

Research on the Reorganization Mechanism of Small Farmers in the Development of E-Commerce Industry - Take C Town, Cao County, Heze City, as an Example

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Abstract: This study focuses on the impact of e-commerce industry on the re-organization of rural small farmers and its role in rural revitalization. Since the 19th National Congress of the Communist Party of China, the national attention to the construction of new countryside has promoted the rapid development of e-commerce industry in rural areas, bringing new challenges and opportunities to small farmers. Firstly, this paper reviews the literature of the study of "Taobao Village", and discusses its formation process, mechanism, social influence, spatial distribution pattern and influencing factors. Then, taking the development of e-commerce industry in C Town, Cao County, Heze City, Shandong Province as an example, this paper analyzes the reorganization mechanism of small farmers in the development of e-commerce industry, including four dimensions of industrial chain division and cooperation, resource integration, competition and cooperation, and acquaintance relationship. The study found that the development of the e-commerce industry has promoted the reorganization of small farmers, improved the market competitiveness through industrial chain integration, resource sharing and complementary advantages, and provided strong support for rural revitalization.

Keywords: Industrial Development; Small Farmers; Re-Organization

1. Foreword

Since the 19th CPC National Congress, the state has attached great importance to the construction of a new countryside and made a series of major arrangements around the issues

concerning agriculture, rural areas and farmers. Among them, the e-commerce industry, as an emerging economic model, has profoundly changed the economic pattern and people's way of life. Especially in the vast rural areas, the e-commerce industry has brought unprecedented challenges and opportunities to small farmers. Small farmers are faced with many difficulties in the traditional agricultural production, such as small per capita land ownership, obvious competitive disadvantage in the industry, limited innovation, backward information construction and insufficient human resources support. However, under the promotion of the e-commerce industry, small farmers have the possibility of realizing re-organization. Through reorganization, small farmers can unite to realize resource sharing, complementary advantages and improve market competitiveness. At the same time, the reorganization of small farmers will also help to promote rural revitalization and realize agricultural and rural modernization.

2. Literature Review

At present, the research of "Taobao Village" mainly focuses on two aspects: one is the process, mechanism and social influence of the formation of "Taobao Village". Some scholars have constructed the theoretical analysis framework of the forming factors of "Taobao Village" to depict the symbiotic ecosystem of Taobao industry^[1-4]. Some researchers have found that the social innovation factors^[5], E-commerce Association^[6], Micro-characteristics of farmer e-commerce^[7] And other effects on the development of "Taobao village". Second, the spatial distribution pattern and influencing factors of "Taobao Village". Mainly using nuclear density, the nearest point index, space correlation analysis "taobao village" spatial

distribution pattern, the study found that geographical location, resources endowment, business culture, adjacent effect, industrial agglomeration, professional village Internet, professional organizations, related auxiliary facilities, Internet penetration "taobao village" space agglomeration^[8-11].

3.The Development Situation of E-Commerce Industry in C Town, Cao County

The origin of Caoxian Hanfu industry can be traced back to the 1980s and 1990s, starting with making studio clothing. With the rise of e-commerce, some people in Cao County began to try online sales. At present, Cao County has become one of the largest performance clothing and hanfu industry clusters in China. C town, located in the southeast of Cao County, Heze City, Shandong Province, produces close to the national e-commerce market 70% The show suit and 30% Hanfu. In order to further develop, Daji Town has built Taobao Industrial Park to promote the development of e-commerce industry towards scale, standardization and cluster. The town is engaged in accessories, cloth, processing, embroidery, sales, logistics and other whole industry chain of merchants, this 3000 A number of merchants have seized it on Taobao 70% Of the performance clothing and Hanfu sales. The whole town 2019 The annual output value of e-commerce is 70 a hundred million. 2020 Special circumstances of the year 40 Million, this year is estimated to exceed 100 a hundred million.

4. Analysis of the Reorganization Mechanism of Small and Medium-Sized Farmers in the Development of E-Commerce Industry

In the process of analyzing the reorganization mechanism of small and medium-sized farmers in the development of e-commerce industry, we can conduct in-depth discussions from the four dimensions of division of labor and cooperation of the industrial chain, resource integration, competition and cooperation, and acquaintance relationship. This paper will elaborate on how these mechanisms promote the reorganization of small and medium-sized farmers in the e-commerce industry, and how these mechanisms provide strong support for rural

revitalization.

4.1 Industrial Chain Division of Labor and Cooperation Mechanism

In the early development of the e-commerce industry in Daji town, small farmers participated in the performance clothing and hanfu industry through acquaintances and individual production. With the rise of the Hanfu boom, they gradually explored each link of the industrial chain based on the interest relationship, realized the integration of the industrial chain and the division of labor and cooperation, formed a close cooperative relationship, improved the production efficiency and reduced the cost.

In the early stage of e-commerce development in C Town, mainly under the drive of village talents, small farmers participated in the costume and Hanfu clothing industry under the guidance of relatives, friends and neighbors. Most of the small farmers sew manually in their homes and then sell them online. With the hanfu boom coming, small farmers have benefited a lot by selling hanfu through online stores. Attracting by interests, more and more small farmers participate in the hanfu industry. However, the efficiency of small farmers is limited, the production and sales behavior is strong, and the competition is fierce. Small farmers gradually began to explore the various industrial chain links related to Hanfu. Through field observation, it is found that the e-commerce industry in C Town covers many links from cloth, cutting, printing, embroidery, processing, sewing and auxiliary materials supply, and small farmers participate in each link. In the development of e-commerce industry in C Town, Cao County, Heze City, small farmers have realized the reorganization through the integration of industrial chain and division of labor and cooperation.

In the process of the development of the e-commerce industry, small farmers make use of the existing acquaintances according to their own capabilities and resources, maximize their interests, and choose the suitable industrial chain part for themselves. Take cut family A as an example. At the beginning, the villagers have dry e-commerce, and they began to work. However, the e-commerce in recent years is not easy to do, and it is tired of thinking. A saw A friend in the cutting link, through consulting friends, also began to engage in the

cutting link in the village. The customers of film cutting are mainly introduced by villagers and friends in surrounding villages, and the employees engaged in film cutting are farmers and their relatives.

When small farmers continue to explore their positioning in the development of e-commerce, they have formed an industrial chain based on this. In the industrial chain, cutting A is responsible for the pre-production of clothes, mainly laser cutting, which provides the cut pieces and cuffs to the processing plant to make ready clothing. Clothing shop owner B takes the family as the unit of production, from buying cloth, cutting to processing assembly line production, and then to embroidery, printing and other links, there is a clear division of labor. Accessories suppliers provide dozens of accessories, such as zippers, elastic belts and packaging bags, to provide supporting services for Hanfu, horse face skirt and other clothing.

In this process, the small farmers have formed a close partnership. On the one hand, farmers in each link establish business relations through friend introduction, wechat contact and other ways, realizing the connection between the upstream and downstream of the industrial chain. On the other hand, the division of labor and cooperation of farmers in different links improves production efficiency and reduces costs. For example, a cousin of Hanfu is in charge of the processing plant, which involves everything from buying cloth to cutting and packaging, while the embroidery is carried out in the factory next door, and the printing is a roll of cloth and cut after ironing. The division of labor in each link is clear, which improves the production efficiency.

4.2 Resource Integration Mechanism

Through the effective integration of human resources, raw materials and market resources, the e-commerce industry in Daji Town of Cao County not only meets the production demand, provides employment opportunities for local residents, but also ensures the stability of raw material supply, and expands the sales channels and market share of products.

4.2.1. Human Resource Integration

Practitioners in each link mostly produce in family households, and also employ nearby villagers as workers. For example, K clothing

workers have long-term workers and temporary workers, including packing ironing workers and processing plant workers; Q hanfu processing plant workers are mostly nearby villagers, Bao Ma majority, there are long-term and temporary points. This integration of human resources not only meets the needs of production, but also provides employment opportunities for local villagers.

4.2.2. Integration of raw material resources

As can be seen from the interviews of L cloth employees that the source of cloth has two ways: their own production and transferring goods from the outside. The boss of K clothing will choose suppliers with both relatives and market cooperation when purchasing goods. M Hanfu cousin processing plant from the outside into the cloth for processing, accessories are also purchased nearby. The processing plant of Q Hanfu buys cloth from the southern market, and the practitioners of each link ensure the smooth production by integrating raw material resources.

4.2.3. Market resource integration

The e-commerce industry in C Town of Caoxian County expands the market through the combination of online and offline methods. For example, merchants selling horse noodle skirts sell on online stores, express the goods directly; Mingtang Hanfu sells through Pinduoduo, Taobao, TikTok and other platforms, and also have special live delivery points in the county; Q Hanfu supplies to physical stores, such as Xi 'an, Luoyang's and other scenic spots. Through the integration of market resources, the sales channels and market share of the products are improved.

4.3 Competition and Cooperation Mechanism

In C town of hanfu industry, competition and cooperation between small farmers mechanism is the key factor to promote the organization, this mechanism not only inspired farmers improve product quality and market competitiveness, also through resource sharing and complementary advantages, enhance their ability to cope with market risk, so as to promote the industry upgrading and rural revitalization.

Market competition and cooperation is an important driving force for small farmers to reorganize. In the hanfu industry in Daji town, there is both competition and cooperation

among small farmers. Competition encourages small farmers to continuously improve product quality and service level, reduce production cost and improve market competitiveness; cooperation enables small farmers to realize resource sharing, complementary advantages and jointly cope with market risks. For example, in the sales link of accessories, there is competition among various accessories suppliers, but they will also expand customer resources through friend introduction, advertising and other ways. At the same time, they will also cooperate with clothing manufacturers to provide them with high-quality accessories to achieve mutual benefit and win-win results. In the garment production process, there is also competition among the various processing plants, but they will also cooperate by sharing production equipment and introducing business to each other. At the same time, they will also cooperate with the clothing sellers to adjust the production plan in time according to the market demand to improve the production efficiency. This mechanism of market competition and cooperation provides power and vitality for the reorganization of small farmers. At the same time, it also promotes the upgrading and development of industries, providing a strong support for rural revitalization.

4.4 The Acquaintance Relationship Mechanism

Under the background of "acquaintance society", Cao C town of electricity industry development, acquaintances played a basic, promoting and affordable key role, it not only promotes the start and development of industry, strengthen the industrial division of labor and cooperation, also for small farmers organization provides a solid social foundation and trust mechanism, so as to promote the prosperity of rural economy and rural revitalization.

4.4.1. The basic role of acquaintance relationship in industrial development

China's rural area is an "acquaintance society", where people live here and interact frequently. In the development of e-commerce industry in C Town, Cao County, the relationship between acquaintances plays an important fundamental role. For example, J, a young man who returned to his hometown, took the lead in the

rise of e-commerce in Cao County. His success led the village and its surrounding areas. The development of the 1 villages. R, the villager entrepreneurship representative, began to open an online shop on Taobao after his wife learned from the e-commerce experts in the same village. His success also drove the development of the whole village. In addition, in the process of industrial development, most of the participants in each link enter the e-commerce industry through acquaintance relationship introduction, friends' cooperation and other ways. For example, the source of customers is mainly friends to introduce friends; C town accessories boss before is dry Taobao, many Hanfu can use accessories to do accessories business; clothing shop owner work back is found business opportunities, relatives and friends said to make money, so come back to start a business; K clothing boss's wife opened Taobao shop first, then the husband came back to help, also because of the relationship and acquaintances.

4.4.2. The promoting role of acquaintances in industrial division of labor and cooperation

Acquaintance relationship has played a promoting role in the division of labor and cooperation of the e-commerce industry in C Town, Cao County. In the process of industrial development, most of the participants in each link establish cooperative relations through acquaintances. For example, the clothing shop owner is to choose their relatives or friends, used to cooperate all the time, quality is good slowly contact. Kerry clothing boss purchase is also both relatives, and run the market, relatives there is no goods from other places to take goods. In addition, in the process of industrial development, participants in each link will also timely communicate information and help each other through wechat groups and other ways. For example, when the boss of K clothing is not enough, he can send information in the circle of friends and take the goods from other peers. This acquaintance of industrial division of labor and cooperation not only improve production efficiency and reduce cost, but also enhance the stability and sustainability of the industry.

4.4.3. The guarantee role of acquaintance relationship in the reorganization of small farmers

Acquaintance relationship is an important guarantee for small farmers to reorganize

themselves. In the development of e-commerce industry in C Town, Cao County, small farmers have established cooperative relations through acquaintances, forming a production and operation mode with family as a unit. This model not only reduces the transaction cost, improves the economic benefits, but also enhances the ability of small farmers to resist risks. For example, in the process of industrial development, most of the participants in each link enter the e-commerce industry through acquaintance introduction, friends and other cooperation. They trust each other, support each other and develop together. At the same time, in the process of industrial development, participants in each link will also timely communicate information and help each other through wechat group and other ways. For example, in the off-season, some workers can go to other industries to increase their income. The reorganization of small farmers under this acquaintance relationship not only improves the production and management level of small farmers, but also promotes the development of rural economy.

5. Conclusion

In general, the development of the e-commerce industry provides opportunities for small farmers to reorganize. Through the integration of the industrial chain and division of labor and cooperation, resource sharing, competition and cooperation, and acquaintances, small farmers can improve market competitiveness, promote rural revitalization, and realize agricultural and rural areas.

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