost to build a "Pyramids" structure system of

agricultural products in e-commerce. Because the production of agricultural products is not easy to formalize and scale, the branding road of agricultural products is more difficult and lengthy than that of industrial products, which is a complicated and arduous project. It has become one of the factors restricting the sustainable and rapid development of e-commerce of agricultural products. By encouraging and guiding enterprises to develop together. The development of e-commerce industrial clusters helps to rapidly improve the level of warehousing, logistics and e-commerce services, as shown in Figure 1.

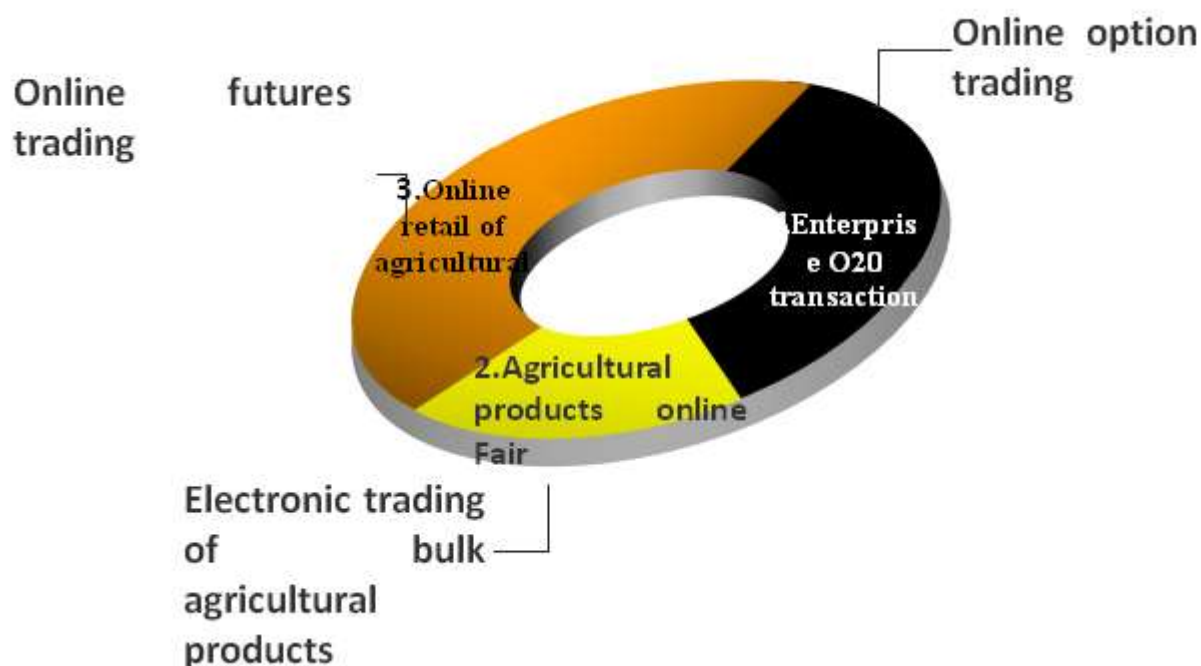


Figure 1. Structural system of e-commerce of agricultural products

c) Establish the "One Village, One electricity" project youth talent training base. Through the combination of university and enterprise, the task of cultivating e-commerce talents is carried out for college students, farmers, e-commerce practitioners, returning youth, e-commerce workers and other personnel of various levels of training.

d) Establish rural logistics information platform. Data show that most rural areas in China have network coverage, but the Internet construction is still not perfect. Besides China Post, other express companies such as SF Express, Yunda and YTO have not entered the rural e-commerce distribution market. As a result, rural areas cannot query the goods information as urban areas, which greatly reduces the shopping experience of farmers. In order to realize the connection between rural and urban areas, the construction of rural information platform is indispensable. GPS, supply chain management and other technologies are used to design the whole process of commodity distribution, help farmers to check the status of goods in time, provide channels for agricultural products to be exported, and thus provide technical support for the development of rural e-commerce.

e) Innovate rural e-commerce model. The existing e-commerce model mainly focuses on the downward trend of industrial products, while the upward trend of agricultural products has just started. The "two-way supply and demand circulation platform" of Lecuntao is directly oriented to consumers and suppliers in its sales mode, so as to realize the communication between urban and rural areas and reduce the intermediate cost. Jingdong implements the mode of "dual-line development and channel sinking", which mainly aims to promote

agricultural products by holding regional agricultural products shopping festivals and other activities through the simultaneous promotion of Jingdong county service centers and Jingdong service stations. The exploration of the existing rural e-commerce model has just begun. Influenced by the variety of agricultural products, the low degree of standardization and the differentiation of natural resources and industrial base in most administrative villages, a mature e-commerce model has not yet been formed.

f) Make full use of social networks and integrate social resources. It is necessary to further promote the construction of the national rural county e-commerce public service and innovation experimental center base project, the construction of rural logistics distribution network platform and county township logistics service station platform, the cultivation of agricultural products brand network platform, the construction of agricultural products electronic anti-counterfeiting traceability system security system network project. To develop the big rural e-commerce platform well, we should pay attention to the effective integration of various powerful forces with the help of the infrastructure construction and development of the national big rural e-commerce platform. Increase horizontal alliance and cooperation between the industry, stick together for heating, strengthen close cooperation with some of the provincial and other city and county industry alliance units, jointly develop efforts to actively open up new agricultural products offline market, and even let the rural fresh e-commerce products completely can directly realize the network and local rural new agricultural products direct retail terminal channel effective docking, realize the traditional agricultural line network surface Up and down the full integration of efficient operation.

4. Research Plan

Main work and technical contents		
Step	content	
Collect relevant data ↓	Organize the personnel of the research team to collect and sort out the literature and data, and conduct theoretical excavation	
Design questionnaire ↓	Organize the members of the research team to conduct in-depth investigation and research on the current situation and problems of rural e-commerce in Wenzhou, and find problems in actual work	
Data sorting and analysis ↓	Based on the research materials, the research team analyzed the problems and found out the solution to the development of rural e-commerce in Wenzhou	
Interview survey ↓	Interview and survey data sorting	
Design and R&D	Synthesize all information to form design drawings	

Figure 2. Main work and technical contents

Organize the research group to collect and sort out literature data, carry out theoretical mining, and organize the research group to test the image effect of the research content, as shown in Figure 2.

5. Conclusion

When the development of China's rural characteristic industry meets the Internet and embraces the era of e-commerce, it opens the market for agricultural products and accelerates the industrialization process of new rural areas. The general logical structure in the process of the growth and development of rural industrial clusters can be generally summarized as follows: rural characteristic industrial agglomeration -- realizing online order sales -- cultivating and forming a network agricultural products e-commerce cluster platform with Chinese characteristics -- building and forming a good rural e-commerce ecosystem -- promoting and accelerating the rapid development of rural industrial urbanization; Self-employment of talented people (online entrepreneurship) -- project incubation and investment introduction -- replication and fission development -- forming industrial ecology -- forming a new rural e-commerce ecological economy -- accelerating the development of small rural areas and urbanization.

In the great urbanization construction process of urban development, the new acquaintance social network built under the background of the unique social network in rural areas is also one of the other important power gene mechanisms driving the rapid acceleration of the whole process of rural urbanization. The final and important result of the process of agricultural modernization accelerated by this process is that it accelerates the construction process of the new great urbanization of rural development through the accelerated revitalization of rural society. Government departments at all levels and related industries should also continue to give guidance and give high attention. In the future, the further cultivation, development and expansion of rural e-commerce industrial clusters should also adhere to and follow the rural development is an objective historical law of the social network industrialization management process. The demonstration and leading effect of entrepreneurs (talented people) must be guided and supported by the local relevant local government planning With the combination of mechanism construction, strong individual social relations can drive the whole and weak overall social relations can be developed equally. With the help of modern rural agricultural products e-commerce platform, a strong rural e-commerce industrial cluster can be built to realize the industrialization, specialization and rapid development of traditional agricultural economy.

Acknowledgments

Fund Project: Wenzhou Vocational and Technical College 2022 Research Project (WZY2022049).

References

- [1] Yue Zhao. A literature study on the disruption risk in cold chain logistics of fresh food e-commerce enterprises with pre-warehouse[C]//Proceedings of 4th International Conference on Business, Economics, Management Science (BEMS 2022).2022:227-232.DOI:10.26914/c.cnkihy.2022. 013155.
- [2] Yu Wang. Value chain analysis of cross border e-commerce foreign trade driven by networked manufacturing mechanism[C]//Proceedings of 4th International Conference on Business, Economics, Management Science (BEMS 2022),2022:277-284.DOI:10.26914/c.cnkihy.2022.013162.

- [3] Hehua Mao. Application of Passive Wireless RFID Asset Management in Warehousing of Cross-Border E-Commerce Enterprises[J]. Journal of Sensors,2021,2021.
- [4] Guiyang Wang. Based on COVID-19,Analysis of the development strategy of China's self-operated e-commerce--JD.com as an example[C]//.Proceedings of 3rd International Conference on Global Economy and Business Management (GEBM 2021),2021:312-320.DOI:10.26914/c.cnkihy.2021.049931.
- [5] WANG Lei. On the Green Accounting of Cross-Border E-Commerce in Tianjin under the Background of "the Belt and Road" Initiative[C]//.Proceedings of the 2021 (19th) Euro-Asia Conference on Environment and CSR: Tourism Development and Business Management,2021:68. DOI:10.26914/c.cnkihy.2021.069536.
- [6] Gao Tiange. Study on the Intention of Foreign Trade Driven by Cross-Border E-Commerce Based on Blockchain Technology[J]. Security and Communication Networks,2021,2021.
- [7] Haoyuan Liu,Rui Xiao. Research on the Development Problems and Countermeasures of China's E-commerce Platforms--Taking Taobao as an Example[C]//.Proceedings of 3rd International Conference on Innovations in Economic Management and Social Science (IEMSS 2021),2021:140-146.DOI:10.26914/c.cnkihy.2021.049716.
- [8] Chuyue Chen,Haitao Ouyang,Jiaqi Tan,Fan Wu,Yuqian Zhan. Based on COVID-19,Analysis of The Strategic Model of E-commerce Enterprises--a Case Study of Xiaohongshu(RED)[C]//.Proceedings of 3rd International Conference on Innovations in Economic Management and Social Science (IEMSS 2021),2021:251-258.DOI:10.26914/c.cnkihy.2021.049730.
- [9] Li Jiali,Zhao Zhijie,Cheng Tao. Research on LRP Integration of E-Commerce Logistics under the Background of Integration of Collection and Distribution[J]. Discrete Dynamics in Nature and Society,2021,2021.
- [10] Bing Wan. The Construction of E-commerce Specialty Group by Supply Chain[C],2021:18-22. DOI:10.26914/c.cnkihy.2021.055016.