



# Development Strategies and Optimization Measures of Cross-border E-commerce of Characteristic Agricultural Products Enterprises under the Background of Digital Economy

Shiyi Yang

Tianjin Normal University, Tianjin 300000, China

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**Abstract:** Due to the special characteristics of specialty agricultural products and the complexity of cross-border e-commerce, enterprises face many setbacks in the process of implementation. This paper analyzes the development status and existing problems of cross-border e-commerce of characteristic agricultural products enterprises under the background of digital economy and puts forward corresponding development strategies and optimization measures.

**Keywords:** digital economy; specialty agricultural products; cross-border e-commerce

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## 1. Development status of import and export trade of agricultural products in China

### 1.1 agricultural export structure

From the perspective of the structure of agricultural exports, China mainly exports labor-intensive agricultural product with comparative advantage, of which aquatic products, vegetables and fruits are the most distinguished three types of products in the structure of China's agricultural exports. The developed economies in Asia and America are the main destination of China's agricultural export trade, and the concentration of China's export destination shows a declining trend.

### 1.2 The proportion of agricultural products in exports

From January to September 2023, the import and export value of agricultural products in China was 251.03 billion US dollars, an increase of 1.4%. Among them, the export was 72.0 billion US dollars, up 0.4%; Imports amounted to 178.83 billion U.S. dollars, up 1.8%; The trade deficit was \$106.63 billion, up 2.9%. Aquatic products are the first source of China's agricultural export earnings, vegetables and fruits are the second and third sources of China's agricultural export earnings respectively [1].

### 1.3 The impact of agricultural export trade on China's economy

Since China joined the World Trade Organization in 2001, China's import and export trade has gradually developed steadily, and it has now become the world's second largest trading country of agricultural products and the fifth largest exporter.

The import and export trade of agricultural products is of great significance both for the development of China's economy and for the support of rural revitalization policies, and it also instills a new impetus for the growth of export trade of agricultural products on cross-border e-commerce platforms.

## 2. The digital transformation of China's cross-border e-commerce in the context of the digital economy

### 2.1 The impact of agricultural export trade on cross-border e-commerce platforms

Compared with similar domestic e-commerce companies, it has the advantage of being the first entrant. For more than two decades, Alibaba has focused on building a full-fledged e-commerce trading platform, integrating upstream and downstream industry chains, building a cross-border logistics network, and possessing broad market coverage and global distribution capabilities. Alibaba has successfully leveraged economic globalization and the integration of the digital economy to deepen the promotion of international trade collaboration and become an internationally renowned cross-border e-commerce platform.

With its unique advantages with the digital economy, cross-border e-commerce has driven the dynamic effect of digital transformation on international trade, but also brought new opportunities for the development of import and export trade,

and greatly improved trade efficiency[2].

## **2.2 to promote transformation of supply chain and logistics system**

In China's cross-border e-commerce platform, JD International is also constantly improving the digital trading platform, and open up the sales network with global well-known retailers such as Walmart, with the help of data tools, intelligent algorithms, and through overseas local warehouse direct hair, China's bonded warehouse stock, bonded mode returns and customs transfer capabilities, to help brand merchants improve sales efficiency.

The digital supply chain promotes the development of cross-border supply chain to digitalization, intelligence and simplicity, and provides integrated services such as credit guarantee and comprehensive foreign trade services for cross-border e-commerce companies, which strongly supports the development of new trade patterns such as digital trade and the digital transformation of enterprises.

## **2.3 to enhance enterprise management efficiency**

Data analytics can help e-commerce companies capture current market trends, such as which products are popular and which regions are experiencing increased demand. With advanced predictive analytics, e-commerce companies can also predict future sales trends and prepare inventory and promotional strategies in advance. Data analysis can also help e-commerce companies to understand consumer behavior and preferences, how to optimize the page layout, product recommendations, etc., so as to improve the conversion rate[3].

# **3. Development strategy of characteristic agricultural products enterprise brand under cross-border e-commerce operation mode**

## **3.1 To coordinate the disparity in regional development**

In areas where e-commerce is underdeveloped, it is necessary to accelerate the improvement of e-commerce infrastructure. Constantly improve the policy environment for the development of rural e-commerce, scientifically supervise and support agriculture-related e-commerce platforms, build regional public brands, and ensure the standards and safety of agricultural products.

## **3.2 To establish the enterprise value**

In the post epidemic era, where opportunities and challenges coexist, it is necessary to establish the image of the enterprise brand of characteristic agricultural products, scientifically formulate the brand cultivation strategy, and explore the cultural connotation behind agricultural products in export trade.

Agricultural brands are divided into national brands, regional public brands, enterprise brands and product brands. In the face of the continuous expansion of opening up to the outside world, the comprehensive promotion of rural revitalization and the construction of a new development pattern and other re-situations, the urgency, necessity and inevitability of China's agricultural export brand construction has been further highlighted[4].

## **3.3 To cultivate an e-commerce business model with regional characteristics**

Digital economy technology is constantly optimizing the traditional agricultural production mode, enabling more and more agricultural products with regional characteristics to emerge, and with the help of the digital operation mode of the e-commerce platform, the brand effect of featured agricultural products has also been improved.

Information infrastructure is the base of digital village construction, which includes digital upgrading of traditional infrastructure such as network infrastructure, agricultural production and logistics. At present, in the origin, e-commerce platforms grade agricultural products by formulating standards, digital sorting and other methods, improve their industrialization level, make "agricultural products become agricultural commodities", and make "good products have good prices" through the operation of agricultural product characteristic industry belt, creation of origin IP and other methods[5].

# **4. Market Optimization of agricultural products**

## **4.1 Reform of the logistics supply model in cross-border e-commerce of agricultural products**

Currently, cross-border e-commerce agricultural trade is mainly in accordance with the process of large quantities to the port, storage and preservation, small batch customs clearance, courier home sales, the level of logistics and warehousing has a direct impact on the cost and quality of the products, and the development of cold chain logistics is still lagging behind the needs of the cross-border e-commerce industry.

Professional logistics should be cultivated according to the characteristics of cross-border e-commerce trade in agricultural products, and special support should be provided for public welfare projects such as cold chain facilities and refrigerated heat preservation trucks, so as to improve the layout of upstream and downstream industrial chain and public service system of e-commerce trade. The government should formulate and improve relevant policies, open green logistics channels for fresh agricultural products with high transportation requirements and time-sensitive, and build a logistics system integrating cold chain transportation and storage functions with the help of block chain technology.

#### **4.2 Utilizing national policies to boost development**

First of all, the development of "cross-border e-commerce + industrial zone", build a good online integrated service platform and improve the assessment and evaluation, to promote excellence and support the strong. Guide compliance operation, prevent and control risks, and at the same time make cross-border e-commerce platforms and cross-border e-commerce enterprises become spokespersons for fast fashion consumption, so as to attract more consumers, especially young consumers, and fully protect the legitimate rights and interests of global consumers.

At present, the domestic agriculture-related e-commerce policy environment is excellent, the industrial ecology is good, and the industry standard is high, laying a better foundation for the development of cross-border e-commerce trade in agricultural products, which has begun to bear fruit, and in the future, we need to lay out for the industrial characteristics and risk challenges, and promote the healthy and orderly development of cross-border e-commerce trade in agricultural products.

#### **4.3 Facilitating regulations of agricultural products and establishing of credit systems**

Strengthening information monitoring for stabilizing agricultural production and maintaining supply. Strengthening digital supervision in the area of grain purchasing and marketing, and accelerating the construction of a digital supervision system that covers the entire coverage, chain and process of grain under the authority of the central and local governments.

Improving the digitization level of farmland construction management. Comprehensively utilize satellite remote sensing and other monitoring technologies to strengthen the whole process of monitoring and precise management of completed high-standard farmland.

### **5. Conclusion**

Under the background of digital economy, the cross-border e-commerce platform of characteristic agricultural products enterprise brand has great development potential. With the continuous development and popularization of Internet technology, consumers' demand for special agricultural products is gradually increasing, and cross-border e-commerce provides a broader market and sales channels for special agricultural products enterprises.

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