

As e-commerce continues to expand at a fast pace, it is becoming an increasingly essential factor in economic growth. E-commerce minimizes the distance between producers and consumers, lowers transaction costs, boosts market transparency, ignites the excitement of all transaction participants, and, as a result, raises the total amount of transactions between these two parties ([3-5]; Peng [6]; Zhu [7]; Hu [8]). Within the context of the new economic normal, it is also an essential method for promoting consumption, increasing income, and speeding up economic transition (Wang [11]). Due to the rapid growth of online marketing transactions such as sales and purchases, E-commerce provides customers with a tool to comment and comment on products or services at the time of purchase [10]. E-commerce has had a significant influence on the consumption patterns and structures of people, as well as on the economic transformation and upgrading that has taken place. More than 19 trillion yuan (1914.47 billion yuan) was added to China's digital economy in 2020, accounting for nearly 18.8 percent of the country's gross domestic product (GDP). Populations' consumption patterns have altered as a result of e-commerce, with rural residents seeing an increase in their consumption (Ma [1]). As a result of the integration of different ecommerce forms with the real economy, a new model of market growth has emerged, which has the potential to minimize marketing expenses. Chinese e-commerce sales are expected to reach 37.21 trillion yuan in 2020, with cross-border e-commerce imports and exports totaling 1.69 trillion yuan. E-commerce is a method of doing business through the Internet, but it is anticipated to have an impact on the conventional forms of economic activity in the near future [2]. There are many new types of e-commerce, such as live streaming of commodities, online schooling, and online office space. E-commerce and other new forms of digital economy have had a significant impact on the growth of the global economy. There has been a 16.6 percent average annual growth rate in China's digital economy production value, which now accounts for more than half of the country's GDP, up from 30.3% in 2016 to 36.2% in 2019. E-commerce improves transaction and service efficiency [13]. With the use of the Internet to convey information, there is tremendous potential for e-commerce. E-commerce also opens up new possibilities for international trade between companies and consumers, with the volume of international trade over the internet growing at an incredible rate [14]. As consumers, we benefit from a greater selection of products at a more reasonable price [12]. Many Internet application situations have gotten more complex as a result of the pandemic.[9].