

Research on the willingness of college students to return to their hometown to start a business under the background of rural revitalization strategy

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Abstract. According to the research of previous scholars, many undergraduate colleges and universities in Liaoning Province have actively organized students to participate in rural revitalization and agricultural entrepreneurship and entrepreneurship competitions. Many students also showed a high willingness to participate, and they also chose to return to their hometown to start a business in the direction of employment. Based on the above background, this paper studies the willingness of college students to return to their hometowns for entrepreneurship, and conducts an online questionnaire survey on college students in Shenyang University of Science and Technology to further understand the degree of understanding of the current entrepreneurial policies, the willingness of college students to return to their hometown to start a business, and the understanding of college students. The current situation of entrepreneurship education, analyzes the influencing factors of college students' willingness to return to their hometown to start a business, and puts forward corresponding countermeasures, in order to provide a reference for the cultivation of talents in rural revitalization.

Keywords: Start a business and return home; Rural revitalization; Will.

1. Introduction

1.1 Research status

1.1.1 Rural revitalization and development strategy

Chen Xiwen (2018), starting from the particularity of my country's national conditions, pointed out that my country's basic national conditions are that the population base is large, and the agricultural population accounts for a relatively high proportion of the total population. By 2030, China's urbanization rate will reach 70%, and the rural population will reach 450 million. If you think about it, by 2050, the urbanization rate will reach 80%, and there will be 300 million people in rural areas. Against the background of so many rural populations, I don't think China should let the countryside continue to decline, otherwise, the country will face a severe situation that is difficult to deal with. "The reason why the central government put forward the rural revitalization strategy is answered with "the countryside cannot be allowed to decline". From the perspective of the transformation of my country's main contradictions in the new era, Guan Zhen, Yan Xiyuan (2017) and other scholars proposed that the main contradiction of unbalanced and insufficient social development in my country is an inevitable choice for the implementation of the rural revitalization strategy. To solve the problems of unbalanced urban and rural development and insufficient agricultural and rural development requires new strategic thinking, and it is imperative to promote the implementation of the rural revitalization strategy. Guo Xiaoming (2018), from the perspective of "Sannong", studies and analyzes the problems in the development of my country's "Sannong" itself, and points out that under the guidance of the Party Central Committee on "Sannong" issues and policies, my country's "Sannong" development has achieved remarkable results, but still There are major deep-seated contradictions that need to be resolved in the process of implementing the rural strategy.

1.1.2 Start a business and return home

Chen Wenjuan (2012) applied the theory of planned behavior, constructed a model of the influencing factors of college students' entrepreneurial intention, discussed the influence of entrepreneurial characteristics, entrepreneurial cognition, entrepreneurial attitude and entrepreneurial environment on entrepreneurial willingness, and put forward effective countermeasures for cultivating college students' entrepreneurial willingness and promoting college entrepreneurship education. Duan Limin (2012) constructed a model of college students' entrepreneurial environment based on the GEM model, and believed that improving the entrepreneurial environment would help enhance college students' entrepreneurial willingness. Liu Zhiyang and Li Bin (2017) found through market research that there are mainly two entrepreneurial models for migrant workers returning to their hometowns to start businesses, namely resource-driven and experience-driven, of which experience-driven has obvious advantages. Liu Qiaorong (2018) investigated the entrepreneurial intention of college students in three universities in Xi'an, and used Phillip's theoretical model of college students' entrepreneurial tendency to conduct research, and concluded that four variables contained in environmental factors-government policy, family support, entrepreneurial education and financing environment on college students' entrepreneurial intentions There is a positive effect from high to low.

1.1.3 College students return home to start a business

Fu Ying and Sui Yong (2017) focused on the "double entrepreneurship and innovation era" and adopted the SWOT analysis method of "advantages, disadvantages, opportunities and challenges", and carried out research from different latitudes. There are advantages in improving and returning hometown employment wave to provide high-level talents, etc. At the same time, there are also disadvantages such as narrow source of funds for college students returning to their hometown to start a business and lack of entrepreneurial experience. Fu Ying and Sui Yong (2017) focused on the "double entrepreneurship and innovation era" and adopted the SWOT analysis method of "advantages, disadvantages, opportunities and challenges", and carried out research from different latitudes. There are advantages in improving and returning hometown employment wave to provide high-level talents, etc. At the same time, there are also disadvantages such as narrow source of funds for college students returning to their hometown to start a business and lack of entrepreneurial experience. Jiang Wenqian (2018) pointed out that the support of relevant entrepreneurial policies and an open entrepreneurial platform are an opportunity for entrepreneurs. For college students majoring in journalism and communication, take the media thinking they have learned as the leading idea, and combine the current "Internet +" economic development model to realize the bipolar linkage between online and offline, and generate income for the rural economy. Multiple integration of benefits, ecological benefits and social benefits.

2. A study on the willingness to return to hometown to start a business

2.1 Investigative significance

Xi Jinping pointed out: "Rural revitalization, talent is the key. We must actively cultivate local talents, encourage talented people who go out to return to their hometowns to start businesses, and encourage college students and village officials to take root at the grassroots level, so as to provide talent guarantee for rural revitalization. In the context of the country's vigorous revitalization of the countryside, an in-depth analysis of Shenyang University of Science and Technology students' willingness to start a business and return to their hometown can help the school's employment office to have a deeper understanding of students' employment willingness, and it is more conducive to designate employment guidance. From a macro perspective, as an application-oriented undergraduate university, the plan can be used as a reference for the Shenyang City and even the Liaoning Provincial Government to formulate a plan to improve the entrepreneurial willingness of college students and increase the entrepreneurial rate of college students[1]. At the same time, for schools, it can provide a

reliable basis for opening entrepreneurship education courses and improving the methods and methods of entrepreneurship education. Based on this, schools can formulate reasonable entrepreneurship training plans suitable for students, and subjectively improve the potential entrepreneurship among college students. To develop entrepreneurial plans for college students, implement entrepreneurial behaviors, and promote the further development of entrepreneurial innovation projects. It will also effectively increase the rate of students choosing entrepreneurship as the beginning of their careers upon graduation, which can effectively reduce the social contradiction that current graduates face unemployment after graduation.

2.2 research analysis

In order to draw more intuitive conclusions through statistical analysis based on the survey results, it is necessary to analyze the specific data output through the reliability analysis of the survey samples. Thereby, the output results can be output according to the situation of the investigated sample data.

Table 1. Reliability Statistics

Reliability Statistics		
Cronbach Alpha	Cronbach based on normalization terms Alpha	number of items
.741	.724	9

2.3 Findings

2.3.1 Rural revitalization awareness is not high

Agricultural majors are widely popularized, and there is little publicity for related majors. 17. 11% of the college students knew about the rural revitalization strategy and collected data [2]. The cross-analysis of personality characteristics showed that boys, agricultural and horticultural students, undergraduates, and seniors had higher awareness. This is mainly because most agricultural majors are mainly in undergraduate colleges and universities, and the advantage of professional knowledge in understanding the agricultural market is caused. From another aspect, through the correlation analysis of majors on rural revitalization, it is found that the degree of closeness between majors and cognition is significant. Therefore, It is speculated that the policy popularization in the education of agricultural majors is stronger. However, returning home to start a business requires not only agricultural talents, but also management talents and scientific and technological talents. It is necessary to increase the in-depth understanding of the rural revitalization strategy among the non-agricultural students among the students.

2.3.2 Low willingness to return home to start a business

Not understanding entrepreneurship is the main reason, and the asset-light model is popular. The willingness of college students to return to their hometown to start a business is 8.39%. Among them, the willingness of agricultural majors to start a business is a little higher, and the willingness of e-commerce, marketing and rural students to return to their hometown to start a business is the lowest. Compared with the survey of other provinces, Liaoning, as a large agricultural province, is generally low. From the perspective of project selection, the three capital-light entrepreneurial models of agricultural product live broadcast e-commerce, new agricultural product micro-business, and agricultural agricultural product consumption upgrade are the most popular among college students [3]. Judging from the reasons for their reluctance to return to their hometowns to start a business, not knowing how to start a business and having no good entrepreneurial projects in their hometowns are the main reasons why college students are reluctant to return to their hometowns to start a business. The main reason for their reluctance to return to their hometown to start a business is that they think that it is too difficult to start a business due to lack of financial support and connections.

2.3.3 Policy and risk factors are heavily weighted

Pay attention to policy guarantees and resist entrepreneurial risks. In the questionnaire survey, a survey of factors affecting entrepreneurial willingness was designed. These factors include 24 specific

indicators such as personal ability, family economic situation, entrepreneurial education, entrepreneurial support, and entrepreneurial environment. The survey found that, in terms of importance, the top five factors were: the degree of implementation of entrepreneurship support policies, rural entrepreneurship and innovation credit support and financial services, tax incentives and entrepreneurship subsidies for graduates, personal ability, and tolerance of entrepreneurship failures by hometown culture. It can be seen from this that college students pay more attention to various policy guarantees and personal ability to resist entrepreneurial risks when they return to their hometowns to start a business.

2.3.4 Entrepreneurial opportunities, many difficulties

Funds depend on relatives and friends, logistics cannot keep up, and it is difficult for employees to communicate. During the interviews, it was found that the funds for college students' entrepreneurship basically come from their families. The two entrepreneurial models of agricultural product e-commerce and live broadcast have relatively high requirements on the supply chain, and are prone to problems such as uneven quality of agricultural products, high requirements for logistics and preservation, and the development of related industries still cannot keep up with marketing needs. One of the interviewers believed that the agricultural product e-commerce model is very promising, but the small and medium-sized enterprises are difficult to operate in practice due to the lack of scale. There are also villagers who have difficulty in communication due to differences in the way of thinking with college students. The employees employed by start-up companies are also extremely unstable. When the agricultural industry is busy, there will be labor shortages.

3. Analysis of Influencing Factors

3.1 The influence of personality characteristics on the willingness to return home to start a business

Professional factors have a positive impact on the willingness to return to their hometown to start a business. This is because students majoring in agriculture are more likely to start their own businesses with professional knowledge, and there are many cases of successful business startups among seniors, which has a positive incentive effect. Gender factors also have an impact on the willingness to return to their hometown to start a business. As mentioned in "Assumption 1", boys are more likely to pursue career success and have a stronger ability to take risks, so their willingness to start a business is higher than that of girls. The hukou factor is negatively correlated with the willingness to return to the hometown to start a business, but the significance is not significant, indicating that its influence on the willingness to return to the hometown to start a business is not obvious.

3.2 The influence of family situation on the willingness to return to hometown to start a business

The better the family situation, the more willingness to return home to start a business, the more understanding the current situation of the industry, the clearer the students' entrepreneurial projects, and the higher the willingness to return to their hometown to start a business. Family economic income and willingness to return to hometown to start a business This may be because among the students in Shenyang Institute of Science and Technology, students from better families generally choose to study after graduation because they have no financial pressure, while students from poor families are more willing to improve their lives through entrepreneurship. The economic level of the hometown has little influence on the willingness to return to the hometown to start a business. There is a positive correlation between the advantageous agricultural resources in the hometown and the willingness to return to the hometown to start a business, which confirms the above hypothesis. That is, if the hometown has advantageous agricultural projects, the students can borrow the existing platform in the hometown, so the willingness to return to the hometown to start a business is stronger.

3.3 The influence of entrepreneurship education on the willingness to return home to start a business

Acceptance of entrepreneurial guidance and participation in agriculture-related practices are positively related to students' willingness to return to their hometowns to start a business. This is because students have mastered relevant knowledge and skills through entrepreneurial training and practice, which will help students who return home to start a business in the future and have practical experience. He has a high enthusiasm for entrepreneurship, and is more willing to return to his hometown to start a business than other students.

3.4 The impact of entrepreneurial policies on the willingness to return home to start a business

Understanding the entrepreneurship policy of the hometown is positively correlated with the students' willingness to return to their hometown to start a business. Understanding the rural revitalization strategy is negatively correlated with the students' willingness to return to their hometown to start a business, but the significance is not significant [4]. Whether students understand that the preferential policies for entrepreneurship in colleges and universities have an obvious impact on their willingness to return to their hometowns to start a business is also not obvious.

4. Research conclusions

Taking the college students of Shenyang University of Science and Technology as an example, through the form of questionnaire, a sample survey of students of different majors was conducted, and a model was constructed to analyze the current entrepreneurial intention of students in Shenyang University of Science and Technology and its influencing factors. The research results show that: major, hometown advantageous agricultural resources, entrepreneurship education, agriculture-related practice, hometown entrepreneurial policy, these five factors have a significant positive impact on the choice of agricultural vocational college students' entrepreneurial willingness.

4.1 One is to encourage students to participate extensively in agricultural practices

Learn knowledge and skills in practice, and cultivate interest in returning home to start a business; promote students to understand the agricultural production situation in their hometown, and actively think about how to use local advantages to create a regionalized and personalized entrepreneurial brand; Preferential policies and rational use of support from local governments will minimize the risk of venture capital investment.

4.2 The second is to optimize the setting of professional courses

Make the majors studied by students more "matching" with their future occupations, and import skilled talents with a complete knowledge system for agricultural and rural construction; increase entrepreneurial guidance for students, focusing on improving entrepreneurial awareness and practical ability, through scientific, Systematic entrepreneurship education stimulates students' entrepreneurial willingness. When necessary, cross-college, cross-disciplinary, and cross-professional integration training can be carried out, and professional courses are offered for students with entrepreneurial willingness and potential; combined with their own school-running characteristics, seek cooperation with agriculture-related enterprises, to build a training base, organize students to visit bases and enterprises, practice training, and practice; cooperate with local governments to provide financial assistance, project sites and guidance services for students returning home to start a business [5].

4.3 The third is to promote the government to base itself on the rural revitalization strategy

Combined with local conditions, coordinate the departments of finance, finance, insurance, taxation, industry and commerce, establish green channels for students to return to their hometowns to start businesses, simplify relevant procedures, broaden the channels for start-up funds, and truly implement preferential policies; increase the number of students returning home to start businesses. Policy publicity, comprehensively use traditional media and new media platforms for publicity, so that students can fully understand the rural revitalization strategy and the policy of returning to their hometown to start a business, so that more college students agree and are willing to return to their hometown to start a business.

Acknowledgements

This paper is supported by the fund from the project of Shenyang Institute of Science and Technology Humanities and Social Sciences Research Project: Research on the willingness of college students to return to their hometown to start a business under the background of rural revitalization strategy -- Taking Shenyang Institute of Science and Technology as an example (MS-2022-01). Liaoning Province Education Science "Thirteenth Five-Year Plan" planning: Research on the path of colleges and universities serving the rural revitalization strategy (JD20DB380).

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