Digital Economy Empowers Rural Revitalization: Specific Impact and Path Analysis

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Abstract

With the development of science and technology, the role of digital economy in promoting rural revitalization is becoming more and more obvious. By combing the research status of digital economy and rural revitalization and development level, this paper attempts to clarify the role of digital economy in rural revitalization from five aspects of rural revitalization, and clarify the specific impact of digital economy on rural revitalization and development. Combined with the current situation of digital economy affecting rural revitalization, relevant suggestions are put forward.

Keywords
Digital Economy; Rural Revitalization; Consumption of Rural Residents; Agricultural Total Factor Productivity.

1. Introduction

In today’s society, the application of digital technology combined with real scenes is becoming more and more mature, and the digital economy has developed rapidly. In December 2022, China’s Central Economic Work Conference pointed out that we should vigorously develop the digital economy. From a practical point of view, China’s economic development has changed from a high-speed growth stage to a high-quality development stage. While infiltrating all aspects of people’s daily life, the digital economy has indeed promoted the high-quality development of China’s economy in many dimensions, and to a certain extent alleviated the contradiction between the people’s need for a better life and the unbalanced and inadequate development of reality. In terms of rural industrial integration, digital inclusive finance has significantly promoted the development of rural industrial integration in China [1], and has spatial spillover effects [2]. In terms of agricultural production, digital economy can improve agricultural total factor productivity by improving urbanization level and labor productivity, and this effect has regional differences [3]. In terms of farmers’ poverty reduction and income increase, the digital economy can increase farmers’ income by promoting farmers’ non-agricultural employment, accelerating farmland transfer, and reducing urban-rural division, and has strong spatial spillover[4]. In other aspects, the development of digital economy can significantly improve the efficiency of regional technological innovation and the efficiency of achievement transformation, and the improvement effect is stronger in the stage of technological innovation than in the stage of achievement transformation [5]; the digital economy reduces the level of haze pollution through three important channels: urban innovation effect, agglomeration driving effect and structural optimization effect[6]; the development of digital economy has a significant role in promoting the upgrading of industrial structure, which will be more obvious in the central and western regions regulated by new urbanization[7].

In summary, the digital economy plays an important engine role in promoting the high-quality development of China’s economy. Rural revitalization is a necessary stage for Chinese society
to achieve common prosperity and modern construction. Then, how does the digital economy promote rural revitalization, and how does the digital economy affect the way rural revitalization inspire the implementation of government policies? These are all questions worth pondering.

2. The Realization Path of Digital Economy Boosting Rural Revitalization

Digital economy is a series of economic activities with data resources as key production factors, modern information network as an important carrier, and the effective use of information and communication technology as an important driving force for efficiency improvement and economic structure optimization. For rural revitalization, according to the rural revitalization index evaluation system in the "Rural Revitalization Strategic Plan (2018-2022)" issued by the state, rural revitalization is divided into five aspects: industrial prosperity, ecological livability, rural civilization, effective governance, and rich life. This paper will discuss the direct effect of digital economy on rural revitalization from five main aspects of rural revitalization.

2.1. Digital Economy Promotes Industrial Prosperity

The main contradiction at the present stage of our country is the contradiction between the people's growing need for a better life and the unbalanced and inadequate development. In order to alleviate or even solve this contradiction, on the one hand, the digital economy has enabled consumers to adapt to new consumption patterns such as online consumption, which has spawned a large number of consumption results. On the other hand, with the use of digital communication technology, the digital economy has reduced the contradictions between consumers, between consumers and producers, and between producers and producers, making producers clearly grasp the trend of market demand, so that products can successfully become consumer reality through the market.

According to the seventh national census bulletin, the population living in rural areas is 509.79 million, accounting for 36.11% of the total population. It can be seen that the current rural population in China is relatively large and has good market consumption prospects. Modern society is a society of innovation and mass entrepreneurship. The state actively encourages industrial development. As a new economic form of the current society, the digital economy can empower the industrial prosperity of rural revitalization. First of all, in terms of agricultural production, digital technology facilitates agricultural production, and the traditional form of farming has gradually been replaced by the existing form of smart agriculture, which is easier to form a certain scale economy, thus promoting the improvement of agricultural production efficiency. In the management of agricultural enterprises, the digital economy has accelerated the flow of information within and outside the enterprise, improved the traditional way of information dissemination, and helped to strengthen the execution of enterprises. In terms of agricultural financing, the development of digital inclusive finance has strengthened the participation of the broad masses of the people in financial activities and revitalized the investment capacity of the broad masses of the people; it also helps agricultural enterprises to obtain more funds from the financial market and inject them into the production activities of enterprises. In terms of agricultural product sales, the digital economy enables agricultural producers to obtain more information resources outside the local market, so as to deliver more agricultural products to regions with strong demand according to the supply and demand situation of the market, reduce the delivery of agricultural products to regions with weak demand, coordinate the types and quantities of agricultural products delivered to various regions, and set the price of agricultural products acceptable to the market within a reasonable range, so as to maximize the profits of agricultural products. Under the background of national rural revitalization, driven by the digital economy, more and more high-quality resources such
as talents, funds and technology are constantly moving closer to rural areas, accelerating the further prosperity of industries in rural areas of China.

2.2. Digital Economy Promotes Ecological Livability

In rural revitalization, industrial prosperity is to solve the problem of food and clothing in the vast peasant areas, and ecological livability is to solve the problem of living environment in the vast peasant areas. At present, some rural areas in China are located in the environment where modern science and technology are relatively backward, such as at the foot of the mountain and between the mountains. Some rural farmers also live in the mountains or in dangerous houses. These areas are often the first places where natural disasters endanger human life and safety, with major safety hazards. The development of digital technology has enabled national government agencies to pay more and more attention to these security issues, providing convenient channels for decision-making and problem-solving methods for relevant departments to carry out a series of activities, and promoting the quality of living housing for farmers in rural areas. Secondly, with the continuous development of the economy, more and more peasant households have raised various livestock. Although unlike large enterprises, they can produce higher economic profits, they can also bring subsidies to family economic activities. However, the problem of livestock management in the construction of modern society is becoming more and more prominent. Because the livestock in each peasant household belongs to personal private property, some problems of improper management and environmental damage occur from time to time. For example, the feces of livestock cannot be treated, and some farmers will directly choose to discharge them into important water resources places such as rivers. This move will undoubtedly seriously pollute the local water resources and leave hidden dangers to some production and living activities of farmers. With the assistance of the digital economy, relevant management departments can understand the situation within a certain period of time. Whether it is under pressure from the upper level, public opinion, mass reporting or out of their own awareness of safety and environmental protection, they will start to invest energy to try to solve this problem. In addition, the rural ecological environment is likely to be affected by urban production activities; the sewage discharge and industrial production in the city are likely to affect the environmental quality of the countryside, and there are many similar news in life. In the context of the digital economy, the Chinese government.

2.3. Digital Economy Promotes Rural Civilization

Rural civilization provides an important spiritual impetus for comprehensively promoting rural revitalization, which is related to the construction of rural cultural industry and the development of farmers’ ideological and moral level. At present, Chinese society still presents a dual system structure of urban and rural areas, and the city is the unique gathering space of human beings and the gathering point of various activities. Then, the city will have a ‘siphon effect’ on high-quality resources such as talents and technology funds, resulting in the continuous development of the economic level of urban areas at a higher growth rate, while the rural economic level is also constantly developing, but in rural areas, The speed of economic development is generally slower than that of urban areas; therefore, even if China’s rural and urban economic levels are at the same starting line, years of development have led to differences in the incremental economic development of the two sides, which has caused the economic level of rural areas to lag behind the economic level of urban areas. The economic base determines the superstructure, economic backwardness, is bound to cause cultural backwardness. In rural areas, people’s access to advanced culture and new ideas and knowledge is lagging behind urban residents. Even if some rural groups actively learn advanced knowledge and ideas, it can have an impact on the surrounding groups to a certain extent. However, due to the lack of correct ideological guidance and the backward environment, in the
long run, it is likely that there will be problems such as weak awareness of rules and ideological and moral decline. Therefore, it is very important to develop rural civilization.

Digital economy is an important way to promote the development of rural civilization. While promoting the economic development of rural areas, digital economy also strengthens the subjective consciousness of rural people. The emergence of the digital economy has enabled the economy of rural areas to develop rapidly. Farmers have more and more time and ability to participate in social activities. Their understanding of society is getting deeper and deeper, and their influence on social development is also growing. From the original passive participation to the construction of rural civilization as a part of enriching life, they may even make suggestions for the construction of rural civilization. At the same time, relying on network technology, the digital economy has accelerated the process of digitalization of rural culture. With modern unique science and technology, rural culture and technology are continuously integrated, enriching the contemporary expression of rural culture. From the perspective of the government, the government can strengthen the publicity and education of the socialist core values of villagers in rural areas through modern and convenient network communication technology. In terms of cultural tourism industry, with the unique spatial location of rural areas, the digital economy has driven the development of rural cultural tourism industry, making rural residents' sense of local cultural identity and pride continue to strengthen, thus the digital economy promotes the development of rural civilization.

2.4. Digital Economy Promotes Effective Governance

With the comprehensive abolition of agricultural tax, the state has formulated a series of preferential agricultural policies, and a large number of high-quality resources have been continuously tilted to the countryside; thus, to a greater extent, the village is a unit of acceptance of national resources. Then, the abolition of agricultural tax and the support of national preferential agricultural policies are likely to give birth to the idea of "waiting to rely on," which makes rural revitalization and development lose vitality, and poor and backward areas will be more poor and backward. At present, China’s rural governance lacks digital talents and infrastructure construction is in a backward stage. This is because with the continuous rise of the wave of urban development, most of the outstanding talents in rural areas are more willing to go to urban development with more concentrated resources, resulting in the aging and hollowing out of the rural population; it is also because rural areas are more backward than urban areas, so urban areas further aggravate the polarization effect. The attraction of talents and resources in rural areas has always lagged behind that in urban areas, which has further caused the modernization and digital transformation of rural governance. The digital economy is an important channel for people in rural areas to increase their income. On the basis of the digital economy consolidating the material basis of rural areas, relying on digital technology, the degree of villagers' participation in rural governance can be deepened, and villagers can acquire knowledge more conveniently. Cultivate socialist modernization ideas, improve the level of information technology, and strengthen the ability of rural governance subjects; in addition, the digital economy has certain positive significance for bridging the digital divide between urban and rural areas, and can guide resources such as urban technology and talents to move to rural areas and improve the level of rural governance.

2.5. Digital Economy Promotes Prosperity of Life

The prosperity of life is the material basis for human beings to carry out other activities. The development of digital economy can promote the level of prosperity of people in rural areas. First of all, the digital economy helps the market docking of supply and demand of agricultural products more accurate; under the market conditions of transparent and open information, the digital economy has expanded the ability of agricultural producers and demanders to obtain information, reduced the profit of opportunists from the price difference, and promoted the
signing of long-term agreements between supply and demand sides. Increase the stability of the agricultural market; under the guidance of consumer demand, agricultural producers can further improve the quality of agricultural products. Under the guidance of producer supply, agricultural consumers can further obtain richer and higher quality agricultural products. Secondly, the development of digital economy has promoted the financial inclusive development in rural areas, provided financial support for rural entrepreneurs and rural small and medium-sized enterprises, and promoted the development of industries in rural areas. Thirdly, the development of the digital economy has promoted the income and employment opportunities of residents in rural areas.

With the continuous development of the Internet, the use of smart phones is becoming more and more popular in rural areas. Rural residents can not only obtain employment information and commodity information through the Internet, but also help to learn more knowledge and skills through the Internet, so as to find jobs with higher income. In addition, with the continuous development of China’s agricultural modernization, many scientific and technological resources have been moving closer to rural areas, which has brought many new jobs to rural residents, increased the possibility of local employment of rural residents, alleviated the problems of rural hollowing out and aging, and promoted the prosperity of rural residents.

3. Conclusion and Implications

The emergence of digital economy has expanded the consumption of rural residents and changed the consumption pattern of rural residents, thus promoting the contribution rate of rural economy to national GDP and the continuous formation of modern rural demand system. In terms of agricultural production, digital technology not only enables the orderly coordination and rational allocation of production factors such as land, capital and labor, but also facilitates farmers’ access to production factors and promotes the improvement of agricultural productivity. Therefore, the digital economy plays an irreplaceable role in rural revitalization. In order to further expand the role of digital economy in rural revitalization, this paper believes that it can be solved from the following three aspects:

1. Promote rural infrastructure construction and expand the application of digital technology. Infrastructure is the basis for residents in rural areas to carry out economic activities. The local government needs to complete the construction of infrastructure such as roads in rural areas, strengthen the connection between rural areas and external areas, and promote economic development. At the same time, in order to expand the application of digital technology, e-commerce platforms can be encouraged to build telecommunication facilities in rural areas, and actively strengthen the data awareness and digital technology use ability of rural residents.

2. Expand the rural talent pool and enhance the level of rural human capital. The development of all walks of life is inseparable from talents, so is the development of digital economy. The government should pay attention to the cultivation of talents, improve the current training system of digital talents, and enhance the theoretical knowledge and technology application level of workers. At the same time, the local government needs to retain and attract talents, establish a good talent cultivation system, and strengthen the construction of living facilities and the level of employment treatment.

3. Cultivate rural characteristic industries and enhance the application of digital economy. Due to its unique geographical location, different from the tension and hustle and bustle of urban life, rural cultural tourism and ecological agriculture have attracted a large number of tourists and stimulated China’s economic growth. Relevant governments can develop different rural cultural tourism and ecological agriculture models according to local conditions, and increase
publicity through digital platforms. When conditions permit, formulate relevant support policies to promote the increase of local residents’ income.

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