

Exploring the Mechanisms through Which Cross-Border E-Commerce Enriches the Spiritual Lives of Rural Residents

Zeqing Wu

College of Foreign Languages, Zhejiang Normal University, Jinhua, China

ABSTRACT

This study explores the mechanisms through which cross-border e-commerce enhances the spiritual lives of rural residents, focusing on its impact in rural revitalization and common prosperity. As digital economies advance, cross-border e-commerce is playing an increasing role in rural development, particularly in Zhejiang Province. This research examines how cross-border e-commerce influences rural residents' spiritual well-being through pathways such as income improvement, consumption upgrading, and ecological enhancement. By employing both quantitative and qualitative methods, including field surveys and interviews in six representative e-commerce villages, the study identifies key factors contributing to spiritual enrichment, including residents' income, quality of life, social interactions, and green behaviors. Findings reveal a positive correlation between cross-border e-commerce development and residents' spiritual wealth, with quality of life identified as the core driving force. The study offers policy recommendations to optimize infrastructure, promote green behaviors, and increase vocational training, ultimately providing insights for enhancing rural residents' sense of fulfillment and belonging. This research contributes to bridging the gap in understanding how digital economies can foster spiritual prosperity in rural communities.

KEYWORDS

Cross-border e-commerce; Spiritual wealth; Path of influence; Rural Revitalization

1. INTRODUCTION

As the core subject of rural revitalization and common prosperity, farmers not only need material prosperity, but also urgently need to be spiritually uplifted. Spiritual affluence is a key force in promoting the sustainable development of rural society, which can enhance farmers' sense of acquisition, happiness and security, and build a solid ideological foundation for the realization of common prosperity.

Currently, the digital economy is developing rapidly, and cross-border e-commerce, as an important component, is gradually penetrating into rural areas. Zhejiang Province and other places have introduced relevant policies to promote the high-quality development of cross-border e-commerce, and to promote the deep integration of digital technology and the rural economy. Data show that China's cross-border e-commerce imports and exports reached 2.38 trillion yuan in 2023, up 15.6% year-on-year; Zhejiang Province's cross-border e-commerce imports and exports amounted to 512.93 billion yuan, an increase of 18.9% year-on-year, showing strong development momentum. Cross-border e-commerce provides farmers with diversified employment and income-generating channels, and also has a far-reaching impact on their spiritual life, value identity and social participation.

Studies have pointed out that the development of e-commerce can help improve farmers' consumption, income and lifestyle, but the mechanism of e-commerce's effect on their spiritual wealth has yet to be systematically explored. Therefore, it is necessary to analyze how cross-border

e-commerce can help rural residents realize spiritual wealth through income improvement, consumption upgrading, ecological enhancement and other paths from both theoretical and practical levels.

This paper explores how cross-border e-commerce affects the spiritual wealth of rural residents, and analyzes its path and logical relationship. It also analyzes the mechanism of rural cross-border e-commerce development and identifies the effect of influencing its spiritual empowerment. On this basis, it summarizes the experience patterns and optimization paths to provide references for policy formulation and promotion in Zhejiang and nationwide, and to help rural residents enhance their sense of access, happiness and security.

At the level of theoretical significance, the current academic research on how rural cross-border e-commerce empowers the spirit of richness is insufficient. This paper combines quantitative and qualitative methods by introducing income, consumption, ecology, occupational identity and other variables to fill the research gap in this field and enrich the cross-study of digital economy and rural spiritual civilization construction. At the level of practical significance, it analyzes the path of rural cross-border e-commerce that empowers residents to be spiritually rich through questionnaire research and field interviews, providing empirical support for optimizing the e-commerce structure, improving the quality of life of residents, and enhancing the sense of participation in the digital economy in rural areas, and at the same time, it has a promotional value for the construction of the digital countryside and the strategy of common wealth.

2. LITERATURE REVIEW

2.1. Connotation of Cross-Border E-Commerce and Current Research Status

Cross-border e-commerce refers to an international commercial activity in which transaction subjects belonging to different customs borders complete transactions, payments and cross-border logistics and distribution through e-commerce platforms [1]. As an important part of e-commerce, cross-border e-commerce distinguishes itself from traditional international trade with stronger convenience and cost advantages, and is becoming a new trend in the development of international trade [2, 3]. Existing studies have mostly focused on its impact on economic growth, foreign trade structure, etc., and less on its role in enhancing the spiritual dimension of rural residents. In order to grasp the research hotspots in this field, this paper uses CiteSpace to analyze the keyword co-occurrence and cluster analysis of 120 "cross-border e-commerce + rural areas" related literatures collected by CNKI from 1998 to 2024. The results show that "rural revitalization", "rural e-commerce", "precise poverty alleviation" and "common prosperity" are high-frequency keywords. The research topics mainly focus on the circulation of agricultural products, poverty alleviation and e-commerce talent training. This shows that cross-border e-commerce has become an important force in promoting the economic and social development of rural areas, but the mechanism of its impact on spiritual wealth still needs to be studied in depth.

2.2. Connotation of Spiritual Wealth and Current Research Situation

"Spiritual wealth" originates from Marx's idea of alienated labor, emphasizing the unity of matter and spirit [4]. In the context of the new era, spiritual wealth not only includes emotional satisfaction and the realization of moral values, but also covers the improvement of the state of mind, cultural quality and knowledge system [5]. The 20th Party Congress further clarified it as the core requirement of socialist modernization. Although research on spiritual wealth continues to advance in academia, it mostly focuses on spiritual civilization construction at the urban or national level, with less focus on rural groups, and there is still a gap in research on how cross-border e-commerce, in particular, promotes spiritual wealth among rural residents. The research team analyzed 429 related documents by CiteSpace, and found that "common wealth", "spiritual life" and "rural revitalization" are high-

frequency terms, indicating that the research on spiritual enrichment is not yet available. High-frequency vocabulary, indicating that the research on spiritual wealth is mostly associated with macro policy objectives. However, how to realize the spiritual enhancement of rural residents through economic means, especially digital economic tools such as cross-border e-commerce, still needs to be further explored.

2.3. Current Status of Cross-Border E-Commerce Research on Spiritual Wealth

Deqing County's "County Spiritual Richness Evaluation Guide" points out that spiritual richness contains four major dimensions and a number of indicators. Studies have shown that e-commerce can enhance residents' sense of well-being, especially for the disadvantaged groups with a shortfall effect [6]. As an important part of e-commerce, rural cross-border e-commerce can promote residents' spiritual life through economic and cultural effects [7]. It is thus proposed that rural cross-border e-commerce has a promoting effect on residents' spiritual wealth. Rural residents' income consists of wage, business, property and transfer income [8]. Rural e-commerce promotes income increase by expanding production scale, reducing costs, and improving financial and information access [9], which in turn satisfies spiritual and cultural needs. It is thus proposed that rural cross-border e-commerce promotes spiritual wealth by increasing farmers' income. Excessive income disparity in the industry will intensify social conflicts [10], while rural cross-border e-commerce helps to narrow the income gap, alleviate the psychological gap, and promote the balanced development of the industry [11]. It is thus proposed that rural cross-border e-commerce promotes spiritual wealth by narrowing the farmers' income gap. Rural e-commerce improves residents' quality of life through digital financial inclusion and other mechanisms [12], and the improvement of quality of life is an important way to spiritual wealth [13]. This suggests that rural cross-border e-commerce promotes spiritual wealth through improving farmers' quality of life. Green behavior is pro-environmental behavior [14], and the development of cross-border e-commerce needs to take ecological protection into account [15]. Green behavior indirectly promotes spiritual wealth by enhancing life satisfaction [16]. It is thus proposed that rural cross-border e-commerce enhances

richness by promoting farmers' green behaviors. Consumption upgrading is an important driving force for rural revitalization [17], and rural cross-border e-commerce promotes spiritual richness through digital and personalized consumption [18]. This suggests that rural cross-border e-commerce promotes spiritual wealth through consumption upgrading.

3. RESEARCH DESIGN

3.1. Research Dimension Selection

In order to ensure the scientificity and accuracy of the research results, the survey team, on the basis of clear research hypotheses, conducted field interviews with six representative e-commerce professional villages in Zhejiang Province (Hangzhou, Lishui, Wenzhou, Jinhua, Taizhou and Ningbo), and revised the questionnaire content in several rounds by combining a large number of literature studies with the results of the expert interviews. Finally, a questionnaire system covering seven modules, including cross-border e-commerce, residents' income, income disparity, quality of life, green behavior, consumption upgrade, and spiritual wealth, was formed to comprehensively reflect the material life and spiritual state of rural residents in the context of the digital economy.

3.1.1. Cross-border e-commerce

Considering the important role of cross-border e-commerce in promoting the digitization of the rural economy, the questionnaire is designed with reference to the rural e-commerce development evaluation system constructed by Hong Liu (2018), which is combined with the actual situation of cross-border e-commerce work, to measure the residents' knowledge of the basic contents and

policies of cross-border e-commerce and to assess whether the residents and their family members are involved in related work.

3.1.2. Residents' income

Residents' income is an important indicator of rural development and living standards. Referring to the National Bureau of Statistics (NBS) Urban and Rural Household Income and Expenditure Caliber (2019), this study divides income into four categories, namely, operating income, wage income, property income and transfer income, which cover the main sources of agriculture, labor, asset appreciation and subsidies, respectively, so as to comprehensively grasp the income structure of rural households.

3.1.3. Income disparity

Income disparity is an important challenge to the realization of common prosperity. In order to depict the trend of differentiation within the group, the questionnaire sets up two measurement indicators: the first is the relative change in income level, i.e., whether the individual's economic status in the village has improved; the second is the change in income gap, reflecting whether the gap between them and other households in the village has narrowed or not.

3.1.4. Quality of life

Quality of life is an important measure of affluence. Based on the research results of Yang Lujie [19] on high quality of life in the new era, this study assesses the social living conditions of rural residents from four aspects, namely, the level of housing, diet, medical care, and public facilities, to reflect the comfort and security of their daily lives.

3.1.5. Green Behavior

In the context of increasing attention to sustainable development, green behavior has become an important symbol of social progress. The questionnaire is designed with reference to Zhang Baojie's scale[20], which examines the breadth and depth of residents' environmental behaviors from three aspects: individual practice (e.g., saving water, electricity, and garbage classification), influencing others (encouraging green living), and organizational advice (participating in suggestions for environmental improvement).

3.1.6. Consumption upgrading

The optimization of consumption structure is a key manifestation of rural economic development. Combined with the research results of Kong Wei-han [21], this study divides consumption upgrading into two dimensions: consumption structure and consumption habits, with the former reflecting changes in the proportion of various types of consumption expenditures, and the latter examining shifts in consumption preferences and consumption styles, in order to assess the degree of modernization of rural consumption trends.

3.1.7. Spiritual wealth

"Spiritual wealth" is one of the core connotations of common wealth in the new era. According to the "Evaluation Guidelines for Spiritual Richness in Counties" (Deqing County, 2021), this study starts from four aspects: ideals and beliefs, moral behavior, cultural life, and social customs, to assess the rural residents' sense of fulfillment and accessibility at the spiritual level, and to show their pursuit of values and cultural literacy.

3.2. Research Objects

This survey group refers to the standard of "e-commerce professional village" in Zhejiang Province "e-commerce professional village construction and management specification", and its specific standards are as follows:

Business place: rural areas, with administrative village as a unit;

Sales scale: annual online retail sales of more than 10 million yuan;

Scale of online business: the number of active online stores is greater than 50, or the number of active online stores reaches more than 10% of the total number of households, or rural e-commerce employees account for more than 10% of the resident population of the administrative village.

According to this standard, the research scope of this survey group is circled in six areas of Hangzhou, Wenzhou, Jinhua, Lishui, Taizhou and Ningbo in Zhejiang Province. The survey objects of this paper are villagers and cross-border e-commerce entrepreneurs in specialized e-commerce villages in Zhejiang Province.

3.3. Research Methods

The survey team first adopted the interview survey method, targeting 48 villagers and cross-border e-commerce entrepreneurs and village cadres in 12 typical e-commerce professional villages, to help the survey team understand the status quo of cross-border e-commerce development in a more in-depth manner. At the same time, through in-depth study of domestic and international literature, combined with the relevant policies to put forward seven core research hypotheses, and initially complete the questionnaire design.

In the second round of the survey the team adopted the questionnaire survey method, combined with the use of unequal probability sampling to select 131 e-commerce professional villages in Zhejiang Province for research. The first part is a degree judgment question, including the survey on the situation of engaging in cross-border e-commerce related industries, the survey on the degree of impact of cross-border e-commerce development on the life of the residents and the degree of spiritual richness, etc. The second part is the basic information of the individual, and the survey on the situation of the residents themselves and their families. The questionnaires are divided into self-completion questionnaires and substitute questionnaires. Except for some respondents with special circumstances or emergencies who were written by the survey team on their behalf, the rest of the respondents completed the relevant questionnaires by themselves.

3.4. Data Collection and Analysis

In this paper, we focus on villages involved in cross-border e-commerce activities in Zhejiang Province, aiming to estimate the overall impact of cross-border e-commerce development on the well-being of residents through all villagers in these villages. Let p be the expected overall proportion, γ be the relative allowable error, t be the critical value under a certain confidence level, and n_0 be the approximate sample size.

In this survey, the initial sample capacity is 835, because the villages and villagers involved in cross-border e-commerce activities in Zhejiang Province are much more than 835, so the sample capacity adjusted according to the overall size, because the sampling is not a simple random sampling of the various counties and cities in Zhejiang Province, so the overall size should be adjusted, $n_2 = Deff \times n_1$. Considering that the sampling conditions of this survey and sampling environment Considering that the sampling conditions and sampling environment of this survey are more complicated, the design effect of this paper chooses a higher value of 1.5, and finally, the questionnaire recovery rate is adjusted according to the questionnaire, and the final sample capacity is obtained as follows: 1,460.

In summary, it is proposed to issue 1460 questionnaires, and the investigators will fill in the relevant information of the place under investigation, so that the detailed information of the questionnaire as well as the data collation at a later stage. The questionnaire covers seven key modules of cross-border e-commerce, residents' income, income gap, quality of life, green behavior, consumption upgrade and spiritual wealth, aiming at a comprehensive understanding of the multifaceted conditions and

attitudes of the respondents. Before the formal data entry, the research team has carried out the following data pre-processing work in order to ensure the quality of the data:

(1) Questionnaire completeness check: Excluding incomplete questionnaires and questionnaires with response rates lower than 80%, strictly confirming that all required questions have been answered, and ensuring the basic completeness of the data.

(2) Logical consistency check: cross-check the logical relationship between questions (e.g., the match between income and quality of life, etc.) in order to identify and deal with contradictory answers, and confirm that numerical answers are within a reasonable range and exclude outliers.

(3) Data cleaning and formatting: Text standardization, such as removing redundant spaces, unifying case and converting common abbreviations, as well as dealing with missing values, adopting filling or marking methods according to the nature of the question, and converting categorical variables to numerical coding in order to improve the quality of the data and the efficiency of the analysis.

(4) Handling of outliers: Identify and properly handle extreme values in the data, use statistical tools such as boxplots or Z – score to identify outliers in numerical data, and then decide whether to delete these outliers directly or replace them with reasonable values such as the mean and median according to the specific situation, so as to ensure the accuracy of the data and the validity of the analysis.

This survey team started to code the valid questionnaires and grouped the questionnaires according to each village. After removing the waste papers, we finally got the valid questionnaires including Hangzhou, Wenzhou, Jinhua, Ningbo, Lishui and Taizhou totaling 1598. After the questionnaires were greatly categorized, this survey team used Stata, Amos, SPSS, Transform, Excel and other software for data processing.

In measuring and measuring the dependent variable, this survey team comprehensively applied various methods such as the mean value method, factor analysis method and entropy value method, and the results showed that there was little difference in the data obtained from these methods. In view of the simplicity and efficiency of the entropy value method in operation, we finally chose this method for measurement. The entropy method is based on the concept of entropy in information theory and is used to quantify uncertainty. An increase in the amount of information reduces uncertainty, i.e., the entropy value decreases; conversely, insufficient information increases uncertainty and the entropy value rises. Using this property of entropy, we find that the degree of indicator discrete is proportional to its weight in the comprehensive evaluation, i.e., the higher the degree of discrete, the higher the weight, and the smaller the corresponding entropy value. Therefore, the entropy value method can not only effectively assess the randomness and disorder of the event, but also accurately reflect the degree of dispersion of the indicators, providing us with a scientific basis for measurement.

4. RESULTS AND DISCUSSION

4.1. Research Results

Rural cross-border e-commerce gives full play to its advantages by increasing residents' income, narrowing the income gap, broadening horizons, strengthening social interactions, improving the quality of life, promoting consumption upgrading and advocating green behaviors, injecting a strong new impetus to the rural economy, comprehensively driving the development of rural industries, significantly enhancing the competitiveness of rural industries, and becoming an important force in promoting the spiritual wealth of residents. On this basis, the survey team analyzed the reliability of the pre-survey questionnaire results and examined the data of 1460 questionnaires collected. On the basis of the above analysis, this survey team got the following main conclusions:

(1) The correlation analysis between cross-border e-commerce and residents' spiritual wealth

illustrates that cross-border e-commerce plays an obvious positive influence on residents' spiritual wealth, and the development of rural cross-border e-commerce will promote the realization of residents' spiritual wealth.

(2) In the path of cross-border e-commerce to promote the realization of residents' spiritual richness, residents' income, quality of life, green behaviors and consumption upgrading all have obvious positive intermediary conduction effects, of which the quality of life shows the strongest indirect effect and is the core driving force in the process of rural cross-border e-commerce to promote residents' spiritual richness.

4.2. Policy Recommendations

4.2.1. Accelerate the construction of digital villages and regional development according to local conditions

Through the research on the six provinces of e-commerce professional villages, we found that the degree of development of rural cross-border e-commerce does not have the same degree of impact on different regions, and in the more economically developed regions, the e-commerce policy support is stronger and the impact effect is more significant, and the impact effect in the less developed regions is relatively weaker. In order to make cross-border e-commerce to enhance the appearance of rural villages and promote the realization of residents' spiritual wealth, we put forward the following suggestions: Firstly, it should increase the investment in the infrastructure of the e-commerce industry in less developed areas, improve the construction of rural e-commerce production factories and live bases, increase the publicity of the advantages of rural e-commerce around the world, attract social and capital investment, and realize the comprehensive coverage of rural networks and basic improvement of facilities as soon as possible, in order to promote the development of local cross-border e-commerce and narrow the infrastructure gap. Secondly, it should deeply understand the current situation of cross-border e-commerce development in various regions and formulate regional development strategies according to local conditions. Policy formulation should be integrated with the actual situation in each region, closely linked to reality, and build a support system for the e-commerce industry with village characteristics. Finally, cross-regional collaborative development can be encouraged, through industrial cooperation, cross-regional supply chain and value chain establishment, to achieve complementary resource advantages, promote economic integration between regions, and equalize facilities to achieve balanced development of infrastructure in various regions.

4.2.2. Sustained efforts to increase residents' income and strengthen the foundation of spiritual wealth

Industrial prosperity is the key to solving rural problems. In recent years, cross-border e-commerce has provided important support for rural revitalization, which not only creates employment opportunities and raises residents' income, but also promotes the integrated development of the three industries. Surveys have shown that residents' income growth has a significant positive impact on spiritual affluence, so developing the rural economy and raising income levels is an important way to enhance farmers' sense of well-being. We should actively promote the transformation and upgrading of rural industries, optimize the structure of agricultural production through policy support, broaden income-generating channels, and promote the growth of property and transfer income while stabilizing the income from farming and working. At the same time, localities can combine their own resource advantages, extend the cross-border e-commerce industry chain, promote the deep integration of specialty agricultural products and e-commerce, reduce production costs and enhance market competitiveness. In addition, they can also rely on e-commerce platforms to build rural characteristic brands, develop leisure agriculture and rural tourism, further broaden employment channels, form a virtuous cycle of industry-linked development, and inject sustained momentum into rural revitalization.

4.2.3. Create a quality consumer life and increase public services

People's livelihood is the biggest politics, and consumption, as the livelihood area closest to the lives of the masses, its quality directly affects the residents' sense of happiness and satisfaction. At present, the differences in the consumption ability of different income groups lead to the differentiation of the quality of life, which is both a personal problem and an important issue for public services. To this end, efforts should be made to improve rural infrastructure, optimize roads, logistics and sanitation facilities, and enhance the efficiency of agricultural product circulation and the living environment; improve the social security system, expand the coverage of medical care, pensions and other insurance, and alleviate people's worries; and at the same time, promote the construction of digital villages, and open up channels of education, medical care, and consumption through the Internet and smart services, so as to enable rural residents to share a high-quality modern life.

4.2.4. Enhancing residents' green literacy and continuously feeding the spirit of affluence

The 20th Party Congress emphasized that implementing the new development concept is the road to development and growth in China in the new era, and green development requires us to contribute to its universal form. Through data analysis, it is found that green behavior is an important mediating variable for rural cross-border e-commerce to promote spiritual wealth, so improving residents' green literacy can help build a beautiful home and enhance residents' sense of well-being. To respond to the people's growing need for a better ecological environment, we make the following suggestions: First, green and low-carbon production and consumption methods can be promoted. Village cadres will take the lead in leading and demonstrating environmentally friendly behavior, increase the publicity of environmental knowledge, so that residents can better understand and learn the green low-carbon digital economy production and consumption methods, and effectively urge residents to integrate ecological knowledge and ecological awareness into green behaviors, learning and doing in their daily lives, and guide e-commerce practitioners to produce green, low-carbon and environmentally friendly products. Secondly, it is necessary to take the lead in optimizing the living and living environment of residents. Through policy guidance, financial support, resource allocation and other means, in collaboration with village-level organizations, promote the continuous improvement of the living and production environment for rural residents, stimulate the residents' sense of ownership, thereby enhancing the residents' subjective sense of well-being and life satisfaction.

4.2.5. Enhance residents' comprehensive literacy and fill the digital divide among groups

Research shows that the effect of realizing spiritual wealth through cross-border e-commerce is more significant for highly educated groups. In order to promote the development of rural cross-border e-commerce, it is necessary to focus on improving the digital literacy and English proficiency of low-educated residents. Specialized training is recommended: first, developing simple digital technology courses, adopting graphic teaching materials and simplified tools to teach basic computer skills; second, offering targeted English training, combining online and offline methods to provide practical English teaching resources. It also strengthens cybersecurity education and helps residents master the skills necessary for e-commerce operations, thereby improving their ability to participate in cross-border e-commerce and promoting spiritual enrichment. By improving digital literacy and language skills, the gap between different education groups in e-commerce development will be narrowed.

5. CONCLUSION

This study has explored the mechanisms through which cross-border e-commerce enhances the spiritual lives of rural residents, with a particular focus on rural revitalization and common prosperity. The findings clearly indicate that the development of cross-border e-commerce positively influences the spiritual wealth of rural communities by improving residents' income, quality of life, social interactions, and fostering green behaviors. Among these factors, quality of life emerged as the central

driver, with its enhancement leading to a stronger sense of fulfillment, security, and happiness for residents.

By analyzing six representative e-commerce villages in Zhejiang Province, the study has shown that cross-border e-commerce not only contributes to economic growth but also plays a significant role in promoting social cohesion and ecological awareness. These factors together elevate the spiritual well-being of rural residents, helping them realize a sense of spiritual richness and belonging, which is essential for achieving common prosperity.

The research has also offered several policy recommendations to further harness the potential of cross-border e-commerce for spiritual enrichment. Key suggestions include accelerating the construction of digital villages, improving vocational training, optimizing infrastructure, and promoting green behaviors. These measures would not only enhance the material well-being of rural residents but also foster a sustainable and inclusive development model that supports their spiritual growth.

Ultimately, this study bridges the gap in understanding how digital economies, particularly cross-border e-commerce, can contribute to the spiritual prosperity of rural communities. The findings provide valuable insights for policymakers and practitioners, offering a roadmap for leveraging digital tools to promote both material and spiritual wealth in rural areas, contributing to the broader goal of rural revitalization and common prosperity.

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