

Original Paper

Research on the Mechanism and Path of Farmers' Connection to E-commerce Market under the Background of Rural Revitalization

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Abstract

Rural e-commerce is a powerful tool for rural economic revitalization, and it will continue to transform and survive with the continuous promotion of rural revitalization. Analyze the mechanism and path of farmers' connection to the e-commerce market, study its development rules, summarize the existing practical experience, and analyze emerging new models. Through the establishment of supply and marketing cooperatives, more employment opportunities would be provided, enhance the regional economic strength, and meet the diversified consumption needs of farmers. Establish a co-construction mechanism between farmers, e-commerce markets, and the government, explore the "rural e-commerce+rural tourism" model, encourage farmers to start businesses and generate income, provide theoretical support and practical experience exploration for achieving sustainable development and rural revitalization, and make positive contributions to the implementation of the rural revitalization strategy.

Keywords

rural revitalization, farmer, E-commerce market, mechanism, develop path

1. Introduction

In the context of the new normal of China's economy and the transformation and upgrading of industries, the development of the Internet has changed with each passing day, has penetrated all aspects of the economy and society, and has become an important means to promote local and national development. The implementation of the rural revitalization strategy, so that hundreds of millions of farmers continue

to enhance their sense of gain and happiness, is the top priority of the current work. The Outline of Digital Rural Development Strategy issued by the State Council pointed out that it “further explores the huge potential of formalization in rural revitalization, and promotes the overall upgrading of agriculture, the overall progress of rural areas, and the overall development of farmers. By the middle of this century, build a digital village in an all-round way, help rural revitalization, and achieve the goal of strong agriculture, beautiful countryside, and rich farmers in an all-round way”.

With the gradual implementation of the digital village strategy, the Internet will play an important role in the rural economy, politics, culture, society, and ecological civilization. It will contribute to the revitalization of the socialist countryside with Chinese characteristics by promoting Internet-based rural services and realizing the integration of online and offline modern agriculture. In this process, how farmers connect with the e-commerce market, how to share the dividends of the e-commerce market, explore its mechanism and path research, study its development rules, summarize the existing practical experience, and analyze emerging new models have become the focus of research.

2. Literature Review

The rapid development of the Internet has profoundly promoted economic and social reform, giving full play to its role in optimizing resource allocation and improving innovation and productivity. In the field of economic development, Chu (2013) used data from 201 countries and regions to empirically find that the Internet penetration rate increased by 10%, and the per capita GDP could increase by 120.57% - 0.63%. The E-commerce market brings new opportunities for rural sustainable development. Richardson (1999) believed that the Internet is an appropriate tool to support rural development and an important means to guide rural development. In China, e-commerce has become a key means to transform the agricultural development mode and an effective path to implement the rural revitalization strategy. Internet plus agriculture and rural areas have played a positive role, which is mainly reflected in promoting modern agricultural construction, promoting industrialized operation, cultivating rural leaders to become rich, and improving rural governance.

In recent years, various forms of e-commerce market development trends have emerged in rural areas. Its theoretical and empirical analysis mainly includes the following aspects: cross-border integration of rural e-commerce and targeted poverty alleviation to achieve poverty alleviation and improve people's livelihood (Liu & Hu, 2016). Many successful models of Internet-enabled rural development have emerged in practice: for example, the rise and spread of rural e-commerce and “Taobao Village”, and the emergence and popularization of rural Internet finance are successful examples of Internet plus agriculture and rural areas. Rural e-commerce promotes the revitalization of rural industries by improving the innovative power of agricultural producers (Hollifield & Dommermeyer, 2003; Larose et al., 2011; Leonget al., 2016), promoting the income increase of agricultural producers, and promoting the development of rural e-commerce (Bertolozzi, 2021). While farmers connect to the e-commerce market, there are also several factors restricting the development, such as high product sustainability in rural

areas and low product barriers; Rural e-commerce has a small scale, small voice, and low bargaining power. The establishment of online trust has a significant positive impact on commitment, and both online trust and commitment are positively related to purchase decisions. The trust of online consumers is generated by their own shopping experience (Yan, 2022); On the other hand, farmers have insufficient awareness of e-commerce, lack technical talents, and have difficulty financing rural e-commerce development.

3. Research on the Mechanism of Farmers' Connection with the E-commerce Market

The production and operation behavior of farmers connecting to the e-commerce market is mainly reflected in improving farmers' business advantages, increasing farmers' entrepreneurial willingness, and improving the efficiency of agricultural technology diffusion. First, the improvement of business advantages has an internal driving force for farmers' production and management behavior. With the full cooperation of rural e-commerce bench-marking enterprises, large rural breeding households, professional associations, and local e-commerce platforms, farmers widely participate in e-commerce market transactions, stretch the agricultural industry chain, and improve their income.

Further study how rural e-commerce enables farmers to improve their business advantages, and what changes will happen to farmers' production and operation behavior under the premise of continuously improving their business advantages. Even in the bumper harvest years, there are still difficulties in the relatively closed rural areas. The sales channels of agricultural products are limited and the products cannot be sold. Based on the big data system of agricultural products, the rural e-commerce platform accurately feeds back the data to farmers. Even if farmers accurately obtain consumer preferences and needs.

Second, the increase in entrepreneurial willingness has an impact on the production and operation behavior of farmers. Farmers carry out social networking, learning, and other activities through the Internet to accumulate social capital, adapt to changes in productivity and production relations, and thus have more development opportunities. To study the mechanism of the Internet to increase farmers' entrepreneurial willingness and its impact on farmers' production and management behavior. As a provider of agricultural and sideline products, farmers connect with the e-commerce market, expand the planting scale according to local conditions, and match entrepreneurial projects that conform to new agricultural formats.

A new trend for farmers to connect with the e-commerce market is that more young rural people return home from cities. Rural young people seize the market opportunities brought by the normalization process for agricultural and rural development, actively use modern business models such as e-commerce to broaden the channels for entrepreneurship and wealth, and participate in agricultural and rural reform and agricultural modernization.

Third, the research on the impact of technology diffusion efficiency on farmers' production and management behavior. "Internet plus Agriculture" extend the agricultural industry chain, integrates the

material flow, capital flow, and information flow in the production chain, and provides power for the diffusion of agricultural technology. Study the mechanism of rural e-commerce to improve the efficiency of technology diffusion. Farmers actively participate in learning network knowledge, product promotion, pricing strategy, data selection, online trading, live delivery, and other technologies.

Multi-party cooperation and docking, from providing financial support for the development of rural e-commerce, providing e-commerce information software and hardware facilities, establishing rural characteristic brands, etc., to promote the construction of characteristic agricultural service systems, carry out operational and management knowledge training, guide farmers to connect with local characteristic industrial chain, thereby expanding the production and operation channels of farmers.

4. Analysis of the Successful Mode and Path of Farmers' Connection to the E-commerce Market

The development of e-commerce in rural areas can change the traditional mode of production and management in China and is an effective way to promote the rapid development of the rural economy. In practice, there are many successful models of Internet-enabled rural development: for example, the rise and spread of rural e-commerce and “Taobao Village”, the “Shaji Model” of Dongfeng Village e-commerce furniture industry cluster, and the emergence and popularization of rural Internet finance are successful examples of Internet plus agriculture and rural areas; Some scholars believe that the main business mode of rural e-commerce in China is “local processing+online store sales” and put forward the F2C2B model of farmers cooperatives enterprises. Some scholars also divide the rural e-commerce model into an asymmetric model, profit-biased model, integrated model, and parasitic model. During the years of rural e-commerce development, Zhejiang Province has formed a “Suichang Mode” with “e-commerce integrated service provider+network business+characteristic industry” as the core, urban-rural interaction and multi-category collaborative development, as well as a “Lin'an and Tonglu Mode” that integrates online and offline by utilizing the developed logistics system of surrounding central cities.

First, establish supply and marketing cooperatives to directly help farmers. Deepen the comprehensive reform of supply and marketing cooperatives, expand their business and service areas, and better perform their duties of serving agriculture; Promote the transformation of supply and marketing cooperatives at the grass-roots level, and closely link the interests of farmers; Innovate the governance mechanism of supply and marketing cooperatives and enhance the comprehensive strength of serving “agriculture, rural areas, and farmers”; In terms of expanding the business service field of supply and marketing cooperatives and better performing their duties of serving agriculture, it was decided to point out that the service level of agricultural product circulation should be improved. We will continue to implement the construction of a new rural modern circulation service network project, improve the network of agricultural materials, agricultural and sideline products, consumer goods, and renewable resources recovery, and accelerate the formation of a new pattern of chain-like, large-scale, and branded business services. Comply with the new trend of profound changes in business models and consumption patterns, accelerate the development of e-commerce in supply and marketing cooperatives, form an integrated

operation of online transactions, warehousing and logistics, and terminal distribution, and achieve the integration of online and offline development.

The second is to provide farmers with more employment opportunities and labor income. Use rural e-commerce platforms to reduce the poverty risk of farmers and control the number of poor people. Farmers directly participate in the employment or entrepreneurship of rural e-commerce, improve their daily income, and enhance their resistance to force majeure factors such as natural disasters. Farmers can directly sell agricultural products on e-commerce platforms and also serve rural e-commerce platforms. Diversification will effectively reduce poverty risks.

Third, promote the overall economic development of the region and enhance the regional economic strength. Farmers connect with the e-commerce market, not only selling agricultural products through e-commerce platforms but also expanding into tourism, catering, accommodation, entertainment, health care, and other tertiary industries. Based on the local geographical environment, local agricultural special products, characteristic culture and customs, the new business form of the rural economy is promoted through normalization, which promotes the transformation of traditional agriculture to the provincial level and develops into the model of “rural e-commerce+rural tourism”, or “rural e-commerce+elderly care and health”. While expanding regional influence and realizing income generation of farmers, other farmers will also share development opportunities, and the improvement of facilities will also improve the living environment and quality of life of farmers.

Fourth, the diversified consumption needs of farmers will also be met. Farmers can purchase seeds, fertilizers, and production tools with good quality and low prices from the e-commerce platform, learn how to raise agricultural products from the platform, reduce travel and time costs, and improve the productivity of agricultural products. At the same time, farmers can purchase urban industrial products, daily necessities, and electronic products from e-commerce platforms to achieve the integration of rural life and rural e-commerce and narrow the gap between urban and rural economic levels.

5. Conclusion

The mechanism for farmers to connect to the e-commerce market mainly lies in improving farmers' business advantages, which have an internal driving force for farmers' production and operation behavior. The increase in entrepreneurial willingness has an impact on the production and operation behavior of farmers. Farmers, as providers of agricultural and sideline products, match entrepreneurial projects that conform to new agricultural formats. The improvement of technology diffusion efficiency has an impact on farmers' production and operation behavior and broadens farmers' production and operation channels. The ways for farmers to connect with the e-commerce market include: first, establishing supply and marketing cooperatives to directly help farmers. The second is to provide farmers with more employment opportunities and labor income. Third, promote the overall economic development of the region and enhance the regional economic strength. Fourth, the diversified consumption needs of farmers will also be met to achieve the integration of rural life and rural e-commerce and narrow the gap between urban

and rural economic levels. To sum up, farmers' active connection with the e-commerce market will be conducive to rural revitalization and becomes a new force to stimulate rural economic development. It is of practical significance to study its mechanism and path.

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