

The Possibility of Collaboration with Local Farmers in E-commerce

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Summary

The purpose of this study is for exploring the possibility of model of collaboration with local farmers in e-commerce, which is a kind of new pattern for selling agricultural products in the e-commerce.

So far, there are many patterns with different subjects such as JA, supermarket, or shopping mall and so on. However, since they cannot sale agricultural products to the consumer directly, it is hard to collect the information about consumers' demand, and also difficult to build the relationship between consumers and producers. Even some patterns conduct direct-sale in the internet, most of the case are independent stores by individual farmer. Also, there are some shortcomings, which are that product selection is limited in the independent store and the agricultural product has no difference except price because of the competition between many stores in the shopping mall.

Under that circumstances, the model, which is that local farmers get together to sell agricultural products online, has attracted much attention. The reason is that it not only compensation for these shortcomings of independent stores by individual farmer, but also be possible to build the trust relationship with the consumer by selling the products and offering the information through the internet, which would give some indication for the development of collaboration with local farmers in e-commerce.

Specifically, firstly, the social significance of collaboration with local farmers in e-commerce has been clarified by reviewing previous studies. Secondly, research interviews on one case of collaboration with local farmers in e-commerce in Miyazaki Prefecture of Japan, in order to clarify the process of establishing the collaboration, management mechanism, the method of communicating with consumers and the contribution to each farmer member by collaboration in this case. Thirdly, research interviews on one case "Etonaen" in Kumamoto Prefecture of Japan, by the questionnaire survey to the consumers on internet, in order to explore the possibility of increasing the purchase from the consumer, when they know the information that homeless

people got jobs from this case, which means there is trust relationship consumers and producers. At last, form the result of researching interviews on these two case, summarize the function and problems of this new model.