



Research on the Path of Rural Industry Revitalization Driven by Digital Economy in Jinhua City

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How to cite this paper: Dahua Hu. (2024) Research on the Path of Rural Industry Revitalization Driven by Digital Economy in Jinhua City. *Economic Perspectives and Trends*, 1(1), 10-13.
DOI: 10.26855/ept.2024.12.003

Received: October 3, 2024

Accepted: October 25, 2024

Published: November 16, 2024

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Abstract

In the context of rural revitalization, the development of rural industries in China has made a good start. How to promote sustainable, healthy, and high-quality development of rural industries is currently a hot research topic in the field of economics. With the transformation of rural business entities towards scale, specialization, and industrialization, the problems faced by rural revitalization are becoming increasingly apparent. As an activity that supports efficient resource utilization, the digital economy expands the potential boundaries of rural industrial production and increases the supply of products (services); Save agricultural production and transaction costs, and lower product (service) prices; Alleviate information asymmetry, improve product (service) quality and security level. This provides new ideas for the development of rural industrial revitalization in China. This article studies how the digital economy affects the revitalization of rural industries, which is of great significance for China to utilize the digital economy to achieve rural industrial revitalization.

Keywords

Digital economy development; Rural industry revitalization; Innovation ability

1. Expand the production possibility frontier of rural industries and increase product (service) supply

The digital economy can expand the production possibility frontier of rural industries, and at the same time, it can also promote the development of rural secondary and tertiary industries such as agricultural product processing and rural tourism, increase product (service) supply, and meet market demand. Thus, increasing product (service) supply. On the one hand, the digital economy can promote the digitization and intelligence of agricultural production, so that the possibility frontier of agricultural production can be expanded. For example, by applying technologies such as the Internet of Things, big data, and artificial intelligence, the automation and refinement of agricultural production can be achieved, and the output and quality of agricultural products can be improved. In addition, the digital economy can also promote the integrated development of agriculture and other industries, promote the transformation and upgrading of rural industries, and thus increase the diversity of the rural economy. On the other hand, the digital economy can also increase the supply of the rural economy by promoting the development of new formats such as rural e-commerce and rural tourism. For example, by developing rural e-commerce, agricultural products can be sold to a wider market, increasing the sales volume and added value of agricultural products. At the same time, rural tourism can also use the support of digital technology to realize the digital management and marketing of tourism resources, attract more tourists to rural areas, and thus increase the supply of the rural economy. In addition, the

digital economy can further expand the production possibility frontier of rural industries by optimizing the allocation of production factors in rural industries and improving production efficiency. For example, by applying big data analysis technology, we can understand market demand and consumer preferences more accurately, thereby optimizing the allocation of production factors and production processes, and improving the quality and market competitiveness of agricultural products.

2. Save agricultural production costs and transaction costs, and reduce product (service) prices

The digital economy reduces the transaction costs of agricultural products and improves their market competitiveness through e-commerce, smart logistics and other means. Its application in the agricultural field can effectively save agricultural production costs and transaction costs.

First, the application of digital technology can help farmers grasp market demand and price information more accurately, avoid blind production and excessive competition, and thus reduce production costs and risks. For example, through big data analysis and prediction, farmers can understand future market demand trends and price trends, so as to arrange agricultural production more accurately and improve production efficiency and income.

Secondly, the application of digital technology can also improve the automation and intelligence level of agricultural production, reduce manpower input and labor intensity, and further reduce production costs. For example, through intelligent agricultural equipment and technology, production links such as automated sowing, watering, fertilization, and pest control can be realized, which greatly reduces manpower input and labor intensity and improves production efficiency and output.

In addition, the application of digital technology can also optimize the agricultural supply chain and sales links, and reduce transaction costs and risks. For example, through e-commerce platforms and Internet technologies, agricultural products and services can be sold and traded online, reducing intermediate links and transaction costs, and improving transaction efficiency and benefits. At the same time, digital technology can also help farmers understand market demand and consumer feedback more accurately, adjust production and sales strategies in a timely manner, and avoid inventory backlogs and waste.

In summary, the application of digital economy in the agricultural field can effectively save agricultural production costs and transaction costs, and improve agricultural production efficiency and benefits. This will not only help farmers increase their income and become rich, but also promote the upgrading and transformation of the agricultural industry and realize the modernization of agriculture.

3. Alleviate information asymmetry and improve product (service) quality and safety level

The development of the digital economy can promote the circulation and sharing of information, reduce information asymmetry, and improve consumers' information acquisition and trust in the quality and safety of agricultural products, thereby promoting the sales of agricultural products and the development of rural industries. First, the platform can provide consumers with more comprehensive and accurate product information and service information. Through online platforms or applications, consumers can obtain various types of information, including product prices, specifications, and evaluations, so as to make more informed purchasing decisions. At the same time, the platform can also provide consumers with after-sales service and rights protection support to further protect the rights and interests of consumers. Secondly, the platform can improve the monitoring and management capabilities of product (service) quality and safety levels through data analysis and mining technology. For example, through big data analysis technology, the entire process of product production, circulation, and sales can be monitored and analyzed in real time, problems can be discovered and solved in a timely manner, and the quality and safety level of products (services) can be ensured. In addition, the platform can also strengthen the supervision and management of user behavior by establishing a user credit evaluation system and a credit inquiry system, prevent bad businesses and lawless elements from entering the market, and ensure the fairness and justice of the market. At the same time, the monitoring and management capabilities of product (service) quality and safety levels can also be improved through data analysis and mining technology. In addition, the platform can also strengthen supervision and management of user behavior to ensure market fairness and justice by establishing a user credit evaluation system and a credit inquiry system.

3.1 Suggestions on digital economy-driven rural industrial revitalization

The development of the digital economy can affect rural industrial revitalization directly and through land transfer and innovation capabilities. The impact of the digital economy on rural industrial revitalization varies in different functional areas. Therefore, this article proposes policy recommendations from the following four aspects:

3.1.1 Accelerate the construction of express logistics outlets and improve the compensation mechanism for rural commodity express delivery

First, consolidate the rural postal network. Under the premise of ensuring universal and special postal services, strengthen the sharing of rural postal infrastructure and service networks, and strengthen the important role of postal network nodes. Give full play to the basic supporting role of the postal network in remote areas, encourage postal express delivery enterprises to integrate terminal delivery resources, and meet the basic delivery needs of people in remote areas. Support postal enterprises to participate fairly in the rural delivery service market competition, and provide rural e-commerce with integrated delivery, warehousing and financial services in a market-oriented manner. Second, promote the postal service to carry convenient comprehensive services. Improve the basic public service capabilities of rural postal services and innovate the operation model of township postal outlets. Encourage postal enterprises to connect with the province's integrated government service platform and rely on postal outlets to open government agency services. Support postal outlets to undertake agency services such as police, taxation, ticketing, collection and payment, and realize "One Point, Multiple Functions". Third, coordinate the delivery logistics resources in rural areas. Encourage logistics platforms such as postal, express delivery, transportation, supply and marketing, and commercial circulation to adopt market-oriented operation methods such as joint ventures, mutual shareholding, franchising, and agency to jointly build and share terminal distribution networks. Accelerate the promotion of the rural delivery logistics joint distribution model to effectively reduce the cost of rural terminal delivery. Guide enterprises to scientifically plan distribution networks, explore the establishment of a flat network architecture, and facilitate two-way distribution channels from counties to villages.

3.1.2 Establish a cold chain compensation mechanism to strengthen fruit preservation

First, develop cold chain delivery logistics. Support postal express companies to participate in the construction of cold chain storage and logistics bases in the Yangtze River Delta and Southwest Zhejiang with Hangzhou as the provincial capital as the center, and actively integrate into the backbone cold chain logistics network of the province. Encourage postal express companies, supply and marketing cooperatives and other social capital to build pre-cooling and preservation, low-temperature sorting, cold storage and other facilities in the farm market of agricultural products to improve the level of facilities in the "first kilometer" of cold chain logistics of agricultural products. Guide and support postal express companies to build and rent cold chain storage facilities, increase cold chain transport vehicles and incubators, and improve the terminal cold chain distribution capacity. Gradually establish a multi-level cold chain delivery logistics system of "farm + direct sales + network" and strengthen cooperation between upstream and downstream enterprises in the industrial chain. Second, strengthen the safety management of cold chain delivery. Implement e-commerce express cold chain service standards and specifications to improve the safety level of cold chain delivery. Implement normalized epidemic prevention and control measures, strengthen the control of key links in cold chain delivery, strictly check the imported cold chain food safety monitoring information, truthfully register key information, and do a good job in cleaning and disinfection during cold chain delivery. Establish a traceability mechanism for cold chain delivery services to ensure that the entire cold chain delivery service within the province is traceable.

3.1.3 Strengthen the training of e-commerce influencers and accelerate the promotion of live streaming sales

First, strengthen the training of live e-commerce talents. At present, the lack of excellent anchors and e-commerce talents are important bottlenecks affecting the development of live e-commerce, and the continuous discovery and training of high-end and high-quality live talents is the top priority. First, introduce and cultivate live talent training institutions. Adopt the "live e-commerce incubation base + supply chain" industrial chain model, develop "live + agricultural product base", "live + market", "live + tourism", "live + culture" and other forms according to local conditions, rely on the e-commerce public service center, guide the e-commerce enterprises in the county to carry out the creation of a multi-functional and multi-format live e-commerce cluster integrating content manufacturing, video technology, live broadcast scenes, etc., strive for Douyin and other self-media platforms to jointly build official base projects in our county, and drive the rapid layout of the live e-commerce market for characteristic agricultural products in our county. Carry out the design, packaging, quality control and operation of public brand online sales products with unique characteristics of Jinhua City, enrich the live broadcast categories represented by characteristic

agricultural products, identify characteristic e-commerce brands, cultivate live broadcast industry brands, further optimize the coordinated development system of delivery, e-commerce, transportation, supply and marketing, form a linkage mechanism with the development of the real economy, and promote the growth and strength of live e-commerce enterprises. Third, create a strong atmosphere for innovation and entrepreneurship in live e-commerce. Arrange funds for live broadcast training from a financial perspective, guide enterprises and production bases to recruit a group of employees with e-commerce and live broadcast talents to participate in training, and cultivate talents in live broadcast professional services, technical applications and supply chain management; encourage the existing parks and production bases in the county to give full play to their advantages, carry out the construction of live broadcast e-commerce bases and public live broadcast rooms, and provide subsidies of different proportions according to indicators such as scale, investment, and annual sales volume. According to the various stages of agricultural products on the market, formulate a series of live broadcast activities, increase cooperation with major e-commerce live broadcast media, form a product selection alliance, and guide the sustainable and healthy development of the live broadcast e-commerce industry. Carry out selection activities such as the "Most Beautiful Anchor" and "Top Ten Live Broadcast E-commerce Demonstration Enterprises", give certain rewards to outstanding anchors and demonstration enterprises, and actively create a good development atmosphere for live broadcast e-commerce.

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