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Impact of Goal Orientation and Information Elaboration on the Performance of Farmer Cooperatives under Rural Revitalization

Jian ZHANG[1], Jijian GU[2], Ming JI[3], Guowei WEI[4]

Abstract

The development of farmers' cooperatives in underdeveloped areas has not generally achieved good economic performance, and it is impossible to overestimate the driving and self-development capabilities of cooperatives. It has opened up a situation for the continued development of cooperatives. Based on the goal-oriented and information elaboration theory, this paper has carried out related research. First, it analyzes the impact of goal orientation and information elaboration on the performance of farmers' cooperatives, which conducts in-depth discussions. Then simulation research methods used to study the impact of goal orientation on farmers' cooperative performance, and draw a series of valuable research conclusions. Finally, based on the above theoretical research results, this paper put forward measures to improve the performance of modern organizations of farmers' cooperatives. Through the theoretical construction and practical investigation of the cooperative social organization embedded in rural social governance, it fully affirmed that the cooperative as an autonomous organization formed by ordinary farmers, with its unique organizational advantages and institutional charm in the economic role of rural society and participation in the function of social governance. The research in this paper is gradually deepened at the rural revitalization strategy, and fruitful results have been achieved because of forming a complete research framework.

Keywords: goal-oriented, farmers' cooperatives, information elaboration, rural revitalization strategy.

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Introduction

Farmers' cooperatives are organizations formed by farmers spontaneously with mutual assistance, which have extraordinary significance for promoting the implementation of rural revitalization strategies. The 2019 Central Document No. 1 emphasizes that farmers' cooperatives are an important breakthrough in rural revitalization. It is important to accelerate the development of farmers' cooperatives, further strengthen the construction of model cooperatives, improve their management models, and relevant policy systems. The cooperative's high-quality development provides guidance. To achieve rural revitalization, industrial prosperity is the key point, and the development of cooperative economy is an effective way to achieve industrial prosperity. Among them, professional farmer cooperatives, as the main form of cooperative economic organization, are the largest number of farmers 'self-organizations in the agricultural and rural areas. It has played an important role in safeguarding the interests of farmers, circumventing agricultural risks, providing services to farmers, and leading small farmers to achieve modernization. It has become an important carrier of rural revitalization, and its development rate continues to accelerate. There were 2.148 million professional cooperatives, and the proportion of farmers who joined the society accounted for 48.5% of the country's farmers (Mohd Sanusi, *et al.*, 2018). At present, the development of effective farmers' cooperatives has become the institutional arrangement of rural revitalization strategies, while the effective development of farmers' cooperatives depends on the construction of effective interest mechanisms. Therefore, the establishment of a close interest linkage mechanism will become a realistic choice for the government to coordinate urban and rural development and industrial development. It is also an inevitable choice to increase farmers' participation, strengthen farmers' market position, integrate farmers into the market economy, and enjoy industrial value-added benefits.

The current economic situation shows that there is a close connection between farmers' income and China's economic development. The increment of farmers' income is the key point of studying the "three rural" issues. The growth in farmers' income is a necessary condition for narrowing the gap between the rich and the poor. It is also a fundamental guarantee for the long-term sustainable growth of the Chinese economy. Agricultural products are easily affected by various factors such as natural environmental conditions and market fluctuations during the production process, making agriculture a high-risk industry. Since reform and opening up, subject to the household contract responsibility system implemented in rural China, the ability of a single farmer to resist market risks has been low (Sisay, Verhees, & Van Trijp, 2017). The new agricultural management entity has become an important force in implementing the strategy of rural revitalization. As a farmer's own organization, farmers' cooperatives have given high hopes from all occupations and have strong development potential. In underdeveloped areas, professional farmers 'cooperatives not only undertake general economic functions,

but also derive many social functions because of their geographical characteristics. In general, the farmers' cooperatives in the underdeveloped areas are still in the preliminary stage. There are various problems in their operation, and they have not played the role that farmers' cooperatives should have. Farmers' cooperatives have solved the contradiction between single-family small production and ever-changing large market. Research on the income of farmers in cooperatives has rarely carried out from the perspective of goal orientation and information elaboration (Zhang, 2018). However, in the current era of goal orientation success, the power of goal orientation and information elaboration cannot have ignored. Goal orientation and information elaboration can improve competitiveness, which help farmers' cooperatives participate in market competition. For cooperatives, goal orientation can help build the image of the cooperative; facilitate production management and attract loyal customers, which help monitor Cooperative's product quality stimulates entrepreneurship. For consumers, after the cooperative establishes the goal orientation goal orientation and information elaboration, shoppers can easily identify products and improve purchase efficiency. It is easy to eliminate doubts about new products. It is convenient to complain and claim to relevant cooperatives after purchase. Therefore, it is of great significance to study the goal orientation and information elaboration of farmers' cooperatives.

The development of specialized cooperatives for farmers in underdeveloped areas has not generally achieved good economic performance, and it is impossible to overestimate the driving and self-development capabilities of cooperatives. However, the development of cooperatives has produced a more obvious effect on improving the ability of farmers in underdeveloped areas to adapt to the market. It has opened up a situation for the continued development of cooperatives (Abate, Francesconi, & Getnet, 2014). The experimental nature of the existing cooperatives is difficult to bear the expectations placed by the political and academic circles. What is more important is whether the existing cooperatives can stimulate the endogenous rationality of the rural areas and the enthusiasm of sustainable development of the cooperatives. This paper conducts a research on the impact of goal orientation and information elaboration on the performance of farmers' cooperatives under the strategy of rural revitalization, builds on the performance of farmers' cooperatives with rural revitalization as the leading idea, and deeply studies the impact of goal orientation and information elaboration on farmers' cooperatives. Therefore, we should focus on the two levels of team goal orientation and information elaboration, and pay attention to the moderating role of team goal orientation in individual goal information elaboration, and carry out research on the impact on individual creativity, which has important theoretical innovation value.

Literature Review

Goal-oriented concept

The concept of goal-orientation (translation of goal-orientation, goal-orientation, and achievement-orientation in China) was first developed in the 1980s. In the definition of goal-orientation, some scholars believe that goal-orientation refers to a reaction when individuals pursue success tendency. Some scholars believe that goal orientation is the goal pursued by an individual when performing a certain task. Goal orientation has originally defined as behavioral situation orientation during the completion of a task. It defined why and how people successfully completed various goals, and how to achieve the primary purpose of completing behavior. These orientations are envisaged to include the experience of the person in the context, the form of participation in events and the generation of cognition, emotion, and behavior. Performance goal-oriented (PGO) was further refined, and a three-facet model of goal-oriented was proposed. He believes that PGO can have divided into performance approaching goals and performance avoidance goals. Although both are concerned with the results of self-performance, the former focuses on the ability to obtain positive evaluations, while the latter focuses on not displaying their own deficiencies and avoiding negative evaluations. "Approaching" refers to focusing on the possibility of failure and attempts to avoid failure. The goal of "avoidance" is considered to link to inefficiency, and equalization of opportunities. The form associated with the performance approach goal is considered the most positive, because this goal orientation is found to be related to the results of perseverance, positive emotions, and scores.

Motivation widely exists in daily life, and one of the most effective ways to understand human motivation in the context of work is goal-setting theory. People try various methods to make themselves more capable and efficient, while motivation theory used to explain this phenomenon. The avoidance and approach motivations in the theory of achievement motivation are two types of widely recognized motivations. Even under the influence of different motivations, the behavioral behavior of individuals differs greatly, just because of the intrinsic motivation (Agirre, Peinares, & Agirre, 2014). During exploration, goal-oriented theory emerged. As an important part of the theory of achievement motivation, the concept of goal orientation has aroused a strong interest in organizational psychology scholars since it was proposed in the 1970s. Although originated in educational psychology, goal orientation has rapidly obtained in the study of organizational behavior and management Popularization and application have achieved fruitful research results. Goal-oriented theory believes that to achieve any goal must go through the goal behavior. To enter the target behavior, you must first go through the goal-oriented behavior. The impact of the two behaviors on motivation intensity has diametrically opposed. In order to resolve this contradiction and keep the motivation intensity at a high level, it is necessary to use goal-oriented

behavior and goal behavior. Behavior scientists divide human behavior into three categories: goal-oriented behavior, goal behavior, and goal completion behavior. Goal-oriented behavior refers to the behavior that an individual has driven by strong motivation and hopes to achieve a certain goal. The difference between goal-oriented behavior and goal-oriented behavior is that they have different influences on the required intensity. The difference between goal-oriented behavior and goal-oriented behavior is shown in *Figure 1*.

Figure 1. Goal behavior and goal-oriented behavior

The above diagram illustrates that people are driven by strong needs or motivations to produce goal-oriented behavior and goal behavior. However, no matter how strong the motivation is, not all goals can be achieved, and some goals can never even be achieved. Therefore, a dotted line indicates the target behavior.

The information elaboration

Information elaboration is an emerging concept that has just appeared in the past decade. The definition of the information elaboration concept and the understanding of its connotation have gradually deepened. In general, it has undergone the evolution process from the information elaboration process, the information elaboration cognitive mechanism view to the information elaboration process-cognition mechanism view. The information elaboration process believes that information elaboration is the interaction process between individual information and opinions (Baldos & Hertel, 2014). The information elaboration cognitive mechanism concept emphasizes that information elaboration is an individual cognitive mechanism, while the information elaboration process-cognitive mechanism concept believes Information elaboration is a complex form of information integration by individuals because of exquisite interpretation of information and perception of opinions. The specific explanations are as follows.

The information elaboration process is defined as the process in which team members interact with task-related information and opinions. From the perspective of information elaboration, it is a key process for team members to mobilize and utilize diverse organizational information resources based on the exchange, discussion, and integration of task-related opinions, knowledge, or thinking. Team members integrate the existing distributed information through the process of

information elaboration. The growth for information will improve the cognitive basis of team members, which can improve the individual's knowledge innovation ability, which will help to improve the team's creativity (Benos, *et al.*, 2016). The cognitive mechanism of information elaboration emphasizes that information elaboration is a cognitive mechanism through which team members can share and refine different knowledge and opinions, thereby forming better and more creative solutions to tasks. This cognitive mechanism gives team members the ability to improve organizational performance in complex or dynamic tasks, especially in tasks that require innovation. Even when dealing with diverse and heterogeneous information, team members can still use this cognitive mechanism to mine information that is closely related to the task, deliberate on different points of view, and propose more creative solutions based on knowledge internalization. The cognitive mechanism concept can have effectively applied to the performance research. Based on the cognitive mechanisms, it is pointed out that information elaboration is a complex form of communication. The information elaboration process goes beyond the level of information sharing. Team members elaborate on individual views and discuss their views with each other. Under the action of the knowledge mechanism, decide how to use and integrate information resources into existing problems. This view is more realistic. From the perspective of information mining, knowledge internalization, and externalization, this kind of cognitive mechanism is used for any individual node (Patlolla, Goodhue, & Sexton, 2015). From the information transmission stage of information production, transmission, decomposition, and consumption, the refining process runs through all the time, and the information refining process-cognitive mechanism view is of great significance to the research of information refining trigger mechanism. In the study of the relationship between team diversity and team performance, the concept of information elaboration was first proposed and used as an intermediate variable to construct a classification and elaboration model, as shown in *Figure 2*. It can be seen that the theory of information elaboration originates from the study of team diversity. Based on the relevant information and perspectives of task goals, team members evaluate their own and other team members' similarity and difference, and then tend to the higher level of similarity. Members interact with each other and integrate views, thus realizing the process of information elaboration.

Previous research has found that information elaboration can improve organizational performance in complex or dynamic tasks, especially in tasks that require innovation. In order to make good decisions and form new perspectives, the team must be able to open up the knowledge possessed by individual team members and integrate the knowledge to form a solution or decision. Team members integrate the existing distributed information through the process of information elaboration. The growth in the amount of member information will increase the knowledge base of team members, which can improve the cognitive ability of team members, and thus can increase the team's cognitive integration needs. The treatment will help to increase the creativity of the individual. The

information elaboration process goes beyond the level of information sharing to capture the contribution of team members to the detailed explanation of their ideas and discuss their insights with each other, integrate information and decide how to apply their knowledge to existing problems. Conversely, teams can balance their unique knowledge resources.

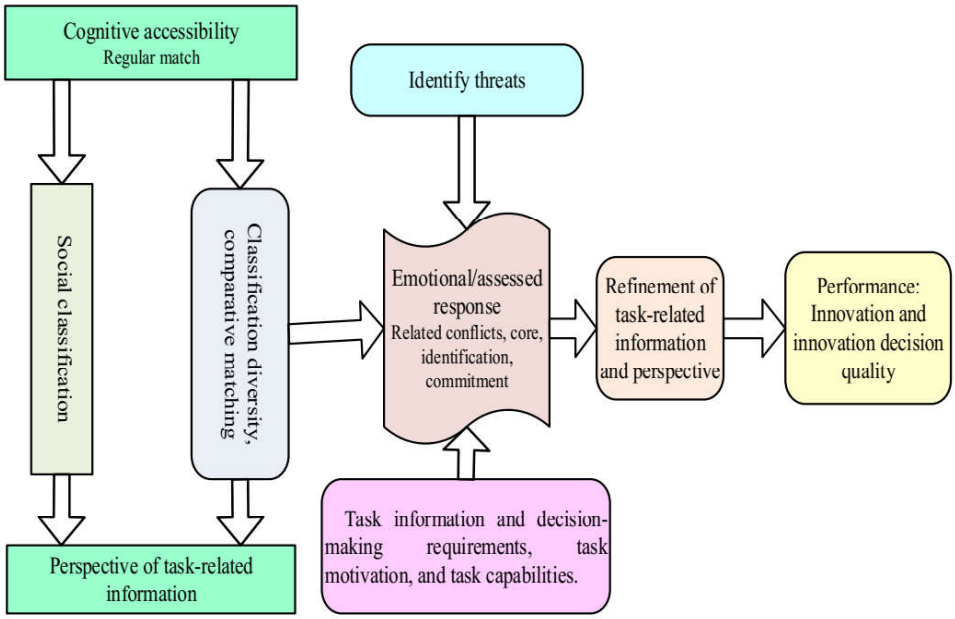

Figure 2. Information elaboration classification

Status quo and trend of performance research on farmer cooperatives

In terms of economics, a cooperative is a governance structure in which all members have residual decision-making power and ownership of assets. Zhang (2018) pointed out that the relationship among cooperatives and members is neither a completely outsourced market transaction relationship nor a fully internalized bureaucratic governance relationship. With the changes of the times, the essential prescriptive nature of cooperatives is drifting. This situation also has a major impact on the development of farmers' cooperatives. To this end, it is necessary to understand the essential prescriptive nature of cooperatives and the inevitability of their drift from other organizations, and it is not necessary to intervene in the occurrence of such drifts. Instead, this kind of drift is allowed, and government departments can reasonably guide such drift through relevant regulations. Studies on the performance of farmer cooperatives are relatively early in foreign countries, and scholars often use financial analysis methods to study the performance of farmer cooperatives. France defines a cooperative as an economic

organization, all members own assets and participate in democratic management, and distribute surpluses according to the amount of business obtained and the amount of services used. The American cooperative is a company-owned company with user ownership, user control, and user benefits. The National Cooperative Union unites all democratically controlled enterprises to meet the economic, cultural, and social needs of voluntary unions and autonomous unions. It actively participates in democratic management and makes fair contributions according to their corporate capital, sharing risks and sharing fairly interest.

With the proposal of the rural revitalization strategy, more and more scholars and enterprises began to focus on the research fields of managing rural economic construction and farmers' cooperatives, but most of the research focused more on external factors such as government support and agricultural production technology (Lecy, Schmitz, & Swedlund, 2012). However, there are relatively few studies on how to integrate the rural revitalization strategy and farmers' cooperatives based on the management psychology and behavior theory. Goal orientation has urgently needed to explore and deepened along with the implementation of the rural revitalization strategy. At the same time, we should also pay attention to the disturbing effect of the microenvironment. We also need to use information elaboration theory to build a scientific and reasonable model based on empirical market data. It can be seen that, based on the goal-oriented and detailed information theory, in-depth analysis of the rural revitalization strategy, the research on the internal mechanism, impact mechanism, evaluation system and management strategy of the performance of farmers' cooperatives will surely become a hot international frontier.

Performance model of farmer cooperatives based on the leading idea of rural revitalization

According to the questionnaire and interview survey of 25 farmer professional cooperatives and their members in Changshu City, this article found that most of the farmer professional cooperatives were established in 2007 and the Cooperative Law was promulgated. The development is still in the exploration stage, and it is gradually moving from disorder to order and standardization. Due to the development, the size of the members is generally small and the driving ability is insufficient. Most cooperatives lack economic entities to rely on (Donovan, Blare, & Poole, 2107). Government departments, large professional households, and rural capable persons have played a role in promoting the development of farmers' cooperatives. The surveyed cooperatives established 56% of the sample based on the local government, and established large professional households (rural capable persons) and supply and marketing cooperatives, which accounted for 28% and 20%, respectively.

Types of interests within farmers' cooperatives. In a survey of these 25 farmers' cooperatives in Changshu City, it was found that there are eight main ways to link the interests of farmers' cooperatives and their internal members. In the 25 survey samples, most professional fruit and vegetable cooperatives adopt service connection type and cooperative connection type; rice professional cooperatives mostly adopt contractual contract connection type and share property right connection type (Donovan, Blare, & Poole, 2017). Among the 7 aquatic professional cooperatives among them, 4 companies adopt the profit-returning connection type, and 2 companies adopt the shareholding property right connection type. From the perspective of the closeness of interest linkages, the internal interest linkages of professional fruit and vegetable cooperatives are loose, and the internal interest linkages of rice and aquatic professional cooperatives are relatively close.

Table 1. Ways to connect the interests of farmers' cooperatives and members (N=25)

Interest linkage	No	Select percentage (%)	Sample percentage (%)
Low-cost unified purchase of production materials	19	21	72
Provide free information technology services	25	26.5	96
Implement protection price acquisition	9	10	40
Rebate to members of the company's surplus shares	13	14.5	48
Cooperative dividends	6	6.5	20
Concentrate on reversing the member's land, paying rent, etc.	9	10	40
Establish a risk subsidy fund	3	3	8
Co-workers get wage income from employees employed by cooperatives	8	8.5	32
Total	90	100	356

External interest linkages of farmers' cooperatives. Through field investigation, it is found that the 25 farmers' cooperatives in Changshu City have the following four ways to connect with external interests.

Table 2. Ways to connect farmers' cooperatives with external interests

Interest linkage	No	Select percentage (%)	Sample percentage (%)
Cooperative + primary market	18	40	70
Agricultural super docking, agricultural school docking, agricultural area docking, ecological experience park, etc.	12	26.5	45
Cooperatives + leading companies	10	22.5	40
Union Press	5	11	20
Total	45	100	175

There are many sales channels for agricultural products operated by cooperatives, such as: broker purchases, wholesale markets, supermarkets, schools, enterprises, and online sales. Of the 25 survey samples, 5 out of 10 professional fruit and vegetable cooperatives sold fruit and vegetable products to brokers who had purchased them at home or sold through wholesale markets (Wang, 2019). However, the brokers would lower the prices of fruit and vegetable products during the acquisition process, and 5 cooperatives agricultural products are directly supplied to supermarkets, schools, and so on. However, the sales ratio is relatively small. The development of the sales mode of agricultural super docking and agricultural school docking is still immature. By signing a contract, the obligations and powers of both parties can be clarified. Both parties have a basis for breach of contract. Among these 25 cooperatives, only 4 of them are affiliated, that is, horizontal unions among cooperatives, accounting for 16% of the sample.

Methodology

Sample selection and data collection

Sample selection. This study mainly studies how goal orientation affects the income level of members of farmers' cooperatives. Therefore, the survey object must first be farmers who participated in farmers' cooperatives, that is, members of the cooperatives, and some of the farmers 'cooperatives surveyed should have certain goal orientation-oriented awareness (Purwanto, et al., 2020). In summary, the research object is farmers who have participated in farmers' cooperatives with different levels of goal orientation. In this study, members of farmers 'cooperatives in 3 provinces and 6 cities in Hubei, Hebei, and Jiangsu were selected as the target of the survey based on the level of cooperative development.

Data collection. The questionnaire mainly includes two parts, the main body of the scale and basic personal information. The main body of the scale measures

goal orientation, organizational fairness, product competitiveness, Cooperative performance, and market maturity. The choice of the scale body mainly uses Likert's 7-point scale, with 1 representing "strongly disagree" and 7 representing "strongly agree". 600 questionnaires were distributed in this survey, and 567 questionnaires were recovered. After removing the invalid questionnaires, 542 valid questionnaires were left, and the effective rate exceeded 90%.

Reliability and validity test

Reliability analysis. Cronbach's α reliability coefficient is currently the most commonly used reliability coefficient. The value is larger, and the reliability is higher. According to Joseph, Rolph and Ronald's research, if the Cronbach's α value is greater than 0.7, the reliability is quite reliable. If the Cronbach'sα value is between 0.35 and 0.7, the reliability is still within the acceptable range. If the value of ronbach's α is less than 0.35, the reliability is low, and it should be rejected. The reliability of factor analysis of the variables in this research questionnaire is shown in *Table 3*. *Table 3* shows that the reliability of the variables in this study is greater than 0.65, which is within the acceptable range.

Table 3. Reliability of variable analysis

Variable	Cronbach's α reliability coefficient	No
Goal-oriented	0.94	8
Organizational fairness	0.92	6
Competitiveness of agricultural products	0.91	5
Cooperative performance	0.86	4
Market maturity	0.68	7
Cooperative performance level	0.86	5

Validity analysis. Since the variable part of this study is independent development, a validity analysis is needed. In this study, SPSS 17.0 was used to perform factor analysis on the data to test the validity of the questionnaire. The KMO value is equal to 0.851, the approximate chi-square in the analysis result of artlett's sphericity test is 6 416.461, df = 105, sig. = 0.00, it can be seen that the data is suitable for factor analysis. First, factor analysis the data of this study, and summarize the data of the dominant factors of the questionnaire into invisible variables. The principal component analysis method was used for extraction, and the orthogonal rotation method with the maximum variance method was used for rotation. The rotation converged after 5 iterations. The results are shown in Table 2. The factor load of each item in each dimension is greater than 0.65, and there is no significant cross load, indicating that the scale has good discrimination validity,

and the variance contribution rate of each factor is greater than 60%, indicating the aggregation validity of the questionnaire Good, the structure validity of the questionnaire scale is good.

Table 4. Variable rotation component matrix

Variable	Cronbach's α reliability coefficient	Main ingredient		
		1	2	3
Organizational fairness	C10	0.88		
	C11	0.83		
	C12	0.81		
	C13	0.76		
	C14	0.71		
	C15	0.69		
Competitiveness of agricultural products	C1		0.89	
	C2		0.83	
	C3		0.79	
	C4		0.77	
Cooperative performance	C5			0.84
	C6			0.82
	C7			0.80
	C8			0.77
	C9			0.70

The impact of goal orientation and information elaboration on farmers' cooperatives

Simulation analysis. The reliability analysis uses SPSS20.0 to calculate the Cronbach'α coefficient. The data results are shown in Table 2. The values of Cronbach'α coefficients of each construct range from 0.745 to 0.875, which are higher than the inspection standard of 0.70, and can meet the reliability requirements of the research. The validity test includes convergence validity and discriminant validity. Convergence validity passes the AVE value and CFA test (Luo, Guo, & Jia, 2017). As shown in *Table 5*, the AVE value of each construct is greater than 0.5. CFA test found that the ratio of C^2/Df is between 2 and 5, GFI is greater than 0.8, CFI and NFI are both greater than 0.9, RMSEA is less than

0.08, AVE and CFA analysis results show that the scale of this study has high convergence Validity. In addition, the square root of the AVE value of each variable is greater than the correlation coefficient of the variable and other variables (see Table 6), showing a high level of discriminant validity.

Table 5. Reliability and convergence validity test

Construct / indicator		Measurement item	Cronbach a	AVE value	CFA Fit Index
Knowledge fusion	Knowledge acquisition	5	0.8	0.7	C^2/Df=4.4, GFI=0.88, CFI=0.9, NFI=0.9, RMR=0.029, RMSEA=0.07
	Knowledge absorption	3	0.8	0.65	C^2/Df=2.8, GFI=0.89, NFI=0.9, CFI=0.94, RMR=0.079, RMSEA=0.04
	Knowledge derivation	4	0.85	0.66	C^2/Df=3.2, GFI=0.92, NFI=0.92, CFI=0.95, RMR=0.04, RMSEA=0.03
Information elaboration		4	0.75	0.49	C^2/Df=2.6, GFI=0.86, NFI=0.92, CFI=0.91, RMR=0.05, RMSEA=0.03
Cooperative performance		6	0.88	0.62	C^2/Df=3.8, GFI=0.82, NFI=0.91, CFI=0.92, RMR=0.08, RMSEA=0.02

Hypothesis testing

Correlation analysis. The correlation analysis among variables can check whether the variables have related, the level of correlation judge the rationality of the research hypothesis. The descriptive statistics and correlation coefficient matrix of each variable are shown in *Table 6*.

Table 6. Descriptive statistics and correlation coefficient matrix

Construct	Average value	Standard value	1	2	3	4	5	6	7
Knowledge acquisition	3.7	0.8	0.84						
Knowledge absorption	3.5	0.77	0.36	0.8					
Knowledge derivation	2.9	0.59	0.46	0.53	0.81				
Information elaboration	3.6	0.72	0.57	0.62	0.53	0.82			
Cooperative performance	3.8	0.7	0.61	0.64	0.62	0.66	0.71		
Cooperative size	2.2	0.82	-0.18	-0.05	0.64	0.69	0.64	0.80	
Cooperative type	1.5	0.8	0.07	-0.12	0.02	-0.04	-0.14	-0.21	-0.15

It can be seen from *Table 6* that there is a significant correlation among each variable ($P < 0.01$). The preliminary judgment of the research hypothesis is more reasonable and can be tested in the next step.

Regression analysis. In order to test the relationship among the variables in the conceptual model, a hierarchical regression analysis was performed on each variable. It can be seen from Table 7 that in Model 1, the two dimensions of knowledge fusion, knowledge absorption ($\beta = 0.412$, $P < 0.01$) and knowledge derivation ($\beta = 0.487$, $P < 0.01$) have a significant positive effect on information elaboration, Assume that H2b and H2c hold. However, knowledge acquisition in another dimension ($\beta = 0.204$, $P > 0.1$) has no significant effect on information elaboration, assuming that H2a does not hold (De los Rios, Rivera, & Garcia, 2016). In Model 2, the two dimensions of knowledge fusion, knowledge absorption ($\beta = 0.361$, $P < 0.01$), knowledge derivation ($\beta = 0.402$, $P < 0.01$), and information elaboration ($\beta = 0.425$, $P < 0.01$) are all Farmer cooperative performance has a significant positive impact, assuming that H1b, H1c, and H3 are established. However, knowledge acquisition ($\beta = 0.248$, $P > 0.1$) has no significant effect on the performance of farmers' cooperatives, assuming that H1a does not hold.

Structural equation model analysis. In order to analyze the intermediary role of information elaboration between the dimensions of knowledge fusion and the performance of farmers' cooperatives, this study adopts structural equation models for testing and analysis. This article uses the GLS method for parameter estimation. The overall fit of the model is good: $C^2 / Df = 3.475$, GFI = 0.882, CFI = 0.908, NFI = 0.902, RMR = 0.062, RMSEA = 0.066.

Table 7. Hierarchical regression analysis results

Dependent variable		Information elaboration Model 1	Cooperative Performance Model 2
Independent variable	Knowledge acquisition	0.21	0.25
	Knowledge absorption	0.39	0.36
	Knowledge derivation	0.49	0.4
Control variable	Information elaboration		0.63
	scale	-0.15	0.04
	Cooperative type	-0.05	-0.09
Tolerance		>0.67	>0.5
VIF		<1.5	<2.0
R2		0.48	0.7
F-value		41.6	45.6

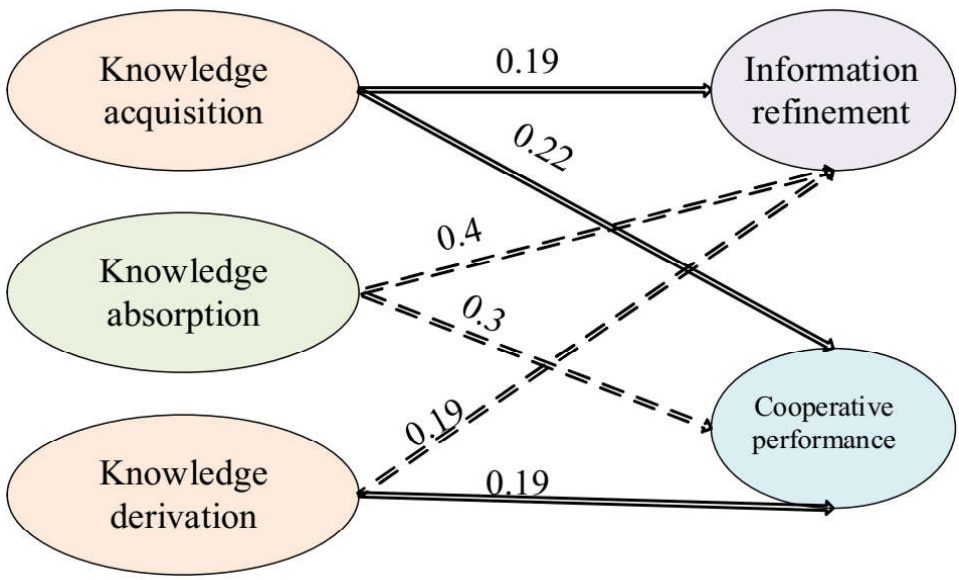

Figure 3. Model verification results of information elaboration and cooperative performance

It can be seen from *Figure 3* that knowledge absorption (β = 0.398, P <0.01) has a significant positive effect on information elaboration, and knowledge absorption (β = 0.297, P> 0.1) does not meet the significant requirements for the performance of farmers' cooperatives. (B = 0.620, P <0.01) has a significant positive relationship with the performance of farmers 'cooperatives. Therefore, information elaboration plays a full intermediary role between knowledge absorption and farmer cooperative performance, and H4b was established (Liang, *et al.*, 2020). Knowledge derivation (β = 0.452, P <0.01. B = 0.395, P <0.01) has a significant positive effect on the elaboration of information and the performance of farmers' cooperatives, and the relationship between the positive impact of information elaboration on the performance of farmers' cooperatives is Out: Information elaboration plays a partial intermediary role between knowledge derivation and farmer cooperative performance. H4c is established. Since knowledge acquisition (β = 0.192, P> 0.1) is not significant for information elaboration and does not satisfy the conditions for the intermediary effect test, H4a is not true.

Discussion

About the development level of cooperatives. After more than 160 years of development, the cooperative economy has developed greatly around the world, but the background of the development of cooperatives in developed countries in Europe and the United States is the full development of the capitalist free market economy and the long-term practice of the international cooperation movement. As far as China is concerned, cooperatives are "imported goods". China's market economy system is based on a low-level planned economy (Liu, *et al.*, 2020). The development of farmers' cooperatives faces problems such as weak practical foundation, lack of theoretical foundation, and lack of legal foundation. The relatively strong management level and organizational capabilities of individual cooperatives in developed countries create a strong contrast. The Chinese farmers 'cooperatives' ability to enter the market is generally low. The concentration of farmers 'cooperatives in less-developed areas was obviously the result of the government's promotion. From the perspective of rural surveys in less-developed areas, the division of labor in agriculture has lagged, and the economy of small farmers is serious. The emergence of cooperatives does not have the continuous conditions for bottom-up production (Raju & Rao, 2020). The foundation is stable, so the number of cooperatives is increasing, but the scale is small, and even disappears in the short term. The horizontal expansion of cooperatives in development is easy and the vertical integration is insufficient, which can be understood from the lack of inherent conditions for the development of cooperatives and the lack of necessary local flavor.

Rural communities and cooperatives. With the rapid development of industrialization and urbanization, village organizations have inevitably gone

into decline and disintegration. Xie Jianshe and Niu Xixia believe that the blood relationship and geographical relationship are still the dominant interpersonal relationship of contemporary Chinese farmers, and are the basis of the "difference order pattern". Zhu Qizhen and Wang Nian believe that the first choice of cooperatives for farmers' cooperatives originated in the community. Since the reform and opening up, China's economic and social development has severely affected the traditional rural society. The village's usual economic and social functions have severely weakened. The farmers' traditional code of conduct has also undergone adaptive changes. However, the new village order may be different from China. The order in which the overall economic and social development should be established has not yet been established. The development of farmers' cooperatives must face this situation directly. Alternatively, it is precisely because of the withering of rural areas and farmers' faults that the agricultural development is facing great challenges, and farmers 'cooperatives have received high attention from governments at all levels. Villages are still the basic unit of peasants' production and life. In practice, cooperatives are not composed of peasants connected by karma as in the classic discourse, nor they maintained by institutional trust. At present, cooperatives in less developed regions have retained the traditional forms of cooperation based on traditional blood and geography, and have developed modern forms of cooperation based on karma. The form presented by the cooperative reflects the cooperative's mass foundation and development vitality to a certain extent (Xie, *et al.*, 2020). Less developed areas have more people and less land and scarce arable land. Coexisting with the development of small-scale cooperatives across villages is the low level of agricultural specialization and the sustainability of farmers. Cooperatives achieve cross-village and cross-town development during the development process, and drive villagers in their villages to drive farmers in nearby villages to promote agricultural specialization and scale. This is the expectation of political and academic circles for cooperatives. However, it is difficult for farmers in professionally developed areas To realize such a development, it is more important that cooperatives developed based on the rural-human-centric differential organizational model limit the geographical scope of farmers' organized development.

The sustainable development of cooperatives. The existing scale and quality of the cooperative is difficult to undertake the mission of the cooperative, and the mission of the cooperative is not necessarily completed by the current cooperative. The mission of farmers' cooperatives requires the improvement of the cooperative's self-development ability. The cooperative's self-development refers not only to the operation and development of the existing and future organization-wide cooperatives, but also to the operation and development of individual specific cooperatives. At present, the development of cooperatives is not optimistic. Nearly one-third of the cooperatives are disintegrated. The question is whether new cooperatives with higher quality and stronger strength will be established to compensate for the disintegration of the cooperatives. Farmer

household management still dominates the current agricultural management system in China, and the continued development and expansion of cooperatives must drive a large number of decentralized left-behind farmers. The aging of cooperative members brings certain fluctuations to the stability of cooperative members. Old farmers who have not participated in cooperatives also bring great difficulties to the continued development of farmers' cooperatives. Some scholars have pointed out that some developed countries do not have as many vegetable varieties as China. The important reason is that although vegetables are highly economical, they are labor-intensive agriculture. Even if they participate in cooperatives, there will not be much room for reducing management and labor costs. In addition, vegetables have a certain rotation period. Hongyun Village is obviously inadequate in cooperating with leading enterprises, and cooperatives and even Hongyun Village are over-reliant on leading enterprises. Hongyun Village has less cultivated land, and the characteristics of vegetable rotation make the prospect of Yunxing Vegetable Cooperative more unpredictable. The objective deficiency of the cooperative itself affects the economic and social stability of the village.

Government intervention. Cooperatives were originally farmers' own organizations, and the government's role was to provide them with a loose policy environment. However, the conditions that are quite different from the classical theory are that Chinese farmers are traditional small farmers and incomplete market economy subjects. In terms of decision-making and information search obviously insufficient and the development of cooperatives rely on such a member basis. From the practical point of view, the endogenous power of agricultural development is insufficient. The advancement of agricultural industrialization also requires the selection and combination of various social resources by governments at all levels. In the process of promoting agricultural industrialization, the government's task is long and heavy. It is against this background that the government intervenes in farmers' cooperatives, hoping that the cooperatives will increase farmers' incomes and become rich and promote regional economic development, and hope that the agricultural industrialization management system will form economies of scale. In practice, the grassroots government is somewhat confused in interfering with the development of cooperatives, and there is hesitation in its actions. It is undeniable that among the township staff, there are some cadres with broad horizons and familiar with agriculture. Some cooperatives were established and developed with their direct participation. Although the motivation for the establishment and initial development of cooperatives came from outside agriculture, the operation is good, the cooperative's self-development and self-accumulation ability are constantly improving, and farmers' income has increased significantly. However, the more common situation is that agriculture is not the focus of township governments. Although some township governments are aware of the importance of agricultural industrialization and the development of professional farmers 'cooperatives, under the current system, township governments are struggling to complete the quantified

tasks assigned by them. In practice, they will inevitably have insufficient strength. This situation is also obvious.

Conclusion

This study mainly explores the influence of goal orientation on the income level of farmers' cooperatives, and the derivation and verification of the factors affecting the members' income of farmers' cooperatives. Empirical analysis can draw the following conclusions. The goal orientation is stronger, the farmer professional cooperative organization is fairer, and the competitiveness of the farmer professional cooperative product is stronger. The goal-oriented farmers' professional cooperative organization is stronger; more attention should be paid to the long-term sustainable development of the cooperative. The goal-oriented farmers' professional cooperative society pays more attention to quality management. Moreover, a good goal orientation can build a good reputation for the cooperative's products and attract consumers, thereby enhancing the cooperative's position in the transaction process, enhancing its bargaining power, and strengthening the cooperative's competitiveness. As the cooperative's goal orientation has built better, it is better to choose better distributors, thereby reducing Cooperative performances. The fairness of the farmers' cooperatives is stronger, the more they can attract more members to join, which will further expand the scale and reduce costs, so the income level of the members will increase. The competitiveness of the cooperative's products is stronger, and the member's income is higher. The cooperative's Cooperative performance is smaller, the production volume is higher, and the flat price, thus promoting the growth in the income level of the members. Compared with the situation where the market maturity is low, when the market maturity is high, the competitiveness of products and Cooperative performances have a greater impact on the income of members. It should be noted that the level of market maturity does not significantly regulate the impact of organizational fairness on the income level of members. The level of market development is higher, the advantages of the product can have reflected more, which leads to an increase in the income level of members.

Recommendations

In order to promote the long-term sustainable and healthy development of farmers' cooperatives, the following recommendations are made for farmers' cooperatives. Farmers' cooperatives should pay attention to the organization's goal orientation, take goal orientation as the strategic basis for development, and integrate goal orientation into all aspects of production, processing, and management. Cooperatives should encourage the joint participation of members in management to achieve fair decisions. In terms of products, guide the production

and processing of members with goal-oriented quality requirements. In the process of unified purchase and marketing, strictly control the quality of products. In the sales process, it should have full confidence to be in the same bargaining position as the buyer, so that the goal orientation positioning of the cooperative product is clear and the cooperative performance is reduced. It can be seen from the assumptions of this study that if cooperative members want to increase their income, they should strictly follow the cooperative goal-oriented requirements and management to produce and process. Members should communicate with each other. They should actively participate in the cooperatives decision-making and respond to the cooperative's call to be loyal to the cooperative. Only when the cooperative members are united can they better face the competition in the big market. This article also explains that the local government should standardize the economic market, reward excellent farmers' cooperatives, promote good products, and effectively guide and manage poorly managed cooperatives to make the market mature.

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