

Exploring New Opportunities for Rural Development: Based on the Research on the Trend of Young Migrant Workers Returning Home to Purchase Houses in Guangzhou

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Abstract: In recent years, many young people who appear on the Internet share their hometown to build their own houses, attracting a considerable part of the traffic. Most of these young people are young migrant workers. After struggling in the first and second tier cities, they choose to return to their hometown to live and buy house, which is contrary to the traditional impression of leaving home and entering the city. In this context, based on the theory of push and pull theory, Maslow's level of demand theory and social cognition theory, this paper uses the method of case study to analyze the reasons for the reverse selection of young migrant workers returning home to build houses in Guangzhou. Although there is a phenomenon of some young migrant workers returning to their hometown, the attraction of rural areas to these youth is still insufficient. Compared with the pressure of living cost and the thrust of lonely life in big cities, the pulling power of life convenience and opportunity is small. In order to achieve the strategic goal of rural revitalization, more hometown cities should optimize the talent introduction strategy and increase the sense of belonging of the returning young migrant workers.

Keywords: Youth Return Home; Rural Revitalization; Push and Pull Theory; Return Home Boom

1. Foreword

1.1 Research Background and Questions raised

In China's seventh population census, the proportion of urban population increased by 14.21%, and the floating population increased

by more than 150 million, an increase of 69.73%, creating favorable conditions for inter-provincial mobility and population migration. Most of these migrants, aged 20-34, leave their hometown to find jobs or studies in other first-and second-tier cities. In the concept of the Chinese people, the house is a very important existence, the so-called "have a house is a home", a direct purpose of many people work is to have sufficient funds to buy a house. Considering the geographical factors and work factors, these young people often choose to buy property in the city where they live, get married and live. In addition, in many rural families, there are intergenerational relay [1] such as the parents' hard work, the children put their parents out of the countryside. Therefore, it is a common phenomenon for young people in third-tier and fourth-tier urban areas to leave their homes to buy houses and live in big cities.

In recent years, China has firmly implemented the strategy of expanding domestic demand, continuously combined and deepened the supply-side structural reform, and promoted the formation of a strong domestic market. The supporting role of domestic demand in economic development has been significantly enhanced, urbanization has been deepened, and China's real estate industry has also developed and expanded. Home purchase is still a rigid need in the concept of Chinese families. Although people's yearning for first-tier cities is still strong, there is also a boom of young migrant workers choosing to return to their hometowns and cities to build or buy houses. China attaches great importance to the young people returning to the rural front line to make contributions, emphasizing that "talent is the key to rural revitalization", provides a development platform for the young people

through the first secretary, college student village officials, rural task force and other activities, encourages the youth, and constantly builds grass-roots rural organizations. Returning young people are an important force for rural revitalization. They start businesses and run villages, adding new blood to help agriculture, rural areas and farmers. In the environment of rapid rural development, rural construction in all aspects has been steadily improved. As a result, it has become a new trend to buy or build houses in the towns in their hometown. The young people who work out have completed a reverse flow from "leaving the house" to "leaving the city and returning home".

Why is there this kind of reverse housing choice for young migrant workers? Does this phenomenon represent a changing trend of mainstream choice or a temporary scenario? What effect can this phenomenon have on the rural area? How to seize this trend to develop new opportunities and help their own rural revitalization?

1.2 Purpose and Significance of the Study

1.2.1 Research purpose

This paper aims to explore the new opportunities facing rural development, especially focusing on the phenomenon of Guangzhou young migrant workers returning home to buy houses, and analyze the social, economic and cultural factors behind this phenomenon through empirical investigation and research. Through in-depth analysis of this phenomenon, evaluation home purchasing behavior of rural social structure, cultural heritage and the long-term influence of urban and rural relations, to provide theoretical basis for rural development strategy and practical guidance, to promote rural sustainable development and urban and rural integration development provide new perspectives and ideas, fu to rural revitalization.

1.2.2 Theoretical significance

First of all, it enriches the theory of rural development, and provides a new theoretical perspective on the exploration of new opportunities of rural development under the background of globalization and urbanization. Through the in-depth analysis of the abnormal phenomenon of returning home to buy houses, it is helpful to understand the changes of rural social and economic structure, and to

supplement the existing urban and rural development system and planning theory. Secondly, the study of the housing purchase behavior of returning young people provides a new perspective for understanding the social mentality and values of contemporary Chinese youth, and makes important theoretical contributions to the research in the fields of sociology, demography and psychology.

1.2.3 Practical significance

First, through the investigation and study of the phenomenon of Guangzhou migrant workers returning home to buy houses, enhance the social attention to rural development, promote the social resources to rural areas, and further provide a basis for the local government to formulate more accurate rural development targets. Second, the results can provide guidance for rural development planners, help them understand the needs and expectations of returning youth, optimize the rural housing allocation, land use and infrastructure construction, and better into youth elements in the rural planning and construction, meet the actual demand, keep returning youth, inject new vitality for the sustainable development of the countryside.

2. Literature Review

At present, the slogan of rural revitalization is getting more and more loud, and the key element of supporting agriculture, rural areas and farmers and developing industry is talent, and its importance is self-evident. Local governments have attracted talents, and there are several upsurge of young people returning to their hometown, which has also caused a lot of discussions among academic scholars.

On the reverse flow of migrant workers, First, the new generation of migrant workers return home, Relative to the traditional migrant workers, Such youth are mainly to find opportunities in the cities, But in the urban threshold of household registration, social security, Under the pressure of economic pressure and other conditions, choose to return home to develop [2]; Second, the group of young college students, Under the dual attraction of returning to the hometown to choose the countryside for development, High cultural level and innovation and creation ability has become an important bargaining chip of its foothold [3]; Third, the small-town youth, Studies have shown that, The trend of

"indifference participation" and "social alienation" [4] gradually shown by urban youth. In the eyes of small-town youth keen to participate in democracy, City life is full of loneliness, Reduced the subjective well-being in life [5].

For the above several types of returning youth, scholars have studied the reasons for returning home from different perspectives. From the perspective of spatial sociology, The reverse flow of migrant youth is the conflict of geographical, psychological and social space between urban space and local space, The essence is a mechanism of talent flow [6]; From the perspective of economics, Young migrant workers return to their hometown to buy homes, On the one hand, young migrant workers have struggled outside for many years and have a certain material and economic foundation, on the other hand, Relative to the higher economic burden of cities, Choose to return home for low housing prices, Less restrictive, There are also government subsidies for [7]; From the perspective of returning motivation, There is much discussion in the existing literature, According to the push-pull theory, Rural revitalization strategy as a gravity, The institutional exclusion of urban [8], Higher cost of living, etc., as a thrust, Let the young migrant workers actively or passively choose to return home in the pull of these two forces [9]. Of course, there are also from the young individual start, to explore the youth from the countryside to the city, in order to dream from the city and then embedded in the countryside [10].

Throughout the studies of migrant youth, push pull theory and maslow need hierarchy theory in the analysis of its choice home played an important role in the process, but mostly concentrated on the entrepreneurial employment and grassroots governance, and this paper will be based on the theory analysis of migrant workers choose to return home housing bring opportunities to the countryside.

2. Theoretical Principle

3.1 Push and Pull Theory

Push-pull theory is one of the important theories to study the floating population and migration. It believes that in the case of

market economy and free population movement, the reason of population migration and migration is that people can improve their living conditions through relocation. [11] There are two main functions, one is the force that promotes migration, that is, the positive positive factors that favor population migration, and the other is the force that hinder migration, namely the negative negative factors that are not conducive to migration.

In the place of migration, there is a leading force, such as the exhaustion of natural resources, which pushes the original residents out of the habitual residence. At the same time, there are also several factors that "pull" the population, such as convenient public infrastructure. In the place of migration, there is a dominant pull to attract the population. The main factors of the "pull" force are: more employment opportunities, higher wage income and living standards, better education opportunities, more perfect cultural facilities and transportation conditions, and better climate environment [12].

Therefore, the push-pull theory provides an effective analytical framework when exploring the reasons why young migrant workers return home to build houses and buy houses. These youths may feel stressed by the high cost of urban living, fast pace, and lack of belonging, a thrust factor that drives them to consider returning home. At the same time, the low cost of living, stable social relations, improved infrastructure and other support constitute the pulling factor, attracting them back. The call of family and affection, as well as the identification of traditional culture and lifestyle, are also important pulling forces. With the economic development of their hometown and the increase of employment opportunities, the returning youth see the possibility of local development, which not only meets their needs for a stable life, but also provides them with a platform to realize their personal value. For rural return areas, it is necessary to improve their own pulling force in order to attract young people to stop and help rural development

3.2 Maslow's Hierarchy of Needs Theory

Maslow's hierarchy of needs means that human needs are divided like a ladder from low to high, namely: physiological needs,

safety needs, social needs, respect needs and self-actualization needs.

From the analysis of Maslow's level of needs theory, housing is a necessity of people's life, both for physiology and safety. So-called "room to home", first-tier cities prices only increase and the cost of living is much higher than three or four line urban areas, and according to 58 city and housing guest released the report, 2023 young buyers have changed greatly before, "enjoy myself consumption" become the young new housing tendency, "mortgage slave" type of struggle to buy a house has faded. However, with the separation of neighborhood relations and interpersonal relationships in big cities, the "most familiar stranger" cannot comfort the loneliness of being far away from home and relatives, and cannot meet the emotional needs. In the context of rural revitalization, with the nostalgia and passion for the countryside, as well as the psychology of home advantage, many talented people choose to return to their hometown to show their ambition and at the same time, which is the need of respect and self-realization.

3.3 Social Cognitive Theory

The theory of social cognition is a key theory to analyze individual behavior, and its core "ternary interaction" model emphasizes the interaction between individual cognition, behavior and environment. This model provides a comprehensive framework for assessing individual behavioral effects and is essential to study the participation of the public in different social activities or regimes. Social cognition theory reveals that young migrant workers return home to build houses is a complex process combined by personal cognition, social comparison, information acquisition and family community support. First, during working in the city, these young people formed different cognition of urban life through observation and experience accumulation and hometown life. The high pressure, competition and fast pace of urban life may go against their ideal for a stable and harmonious life, thus stimulating the desire to return home. Second, social comparison is also a key factor. Seeing their peers in their hometown improve their quality of life by building homes may stimulate their envy and imitation desire, thus prompting them to take

similar actions. Third, the popularity of media and social networks has made it easier for them to obtain information about the development of their hometown and the changes in home purchases, which may change their views and enhance the attractiveness of returning home. Finally, family and community support is also an important social cognitive factor. By providing emotional support and practical help, relatives and friends in their hometown reduce the risk perception of returning home and enhance the confidence and determination to return home.

4. Research and Design: the in-depth Exploration of the Boom of Young Migrant Workers Returning Home to Buy Houses and Build Houses

Case studies facilitate the interpretation of the current phenomenon or the in-depth analysis of a certain social phenomenon, and the information obtained is richer, more detailed and more in-depth, and the analysis process is more focused. The purpose of this paper is to analyze the willingness of different young migrant workers to return to their hometown to buy houses and the reasons behind them, so as to understand the practical difficulties of rural development and their solutions, which is suitable for case study. Moreover, multiple case studies can better and more comprehensively reflect different aspects of case context with high effectiveness. Therefore, this study uses multi-case study methods to deeply analyze the willingness of young people to return to buy houses, so as to verify the research framework of this paper.

4.1 Research Object

The main objects selected in this survey are young migrant workers aged 18-45

Young migrant workers: from their hometown (generally the third and fourth tier cities, including rural areas, towns, urban areas) to the first and second tier cities to work, work in the society, native place is not in the work place.

4.2 Research Methods

4.2.1 Field study method

Field research method refers to the investigation and research of the behavior of groups in the natural state, putting themselves

in the position to feel and understand, and collecting specific, detailed and vivid qualitative data with high validity. Exploratory research in the real environment is more helpful to understand the working and living environment and the bias of young people's willingness to buy houses in the first and second-tier cities. This study combined the research topic and objectives, and conducted field studies in each district of Guangzhou. The subjects of field research include but are not limited to young people who come to Guangzhou in nearby cities. Through text and equipment to the observation of the data for timely record and analysis, the object of the problem intuitive feeling and overall grasp. The observation method can also collect the intuitive feelings of young migrant workers in the first-tier cities, stimulate the factors influencing their willingness to return home to buy houses, and obtain first-hand research data.

4.2.2 Case study method

The uniqueness of the case is related to the general knowledge. Case analysis is a process of sublimation from story to theory, and an individual to universal discovery. By exploring the change logic and management path behind the case, the basic situation and development path of the field are explained. Guangzhou for the line of big cities, according to the Guangzhou human resources and social security information center website query, in 2023, Guangzhou migrant population has reached 8.5 million people, the migrant population, contains the research object, from random selection in line with the research object of this paper, not only conforms to the case study method, overall and typical research requirements, and conform to the scientific principle of sample selection.

4.3 Data Collection Methods

4.3.1 Questionnaire

Questionnaire survey method is a research method in which researchers measure the research questions by asking questions, so as to collect data directly and systematically. This study is based on the literature and theoretical framework design "about, migrant youth returning home purchase will survey" and "about local youth returning home self-built questionnaire" two questionnaire,

through the form of questionnaire collecting migrant youth related data, and set the questionnaire index requirements, to ensure that the representative of the sample, prepare for later research.

4.3.2 Interview method

Interview method refers to the basic psychological research method of referring to the psychology and behavior of the interviewees through talking to them face to face. Through the semi-structured interview method, this paper interviews the families of young migrant workers working in Guangzhou, so as to understand the real situation of young people's high willingness to return home to buy houses and build houses. Driven by the pressure of information competition, young people pursue the understanding of low cost, and assist in the analysis of the path of accelerating China's "rural revitalization" strategy.

5. Research Findings

5.1 How can Young People Bear the Cost and Pressure?

"They would rather have a place in the city than own a whole house in the countryside" was once a firm belief of many young people in the choice of living space. Although the hometown carries deep emotions, it still cannot resist the infinite charm and attraction of city life. However, with the change of the times and the renewal of ideas, more and more graduates, after a long time of hesitation, began to learn to let go, give up the painful adherence to the big city, and return to their hometown to find a broader space for development.

In fact, more and more young people are choosing to work in cities and build their own houses in the countryside. For some small counties that are not too high housing prices, it only takes tens of thousands of yuan to buy three rooms and two halls of housing; even, the investment is less than one million yuan, they can build a "self-built villa" on their own land. Not wanting to bear heavy loans is not only the idea of young people, but also the problem that young migrant workers have to consider. From this perspective, home to build and purchase, for young people in the city, is a good choice, not only can alleviate housing home, anxiety, also can more meet the needs

of taking care of the family, what's more, rural self-building has changed, to build a more modern, more joint young people aesthetic house. Therefore, whether the cost and pressure can bear has become an important factor for young people to consider.

5.2 How can Young People Face the Environment of Parents' Doubts and Public Opinion?

In the interview process of this study, many research subjects generally expressed a view that the degree of family support and the public opinion environment will have a great impact on their willingness to return home and decision-making. Housing is not only an important and major part of the national wealth, but also in the traditional concept, real estate is a kind of private security for the family. If they return to their homes to build houses, young people often face a core problem. Does it mean that the future will take root here?

The parents of young people and the social environment in which they live react differently to this problem. Some parents will feel satisfied and gratified. When they are old, it is happy to still have their children. However, some public opinions are skeptical that young people choosing to return to their hometown after making certain achievements in the city may be seen as a waste of resources.

Moreover, the young people also face a series of challenges in the process of returning home to build houses. The differences with their parents may lead to differences in the design and construction process; the difficulty to hire a professional construction team will not only increase the difficulty of building, but also affect the final building quality; and the neighborhood difficulties and future community life make young people hesitate again.

5.3 The Tranquility of Their Hometown and the Prosperity of the City, and how do Young People Choose?

The acceleration of urbanization has made young people's living choices between their hometown and cities increasingly complicated. In the impression of people who have lived in cities for a long time, small counties and villages are just one scene outside the window

on the high-speed train on business trips. But now, for these young people, life in their hometown is becoming more concrete and more fulfilling. Especially for the young people who return to their hometown again, their hometown has an emotional connection that is difficult to replace. The interviewees shared the changes in their lives since their home. For example, when children live in rural areas, social activities has significantly expanded, not just at home and nearby parks. At the same time, I also made a lot of new friends, more willing to take the initiative to participate in outdoor activities such as skateboarding and badminton with children. The family can also watch the sunset, the stars and the natural beauty, which the city cannot reach.

Despite the unique attraction and pull of life in their hometown, many young people still say that they will not stay in their hometown for long time, but will still return to the city. This is because, compared with the satisfaction of owning your own house, there is a significant gap between the lack of the world, express delivery and poor sanitary conditions and the city. In contrast, cities have more obvious advantages in education, medical care, shopping, employment and other resources. From this point of view, young people build their own homes more to improve the living conditions and living experience of their parents and children. This reflects that they, as the connecting generation in the family, are now more based on the needs of the family members. Although they may still be in the stage of career development and need to go back to the city to struggle, they are also preparing for possible future shifts when they may consider more quality of life residential options.

6. Conclusion and Suggestion

6.1 Hometown Cities with Large Outflow Population Should Optimize the Talent Introduction Strategy

Faced with the challenge of population outflow, the third-tier and fourth-tier cities and rural areas need to re-examine and optimize their talent introduction strategies. Compared with first-tier cities, these areas have obvious advantages in living conditions, but they have deficiencies in employment

opportunities and personal development. The offline living environment has attracted the attention of the young people, so why not seize the opportunity to actively build a talent competition mechanism with the big cities?

In order to attract outstanding talents back, it is crucial to provide competitive employment prospects and career development opportunities. Excellent living conditions and property prices allow young people to shake, but not enough to form a strong new attraction. Only by providing a good environment for employment development, making the job market full of vitality, and making young people have confidence in the development of their hometown, can they stimulate their confidence and sense of belonging in the future development of their hometowns.

6.2 Do a Good Job of Cultivating the Sense of Belonging of the Returning Youth

Emotional factors play a crucial role in attracting college graduates to return home, especially in their deep attachment to their hometown. In order to enhance this emotional connection, the returning city needs to adopt strategies such as building a positive image of their hometown, promoting the communication with the migrant youth, and improving their awareness of the development information of their hometown.

It is a comprehensive process for young migrant workers to build houses and buy houses caused by individual and social factors. In the early days of returning home, they may feel the freshness and passion of the life in their hometown, but as time goes by, the initial imagination and passion fade, and the previously undetected difficulties and limitations will gradually emerge. For example, the infrastructure of the hometown is different from the community environment and that of the city, so the attractiveness of the city increases again, leading to the young people returning from their hometown again, leading to the so-called "secondary hollowing out" phenomenon.

At the same time, the long-term experience of living in other places or in cities may lead to the cultural adaptation challenges. Therefore, from the perspective of rural revitalization strategy, it is necessary to build a social governance pattern of co-construction, joint governance and sharing. For example,

actively encourage returning young people to actively participate in rural construction, respect their personality, give them more say from the level of system, and improve their ability to participate in rural social governance. Through these measures, we will further stimulate the identity advantages of returning young people in urban and rural exchanges and education, and enhance their sense of belonging to their hometown and the reintegration of their hometown society.

7. Epilogue

With the in-depth reports of the phenomenon of "dwelling" and "ant tribe" in big cities, the public's idealized view of life in big cities began to waver, which is reflected in the widespread spread of the popular phrase "escape from Beijing, Shanghai and Guangzhou". According to behavioral economics theory, people are affected by heuristic bias in the cognitive process, which affects people's preferences. In the face of uncertain situations, people tend to evaluate utility and make choices with the processes revealed by expectation theory. The trend of returning to rural pension is increasingly obvious, and returning to my hometown to buy a house is the general trend. It is always believed that the ideal way of life is to struggle in urban house and then retire in the self-built houses in the countryside.

Based on the above points, small and medium-sized cities and towns should give full play to their own advantages, by assigning effective measures to encourage returning talents to buy houses in their hometown, but also work and live in their hometown, so as to promote the economic development and social progress of their hometown. This change means a change from the traditional concept of "the end of working is to return home to buy a house" to the positive attitude of "I want to go back to the home to buy a house and employment". This will not only help ease the population pressure in big cities, but also bring new development opportunities for small and medium-sized cities and towns.

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