

# Research on the impact of e-commerce industry on regional economic development

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**Abstract:** *In today's social and economic development, e-commerce industry has become an important means, which has penetrated into people's life and work. A comprehensive analysis and discussion of its application and functions in various aspects can make it better realize economic value-added, promote healthy economic development and promote healthy economic development.*

**Keywords:** *Electronic Commerce; Regional economy; Development impact*

## 1. Introduction

With the integration of the world economy, the network has gradually formed a new driving force to promote the economic development of the world. Without the Internet, the Internet cannot be connected to the real economy. With the development of society, e-commerce is playing a more and more important role in the development of society. Facing so many problems, we must understand the current development status and characteristics of China correctly, and understand its impact on regional development, put forward more realistic policy guidance for China's development, in order to improve its regional development level, and promote China's rapid economic development.

## 2. Overview of regional economic development

Regional economy refers to the region where the region develops. Its orientation and characteristics are specific. When developing regional economy, we must follow the development concept of "different for different people", give full play to its own strengths and strengths, obtain the maximum economic benefits at the minimum cost, and promote the development of regional economy. The emergence of regional economy stems from the division of labor in different regions. Due to the constraints of geographical environment, economy, history and culture, religious belief and political factors, the residential area has gradually formed its own economic region in the long-term exchanges. With the development of the region, all regions are striving to improve the utilization rate of resources and make appropriate adjustments according to the characteristics of the region to reduce the sensitivity to the external economic environment, so as to reduce and avoid the risk of development.

At present, the country is in the period of economic transition. To develop regional economy, we must grasp the favorable conditions and opportunities for development, actively promote local development, and improve the quality and level of living of the people. Through the analysis of regional development, it can be seen that under certain geographical conditions, the rational use of human, material and resources can achieve the maximum development. At the same time, we should fully understand the development status and reality of each region and adopt different ways to promote the development of the region. There is a close relationship between regional economy and industrial economy, which promotes the development of regional industry and industry to a certain extent. Therefore, in the whole process of social and economic development, we can establish an open, orderly, competitive and unified market economic system, connect all regions, play their respective roles, promote their own development, promote the development of the country and improve the quality of life of the people. Within the development regions, the promotion of inter-regional development, the promotion of inter-regional development and the promotion of national solidarity.

### **3. Research on EBT effect in regional economic development**

With the development of the network, new business operation modes have also occurred. The network is a new business operation mode that uses the network as the medium to conduct transactions. Compared with the previous commodity trade mode, the network based on network has more prominent trading characteristics. First of all, there is no restriction of time and space. Users and merchants can conduct transactions at any time. Secondly, online transactions promote the speed and convenience of transactions. Users can easily choose and buy their favorite items by making orders through online transactions. Third, the trading of e-commerce products is more efficient. Consumers and merchants can conduct simple transactions online, thus saving transaction time. Fourth, network technology can reduce the transaction costs of goods, reduce the time and space of goods transportation, and save costs for middlemen.

The main indicator of a region's development is the development of a region. Due to various reasons, in the development of regional economy, there are many problems restricting the development of electronic commerce. In the process of regional development, e-commerce is an emerging commodity, which can promote local consumption [1], create new job opportunities and promote regional economic development. Second, with the development of e-commerce, local investment and online advertising are increasing, which promotes the development of the region. Third, to conform to the trend of The Times and promote development, the government should combine the actual needs of the market, increase the purchase of products, in order to promote the sustainable development of the region. The fourth is that e-commerce facilitates the cross-border flow of goods, while net exports can promote regional development.

#### ***3.1. E-commerce to promote domestic demand***

We have a large consumer market and great development space. With the continuous increase of people's lives and the number of network users in China, network transactions have increasingly played a strong supporting role in the growth of domestic demand. The variety of online retail products is complete, the products are novel, and the prices are low, which greatly stimulate the purchase desire and needs of domestic consumers.

#### ***3.2. E-commerce to promote China's economic transformation and transformation***

At present, the economy has transitioned from "extensive type" to "lean type", the economic structure has been adjusted from low level to high level, and the transformation from simple economic growth to overall and sustainable economic development [2]. And to achieve this goal, the most important way is to develop the service industry. As a socialized, informationized and intensive e-commerce service, it has realized the sharing of resources in the service field. With the continuous development of network technology, the connection between the traditional service industry and the network is becoming more and more close, which also prompts the mutual penetration of production and service, which speeds up our development mode and the transformation of industry.

#### ***3.3. Promote e-commerce in the process of new urbanization***

Modern society is dominated by informatization, and efficient sharing and use of information is one of the important contents of new urbanization. It breaks through the traditional thinking mode of intensive urbanization centered on the center, and puts forward a new idea of decentralized urbanization centered on the town. In the traditional resource allocation, it focuses on the concentration of material resources [3]. In the network, through the concentration of the network, resources can be effectively allocated to achieve the goal of optimizing resource allocation. In addition, with the popularization of rural e-commerce in China, some local economies have also been developed. In rural areas, due to its own development, its development has played a role in promoting local economic development, making the small urbanization of rural areas gradually taking shape.

#### ***3.4. Develop e-commerce with regional characteristics***

Some regions may have their own unique products and culture, but they cannot be popularized on a large scale. By using the way of online trading, we can promote our own characteristic commodities and unique culture, thus forming our own brand advantages and promoting the development of regional

characteristic industries. Shenzhen is the largest electronic equipment manufacturing center in China. They do business online and online, so that they can expand their market without going out.

### ***3.5. E-commerce to promote the development of manufacturing industry***

As the world's largest producer, China makes goods all over the world. However, affected by the financial crisis, the country's foreign trade growth is slipping day by day. So, taking advantage of online trade, manufacturers are shifting to domestic sales. Network trade has created a very good marketing platform for the development of manufacturing enterprises and promoted the transformation of our manufacturing industry from foreign trade to the domestic market. In addition, the development of the Internet has greatly changed the consumer's consumption concept and consumption needs. Manufacturing enterprises based on e-commerce can not only meet customers' demand for the variety and quantity of goods, but also facilitate customers' purchase of goods. The fierce competition in price, quality and personality of online sales also enables manufacturers to reduce costs, innovate product varieties and improve product quality.

### ***3.6. E-commerce in enterprises and work***

It has developed online commerce and provided many jobs for the whole community. In addition to recruiting special talents, there must also be special staff to manage, and companies that can sell goods and services online must also have corresponding management personnel. There is no need to set up a special place to open online stores, which saves rent, inventory, less investment, convenient operation and other problems, attracts and guides a large number of employees, and contributes to local development.

## **4. Countermeasures to solve the e-commerce problems in the unbalanced development of regions**

### ***4.1. Creating favorable conditions for development***

To create favorable conditions for development, the government should strengthen the construction of supporting facilities in various fields such as technological research and development and economic development, and make full use of various preferential policies to promote development. To a certain extent, we should strengthen financial support for some regions so as to promote their development and development. To strengthen infrastructure in the region, mainly through the establishment of the Internet and joint information platform. Government departments should adjust the regional social economy, such as public security, taxation, industry and commerce departments among the mutual relations, so as to better promote their development and development, so that their real functions are fully reflected.

### ***4.2. Establish and improve the guarantee mechanism***

We should establish and improve the internal organization and system of the enterprise and formulate the development strategy of the enterprise. We should strengthen the research on the development of China's e-commerce industry, strengthen its forward-looking and forward-looking analysis, and carry out comprehensive and coordination.

We can promote the development of our country by implementing perfect e-commerce support measures and corresponding tax incentives for our enterprises. We should make full use of the government's capital pulling effect, formulate relevant policies, promote development, increase support for key demonstration projects, and improve the ecosystem of online transactions. Improve the investment and financing system, use and develop the e-commerce industry, establish a risk investment and financing guarantee system, increase the support for its financing, and actively establish the integrity system of e-commerce enterprises. According to the needs of the market, we should reform the way of registration, open up the examination and approval, and actively explore the market access system in line with China's national conditions.

Strengthen the supervision of e-commerce, strengthen the supervision of e-commerce, strengthen the supervision of information, technology and communication. We should attach importance to building a platform for paid public e-commerce services, establish a coordinated regulatory system, strengthen the management of operators, enterprises and organizations, strengthen supervision and

management of them, and maintain the normal operation of the market. We should make full use of the strength of trade associations and intermediary organizations to strengthen the industry self-restraint and promote our development.

Higher vocational colleges, higher vocational colleges and other higher vocational colleges should combine the reality, strengthen the specialty setting, attach importance to the development of science and technology, and cultivate corresponding professional and technical personnel. Enterprises and industrial organizations should vigorously introduce talents, strengthen the training of online commerce, and establish a diversified and diversified education system. Therefore, a large number of high-quality and high-level e-commerce professionals should be introduced from abroad.

We should make full use of various media and effective means of publicity to publicize and publicize the importance of e-commerce and create a good public opinion environment. Promote, publicize, publicize, display and display online to create a good market environment. Increase the publicity and public opinion guidance to the local area, promote the development of online commerce, and enhance the influence of the local network economy.

#### **4.3. Strengthen the understanding of the Internet**

To strengthen the understanding of the risk of online transaction is to strengthen the risk of online transaction, we must strengthen the prevention of the parties to the transaction. Establish a sound network security supervision system under the network environment, improve the awareness of risk monitoring and risk prevention under the network environment, and provide necessary guarantees for the safety of individuals and assets in online transactions. Enterprises must provide consumers with real and efficient commodity information, so as to prevent enterprises from selling inferior goods online, thus reducing the credit of enterprises. In addition, it is necessary to strengthen the understanding of our cyber security legal system and strengthen the cyber security concept of the whole people. In the promotion process, we should strengthen publicity and promotion through new media such as WeChat and Weibo. In addition, it is also necessary to strengthen the publicity of e-commerce, punish them, enhance their deterrent power, and prevent their fraudulent behavior from the source.

#### **4.4. Improve the quality of e-commerce**

With the rapid development of China's financial market, China's financial market is also facing more and more challenges. First of all, taking vehicles as the main business mode and improving its logistics technology level, we must take vehicles as the main body and take faster speed as its main logistics mode, such as aviation, high-speed rail, etc. At the same time, establish an organized distribution system to improve the logistics management level of enterprises. Second, we should improve the current electronic payment technology and make electronic payment institutions adopt modern electronic payment methods such as electronic wallet and mobile payment. At the same time, we should strengthen the preventive measures in the payment system and payment process to prevent illegal persons from stealing. Fourth, we should strengthen support for third-party payment.

### **5. Conclusion**

In the current situation, e-commerce is a rapidly developing industry, it has strong relevance and influence, it has a great impact on the regional economy, so it is necessary to establish a sound regulatory system, establish a good reputation and reputation, to ensure the benign development of network business, to ensure that network business has a positive effect on the development of the region.

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