

# Study on the Mode of Integrated Development of Regional Characteristic Industries and Rural E-commerce and Its Economic Effects

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**Abstract:** Under the background of rural revitalization and rapid development of e-commerce, the deep integration of rural e-commerce and regional characteristic industries has become an important path to promote agricultural and rural modernization. However, due to the differences in resource endowments and policy environment, different regions face challenges such as high logistics costs, insufficient branding and shortage of talents. Therefore, in order to explore the optimization direction of industrial integration, this paper systematically analyzes the multi-mode of "e-commerce+agricultural products" and "e-commerce+processing industry", analyzes its economic effects of promoting the marketization of agricultural products, enhancing added value and promoting urban-rural integration, and puts forward some countermeasures such as building an efficient supply chain, strengthening the empowerment of brand culture and cultivating specialized talents. The research provides theoretical and practical reference for solving the circulation dilemma of agricultural products and stimulating the vitality of rural economy, and has important practical significance for increasing farmers' income and revitalizing rural areas.

**Keywords:** Regional characteristic industries; Rural areas; E-commerce integration

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## 1. Introduction

In recent years, with the rapid development of e-commerce and the promotion of rural revitalization strategy, rural e-commerce has become an important starting point to promote agricultural and rural modernization. Especially driven by regional characteristic industries, rural e-commerce has promoted the scale, branding and marketization of agricultural products by building a two-way interconnection between "network" and "ground network". At the same time, the deep integration of rural e-commerce and regional characteristic industries also provides a new path for solving the "selling difficulty" of agricultural products, increasing farmers' income and optimizing rural industrial structure. However, different regions show significant differences in the process of integration and development, and their economic effects are also different due to different models, resource endowments and policy environments. Therefore, this paper focuses on the integrated development of rural e-commerce and regional characteristic industries, and discusses its typical model, economic effect and optimization path.

## 2. The Typical Model Of Rural E-commerce and Regional Characteristic Industries Integration Development and Economic Effects

### (1) Scale effect of "e-commerce+agricultural products" model

The "e-commerce+agricultural special products" model with regional agricultural special products as the core

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has directly opened up the chain from production to consumption and shortened the path for agricultural products to enter the market. Relying on the extensive coverage of e-commerce platform, this model can rapidly expand the market influence of regional specialty products and form a centralized consumption hotspot. Because agricultural special products have distinct regional attributes, this model can effectively stimulate consumers' interest in buying, and then promote the expansion of planting scale and the improvement of production efficiency. In the long run, the income level of farmers will increase, and the regional agricultural economy will gradually develop in the direction of scale and intensification.

### **(2) Value extension of "e-commerce+processing industry" model**

With the intervention of agricultural products processing industry, the "e-commerce+processing industry" model has realized the deep excavation of the value of agricultural products. Through the intensive processing of primary agricultural products, not only the industrial chain is extended, but also the products are given higher market added value. The involvement of e-commerce platform enables these high value-added products to quickly connect with the target market and enhance the market competitiveness of regional products. At the same time, the growth of processing industry has also promoted the optimization of local economic structure and gradually promoted the transformation of traditional agriculture to modernization and industrialization. The core of this model lies in transforming regional resource advantages into economic advantages, thus forming a sustainable growth momentum.

### **(3) Linkage effect of "e-commerce+cultural tourism " model**

The "e-commerce+cultural tourism integration" mode, which combines e-commerce with cultural tourism resources, not only promotes the sales of regional characteristic products, but also injects new vitality into local tourism. Through live broadcast and short video, the natural landscape, cultural stories and featured products in the region can be presented simultaneously, forming a unique consumption scene. This model not only enhances consumers' awareness of regional brands, but also promotes tourists' offline visits and promotes the coordinated development of accommodation, catering and other related industries. Therefore, the regional economy has shown a multi-point flowering situation, and the deep integration of culture and economy has also injected more impetus into local development.

### **(4) Synergy of "e-commerce+industrial clusters" mode**

Relying on industrial clusters, the "e-commerce+industrial clusters" model has achieved a win-win pattern of large-scale operation and resource sharing by integrating regional characteristic resources. The cluster development of enterprises in the region not only reduces the operating costs such as logistics and warehousing, but also improves the operating efficiency of the entire industrial chain. The advantage of this model lies in the appearance of cluster effect, and the characteristic industries in the region can build and promote the overall brand with the help of e-commerce platform. With the expansion of cluster scale, the competitiveness of regional economy has been significantly enhanced, and the industrial agglomeration effect has further attracted the inflow of capital and talents, laying a solid foundation for the sustained prosperity of local economy.

## **3. Countermeasures and Suggestions to Optimize the Integration of Rural E-commerce and Regional Characteristic Industries**

### **(1) Improving the supply chain system to ease the pressure on logistics costs**

To solve the problem of high logistics cost, the key is to build an efficient and low-consumption supply chain system. Cold chain logistics and cloud storage construction are the current key directions, especially in the circulation of perishable agricultural products, the lack of cold chain facilities often leads to high transportation loss

rate, which seriously affects the market competitiveness of agricultural products. Local governments and enterprises should jointly promote the popularization of cold chain infrastructure and gradually realize the whole process of cold chain coverage from production to consumption. At the same time, the construction of cloud warehouse system can effectively reduce the inventory pressure of intermediate links and improve logistics efficiency, especially in the layout of regional e-commerce distribution centers, cloud warehouse can become a supporting point. In addition, the promotion of the mode of "integration of commerce, commerce and post" can break the bottleneck of "last mile" of rural logistics, and integrate resources such as business logistics and postal distribution to form a full chain logistics service network. Only when the logistics cost comes down can the market price of agricultural products be more competitive and farmers' income be further improved.

## **(2) Focusing on brand building, and enhance the market appeal of products**

The competitiveness of regional agricultural products is not only reflected in quality, but also in brand awareness and consumer trust. In order to make regional brands deeply rooted in people's hearts, we must tap its unique cultural heritage and integrate cultural values into product stories. For example, tea, fruit and other agricultural products can be combined with local history, legends or ecological characteristics to create a unique brand image. In addition, in the process of brand promotion, the use of short video platforms and live channels has become a trend that cannot be ignored. These forms can convey product information to consumers in a more intuitive and vivid way. Agricultural products enterprises in the region can also jointly build public brands and improve market recognition through unified brand identification and quality standards. The core of brand building lies in long-term investment and maintenance. Only by combining brand value with consumers' emotional needs can we truly realize the transformation from "selling products" to "selling brands".

## **(3) Paying attention to the introduction and cultivation of talents and lay a solid foundation for the development of e-commerce**

The development of rural e-commerce is inseparable from the professional talent team, and the current rural areas are generally faced with the shortage of e-commerce talents. To solve this problem, we need to start from two aspects: introduction and cultivation. On the one hand, local governments can establish cooperation mechanisms with universities and vocational colleges to train professionals in e-commerce operation and data analysis, and at the same time attract migrant workers and returning entrepreneurs to join the e-commerce industry chain. On the other hand, it is equally important for local rural youth and farmers to improve their skills. Regular targeted e-commerce training courses covering practical links such as platform operation, live broadcast skills and logistics management can help them get started quickly. In addition, e-commerce companies can also provide employees with opportunities for career promotion through internal training programs to stimulate their enthusiasm for long-term engagement in the e-commerce industry. Talent is the core driving force for the development of rural e-commerce. Only by continuously optimizing the talent structure can we provide continuous intellectual support for industrial integration.

## **(4) Promoting the diversification of integration modes and release the industrial potential**

The integrated development of regional characteristic industries and rural e-commerce is not "eating all over the world with one move", but needs to explore diversified models according to local conditions. For example, relying on local natural scenery and cultural resources, combining agricultural products sales with rural tourism can not only attract tourists to buy agricultural products, but also promote the development of local restaurants, homestays and other related industries. On the other hand, the rise of live e-commerce provides a new idea for the promotion of regional specialty products. By cooperating with the head anchor or cultivating local live broadcasters, the exposure and sales of products can be rapidly improved. In addition, for some characteristic products with long industrial chain, we can explore the mode of "e-commerce+processing" to promote the development of primary agricultural products in the direction of intensive processing and provide consumers with more diversified choices.

In short, only by flexibly adjusting the integration mode according to the resource endowment and market demand of various places can we really stimulate the vitality of rural e-commerce and promote the sustainable development of regional economy.

#### **4. Conclusion**

The integrated development of rural e-commerce and regional characteristic industries is an important path to realize rural revitalization. By innovating development mode, optimizing resource allocation and enhancing industrial added value, rural e-commerce not only promotes the high-quality development of regional economy, but also provides powerful kinetic energy for increasing farmers' income and rural revitalization. However, faced with the problems of high logistics cost, insufficient branding and shortage of talents, it is necessary to promote the deep integration of rural e-commerce and characteristic industries from the aspects of supply chain system construction, brand promotion, personnel training and policy support, and help the rural economy to a new height.

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