

# Research on the Strategy of Improving Rural E-commerce Participation: A Case Study of Jiaohe City, Jilin Province

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**Abstract.** With the rapid development of e-commerce, rural e-commerce, as a new driving force to promote rural economic growth, has attracted much attention. Taking Jiaohe City, Jilin Province as an example, this paper discusses the current situation and challenges of local rural e-commerce development through field research and data analysis, and proposes specific strategies to enhance the participation of rural e-commerce, aiming to provide reference and reference for the development of rural e-commerce in similar regions.

**Keywords:** Rural E-commerce; Jilin Province; Jiaohe City.

## 1. Introduction

Against the backdrop of globalization and informatization, rural e-commerce, as a new engine to promote rural economic development, is receiving widespread attention. Especially in recent years, with the deep popularization of Internet technology and the strong support of the state's rural e-commerce policies, rural e-commerce has shown a robust development trend. However, there are significant differences in the development level and participation of rural e-commerce in different regions. As a typical agricultural region, the development of rural e-commerce in Jiaohe City, Jilin Province is of great significance to the transformation and upgrading of the local economy. This study aims to deeply explore the current situation and challenges of rural e-commerce development in Jiaohe City, Jilin Province, and propose practical strategies to enhance participation. By increasing participation in rural e-commerce, it can effectively promote the circulation and sales of local agricultural products, increase farmers' income, promote the optimization and upgrading of the rural economic structure, and achieve sustainable development.

## 2. The Current Situation of Rural E-commerce Development in Jiaohe City, Jilin Province

### 2.1. Overview of Rural E-commerce in Jiaohe City

Jiaohe City, Jilin Province, as a typical agricultural county-level city, has actively responded to national policies in recent years and vigorously developed rural e-commerce. At present, the rural e-commerce in Jiaohe City has begun to take shape, forming an e-commerce ecology with Taobao Village, JD Farmhouse Fun and other major platforms. The main business categories cover agricultural products, forest products, animal husbandry products and their deep processing products. The transaction scale is increasing year by year, becoming a new driving force for local economic development.

### 2.2. Analysis of the Current Situation of E-commerce Participation

In order to more visually display the participation of rural e-commerce in Jiaohe City, this study collected and organized a series of data through questionnaire surveys, government public data, and corporate annual reports:

**Table 1.** Overview of Detailed Data of Rural E-commerce in Jiaohe City

Indicator category	Specific indicators	Data (last year)	Year-on-year growth rate
Enterprise profile			
total number of enterprises	Number of e-commerce enterprises	230	+10.5%
	Including: newly registered enterprises	30	+20.0%
Employment status	Total number of employees	4500 people	+8.0%
	annual per capita income	40,000 yuan	+6.3%
Transaction situation			
Transaction scale	Total sales	180 million yuan	+12.5%
	Among them: online sales	120 million yuan	+15.0%
Sales category	The proportion of agricultural product sales	65%	-
	The proportion of sales of forest products	20%	-
	Percentage of sales of animal husbandry products	10%	-
	Other sales proportion	5%	-
Infrastructure construction			
network coverage	network coverage rate of administrative villages	98%	+2.0%
logistics and distribution	Express delivery access rate in villages	85%	+5.0%
government support			
Capital investment	government support funds	5 million yuan	+10.0%
Training situation	Number of e-commerce trainees	1,500 person-times	+15.4%

Table 1 shows the growth of the number of enterprises, the size and income of employees, the scale and growth trend of e-commerce transactions, the sales proportion of various types of goods, as well as the infrastructure construction and government support. These data can not only fully reflect the current situation of rural e-commerce development in Jiaohe City, but also serve as an important reference for formulating future development strategies and policies.

### 2.3. Successful Cases and Typical Models

In the process of the development of rural E-commerce in Jiaohe City, a number of successful cases and typical models have emerged. Taking "Jiaohe Mountain Delicacies" as an example, the brand has successfully created a geographical indication product by integrating the local rich resources of

mountain delicacies and using e-commerce platforms for online sales. This has not only enhanced the product's popularity, but also driven the income growth of surrounding farmers. In addition, the "Rural Live Broadcasting Room" model has also attracted much attention. By broadcasting the production process of agricultural products and rural customs, it has attracted a large number of urban consumers to pay attention to and purchase agricultural products, effectively promoting the docking of production and sales.

These successful cases and typical models not only provide useful references for the local e-commerce development, but also provide reproducible experience for the development of rural e-commerce in other regions. Their common feature is to fully utilize the local resource endowment and the advantages of e-commerce platforms to achieve optimal allocation of resources and maximize value. At the same time, they also focus on brand building and market expansion, continuously improving product competitiveness and market share. These experiences are of great significance for promoting the sustainable development of rural e-commerce in Jilin Province and even the whole country.

### **3. Challenges Faced by Rural E-commerce in Jiaohe City, Jilin Province**

#### **3.1. Lagging Infrastructure Construction**

In Jiaohe City, the construction of network coverage and logistics and distribution systems still lags behind the demand for e-commerce development. In some remote rural areas, the network signal is unstable, and there is even no network coverage, which directly limits the reach of e-commerce services. At the same time, the high cost and low efficiency of logistics and distribution, especially the prominent problem of "last mile" delivery, have affected consumers' online shopping experience and satisfaction. These weak links in infrastructure urgently need to be strengthened and improved.

#### **3.2. Lack of E-commerce Talents**

The rapid development of the e-commerce industry has put higher demands on talents, but there are obvious shortcomings in the training and introduction of e-commerce talents in Jiaohe City. On the one hand, the local area lacks professional e-commerce education institutions or training systems, and it is difficult to cultivate high-quality e-commerce talents who meet market demand; on the other hand, due to geographical location, economic development level and other factors, it is difficult to attract external talents. This imbalance between supply and demand of talents has severely restricted the innovative development of the e-commerce industry and the improvement of participation.

#### **3.3. Difficulties in Selling Agricultural Products**

Selling agricultural products is an important link in the development of rural E-commerce, but there are obvious deficiencies in the standardization of agricultural products, brand building, and marketing in Jiaohe City. The quality of agricultural products is uneven, lacking a unified quality standard and certification system, which is difficult to win the trust and favor of consumers. At the same time, the awareness of brand building is weak, and the marketing methods are single, resulting in the low competitiveness of agricultural products in the online market. These problems directly affect the scale and efficiency of selling agricultural products.

#### **3.4. Fierce Market Competition**

With the continuous maturity of the e-commerce industry and the intensification of market competition, rural e-commerce in Jiaohe City is facing tremendous pressure from domestic and foreign e-commerce platforms. These platforms have obvious advantages in funds, technology, and talent, and constantly squeeze market share through price wars, marketing wars, and other means. However, local e-commerce enterprises are generally small and weak, and it is difficult to stand out in the fierce market competition. This competitive disadvantage not only affects the survival and

development of e-commerce enterprises, but also restricts the improvement of the overall industry participation.

## **4. Strategy for Improving the Participation of Rural E-commerce**

### **4.1. Strengthen Infrastructure Construction**

Firstly, it is necessary to accelerate the network coverage, especially in remote rural areas, and promote the improvement of network infrastructure through government subsidies, enterprise investment and other ways. At the same time, we should improve the quality of network services to ensure the smooth progress of e-commerce activities. Secondly, we should improve the logistics and distribution system, optimize the layout of logistics network, reduce logistics costs and improve distribution efficiency. For example, rural e-commerce service stations can be established to integrate postal, express delivery and other resources to provide one-stop logistics services.

### **4.2. Cultivate and Introduce E-commerce Talents**

Talents are the key factor to promote the development of e-commerce. Therefore, Jiaohe City should actively carry out e-commerce training to enhance the awareness and ability of local farmers to engage in e-commerce. At the same time, it should build a talent exchange platform to attract external talents to participate in the construction of rural e-commerce. In addition, the government can formulate preferential policies, such as providing entrepreneurial support, housing subsidies, etc., to attract and retain e-commerce talents.

### **4.3. Promote the Sales of Agricultural Products**

The sales of agricultural products are the core link of rural E-commerce. Therefore, we should strengthen the brand construction of agricultural products, improve the popularity and reputation of agricultural products by registering trademarks, applying for geographical indications, etc. At the same time, we should promote the standards of agricultural products E-commerce, ensure that the quality of agricultural products meets the market demand, establish a traceability system for agricultural products quality, and enhance consumers' trust in agricultural products. In addition, agricultural product marketing activities can be carried out through E-Commerce platforms to increase the online exposure and sales of agricultural products.

### **4.4. Innovate E-Commerce Models and Cooperation Mechanisms**

Innovation is the driving force for the sustainable development of rural E-Commerce. Jiaohe City can actively explore new models such as cross-border E-Commerce and live E-Commerce to expand sales channels for agricultural products. At the same time, a multi-party cooperation mechanism involving the government, enterprises, and farmers should be established to form an E-Commerce ecosystem with shared resources and risk sharing. The government can provide policy support and financial assistance, enterprises can leverage technological and market advantages, and farmers can provide quality agricultural product resources. Through deep cooperation, we can jointly promote the prosperous development of rural E-Commerce.

## **5. Conclusion**

This research revealed the main bottleneck of the current low participation in rural E-commerce in Jiaohe City, Jilin Province through an in-depth analysis, and proposed a series of targeted strategies for improvement. As an important growth point of rural economy in the new era, the development of rural E-commerce is not only related to the improvement of farmers' income, but also a key link in the strategy of rural revitalization. Against the backdrop of globalization and informatization, Jiaohe City should actively embrace the trend of E-commerce, and effectively solve the problems in the development of E-commerce through diversified ways such as strengthening infrastructure,

optimizing talent structure, improving the competitiveness of agricultural products, and innovating E-commerce models. Looking forward to the future, with the implementation and improvement of various strategies, rural E-commerce in Jiaohe City, Jilin Province will usher in broader development prospects and inject new vitality into rural economy.

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