

## Research on the Model of Rural E-commerce Driving Local Economic Development

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**Abstract:** With the continuous development of e-commerce in China, rural e-commerce can better drive the development of local economy, help the rural people get rid of poverty and become rich, so as to improve their living standards and achieve the goal of rural e-commerce driving local economic development. Under this background, this work firstly analyzed the development forms of rural e-commerce, secondly discussed the problems of rural e-commerce driving economic development, and finally introduced effective countermeasures to promote rural e-commerce driving economic development. It will enhance the vitality of local economic development, bring more rural people into the e-commerce industry, and increase their employment opportunities to achieve social stability.

### 1. Introduction

Since the 21st century, with the popularity of e-commerce, people's life form and mode of production are quietly changing, and the e-commerce market has also changed from the blue sea to the red sea, and slowly spread from the city to the rural areas. Cross-regional is the unique feature of e-commerce, which makes the rural development break through the original market limitations. Under the mode of "Internet Plus", the agricultural e-commerce platform has emerged. In addition to the rural e-commerce platform, the number of rural online businessmen is also rising, which has obvious regional characteristics. The distribution pattern of rural e-commerce in each province reflects the competitiveness of rural industries among different regions. It can drive the rural people to get rid of poverty and become rich, stimulate local economic growth, and then improve the development level of local economy.

### 2. The Development Form of Rural E-commerce

First, the online agricultural market can quickly transmit the supply and demand information of agriculture, forestry, fishery and animal husbandry, etc., help foreign businessmen to enter and leave the territorial market, and help the territorial farmers to expand domestic and international markets. It also dynamically conveys the market situation of agricultural products, matches various business opportunities, and publishes agricultural products information authoritatively.

Second, digital agritainment provides online display and publicity channels for agritainment. Through the use of geographic information system technology, the electronic map of agritainment distribution is made, and the basic information of agritainment is collected, so that tourists can intuitively understand and experience the characteristics of rural scenery, farmhouse food, rural entertainment, etc. It not only facilitates the itinerary arrangement of urban residents, but also brings a wide range of passenger flow for agritainment, promotes the exchange and win-win between urban residents and rural residents, and promotes the income of local farmers.

Third, characteristic tourism is guided by rural characteristic tourism resources, aiming at publicizing characteristic tourism projects, expanding external visibility and enhancing rural influence. The information of rural tourism hot spots, routes, characteristic products and enterprises will be introduced comprehensively to develop rural tourism economy.

### **3. Problems Existing in Rural E-commerce Driving Local Economic Development**

#### **3.1. Restrictions on spatial regions.**

At present, rural e-commerce is carried out in residents' homes. Due to the limitation of space and region, the housing area of many residents is not large. In addition, the placement of daily goods requires certain space, which results in the production scale of merchants being greatly limited and is extremely unfavorable for the active development of rural e-commerce. With the continuous deepening of converting farmland to forestry, the farmland in some areas has been planted green, and these lands can not be developed. Under this condition, in order to expand the scale of e-commerce operation, it can only rely on leasing the surrounding rural land, which greatly increases the operating costs of e-commerce.

#### **3.2. Business management needs to be further improved.**

At present, the management of rural e-commerce is very lack of organization, and the management system needs to be improved. Some merchants lack relevant knowledge and concepts of e-commerce, and they often assume subjectively in their business. In the face of malicious competition on the Internet, they can not make an effective response. In the long run, they will reduce the benefits of e-commerce and eventually be dragged down. Thus, how to cultivate the management ability of rural e-commerce merchants and effectively solve the different difficult problems in e-commerce transactions have become the key to the development of rural e-commerce economy.

#### **3.3. Lack of professional talents.**

The development of rural e-commerce requires corresponding professional talents. At present, one of the main problems in the development of rural e-commerce in China is the lack of professional talents. Many e-commerce enterprises have junior high school level of education. How to operate them is also through the guidance of relatives and friends, and they know how to operate easily. However, how to deal with the operation and deal with some unusual transactions and other issues, e-commerce is always difficult to deal with. It can be seen that the lack of professional talents is a major drawback in the current rural e-commerce driving local economic development model. How to improve the professional quality of businesses and enhance the service capacity of rural e-commerce is the first priority to be solved in the future.

#### **3.4. Homogeneous competition**

Homogeneous competition is the key problem faced by rural e-commerce. Many online store operators reflect that product quality, after-sales service, publicity and promotion issues need more attention. It can be said that with the same quality of goods, consumers are more inclined to serve in place and enjoy good reputation, which is a common phenomenon in e-commerce transactions. Therefore, in order to improve the success rate of e-commerce transactions in rural areas, it is necessary for sellers to effectively improve homogeneous competition. How to correctly and effectively comply with the government's call, reasonably deal with homogeneous competition and explore reasonable and effective solutions in the current regional economic development is an important issue facing rural e-commerce at this stage.

### **4. Effective Measures to Improve Rural E-commerce Driving Economic Development**

#### **4.1. Improve the current organizational management model.**

In order to further improve the current organizational management model, local governments can organize and establish e-commerce associations, and encourage all rural e-commerce businesses to participate in them. When the members of the association encounter a certain problem, they can discuss it with the other members of the association and work together to solve the problem, which is of great significance to the improvement of e-commerce business management. In addition, the relevant departments can innovate the current e-commerce management mode, encourage every

employee to participate in e-commerce management, do their own work well, and constantly feedback the problems encountered in the work. In the work, each employee must do his or her own job, and supervise the completion of other people's work, so as to reduce the management supervision burden of the operator and promote the common growth of all personnel (see Table 1).

Table 1. Rural e-commerce organization and management model Table

Organization and management department	Specific content
Government department	Guiding the rural development of e-commerce and making the development direction of e-commerce
E-commerce association	Consultation on various problems in the development of rural e-commerce
Supervisory agency	Supervising and managing the various processes of rural e-commerce, reducing the risk of rural e-commerce operation
Management agency	Responsible for the management of rural e-commerce specific things to ensure the normal operation of e-commerce

#### **4.2. Promoting the development of supporting industries in depth.**

Promoting the development of supporting industries in depth can greatly enhance the current development of rural e-commerce. To actively build supporting industries, relevant personnel can establish service platforms such as agency operation, house decoration, photo shooting, and display unique pictures on Taobao website in order to attract consumers as much as possible. In addition, local governments should increase their support to supporting industries and continuously attract investment. While expanding the propaganda of local supporting industries, more investors should be attracted to invest in local e-commerce and supporting industries, which reduces the cost of local e-commerce and its supporting industries, expands its industrial scale and promotes the development of supporting industries in depth so as to comprehensively promote the steady development of local economy.

#### **4.3. Enhancing the intensity of talents introduction.**

In order to better enhance the current introduction of e-commerce talents, they should employ highly qualified professionals and integrate them into the rural e-commerce transaction management. Through the sharing and explaining of these talents, operators can be guided to learn relevant knowledge, thus effectively improving the service ability of electronic merchants. In addition, the local government should formulate relevant policies, widely absorb the experienced staff engaged in e-commerce work in various regions, and organize regular rural e-commerce exchanges among these staff. Relevant people engaged in rural e-commerce are encouraged to participate in it. At the meeting, relevant personnel can share their work experience, their shortcomings and advantages to everyone. Others can also communicate with each other and learn from each other in order to improve the service ability and quality of rural e-commerce as a whole, so as to comprehensively promote the development of rural e-commerce in China and promote the upgrading and optimization of the local economic development model.

#### **4.4. Developing the promotion of local characteristic products in depth.**

Undoubtedly, the development of rural e-commerce has greatly promoted the development of local economy. In order to improve the current business model and enhance the attractiveness of products, the first task is to develop local characteristic products in depth, and then do a good job in promoting the characteristics of culture to enhance the attractiveness of characteristic products. Relevant departments should combine local customs and special cultures to produce and manufacture relevant special products, and then do a good job in publicity to further expand the domestic and international markets. It can make the local characteristic products go to the world, then comprehensively develop the local e-commerce, and promote the overall and coordinated development of the local economy. In addition, it is necessary to improve the current means of

getting rich and logistics system. They should strengthen the construction of local logistics in rural areas and enrich the current types of logistics cooperation in order to provide the fastest, safest and most effective logistics services for consumers all over the country.

## **5. Conclusion**

To sum up, there are still some problems in the local economic development model driven by rural e-commerce in China, such as lack of professional talents, limited by space and region, homogeneous competition, imperfect management and development of supporting industries. The existence of these problems has seriously hindered the development of rural e-commerce and the popularization of e-commerce, and has also played a negative role in promoting the steady development of local economy. By discussing the development strategy of rural e-commerce in depth, they can further promote the development of local economy, provide some reference for the promotion of rural e-commerce and the development of local economic industry, in order to maximize the benefits of local economic development and improve rural e-commerce, and then realize the stability of regional economy.

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