

Research on the Influence of E-commerce on the Economic Growth of Shaanxi County

Hong Zhang, Shuxuan Wang and Wei Dong

Xi'an University of Posts and Telecommunications, Xi'an 710061, China;

w409313651@qq.com

Abstract

In order to study the impact of e-commerce on the economic growth of Shaanxi county, this paper constructs the level index system of Shaanxi e-commerce, uses the gambling rights method to process the original data, and uses the entropy weight method to empower the e-commerce development level measurement in Shaanxi. At the same time, the input-output model was constructed to analyze the impact of e-commerce on the economic growth of Shaanxi county. The results show that e-commerce promotes the economic growth of Shaanxi county, and the positive impact between the two.

Keywords

County economy; E-commerce; Economic growth; entropy method.

1. Introduction

Located in the western part of China, Shaanxi is an important area for economic development in the northwest. It is rich in important resources such as education, science and technology, and tourism. In recent years, Shaanxi's overall economy has steadily moved forward, and its development speed is relatively fast, but it is far from the developed coastal provinces in the east. The reason may be more due to the large number of rural population, the economic poverty, and the uneven development between counties. In order to change the status quo of Shaanxi's economic development lags behind the economically strong provinces, the first thing to achieve is the rapid development of Shaanxi's county economy.

The e-commerce industry is currently developing at a rapid pace in China, and the e-commerce transaction volume is constantly showing a strong momentum, and the impact on the county's economic growth has gradually begun to play a pivotal role. In recent years, the development of e-commerce in Shaanxi has been continuously improved and improved. With the "Internet Plus" plan, the Shaanxi government has paid more attention to promoting relevant policies on e-commerce development. In terms of rural e-commerce, which has the greatest impact on Shaanxi's county economic growth, Shaanxi relies on its own rich and abundant agricultural resources, talent education resources and modern industrial resources to fully tap and improve the e-commerce development level of each county, and e-commerce development has been further improved. A comprehensive advancement, corresponding to this has also achieved some major achievements. At the same time, e-commerce is facing many difficulties and challenges in the development of various counties in Shaanxi. The development of rural infrastructure in Shaanxi is still relatively backward. The high-end talents of e-commerce are scarce. The understanding of e-commerce is still insufficient, and the main competitiveness of e-commerce market is weak.

The county economy in Shaanxi has the characteristics of large rural areas, a large number of farmers, and income based on agricultural production. At present, the short-board of the county economy has largely restricted the overall economic growth of Shaanxi. If the Shaanxi economy wants to truly

complete the catch-up and transcendence, the first thing to do is to solve the county economy. Therefore, how to promote the development of Shaanxi's county economy is the primary issue that needs to be considered in Shaanxi's economic development. In the context of "Internet +", the emergence of e-commerce has provided a new answer for the development of county economy in Shaanxi, and e-commerce is also a strong confirmation of its important role. Understanding the influencing factors of the development of e-commerce in Shaanxi and the effect of e-commerce on the county economy have important practical significance for further promoting the development of Shaanxi county economy through e-commerce, and at the same time promoting and improving the development and management strategies of e-commerce in Shaanxi counties. Also has an important reference.

2. Review

2.1 Foreign research related review

2.1.1 Research on e-commerce and its impact on economic growth

The business model of e-commerce originated from the United States, and many foreign scholars have already analyzed it. Franz (2010) constructed the relationship between e-commerce and economy through the econometric model, and analyzed the impact of e-commerce on the economy^[1]. Boateng (2008) pointed out that among the many factors affecting the development of e-commerce, the degree of trust has Important role^[2]. Ehsani (2010) used the regression model and fuzzy logic method between integration to analyze the difference of the impact of different types of e-commerce models on economic growth, and found that different types of e-commerce will have no effect^[3]. Forman (2010) analyzes the impact of regional differences on e-commerce technology based on the comparison of e-commerce development between different regions^[4]. Kueter (2011) analyzed the operational effects of e-commerce on UK ranch and found that the guarantee of service in the development of e-commerce plays an important role in user experience^[5].

2.1.2 Research on county economy

Du Neng (2010) first proposed the theory of county economy in the field of regional economics, mainly based on agricultural location theory, for the first time through different interpretations of the location of the different economic impacts^[6]. Clarke (2007) proposed in his book *The Distribution of Wealth* that capital, land, and labor are the most important elements of production finance, and pointed out the concept of marginal distribution of production^[7]. Isard (2011) uses the application model and location analysis method to take into account the impact of cost and profit in the location decision, aiming to obtain the maximum profit with the minimum cost, and has played a leading role in the development of regional economics^[8].

2.2 Domestic research related review

2.2.1 Research on e-commerce and its impact on economic growth

Jianzheng Yang (2011) used the Cobb Douglas model to measure the influence coefficient of e-commerce on economic growth, and believed that e-commerce has a greater role in promoting China's economy, but the e-commerce security index needs to be improved^[9]. Wenwen Tang (2017) analyzed the problems of rural e-commerce development in Shaanxi by measuring the level of e-commerce readiness in Shaanxi, and proposed countermeasures from four aspects: overall development, optimization of environment, infrastructure construction and user main water^[10]. Yaya Feng (2018) selected factors affecting poverty from the two factors of nature and society, established evaluation indicators, and simulated the poverty alleviation index through GIS spatial analysis and BP artificial neural network, and analyzed the distribution of poverty and spatial poverty. Characteristics, the results show that natural factors are the main reason for county poverty in China^[11]. Kongtuan Lin (2017) measured the e-commerce development level of 31 provinces in China by establishing an e-commerce evaluation index system, and introduced improved production function for regression

analysis, which proved that e-commerce has economic development for each province. Promoting effect^[12]. Hong Jin (2015) proposed the development model of cloud platform logistics based on the connotation and rise of cross-border e-commerce system, and gave relevant policy recommendations from five aspects^[13]. Wei Xu (2015) pointed out that e-commerce is a new driving force to drive urbanization in the county, and analyzed three new development modes of rural areas based on e-commerce, namely extended, intrusive and endogenous^[14]. Jiabao Lin (2015) considers fresh produce through three aspects of products, services and consumers. Using SPSS and PLS-Graph software for empirical analysis, it finds that fruit quality, perceived value, logistics service, website design and other factors are for consumers. Has an important impact^[15].

2.2.2 Research on e-commerce and its impact on economic growth

China's research on county economic theory began in Shandong Province. In recent years, it has been attracting widespread attention from government agencies and scholars. There are special research institutes in many regions. Yonghong Du (2017) pointed out that the industrial structure is not out of tune, technology is lacking, and economic balance is the main reason hindering the development of county economy. Promoting the development of county e-commerce can effectively promote the county economy^[16]. Li Chen(2016) used the deviation share analysis and Gini coefficient industrial decomposition method to analyze the impact of industrial structure evolution on the economic difference of counties in Yunnan Province. The results show that industrial structure deviation and competition deviation have great influence on county economy^[17]. Jin Jia (2015) carried out a natural experiment through the panel data, and used the double difference model to test the effect of the policy of “ enlarging power and strengthening counties” on county economic growth, and found that “ enlarging power and strengthening counties” has not played an obvious role in the county economy. Promotional role^[18].

3. Construction and Measurement of Shaanxi E-commerce Development Level Index System

3.1 Evaluation index system construction and index weight determination

In the construction of e-commerce development level evaluation index system, this paper draws on the research results of predecessors, combines the development characteristics of Shaanxi e-commerce itself and the current economic situation of Shaanxi, according to the design principles of evaluation indicators, from the three levels of scale status, resource status and application status. Build an indicator system. Specifically, the indicator system is divided into three levels, including the target level, the first level indicator layer and the second level indicator layer. The first level indicator layer is the scale status, resource status and application status, and the second level indicator layer is 15. In order to make the evaluation results objective and accurate, this paper uses the gambling method to process the original data. As an objective method of weighting, entropy weight method can reduce artificial subjectivity to a large extent and is widely used in engineering technology and social science. According to the calculation formula of the entropy weight method, according to the relevant data of “Shaanxi Statistical Yearbook 2013-2016“, “Shaanxi Internet Development Report“, “China E-commerce Report“ and “Shaanxi Regional Statistical Yearbook“, relevant data can reflect the electronic. The indicators for the development of business in the counties of cities and counties in Shaanxi can calculate the weight of the evaluation index of e-commerce development level in Shaanxi, see Table 1.

Table 1 Shaanxi E-commerce Development Level Index System and Weight

Target level	first-level index layer	second-level index layer	Weight
Shaanxi E-commerce	Scale status (0.4624)	E-commerce transaction amount	0.0916
		E-commerce sales amount	0.1013

Development Level Index System		Proportion of employed persons in information transmission, software and information technology services	0.0526
		Number of companies with e-commerce transactions	0.0530
		The proportion of companies with e-commerce transactions	0.0754
		Average salary of employed persons in information transmission, software and information technology services	0.0885
	Resource status (0.3638)	E-commerce fixed assets investment	0.0486
		Number of websites owned by the company	0.0245
		Number of websites per 100 companies	0.012
		Number of computers used per 100 people	0.0618
		Number of IPv4 addresses	0.1210
		Telephone penetration rate	0.0570
		Internet penetration rate	0.0389
	Application status (0.1738)	Total post and telecommunications business	0.0830
		Internet broadband users	0.0908

According to the calculation results, the weight of the indicator of the current scale is 0.4624, the weight of the indicator of the current status of resources is 0.3638, and the weight of the indicator of the application status is 0.1738. The weight of each indicator is different and the distribution is uneven. The weight of the current situation is the largest, indicating that the current e-commerce development differences in various regions of Shaanxi are still relatively significant, especially for the county, the difference is more obvious, the existing scale situation has a greater impact on the development of e-commerce. The weight of the current status of resources is slightly lower than that of scale, but the difference is not very large, indicating that infrastructure and capital resources also play an important role in the development of e-commerce in various counties of Shaanxi. Shaanxi County has obvious obstacles in accessing infrastructure and financial resources. . The application of the current situation has the least weight, indicating that the current e-commerce in Shaanxi County has a certain improvement in the application of users or enterprise entities, but it is generally better than the e-commerce development provinces, such as Jiangsu, Zhejiang and Shanghai. The obvious gap needs to be further improved in the rural areas of the county.

3.2 Shaanxi E-commerce Development Level Measurement

3.2.1 Dynamic analysis

Using the formula and referring to the specific data indicators of “ Shaanxi Statistical Yearbook 2013-2016“, we can calculate the comprehensive score, scale status score, resource status score and application status score of Shaanxi e-commerce development level from 2013 to 2016.,see Table 2.

Table 2 Shaanxi e-commerce development level comprehensive score table

Years	Composite score	Scale status	Resource status	Application status
2013	0.2081	0.0926	0.0746	0.0409
2014	0.2463	0.1038	0.085	0.0575
2015	0.2758	0.1135	0.0927	0.0696
2016	0.3787	0.1524	0.1406	0.0857

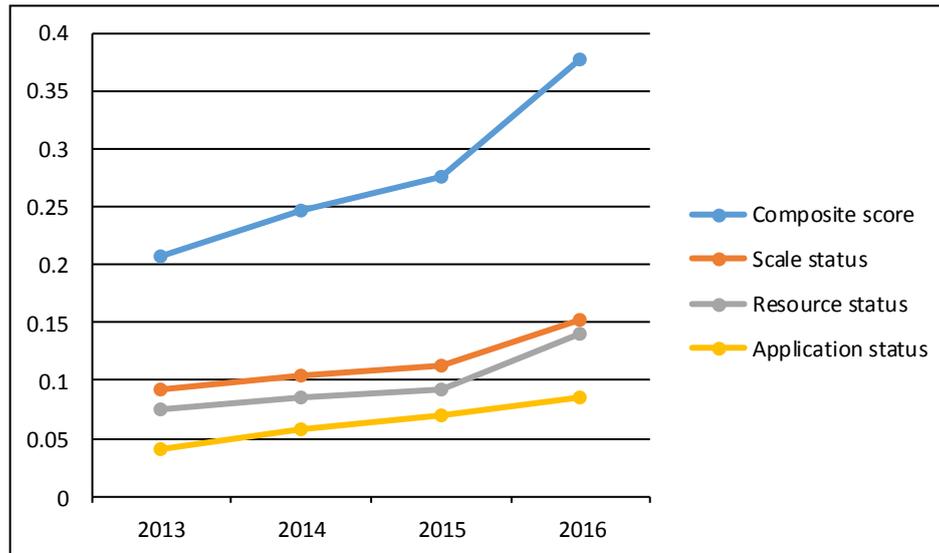


Fig. 1 Score chart of e-commerce development level in Shaanxi from 2013 to 2016

The comprehensive scores, scale status scores, resource status scores and application status scores of Shaanxi e-commerce development level are showing an increasing trend year by year, see Fig. 1.

3.2.2 Difference analysis

According to the 2016 Shaanxi Statistical Yearbook, according to the formula, we can calculate the comprehensive scores of the e-commerce development level and the current status scores, resource status scores and application status scores of various cities in Shaanxi in 2016, see Table 3.

Table 3 Scores of e-commerce development level in various cities and counties of Shaanxi Province

area	Composite score	Scale status	Resource status	Application status	Ranking
Xi'an	0.3542	0.1635	0.1328	0.0579	1
Yulin	0.1832	0.0821	0.081	0.0201	2
Baoji	0.1741	0.072	0.0774	0.0247	3
Xianyang	0.1605	0.0535	0.0802	0.0268	4
Yan'an	0.1528	0.0504	0.0774	0.025	5
Tongchuan	0.1504	0.0486	0.0742	0.0276	6
Weinan	0.1483	0.0437	0.0792	0.0254	7
Hanzhong	0.1442	0.0423	0.0801	0.0218	8
Ankang	0.142	0.0408	0.0762	0.025	9
Shangluo	0.1378	0.0421	0.0736	0.0221	10
Central Shaanxi mean	0.1975	0.0763	0.0888	0.0324	1
Southern Shaanxi mean	0.1413	0.0417	0.0766	0.023	3
Northern Shaanxi mean	0.168	0.0663	0.0792	0.0225	2

On the whole, the level of e-commerce development in various cities and cities in Shaanxi is quite different. Regardless of the scale of the current status, the current status of the resource, the application status score, or the comprehensive score, the e-commerce development level in central Shaanxi is significantly better than that in southern Shaanxi and Northern Shaanxi. In Xi'an City, which is located in central Shaanxi, the scores of various indicators are far ahead of other cities and cities, and play an important leading role in the development of e-commerce in various cities in Shaanxi. The overall

development level of e-commerce in the three cities of southern Shaanxi is relatively low and needs to be further improved and strengthened.

Using the inter-class Ward clustering analysis method to cluster the scores of various cities in Shaanxi, in order to better reflect the differences between cities and cities, this paper uses clustering analysis software by spss22.0 analysis software. The analysis results show that the 10 cities in Shaanxi can be roughly divided into three categories, see Table 4.

Table 4 E-commerce development level score clustering table of various cities in Shaanxi Province

category	Quantity	city
First category	1	Xi'an
Second category	6	Baoji, Xianyang, Tongchuan, Weinan, Yulin, Yan'an
Third category	3	Hanzhong, Ankang, Shangluo

On the whole, Xi'an has obvious advantages in developing e-commerce, and it is a region with high level of e-commerce development. The three cities in southern Shaanxi are areas where e-commerce development needs to be improved, the rest of central Shaanxi and the two cities in northern Shaanxi. It is a good area for e-commerce development.

4. Empirical Study on the Impact of E-commerce on Shaanxi County Economy

4.1 Data selection and model construction

4.1.1 Difference analysis

In economic theory, the state of economic development can be measured by the number of inputs of input factors, and the relationship between input and output factors can be expressed by the production function. Among the many production functions, the Cobb-Douglas production function is a more representative production function, which can describe the relationship between the dependent variable and the independent variable in a simple form. The form of this function is:

$$Q=AL^{\alpha}K^{\beta}. \quad (1)$$

In the formula, Q is the output; L and K are the labor input and capital input respectively; A represents the technological progress; α , β represents the percentage influence of the independent variable on the variation of the dependent variable; A, α and β are the parameters, $A > 0, 0 < \alpha < 1, 0 < \beta < 1$,

In order to study the influence of the development level of e-commerce on the county economy in Shaanxi, this paper improves the original Cobb-Douglas production function and introduces the e-commerce development level as an independent variable into the production function. In the new production function, the dependent variable is the gross domestic product (GDP) of each district and county in Shaanxi Province. The independent variable is the e-commerce development level, labor input, and capital input. The new Cobb-Douglas production function with e-commerce indicators is formed. The form of this function is:

$$Y=AK^{\alpha}L^{\beta}E^{\gamma}. \quad (2)$$

In the formula, Y is the gross domestic product (GDP); K is the capital input; L is the labor input, expressed by the employment of the whole society; E is the development level of e-commerce; A is the technological progress; α , β and γ represent the input-output elasticity of K, L, and E. $0 < \alpha < 1, 0 < \beta < 1, 0 < \gamma < 1$.

In order to reduce the multicollinearity, the logarithm of the formula 2 is obtained as follows:

$$\ln Y = \ln A + \alpha_1 \ln K + \beta \ln L + \ln E + \varepsilon (\varepsilon \text{ is a random interference term}) \quad (3)$$

4.1.2 Data selection source

The data of empirical research in this paper is selected from the "2014-2016 Regional Statistical Yearbook of Shaanxi Province", "the Statistical Yearbook of Shaanxi Province", and related statistical bulletins and data indicators of government websites. The total economic output selects the total GDP

of all districts and counties in Shaanxi Province. The labor input selects the number of employed persons in the whole society. The capital input refers to the total fixed assets investment of each city. The development level of e-commerce adopts the cities calculated according to the formula of the previous chapter, see Table 5.

Table 5 Comprehensive score of e-commerce development level in cities of Shaanxi Province

cites	2014	2015	2016	cites	2014	2015	2016
Xi'an	0.3286	0.3402	0.3542	Tongchuan	0.1321	0.1426	0.1504
Yulin	0.1624	0.1713	0.1832	Weinan	0.1295	0.1359	0.1483
Baoji	0.1567	0.1653	0.1741	Hanzhong	0.1252	0.133	0.1442
Xianyang	0.1461	0.1542	0.1605	Ankang	0.1355	0.1405	0.142
Yan'an	0.1384	0.1457	0.1528	Shangluo	0.1217	0.1324	0.1378

4.2 Model checking

This paper uses the Hausmann test to determine whether the model uses a fixed utility model or a random effects model, see Table 6.

Table 6 Hausmann test results

Test Summary	Chi-Sq.Statistic	Chi-Sq.d.f.	Prob.
Period random	3.771189	3	0.0287

From the results of the Hausmann test, it can be seen that the p value of the random effect is 0.0287, which is less than 0.1. Therefore, the null hypothesis can be rejected, and the fixed utility model is used. The test results of the fixed utility model are shown in Table 7.

Table 7 Fixed utility model test results

Variable	Coefficient	Std.Error	t-Statistic	Prob.
lnK	0.841078	0.173459	3.332181	0.0224
lnL	0.524120	0.394675	2.545796	0.0062
lnE	0.083470	0.306725	3.373385	0.0119
lnC	3.010115	5.444341	2.855720	0.0420
R-squared	0.989859			
Adjusted R-squared	0.989619			
F-statistic	4150.331			
Prob(F-statistic)	0.000000			

Table 8 Individual effect intercept

Fixed Effects (Cross)	Coefficient	Fixed Effects (Cross)	Coefficient
Xian	0.449901	Tongchuan	0.065587
Yulin	0.345335	Weinan	0.061834
Baoji	0.152727	Hanzhong	-0.010205
Xianyang	0.373541	Ankang	-0.005665
Yanan	0.140183	Shangluo	-0.036238

According to the test results of the fixed utility model, it can be seen that the coefficient of capital investment lnK e-commerce development level lnE and the intercept term lnC pass the test at the significance level of 5%, and the coefficient of labor input amount lnL is at the significance level of 1%. Pass the test; the value of R² is 0.9898, the value of R² after adjustment is 0.9896, and the F value is

410.3.31, which indicates that the model has a good fitting effect, and the test result of the model has credibility.

4.3 Analysis of regression results

4.3.1 Promotion role analysis

From the results of the fixed utility model test in Table 7, it can be known that the regression coefficient of the e-commerce development level is 0.0834, which is greater than 0, indicating that Shaanxi e-commerce as a whole has a positive effect on the county economic growth in Shaanxi. From the regression coefficient of different independent variables, it can be concluded that e-commerce, capital input and labor input have different effects on the county economy. The driving effect of e-commerce is compared with the capital input and labor input. The contribution effect is still weak. Traditional input factors such as capital and labor are still the main driving force for the development of the county economy. The task of transforming the economic growth mode is arduous. Although the contribution rate of e-commerce to the promotion of county economic development in Shaanxi is not as good as the contribution rate of traditional capital input and labor input, it plays a decisive role in the growth of county economy. At present, there are still many shortcomings in the development of the county economy in Shaanxi. There is still a big gap with the overall county level of the country, especially in the districts and counties of the economically developed regions. The defects of the county economy have also become the constraints of Shaanxi. Economic development achieves an important obstacle to catching up with and surpassing. In 2016, the growth rate of Shaanxi's county economy tends to be slow, with a growth rate of 7.4%. The promotion of the economy is weaker than before; the county's primary, secondary and tertiary industries accounted for 14.3%, 56.4% and 29.3% respectively. The ratio of primary and secondary production was higher than the provincial average, which was 5.5 and 4.9 percentage points higher respectively. The proportion of tertiary production was 10.4 percentage points lower than that of the whole province. The industrial transformation and upgrading needs to be further improved. The county's non-public economic proportion and urbanization rate were 45.6% and 42%, respectively, both lower than the provincial average. It can be seen that the current level of county economic industry in Shaanxi is relatively low, the non-public economy is not high, the county level is not high, and the imbalance of industrial structure is more prominent.

4.3.2 Constraint analysis

The development of e-commerce in Shaanxi county is still in the initial stage of development. Compared with the eastern coastal areas of e-commerce development, there is still a certain gap. From the regression coefficient of e-commerce, it can be seen that the return coefficient value is only 0.0834. The actual effect of e-commerce development level on Shaanxi's county economy is still limited. With the concept of "Internet +", the application of e-commerce has improved the problems faced by the county economy in Shaanxi, and it has played a certain role in promoting, but there is still a gap compared with the promotion of traditional capital and labor. There is still a great potential for the improvement effect. The lack of performance of e-commerce for Shaanxi's county economy compared with other factors is mainly due to the problems faced by various counties in Shaanxi in the development of e-commerce. At present, the development of e-commerce in various counties in Shaanxi generally has problems such as weak e-commerce infrastructure, poor industrial supporting environment, insufficient awareness of e-commerce development, and lack of high-end e-commerce people.

4.3.3 Regional comparative analysis

It can be known from the individual effect intercept of Table 8 that the individual intercepts of e-commerce development levels in different cities are different, which means that e-commerce has different effects on county economic growth in different cities and cities, indicating different places. The level of e-commerce development between cities is unbalanced. The results also show that, except

for the individual effect intercepts of the three cities of Ankang, Shangluo and Hanzhong in southern Shaanxi, the individual effect intercepts are positive, indicating that e-commerce is the most common market in Shaanxi. In terms of the county economy, the three individual cities in southern Shaanxi have negative individual effect intercepts and small values, indicating that the development of e-commerce in the local area is not very good, and the level is not high. Among the 10 cities in Shaanxi, the individual intercept values of Xi'an, Yulin, Xianyang, Yan'an and Baoji are higher, indicating that e-commerce has a good effect on county economic growth in these cities. From the actual situation, these The prefecture is also a region with good e-commerce development in the county. There are 2 national e-commerce demonstration counties in Xi'an, 7 national e-commerce counties in Yulin, and 2 national e-commerce demonstration counties in Xianyang. There are 8 national e-commerce counties in Yan'an.

5. Conclusion

The research on the effect of e-commerce on county economic growth is of great significance for further improving the county economy, promoting the transformation of county economic development mode and changing the traditional industrial structure. It is also the focus of scholars in recent years.

First of all, in recent years, the development level of e-commerce in Shaanxi has shown a steady increase trend, the growth rate is obviously improved, and the development trend of e-commerce is strong, but the application level needs to be improved. The main body does not know much and needs further improvement. The level of e-commerce development varies greatly between different cities and regions in the province. No matter in terms of scale, current resource score, application status score or comprehensive score, the development level of e-commerce in Guanzhong area is obviously better than that in Shaanxi. In the southern and northern Shaanxi regions, the development level of southern Shaanxi is the lowest, and Xi'an, which is located in Guanzhong, is far ahead of other cities in terms of various indicators, and it is in the development of e-commerce in various cities in Shaanxi. An important leading role.

Secondly, e-commerce has a positive effect on Shaanxi's county economic growth and can promote the development of Shaanxi's county economy. However, its contribution to county economic growth has a potential to further increase compared with the traditional economic growth mode. In addition, the degree of development of e-commerce in different regions of Shaanxi is not the same, and there are also differences in the driving effect of county economic growth. The contribution of e-commerce to the county economy in Guanzhong and northern Shaanxi is better than that in southern Shaanxi.

Finally, based on the status quo and the existing constraints of e-commerce on the county economy in Shaanxi, it puts forward policy recommendations for further e-commerce to promote economic growth in Shaanxi County, including changing concepts and raising awareness of e-commerce entities; Support for county e-commerce; cultivate the main body and improve the e-commerce development system.

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