

# Research on the Influencing Factors of the New Generation of Migrant Workers Returning to Their Hometowns to Start Businesses in Jiangxi Province under the Background of Rural Revitalization: Based on Binary Logistic Regression Analysis

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**Keywords:** The New Generation of Migrant Workers, Returning Home to Start a Business, Rural Revitalization, Binary Logistic Regression.

**Abstract:** Implementing the rural revitalization program has brought an opportunity for the new generation of migrant workers to return home and start their businesses. Based on the survey data of 311 new-generation migrant workers in Jiangxi Province, this paper established a model with the help of SPSS26.0 statistical software, binary Logistic regression method, and conducted an empirical study on the driving factors of the willingness to return home to start a business. The results showed that nine variables, including gender, entrepreneurial risk preference, family support, and initial investment capital for returning home, had significant impacts on the willingness of the new generation of migrant workers to return home to start a business. Based on the empirical results, relevant suggestions were put forward.

## 1 INTRODUCTION

The 19th national congress of the communist party of China took the rural revitalization strategy as a significant policy decision and plan, as the overall focus of the work related to agriculture, rural areas, and farmers in the new era, and encouraged the new generation of migrant workers to find jobs and start their businesses. This paper, based on the new generation of migrant workers returning home venture in Jiangxi province on the questionnaire survey, uses a logistic regression model to carry on the empirical analysis from the individual characteristics, social networking, entrepreneurship, the government's policy four dimensions analysis of the new generation of migrant workers return home entrepreneurship driving factors, in order to further enhance the level of new generation migrant workers return home entrepreneurship intend, it provides a basis for the government to make more precise supporting policies.


## 2 RESEARCH DESIGN


### 2.1 Data Sources


The data used in this paper are from a questionnaire survey on the entrepreneurship situation of the new generation of migrant workers returning to their hometowns in Jiangxi province from January to march 2022. The questionnaire was distributed online. The survey areas include 11 prefecture-level cities in Jiangxi province, and the survey objects include entrepreneurs who have started businesses or plan to start businesses in their hometown. A total of 350 questionnaires were distributed, 311 of which were valid, with an effective rate of 88.9%.

### 2.2 Variable Description

In this paper, "The willingness of the new generation of migrant workers in Jiangxi province to start businesses back home" Was set as the dependent variable,

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and "Individual characteristics," "Social network," "Entrepreneurial environment," and "Government policy" Were set as the independent variables. "Gender," "Age," "Education background," "Marital status," "Average monthly income of migrant workers," "Total time of migrant workers," "Vocational skill level," "The current number of children," "Whether to start an enterprise," "Entrepreneurial risk appetite,"

"Family for your home business attitude," The Number of friends often contact," The entrepreneurial initial investment funds," The entrepreneurial atmosphere," "Policy satisfaction," "Number of government entrepreneurship training sessions,"16 variables set as secondary indexes. Specific variables are shown in table 1.

Table 1: Sample basic information

Variable set	Variable name	Symbol	Variable declaration
Individual characteristics	Willingness to return home to start a business	Y	Unwillingness = 0; willingness= 1
	Gender	X <sub>1</sub>	Man= 0; woman = 1
	Age	X <sub>2</sub>	18-25 years old=1; 25-30 years old=2; 30-35 years old=3; 35-42 years old=4, 42 years old and above=5
	Education background	X <sub>3</sub>	Primary school and below= 1; junior high school= 2; technical secondary school and high school= 3; junior college=4; bachelor degree or above= 5
	Marital status	X <sub>4</sub>	Unmarried=0; married=1
	Vocational skill level	X <sub>5</sub>	No=1; primary=2; intermediate=3; high-grade=4
	Monthly average income of migrant workers	X <sub>6</sub>	2500 yuan of the following=1; 2501-4500 yuan=2; 4501-6500yuan=3; 6501-8500yuan=4; more than 8500 yuan=5
	Total time of migrant workers	X <sub>7</sub>	Less than 6 months =1; 6 months-2 years =2; 2-4 years = 3; 4-6 years = 4. 6 years and above =5
	Number of current children	X <sub>8</sub>	0=1; 1=2; 2=3; three or more=4
	Have you ever started a business	X <sub>9</sub>	No=0; yes=1
Social network	Venture capital preference	X <sub>10</sub>	Radical type=1; middle type=2; stable type=3
	The number of friends you contact	X <sub>11</sub>	Three or less=1; four-six=2; seven-fifteen=3; more than fifteen=4
Entrepreneurial environment	Family support	X <sub>12</sub>	Completely disagree=1; disagree=2; uncertainty=3; agree=4; completely agree=5
	The surrounding entrepreneurial atmosphere	X <sub>13</sub>	Very bad=1; bad=2; commonly =3; good=4; very good =5
Government Policy	Initial venture capital investment funds	X <sub>14</sub>	Less than 100,000 yuan =1; 110,000-500,000 yuan = 2; 510,000 yuan -1 00,0000 yuan =3; 101,0000-500,0000 yuan =4; more than 500,0000 yuan =5
	Policy satisfaction	X <sub>15</sub>	Very dissatisfied =1; dissatisfied =2; commonly=3; satisfied =4; very satisfied =5
	Number of government entrepreneurship training sessions	X <sub>16</sub>	Very few =1; few =2; commonly = 3; more =4; very much = 5

### 3 THE EMPIRICAL ANALYSIS

#### 3.1 Reliability and Validity Analysis

In order to ensure that the empirical analysis results can truly and reliably reflect the willingness of the new generation of migrant workers in Jiangxi Province to return home to start businesses, this paper

conducts reliability and validity analysis on the questionnaire data (Jia, 2021). The details are shown in Table 2 and Table 3: the critical value of the reliability coefficient of  $\alpha$  is 0.707, which is greater than 0.7, indicating that the measurement results of this questionnaire are relatively stable and have essential credibility. The KMO value was 0.771, more significant than 0.7, and sig. was 0, indicating that the questionnaire data had good validity.

Table 2: Reliability analysis.

Cronbach alpha coefficient	number of terms
.707	13

Table 3: KMO and Bartlett test.

Kaiser-Meyer-Olkin	.771	
Bartlett's test of sphericity	Approximate chi square	1781.890
	df	120
	sig.	.000

#### 3.2 Model Establishment

In order to test the impact of the selected variables on the willingness of the new generation of migrant workers to return home to start businesses, this paper selects a binary logistic regression model for empirical analysis. The willingness of the new generation of migrant workers to start businesses back home was taken as the explanatory variable, represented by  $y$ ,  $y=1$  means "Willing," and  $y=0$  means "Not willing" (Peng, 2019). The formula for the model is  $Y = \frac{e^{\theta^T x}}{1+e^{\theta^T x}}$ , and  $\theta^T x = \sum_{i=1}^n \theta_i x_i$ ,  $i=1, 2, \dots, n$ .

#### 3.3 Model Fitting

In this paper, binary Logistic regression analysis was carried out on the sample data. The results show that the -2Likelihood value is 80.674, Cox & Snell R2 value is 0.596, and the Nagelker R2 value is 0.866, indicating that the overall fitting degree of the model is good. The fitting results are shown in Table 4. The binary Logistic regression model of the willingness of the new generation of migrant workers to return home to start businesses in Jiangxi Province is  $Y =$

$$\frac{e^{\theta^T x}}{1+e^{\theta^T x}}, \theta^T x = -12.822 + 2.156x_1 + 1.137x_5 - 1.737x_{10} + 1.531x_{11} + 1.230x_{12} + 1.960x_{13} - 1.986x_{14} + 1.039x_{15} + 1.375x_{16}.$$

Table 4: Model fitting results.

Variable	Coefficient	Significance	Exp(b)
Gender $x_1$	2.156	.005	8.632
Vocational skill level $x_5$	1.137	.017	3.116
Venture capital preference $x_{10}$	-1.737	.005	.176

The number of friends you contact x <sub>11</sub>	1.531	.007	4.624
Family support x <sub>12</sub>	1.230	.022	3.420
The surrounding entrepreneurial atmosphere x <sub>13</sub>	1.960	.000	7.101
Initial investment capital for returning home to start a business x <sub>14</sub>	-1.986	.000	.137
Policy satisfaction x <sub>15</sub>	1.039	.042	2.827
Number of government entrepreneurship training sessions x <sub>16</sub>	1.375	.000	3.955
Constant	-12.822	.000	.000

### 3.4 Model Checking

Model checking can show that the model has a good fit (Chou,2018). The prediction results of the model show that the predicted proportion of "unwilling to return home to start a business" is 86.9%, the predicted proportion of "willing to return home to start a business" is as high as 96.0%, and the overall forecast percentage is 93.6%. In addition, the Hosmer-Lemeshow test carried out the goodness-fit test, and the results showed that the p-value was 0.830, which was much higher than the significance level of 0. Therefore, it can be said that the binary Logistic regression model of the willingness of the new generation of migrant workers to return home to start businesses in Jiangxi Province has an excellent fitting effect.

### 3.5 Binary Logistic Regression Analysis

The experimental data are analyzed using the SPSS software by binary logistic regression analysis. The results are as follows.

#### 3.5.1 Individual Characteristics

First, the willingness of women to start businesses is more vital than men's, which is 8.632 times higher than men's, and the influencing factor is the most significant. The reasons are as follows: First, women have a wide range of entrepreneurship industries, ranging from clothing, cosmetics, and other fields favored by women to children, leisure, and entertainment industries. The entrepreneurship field is very flexible and has ample space to choose entrepreneurship. Secondly, with the rise of the Internet economy, more and more women join the Internet era, and their consumption power and market influence are constantly increasing. The development of e-commerce also increases the opportunities for women to start their businesses and reduces their start-up costs.

Second, the higher the level of vocational skills, the stronger the willingness of the new generation of migrant workers to return home to start businesses. The reasons are as follows: the more vocational skills you have, the more choices you have, the less likely you are to take the risk of unemployment, and the stronger you will be able to start a business. Third, the new generation of migrant workers with more stable entrepreneurial risk preferences is more willing to return home to start businesses. The reasons are as follows: the more stable the risk preference, the more rational the risk assessment, and the more out of consideration for the family will be more willing to return home.

#### 3.5.2 Social Network Level

First, the greater the family support, the stronger the willingness of the new generation of migrant workers to start businesses. The reasons are as follows: First, the support of their families can provide them with funds, contacts, and more entrepreneurial information, which helps them seize entrepreneurial opportunities; Secondly, family support can also encourage their confidence in starting a business from the inside and increase their determination to start a business back home. Second, the more friends you contact, the more willing you are to return home to start a business. The reasons are as follows: Social ability is one of the necessary conditions for the success of a business. The more friends can contact regularly, the more likely they are to start a business together and the stronger their ability to share venture risks.

#### 3.5.3 Entrepreneurial Environment

First, the better the surrounding entrepreneurial atmosphere, the stronger the willingness to return home to start a business. The reasons are as follows:

on the one hand, the surrounding entrepreneurial atmosphere can influence the idea of driving migrant workers to start their businesses; On the other hand, the success of people around them can set an example for migrant workers to start their businesses, and also point out the direction of entrepreneurship for them. Second, the greater the initial venture capital, the stronger the willingness to return home to start a business. The reasons are as follows: having a certain amount of capital is a prerequisite for starting a business. The more capital you have, the more inclined you are to invest, and the better you know how to use the capital you have, the more money you will make to promote the willingness to start a business back home.

#### 3.5.4 Government Policy Level

First, the better the policy satisfaction, the stronger the willingness of the new generation of migrant workers to return home to start businesses. The reasons are as follows: policy support can enhance the entrepreneurial enthusiasm of entrepreneurs. Second, the more they attend government entrepreneurship training, the stronger their willingness to return home to start businesses. The reasons are as follows: Entrepreneurship training can cultivate the entrepreneurial ideas of migrant workers and more accurately grasp the market trends.

## 4 CONCLUSION

In this paper, SPSS software is used for binary logistic regression analysis. The results show that Gender, entrepreneurial risk preference, family support, initial investment capital, satisfaction degree of rural revitalization policy, the number of government entrepreneurship training activities, vocational skill level, the number of friends frequently contacted, and the surrounding entrepreneurial atmosphere has a positive impact on the willingness of the new generation of migrant workers to return home to start businesses. In order to better enhance the willingness of the new generation of migrant workers in Jiangxi Province to return home and start businesses, the following strategies are proposed.

### 4.1 Build a Platform for Entrepreneurship

When the new generation of migrant workers return to their hometowns to start their businesses, the government should also increase support and guarantee

their entrepreneurial activities (Li, 2021). First, the government will build entrepreneurship platforms, expand the channels for urban and rural entrepreneurship, carry out the action to cultivate leaders of successful urban and rural entrepreneurs, implement entrepreneurship support policies to the end, build several returnee entrepreneurship parks and business incubation bases, and promote one-stop business services. Second, the government should set up a platform for entrepreneurship competitions, focusing on supporting competitions for women. Jiangxi Province should pay more attention to women's entrepreneurship as a province with a strong willingness of women to start businesses. The establishment of the platform can not only show the achievements of women's "mass entrepreneurship and innovation," stimulate the vitality of women's "mass entrepreneurship and innovation," but also improve the market competitiveness of the participating projects.

### 4.2 Focus on Entrepreneurial Skills Training

First, according to the local economic development level, the government should set up targeted training courses to provide business consulting, guidance, and other services for people with entrepreneurial ideas. The government can also communicate and cooperate with well-developed local enterprises and use them as training bases to conduct regular training for returning entrepreneurs. Secondly, the training program should combine the characteristics of local industries and the characteristics of returning entrepreneurs to expand the scale of local mainstream industries and improve the entrepreneurial ability of entrepreneurs. Finally, experts and scholars in related fields are regularly invited to hold entrepreneurship exchanges for the new generation of migrant workers to help them understand the trend of the market economy, national preferential policies, and enterprise management experience.

### 4.3 Improving the Financing Environment

First, use the Internet to broaden "two channels" (Zhou, 2021) On the one hand, a shortcut channel for loan approval has been opened. During the epidemic, start-up project confirmation, loan application, lender credit investigation, and other processes have been completed online, reducing personnel contact. On the other hand, the docking channel of renewal loans should be opened to reduce the risk of capital chain breakage of entrepreneurs to realize rapid

renewal, and all loans should be made. Second, optimize the "two services." On the one hand, the qualified migrant workers returning to their hometowns should be given a fixed amount of start-up capital subsidy; the specific amount should be determined according to the local economic development level. On the other hand, the focus is on helping to develop the rural economy, and the government will give targeted financial support to entrepreneurial projects in different industries.

#### 4.4 Create a Good Atmosphere for Entrepreneurship

First, the government should strengthen the publicity of innovation and entrepreneurship and stimulate the social wave of entrepreneurship through various channels, such as online and offline. Secondly, the government should encourage the development of local entrepreneurial culture and support returning entrepreneurs to form their social circle to obtain more entrepreneurial resources and opportunities. Finally, the government should act as the leader to establish a platform for entrepreneurship exchange, help entrepreneurs to realize information sharing among industries, let them benefit and win in the competition, and create a high-quality entrepreneurship atmosphere.

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