

# Research on the Mode of E-Commerce Assisting Agricultural Innovation and Entrepreneurship under the Background of Platform Economy—A Case Study of E-Commerce Assisting Farmers in Wenchuan County

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**Abstract:** This paper takes the case of e-commerce aiding agriculture in Wenchuan County as an example to analyze the specific practices and economic benefits of e-commerce aiding agriculture in Wenchuan County. It is discovered that there exist problems such as backward infrastructure construction, shortage of skilled talents, and insufficient market credibility in e-commerce aiding agriculture in Wenchuan County. According to the innovation theory and in combination with the background of platform economy, this paper puts forward strategies and suggestions such as innovating the supply of industrial space, strengthening the introduction and cultivation of talents, and guaranteeing the quality and safety of agricultural products, with the aim of providing references for the development of rural e-commerce.

**Keywords:** platform economy; E-commerce to assist agriculture; innovation and entrepreneurship

## 1. Introduction

In recent years, the state attaches great importance to the development of rural e-commerce, the Ministry of Commerce and other departments issued the “Implementation Opinions on Promoting the High-quality Development of Rural e-commerce” [1], clearly proposed that it will take 5 years to build a rural e-commerce service system with perfect facilities, active subjects, smooth circulation and efficient services, and encourage and support the innovation and development of rural e-commerce. The strategy of rural revitalization is an important strategic goal of China’s modernization construction, and an important document points out that rural e-commerce should be rapidly developed. Under the background of the current platform economy, e-commerce is injecting vitality into China’s rural revitalization strategy. In 2023, the state further emphasizes the need to vigorously develop rural characteristic agriculture, support e-commerce and express delivery into rural areas, and inject new impetus into the development of rural e-commerce.

With consumers’ growing demand for healthy, green and organic agricultural products, the rural e-commerce market has shown great potential for development. Wenchuan County has rich agricultural products resources, such as sweet cherries, green and red crisp plum, etc., which have extremely high market value. The local government has actively responded to the call of the country and made use of the opportunity of “Internet +”, through the intelligent and personalized recommendation functions of the e-commerce platform, combined

with strong technical support, to sell high-quality agricultural products to the whole country and even the world, promote sales, help poverty alleviation and prosperity, and has obtained the policy and financial guarantee of national e-commerce into rural comprehensive demonstration county.

E-commerce assisting rural areas as an innovative poverty alleviation model has shown significant meaning in the context of the “Internet+” platform economy. This model broadens the sales channels for agricultural products, directly connects the production chain with consumer needs, effectively resolves supply and demand conflicts, increases farmers’ income, and changes agricultural production and rural life. At the same time, e-commerce assisting rural areas drives the development of agricultural product chains, utilizes IoT, smart irrigation, etc. to solve technical application problems, enhances the added value of agricultural products and the level of agricultural modernization, and achieves industrial transformation and upgrading. In the supply chain, e-commerce assisting rural areas reduces intermediate links, optimizes logistics processes, lowers circulation and logistics costs, ensures the quality of agricultural products and accurate and timely delivery, thereby improving the circulation efficiency of agricultural products, reducing product losses and waste, and increasing farmers’ income and profits. Furthermore, e-commerce assisting rural areas reduces intermediate links, optimizes logistics processes, and lowers circulation and logistics costs, thereby improving the circulation efficiency of agricultural products. By cooperating with professional logistics companies, it ensures the quality of agricultural products and rationally arranges logistics resources to achieve accurate and timely delivery.

## **2. Literature Review**

### *2.1. Platform Economy and the Concept of E-Commerce to Aid Agriculture*

Platform economy relies on the Internet platform, takes data as the factor and information technology as the driving force, builds a new economic form, and promotes the efficient integration of commodity production and circulation and services. With the development of information technology, the platform economy model has become increasingly powerful and has become a new economic and social organization form. Compared with the traditional industrial economic model, the platform economic model not only represents a higher level of social productivity and technology, but also a brand new economic and social organization form and way. Online shopping and shared travel are typical manifestations of the platform economy’s deep penetration into daily life.

E-commerce to help agriculture is a new model of using Internet technology to promote rural economic development, to achieve efficient and convenient online sales of agricultural products. Multiple parties will work together to form a two-way circulation channel and promote the digital transformation and industrial upgrading of the rural economy. E-commerce helps farmers raise their incomes and has become an important way to get rid of poverty in poor rural areas.

### *2.2. Research Status at Home and Abroad*

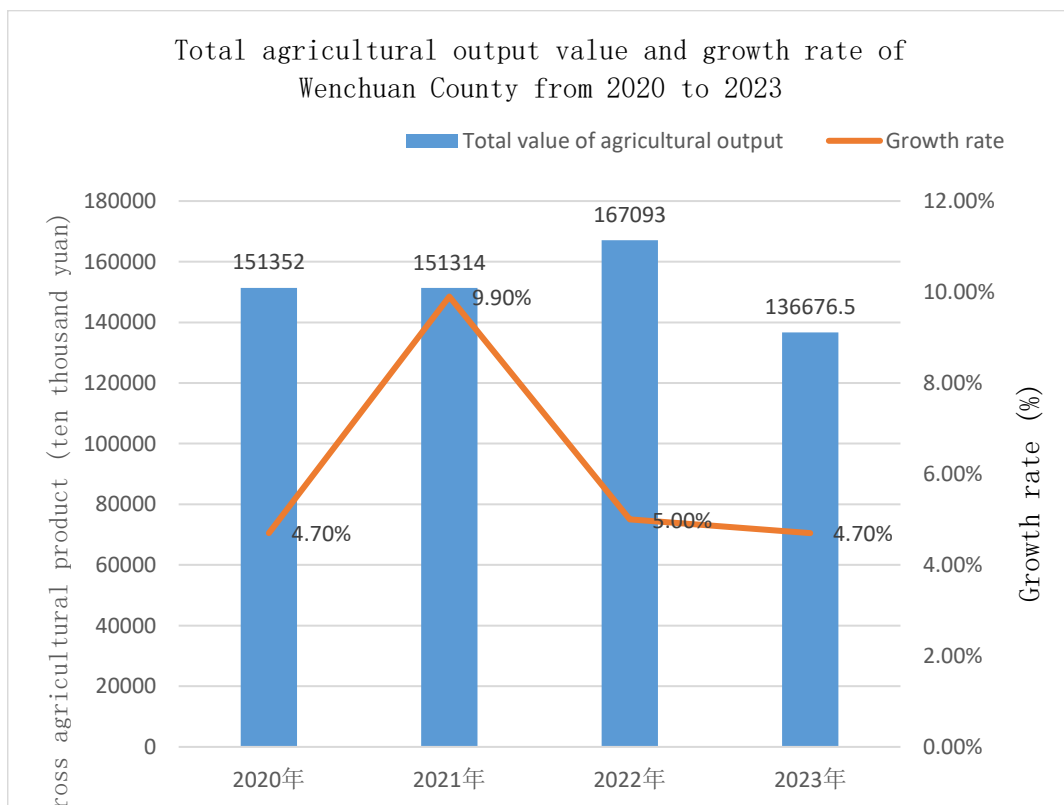
E-commerce assistance to agriculture plays an important role in the context of rural revitalization and platform economy. Existing academic studies on e-commerce assistance to agriculture under platform economy mainly focus on the following four aspects: First, the basic concept and significance of e-commerce to assist agriculture. Wang Haie discussed the application of e-commerce platform in assisting the sale of local characteristic agricultural products, emphasizing the important role [2]. Xiao Xiaoxiao, Fang Lu, Pan Yuxin and Xia Lijun analyzed the development status of rural e-commerce under the background of digital economy, as well as the mechanism and path [3]. Second is the development of e-commerce to help agriculture status quo and challenge, Wang Shanshan to spell a lot as an example, analyzed our country agricultural products e-commerce platform development status and the problems encountered, and put forward the corresponding countermeasures [4]. Ren Juxiang analyzed the development dilemma of agricultural product e-commerce from the perspective of big data, and put forward the corresponding development path [5]. Third, specific practical cases of e-commerce assisting agriculture. Li Xinjie analyzed six problems existing in the development of the cherry industry in Wenchuan County by using questionnaire survey and empirical research method and proposed

targeted solutions, providing new ideas [6]. Guan Jingdong conducted a comprehensive and systematic analysis of the relationship between characteristic agricultural development and rural revitalization in Wenchuan County from three aspects: mechanism innovation, industry integration and collaborative governance, and dug into the factors promoting rural revitalization from different levels. By summarizing the experience and enlightenment of developing characteristic agriculture to help rural revitalization in Wenchuan County, characteristic agriculture can effectively promote the development of rural economy and increase farmers' income, and help rural revitalization and development [7]. Fourthly, explore the innovation mode of e-commerce to assist agriculture. Lei Han, Xin Zihao, Shao Jin, Nie Xing and Wu Yuqi take Hongyan Village, Yu'an District, Lu'an City as an example to explore the new mode of organic combination of education to assist agriculture and industry to assist agriculture. Under the innovative mode of e-commerce to assist agriculture, win-win [8]. Suning analyzes several common agricultural e-commerce models from the perspective of "Internet +", and builds a new model of e-commerce assisting agriculture under the perspective of "Internet +" in order to promote the sustainable development [9].

### 3. The Current Situation of Agricultural Development in Wenchuan County

#### 3.1. Agricultural Industry in Wenchuan County

Under the promotion of rural revitalization strategy and platform economy, the agricultural output value of Wenchuan County has grown steadily, the industrial structure has been optimized, and agriculture and tourism have developed together. In the first half of 2024, the total output value of agriculture, forestry, animal husbandry and fishery in the region reached 2.65 billion yuan, an increase of 2.0 [10, 11]. Among them, the planting area of Wenchuan specialty sweet cherry reached 27,000 mu, with an annual sales revenue of 600 million yuan [12]. At the same time, Wenchuan pays attention to the cultivation of public brands, and registered the trademark of "healthy and nourishing Wenchuan" for the county's agricultural products (as shown in Figure 1).



**Figure 1.** Gross agricultural product and its growth rate in Wenchuan County, 2020–2023. Source: Statistics Bureau of Aba Tibetan and Qiang Autonomous Prefecture.

In terms of industrial investment, Wenchuan county strongly supports family farms and cooperatives,

actively develops facility agriculture, builds greenhouses and intelligent irrigation systems, and improves production efficiency and disaster prevention capacity.

In addition, making full use of its unique natural resources and ecological environment advantages, Wenchuan county has combined agriculture with tourism and promoted the integrated development of the three industries. For example, by holding sweet cherry picking festival and other activities, it has attracted a large number of tourists to experience agricultural production and rural life. During the tour, tourists can taste local specialty agricultural products and purchase them through e-commerce platforms and other channels.

### *3.2. The Development Status of E-Commerce Assistance to Agriculture in Wenchuan County*

In recent years, Wenchuan County has seized the opportunity of “Internet +”, taken digital economy as a breakthrough, and actively promoted e-commerce to help agriculture and invigorate agriculture. The government has led, built platforms, attracted talents and innovated models, and achieved remarkable results. From January to July 2024, online retail sales reached 633 million yuan, up 16.12 percent year on year, and featured agricultural products such as sweet cherries were exported to the country [13].

In terms of platform construction, in 2023, the “Wenchuan Guoguo” e-commerce platform jointly built by Wenchuan Green Library and Wenfeng Agriculture, a state-owned enterprise under the county, entered the trial operation stage. The platform was officially launched within a month to achieve 24,000 sales, the average daily order volume is stable at about 3,000, a single delivery mode to handle more than 50,000 business, optimize the delivery process, for fruit farmers to save logistics costs [14].

In terms of government support, the government has issued specific policies in terms of capital, venue, logistics and talent training, provided e-commerce live broadcasting venues and equipment, organized skills training, built learning Bridges, and worked with e-commerce platforms and logistics enterprises to promote agricultural products upward. At the same time, investment in rural network and logistics system construction will be increased to lay the foundation for the development of e-commerce. We will invest 22 million yuan to implement the state-level e-commerce into rural areas project, build a multi-level e-commerce service network, and effectively solve the problem of the last kilometer of agricultural product e-commerce. In addition, the government provides professional e-commerce technical training and exchange activities to improve farmers’ practical e-commerce skills and entrepreneurial ability.

In terms of innovative e-commerce development models, Wenchuan County has explored the exemplary model of “e-commerce + market + farmers”, developed village-level e-commerce live broadcast demonstration sites, and realized digital empowerment and technological development of agriculture. To create a linkage pattern of “official characteristic museum + entrepreneurs’ self-operated outlets”, and promote the brand construction of agricultural products. At the same time, online and offline integration will promote sales and expand market access for agricultural products.

## **4. The Problems and Challenges in the Process of E-Commerce Assisting Agriculture in Wenchuan County**

### *4.1. Backward Infrastructure Construction in Rural Areas*

First, network infrastructure is lagging behind. Although the digital platform economy has brought great potential for rural revitalization, the widespread problem of lagging infrastructure construction in rural areas remains the primary challenge [5]. Incomplete broadband network coverage, slow broadband speed, unstable communication signals and imperfect logistics and distribution systems have limited the wide application of digital technologies in rural areas and the in-depth development of e-commerce. This situation has caused a “digital divide” in some rural areas, affecting the orderly promotion of e-commerce to help farmers in rural areas.

Second, transport and logistics infrastructure is lagging behind. The smooth development of e-commerce to assist agricultural activities cannot be separated from solid and reliable transportation as support. The timely and efficient delivery of agricultural products is directly related to the strength of its market competitiveness. However, in some rural areas of Wenchuan County, the maintenance and maintenance of roads and roads are

facing severe challenges. Many rural roads appear different degrees of damage, potholes uneven, which not only seriously affect the efficiency of agricultural products transportation, but also increase the risk of loss in the transportation process, reduce the quality and value of agricultural products. The weak logistics and distribution infrastructure has become a bottleneck restricting the in-depth development of e-commerce to help agriculture.

Third, there is a shortage of e-commerce professionals. Restricted by multiple factors such as geography and economy, the overall talent base is relatively small, and talents with high-level digital skills are scarce. This makes it difficult to select a sufficient number of professionals from the local talent pool when promoting digital construction. The shortage of digital skills has also constrained Wenchuan's ability to innovate in technology. The lack of support from high-end talents has made it difficult for local enterprises to make breakthroughs in technological innovation, resulting in a slow improvement in the overall technological level. In addition, it is difficult for local enterprises to attract and retain high-end digital skills talents, and some talents with digital skills may choose to develop in more developed and promising areas, resulting in a serious loss of local talents. More importantly, although there are a large number of Internet users in Wenchuan County, very few farmers have truly mastered e-commerce related technologies and concepts.

#### *4.2. Consumers' Satisfaction with E-Commerce Agricultural Products Is Not High*

Although the rise of rural e-commerce has opened up entirely new sales channels for agricultural products, consumers still face multiple obstacles when building trust in online agricultural products.

First, the freshness of agricultural products is difficult to quantify. When consumers buy agricultural products online, they are not able to directly observe and select products, so there is great uncertainty about the immediate freshness status of agricultural products. This perception gap has become a major psychological barrier for consumers when they buy agricultural products online. Freshness is one of the important indicators to measure the quality of agricultural products, and the lack of intuitive perception makes it difficult for consumers to make accurate judgments when purchasing, which affects their purchase intention and trust.

Secondly, the food safety of agricultural products has always been the focus of consumers' attention. When buying agricultural products online, consumers have doubts about whether the products meet safety standards, whether there are pesticide residues or additive abuse. Due to the variety of sources of agricultural products sold online and the difficulty of supervision, food safety issues have become an important factor restricting the development of rural e-commerce.

#### *4.3. It Is Difficult to Verify the Authenticity of Agricultural Products Received by E-Commerce*

There may be differences between the online display and the actual received goods, and the goods are not correct. Due to the low standardization of agricultural products in rural areas, there may be big differences in quality between the same batch of products. In addition, some unscrupulous merchants may mislead consumers by means such as false publicity or falsified product information. All these factors increase consumers' uncertainty about the quality of online agricultural products, which further affects the establishment of trust.

#### *4.4. Imperfect Construction of Industrial Chain*

The whole industrial chain of e-commerce agriculture in Wenchuan County is still in the early stage of construction, the relationship between upstream and downstream is not stable, the industrial structure is relatively single, and the lack of necessary linkage links between supporting industries, resulting in agricultural products dominated by traditional categories and low added value.

First of all, the primary processing link of agricultural products is weak, and the deep processing is in a blank state. At present, most of the agricultural products in Wenchuan County adopt the simple mode of instant picking and instant selling. Most of the agricultural products are packaged and sold directly after simple manual screening after picking. Local has not yet established large-scale fruit juice, preserved fruit, fruit wine and other deep processing industrial parks, the development of this field lags behind significantly, limiting the value of agricultural products added space.

Secondly, there is a lack of pre-cooling treatment facilities and a serious shortage of modern equipment such as grading and sorting. The primary processing of agricultural products in Wenchuan County mainly relies on manual operations, and agricultural products such as fruits are easily affected by the external environment due to their high water content, resulting in frequent water loss and decay. This not only affects the sales quality of agricultural products, but also brings no small economic losses to fruit farmers, highlighting the urgent need for agricultural products preservation technology.

Moreover, the homogenization of agricultural products industry tourism projects is serious, and the supporting facilities need to be improved. At present, the tourism projects in Wenchuan County are still dominated by picking experience, and the integration degree with other industries is not high, lacking of characteristics and innovation. For example, in the development and creation of Internet celebrity attractions, they have failed to fully integrate into the local minority culture and cultural landscape, and there are also gaps in publicity strategies, which have failed to achieve deep integration with local characteristic attractions. This not only limits the brand building of Wenchuan agricultural products, but also affects the improvement of its core competitiveness.

#### *4.5. Poor Brand Image Construction*

Although Wenchuan County has high-quality agricultural products such as “Wenchuan Sweet cherry” and “Wenchuan crisp Plum”, the brand recognition of these products in the market is not high. Some consumers have limited understanding and even misunderstanding of the brand of agricultural products in Wenchuan County, which makes it difficult for the brand to be deeply rooted in the people’s heart and affects the market competitiveness of agricultural products.

Due to the lack of support of county regional public brand and enterprise brand, Wenchuan County mainly relies on the “Pure Land Aba” regional public brand of agricultural products, but the degree of promotion of this brand is limited, and fails to give full play to its leading role. On the other hand, some small farmers still adopt traditional planting forms and techniques, lack of brand awareness, hindering the promotion and application of new technologies, affecting the overall planting level and brand shaping.

In Wenchuan County, the publicity is limited to the traditional advertisement, the publicity is insufficient, the publicity method is single, and the communication strategy of innovation and differentiation is lacking. In terms of brand homogenization of agricultural products, there are a wide variety of agricultural products, but they lack characteristics and differentiation. Some agricultural products lack innovative and personalized elements in packaging, design and other aspects, and strong brand endorsement and effective marketing strategies, making it difficult for many high-quality agricultural products to get out and attract consumers’ attention.

## **5. Optimize the Path and Suggestions**

### *5.1. Increase Government Support and Provide Business Incubation*

Firstly, establish a comprehensive e-commerce industrial park. Integrate e-commerce resources in Wenchuan County, form a three-level e-commerce network at the county, township, and village levels, optimize logistics, and reduce costs. Build an industrial park that integrates live streaming, logistics, processing, exhibition and sales functions, attract well-known e-commerce platforms and enterprises to settle in, and promote the deep processing and industrial upgrading of agricultural products.

Secondly, improve the agricultural product supply chain system. Establish a traceability system for agricultural products, collaborate with research institutions to develop traceability technologies, reduce costs, optimize supply chains, ensure product quality and safety, build a one-stop live streaming e-commerce base, and provide comprehensive services for live streaming e-commerce.

The government invests in the construction of high standard live streaming bases, introduces professional teams, and provides one-stop services. Cooperate with universities and training institutions to cultivate live streaming talents, provide internship and employment opportunities, and obtain financial support and reduce

operating costs through cooperative sharing and other means. Through the “Internet celebrity live streaming+short video+e-commerce” model, promote high-quality agricultural products in Wenchuan County, while introducing other high-quality products, enriching live streaming content, and expanding brand influence.

### *5.2. Establish a Normal Non-Inductive Supervision System*

Utilize big data, cloud computing, and AI technology to build a data-driven, normalized, and seamless regulatory mechanism. Firstly, establish a live streaming e-commerce database to accurately grasp industry trends, clarify regulatory priorities, strengthen interdepartmental cooperation, share data resources, establish an information update mechanism, and ensure real-time data. Secondly, achieve deep integration between live streaming e-commerce platforms and intelligent supervision systems, by capturing real-time online data and intelligently flowing offline data back, to achieve 24/7, non intrusive supervision, and improve the efficiency and accuracy of investigation and punishment. At the same time, introducing a credit evaluation mechanism and using flexible regulatory measures to guide live streaming e-commerce entities to operate in compliance, participate in industry self-discipline, and create a fair market environment. Finally, keeping up with the new trends in the consumer sector, strengthening the construction of regulatory teams, utilizing digital platform resources to conduct online training, enhancing professional competence, and effectively responding to new challenges.

### *5.3. Strengthen the Introduction and Training of Talents*

The first priority is to improve talent treatment and establish incentive mechanisms. Optimize treatment, enhance talent’s sense of belonging and loyalty, stimulate innovation vitality, and drive industrial upgrading. Establish a system for commending and rewarding outstanding talents, provide competitive compensation and benefits, build a fair promotion channel, strengthen corporate culture construction, and stimulate innovation enthusiasm and work motivation. Attract and stabilize high-level talents, especially information technology talents, help the development of the “Internet plus agricultural products” model, solve technical problems, and promote the e-commerce process of agricultural products.

Secondly, it is necessary to strengthen the education and training of e-commerce professional knowledge. Increase investment in talent education, utilize online resources to provide diversified learning paths, such as case analysis and practical operation, vocational skills training, online distance education, broaden knowledge horizons, and enhance practical abilities. Collaborate with universities and research institutions to introduce cutting-edge technologies and management concepts.

### *5.4. Personalized Services to Ensure the Quality and Safety of Agricultural Products*

Firstly, develop an e-commerce+agricultural product adoption model. Shorten the distance between agricultural products and consumers, provide a unique sense of participation and experience, endow agricultural products with emotional value and cultural connotation, achieve seamless connection from the field to the dining table, and promote the deep integration of agriculture and e-commerce.

Second, explore and develop the Internet plus visual agriculture model. By utilizing cutting-edge technology to fully showcase the growth process of agricultural products, we can not only reduce management costs but also strengthen quality and safety assurance, reshaping consumer confidence. Stimulate the long-term futures order effect, meet consumers’ demand for food safety, and achieve full transparency. Establish a consumer feedback mechanism to promptly address and resolve consumer issues

### *5.5. Strengthen Supervision over the Quality and Safety of Agricultural Products*

The first step is to further improve the regulatory system. Establish a sound regulatory framework for agricultural product quality and safety, strengthen interdepartmental cooperation, establish an information sharing mechanism, clarify responsibilities, strengthen supervision of production, processing, and sales processes, strictly investigate and punish illegal activities, establish a traceability system, and ensure that

problematic products can be recalled in a timely manner.

The second is to promote the certification of agricultural product quality. Promote agricultural product quality certification, establish unified standards, encourage enterprises to adopt advanced technology to improve quality, ensure fair and effective certification, and enhance consumer trust.

The third is to improve logistics efficiency and optimize the preservation process of agricultural products. Promote advanced preservation technologies, optimize logistics network layout, improve packaging and logistics systems, shorten the time from production to consumers, ensure the freshness and safety of agricultural products, strengthen logistics supervision, and prevent pollution and damage.

## 6. Conclusions and Prospects

### 6.1. Conclusion

Through the in-depth exploration and practical research of e-commerce assistance to agriculture in Wenchuan County, this paper systematically analyzes the innovation and entrepreneurship mode of e-commerce assistance to agriculture under the platform economy and its significance. The research found that with its rich agricultural resources and the determination to actively respond to the national rural revitalization strategy, Wenchuan County successfully realized the precision marketing, intelligent warehousing and efficient logistics of agricultural products through the support of e-commerce platform and technology, broke the geographical restrictions, broadened the sales channels of agricultural products, effectively promoted the sales of agricultural products, and helped local villagers get rid of poverty and get rich. The practical exploration of e-commerce assistance to agriculture in Wenchuan County has achieved remarkable results, which not only promoted the sales of agricultural products and the economic income of farmers, but also promoted the process of agricultural modernization and rural revitalization. As a new mode of rural economic development, e-commerce assistance to agriculture has broad development prospects and important strategic significance.

### 6.2. Prospect

With the continuous evolution of platform economy and the continuous deepening of the implementation of the country's rural revitalization strategy, e-commerce will usher in broader development space and unprecedented opportunities. At present, the development of e-commerce assistance to agriculture in Wenchuan County is moving steadily towards the direction of modernization and industrialization. In the face of the continuous progress of platform economy and the rapid development of science and technology, the development of e-commerce agriculture in Wenchuan County needs to constantly adapt to market demand, continue to innovate and improve the e-commerce innovation and entrepreneurship model, in order to further expand the sales channels and market space of agricultural products. On the one hand, it is necessary to increase investment in e-commerce infrastructure, further improve the network, transportation and logistics infrastructure in rural areas, and provide more convenient and efficient support for e-commerce to assist agriculture. On the other hand, it is necessary to actively introduce and train more high-quality e-commerce talents, strengthen brand building and market promotion of agricultural products, and enhance the visibility and reputation of agricultural products.

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Conceptualization, data collection, analysis, S.L. and H.C.; writing—original draft preparation, S.L. and H.C.; writing—review and editing, S.L. and H.C. All of the authors read and agreed to the published the final manuscript.



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The authors declare no conflict of interest.

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