Study on the Elderly's Willingness to Live in Rural Sojourn and Its Influencing Factors: Based On a Survey of 508 Elderly People in Nanning China

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Abstract: As China gradually entered the elderly society, the pension problem is increasingly serious. As an active and healthy way of supporting the aged, sojourn for the aged has been favored by more and more elderly people. Rural sojourn for the aged is a development model of sojourn for the aged in rural areas. With the aged people in surrounding cities as the main source of customers, it has the role of enhancing the complementary advantages of urban and rural areas and promoting the integrated development of urban and rural areas. However, this industry is still in the early stage of development in most areas of China. Based on 508 valid questionnaires, this paper used binary logistic test, chi-square test, standard residual comparison and other statistical methods to analyze the willingness of the elderly in Nanning to live in the countryside and its influencing factors. The analysis shows that 75% of the elderly are willing to participate in the rural living in the countryside, and their willingness is most related to gender, age and health status. Labor and entertainment factors, transportation factors and accompanying factors affect their willingness to travel; Income and education level affect their choice of sojourn products. Measures such as building rural sojourn pension products that meet the market demand, strengthening investment in infrastructure construction and public service construction, and building rural sojourn pension demonstration sites are conducive to the development and maturity of rural sojourn pension industry.

Key words: Rural sojourn for the aged, Travel will, Influencing factors, Nanning China

1. Introduction

China's population has now entered the elderly type.As the population at the birth peak in the mid-20th century gradually entered the old age, the early 21st century became the fastest aging period of China's population.The increasingly severe aging problem has attracted the great attention of the government and academic circles, and everyone is actively exploring the solution to the pension problem.With the emergence and rapid development of migratory bird tourism and old-age tourism in recent years, sojourn pension is gradually regarded as a feasible way for the healthy elderly to actively pension, and has a great role in promoting the development of related industries in the sojourn area.

2. Literature review

Rural sojourn pension is the development mode of sojourn pension in rural areas.As a form of

business that has complementary advantages between urban and rural areas and promotes the integrated development of urban and rural areas, rural living and elderly care have abundant development soil and broad space for development.In recent years, the rapid development of rural living and living pension has triggered the discussion of some domestic scholars.Liu Youtang (2020) and others believe that the highest stage of rural tourism development is rural travel and residence, If the pension service is integrated into rural travel, rural travel and retirement[1]. There are also many scholars to apply the concept of "rural leisure pension", its original intention is the same as rural travel and pension.Zhao Haiyun (2018) and other people summarized the substantive connotation of rural leisure pension, and differentiated the difference between rural leisure and pension and tourism pension[2]. Li Songbai (2012) found that the rural leisure and pension model can be divided into two spontaneous modes on the basis of the development of rural tourism and the "united crowd mode" facilitated by enterprise investment[3]. There are also some domestic studies on rural elderly source groups, most of which start from the following aspects. First, centering on the urban elderly, most of the questionnaire survey method, combined with binary logistic statistical analysis[4-6]; The second is to analyze and discuss the decision-making behavior of the elderly customer group. And the applied method is in addition to the binary logistic regression analysis method[7], And also the principal component factor analysis method[8]. In addition, some scholars and —— s such as Li Chen (2020) have studied rural leisure and pension guests from the perspective of spiritual needs[9]; Zhang Yin (2018) and other people sorted out the customer characteristics and needs of migratory birds in the Bama Panyang River Basin of Guangxi[10]。

Although rural living and pension in some economically developed areas of China (such as Zhejiang, Jiangsu agglomeration in the Yangtze River Delta, Jiangxi Nanchang, Chongqing and other places) have formed a certain scale and a relatively mature business form).But the industry as a whole is still a relatively new thing, in the bud and starting state.How to promote rural retirement to the whole country, especially the tourism resources and pension resources; whether the customer market in this industry is mature enough is worth further discussion. In view of this, in this paper, Nanning, one of the central cities in southwest China, was selected as the survey site, and to analyze the 508 valid questionnaires, the elderly and its influencing factors, so as to provide favorable reference for the development of rural pension in the area.

3. Study design and implementation

This article selected Nanning women over 50 years old and men over 55 years old age as the survey object, in the form of questionnaire survey, online survey and offline random access method, the Nanning park, senior university and scattered in the urban communities of the elderly random access and investigation.The questionnaire was issued with 520 copies and 508 were effectively recovered with an efficiency of 97.7%.Survey the age requirement of 5 years earlier than retirement age, because this part into the retirement age of the elderly is Nanning rural living pension potential customers, and Nanning and Nanning does not form rural living pension products, for this product

development, this part of the potential customers has become reality, so their demand intention is also very important.

In the design of the questionnaire, in addition to the demographic survey and willingness survey, the attraction factors and resistance factors of whether to choose rural living pension products were also investigated. According to the Likert scale, each factor was set according to 1 to 5 points, 5 points are the most important, 3 points indicate the general, and 1 point is the least important.SPSS24.0 was used for data analysis, established the database, and used the willingness of different individuals to participate in rural retirement with dual logistic regression analysis.Through the mean, standard deviation and chi-square test, the main factors that affect the elderly rural residence and retirement willingness are analyzed from the two aspects of attraction and resistance.

4. Statistical analysis results

4.1 Descriptive statistical results

In this survey, we investigated six basic characteristics of the subjects, including gender, age, pre-retirement (or current) occupation, education, monthly income, and health status.Table 1 is the results of the descriptive statistical analysis of the variables.It can be seen that the proportion of men and women participating in this survey is not quite coordinated, because many male respondents were not willing to cooperate with the survey, and the proportion of samples of other demographic characteristics was basically normal, indicating that the selection of samples is basically in accordance with the principle of random survey.On the whole, 75% of the respondents were willing to try to go to the countryside for the retirement, indicating that the elderly in Nanning still have a strong willingness to live in the countryside.

Table 1 variable feature description

basic feature	description	variable assignment	number of samples	percentage (%)	basic feature	description	variable assignment	number of samples	percentage (%)
sex	man	1	151	29.7	culture level	Junior high school or below	1	154	30.3
	woman	2	357	70.3		senior middle school	2	200	39.4
age	Under the age of 59	1	174	34.3		University (specialized)	3	150	29.5
	60-69 year	2	237	46.7		Graduate school above	4	4	0.8

	70-79 year	3	88	17.3		Less than 2,000 yuan	1	133	26.2
	80-89 year	4	9	1.8		2-5,000 yuan	2	276	54.3
Pre-retire ment occupatio n	The establishme nt of the state	1	118	23.2	**Monthl y income**	5-8,000 yuan	3	83	16.3
	Enterprise white-collar workers	2	98	19.3		More than 8,000 yuan	4	16	3.1
	worker	3	200	39.4	**health conditio n**	range	1	10	2
	peasant	4	52	10.2		same as	2	192	37.8
	liberal professions	5	40	7.9		preferably	3	306	60.2
travel wish	be willing	1	381	75				
	under protest	2	127	25				

Source: a questionnaire

4.2 Results of the binary logistic regression analysis

In order to explore the influence of various factors on the elderly rural pension will, this paper uses binary logistic regression model, the basic characteristics of the survey object, rural pension to their attraction and their resistance into the model, analyze the above variables on the rural pension will, so as to distinguish the variables with significant influence, and analyze the direction and magnitude of its influence.

After binary logistic regression analysis with SPSS24.0 software, we can find that (as in Table 2), the Hormer-Limisaw goodness-of-fit test was 12.171 with significance p =0.144> 0.05, indicating a better fit.

Table 2. Hosmer-Lemershaw test

step	chi-square	free degree	conspicuousness
1	12.171	8	.144

Table 3 shows the results of the regression analysis, which can see that in the basic characteristics, gender and health status were significant at the level of 0.1 (p-values of 0.068 and 0.070 than 0.0, respectively), and the age variables were significant at 0.05 (p =0.006 <0.05), indicating that these three have the large impact on respondent's rural retirement willingness.among, The regression coefficient for the sex was 0.490, That is, the OR value is Exp (0.490) =1.632, Because in the comparison of women in the setting, So the significance of the regression coefficient here refers to that men are not willing to try 1.632 to three times older than women; in like manner,

The regression coefficient for age was 0.049, An OR value of 1.051, It can be understood as: when the other variables are unchanged, For each one-year increase in age, The willingness to try rural living in the pension is reduced by 1.051 units; The regression coefficient for health status was-0.387, An OR value of 0.679, Explain the health status to each good grade, The willingness to live and live for the elderly was increased by 0.679 units.Besides the three items, the other basic features had no significant effect on willingness.

Table 3. Binary logistic regression analysis

	variable name	B	standard error	Wald	free degree	conspicuousness	Exp(B)
basic feature	sex	.490	.269	3.323	1	.068*	1.632
	age	.049	.018	7.502	1	.006**	1.051
	degree of education	.222	.191	1.348	1	.246	1.249
	Now or pre-retirement occupation	-.106	.135	.618	1	.432	.899
	monthly income	-.268	.228	1.381	1	.240	.765
	health condition	-.387	.213	3.289	1	.070*	.679
Attraction factors	a1. Beautiful scenery and pleasant climate	-.091	.160	.321	1	.571	.913
	a2. Fresh air, food ecological	-.083	.178	.218	1	.641	.920
	a3. Like country work	-.383	.130	8.683	1	.003**	.682
	a4. Accommodation is spacious and well serviced	-.135	.142	.897	1	.344	.874
	a5. Convenient transportation	.307	.162	3.562	1	.059*	1.359
	a6. Rich in products and affordable	-.147	.149	.973	1	.324	.864
	a7. Scenic spots around your residents	-.119	.129	.848	1	.357	.888
Resistance factor	b1. Needs to do family affairs, no time	.357	.110	10.600	1	.001**	1.429
	b2. Has no extra money to enjoy high quality pension	-.096	.110	.767	1	.381	.908
	b3. Physical condition is not allowed	.032	.122	.070	1	.791	1.033
	b4. Afraid of no company	-.215	.114	3.582	1	.058*	.807
	b5. Afraid of an unfamiliar community environment	.022	.124	.032	1	.859	1.022
	b6. Feel not safe enough	.059	.126	.219	1	.640	1.061
	b7. Poor meals and accommodation	-.027	.143	.035	1	.851	.973
	b8. Lake of recreation and entertainment facilities	-.060	.141	.182	1	.670	.942
	b9. Healthcare system is imperfect	.028	.137	.041	1	.839	1.028
	b10. Location is remote and inconvenient	.120	.144	.701	1	.402	1.128
	constant	-1.499	1.678	.798	1	.372	.223

Note: ① * is significant at the level of 0.1 and * * is significant at the level of 0.05.

② age was entered as continuous variables.

Among the attraction factors, the significance of the a 3 labor experience was p =0.003 <0.05,

indicating a significant effect on the results.The regression coefficient was-0.383 and the OR value was 0.682, indicating that the more attention the respondent paid to labor experience, the stronger the willingness to live and retire in rural areas.In addition, the significance of the a5 traffic convenience factor is p =0.059 <0.1 and close to 0.05, indicating that it also has a large significant effect on the results.The regression coefficient was 0.307 and OR =1.359, indicating that the more important the respondents paid to transportation convenience factors, the more inclined they prefer to not choose rural retirement.Other attraction factors do not have significant effects on the willingness outcome.

Among the resistance factors, two factors are also significant, one is the b1 time factor, significance p =0.001 <0.05, regression coefficient of 0.357, OR =1.429, indicating that the less time the respondent prefers not to stay in rural retirement, which is consistent with common sense.Another factor is the b4 companion factor, whose significance is p =0.058 <0.1 and close to 0.05, which also has a large effect on the results.The regression coefficient was-0.215 and OR =0.807, indicating that the more important the respondent paid to companionship, the more inclined to try rural retirement.

4.3 Mean, standard deviation and chi-square test analysis results

Table 4. Means, standard deviation of the attraction variables

Attraction factors	average value	ranking	standard error	ranking
a1. Beautiful scenery and pleasant climate	4.01	2	1.056	4
a2. Fresh air, food ecological	4.05	1	1.019	7
a3. Like country work	3.53	7	1.072	2
a4. Accommodation is spacious and well serviced	3.77	4	1.048	5
a5. Convenient transportation	3.96	3	1.026	6
a6. Rich in products and affordable	3.77	4	1.068	3
a7. Scenic spots around your residents	3.72	6	1.116	1

Table 4 is the mean and standard deviation of the seven attraction factors, set from food, housing, travel, travel, shopping, entertainment, and climate, applying the Liert scale to measure the degree of importance to respondents.As can be seen from Table 4, a2 has the highest mean (4.05 points) and the smallest standard deviation (1.019), indicating that respondents generally believe that fresh air and ecological and safe food are the most important, and the differences in ideas are small.In addition, the average value of a1 and a5 is also about 4 points, indicating that both climate and landscape factors and convenient transportation factors are also more important.In terms of difference, the large standard deviation is a7 (play factors), a3 (work and entertainment) and a6 (shopping factors), indicating that the respondents have more different views on these three issues.Through chi-square test (p =0.034 <0.05) and standard residual comparison (Table 5), we found significant differences between respondents with different monthly income in the importance choice of a7. If 1.96 is the critical value, we can see that respondents with monthly income above 5000 yuan are more inclined to choose "important" around the scenic area, while respondents with

monthly income between 2000 and 5000 yuan are more inclined to choose "not important", which indicating that the elderly with higher income require higher "travel" in rural retirement.Using the same approach we found (omitted) that respondents had significant differences in cultural importance selection (p =0.000 <0.0.05), higher educated older adults preferred to choose "important" and secondary and primary educated older adults preferred to choose "unimportant" or "general ones."This shows that the higher the educated the elderly, the higher the "purchase" in rural retirement.

Table 5. Monthly income * a7 importance cross table

| | | | There are scenic spots around a 7, and you can play for many times | | | | |
			Very unimportant	unimportance	same as	important	very important
monthly income	Below ¥2,000	count	6	5	33	51	38
		Expect count	7.1	12.0	27.8	50.0	36.1
		The adjusted residual	-.5	-2.5	1.3	.2	.4
	¥2,000—5,000	count	15	35	56	92	78
		Expect count	14.7	25.0	57.6	103.8	75.0
		The adjusted residual	.1	3.1*	-.3	-2.2	.6
	Above ¥5,000	count	6	6	17	48	22
		Expect count	5.3	9.0	20.7	37.2	26.9
		The adjusted residual	.4	-1.2	-1.0	2.5*	-1.2
amount to		count	27	46	106	191	138
		Expect count	27.0	46.0	106.0	191.0	138.0

Note: * indicates an adjusted residual of> 1.96.

In terms of resistance factors, this article collected the ten main factors hindering the respondent from choosing rural retirement, external factors include time, money and physical factors, internal factors including companionship, community environment, safety, accommodation requirements, entertainment requirements, medical and location perception factors.Table 6 lists the mean and standard deviation of the ten resistance factors and their ranking.We can see that the largest mean value, b9 (medical factor), is the second smallest standard deviation, b10, the second mean value (location, traffic factor), and the third smallest standard deviation.It showed that respondents generally believed that the imperfect health care system, the location of the retirement destination and the inconvenient transportation were the two most important factors preventing them from choosing the rural retirement system, and the differences in respondents' views were small.In terms of difference, b 4 (companion factor), b2 (money factor) and b6 (safety factor) are ranked in the top three of the standard deviation, indicating that the respondents differ widely in these three factors.Through chi-square test and standard residual comparison (Table omitted), we found significant differences in the importance choice of b4 (companion factor) (p =0.027 <0.05).

Participants with poor health tended to choose "important" for companionship, while better health preferred to choose "unimportant", indicating that older people with poor health need family and friends.The gender variable had a significant impact on the importance of b6 (safety factor) (p =0.004 <0.05), male respondents tended to consider rural security issues "unimportant", and women considered them "very important", indicating that women chose rural retirement to consider more security factors.In addition, the monthly income variables were significant for the importance of b2 (monetary factor) and b7 (accommodation conditions) (p =0.000 and 0.039, both less than 0.05).The impact of the former is obvious, while the latter showed that respondents with monthly income above 5,000 yuan tended to consider poor accommodation conditions a "very important" factor preventing them from choosing rural retirement, while respondents with less income considered them "general" or "very unimportant".

Table 6. Means and standard deviation of the resistance variables

	average value	ranking	standard error	ranking
b1. Needs to do family affairs, no time	2.95	10	1.195	4
b2. Has no extra money to enjoy high quality pension	3.76	3	1.210	2
b3. Physical condition is not allowed	3.08	8	1.183	5
b4. Afraid of no company	3.20	6	1.231	1
b5. Afraid of an unfamiliar community environment	3.02	9	1.166	6
b6. Feel not safe enough	3.16	7	1.196	3
b7. Poor meals and accommodation	3.57	4	1.131	7
b8. Lake of recreation and entertainment facilities	3.45	5	1.098	10
b9. Healthcare system is imperfect	3.97	1	1.108	9
b10. Location is remote and inconvenient	3.92	2	1.119	8

5. Conclusion and enlightenment

5.1 conclusion

Through the above investigation and analysis, this paper concluded that the basic attitude of Nanning elderly to rural living and pension is as follows:

①Elderly people have a strong overall desire to try rural retirement. 75% of the survey said they were willing to try, and 25% disagreed.

②Women prefer to try living in rural areas, and women feel that the safety factors in rural areas are very important.

③The younger and the better the health, the more willing to live in rural retirement.

④The more attention to labor experience, the more willing to live in the countryside; the more attention to transportation, the more inclined to be reluctant.

⑤The elderly who attach more importance to companionship tend to choose rural sojourn for

retirement.

⑥The elder people with higher income pay more attention to the accommodation and entertainment conditions of rural sojourn places.

⑦The more educated, the more they tend to experience shopping in the rural area.

5.2 inspiration

5.2.1 Build rural living and living pension products that meet the market demand

Article 6 and 7 of the survey conclusions reflect the general needs of the elderly in cities: they hope to experience the natural scenery and enjoy the rural life in the process of rural travel, but also hope to enjoy the quality of life and convenience in similar cities.Therefore, these factors should be fully taken into account in the design of rural living pension products.

In the planning and layout of products, attention should be paid to the setting of leisure services and cultural landscape areas.Leisure service area has certain commercial functions, which can provide the elderly with the same convenient life of the community; cultural landscape area is a place to improve cultural taste and meet the spiritual needs of sojourners.Reasonable layout can let the elderly in the countryside, can also enjoy the convenience and spiritual enjoyment of the city; in the quality of products, should follow the market segment, meet the requirements of the market segment.Ordinary farmhouse and homestays only meet the needs of low-end travel market, and the high-end market needs reception facilities and services to a certain level of hospitality apartments or courtyard boutique homestay. In the operation of products, in addition to sales, rental property, such as renting farming, selling agricultural and sideline products, providing ecological catering, providing paid health care, emphasizing kinship and community services, enhance the closeness and belonging of the elderly.

5.2.2 Strengthen investment in infrastructure construction and public services construction

In recent years, with the promotion of the rural revitalization strategy, the infrastructure of the vast rural areas has been greatly improved, but after all, the foundation is relatively weak, the road traffic, medical and health equipment and cultural and sports facilities are still slightly insufficient, and the ability of environmental control and social management needs to be improved.Therefore, while developing rural living and pension, the local government should give priority to the planning of infrastructure construction, and give those towns with resources, transportation advantages and land functions with good supporting transportation, communication, power supply, water supply, drainage and other infrastructure.In terms of public services, we will actively cooperate with the national medical care reform, strengthen health and health care and public transportation, and make good plans to strengthen the service and social management of foreign passenger flow, so as to help the development of rural living and elderly care.

5.2.3 Build demonstration sites for rural living for the elderly

In this survey, although the urban elderly in Nanning have a strong willingness to participate in the rural pension, the existing ordinary farmhouse and home stay products are not recognized by the elderly sojourn, indicating that separate accommodation facilities or no formed pension products do

not have market attraction.In order to release the market potential of the urban elderly and rural elderly, it is necessary to build rural elderly products that meet the needs of the urban elderly.Nowadays, because there are few formed and well-operated rural living and living pension products in southwest China, it still needs a process to guide and cultivate the market to accept and recognize this type of products.Therefore, should concentrate superior resources, build in line with the market demand, reasonable pricing of rural living endowment demonstration site, through the demonstration point play demonstration and experimental role, guide the urban elderly rural living endowment consumption, cultivate new endowment consumption mode, at the same time, improve the added value of agricultural products, realize the comprehensive upgrading of rural industrial structure, play the comprehensive benefits of rural living endowment industry.

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