"Returning talents become e-commerce tandems": Study of social mentality in the process of population urbanization

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Abstract. The current new urbanization is actually population urbanization, and the core issue in this stage is the landing of the mobile population, of which there are many influencing factors, and this paper mainly explores the social mentality of returning talents. In the research of county e-commerce industry in Shanxi Province, it is found that family ethics and policy support factors pull urban youth to return to their hometowns, and this group of returning talents gradually develops into county e-commerce leaders because of both modernity and rusticity, which becomes the key to understanding urbanization with Chinese characteristics.

Keywords: Urbanization; E-commerce; Takers; Social mentality.

1. Background of the study

China's urbanization path is closely linked to the gradual characteristics of reform and opening up and social transformation, and presents obvious stages, namely, from industrial urbanization, land urbanization to population urbanization. The current "new urbanization" is actually population urbanization led by the relationship between the state and farmers. This constitutes the future prospect of population urbanization (Zhou Feizhou et al., 2018). Urban production, lifestyle, and spiritual culture are spread to the county through these mobile people returning to their hometowns, and the countryside moves from "rural China" to "urban-rural China" (Liu Shouying, 2016).

In the summer research in Shanxi Province, it was found that central units generally pay more attention to helping county e-commerce development since the poverty eradication attack, and by playing the advantages of helping units in policy, capital, talent, and technology (Han Xiaowei, 2020), they cultivate a horizontally expanding and vertically deepening e-commerce industry chain for localities, so that county e-commerce development gradually moves from shallow water into deep water, and in the process the e-commerce technology dividends In this process, e-commerce technology dividends benefit farmers, enterprises, local governments, and other multiple subjects (Zhang Shuqin and Qiu Zeqi, 2022). The new production and lifestyle of e-commerce fitting into the network society also bridges the digital divide to some extent and gives opportunities for individual empowerment (Qiu Zeqi and Qiao Tianyu, 2021), which attracts a group of young and middle-aged talents who want to take root in the county but do not want to engage in agricultural production-most of these people are relayed to the city (Xia Zhuzhi , He Xuefeng, 2017) in the new generation force, due to the influence of family decision-making system (Li Dai, Zhang Chunni, 2016), the evolution of individual life course (Bai Nansheng, Li Jing, 2008) and the failure to make a living outside, and return to the county and the countryside from large and medium-sized cities, they have to think with their hearts about the way out to make a living and develop in the county in the long term - After searching, e-commerce is the best choice for them.

This group of hometown talents who are willing to take root in the county gradually grow up to become e-commerce leaders, the so-called "leaders" in Weber's vision is a "group of identity" with a unique ethical personality and style of life (Meng Qingyan, 2022). Modernity is manifested in the spirit of being well-informed by urbanity (Wirth, 1938) and mobility, actively participating with a clear sense of personal efficacy, independence and autonomy, and readily accepting new ideas and experiences (Ingalls, 1992); while Vernacularness expresses the spiritual temperament of integration into the village community and internalization of familiar relationships, emotions and moral ethics

(Lu Yilong, 2016). The tandems with unique temperament and mentality play a key bridging role in the development of e-commerce, bridging the various links in the upstream, midstream and downstream of the e-commerce industry chain, and are an important driving force for the development and growth of e-commerce in the county.

County e-commerce provides a stage for returning talents to make a living and develop, and the unique combination of modernity and vernacularness that these talents possess makes them the key players in e-commerce development - perhaps the characteristic Chinese demographic mentality and spirituality that will be revealed in the gradual urbanization of the future population. In county societies, which have both "community" and "social" attributes (Wang Chunguang, 2020), the development and growth of the e-commerce industry can also help to provide "decent" employment opportunities for local youth and reduce population loss. As a result, e-commerce in the county has become a two-way pull for the young and middle-aged population and the local rural population to concentrate in the county, forming a modification and development of the traditional push-pull theory (D.J. Bogue, 1959). The maturation of the e-commerce industry has expanded the local population's "urban and rural" (Tang Renjian, 2021) pattern of existence, which is also an inherent expression of population urbanization in the context of urban-rural integration. This study attempts to analyze the social mentality in the process of population urbanization and understand the significance of this complex mentality through the case of talents returning to their hometowns to engage in the e-commerce industry.

2. Literature Review

In the research tradition of social psychology, based on the methodological path of individualism, social mentality is often operationalized as interpersonal interaction, which is a meso-level between the mass psychology (Le Bon, 2011) at the micro-level and the national spirit at the macro-level, for example, Marx's "class consciousness", Weber's Marx's "class consciousness", Weber's "capitalist spirit", Durkheim's "collective consciousness", and Simmel's "life style", for example, show different aspects of the social mentality in the process of industrialization. However, the American-style specialization has made social mentality a "residual category" outside the "core categories" of social stratification, social organization and social structure in modern sociology. After a short period of silence, the study of social attitudes re-entered the theoretical vein of sociology in the professional form of "sociology of emotions", which in turn expanded the research horizon of social attitudes (Cheng Boqing, 2016). Facing the real situation, the market-oriented transformation of Chinese society has changed the traditional social structure and relationship patterns to a certain extent, and the "crisis of mental order" (Fei Xiaotong, 2003) has highlighted the value of social mentality research and promoted the study of mental order in China.

In his later years, Fei Xiaotong reflected that his previous research had failed to get rid of the defect of "seeing society but not people", and therefore advocated "research on the level of human mentality" in order to expand the boundaries of sociological research (Fei Xiaotong, 1993). Here, what Fei calls "mentality" is not "mental state" in the strict psychological sense, but refers to mental, emotional, spiritual, temperamental, and cultural aspects in a general sense (Wen Xiaobo, 2018). The goal of mental order is that everyone can "live and enjoy their lives" and realize their values in life, and its core is the relationship between people, which is related to human ethics in Confucianism. However, if we focus on the contextual nature of rural society, the shift from "aiming at enriching the people" to "cultural consciousness" is always inseparable from the realistic starting point of peasant emotions. Therefore, "order of mind" is not only a cultural and ethical issue, but also a problem of emotional expression, and thus the emotional and ethical paths of sociological research on order of mind are developed.

The paradigm of emotion research is characterized by structural analysis, with reference to China's real-life experience, emphasizing the unique value of "Chinese experience" and the local form of "emotion system". According to Zhou Xiaohong, the "Chinese experience" is characterized by duality

and marginality, manifesting itself in the confrontation between tradition and modernity, the gap between ideal and reality, the confrontation between urban and rural areas, the conflict between East and West, and the coexistence of positive and negative (Zhou Xiaohong, 2011). Hu, on the other hand, explains the mental order crisis of migrant workers from the structural level of the "social underclass" (Hu Penghui, 2016), and then highlights the value of the "emotional dimension of social construction" (Cheng Boqing, 2011). From this perspective, social governance has also become "emotional governance" (Wang Junxiu, 2017), especially since the expansion of individual emotional expression channels in the Internet era has greatly strengthened the necessity of emotional governance. In general, as the moral and religious components of emotions are divorced from each other, emotions are easily manipulated. Emotional institutions, on the other hand, are discourses and practices that regulate emotional expression (Cheng Boqing, 2017), which attempt to construct a connection between individual emotions and the context of the times, but it is difficult to avoid the various strategic tendencies of emotional expression.

The paradigm of ethical research seeks to understand the cultural codes of social mentality by looking back at historical traditions. To some extent, this paradigm is a direct continuation of Fei Xiaotong's late sociological turn, which explores the "unspoken" meaning of the mind in Chinese cultural traditions. The subjectivity and morality of "mind" unfold into a "differential pattern" in the spiritual world (Zhou Feizhou, 2017). The differential pattern contains an ethical core that can be extrapolated based on "comparing the heart to the mind" (Zhou, 2015), thus deepening Liang Shuming's concept of ethical orientation in a sociological way. According to Zhou Feizhou, cultural mentality constitutes the deep foundation of "relational society" (Zhou Feizhou, 2018), which gives the meaning of "ritual" to social structure (Wu Liucai, 2018). By benchmarking the cultural significance of Weber's "spirit of capitalism" to the development of Western industrialization, Fu Wei reveals that the "family ethic" of "fighting for one's life" is the spiritual driving force for the development of Chinese rural industry. This is actually an "ethic of responsibility" of "fatherly kindness", and through the derivation of kinship and respect, the life of "inheriting the past and continuing the future" has a continuous direction and route. This gives rise to "the implication of the transcendent value of life's trust, the implication that the meaning of one's life is entrusted to one's descendants for continuity" (Fu Wei, 2021).

In addition to the above two approaches, human spirituality, which is also an important component of mentality, has not been adequately studied, and is revealed through the logic of concrete actions by internalizing the subject's thoughts. Spirituality is actually intricately intertwined with ethics and emotions, which makes it more important to sort out certain structures and clues in the study of social mentality.

3. The family ethics of father's kindness and son's filial piety: the spiritual motivation for talents to return home

Mr. Gao from Youyu County, Shanxi Province, with a bachelor's degree from Shanxi University of Commerce and Industry, was engaged in the teaching profession in Taiyuan after graduation. After his mother fell ill, he decided to quit his job in the city and return to his hometown to make a living in order to take better care of her until she recovered. After returning to his hometown, Mr. Gao entered the Fusuo Electric Company, which undertakes the distribution and training of electric products in the whole county of Youyu, and gradually made his way from the finance staff to the manager position.

Liu, a college graduate from a college in Taiyuan, Shanxi Province, worked in a courier company in the city after graduation. Later, due to his father's illness and his parents' urging for marriage, in order to take care of his father and return to his hometown to get married, Liu decided to quit his job in the city and return to his hometown to make a living. After returning to his hometown, Mr. Liu entered the local farm to home company work, farm to home company from the beginning of the

high-speed station specialties store gradually developed to the county's largest e-commerce company, Mr. Liu also gradually from sales staff gradually to the company's manager position.

Mr. Wu of Shenchi County, Shanxi Province, used to be a journalist in Taiyuan and later sold computers in Zhongguancun, Beijing. Because of his parents' old age and poor health, he decided to return to his hometown after discussing with his brothers. After returning to his hometown, Mr. Wu began to engage in the production and sales of grains and beverages, the main product is black sesame paste, because of the lack of local production capacity, it will cooperate with a substitute processing manufacturers in Shandong. Later, when he saw that his sister had good results in producing Shenchi moon cakes, Mr. Wu gradually shifted to the sale of horseradish oil and moon cakes, thus establishing a connection with the local industry chain.

Shilou County, Shanxi Province, Chen total, a Beijing undergraduate, after graduation in an Internet company as a programmer, a substantial salary, after because of parental urging to get married, and at the same time in order to comply with the parents' desire to keep their children around, Chen total quit his job in the city and returned to his hometown to start a business development. Chen founded the online mall in Shilou County, not losing the scale of the local Meituan Mall, as the business gets bigger and bigger, Chen also did the business of local mountain spring water.

Summing up the experiences of the four young people mentioned above, it is found that all four returned to their hometowns on their own initiative due to family factors and took root in the county for a long time without moving into the city. Unlike Fu Wei's interpretation of family ethics, due to the rotation of the life cycle, the ethics of father's responsibility to children is not the driving force for the development of e-commerce in this round of population urbanization. In the annual cycle of father's kindness to children, there is a shift from father's kindness to children's filial piety, and the family ethics of children's responsibility to their fathers becomes the fundamental spiritual motivation that supports the returning youth to quit their lucrative jobs in the city, resolutely return to their hometowns, and take root in the county. To the children, their parents represent the family, their mission, and the purpose of their hard work. In order to facilitate the care of their parents, or to satisfy their parents' wishes, returning to the county to develop and get a good living in the county is also filial piety to their parents, and in order to be rooted in this rural society, they will develop the idea of digging and searching with all their heart to find out what to do and how to do the job well. In other words, returning to their hometowns to take care of their parents and developing in their hometowns with their hearts and minds is the proof of their filial piety and family ethics. This mentality of developing in the county in order to dig in is a heart to stay here, and no longer treat the county as just a springboard to rest, no longer fantasize and hope that one day they can leave the county to go to the outside world, but because of the family ties have to live in the county a kind of exit. Interestingly, these young people returning to their hometown common choice of e-commerce industry, in order to better rooted in the county, take care of the family, this industry seems to be the best choice for them.

4. The confidence of targeted help given: the boosting factor for returning talents to engage in the e-commerce industry

Taking the targeted help for the development of electric business in Youyu County as an example, since the National Energy Group consumption help, through consumption help to promote the effective development of the electric business industry in Youyu County, specifically, the county's electric business enterprises from 1 in 2017 to 48 in 2022; electric business annual sales from 28.56 million in 2017 to 94.59 million in 2021; electric business supporting industry chain development gradually improved, such as logistics enterprises from 2 in 2017 to 19 in 2022, carton production plants, special agricultural products processing plants and other enterprises developed from scratch. County e-commerce development is not simply to move agricultural products on the network, in fact, this behind the need for the entire supporting industry chain accumulation, throughout the agricultural production and supply, agricultural processing, supply chain integration, logistics and warehousing,

e-commerce sales and other aspects of the entire industry chain, only then the agricultural goods can be truly transformed into online goods. The e-commerce industry is being helped and supported by capital, technology and talent, giving confidence to the returning talent to engage in the e-commerce industry.

Targeted consumption mode drives the horizontal expansion of the county's electric business industry chain. Targeted consumption is of great significance in the early stage of county e-commerce development. On the one hand, marketing is the bottleneck that restricts the development of county e-commerce, while targeted consumption helps provide a broad market for local agricultural products sales. Relying on "Public Welfare China", "Huicai Mall" and other e-commerce platforms, NEG relies on direct procurement from canteens, consumption of employee welfare coupons and indirectly driven consumption to help sell agricultural products in Youyu County. The huge market of 300,000 official employees of state-owned enterprises brings unprecedented consumption channels for agricultural products of Youyu County. Data show that in 2021, the county-wide sales of electric products in Youyu County amounted to 94.59 million, of which the ten enterprises of the Huicai platform accounted for more than 40 million in sales, which shows that the targeted consumption platform plays a unique advantage in resolving the sales of local agricultural products and accumulating funds for the development of the local electric business industry. On the other hand, after the electric business sales reach a certain scale, the demand will force the county to build a new industrial system, driving the development of supporting industries, and then realize the horizontal expansion of the electric business industry chain. A typical case is Youyu County's farm to home company, in 2016 in the county station kiosk to operate agricultural products, the average daily offline sales of only 30-50 single; to 2017, the farm to home by the National Energy Group's consumer support, stationed in the "public welfare China" and "Huicai Mall "e-commerce platform, agricultural products sales mainly changed to online, the office also moved to the new park site provided by the government free of charge, sales in the peak season can reach an average of 2,000 orders per day. The dramatic rise in the volume of orders has created a huge demand for packaging and logistics, which has led to the development of carton production plants and foam production plants in Youyu County from scratch, and logistics enterprises such as "Four Way" are gradually growing in the area. The special agricultural products of Youyu County, such as sea buckthorn juice, mutton, flax oil and small grains, have become the main position of e-commerce sales, among which sea buckthorn juice needs to be processed from sea buckthorn fruit and flax oil needs to be processed from flax seeds. If "agricultural products supply - agricultural products processing - supplier integration - packaging, cold chain, logistics - e-commerce sales" is used to describe the complete e-commerce industry chain in the county, then the targeted consumption support of National Energy Group has realized the horizontal expansion of the industry chain and made each link of the chain develop from nothing to something.

The limited competition mechanism boosts the vertical deepening of the county's e-commerce industry chain. National Energy Group's consumption help has a certain amount of limit every year, will selectively from the government procurement platform more than 10 enterprises upload products for purchase and consumption, which will form a limited competition within the platform. Limited competition" is mainly manifested in the limited scope of business subjects, consumers and market, i.e. there are a limited number of businesses in Youyu County facing a limited market demand on the political procurement platform developed by National Energy Group. Therefore, limited competition is the competition within a limited scope. It should be noted that "competition" is more likely to be guided by the platform side, that is, the National Energy Group, because of its limited scope, in order to cultivate the market ability of county e-commerce enterprises to connect to the domestic and international markets, including feedback and last-place elimination. One, through the feedback mechanism to promote local e-commerce enterprises to create market-oriented online goods. Feedback specifically is the National Energy Group will regularly summarize the views and suggestions of consumers on the platform products, will feedback to the business for adjustment, and over time will promote the county's existing industrial system to upgrade and transformation, so that

it is more adaptable to the needs of e-commerce development. For example, Mr. Gao of Youyu County's Fusuo Electric Business Center regularly receives feedback from customers of the National Energy Group. For example, when selling health porridge on the Huicai platform, the consumption characteristics of the target customers influence the sales and packaging design of the porridge products - combining various kinds of grains for the white-collar group's health-conscious characteristics In addition, the congee products are made into small packages for their efficiency consumption habits. Second, the last-place elimination measures to stimulate the local e-commerce industry to continue to develop progress. The final elimination refers to the bottom 10 enterprises in the Huicai platform will be eliminated if they are at the bottom of the annual sales, and other enterprises outside the platform will be allowed to enter, in order to create moderate pressure and motivation for improvement, and to promote the continuous progress and development of enterprises. The pressure created by the final elimination makes the enterprises above and below the platform continuously improve their business strategies and product advantages to win the competition and lay the foundation for the refinement and deepening of the industry chain. All in all, limited competition can, on the one hand, provide protection in the early stage of the county's e-commerce development, for its time, capital, talent and experience, not to be instantly eliminated in a fully competitive market state; on the other hand, to cultivate the county's e-commerce market capabilities, boosting the vertical deepening of the e-commerce industry chain, so that the original industrial system and the links in the chain are optimized and improved to be able to face the diverse Market demand, so that the right county electric business industry gradually from shallow water into deep water, to achieve sustainable self-blood.

Targeted help units on the one hand to drive the local electric business industry chain from nothing to develop, on the other hand, to drive the local electric business industry from there to excellent development in depth, so that the local electric business can gradually transition from a mentality of dependence to a self-reliance mentality, to cultivate confidence for the development of electric business - this is a gradual depth of development confidence, from the electric business The initial development of the basic conditions of the trust gradually over to the confidence in market demand to meet.

5. Spirituality of modernity and rusticity: the inherent conditions for returning talents to become e-commerce leaders

County e-commerce industry chain in the horizontal expansion at the same time, the links are not naturally coherent between the supply of agricultural products farmers do not necessarily do e-commerce, agricultural products processing enterprises may not directly operate e-commerce sales, direct operation of e-commerce online store may not directly participate in the production, and therefore need a number of production and sales links to connect the county, to achieve the organic linkage of the e-commerce industry chain leaders, they should have access to both external They should have the ability and opportunity to access external technology and external society, but also be familiar with the reality of the county, rooted in the local social base, that is, a balance of modernity and vernacular talent. On the one hand, modernity is to be able to understand and know the contents including market development, platform operation, product selection and quality control, live with goods, logistics and shipping, etc., which involves theory and practice, and involves a group of talents with professional skills and industrial thinking. On the other hand, one of the entry thresholds required by the government procurement platform for enterprises is to be able to drive the employment of poor households and help the development of rural revitalization, specifically through the proof of product origin, employment income generation and other proofs of help to show. This threshold condition directly and indirectly leads to county e-commerce enterprises not only producing their own products, but also docking other processors and farmers' agricultural products to sell more local goods and drive more farmers to increase income and rural revitalization, which tests and hammers the familiarity and rooting ability of county e-commerce leaders to the county. For example, among the 10 enterprises

stationed in the Huicai platform, 9 are supply chain companies, which have become the key to bridging the entire county industry chain, bringing together a large number of local sources through acquisition, orders, commissioned processing and packaging, etc., and bridging the supply side at one end; and supplying products to national energy groups through the government procurement platform, as well as selling to consumers nationwide through traditional e-commerce, live e-commerce and other channels, thus the supply chain At the other end, the supply chain company connects with the demand side. The supply chain company balances the fluctuation between supply and consumption in this process, and integrates the production capacity of the county industry chain. In fact, the talent cultivation orientation of NEC's "e-commerce leaders" has helped the organic connection of the county e-commerce industry chain, enabling many enterprises and links developed from scratch to be organically integrated into the whole industry chain.

Gao's company is responsible for the county's e-commerce training. The company mainly sells four types of agricultural products: mutton, sea buckthorn, small grains and linseed oil, selling a total of 218 types of agricultural products in the county. On the one hand, Mr. Gao knows the technical operation of electric business and has a broad market vision, and on the other hand, he can be rooted in the society of acquaintances and mingle with the agricultural products processing enterprises, electric business enterprises and farmers in the county, often acquiring local agricultural products at favorable prices, providing cost-effective sources of products for the company's electric business development.

Liu's company has gradually become the largest e-commerce company in the county from a small store of agricultural specialties, behind which we cannot ignore the familiar relationship between Liu's roots in Youyu County society and local farmers and agricultural processing enterprises, often through favors and relationships to obtain high-quality, preferential raw materials and finished products, laying an important foundation for the brand packaging of farm to home. At the same time, Liu's broad market vision harvested in the city also plays an important role in the actual operation, and is able to gain insight into the fast food lifestyle habits of the urban white-collar class relatively quickly, further helping to develop the performance of the company.

The Shenchi mooncake e-commerce brand founded by Mr. Wu also benefits from his experience in using the Internet and exploring the needs of the wider urban market, as well as the extensive mooncake production experience and raw material supply brought by his network of acquaintances embedded in the county community, laying the foundation for the sustained revenue of his husband and wife mooncake store.

The development and operation experience accumulated by Mr. Chen in urban Internet companies provides important technical and market reference for him to start a regional network mall in the county; more importantly, Mr. Chen relies on his acquaintances to occupy the first opportunity for local enterprises to enter the platform in the county, which in turn attracts local consumers to take the lead in favor of the mall, and is able to form a confrontation with the Meituan e-shop in Shilou through market share.

In fact, the spirit of modernity and rustic balance through the four hometown talents of the e-commerce business logic of the specific performance, they live and work in the city accumulated technology and market experience and vision makes them and e-commerce practice immediately, and then lead its development. At the same time, not all young people who have gone to college in big cities can become the leaders of the county's e-commerce development, but those who can really take root in the local community, mingle with the local people, get wide support in the county community, develop with heart and soul, and take into account the local nature of the capable people can really lead the organic development of the local e-commerce industry.

6. Conclusion

In the process of returning to their hometowns to become e-commerce leaders, the mentality of the capable people is revealed to the best of their ability, as family ethics support them to leave the

excellent city conditions and return to their hometowns to make a living in the county; the comprehensive support from the national designated help units is an important impetus for the capable people to participate in the e-commerce business, and the deepening and improvement of the local e-commerce industry chain is the basis for the development of e-commerce by the returning capable people; and the balance of modernity and rusticity is an inherent factor for the returning capable people to be able to operate the e-commerce industry and become county e-commerce leaders. The temperament of modernity and rusticity are the intrinsic factors that enable the hometown people to run a good electric business industry and become the county's electric business leaders, with the vision of modernity facing a wide market and the temperament of rusticity making it possible to obtain high-quality characteristic sources of goods, both of which combine with each other to promote the sustainable development of electric business operations. Such a complex blend of mentality is the transitional mentality of returning talents becoming e-commerce leaders, population urbanization development, and county development, which may be a key to Chinese urbanization and modernization.

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