

Analysis on the Influencing Factors of Farmers' Willingness to Start E-commerce Business

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Abstract

With the continuous development of information technology, the development of E-commerce is relatively fast. Both rural and urban E-commerce is developing rapidly. In many ways, E-commerce solves people's problems with its uniqueness. At the same time, rural E-commerce plays a very important role in the revitalization of rural areas in China. It is also very effective to solve the problems of agriculture, rural areas and farmers. More and more farmers choose E-commerce to make their lives better, but at the same time, many farmers are unwilling to start their own businesses. In order to improve the enthusiasm of farmers for entrepreneurship, it is very important to understand farmers' willingness for E-commerce entrepreneurship. However, how to promote farmers to carry out E-commerce entrepreneurial activities, this needs a certain amount of research. In this paper, the factors affecting farmers' willingness to start their own business are studied by building a model of factors affecting farmers' willingness and constructing four index systems of personal characteristics, family characteristics, environmental characteristics and self-financing situation. By studying farmers' entrepreneurial intention of E-commerce, it can better help farmers to start their own businesses.

Keywords

Farmers; Entrepreneurial Intention; Index;

1. Introduction

1.1. Research Background and Significance

With the continuous development of the Internet, E-commerce also presents a rapid development trend. In recent years, rural E-commerce also began to develop slowly. The increasing growth of E-commerce has also brought great benefits to many people. With its unique convenience, E-commerce has also saved people a lot of time and accelerated the fight against poverty to a certain extent. In rural areas, more and more farmers have also started E-commerce entrepreneurship. They use the E-commerce platform to sell more agricultural products and obtain considerable benefits through the E-commerce platform. However, the development of E-commerce in China is mostly reflected in urban E-commerce. Compared with rural E-commerce, rural E-commerce still started relatively late and infrastructure conditions are relatively poor. However, in rural areas, there are still many farmers who will not choose E-commerce entrepreneurship. According to the current mainstream view, farmers have a certain weakness in terms of knowledge, ability and region. This is also the reason why they will not choose entrepreneurship. At the same time, there are some external factors, such as the construction of basic conditions in rural areas and the government's support for rural farmers, which will also affect farmers' willingness to start a business. Compared with other entrepreneurs, the risk of farmers' entrepreneurship is still relatively high, so they are not very willing to choose E-commerce entrepreneurship. The development of foreign E-commerce is earlier, resulting in that the concept of E-commerce development by domestic and foreign

scholars is more mature than that in China. Foreign literature mainly focuses on the concept of E-commerce legislation, the research on the impact on economic development and continuously promote the development of E-commerce. Compared with foreign countries, the development speed of China is slower. The research on E-commerce is still limited to the exploration of the model and the limitations of rural economic development. In what aspects, the analysis of the factors affecting farmers' entrepreneurial willingness is not perfect. This paper is studying the analysis of the factors affecting farmers' entrepreneurial willingness, taking Jiangsu Province as an example.

1.2. Literature Review

With the continuous development and expansion of rural E-commerce and the promotion of COVID-19, the electricity supplier has been further developed, and more and more people choose E-commerce to start business. Many experts and scholars have made research on this. Xu Peng (2019) and other scholars found that under the background of "mass entrepreneurship and innovation", farmers' entrepreneurial activities in China are booming, and farmers' entrepreneurs have played a positive and important role in improving productivity and rural appearance[1]. Li Caipeng (2021) believes that under the background of the current domestic great cycle and the guidance of rural revitalization policies, farmers returning to their hometowns to start businesses has become a new wave. Meanwhile, they also face development opportunities and various constraints of The Times. Rural revitalization is to promote coordinated development between urban and rural areas to achieve rural revitalization and prosperity[2]. Zhong Mingyan (2021) found that entrepreneurial ability has the greatest comprehensive impact on the success of farmers' E-commerce entrepreneurship. He not only directly affects the success of entrepreneurship, but also strengthens or affects the entrepreneurial motivation, entrepreneurial resources and rural E-commerce entrepreneurial environment. And other factors indirectly affect entrepreneurial success[3]. Zhong Shuai (2020) also shows that with the rapid development of economy, the problems of agriculture, rural areas and farmers and the gap between urban and rural areas are becoming increasingly prominent. Due to the rise of E-commerce, farmers' E-commerce entrepreneurship is regarded as an effective measure to improve rural income and awaken the vitality of economic development in rural areas, which is attracting the attention of all sectors of society[4]. Peng Chengyuan (2019) and other scholars believe that the Rural Revitalization Strategy is an important part of the development strategic system of "agriculture, rural areas and farmers" with Chinese characteristics in the new era. The implementation of the strategy injects new momentum into the entrepreneurial development of rural E-commerce and promotes the continuous innovation of rural E-commerce entrepreneurial model[5]. Scholars such as Li Jun (2019) show that, in fact, millions of people return home every year, mainly college students and migrant workers. If we can carry out targeted education and training on rural E-commerce entrepreneurship for these groups, we will be able to provide high-quality talents for rural development and solve the talent problem perplexing rural development[6].

Foreign research on E-commerce and rural integration started earlier. Haji Karine (2021) also defines the opportunities brought by E-commerce to people living in rural and remote areas. In addition, it assesses existing challenges and risks. The article holds that although the rapid development of E-commerce in BRICs countries has created major opportunities, there are still some problems, such as the disproportion of E-commerce in various regions and the lack of cooperation among BRICs countries in this field[7]. Hong Xiao (2020) shows that many E-commerce industries are closely connected with the targeted poverty alleviation strategy, which provides a strong foundation for rural poverty alleviation. Governments at all levels have also given some policy support to the development of rural E-commerce[8]. Ashokrao rasve Laxmikant (2021) also shows that significant changes have taken place in the field of

entrepreneurship in India through the implementation of effective governance of E-commerce. In the past few times, shops and stores in India have noticed amazing renovations. E-commerce has seized the field of business with a storm, and is fascinated by the imagination of a whole generation of entrepreneurs, E-commerce entrepreneurship with various businesses and business models[9]. Shi Wenquan (2021) believes that E-commerce breaks through the pattern and boundary of traditional commodity exchange, so that there is no need for face-to-face transactions between merchants and consumers[10].

2. Concepts and Related Theory

2.1. Concept of Rural E-commerce

The most important understanding of rural E-commerce is to be able to use the network platform, take the network platform as the medium, and promote some resources such as agricultural products and tourism products in rural areas to the public, so that farmers can obtain benefits. At the same time, the development of rural E-commerce is also an effective method to implement the three rural issues.

At present, the marketing methods of rural E-commerce are mainly divided into three types. The first is platform marketing. We sell goods on a third-party platform, and we only need to pay some platform fees. Such as Taobao and pinduoduo. The second is the new media form, which is marketing through micro-blog, WeChat, jitter and other interactive ways. Now the more popular tiktok is selling live. The third is to establish their own platform with the help of agricultural enterprises to realize commodity sales, which is a straight-line sales.

2.2. Theoretical Basis of Rural E-commerce

2.2.1. Information Asymmetry

Generally speaking, the more abundant information resources a person has, the more advantageous position he can occupy in trading activities. On the contrary, if a person does not understand information knowledge, he is likely to be in a disadvantageous position in trading activities. For example, in the process of agricultural products trading, if farmers lack a sales channel, they cannot better promote the agricultural products, which leads to consumers may not be able to buy high-quality agricultural products. Therefore, only by mastering a large amount of information can we gain an advantage in sales channels and achieve effective exchange of information.

2.2.2. Knowledge Spillover Effect

Knowledge spillover can be interpreted as the dissemination of information. Knowledge spillover is one of the constituent elements of the industrial agglomeration process. For example, in the formation process of Taobao village, it can first be a group of people interested in rural E-commerce, and then drive a group of people to refine rural E-commerce, find their own strengths and develop rural E-commerce. Then more and more enterprises imitate it and spread it to different villages. The development and competition of Taobao village is conducive to the differentiation of products and promote the continuous development of Taobao village.

3. Index Construction of Factors Affecting Farmers' Entrepreneurial Willingness of E-commerce

In order to build a reasonable index, the author browsed a large number of literature, in which the author found Cao Xiang And Cao Jiamin's empirical analysis of factors affecting farmers' willingness to launch E-commerce entrepreneurship[11]It is the most suitable for setting up indicators in this paper. Therefore, through the analysis and research of the above literature,

the index system needed in this paper is excavated, and these indicators are analyzed and identified, and the following indicators are obtained:

(1) Personal characteristics: Compared with the traditional work of farmers planting crops, the risk of E-commerce entrepreneurship is relatively large, and farmers are affected by their own knowledge level and ability. E-commerce is a new model, which requires entrepreneurs to know more about the Internet, and farmers usually have a low level of education, so they have a poor ability to accept new things and learn. They are not better than those who have received higher education. At the same time, in terms of E-commerce entrepreneurship, farmers may not be very strong in predicting the market situation and can not make a very accurate prediction. Even if they start a business, they may not know how to operate. At the same time, the farmers in the village are relatively older. They prefer to take crops as their own wealth and are unwilling to choose E-commerce businesses with high risk.

Table 1. Evaluation Index of Factors

Primary index	Secondary index
Personal characteristics	Gender Age Personal knowledge level
Family characteristics	Family The family will
Environmental characteristic	Geographical conditions The government's policy
Capital situation	Training Household fixed assets Financing situation

(2) Family characteristics: Generally speaking, a farmer's willingness to start a business is affected by his family factors. If his family population is relatively small, it is generally easier for him to choose to start an E-commerce business. His will will be stronger. On the contrary, if the population of a family is relatively large, his will may not be so strong, because it needs to consider more factors and more family population. What he wants more is to be able to maintain the life of the family without taking so much risk. Because E-commerce entrepreneurship itself has certain risks for farmers. At the same time, for farmers, even if they are willing to start a business, their family members may have some objections to E-commerce entrepreneurship, which is likely to affect their willingness to start a business. If their family does not agree, they may also choose not to start a business.

(3) Environmental characteristics: some specific circumstances, such as the regional conditions in the countryside, do not support him to start an E-commerce business. At the same time, the government may not support the village so much, and the policies given by the government are not so good.

(4) Capital situation: the assets owned by farmers themselves are a very important factor for farmers to choose E-commerce to start a business. If they have more inherent assets, they are more willing to choose to start a business, but if they have relatively few fixed assets, they prefer

to preserve this asset, I don't want to do E-commerce entrepreneurship that is risky for them, so as to avoid the loss of few assets.

4. Conclusion

In this paper, farmers as the research object, through literature research and theoretical analysis, analyzes the factors that affect the success of farmers E-commerce entrepreneurship. By referring to the relevant concepts of rural E-commerce in this paper, it provides a certain basis for us to study the willingness to affect farmers' entrepreneurial willingness. On the basis of consulting data and literature, find out the indicators affecting farmers' willingness, and then evaluate the indicators. The model of influencing factors of farmers' willingness is built, and four index systems are constructed, which are personal characteristics, family characteristics, environmental characteristics and financial situation respectively. By understanding farmers' entrepreneurial intentions, we can help them better choose E-commerce entrepreneurship.

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