

# *Research on E-commerce Development from the Perspective of County Economy in China*

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**Abstract:** The development of e-commerce is the most important breakthrough for accelerating the economic transformation and modernization of county areas. In recent years, Fei County has not only actively adapted to the "new normal" of e-commerce economy, but also seized the new opportunity of "Internet +". Fei County takes e-commerce as an opportunity to accelerate economic transformation and modernization to cultivate new growth points, which is an important measure to coordinate the integration of urban and rural development and improve the degree of opening to the outside world, and effectively promotes the acceleration of this process. This paper takes Fei County in Shandong Province as the research object, expounds the dilemma and nature of the development of electronic commerce in Fei County combined with specific examples, and formulates effective ideas and measures for the environmental situation and the main problems. This paper analyzes the development status of county e-commerce in China, taking Fei County as an example, combined with a part of the social development structure of Fei County, the development status of e-commerce is integrated and summarized, so as to understand the development status and advantages of e-commerce from different perspectives. This paper points out the problems existing in the development of e-commerce in Fei County in the new period, the quantity and quality of talents, and the positioning of the government role. Finally, the leading role of entrepreneurs and businessmen, the diversified cultivation of e-commerce talents are put forward to improve the e-commerce development system of Fei County.

## **1. Development status of county e-commerce in China**

### **1.1 Current policy status**

Under the promotion of the Ministry of Commerce, the field of county e-commerce in China has made rapid progress in recent years. E-commerce and the real economy have realized a high degree of interaction and close correlation, which has greatly activated the development potential of county e-commerce and given full play to the role it should play[1]. At the same time, since 2015, the Ministry of Commerce, the National Development and Reform Commission and other departments have issued a series of support for the development of e-commerce business policy, including 2017

on the promoting the coordinated development of electricity and express logistics opinions, 2020 of the expanding cross-border electricity retail import pilot notice and 2021 on the about promoting the development of e-commerce enterprise green work notice. The promulgation of a series of policies has realized effective guidance and brought development opportunities for China's county e-commerce, and makes China's county e-commerce occupy an important position in the economic development in recent years[2].

## **1.2 County area e-commerce characteristics**

At present, China's county e-commerce, from the overall perspective, has the characteristics of wide distribution, regional concentration, unequal strength and obvious differentiation of small scale and lack of development atmosphere [3].

### **1.2.1 Distributed and regional concentrated**

At present, a large number of e-commerce sellers are active in counties in China. However, in order to get close to the source of goods, sellers often choose the city where the product supplier is located. Therefore, despite the wide distribution of county e-commerce practitioners in China, only about 50 cities out of hundreds of third-tier and fourth-tier cities in China have concentrated the majority of e-commerce sellers, which have strong seller aggregation characteristics.

### **1.2.2 Strength disparity and differentiation is obvious**

Compared with the third and fourth tier cities, compared with the top sellers, most of them have significantly different operating level and competitiveness. For example, the women's trade in the top 10 cities equals transactions in all other cities. Or, in the specialty handicrafts industry, the number of transactions in the top 10 cities is several times higher than that in all other cities.

### **1.2.3 Serious lack of talent**

First-tier and second-tier cities are often the key areas for talents to gather and flow, especially for talents in the e-commerce industry, they often like to go to Beijing, Guangzhou, Shanghai, Shenzhen, Hangzhou and other highly economically developed areas to apply for jobs after graduation, so as to seek better development. The attraction of first-tier cities and new first-tier cities leads to the loss of a large number of e-commerce talents from counties, which leads to a large number of counties being in a serious lack of e-commerce talents[4].

## **2. Fei County e-commerce development status and problems**

### **2.1 Fei County development status of e-commerce**

#### **2.1.1 Development status of agricultural products e-commerce in Fei County**

In the process of accelerating the development of e-commerce, Fei County encourages enterprises to adopt the innovative thinking of "Internet +", and actively explore and develop their own network marketing platform, in order to promote the transformation and upgrading of the industry. Taian cloud code e-commerce company established a website named "Nongpai", through which multiple sales channels, so that agricultural enterprises or agricultural products and agricultural machinery enterprises can directly sell; in the cooperation between Shandong Ao Clothing Co., Ltd. and Shandong Garment Vocational College, built a special platform from 3D tailoring to processing and display; Shandong Taishan New cooperative trading company

established a new e-commerce department, established "new cooperative online shopping center", to provide a full range of online shopping supplies, online ordering, payment and other services for the public[5].

Various enterprises have also been actively exploring in the field of e-commerce, opening e-commerce subsidiaries or online stores, and have achieved gratifying sales results. Longzang Shenquan Trading Co., Ltd. has been doing very well in the Tmall store sales performance in the home jewelry industry, and the annual online sales have exceeded 100 million yuan. Shandong Lutai Building Materials Technology Group has opened seven websites, and its e-commerce transaction volume has exceeded more than 20 percent of its total sales. The "Fushikang" brand has launched more than 400 unique products in tai'an Mall, a Chinese specialty store, and its sales have exceeded 6 million yuan.

According to statistics, there are more than 1,500 application e-commerce enterprises, 31 electronic trade platforms and more than 5,000 online merchants in Fei County, and the adoption rate of e-commerce enterprises in the city has reached 82%. Rural e-commerce transaction volume reached 2.1 billion yuan, and the annual e-commerce transaction volume reached 9 billion yuan.

### **2.1.2 Development status of e-commerce of enterprises in Fei County**

In recent years, Feixian enterprises have gradually realized that the development of e-commerce is profitable, have participated in, the main forms are:

Develop e-commerce trade with the help of third-party e-commerce platforms. In the initial stage of network application, with the help of Asder, Jinta, refined salt factory and other enterprises to release advertising information on the online platform, online promotion and sales. However, with the development and maturity of e-commerce trade, the above enterprises are no longer satisfied with the initial stage, but gradually further develop e-commerce trade with the help of more mature third-party platforms[6].

Open their own enterprise online sales platform. For example, the APP named Easy Recycling is developed by an easy recycling e-commerce company in Fei County. Online booking cooperates with offline recycling, effectively taking root and integrating the traditional transportation service industry into a new way to provide services. At the national recycling resource recycling and innovation case evaluation meeting organized by the Ministry of Commerce, the "easy recycling Internet operation mode" proposed by Fei County emerged among many proposals and was highly evaluated by experts. At present, Fei County is also launching the WeChat catering public platform to cater to the healthy and green public consumption psychology, promote all kinds of food in Fei County and create its culture with distinctive characteristics.

### **2.1.3 Fei County electronic commerce development advantages**

The rapid development of e-commerce is inseparable from the excellent development conditions and actual development of Fei County. The practical advantages of the development of e-commerce business in Fei County are:

Having political advantages. As a new industry, e-commerce has been strongly supported by the national government. It is mainly reflected in the national demand for the development of emerging e-commerce or e-service industry, releasing domestic demand through the development of e-trade, and driving the local economic growth. On May 11, 2022, a local work conference on private economy was held, which pointed out that the development of electronic trade can promote the deep integration of the real economy with the network economy. This kind of integration can change the operation mode of private economy, adjust the structure of private economy, and improve the entrepreneurship rate of the whole society. The development of electronic trade by small and

medium-sized enterprises can improve their internal vitality and drive the development of enterprises in the province.

With industrial characteristics. The industrial development of a certain region must have local characteristics and distinguish it from other regions. The characteristics of Fei County include outstanding agricultural advantages, superb handicraft skills, numerous trade parks or trade cities, convenient transportation and so on. About agriculture, Fei County has high quality organic vegetables and beef, handicrafts with the most prominent, high visibility; the main trade park are Yiwu Trade City, Taodu Agricultural Trade City; the provincial capital center and trade park and industrial areas, convenient transportation and storage. And Fei County has a good industrial base, can rely on the local industrial base to improve the trade facilities, fine development of the local machinery manufacturing industry, assembly manufacturing industry and other brand products.

## **2.2 Problems existing in the development of e-commerce in Fei County**

### **2.2.1 Disparate development**

At present, most of the e-commerce in Fei County is weak, the development state is relatively scattered, the industrial agglomeration degree is not high, the construction of e-commerce industrial park is still in the establishment stage, the local e-commerce platform is in the initial stage, the influence and transmission power is very low, did not bring actual benefits to enterprises. Most companies only show their brand image through their websites, without conducting online transactions. The development of the industry is uneven, the use of e-commerce is mostly concentrated in catering, hotels, trade circulation and other industries, the combination of traditional industrial enterprises is not high, talent, e-commerce infrastructure, logistics and other support systems is not in a stable state, the transformation and upgrading of traditional enterprises, the development of new business forms and new models is still relatively far away.

### **2.2.2 Quantity and quality of talents**

The quantity and quality of professional talents often restrict the economic development of a certain region. Fei County is faced with the lack of professional high-end talents to develop the local reality of e-commerce trade problems[7]. E-commerce trade requires professional talents in all aspects of product sales, such as commodity photography; professional manufacturing talents; design talents for product packaging; computer talents for online trade. The local county economy is not developed, it is difficult to attract technical personnel to settle down. In addition to small and medium-sized enterprises, many large enterprises are also faced with the problem of lack of professional talents, often with e-commerce trade departments, but the lack of professional talents, resulting in the low application rate of e-commerce trade and the low level of development. At present, there are few professional and excellent talents in the field of e-commerce in Fei County, especially in shooting, late editing and product packaging design. The lack of excellent professional talents, the existing brain drain is serious.

### **2.2.3 Government role positioning**

As e-commerce entered Fei County late, the current development is or the government. However, the main body of the market still belongs to the enterprise, and the government should be aware of the role of positioning in promoting the development of the industry, and draw the boundary with the market, so as to make the stable and beneficial development of the industry. For now, the county economy facing the development of huge challenges and pressure, part of the government is still in the original mentality, assume they should, also have the ability to dominate the local economic

development, so do a lot of work, and the effect is not very good, for example to investment and construction of an e-commerce industrial park, a lot of e-commerce industrial park is ultimately unsustainable. The consequence of the mutual integration of the government and the subject is that it is easy to ignore the objective market law in the early stage of policy formulation, and the final implemented policies and measures do not take into account the current situation of the industry and the real needs of the target enterprises. And when the industry is at risk or threatened, the government has been unable to rescue it at critical moments for various reasons. Another problem is the quality of the products, especially the quality of the agricultural products, how to ensure the quality of the online products is the most difficult problem. In the government, the quality inspection department specially supervises the quality of various products but does not have so much energy to inspect so much agricultural products in time. Therefore, the government should focus on opening up some restrictions, such as some quality certification qualifications, allowing market competition to be reflected in product quality through the supervision and inspection of the quality inspection department.

### **3. The strategy of improving the development of electronic commerce in Fei County from the perspective of county economy**

#### **3.1 We will give full play to the main role of entrepreneurs and entrepreneurs**

Compared with traditional enterprises, e-commerce has natural advantages, such as low threshold, easy to start a business, low cost, unlimited region, etc. These advantages can promote more people to start businesses and provide more employment opportunities. E-commerce trade is only one part of the development of electronic enterprises, and the success of this part has opened the horizon for other e-commerce enterprises and set an example, so as to encourage more enterprises to follow the trend and change their own development path and devote themselves to e-commerce. County-level governments should play a key role in the development of e-commerce, play a supervisory role, and actively promote more enterprises to participate. Fei county government, industry associations and other institutions can flexibly guide and promote individual businesses, college graduates and rich rural residents to open online shops or establish their own businesses according to the changing situation. Using the modern network, actively promote leisure, catering, family service and other industry enterprises to carry out online operation, in order to change the traditional production and work mode. To improve the development level of the city's e-commerce, focus on the focus [8].

#### **3.2 Diversified cultivation of e-commerce talents**

E-commerce is an important sector of the modern service industry, so it is called the "green industry". China has identified e-commerce as an important part of the country's new strategic industry in the context of accelerated transformation and modernization and domestic demand growth. In the next 5-10 years, a large number of highly skilled personnel will need to be trained to support the development of the e-commerce industry and to overcome the skill shortage caused by the development of the industry. E-commerce needs various types of talents, but the current channels of cultivating talents are narrow and the way is single. Different companies are only responsible for recruiting or cultivating the talents they need, and lack of talent exchange and learning between enterprises. What is more, some enterprises only recruit ready-made talents, but are not responsible for cultivating their own employees to learn new technologies and skills, which limits the development of the enterprise and its internal vitality. The isolated state of enterprise development alone is not conducive to the generation of new ideas and the creation of new

technologies by e-commerce talents. We can learn from some advanced areas of e-commerce trade, conduct online talent communication, develop offline salon activities, share problems and experiences in time, and promote mutual benefit and common development of enterprises. The development of e-commerce in Fei County is restricted by the lack of professional and practical experience of e-commerce talents, which is a very unfavorable factor. It is suggested to cooperate with vocational schools, colleges and universities, e-commerce enterprises and associations to integrate all kinds of educational resources. Qualified training institutions will be issued with qualified certificates to form a high-quality education base [9]. It can also promote the interaction between education bases and enterprises, and form a talent training system that matches education and practice. A forum can be opened to communicate with relevant e-commerce practitioners, heads of enterprise e-commerce departments, and local or well-known e-commerce platforms for consultation and exchange activities. An e-commerce teaching group can also be established to provide e-commerce training services for more people by means of "appearing by themselves" and "sending teachers to their home". By actively promoting the cooperation between senior technical schools, e-commerce enterprises and universities inside and outside the province, we will jointly committed to the establishment of e-commerce talent training base to cultivate those e-commerce application talents who have both business knowledge and information technology ability. New channels such as online learning platforms should be used to strengthen the technical training and practical ability training of e-commerce practitioners, and effectively solve the problem of insufficient talents in the field of e-commerce. Accelerate the introduction of an experienced, innovative ideas, outstanding comprehensive quality of the e-commerce operation team, in order to improve the quality level of the e-commerce talent team.

### **3.3 The government will strengthen the cultivation of leading enterprises and play a leading role**

Leading enterprises play a vital role in promoting the construction of industrial parks and industrial clusters and promoting the development of small and medium-sized enterprises, which is the key element of the economic development with regional characteristics and the formation of industrial clusters [10]. Local government should pay attention to cultivate leading enterprises, choose those competitive, high comprehensive quality, modern management mode, with social sense of responsibility, and the government and social resources in infrastructure, technology innovation, product upgrading, market development, etc., with a high social responsibility of enterprises lead other industry development, form a new growth point of district county economy. The local government should also actively promote the separation of leading enterprises from related auxiliary industries, promote the separation of auxiliary industries from the auxiliary position, and encourage their own independent development. Attention should be paid to the entry of small and medium-sized enterprises into the e-commerce trade system, and appropriate preferential policies to reduce the operating costs and risks of small and medium-sized enterprises. Foreign enterprises and industrial capital are encouraged to intervene in the industrial chain and enhance their supporting capacity. At present, in a considerable part of counties, e-commerce small and medium-sized enterprises and even family workshops are the main structure, the lack of pillar leading enterprises to drive, it is difficult to build brand advantages, OEM products, of great benefit to the development of county economic. Fei county can seize the opportunity, strive to build a batch of advanced leading demonstration enterprises and electricity industrial park, using the government authority integrated logistics, association and enterprise resources, make fusion e-commerce, entity business and warehousing logistics e-commerce integrated service platform, increase e-commerce investment, attract and fusion, through the e-commerce cluster form "depression effect"[11].

## 4. Conclusion

This paper takes the e-commerce trade in Fei County as a case study, expounds the policies and regulations of the county government on e-commerce trade, the consumption capacity of the county level, and summarizes the development characteristics of local e-commerce trade. Secondly, taking the e-commerce trade as a case, the development status of the e-commerce trade and the problems existing in the current development. From the perspective of county-level economy, we explore how to solve the problems in the development of e-commerce trade in Fei County. The main strategies include: giving play to the main role of entrepreneurs and entrepreneurs, attaching importance to the training of e-commerce talents, giving policy support from the government, and strengthening the training of leading enterprises. Among them, leading enterprises play their leading role and can promote the development of e-commerce in Fei County. Economic development certainly has inherent laws to follow. However, due to the complex current international and domestic situation, not to mention the e-commerce without any historical experience, most regions are also advancing in the exploration.

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