

Digital economy enabling e-commerce industry high-quality development strategy research

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Abstract: At present, the digital economy has become an important engine for the high-quality development of China's economy, and the e-commerce industry is an important part of it, related to the transformation and upgrading of enterprises, internal and external circulation and balance, it is worth our in-depth study and practice. This article from the significance of digital economy enabling e-commerce industry high-quality development, further analysis of the corresponding consumer theory, market balance theory and transaction cost theory, and hope based on digital enabling, digital brand ecology and so on to build its e-commerce high-quality development of the dynamic mechanism, to empower the industry with technology, to promote economic development with science and technology. It is hoped that this study can provide important inspiration and support for the new pattern of double cycle and the construction of digital China, and effectively lead the high-quality development of e-commerce industry.

Key words: digital economy; E-commerce industry; High quality development; Feasible strategy

1. Overview of the significance of digital economy enabling high-quality development of e-commerce industry

Digital economy refers to a new economic form which is based on information and network technology to realize industry digitalization, intelligence and networking. As part of the digital economy, the e-commerce industry has received huge opportunities for digital transformation. It is of great significance for the digital economy to empower the e-commerce industry and promote high-quality development. First of all, the digital economy empowers the e-commerce industry and raises the level of productivity. With the increasingly mature digital technology, e-commerce enterprises can improve production efficiency through digital means, while reducing production costs and improving competitiveness. The digital economy can also provide more intelligent logistics and supply chain services, further improving the operational efficiency of e-commerce enterprises. Second, the digital economy enables the e-commerce industry and promotes the upgrading of consumption. Based on the individual needs of consumers, the digital economy provides personalized responses to users' needs in terms of data-intensive, algorithmic optimization and intelligent services, thus promoting the upgrading of consumer behavior. With higher spending power and purchasing power, consumers are able to meet their own needs more quickly, contribute more effectively to the whole society, and promote the high-quality development of the entire industry. In addition, the digital economy empowers the e-commerce industry and improves its international competitiveness. After years of development, China's e-commerce industry has made certain achievements.

2. The digital economy provides a theoretical basis for the high-quality development of the e-commerce industry

2.1 Consumer behavior theory

Consumer behavior theory is one of the important theoretical bases for digital economy to enable the high-quality development of e-commerce industry. The theory mainly studies why consumers choose a certain product or service, the evaluation and selection process of products and services, including psychological factors, cultural factors, social factors, psychological needs and other aspects. In the e-commerce industry, e-commerce platforms can use the consumer behavior theory on the basis of big data analysis to study consumer demand, formulate corresponding marketing strategies, and improve the quality and market share of products and services. In addition, the theory of consumer behavior can also help e-commerce enterprises understand the psychological needs and purchasing behaviors of consumers, provide them with personalized products and services, further enhance the competitiveness of enterprises and promote the high-quality development of the e-commerce industry.

2.2 Market equilibrium theory

Market equilibrium theory mainly studies the equilibrium state of supply and demand in the market, that is, market equilibrium. In the era of digital economy, through the establishment of e-commerce platforms, various supply and demand relations can be discovered by the market more quickly, and market equilibrium can be reached through adjustment mechanisms such as price. By empowering the e-commerce industry, the digital economy has improved the precision and speed of digitization, so that market equilibrium can be achieved more effectively. In addition, the market equilibrium theory can also help e-commerce enterprises to understand the market price, market population, market competition and other aspects of information, better formulate marketing strategies, enhance the competitiveness of enterprises, and promote the high-quality development of the e-commerce industry. In short, the market equilibrium theory provides an important basic support for the digital economy to enable the high-quality development of e-commerce industry, and is one of the important references for the transformation and upgrading of e-commerce enterprises in the future.

2.3 Transaction cost theory

Transaction cost theory mainly studies the execution cost of transaction, including information search cost, transaction negotiation cost,

execution cost and many other aspects. In the e-commerce industry, the development of digital economy has provided strong support for the reduction of transaction costs. Through the establishment of e-commerce platforms, consumers can more conveniently search for information and conduct transactions, and sellers can more easily find consumers and display goods and services, reducing the implementation cost of transactions. In addition, the digital economy can also reduce the cost of negotiation and execution of transactions through intelligent services, electronic contracts and other means, and improve the efficiency and convenience of transactions. The transaction cost theory provides an important theoretical basis for the digital economy to enable the high-quality development of the e-commerce industry, and promotes the growth of the number of e-commerce enterprises and the increase of market share.

3. Feasible strategies for the high-quality development of e-commerce industry enabled by digital economy

3.1 Digital core technologies provide driving force for industrial development

At present, digital core technology has become an important driving force for the transformation and upgrading of the e-commerce industry, covering many aspects such as artificial intelligence, big data, blockchain, and cloud computing. The application of these technologies can help e-commerce enterprises better understand the market and consumer groups, improve the quality of products and services, and enhance the competitiveness of enterprises. First, artificial intelligence technology can help e-commerce enterprises better understand consumer needs, accurately recommend products and services, and enhance user experience through intelligent customer service through means such as big data analysis and natural language processing. Artificial intelligence technology can also be applied to predict sales trends and optimize supply chains to improve the operational efficiency of e-commerce enterprises. Second, big data technology can help e-commerce enterprises collect and analyze consumer data, understand consumers' purchasing preferences and behaviors, and improve the degree of individuation and customization of products and services, thus improving sales and market competitiveness. In addition, big data can also be applied in marketing strategies to improve the accuracy of advertising and provide better marketing programs for enterprises. Third, blockchain technology can help e-commerce companies protect consumer privacy and security, and improve consumers' trust in e-commerce platforms; It can also be applied to supply chain management to improve logistics efficiency and reduce transaction costs. Fourth, cloud computing technology can help e-commerce enterprises achieve efficient data storage and processing, improve their operational efficiency, and then improve the scalability and reliability of e-commerce enterprises to ensure that their business can run normally at peak times. To sum up, the development and application of digital core technology is one of the feasible strategies for the high-quality development of the e-commerce industry, and the improvement of consumer experience and the improvement of market competitiveness of enterprises can be expected soon.

3.2 Digital infrastructure provides support for industrial development

Digital infrastructure includes hardware facilities such as broadband networks, data centers and cloud computing, as well as software aspects such as data security and privacy protection, aiming to help e-commerce enterprises achieve efficient data processing and storage, and improve their operational efficiency and quality. First, broadband network is an important foundation for the normal operation of e-commerce enterprises. High-speed and stable network can make the data interaction and processing speed faster, while maintaining an efficient and high-quality e-commerce business model. At the same time, more consumers pay attention to the operation efficiency of the e-commerce industry, which is an important means to improve consumer experience and strengthen the link between consumers and enterprises. Second, data center and cloud computing technology can help e-commerce enterprises store and process a large amount of data, and provide efficient data analysis and mining services. These services can help enterprises better understand the market and consumers, improve the quality of products and services, and thus increase sales and market share. Third, the mobile Internet is an important part of the digital age, the corresponding platform and service should also operate efficiently, and help enterprises to expand cross-border, cross-platform services and other diversified, improve sales and market competitiveness. Finally, data security and privacy protection are also important aspects, especially the leakage and theft of consumer information, in fact, will only strengthen the degree of separation between enterprises and consumers, and is not conducive to consumers' trust and loyalty to the e-commerce platform. Therefore, enterprises should make efforts in this aspect to enhance the sustainable development of enterprises. To sum up, e-commerce enterprises need to improve their operational efficiency and competitiveness and enhance their sustainable development ability through the construction and improvement of digital infrastructure.

3.3 Digital brand building creates industrial development value

In the era of digital economy, brand has become one of the important contents of enterprise competition. Digital brand building can help e-commerce enterprises build differentiated and competitive brand image and improve their market share and profits. First of all, in the current context, it has become normal for consumers to access information and shop through the Internet. Digital brand building can promote brands through online media, social media and other channels, improve brand exposure and visibility, and increase consumers' attention and trust. Secondly, digital brand building can pass on the core values and cultural connotation of the brand to consumers through content marketing, brand story telling and other ways, enhance the brand's attractiveness and recognition, and then help enterprises establish brand image in order to better market and communicate the brand. Finally, based on high-quality products and services, digital brand building can enhance customer satisfaction and loyalty, make the brand famous outside, and may also gain a firm foothold in the international market, and enhance the international visibility and influence of the brand, and improve the international competitiveness of the enterprise. To sum up, through digital brand building, e-commerce enterprises can improve brand awareness and recognition, shape brand image and values,

improve brand loyalty and consumer satisfaction, and promote the long-term development of enterprises.

Concluding Remarks

All in all, in the era of digital economy, the e-commerce industry has become an important driving force for social and economic development. The application of digital technology makes the e-commerce platform more convenient and efficient connection between producers and consumers, creating a new business ecology. The digital economy has enabled the e-commerce industry, brought new opportunities and challenges, and promoted the high-quality development of the e-commerce industry. Therefore, we need to continuously deepen the integration of digital technology and the e-commerce industry, promote the coordinated development of the digital economy and the real economy, and achieve the sustainable development of the e-commerce industry with innovative thinking and strategies.

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