

# Study on the Path of E-commerce to Promote Rural Revitalisation

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## Abstract

E-commerce is a way of engaging in various commercial activities by using advanced electronic technology nowadays, and it is a new type of business operation mode that realises online shopping for consumers, online transactions between merchants and online electronic payment under the Internet environment. Under the background of the rapid development of the Internet, taking Sichuan and Chongqing regions as the research object, we explore the path and countermeasures to promote rural revitalisation in Sichuan and Chongqing regions with e-commerce, to understand the weaknesses for improvement and discover the advantages for development. Field visits to Sichuan and Chongqing regions, provision of modern technology, introduction of e-commerce, and cultivation of modern talents are carried out to achieve poverty alleviation and high-quality development of rural areas in Ba Shu.

## Keywords

E-commerce; Rural Revitalisation; High-quality Development; Digital Commerce for Agriculture; Agricultural Modernization.

## 1. Introduction

In 2022, the first document of the central government proposed the implementation of the "digital business to promote agriculture" project, promote e-commerce into rural areas; promote agricultural and sideline products live with the standardised and healthy development [1]. The state attaches great importance to the development of the countryside, and is also vigorously promoting the integration of e-commerce into the development of rural revitalisation. Therefore, in the context of the state to encourage and provide policy support, further explore the application of e-commerce to promote the development of rural revitalisation path, apply the theory to practice, optimize the theory with practice, and help rural revitalization.

## 2. Rural Revitalisation Research Status and Development Dynamics at Home and Abroad

The strategy of rural revitalisation is a hot topic of current domestic and international research, which covers a variety of fields such as agricultural production, rural economy, social culture and so on. In recent years, with the rapid advance of urbanisation, rural issues have become the focus of social attention. Since the 19th National Congress, under the slogan of "national rejuvenation, the countryside must be revitalised", rural planning has gradually become a hot issue. At present, in the process of rural planning and construction, there are still many problems in the industrial economy and spatial planning of the countryside. Therefore, in order to fundamentally change the status quo of rural construction and development, it is necessary to take rural revitalisation as the development goal in rural planning, change the path of rural planning and construction, collaborate in the planning of industrial and spatial layout, and formulate different strategies according to the characteristics of different regions [1].

In the field of production, scholars at home and abroad are mainly concerned with the transformation of agricultural production methods and the construction of agricultural modernisation. With the progress of science and technology and the promotion of policies, agricultural production methods are undergoing profound changes, including the rapid development of the electronic information industry, the Internet and emerging industries in agricultural mechanisation, precision and intelligence. At the same time, the modernisation of agriculture is also an important issue, including agricultural science and technology innovation, industrial upgrading, brand building and other aspects.

In the field of sales, the expansion of sales channels for agricultural products and the brand building of agricultural products have received extensive attention. With the development of Internet technology, the sales channels of agricultural products have been broadened, and online sales have gradually become an important trend. Meanwhile, brand building of agricultural products is also regarded as a key means to enhance the added value and competitiveness of agricultural products.

In the field of market, scholars at home and abroad pay attention to the development of agricultural product market and the price fluctuation of agricultural products. The stability and development of agricultural products market is of great significance to safeguard farmers' income and food safety. Meanwhile, the price fluctuation of agricultural products directly affects the production enthusiasm of farmers and the relationship between supply and demand in the market, so it has received extensive attention.

In the field of platforms, the construction and development of agricultural information service platforms have attracted much attention. As a bridge connecting farmers, enterprises and the government, the agricultural information service platform plays an important role in improving the efficiency of agricultural production, promoting the sales of agricultural products and the transmission of market information.

In 2014, Longnan City, as the main means to help agricultural sales, help poverty alleviation, set up the Longnan Electricity Industry Service Centre, the city's comprehensive development of rural e-commerce projects, based on the characteristics of mountain agricultural resources, the creation of a "shop driven, industry-driven, entrepreneurship-driven, employment-driven, share-driven, crowdfunding-driven" the "Six Roads to Poverty" Longnan model, smooth the origin and market, urban and rural, consumer goods to the countryside and agricultural products out of the village of the urban and rural economic cycle. By the end of 2023, the city's e-commerce business subjects 15,000, the cumulative e-commerce sales of 40.8 billion yuan. Nine county-level public service centres, 192 township e-commerce service stations and 2,404 village-level e-commerce service points had been built. Built 35 extra-territorial shops in key domestic cities, and 4 overseas shops and overseas warehouses abroad. Longnan e-commerce training e-commerce talents 330,000 times, driving employment of 310,000 people, e-commerce contribution to the per capita disposable income of rural residents from 20152023 1230 yuan. At present, Longnan e-commerce upgrade services, create e-commerce "training strong agriculture, village point benefit agriculture, platform link agriculture, net sales rich agriculture, order benefit agriculture, industry with agriculture, the number of commercial agriculture" "seven road to help agriculture" new practice, continue to help farmers to increase income [2].

In the field of agriculture, foreign e-commerce platform has also made significant progress. For example, the United States "FarmersBusinessNetwork" (FBN), which is an online platform connecting farmers and buyers of agricultural products, provides a transparent price and quality information, enabling farmers to sell their products at better prices. In addition, Australia's AgriFoodConnect is an online marketplace that allows farmers to sell their products directly to consumers, reducing intermediate steps and increasing farmers' incomes. The

emergence of these platforms has changed the traditional mode of selling agricultural products, making agricultural production more market-oriented and modern.

### **3. Opportunities for the Development of E-commerce in Sichuan and Chongqing**

In the era of networking, digitalisation and intelligence, more and more traditional businesses are transforming to e-commerce in the context of rural revitalisation and other policies, e-commerce is becoming an important engine for rural revitalisation, building a new platform for "digital rural areas" and "upward mobility of agricultural products", giving rise to many new models and new business forms. E-commerce is becoming an important engine for rural revitalisation, building a new platform for "digital rural", "agricultural products upstream", "transformation of local specialties", etc., and giving rise to many new modes and new forms of business. In the context of rural revitalisation, the development of e-commerce in Sichuan and Chongqing is facing a new round of new opportunities brought about by the combination of modern information technology and the construction of smart villages.

#### **3.1. E-commerce to Promote the Upgrading of Rural Industries in Sichuan and Chongqing Regions**

E-commerce has opened up new channels for small enterprises in rural areas of Sichuan and Chongqing to connect to the big market of the network, promoted the sale of agricultural products, solved the problem of information mismatch between farmers and consumers, carried out digital marketing of agricultural products, and accurately matched the supply of agricultural products with the consumer's consumption demand, so as to make the allocation of resources more reasonable, thus optimising the structure of the agricultural industry. An online sales system was created, after which advanced science and technology, efficient business models and a new industry ecology were introduced from primary, secondary and tertiary industries in order to achieve increased sales revenue and improved operational efficiency. At the same time on the basis of the farmers' literacy and skills to strengthen the organisation of training, enrich the training content, innovative training methods, so that e-commerce really serve the farmers. By building a new platform for the circulation of agricultural products to broaden the market so as to increase sales profits, and at the same time, the use of industrial commodities down the opportunity to improve the combination of factors of production to improve production efficiency. E-commerce also through the commercialisation of industry embedded in the traditional industries to stimulate the vitality of the farmers to increase their income, the use of the aggregation effect of the network to form a rural industry within the imitation and diffusion of resources outside the rural areas to absorb, to open up the market in a wider range and to strengthen the industrial cluster effect of the countryside. Due to the effective connection of the e-commerce platform of rural industrial clusters, it not only helps farmers to significantly improve the quality of life, but also drives the transformation of traditional agriculture and promotes the construction of urban and rural areas.

#### **3.2. E-commerce Promotes the Transformation of the Agricultural Development Mode in Sichuan and Chongqing.**

E-commerce can more effectively integrate rural resources in Sichuan and Chongqing, providing a more effective way of development for rural economic development. At the same time, e-commerce also improves the brand value and traceability of agricultural products, and through the e-commerce platform, agricultural products can be branded and advertised to enhance the popularity and reputation of the products. At the same time, the use of blockchain and other technologies can achieve the traceability of the origin, production process and quality

information of agricultural products, which enhances consumers' trust in agricultural products. The differences in the natural environment of rural areas in Sichuan and Chongqing are large, and there are many speciality products, so e-commerce is extremely helpful in supporting the development of rural speciality agriculture, as well as promoting the transformation of the agricultural development mode.

### **3.3. E-commerce to Promote the Development of Industrial Integration in Sichuan and Chongqing Regions**

Sichuan and Chongqing region is blessed with unique climatic conditions and geographical conditions, historically China's leading both rich and closed area. Such a geographical environment allows Sichuan to maintain a unique cultural landscape. The formation and development of culture are inevitably influenced by the characteristics of the region. It is the unique geographical characteristics of Ba Shu that have created the splendour of Ba Shu culture, and its geographical location, topographical features and climatic conditions have all had an impact on the culture [4]. In view of this aspect of Sichuan and Chongqing rural e-commerce online sales of products and services at the same time, can take the opportunity to promote the characteristics of the natural resources and ecological environment of Sichuan and Chongqing, by attracting external technology and capital to build ecological tourism and humanities and folklore tourism scenic spots, to complete the depth of the integration of agriculture, e-commerce, tourism development. On this basis, the sound integration of one, two and three industries, looking for new growth points to cultivate economic development in the development of new forms of industry, while forming the characteristic brand and cultural foundation of the countryside.

## **4. The Main Problems Constraining the High-quality Development of E-commerce in Sichuan and Chongqing Regions**

Facing up to the current predicament faced by the development of e-commerce in Sichuan and Chongqing regions is of great significance for promoting the high-quality development of the countryside and assisting the strategy of rural revitalisation [5].

### **4.1. Rural Industrial Brand Needs to Be Further Optimised**

The main impetus for the development of rural e-commerce originates from the demand side, thanks to the support and incentives at the policy level, as well as the opportunities at the market level, such as the increasing diversification of national consumption of agricultural products. However, on the supply side, there are still some problems in the development of rural industrial brand. First of all, rural industrial brand development presents the problems of form typology and project homogeneity. There are many agricultural products in rural areas, but they often lack differentiated and distinctive brand images, making it difficult to meet complex and diverse consumer demand [6]. Secondly, the packaging of rural industries lacks uniformity and standardisation, and in order to meet the market demand and the psychological expectations of consumers, it is necessary to strengthen the standardised management of agricultural product packaging, and to improve the aesthetics, safety and practicality of packaging. In addition, agricultural products in rural areas have low visibility in the market, insufficient marketing and promotion, and the brand influence needs to be improved. Rural areas should strengthen market promotion and enhance the visibility and reputation of agricultural products through promotional activities, network marketing, cooperative alliances and other ways to enhance the attractiveness and influence of the brand. In summary, rural areas can improve the brand influence of agricultural products and further promote the high-quality development of rural e-commerce [7].

## 4.2. The Urgency of Introducing E-commerce Talents

E-commerce talents play a crucial role in promoting the transformation and upgrading of the rural economy and achieving rural revitalisation. With the in-depth implementation of the rural revitalisation strategy, the optimisation and upgrading of the rural industrial structure and the continuous expansion of the market for agricultural products, the demand for e-commerce talents is becoming more and more urgent. Especially in Sichuan and Chongqing, the e-commerce industry started relatively late and developed relatively slowly, making the shortage of e-commerce talents more prominent [8]. At present, universities and training institutions in Sichuan and Chongqing have relatively limited education and training resources in e-commerce, which makes it difficult to provide sufficient professionals for the e-commerce industry. At the same time, the government's policy on the cultivation and introduction of e-commerce talents needs to be strengthened, and the lack of effective incentives and policy support makes the phenomenon of e-commerce talent loss serious, which further aggravates the scarcity of e-commerce talents.

## 4.3. Challenges and Coping Strategies for the Development of Digital Payment System

The degree of perfection of the digital payment system is directly related to the consumer's shopping experience and the development of e-commerce business. With the arrival of the 5G era and the diversification of online transaction forms, problems such as the cumbersome payment process of traditional online transactions and prominent security issues are becoming more and more prominent. These problems not only reduce consumers' trust in e-commerce platforms, but also restrict the development of e-commerce business [9]. In the field of cross-border e-commerce, the imperfection of the digital payment system has become a key factor restricting its development. With the rapid development of cross-border e-commerce, the demand for cross-border payment is growing. However, if the digital payment system is imperfect, cross-border payment will face many obstacles, such as cumbersome payment processes, difficulty in guaranteeing payment security, and restrictions on cross-border capital flows, which will seriously constrain the development of cross-border e-commerce. In order to cope with these challenges and promote the revitalisation of e-commerce villages and the coordinated development of urban and rural areas, it is necessary to accelerate the improvement of the digital payment system. The implementation of measures that can be taken to improve payment security, optimise the payment process, promote the facilitation of cross-border payments and strengthen policy support can accelerate the improvement of the digital payment system, enhance the shopping experience of consumers and the development of e-commerce business, and provide strong support for rural revitalisation and the coordinated development of urban and rural areas.

## 5. Specific Paths for E-commerce to Promote the High-quality Development of Rural Revitalisation

### 5.1. Increase Policy Support

The development of e-commerce cannot be separated from the policy support of the local government, in order to promote the healthy development of the e-commerce industry, increase policy support, effectively promote the development of rural revitalisation of high quality in Sichuan and Chongqing. Specifically, the policy support should include a variety of aspects: first of all, it should increase the financial investment in e-commerce infrastructure construction, improve network and logistics facilities, and enhance the overall level of development. Second, the government should introduce tax policies to support the development of e-commerce, reduce the tax burden, reduce the operating costs of enterprises,

and encourage more enterprises to join the e-commerce industry. In addition, the government can establish a special fund for e-commerce to provide financing support for e-commerce enterprises and help them expand their scale and enhance their competitiveness [10]. In short, policy support should be based on the principle of all-round and long-term, to create a good development environment for the e-commerce industry and promote the high-quality development of rural revitalisation.

### **5.2. Optimising Rural Industrial Structure**

The development of e-commerce provides strong support for the optimisation of the rural industrial structure in Sichuan and Chongqing, and effectively promotes the high-quality development of rural revitalisation in Sichuan and Chongqing. Through the e-commerce platform, farmers can sell their agricultural products directly to consumers, breaking the restrictions of traditional sales channels and broadening the market space for agricultural products. At the same time, e-commerce can also help farmers understand the market demand, adjust the planting structure and product types according to the market demand, and increase the agricultural output value. In addition, e-commerce can also promote the industrial integration of rural and urban areas, promote the upgrading of rural industries, and provide sustainable power for rural revitalisation.

### **5.3. Improve Rural Income Level**

The development of e-commerce provides more employment opportunities and entrepreneurial platforms for farmers. Farmers can sell their own agricultural products through e-commerce platforms, and they can also open online shops to sell other products. In this way, farmers can not only increase their income, but also realise their entrepreneurial dreams. At the same time, e-commerce can also drive the development of rural logistics, warehousing, packaging and other related industries, providing more employment opportunities for farmers. By raising the income level of farmers, e-commerce provides a solid foundation for rural revitalisation.

### **5.4. Promote the Cultivation of Rural Talents**

The development of e-commerce requires certain technical and management skills, which requires farmers to continuously improve their quality and ability. In order to adapt to the development of e-commerce, farmers need to learn computer operation, network marketing, logistics management and other aspects of knowledge. In this way, the development of e-commerce promotes the cultivation of rural talents and improves the overall quality of farmers. At the same time, e-commerce can also attract more young people to return to their hometowns to start their own businesses, injecting new vitality into rural revitalisation.

### **5.5. Promote the Construction of Rural Infrastructure**

The development of e-commerce requires a perfect logistics and distribution system, a convenient payment system and stable network communication facilities. In order to meet the development needs of e-commerce, rural areas need to increase investment in infrastructure construction and upgrade the level of infrastructure construction. In this way, the development of e-commerce promotes the construction of rural infrastructure and provides strong support for rural revitalisation.

### **5.6. Promote the Development of Rural Social Undertakings**

The development of e-commerce can not only improve the material living standards of farmers, but also promote the development of rural social undertakings. Through the e-commerce platform, farmers can learn more information, broaden their horizons and improve their quality. At the same time, e-commerce can also drive the development of rural education,

medical care, culture and other social undertakings, to enhance the overall level of rural development.

## 6. Conclusion

As we all know, the Sichuan and Chongqing regions of China have rugged terrain and inconvenient traffic, so the economy of Sichuan and Chongqing has been lagging behind the coastal plains of China. After the founding of New China and the reform and opening up, China began to vigorously carry out infrastructure construction, and the construction of roads has promoted the flow of foreign goods and economic exchanges in Sichuan and Chongqing. In the 21st century, the development of the Internet promoted the development of e-commerce, and the integration of e-commerce into the countryside helped revitalise the villages in Sichuan and Chongqing. The development of society provides more opportunities for rural revitalisation. The Sichuan-Chongqing region has its own unique geographical situation, and the exploration and research on the development path of e-commerce for rural revitalisation has certain theoretical and practical guidance significance for promoting the revitalisation of China's backward villages.

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