

Functional transformation and role evolution of rural retail stores under the background of rural revitalization-field observation based on the village grocery store

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Abstract: *The development of urbanization and industrialization has caused a severe impact on the traditional rural functions and life patterns in China. Rural retail stores represented by rural grocery stores are a unique sales model in rural areas. With the process of reform and opening up, it has experienced the process of rise, development, change and decline. Based on the field observation of the rural canteen, under the tide of the Internet economy in the new era, the canteen, as a witness and symbol in the process of the transformation from planned economy to market economy, must also adapt to the changes of the external environment and adjust its positioning and role to get a living space in the economic trend.*

Keywords: *rural revitalization; canteen; fieldwork; role transformation*

1. Introduction

The term "canteen" is a little strange to many urban residents. It not only enriches and facilitates the way of production and life in rural areas, but also becomes a mirror image to record the social changes in rural areas. Rural economy has gradually integrated into the tide of market economy, and the implementation of rural revitalization strategy adapting to the current changes of rural development elements provides an opportunity for the optimization and transformation of rural functions.[1-3]

2. The change of The Times: the emergence and rise of the village grocery stores

2.1 The emergence of village grocery stores

When did the country grocery store come into being? If we put this question in the historical process of commodity economy, there should be the emergence of commodities, there will be the exchange of commodities, and there will be the exchange of commodities, which should be accompanied by the formation of commodity economy. A big juncture was that after the founding of the People's Republic of China in 1949, the planned economic system began to be implemented in rural areas and the respective agricultural production was transformed. After the completion of the commune transformation, the rural areas realized the collective economy, the private ownership of the means of production was eliminated, and the most primary privatization form of the privatized commodity economy of small businesses was prohibited. Therefore, the rural store in the rural areas in the tide of reform and opening up in the 1980s.

2.2 The vigorous development of rural grocery stores

In the 1980s, with the implementation of the household contract responsibility system, the productivity of rural areas was significantly improved, and the rural families produced a surplus of labor force. With the flexible and convenient operation form, the improvement of living conditions, the expansion of the rural consumer market, and the need for large starting capital, the micro commodity sales form of the grocery store began to gradually develop in rural areas, industrial and mining areas, construction sites, schools and other sites where people gather. In this period, the operation mode of self-employed households is generally, using their own housing and rich labor force to operate alone. The owners of the store are both farming and business at ordinary times, and there are few professional

distribution stores. In the 1990s, with the development of township enterprises and the increase of rural economic income, the rural surplus labor force gradually transferred to the city through migrant work, and the surplus labor force at home had the willingness to run the canteen, and the rural canteen developed rapidly. The canteen is established according to the demand degree of crowded areas, such as factory courtyards, rural schools, rural residents gathering points, traffic forks and other places. However, to operate a canteen, if you want to achieve a relatively stable and long-term development and profitability, you still need some unique congenital conditions. For example, the site of the grocery store should be a traffic intersection or crowd gathering point, not a scattered settlement on the edge; it should have a sufficient area to meet the needs of operation and storage; again, the business area should be exclusive without multiple competitors.

3. The Country Club: The evolution of the functionality of the grocery store

3.1 Convenient for villagers to buy retail goods

On the one hand, the rural store should meet the needs of the villagers for the public life retail goods, and on the other hand, it should also meet the needs of agricultural production materials, which is a significant difference with the urban retail stores. In rural areas, the villagers main production activities or kind of breeding, for far away from the urban countryside, in the traffic period is relatively backward, buy some retail small agricultural materials run a trip town is not very convenient, so a store also want to buy some agricultural supplies to sell, to meet the needs of the villagers for some commonly used agricultural supplies, such as: commonly used fertilizer, rice and vegetable seeds, some high utilization rate of pesticides, plastic film, pesticide sprayer and so on. For some living goods and urban supermarkets or store goods, such as tobacco, alcohol, non-staple food, cleaning products, seasonings, POTS and pans, these are the sales of large retail goods. Another characteristic, combined with the consumption level in rural areas, the retail goods in the grocery store are relatively cheap mass goods, and the general price is relatively low, and even some fake shanzhai goods. Therefore, on the one hand, the villagers' economic income is limited, the consumption power is weak, some villagers have the consumption preference of cheap; on the other hand, the left-behind elderly, left-behind children living in the countryside is weak, they cannot effectively identify the fake goods, which gives the merchants an opportunity.

3.2 A distribution center of villagers' activities

After the reform and opening up, along with the vigorous development of township enterprises and market economy, more and more rural young workers choose migrant workers, rather than like parents to rural, but the social problems is rural "hollowing out" serious, which led to the rural environment of social activities become relatively poor. Because most of the rural stores are located in the residents gathering areas, village committees, schools, village clinics or the intersection of rural roads, the flow of people is more dense and frequent, so that the canteen has formed a more active distribution center. At the same time, the store owner also likes such a crowd gathering, and only a sufficient population can expand the sales potential of their goods and increase their profits.

3.3 The distribution center of rural public information

One of the biggest characteristics of rural public information is the low willingness to actively obtain, which is also related to the low willingness to participate in public affairs in rural areas for a long time. The dissemination of public information in rural areas is to distribute publicity materials by village cadres, that is, mouth-to-mouth publicity; the other is to paste announcements or broadcast announcements, offline communication, which is difficult to use wechat, Internet, email, and SMS. Due to the frequent population distribution and the wide dissemination of information, the canteen often becomes a distribution center of public information. On the one hand, for some rural announcements, village cadres often like to post a copy around the store, intended to let more villagers know the public information and promote the spread of policies, for example, the agricultural subsidy policy, targeted poverty alleviation policy, benefit policy, public security organs against crime, conscription propaganda, health and safety, etc., after the crowd gathering, through the gathering of people, many of these information involves all aspects of rural life, which is the gossip, which forms an intersection of information.

4. The power of The Times: the evolution of the village grocery store

4.1 Retail shift of goods to entertainment services

At present, the store has found a new change is that the store is no longer a simple commodity retail place, but has gradually developed into a comprehensive place with both service and entertainment functions. One of the big background is that most young people or strong laborers migrate from the countryside through higher education, work and business, and the majority of them are middle-aged and elderly people. With the gradual reduction of rural population and the gradual contraction of agricultural production and cultural activities, it is impossible for the countryside to flourish in the era of agricultural collectivization, which is more self-sufficient. On the one hand, the consumption demand of these people is still simple daily necessities and agricultural materials, and the consumption capacity is limited; On the other hand, the usage of the Internet is still very low, so they cannot use the Internet to buy goods, handle public affairs or meet entertainment needs, so these people become the main potential market for the store. Therefore, in addition to the commodity retail business, the grocery store has also begun to transform and develop, a typical feature is the entertainment service. For example: mobile phone recharge, phone card, network, collection express, water and electricity, there are also operating a restaurant, mahjong hall. The main reason for the transformation of the store to entertainment services is that a single commodity retail has been difficult to support the operation of the store, so it is necessary to expand its functions to expand the source of revenue. Through various operation methods, it can maximize the profit and meet the needs of the long-term development of the store.

4.2 Gradually to be replaced by the township business super

After 2000, the township economy began to gradually appear the prototype of the big market. In the 1980s and 1990s, the single-family individual business form began to develop to small and medium-sized supermarkets, small shopping malls and farmers' markets. After 2000, the comprehensive big market, farmers' market, all kinds of clothing stores, telephone business hall, Internet cafes also bamboo up after a spring rain. In this period, the rural store received the first blow, the reason is that after the opening of the township supermarket, more and more villagers can take cars or bicycles to purchase in the town in their spare time. The supermarket has more goods, better timeliness, more complete varieties, and more affordable prices, so that the villagers of retail goods in daily life begin to concentrate to the supermarket. Around 2008, the village stores suffered a second blow, with many single mini stores gradually closed, and medium-sized kiosks also in danger.

4.3 The impact of e-commerce logistics on the grocery store

After 2010, as the big electric business platform of glorious, rural areas also gradually into the electricity network, on the one hand is the rise of the logistics industry, the country began gradually into the logistics network, on the other hand is the young people in the village for the way of consumption, slowly with more villagers began to accept online shopping. During this period, not only the village grocery stores, but also the supermarkets in the town, gradually began to be impacted. Some of the small stores in the towns and the small shops in the countryside gradually disappeared, and some of them began to break out of the way during this period. Electric business platform for the impact of a store is huge, with the popularity of smart phones, network, cars, more and more villagers began to through electric business platform to buy goods, such as: snacks clothing, agricultural supplies, rice flour oil seasoning, articles for daily use, etc., a competitive price, also expanded the consumer demand of the villagers. As a result, except for some heavy items and fresh goods, most villagers try or like online shopping. This is not only related to the persuasion and promotion of young families, but also related to the transportation in rural areas. The economic conditions have been greatly improved. The villagers are also eager to realize the consumption form of urban residents and improve the level of consumption. With the impact of this, the village store basically in addition to the few stores after the success of still operating, the transformation is basically disappeared.

5. Conclusion

In recent years, with a large number of rural population going out, the problem of rural hollowing out is quite serious.[4] With the promotion of the CPC Central Committee on the rural revitalization strategy, the population return of people in villages and towns is a big trend. Under the background of rural

revitalization, it is of great significance to bring agricultural products to the city, industrial products to the countryside, rural industrial transformation and upgrading, and promote rural innovation and entrepreneurship. But there is still a need for a rural retail store to exist, but simple retail goods are hard to survive. Rural areas are mainly based on agricultural production, and it is impossible to only sell retail goods like in cities. It should also combine the needs of agricultural production and rural life. On the one hand, it needs to make up for the shortage of supermarkets and e-commerce. The other is the particularity of rural groups. It is difficult for a large number of middle-aged and elderly people in rural areas to realize the network shopping form, and it is more promoted by the promotion of young people, which is still necessary for the left-behind elderly groups to go to buy retail goods in the canteen[5].

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