

A study on the mechanism of the effect of country circulation industry development on urbanization

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Abstract. With the development of economy, Chinese country's circulation industry also get developed by large correspondingly. And the development of country circulation industry powerfully promotes the urbanization process so it has significance for the urbanization. Meanwhile, the urbanization process effectively promotes the circulation of merchandise and provides the circulation with power thus the market is effectively expanded. This paper focuses on the mechanisms of the development of country circulation industry on urbanization, thus the function of country circulation industry development will be better developed and the urbanization process will be better promoted.

Introduction

The age is advancing and the social economy is developing. And so it is to the country circulation industry. With the improvement of science technology, the developing step of country economy is speeding. The country circulation industry gets good developing opportunities in this process and realized the fast development. The country circulation industry has great influence on the development of urbanization. Therefore the development of circulation industry could effectively promote the development of urbanization. This is to say that we need to pay more attention to the development of country circulation industry. Thus the circulation industry can be better developed and the urbanization process can be better developed.

The understanding on circulation industry

Circulation industry refers to the circulation process that when the manufacturer made the products, they trade the products to the wholesalers or the retailers then the products are eventually sold to the customers. Generally speaking, circulation industry can be divided into generalized circulation industry and narrow circulation industry. The generalized circulation industry refers to the generic terms of various circulations such as commerce flow, information flow, material flow, capital flow and others. It is the gather of all the trade relations related to the merchandise. The generalized circulation industry includes retailing, wholesaling, information, catering, finance and other businesses. It is the sum of the merchandise circulations of many industries, while the narrow circulation industry refers to the circulation industries of retailing, wholesaling, information, and catering. Compared to the conception of the generalized circulation industry, the range of the narrow circulation industry is much limited. But the general conception of circulation industry refers to the industrial circulation information of retailing, wholesaling, and catering.

The effect of circulation industry development mainly depends on the effect of market concentration. The higher market concentration brings the enterprises with higher governing ability to the market. Thus the profits of enterprises could increase.

The concentration of circulation industry is mainly affected by four factors: the activities of enterprises, scale economy, franchise alliances, the influence of policies and the technology development. The activities of enterprises refer that in the process of merger, enterprise may bring down the level of competition to realize the increasing of the concentration level of circulation industry. The scale economy refers to higher scale level brings higher efficiency of products circulation. This is a good way to expand the sales volume. Franchise alliances mean that circulation enterprises concentrate the spread and small scaled convenient stores to realize the increasing

concentration level. The influence of policies refers to the strength of support of the government. It also influences the concentration level of circulation industry. The technology development usually refers to information technology, management level and management methods which also have great influence on the concentration level. The development of circulation industry could effectively promote the development of the reproduction modern society. It is the important support for the reproduction process of modern society. Circulation industry is the great power for promoting the adjustment of the economic structure. The development of circulation industry could speed the adjustment of the economic structure. Meanwhile, circulation industry could effectively fulfill customer ' s requirement for consumption and effectively guarantee people ' s life level. Furthermore, the development of circulation industry could promote the stable development of economy. It is the powerful support for the stability of the economy development.

The analysis on the current situation China' s country circulation industry development

With the developing of the market economy level, the speed of Chinese economy development is increasing. No matter in the cities all the countries, economy gets developed and society gets advanced. Especially in recent years, government pays more attention to the development of country economy and invests more in the country economy. The country economy level has been increased. For the current development of country circulation industry, it is a golden opportunity. Therefore China's circulation industry in this period gets largely developed and advanced. However, due to the late formation time of Chinese country circulation industry, the whole development of the system is slow and shows the hysteretic situation. In addition the circulation cost in country circulation industry is pretty high. The quality of the products cannot be guaranteed. Thus people's increasing need for material culture life cannot be fulfilled. Meanwhile the development of Chinese country situation industry has the problem in which market barrier is low when enter, while it is high when quit. The process of circulation, the differentiation of products is not high, lacking of the competence of division and cooperation and technology. It directly leads to the problem of the low concentration level of Chinese country circulation industry development. Furthermore, in the process of the development of country circulation industry, the fierce competitions among different products are limited the regional condition of the countries. Therefore, the excessive competition doesn't realize the increasing of running efficiency and there still exists the problem of low efficiency.

Furthermore, with the development of the age and the improvement of people's living levels, people's consumption levels are also improved and people's consuming ideas are changing. People begin to chase after the individuality and diversity of the consuming ideas. To a certain degree it expands the market and consuming requirement of circulation industry development. Thus, the rapid development of circulation industry can be realized. Therefore we need to pay attention to the development of current country circulation industry, and enlarge the running scale of country circulation industry to guarantee the circulation industry to serve better in the process of urbanization.

The countermeasure analysis on pushing country circulation industry development

The development of country circulation industry has important influence on the development of urbanization. To realize the rapid development of country circulation industry, we have to start with the following two aspects:

First, insist the investment in the fundamental equipment of country circulation industry, and enlarge the infrastructure construction of country circulation industry. It is good for the balancing of public services it also plays a key role in the development of country economy and the improvement of production efficiency. Therefore, the government should pay more attention to the investment in country circulation industry. To improve the circulation efficiency better, the government needs to consider the layout and setting of circulate website in countries. In the practical setting of circulate websites, the local economy developing status, the advantages and disadvantages of the development of local economy must be taken into consideration. Furthermore, we need to combine the development of country circulation industry and the development of the age and apply advanced

Internet technology in it. Establish the electronic platform for country commerce, so that the cost of circulation industry can be saved. Thus the development of country circulation industry can be better realized.

Second, establish and perfect the bilateral interaction communication system of country and city. At present, China's circulation industry development has been fallen behind. We need the help of the modernized technology and circulation system of the city to untie with the circulation website platform of the country, thus the development of country circulation industry can be carried out. In China's country, many supermarkets are established and present a chain store running method. Therefore with the method of country supermarket connection, guarantee the smoothness of the circulation website of the country, the related information of city merchandise circulation could be better collected which could be used in country circulation industry development. In addition we need to develop the bilateral interaction communication system of city and country to enhance the cooperation between city and country. For example the enhancing of the cooperation with major planting clients could provide these clients with related market information and production document or information on agriculture production sales. Thus the development scale of country circulation industry could be enlarged and development of country circulation industry could be promoted.

The mechanisms of country circulation industry development on urbanization

The mechanisms of country circulation industry development on urbanization mainly demonstrate in the direct influence and indirect influence.

First, the development of country circulation industry has direct influence on urbanization development. Through influencing country economy development and the decision of the clients we realize the reassignment of country element resources. It demonstrates in the following aspects: First a perfect country circulation industry system can effectively promote the development of agriculture production. Improvement on production efficiency could promote the development of circulation industry. The development of country circulation industry directly promotes the expanding of agriculture sales market. With bigger need of customers for agricultural products, the gradual commercialization of agricultural products will be deeper. The expanding of the need of customers for agricultural products is good for the professional labor division of agriculture. The large scaled application of new technology in agriculture production could promote the production efficiency of agriculture and create more economic values and the market values. In addition, the large scaled application of new technology save the labor force for the country production. Therefore more country labor forces transferred to cities which promote the urbanization. Second, the improvement in income level of the country is the direct propeller for urbanization process. Establishing and perfecting the bilateral interaction communication system of country and city could not only enlarge the expanding of the distribution channels of agricultural products but also could bring in the product information. This kind of bilateral interaction communication system of country and city not only increases the incomes of farmers but also promotes the effective development of country circulation industry. However the current situation in country of infrastructure construction such as education, medical treatment is not enough. To get better quality of education and medical treatment, the countryside people will speed up urbanization to make it agree with the increasing need for material culture life.

Second, the development of country circulation industry has indirect influence on urbanization development. With the help of the development of the related industries, the development of urbanization will be promoted. It demonstrates in the following two aspects in detail: First, the development of country circulation industry effectively promotes the development of the secondary industry and the tertiary industry in cities. With the increasing need for the products of the secondary industry and the tertiary industry, the development of urbanization will speed up. The perfection in the circulation system of country circulation industry provides broad space and market for the products and also develops the country consuming market. The country consuming level and the living levels of the people are promoted. In addition, the increasing need for the products of the

secondary industry and the tertiary industry is a powerful pushing force for urbanization. It could effectively promote the enlargement of production scales and better fulfill the requirements from the consumers and market. Second, with larger investment in country circulation industry, the equipment in related merchandise circulation in cities will increase. With larger investment in country circulation industry, the need for the equipment in related merchandise circulation in cities will increase. And this need will increase enormously. It could better fulfill the need of market for different resources especially in labor force. After all the labor forces in the cities are limited. To guarantee the construction process of urbanization, labor forces of the country will concentrate to the center of the cities which effectively promotes urbanization development.

Conclusion

Through the mechanism study on the influence of country circulation industry on urbanization, we realize that to give full play to the influence of country circulation industry on urbanization, we need to know the mode of action of country circulation industry on urbanization. The analysis in this paper could help us understand better.

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