

Research on the Promotion of Economic Growth Based on the E-commerce Development under the Internet Background

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Keywords: Internet, Electronic Commerce, Economic Growth, Promotion.

Abstract: With the rapid development of computer network, electronic commerce has become the main trend of China's current economic development, and its proportion in the national economy is becoming more and more important. At the same time, after years of development, e-commerce has gradually expanded its industrial scale and played an increasingly significant role in economic growth. Therefore, this paper first analyzes the role of e-commerce in promoting economic growth, the problems faced by e-commerce in the development process, and then puts forward relevant strategies to promote the rapid development of e-commerce.

1. Research background

1.1 Literature review

With the rapid development of computer technology, e-commerce has also become an important area of economic development and plays an important role in social progress and reform. At the same time, in the process of rapid development of e-commerce, the driving force for the national economy has gradually increased, so it is of great practical significance to study the mechanism of e-commerce on the national economic growth (Fan and Zhuo, 2010). Lu Chengcheng pointed out that the study of the role of e-commerce in economic growth is helpful to promote regional economic growth and further promote the development of e-commerce and regional economic growth (Lu et al., 2012). On the basis of theoretical analysis, Cheng Bin and others studied the specific role of e-commerce in economic growth. The results show that the output value and industry of e-commerce play an important role in economic growth (Cheng and Cheng, 2016). On the basis of studying the role of e-commerce in promoting logistics economy, Zhang Chuncui pointed out that formulating relevant laws and regulations and training logistics management professionals can promote the rapid development of e-commerce (Zhang, 2016).

1.2 Purpose of research

In recent years, China's economy has shown a trend of rapid development. Although affected by the financial crisis, the overall trend of steady and rapid development has not changed much. However, in the process of economic growth, extensive growth mode has become an important factor restricting the rapid economic development. The main manifestation is that economic growth mainly depends on energy consumption, and the economic effect is limited, resulting in China's long-term low-end industrial chain, affecting its competitiveness in the international market. At this time, the rapid development of Internet technology has provided a new channel for the transformation of China's economic growth mode and brought new opportunities for economic restructuring. Therefore, in the context of the Internet, it is of great practical significance to study the role of e-commerce in economic growth.

2. The promoting role of e-commerce development in economic growth under the background of internet

2.1 Relieve the pressure of traditional industries for sustainable development

With the rapid development of network information technology and the increasing popularity of Internet, the scale of Internet users in China shows a trend of rapid expansion. At present, according to the 44th survey report on the development of China's Internet published in 2019, the number of Internet users in China has reached 854 million (Wang, 2017). In recent years, the number of Internet users in China has shown a rapid growth trend, as shown in Figure 1. The scale of Internet users continues to grow, providing huge support for the development of e-commerce. At the same time, since the reform and opening up, the pace of China's economic development has gradually accelerated. However, at present, China's rapid economic growth mainly depends on the extensive growth strategy of high input and high consumption. This growth mode has increased the consumption of resources and increased the ecological pressure of the natural environment. Among them, the coal consumption of energy enterprises is expected to reach 3 billion tons of standard coal by 2020. And after coal combustion, the production of harmful gases will seriously affect the environment. If China has been developing its economy in a way of high energy consumption, it will face the exhaustion of resources, which will make the national economy suffer from the pressure of sustainable development (Yin, 2018). However, the rapid growth of Internet users provides great support for the development of e-commerce. E-commerce optimizes the allocation of resources through the leverage of interests, so that the utilization rate of resources reaches the best state. In addition, e-commerce reduces the proportion of traditional industries in the economy, then reduces the dependence of economic growth on resources, and further relieves the pressure of traditional industries on sustainable development.

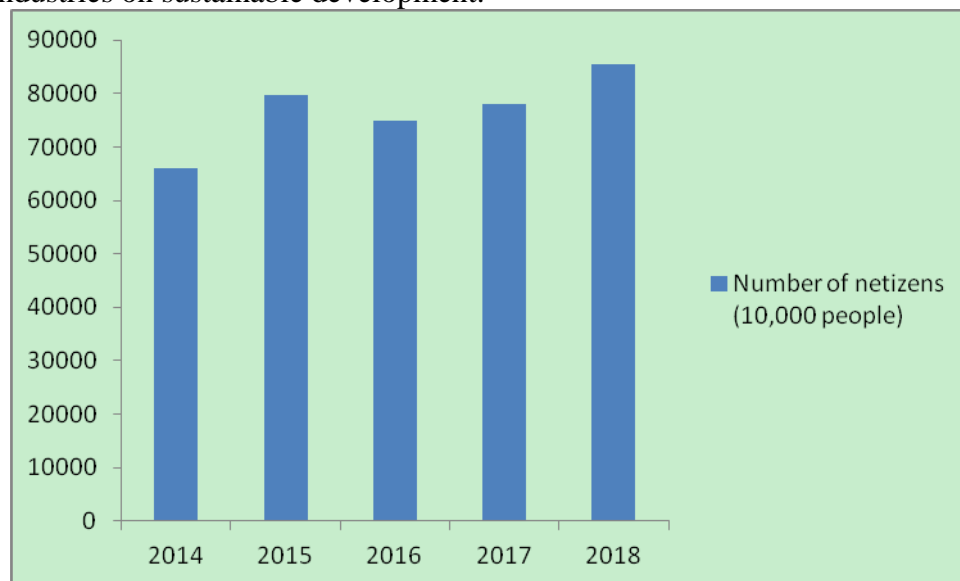


Fig1. Scale of Internet users' development in China

2.2 Optimize the industrial structure

In the context of the Internet, the sustained and rapid development of e-commerce not only alleviates the pressure of sustainable economic development, but also promotes the development of Internet information technology, and then can continuously optimize industrial institutions, making the Internet, service industry, logistics industry and other tertiary industries have a huge space for development, and increasing the proportion of tertiary industry in the National economy. At the same time, with the continuous and rapid development of electronic information related industries, China's national economy is gradually moving towards the direction of low input, low consumption, high output and high efficiency, making the new economic growth mode gradually enter the public vision. E-commerce promotes the rapid development of the national economy by optimizing the

industrial structure and accelerating the rapid development of the tertiary industry.

2.3 Provide development opportunities for traditional enterprises

In order to achieve sustainable development of the national economy, enterprises need to continue to carry out sustainable development. Enterprises want to achieve sustainable development. It is necessary to use a variety of ways to improve the level of transactions and service quality, and then improve the overall competitiveness. The development of e-commerce provides enterprises with such opportunities. First of all, e-commerce can reduce the cost of information, improve the utilization of information, and help enterprises expand the scope of transactions. Secondly, compared with traditional transactions, e-commerce can reduce many links and sales costs. Finally, e-commerce can enable suppliers and consumers to obtain each other's data in time, solve the information asymmetry in traditional markets, improve the speed and accuracy of information exchange between buyers and sellers, and promote suppliers to provide better services and goods for consumers.

3. Problems in the development of e-commerce

3.1 Information construction

Compared with developed countries, China's informatization construction started late, and effective guidance methods for the development of e-commerce have not been formed. At the same time, the domestic business model and business management concept are relatively old, to a certain extent, affecting the enterprise information construction. Relevant survey data show that the current proportion of enterprises carrying out information construction is only 5-10%, while the proportion of small and medium-sized enterprises is only 1.9%. It can be seen that the current low level of domestic enterprise informatization will affect the development of e-commerce to a certain extent, and then affect the important role of e-commerce in the national economy.

3.2 Safety management issues

E-commerce business is mainly carried out through the Internet, so the security problem is one of the main problems in the development process. According to the survey of relevant information, the most concerned problems in online shopping are virus infringement and online fraud. Many consumers are unwilling to use e-commerce for consumption in many cases because of their concerns about network security. At the same time, due to the late start of e-commerce in China, the business credit system is not perfect, and the concept of enterprise legal system is relatively backward. In the process of e-commerce transactions, fraud, repudiation and information asymmetry often occur, which affect consumers' enthusiasm for e-commerce shopping, and then affect the role of e-commerce in the national economy.

3.3 Payment and settlement issues

At present, e-commerce online payment and settlement methods mainly include online banking, electronic advanced, and electronic checks and other forms. However, the current financial electronic payment business still needs to be improved. Even though many banks have opened online banking services, there is no unified management platform, which affects the payment and settlement functions of e-commerce. In addition, in the process of e-commerce and payment, technical parameters such as provincial authentication, data encryption, and commercial password have not been issued corresponding national standards, which can easily lead to legal problems and increase the risk of using e-commerce to a certain extent.

3.4 Logistics distribution problem

With the rapid development of e-commerce, the logistics industry has just started, and there is a big gap with the development of e-commerce. Moreover, the low level of logistics informationization, the lack of professional management institutions and the relatively limited distribution network also limit the rapid development of e-commerce in China. In addition, logistics

and transportation in rural areas mainly rely on post offices, which to a certain extent affects the development process of e-commerce. In addition, although postal services can achieve distribution in rural areas, but there are high costs, slow speed and other problems, and can not provide high-quality logistics services for e-commerce.

4. Strategies to promote e-commerce to economic growth under the background of internet

4.1 Improve information construction

In order to promote the further development of e-commerce, government departments at all levels should actively carry out information infrastructure construction. Specifically, we should give reasonable guidance to the investment of funds, speed up the efficiency of information transmission, speed up Internet access and reduce costs. At the same time, we should speed up the development of hardware and software of electronic informatization and shorten the gap with developed countries. In addition, for areas with low level of e-commerce development, government departments can actively attract direct investment into the region, or government support for infrastructure construction. In a word, government departments should play an active role in the construction of e-commerce information infrastructure.

4.2 Establish and improve the network security system

In order to solve the network problems in the development of e-commerce, relevant government departments should organize professional research teams to conduct network security research. For example, firewall technology, cryptography technology, and authentication technology, and then ensure that e-commerce transactions in a secure environment. At the same time, in order to ensure the rapid development of e-commerce, we should also actively build a social credit system. By establishing a credit rating database, we can evaluate the credit rating of e-commerce users in order to solve the credit problems in the process of e-commerce development.

4.3 Improve the electronic payment and settlement system

In view of the settlement problems encountered in the current development of e-commerce, we should establish unified standards, promote cooperation between financial institutions and enterprises, as well as third-party payment platforms, and actively use electronic checks and electronic cash settlement tools to reduce the risk of online payment. At the same time, banks should also vigorously promote the scope of use of online banking, improve the payment and settlement system of e-commerce, improve the payment and settlement system, and provide multi-faceted settlement system for e-commerce users.

4.4 Establish supporting logistics system

In order to promote the development of e-commerce, all kinds of logistics enterprises should actively optimize the logistics operation process and improve the logistics supporting infrastructure in order to reduce logistics costs. In this process, we will vigorously promote the development of third-party logistics industry and enhance the level of specialization of logistics enterprises. By introducing foreign advanced logistics technology, integrating logistics resources, and gradually establishing advanced logistics distribution system, we can promote the development of e-commerce.

Acknowledgements

1) 2017 Jiangsu Provincial Education Department's philosophy and Social Science Fund Project "Research on the Last kilometer problem solving mechanism of rural e-commerce logistics" under the Internet + background (2017SJB1576);

2) Young Key Teachers Project of Qinglan Project in Jiangsu Province in 2017 (20170620).

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