The Implementation Status and Future Priorities of China's Rural Revitalization Strategy: From the Perspective of Farmers' Satisfaction

Xintong Li

Beijing National Day School 66 Yuquan Road, Haidian District, Beijing, China
Corresponding Author: Xintong Li, Email: tessalxt@sina.com

Abstract

This investigation looks at the future of rural development, increasing the attraction for young people to return to rural areas after their education, and constructing a mechanism for sustainable rural development in the new era. Based on the questionnaire survey data of 147 rural residents, this paper investigates the overall satisfaction of respondents on industrial development, ecological livability, cultural construction, governance capacity, and living standard. I find that respondents had the lowest satisfaction with rural governance ability and life affluence. The results of data analysis indicate that the future rural revitalization strategy should give priority to improving the level of grass-roots governance and increasing farmers' income. Meanwhile, I studied the diversity of satisfaction by intervening in gender variables. The average satisfaction scores of women are higher than that of men, which also reflects women are not sensitive to the implementation of policies, and their perception of quality of life is high. The findings may help policymakers balance gender differences and maximize social benefits.

Keywords

Poverty alleviation; Farmers' satisfaction; Chinese Countryside; Strategic orientation

Introduction

At present, there are problems in rural areas of China with economic development, which is most prominent in rural areas of China. In this context, to achieve poverty alleviation, following the path of socialism with Chinese characteristics, giving priority to the development of rural areas, and continuously narrowing the development gap between urban and rural areas and between regions is the most important task in 2021. The

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rural revitalization strategy is based on the comprehensive revitalization of industries, human resources, culture, ecology, and organizations. The overall requirements of this strategy are to have thriving industries, livable ecology, civilized local customs, effective governance, and prosperous life. China has embarked on a new journey to comprehensively build a modern socialist country, and the work related to agriculture, rural areas, and farmers has entered a new stage of comprehensively promoting rural revitalization and accelerating agricultural and rural modernization. At the 2020 Central Conference on Rural Work, President Xi Jinping stressed that rural areas must be revitalized if the nation is to be revitalized (Ji, 2022). This judgment profoundly explains the inherent requirements for building a great modern socialist country and provides a fundamental basis for comprehensively promoting rural revitalization.

However, from my observation, in the process of implementing the rural revitalization strategy, many problems may occur. For example, the unbalanced distribution of resources, the imperfect funding mechanism of the rural revitalization strategy, and the lack of talent in the countryside are some of those problems. Among them, the most difficult to measure is the lack of enthusiasm of farmers to participate in the implementation of policies, and farmers' satisfaction with policies and measures is relatively subjective. China operates as a socialist market economy, which is characterized by state-owned enterprises and public ownership within a market economy. For an economy like China's, people's living standards are the government's priority. Unknown farmers' satisfaction with government policies is the most likely difficulty for those in power.

In this investigation, the satisfaction of villagers in northern China will be investigated. This paper studies the five dimensions of rural revitalization (Industrial development, ecological livability, cultural construction, governance capacity, and quality of life) by using the data from 117 household surveys in Yang County, Shanxi Province, as well as farmers' satisfaction with this strategy to discuss the focus and orientation of the implementation of the rural revitalization strategy, the study attempts to answer three questions: Which groups benefit the most from rural revitalization development, which is the optimal implementation among the five indicators, and whether gender differences in thought produce differences in satisfaction with different directions of strategy.

This investigation report contains five parts. Current research, related analysis, and hypothesis will be displayed in the literature review. In addition, this project adopts the methodology of sampling, questionnaire design, and sampling survey. The result is based on the data analysis to test the hypotheses. Furthermore, the conclusion is to rationalize the result. Some practical implications concluded by the main aim of the study are to provide some the status of the five indicators in rural areas, villagers' satisfaction with the rural revitalization strategy, and possible adjustment methods. Lastly, the evaluation of the limitations, and expectations of sophisticated studies, and further research will be conducted in this direction.

Literature Review

Study on the Previous Studies About Rural Revitalization Strategy

The Chinese government has formulated the general requirements for the rural revitalization strategy, which covers five areas, namely industry, ecology, culture, governance, and people's livelihood. Many scholars have

proposed practical approaches to these five areas.

First, in terms of promoting industrial prosperity, scholars mainly put forward the practical approach of promoting industrial integration and strengthening the collective economy. Liu & Xiao (2019) believe that to promote the leap from primary to advanced rural industrial integration, it is necessary to highlight the characteristics of integrated development, strengthen the integrated market orientation, clarify the role positioning of the government, and innovate the integrated development path. Ma & Zeng (2018) proposed from a policy perspective to improve the policy support system for collective economic development, explore an effective collective economic development model and rural collective property rights trading platform, and promote the "separation of politics and economy" between new collective economic organizations and village committees.

Second, in terms of promoting ecological livability, scholars put forward practical approaches mainly from the perspectives of rural green development and rural tourism development. Yang (2020) believes that the policy and legal mechanism of rural green development can be improved by improving laws and policies and establishing and improving ecological compensation mechanisms. Cai et al. (2018) proposed the practical path of rural tourism leading the sustainable development of rural areas from four aspects: the leading role of government departments, the fundamental position of agriculture, the subjective role of rural residents, and the integrated development of rural industries.

Third, the academic circle has put forward the practical approach to the prosperity of public culture. According to Zhang & Hu (2018), rural public cultural space has three dimensions: physical, activity, and institutional space. Fan (2020) emphasizes that rural public cultural service supply can be improved by establishing a rural cultural corridor, rural library, rural cultural activity room, and other ways. Xu (2020) puts forward suggestions from four perspectives, that is, fit public cultural communication users, integrate public cultural communication media, innovate public cultural communication content, and link public cultural communication emotion.

Fourth, in terms of promoting effective governance, scholars mainly put forward practical approaches from the perspectives of a "combination of three governance" of autonomy, rule of law and rule of virtue, and innovation of system and mechanism (Liu et al., 2020). According to Cao & Wang (2020), I should innovate the rural social governance model, introduce more diversified subjects, explore the multi-central participation mechanism based on resource sharing and information exchange, and improve the rural governance cooperation mechanism with the joint participation of multiple subjects.

Fifth, in terms of helping people to live a rich life, the practical approach put forward by scholars mainly focuses on promoting the sustainable increase of farmers' income. Xie & Wang (2019) believes that it is necessary to accelerate the high-quality development of agricultural production, strengthen the assistance for farmers' employment and entrepreneurship, consolidate the construction of rural grass-roots party organizations and deepen the reform of the rural collective property right system, so as to promote farmers to continuously increase their income and become rich. Zhang et al. (2020) pointed out that to achieve rural revitalization, I should take the road of common prosperity. I should not only try my best to stimulate farmers' employment and increase farmers' income from the tertiary

industry and property income, but also give priority to the development of rural education, improve the rural social security system and improve the level of rural medical security.

Understanding Rural Areas

The definition of "rural area" is vital for improving wealth redistribution and solving the problem of inequity through different regions to increase the least advantaged citizens' living standards (Ocana-Riola and Sanchez-Cantalejo, 2005). The continuous themes in the literature are to identify the meanings of rural areas, the diagnostic features, and attempts at understanding the nature and scope of ruralities (Cloke, 1977; Blunden et al., Prieto-Lara, and Ocana-Riola, 2010). It becomes widely accepted that the determinants of the word rural are ambiguous in both concept and space (Hoggart, 1990; Halfacree, 1993; Shanbaugh-Miller, 2007; Wood, 2011). It is likely to have a stereotype that rural areas contain low population density, an abundance of farmland, and remoteness from urban agglomerations, but people connect "rural" to show their perception of different typify rurality (Zografos, 2007; Duenckmann, 2010). Furthermore, the processes of restructuring rural regions' development in underdeveloped and developed countries are different (Woods, 2007a, 2011, 2013; Labrianidis, 2006). The same as rural, rurality is also a vague concept (Waldorf, 2006; Woods, 2010). Measurements of differences between rurality in rural regions are vital enough (Cloke, 1977).

Including functioning, dynamics, and variation (Cloke, 2006). It turns out that rurality is difficult to define inclusively. In addition, the interaction of non-quantitative factors affects the Spatio-temporal changes in rural areas (Long et al., 2009a). The theoretical concept of political economy and the rurality of social construction all influence the construction of the concept of rurality. It is claimed that agri-ruralism, utilitarianism, and hedonism are identified as three major strands of the countryside (Frouws, 1998). While four discourses of rurality: conservationist, entrepreneurial, agri-culturalist, and endogenous development are identified (Lopez-i-Gelats et al., 2009).

To better understand rural areas, researchers and international organizations such as OECD and the EU have developed different types of rural indicators to understand dynamic differences in rural areas (Cloke,1977; OECD,1994,1996; 2003; EC, 1998 Woods, 2013).

In general, differences in rurality are reflected in the literature in various classifications and definitions of methodology. For instant, population density, settlement size, local economic structure, and so on(Ballas et al., 2003; Baum et al., 2004; Bryden, 2002; Ilibery, 1998; Labrianidis, 2004) According to a large number of works of literature, rural areas have the following characteristics: specific open landscape; Relatively low population density; Most of the population is involved in economic activities related to agriculture and forestry; Traditional ways of life and habits; Land use related to agriculture and forestry; Sparse built-up areas and scattered settlements(Madu, 2010). This paper aims to establish the satisfaction evaluation of Chinese rural residents based on international literature and the basic national conditions of China.

Overview of Research on Rural Development in China

Since 1978, China has carried out a comprehensive economic reform from a centrally planned economy to a market economy. The reform and opening-up have initiated a potential process of social system change in rural China, which has enabled rural China to create

new social and economic forces and improve the possibility of rural transformation (Xu and Tan, 2001. 2002; Long et al., 2011, 2012). So far, more young rural workers have migrated to China's east coast to take up non-agricultural jobs, boosting the economic development of their regions (Fan, 2005). In recent years, the population of rural residents has entered a period of rapid decline (Li et al., 2010; Long et al., 2012). Rural areas that had lost too much talent began to hollow out, and their economic growth rates were not high (Liu et al., 2011; Long et al., 2012; Li et al., 2014).

Rural-urban migration (Liu, 2008; Ma, 1999; Rozelle et al., 1999), rural industry and employment (Mohapatra et al., 2007; Shen and Ma, 2005; Unger and Chan, 1999), rural associations, and state corporatism (Unger, 2006), rural taxation and government regulation (Tao et al., 2004), rural poverty alleviation (Heilig et al., 2006; Park and Wang, 2010), rural transformation development (Unger, 2002, 2006; Liu, 2007), rural gentrification (Qian et al., 2013), urban-rural equalized development (Liu et al., 2013), rural land-use change and building new countryside. These areas of China's rural development have gradually attracted international academic interest. As a whole, these studies have helped the study of China's rural development from historical and structural perspectives.

Data Collection and Analysis

Data Sources and Characteristics

The research data in this paper are from a sample survey of 150 farmers' satisfaction in Yang County, Shanxi Province in 2021 conducted by the Rural Economic Interest Group of Beijing National Day School for the implementation of the rural revitalization strategy. A total of 147 valid questionnaires were recovered, and the effective recovery rate was 98%.

Yang County locates on the eastern margin of the Hanzhong Basin, north of the Qinling Mountains, and in the Han River basin. The terrain here is efficient for agriculture. It is located in the transition climate zone from the north subtropical region to the warm and humid zones, with a continental monsoon climate, warm and humid, and abundant rainfall. The four seasons are distinct. The annual average temperature is 14.5 degrees Celsius, the average sunshine duration is 1825 hours, and the frost-free period is 238 days. Under the guidance generated by the authority, Yang County is implementing the rural revitalization policy. By developing industries, managing land, investing in shares and sharing dividends, revitalizing assets, and establishing cooperatives, I have explored a way to revitalize rural areas in combined industries, development is shared, and people are enriched (Liu and Chen, 2022). Yang County is suitable for this study because of the suitability of its topography, climate, and agricultural production.

Due to the impact of COVID-19, the survey adopted a combination of household interviews, telephone interviews, and online filling. Because the dialect of Shaanxi province is not universal, I, as an investigator, cannot directly communicate with respondents during a telephone return visit. Therefore, I have hired an assistant to convey the content of the communication to me and take notes. The two of us formed a research group. To ensure that farmers could accurately understand the questionnaire content and fill in the questionnaire according to facts, the research group assigned village researchers to give guidance to farmers who filled in the questionnaire online, and the research group members made a telephone return visit to check.

The research content is mainly determined by gender, age, region, Education background, and other dimensions that determine industrial development, ecological livability, cultural construction, governance capacity, And the quality of life. Mainly invite the head of household to answer, to get a comprehensive understanding of the satisfaction of the farmer's family.

The survey data showed the following statistical characteristics: First, the number of men who filled in the questionnaire was 94, accounting for 64%, and the age group was mainly in the range of 37-53 years old, accounting for more than half of the total participants. Among them, 63.95 percent were agricultural accounts.

Data Measures

This questionnaire aims to figure out farmers' satisfaction with rural development. There are mainly the following dimensions and problem feedback. Each primary indicator corresponds to three level 2 indicators. The industrial structures correspond to rural industrial structure, rural science and technology situation, and rural marketization degree. Ecological livability corresponds to natural environment livability, living environment livability, and agricultural green production. Cultural constructions correspond to the level of rural ideological and moral construction, the level of rural public culture construction, and the level of rural social civilization. Governance capacity corresponds to the level of villager autonomy, rural comprehensive governance capacity, and rural residents' perception of social equity. Finally, the quality of life corresponds to the income level of rural residents, the quality of life of rural residents, and the level of rural social security.

A three-level indicator corresponds to a two-level indicator. The three-level indicators are also questions for respondents in the questionnaire (see Table 1). The work done by the villagers, the convenience of mechanization of the tools used in agricultural activities, and the satisfaction of the purchase of goods in the village scored respectively. The problems of ecological livability are satisfied with the greening of the village, satisfaction with the treatment of garbage and sewage in the living environment, and satisfaction with the treatment of pollution caused by agricultural production. As for the harmonious coexistence of neighbors in the village, the uncivilized phenomena such as public fitness equipment and square, calling names, and fighting reflects the construction of a cultural level. Satisfaction with the management ability of the village committee and neighborhood committee, participation in the management of village affairs, satisfaction with democratic selection suggestions, and the occurrence of inequities in the village. These three problems are refined and summarized by the secondary indicators corresponding to governance capacity. Moreover, the current income satisfaction, life status and quality of satisfaction, and illness in the village and schooling received by the government to help investigate the quality-of-life dimension.

Table1. Variable definition and assignment

Primary indicator	Secondary indicator	Tertiary indicators	Valuation	Coding
Industrial development	Structure of rural undertaking	Rate your work (agriculture, industry, etc.)		X1
	Agricultural science and technology	For your agricultural activities to use the tools of the convenience of scoring, not agricultural activities do not answer		X2
	Degree of rural marketization	Satisfaction with the purchase of goods in the village/permanent residence	1.Very unsatisfied 2.Unsatisfied 3.Ordinary 4.Satisfied 5.Very satisfied	X3
Ecological livability	Natural environment is livable	Satisfaction with the natural environment/greenery of the village/permanent residence		X4
	The living environment is livable	Satisfaction with the health of the living environment in your area		X5
	Green agricultural production	Satisfaction with pollution treatment of agricultural production		X6
Cultural construction	The level of ideological and	The satisfaction of getting along with neighbors in the village		X7

	moral construction in rural areas		
	Level of public cultural construction in rural areas	Satisfaction with the school, public fitness facilities and public square in the village/regular residence	X8
	Degree of civilization of rural society	The occurrence of swearing was rated 1 as very common and 5 as rare	X9
	Level of villager autonomy	Whether the management ability of the neighborhood committee and the village committee is satisfied	X10
Governance capacity	Comprehensive rural governance capacity	Satisfaction with the management ability of the neighborhood and village committees	X11
	Rural residents' perception of social equity	Whether there are unfair phenomena in the village (backdoor dealings and bribery of members of the village committee) 1 is often, 5 is seldom	X12
	Income level of rural residents	Satisfaction with current farm income	X13
Living standard	Quality of life of rural residents	Satisfaction with the state and quality of life in your village	X14
	The level of rural social security	Satisfaction with access to health care or schooling guaranteed by the government	X15

Data Analysis

Satisfaction Analysis of Rural Revitalization

For the structure of rural undertaking, the satisfaction score of rural residents is 4.09, indicating that rural residents are quite satisfied with the work they are engaged in (including agriculture and industry, etc.). Among all respondents, 45.59% chose "very satisfied", 24.26% "satisfied" and 25.74% "ordinary". Respondents chose "very dissatisfied" and "unsatisfied" only 2% each, which occupies a small proportion.

For agricultural science and technology, the satisfaction score of rural residents is 3.93, indicating that rural residents are quite satisfied with agricultural production technology convenience. 35.29% of participants said they had not engaged in agricultural production activities. These people may have been engaged in non-agricultural work, so they are not included in the score. 24.26% chose "very satisfied", 21.32% "satisfied" and 11.76% "ordinary". Respondents chose "very dissatisfied" and "unsatisfied" only 7.36% together, which is a tinny proportion.

For the degree of rural marketization, the satisfaction score of rural residents is 3.93, indicating that rural residents are quite satisfied with the purchase of goods in the village. Among all respondents, 38.24% chose "very satisfied", 33.09% "satisfied" and 17.65% "ordinary". Respondents chose "very dissatisfied" and "unsatisfied" only less than 9% together, which is a small part.

The three secondary indicators above constitute a primary indicator of "industrial development " (see Fig. 1). Given this, the three secondary indicators cannot clearly distinguish the order of importance. I regard them as having the same degree of importance. When calculating the score of the primary index, the secondary index will be considered equal weight. Finally, the satisfaction score for industrial development is 3.98, which is close to a score of 4. This phenomenon shows that rural residents are generally satisfied with the industrial improvement in rural areas.

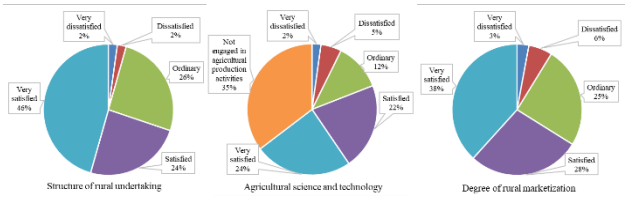

Figure 1. Satisfaction with industrial development indicators

For the natural environment to be livable, the satisfaction score of rural residents is 3.81, which

indicates that villagers are not super satisfied with their environment. In general, nearly a third of participants choose very contently. Only 7% choose each unsatisfied and unsatisfied. Moreover, the sum of people who choose very unsatisfied and unsatisfied is 21, which is tiny as a whole. People answering the question of whether the living environment is livable express an average satisfaction degree of 3.63, which tends to be satisfied in villagers' satisfaction. 31% of them choose satisfied, 30% are very satisfied, and 20% choose ordinary. Only approximately a tenth of participants choose very "unsatisfied", which refers to rural citizens being relatively satisfied with their livable living environment. For Green agricultural production, there is an increase in the number of people who choose ordinary. The proportion of residents who choose very satisfied with their green products such as pollution treatment is 27%, and that in the choice of "satisfied" is 29%. It illustrates that people are satisfied but have the potential attitudes of the ordinary which occupies over a quarter. The percentage of respondents who said they were unsatisfied and very unsatisfied was 7% and 10% respectively, which could still be seen as a small proportion.

These three-part secondary indicators mentioned combined as a primary indicator of "Ecological livability" (see Fig. 2). Based on this criterion, these three secondary indicators are not listed in order of importance and are equal weights for testing hypotheses. Therefore, I assign equal weight to these three indicators when calculating the total score of the first-level indicators. The same weight will be applied to the following results. Finally, the overall score of Ecological livability satisfaction was 3.67, close to 4. This result shows that villagers are also satisfied with the improvement of ecological livability. What Yang (2020) elaborated on is related to the carrying capacity of resources and the environment in each region. The degree of satisfaction with the natural ecological environment is higher in areas with low economic development like Yang County.

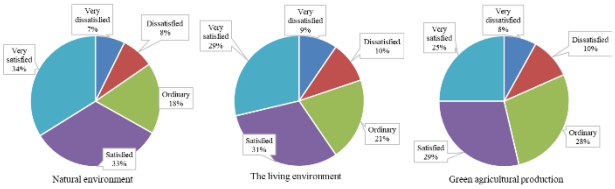

Figure 2. Satisfaction of ecologically livability indicators

Culture construction contains three sub-indicators: The level of ideological and moral construction in rural areas, the level of public cultural construction in rural areas, and the degrees of civilization in rural society. There is a ratio of 35% of people who claim that they are delighted with moral construction (see Fig. 3). Percentage of 33 of 'satisfied' takes up the pie chart. 21% of people choose ordinary as the answer to this question. Villagers who are unsatisfied with the level of ideological and moral construction are 7% in total, and villagers who are very unsatisfied are under 4% of all participants. Overall, the average score of satisfaction is 3.9. The statement above indicates rural residents are satisfied with perfection in rural moral construction. The analysis of the question: level of public cultural construction shows satisfaction of 3.52, an ordinary satisfaction. Residents who choose 'very satisfied' and 'satisfied' occupy over 50% of all questionnaires, and 28% choose ordinary. I would say that people who choose 'ordinary' are more than those in other questions. People who present their dissatisfaction with their current level of public cultural constructions such as the public library and village-owned schools are 21%. The resultant conclusion may be that participants are not satisfied with improvements

in rural cultural constructions. For degrees of civilization, among all participants, the proportion of 'very satisfied' is 39% that of 'satisfied' is 31% people who choose ordinary take a proportion of 21%. The sum of people who choose 'very unsatisfied' and 'unsatisfied' is 9% among all respondents. Concluding above, the mean score of degree of civilization is 3.95, which means respondents are satisfied with the relevant policies.

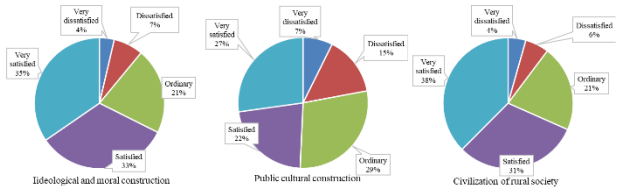

Figure 3. Satisfaction of rural civilization indicators

In the question of the level of villagers' autonomy, the proportion of satisfied and very satisfied villagers who participated in the questionnaire survey was 29% (see Fig. 4). Among them, 24% chose Ordinary, 8% chose unsatisfied, and one-tenth chose "very unsatisfied". The average score of villagers' satisfaction with participating in village affairs management and democratic selection is 3.59, but the overall score is not very close to 4. Therefore, villagers' satisfaction with villagers' autonomy after the reform was not high. Generally, the average score of villagers' satisfaction with the management ability of the neighborhood committee and the village committee is 3.5, which is a neutral score. The number of people who said they were very dissatisfied was 11 percent, the number of people who said they were not satisfied was 11 percent, and more than one in five people were dissatisfied with this indicator. More than 20 percent, 35, said they were neutral. Twenty-five percent said they were satisfied. Thirty-nine percent said they were very satisfied. A higher proportion of respondents choose satisfied and very satisfied than neutral, but there is insufficient evidence to support the overall improvement in comprehensive rural governance capacity. Finally, regarding the issue of rural residents' perception of social equity, people have an average satisfaction rate of 3.55, which can be regarded as relatively satisfactory. Eleven percent of villagers said that unfair governance often occurs in their villages, and 16 percent said inequality often occurs in their villages. Twenty percent of respondents said they had rarely had such a situation, while 36 percent said they had very rarely. Seventeen percent said they were neutral.

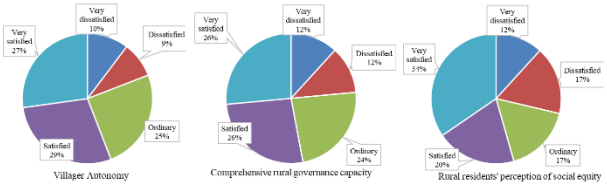

Figure 4. Satisfaction with effective governance indicators

In the last part of the survey, I asked rural residents about measures of their living standards. Nearly 30 percent of villagers choose to contain an ordinary attitude about their income levels (see Fig. 5). A quarter of respondents choose the option "very satisfied". The proportion of people who choose "satisfied" is 22%. Only eight percent of people choose "very unsatisfied", while 16% of people say they are unsatisfied. This predicts that the satisfaction of villagers fluctuates variously in income level, and that of rural citizens who fill in the questionnaire is not even. The average satisfaction score was only 3.38, which was the lowest among all the scores of satisfaction in whole questions. For the quality of life of rural residents, the villagers who are satisfied with their living conditions and quality

account for 29% of the total participants, while those who are not satisfied account for 13%. The neutral villagers accounted for 28%, and the number of those who said they are very satisfied was 1% less than those who said they keep to ordinary. Only 3% of them are very dissatisfied. The last question of this questionnaire is about the government's satisfaction with the villagers' social security. Of those, only 5 percent chose "very dissatisfied" and 13 percent chose "unsatisfied." Thirty-one percent chose very satisfied, nearly a third of the total. Thirty-two, or 22 percent, said they were neutral. Very satisfied villagers had 29 percent of all respondents. The average satisfaction score was 3.67, indicating that the villagers were relatively satisfied with the social security improved by the rural revitalization policy.

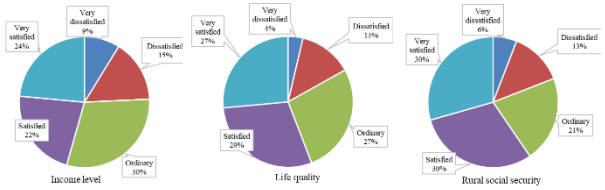

Figure 5. Satisfaction of life affluence indicators

On average, the total scores of those five degrees of rural satisfaction are 3.98, 3.63, 3.75, 3.49, and 3.54 respectively (Fig. 5). The highest mean of satisfaction belongs to industrial development, which evolves the structure of rural undertaking, agricultural science and technology, and the degree of rural marketization. The following is cultural construction with a score of 3.75, the third is ecologically livability with a score of 3.63, and the fourth determinant is living standard. The lowest score is 3.54 for governance capacity.

The probable reasons for the highest industrial development scoring might be caused by the following conclusions. Improvements in industrial factories might be the most achievable. For instance, there is an increase in the productivity of labor due to the training governments provided, and direct investment of capital machines to enlarge the efficiency of production. However, the way to change ecological habitability is long-term, and hard to measure the immediate effect on improvements in rural residents' living standards. Further, there may be a time lag in decisions, for example, the local governments attempt to maximize the power of villagers' autonomy. Due to the bureaucratic systems, the instructions will be passed down to the villagers' layer by layer. Time lags will cause inefficiency in the implementation of the policy. The analysis above indicates that the rural revitalization has a good proceeding implementation of equipment and capital. Meanwhile, the results also imply that native authorities should focus on ascending the efficiency of order delivery and descending the administrative time at the middle level of a government.

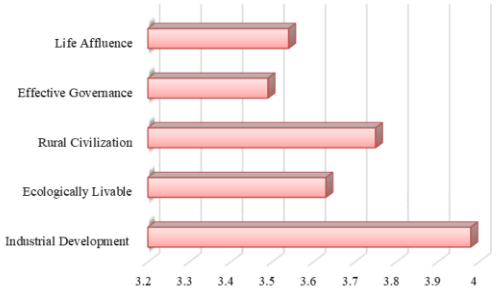

Figure 6. The score of five dimensions of rural revitalization

Heterogeneity Analysis

In order to investigate the impact of different control variables on rural residents' satisfaction, I further analyzed the heterogeneity of the survey data. According to the gender of the respondents, I divided the data into two groups. There were 94 males and 53 females. The results of the gender heterogeneity analysis are shown in Fig. 6. The satisfaction scores of female respondents in

Industrial development, Ecological livability, Cultural construction, Governance capacity, and Living standard were 4.13, 3.87, 4.00, 3.87, and 3.78 respectively. The scores for these five items are higher than those of men (3.94, 3.56, 3.67, 3.37, and 3.44). Finally, in terms of the total score of rural revitalization, female respondents scored 3.93, higher than men's 3.60. This shows that in the eyes of women, both the overall effect of Rural Revitalization and the scores of all dimensions are higher than those of men. Women are more satisfied with the current situation in rural areas, which seems to show that traditional Chinese women prefer to pursue a stable life and have less ambition than men.

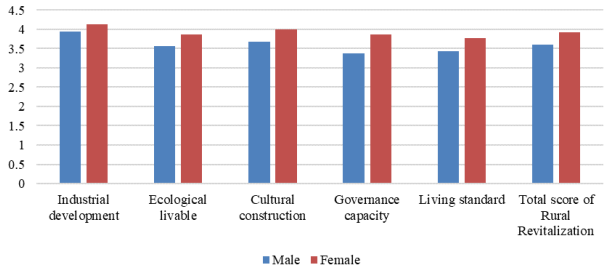

Figure 7. Gender heterogeneity analysis

Conclusion

In this investigation, the aim was to evaluate the implementation status of China's Rural Revitalization Strategy from industrial development, ecological livability, cultural construction, governance capacity, and living standards satisfaction in five different dimensions. This paper starts from the perspective of farmers' perception of policy satisfaction. In this paper, I used an online questionnaire survey to sample villagers' satisfaction in Yang County, Shaanxi Province, China. The results show that the satisfaction scores of industrial development, ecological livability, cultural construction, governance capacity and living standards are 3.98, 3.63, 3.75, 3.49 and 3.54 respectively. The scores for effective governance and living standards are low, indicating that the Rural Revitalization Strategy has great potential for improvement in these two aspects. The Rural Revitalization Strategy may give priority to grass-roots governance and the growth of peasants' income in the future.

I suggest the government should make corresponding changes in the areas with the lowest satisfaction in the survey results. To improve effective governance, the government can enlarge the ability of leadership and organization. Show the leading position of the Party organization, fully incent the masses of the subject consciousness, and strengthen the supply of various systems and mechanisms. It can also strengthen talent construction as the foundation, attract young people with high education to rural management, and promote effective governance with young ideas. In order to increase farmers' income, the government should vigorously develop rural industries to enrich the people, promote farmers' employment and entrepreneurship, and strive to increase farmers' wage income. At the same time, the government should improve the agricultural support and protection system, stabilize and strengthen farmers' grain subsidies, and strengthen the guarantee of people's livelihood.

As a point of innovation, I made a heterogeneity analysis based on data to study the impact of gender differences on satisfaction. After comparing the survey results from multiple perspectives, the most obvious finding to emerge from this study is that female respondents' satisfaction with the five indicators I investigated was higher than the total satisfaction of male respondents. I may summarize those women in traditional Chinese villages are more willing to pursue a stable life and are better at perceivable living standards. This finding may help

policymakers balance gender perception differences to maximize social benefit. Also, improving the satisfaction of all villagers with the rural revitalization policy can effectively guarantee the export of the labor force to modern society, while avoiding excessive labor outflow to make the domestic agricultural production unsatisfied. In the long run, the improvement of villagers' living standards and their satisfaction are conducive to reducing the poverty rate and narrowing the gap between the rich and the poor to achieve government macroeconomic goals, thus reducing the crime rate.

I readily acknowledge that there are problems with the statistic model. A sample size of 150 or so is insufficient to support a general conclusion. In addition, my survey was only conducted online, which would result in excludability as many more representatives in the village could not participate in the questionnaire as the old. Its satisfaction is immeasurable. Although the current study is based on a small sample of participants, the findings suggest that farmers participate in the implementation of policies. Because farmers' satisfaction with policies and measures is subjective, I still provide relatively objective quantitative satisfaction results and corresponding feasible suggestions. This research has thrown up many questions in need of further investigation. For example, to improve the construction of personalized satisfaction of men and women, it is necessary to find the feasible satisfaction value of villagers' desired ideal income and stimulate villagers' production incentives, and conduct field visits to investigate the satisfaction of the elderly and children in different dimensions of rural revitalization, to avoid excludability. Cover a more complete and scientific sample range and a larger sample number.

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