



Study on Coordinated Development Path of Agricultural Industrial Clusters and Rural E-commerce

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Abstract: Industrial cluster effect is one of the main driving forces of agricultural development in China. Good agricultural industrial foundation provides necessary advantages and potential for the development of rural e-commerce, and the vigorous development of e-commerce in rural areas in China can better drive the enhancement of agglomeration and innovation ability of agricultural industrial clusters in China. The two interact with each other. In the context of "Internet plus", this paper takes the township construction with Chinese characteristics as the foothold and establishes a theoretical framework for the development and cooperation of agricultural industrial clusters from the aspects of product integration from the perspective of e-commerce. This is conducive to improving the mechanism of market and government, so as to create a benign environment for industrial development.

Keywords: agricultural industrial cluster, rural e-commerce, collaborative development

This paper starts from the development trend of e-commerce and takes agricultural industrial clusters as the basis, which systematically analyzes the growth of rural e-commerce groups, and analyzes its characteristics, and puts forward effective measures for the development of rural e-commerce. Firstly, the characteristic towns of Jiangsu Taobao is studied. Based on this, it promotes the clustering growth of enterprise groups, establishes enterprise group advantages on the basis of cluster development characteristics through shaping commodity image and creating resource elements, so as to create e-commerce competitiveness. Starting from the causes of industrial clusters, focusing on the development of e-commerce services, this paper discusses the relationship between rural e-commerce and the effect of characteristic industrial clusters, the shaping of local famous brands, as well as the related factors of the shaping of local famous brands, and provides a new idea of collaborative promotion.

1. A new way of development of agricultural industrial cluster under the background of "Internet +" e-commerce

1.1 Mechanism of rural e-commerce industrial cluster

Industrial cluster refers to the production, management, sales, service and other business organizational forms established by companies in a specific spatial area in rural areas. Rural e-commerce industrial cluster refers to the collection of multiple associated companies and service organizations within a specific rural industry. Rural e-commerce industrial cluster creates new marketing mode and company organization form by using e-commerce mode and integrating traditional rural industrial chain, so as to establish an enterprise group integrating production, marketing and service. In recent years, rural e-commerce in northern Jiangsu has developed rapidly and has a huge market prospect.

1.2 Investigation of rural e-commerce industrial clusters in Northern Jiangsu

In recent years, as the development of rural e-commerce in Northern Jiangsu is in full swing, the vitality of social market economy is also on the rise. At present, B2B, B2C, C2C, O2O and other business models of agricultural e-commerce in Northern Jiangsu are transforming traditional rural industries into informatization. In addition, e-commerce promotes the return of local labor force, cultivates the knowledge and professional labor force of the new era, expands employment, improves per capita income, and improves farmers' consumption concept. The emergence of electronic commerce has promoted the reform of enterprise concept, and the development of information-based production has promoted the prosperity of electronic processing industry, manufacturing industry and even agricultural production. At present, Shuyang has developed into an e-commerce industry development cluster with considerable scale and strong development prospects, ranking third in the province's 50 rural e-commerce demonstration counties. The establishment of Shuyang Taobao Village cluster has provided good news for local farmers' employment and entrepreneurship, greatly improved the employment rate

of farmers and effectively enhanced the comprehensive competitiveness of e-commerce industry.

1.3 Suggestions on the development of rural e-commerce industrial clusters

In order to promote the cluster development of rural e-commerce industry more effectively, we should earnestly implement the preferential policies of the government and actively promote the integration of enterprises. To carry out the rural industrialization policy in the whole Northern Jiangsu province, it is necessary for government to carry out the people-oriented policies so that policies and measures can be organically integrated, related units and projects should be closely linked, and raise funds through multiple channels. We will develop new types of rural business, expand the scope of business, actively absorb rural private enterprises to join in, and actively promote the adjustment and transformation of rural business. To promote the development of green agricultural products, we should start from traditional rural industries with focuses on the development of high-quality agricultural products. To enhance the development of the industry, rural e-commerce service stations have been set up and focuses can be placed on building rural e-commerce industrial parks by guiding farmers, so as to obtain government project support and train rural e-commerce personnel. Establishing good rural industry image thereby. In the past, Taobao pioneers played an exemplary role, but later the rural areas began to imitate its development methods, resulting in a prominent copycat problem and gradually weak brand awareness. Therefore, rural e-commerce can be achieved with the needs to cultivate its innovation ability and brand image. Finally, the training and promotion of rural e-commerce should be achieved with adoption of all-round and multi-type talent training to enhance the knowledge and skills of rural enterprises in e-commerce. To cultivate e-commerce education, we should actively create superior cultural and material conditions for students to meet their spiritual needs and ensure the absorption and reserve of human resources.

We should actively establish small towns in Northern Jiangsu as the leading industry, and take people as the foundation according to regional advantages. We should accurately grasp the economic trend of local industries to meet the basic livelihood of local citizens to actively promote format integration, local industries should be deeply combined with new service industries such as finance and tourism in small towns in northern Jiangsu. Establishing characteristic small towns is an efficient platform to improve the supply quality of agricultural products, promote the integrated development of agricultural secondary and tertiary industries, and promote agricultural development. We should pay attention to ecological environment construction and build cultural towns, and make the people to be rich. To promote integration with cultural development. To establish small towns in Northern Jiangsu, we should combine the spirit of cultural towns with local conditions, bring local cultural development into economic production and improve the level of social management. To develop local characteristic industries based on local culture, it is necessary to combine culture and production activities to enhance farmers' creativity and sustainable development awareness.

2. Innovation in e-commerce model in rural areas from the perspective of "Internet plus" with Chinese characteristics

2.1 Development status of rural e-commerce mode from the perspective of "Internet +" characteristic township construction

At present, under the guidance of the national rural revitalization strategy, most rural areas in China are gradually transitioning from the traditional small-scale peasant economy to the national overall economic development, and the traditional agricultural development model also has a strong promoting effect on the vigorous development of rural industries. According to the China Network Information Center, the total number of online shopping users in China is expected to grow to more than 7.1 billion in 2020. Rural online shopping users have become the most important business objects of e-commerce networks such as Taobao and Jingdong. Therefore, the future development of rural logistics e-commerce will be the future development trend.

In recent years, the rural area has been an important subject of the booming development of rural e-commerce economy, and has received great attention from the government, which has brought great power to the development of agricultural logistics in rural areas. In order to promote the healthy development of rural e-commerce industry and rural economy, according to the background of China's "Internet +" and rural vision, the rural e-commerce model under the rural vision with Chinese characteristics was investigated. Based on this, the whole northern Jiangsu region of rural e-commerce model is classified.

2.2 Innovative development of rural e-commerce mode from the perspective of "Internet +" characteristic township construction

This paper makes an in-depth study on the basic characteristics, operation strategy, driving factors, market mechanism,

development strategy, generation mechanism and development mechanism of rural e-commerce market in China. Through the data analysis of 20 Taobao villages in China, this paper analyzes the types, essence and success reasons of "network + peasant household + enterprise" model, indicating that farmers need to make a reasonable evaluation of its profit potential if they want to choose the right e-commerce model.

2.2.1 Reasonable allocation of rural e-commerce supply chains

Through in-depth cooperation with colleges and universities, e-commerce companies can jointly run schools with colleges and universities to train rural Internet business talents. In view of the needs of customers, we have launched professional training courses and established a characteristic system of rural network marketing personnel training, so as to meet the new needs of rural e-commerce talent training, and further improve the development efficiency of rural e-commerce mode from the perspective of township market.

2.2.2 Innovation in the township e-commerce logistics system

The planning and construction of rural e-commerce under the special vision of villages and towns is a problem that must be considered systematically in China's rural e-commerce ecosystem. First, rural e-commerce logistics and distribution system. In order to meet the development of rural e-commerce, Chinese people's governments at all levels need to build a rural logistics distribution network system based on rural logistics distribution network. Therefore, these rural logistics distribution systems are unable to meet the development needs of rural e-commerce business, and the postage is relatively expensive. In order to solve this problem, it is necessary to make a comprehensive standard for the development of rural power transmission and distribution network in the aspects of development plan, policy and system. And according to the rural micro economic supply and demand model, it provides a new rural e-commerce development model.

3. The coordinated promotion path of agricultural industrial cluster and rural e-commerce under the background of "Internet +"

3.1 Formation of regional brands of rural e-commerce

Under the promotion of market demand and national policy and based on the sound industrial infrastructure and related infrastructure, all kinds of home workshops and personal e-commerce have gradually connected with the Internet, which is characterized with the bottom-up development route. At present, there are three main operators of rural e-commerce in Northern Jiangsu. The first type is the small home e-commerce workshops cultivated by acquaintance communities or farmers, which are greatly affected by its negative impact. Small workshops are basically operated in the form of home workshops, and companies use electricity for households. However, these companies receive treatment earlier and have accumulated more business experience. Taking Taobaozhen in Northern Jiangsu province as an example, small and medium-sized enterprises in this area mainly actively participate in rural e-commerce activities, which promotes the vigorous development of local rural e-commerce, and also strongly promotes the establishment and development of rural e-commerce industry cluster.

Different regional industry clusters and characteristics of the development. Successful regional brand differentiation and enterprise brand value, enterprise brand is created by their own individuals. From the enterprise benefit, we should gradually improve the core competitiveness so as to stand out in the fierce competition. The generation of regional product brand advantage is the result of long-term cooperation between multiple groups of enterprises and the important result of long-term influence of enterprise brand. It is an intangible asset with high price, long time and wide influence range. Enterprise cluster brand advantage, therefore, should be the most basic elements of enterprise to establish regional brand advantage and to implement brand strategy and brand value creation behavior guidance are indispensable precondition, and the regional environmental quality should also be the important guarantee of regional brand building, the influence of local policy should also be lack of intermediary variable.

The above table also compares regional resources and brand characteristics of enterprises. According to the unique brand and social resource advantages of economic and social resources in the region, as well as its own production activities in the region due to the particularity of its booming economic and social development, it has the characteristics and resource advantages that other regions do not have, and thus produces the unique competitive advantages of the region. The form of economic cooperation is increasingly rich, the space of social cooperation is constantly expanding, the scale of production companies and the cost of goods are greatly reduced, and the level of production technology and goods are increasingly enhanced

3.2 Regional brand cultivation path of rural e-commerce

The way to form regional brand of rural e-commerce is to integrate local channel resource advantages, technological

resource advantages, brand resource advantages and product innovation ability, and the market competitiveness of strong enterprise products in rural areas and the market competitiveness of local core products. We should actively develop the cultivation of regional brands of Chinese agriculture and e-commerce, develop the brand effect of local leading industries, further establish local brands, cultivate well-known commodities and well-known small and medium-sized enterprises. With regional brand advantages as intangible assets, the publicity and promotion of regional brand advantages can further improve visibility, reputation and influence, and gather relevant small and medium-sized enterprises to become industry groups.

According to the overall strategy of the local brand and famous brand cluster development. According to the local famous brand generation mechanism and connotation change rules, a perfect external environment is built. It leads the reasonable development of regional industry, standardizes the competitive activities of small and medium-sized enterprises in the region, and improves the competitive environment to promote the common learning and creation of brand groups, which is conducive to the formation of new small and medium-sized enterprises, the improvement of social environment, and the ability of enterprises to resist risks in the region

3.3 Influence of e-commerce innovation factors integration and agglomeration degree

Modern rural new e-commerce emphasizes new technologies, new industries, new models, new formats and four new economies, and constantly realize the upgrading and leapfrog of economic levels. Innovation content is more diversified, including marketing model, business model, technology innovation, operation promotion, innovation and product innovation. More importantly, the deep integration and process reengineering of the Internet and traditional industries, the vertical and horizontal integration and collaboration of various resources and cross-border integration, personalized customization, intelligent production and other features are increasingly distinct. The huge consumption potential of rural market also provides a huge impetus for many e-commerce enterprises to accelerate the development of this industry. Through mass entrepreneurship and innovation, we should give play to the role of the market mechanism, accelerate the development of e-commerce in rural areas, organically combine physical stores with e-commerce, and make the real economy and the Internet have a superimposed effect. It will be conducive to promoting consumption to expand domestic demand, promoting agricultural upgrading and rural development to increase farmers' income. The development of agglomeration degree of e-commerce industry will constantly stimulate the vitality of new rural markets in China, enabling the coordinated development of e-commerce and industrial clusters.

4. Conclusion

In conclusion, the rise of urban and rural network e-commerce is closely related to policies and measures to promote agricultural economy, informatization construction of agricultural economy and development and promotion of small and medium-sized enterprises in towns and villages. Therefore, people's governments at all levels, social organizations and individuals should seize the opportunity to make full use of various preferential policies of the government and constantly improve the development of rural e-commerce system. At the same time, it is necessary to promote the agricultural network technology research and the infrastructure construction of network e-commerce, further enhance the market distribution function, and establish a scientific standardized system of rural e-commerce, promote the development of agricultural e-commerce services, so that the overall development level of agricultural e-commerce services can be fully improved.

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