

# Evaluation of Urban and Rural Residents' Sense of Gain in Yunnan Province

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## ABSTRACT

The purpose of reform is to make the people have more sense of gain, which has become the "touchstone" to test the effect of reform. This paper uses quantitative research method to manipulate the variables of sense of gain, evaluates the sense of gain and its influencing factors of urban and rural residents in Yunnan Province, and reveals the differences of sense of gain among different characteristic groups. According to the empirical study, there are significant differences in the distribution of objective gain and sense of gain among different characteristic groups. And property income is only the necessary but not sufficient condition to trigger the generation of sense of gain. The response of sense of gain to income obeys the law of diminishing marginal effect, which confirms the "passivation" effect of sense of gain in reality.

**Keywords:** urban and rural residents in Yunnan Province, sense of gain, objective gain

## I. INTRODUCTION

Since the issue of "sense of gain" was born on February 27, 2015, General Secretary Xi Jinping has repeatedly stressed the importance of "sense of gain" on six important occasions, including the report of the 19th National Congress of the CPC. Therefore, it is worth paying close attention to the reason why the CPC Central Committee has repeatedly mentioned the sense of gain and the differences between the sense of gain, happiness and security. From the context of the sense of gain expressed in the process of China's reform, happiness and security focus more on the individual level.

In recent years, with the gradual deepening of China's national strategies of "the Belt and Road Initiative" and "poverty alleviation", Yunnan Province, as the bridgehead of western border areas facing southeast Asia and South Asia, presents the characteristics of "surpassing the border areas": economic and social development, the great promotion of income of urban and rural residents and the conditions of people's livelihood. However, compared with the developed areas, the sense of gain of urban and rural residents in Yunnan province is not significant. The "passivation" of sense of gain weakens the effectiveness of regional economic and social development and reduces the endogenous power of

regional development. In view of this, this topic intends to carry out research on the sense of gain and its evaluation of urban and rural residents in Yunnan Province.

Therefore, the significance of studying the sense of gain lies in the following aspects. The sense of gain is the touchstone to check the "gold content" of reform; it is the key concept born in the critical period of comprehensively deepening the reform; it is the product related to the overall situation of the reform; it is a key to solve the social contradictions in the new era; it reflects the "realistic interests" of the people, meeting the people's growing needs for a better life, and constantly promoting the "fairness and justice" of the society.

In view of this, this paper attempts to reveal the status quo of the sense of gain and its influencing factors from the perspective of people's subjective cognition in Yunnan Province, find out the problems existing in the sense of gain and then propose the path to improve the sense of gain of the people.

## II. LITERATURE REVIEW

With the establishment of the concept of sense of gain, academic circles began to conduct extensive and in-depth discussions on this issue. Among them, the representative theoretical discussions are as follows. The sense of gain expresses the dialectical relationship between "give" and "gain", and stipulates the individual's happiness index; the sense of gain includes not only the "self-gain" and "meaning gain" at the

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subjective level, but also the "relative gain" and "material gain" at the objective level; the sense of gain is a kind of achievement experience and emotional experience obtained through individual's self-directed efforts, and the sense of gain is the product of overcoming "relative deprivation". Therefore, it focuses on political gain other than material gain, which is different from happiness. The sense of gain is an important measure of socialist superiority, reform dividend and "shared development". The sense of gain is an effective response to the problems of income imbalance, development imbalance and marginalization of vulnerable groups in the transitional period. Also, it is an important means to deal with the "sense of conflict" and "sense of loss".

In the few empirical studies, the measurement of sense of gain presents people's subjective evaluation of the change of their own material conditions. Among them, the sense of gain with the sense of dependent variable has the sense of people's gain. In a certain period of time, people's multi-dimensional feeling based on objective gain is measured by people's current gain, relative gain and expected gain during 2002-2015. People's sense of gain is to measure people's sense of gain and expectation of the past, present and future in terms of educational conditions, job stability, income and other 16 aspects in the five years before and after 2017. Comparative sense of gain takes CSS (2006-2013) data as samples, measures "people's subjective feelings on changes in living standards in the past five years" and evaluation on "current social and economic status".

By reviewing the existing achievements, it can reach the following basic consensus. Firstly, the sense of gain and the important ideas put forward by the CPC Central Committee in each important historical stage of reform and opening up are in the same line. Secondly, with the deepening of China's reform and social transformation, the Chinese people have a clear perception of the existing social inequality in society. Still, people have good expectations about the future and believe that efforts can boost returns. Thirdly, the adjustment of profit structure brought by the reform leads to the change of subjective social mentality. For this reason, it causes the reflection of the state and all sectors of society. The state tries to solve this problem from the top-level design, focusing on solving the root cause of the negative mentality, such as "resolving contradictions and improving people's livelihood", and then puts forward the concept of sense of gain. Fourthly, after 2015, with the deepening of the research, it is found that although the sense of gain of Chinese people is growing continuously, there is also the problem of insufficient and unbalanced development. The root of this problem can be explained by the contradiction between the people's yearning for a

better life and the insufficient and unbalanced social development.

### III. RESEARCH DESIGN

This paper uses the survey data of the project "2020 Survey of the living quality of residents in Western China" by the Strategic Research Institute of the Ministry of Science and Technology of China. It has certain authority. The survey was conducted from October 23, 2019 to November 18, 2019. The subjects were urban and rural residents in 16 prefectures and cities of Yunnan Province, and 7061 valid samples were obtained.

#### A. Sense of gain

The sense of gain is the subjective feeling of objective gain, which is an indispensable basis but not a sufficient condition. The growth of objective gain cannot represent the sense of gain synchronously, and the instrumental variables of sense of gain need to be determined. The sense of gain is the positive psychological experience of satisfaction and happiness triggered by objective gain. Therefore, it takes the individual's actual income to achieve or exceed their expectations of fair income as a measure of their self-satisfaction. Actual income and fair income expectation correspond to effective answers to the questions such as "total personal income in last year" and "the current fair income". In view of the psychological representation of objective gain triggering sense of gain, besides satisfaction, the psychological feeling of happiness should be the ultimate demand to enhance the sense of gain of the public, so the introduction of individual happiness perception corresponds to the effective answer to the question "generally speaking, do you think your life is happy?".

Sense of Gain

$$= \begin{cases} 1 & \text{if } r \geq 0 \text{ and Happiness} = 4,5; r = \text{Income}^{\text{real}} - \text{Income}^{\text{desense}} \\ 0 & \text{Else} \end{cases}$$

#### B. Income from property

According to the consumption theory of absolute income, the level of income from property determines the consumption ability and represents the important dimension of individual objective gain. When examining the impact of income on the sense of gain, the real income (RI) and income grade (IG) are measured. The income grade corresponds to the effective answer to the question "what is your family's economic status in the local area?" There are five income grades. The purpose of inclusion in income grade is to investigate the difference of individual's sense of gain in different levels of acquisition.

**C. Socio-economic status**

In order to comprehensively represent the differences in objective results obtained by people and the resulting differences in sense of gain, social status is introduced. Social mobility (SM) corresponds to the answers to the questions "what level do you think you are currently at?" and "what level do you think you were at five years ago?" There are 10 levels.

At the same time, it is necessary to control the related individual characteristic variables, including gender, marriage, occupation, nationality, age, education, and residence. Among them, the value of male in gender variable is 1; the value of being single in marriage variable is 1; the value of being employed in occupation variable is 1; the value of Han nationality in nation variable is 1; the education degree refers to actual years of education; and the value of living in rural area in residence variable is 1. In addition, in order

to avoid the problem of pseudo regression caused by the symbiosis of explanatory variables, the test method of variance expansion factor is used to test the symbiosis of property income and socio-economic status. The results show that the tolerance of income is 0.28, with the variance inflation factor VIF=3.63; and the tolerance of socioeconomic status is 0.85, with the variance inflation factor VIF=1.17, indicating that the symbiosis of explanatory variables is in an acceptable range.

**IV. EVALUATION ON SENSE OF GAIN AND ITS INFLUENCING FACTORS**

As for the statistical results of effective samples, the proportion of people with significant perception of acquisition is only 41%, less than half of the total sample, reflecting the trend of passivation of some people's sense of gain. (see "Table I")

TABLE I. DESCRIPTION OF MAIN VARIABLES

Variable	Mean	Coefficient of dispersion	Maximum	Minimum value
Sense of gain	0.412	0.845	1	0
Income from property	19862	0.352	2650000	0
SES (socioeconomic status)	2.701	3.542	5	1
Gender	0.532	1.032	1	0
Age	48.432	3.162	86	18
Residence	0.633	1.231	1	0
Nationality	0.902	3.113	1	0
Occupation	0.732	1.485	1	0
Education	4.964	1.712	14	1
Marriage	0.853	2.321	1	0

**A. Distribution of objective gain and sense of gain of different populations**

There is a close relationship among objective gain, sense of gain and individual characteristics. Therefore, this paper analyzes the actual situation of objective gain and sense of gain of sample population from the perspective of individual characteristics. According to the above analysis of the connotation and scope of objective gain and sense of gain, the representative

indicators reflecting the actual situation are selected. Objective gain is measured by the average income, economic grade and social status of the sample domain. The sense of gain is characterized by the degree of satisfaction of income realization, the experience of happiness, and the satisfaction and well-being obtained objectively at the same time. "Table II" reports the actual situation of objective gain and sense of gain among different groups of people.

TABLE II. DISTRIBUTION OF OBJECTIVE ACQUISITION AND SENSE OF GAIN OF DIFFERENT POPULATIONS

Variables	Characteristics	Objective gain			Sense of gain		
		Average income ( ¥ )	Economic status (%)	Social status (%)	Degree of satisfaction (%)	Happiness (%)	Satisfy simultaneously (%)
Gender	Male	24053.98	58	53	47	48	45
	Female	13573.27	29	24	41	91	36
Age	Young and middle-aged	20452.16	60	53	42	73	40
	Elderly	13087.85	55	45	52	90	49
Nation	Han nationality	19342.11	58	50	44	91	36
	Non-Han nationality	14202.56	62	63	48	92	45
Marriage	Married	18724.54	59	49	45	91	42
	Single	25435.18	55	46	38	87	33
Occupation	Be on the job	21682.44	60	55	45	90	41
	Non-employment	12548.16	54	42	44	87	40
Residence	City	25356.54	60	45	48	91	46

	Rural area	9078.22	56	62	37	88	32
Education	Being educated at high level	44185.43	77	51	34	95	31
	Being educated at lower level	14231.65	55	52	47	90	44

According to individual characteristics, the samples were divided into different communities, and the "characteristics" column corresponds to the differentiation performance of objective gain and sense of gain. In terms of gender, the average objective gain of men in the dimensions of income, family economic grade and social status mobility is generally higher than that of women, and the satisfaction and sense of gain of fair income expectation are higher than those of women, but the happiness experience of men is generally lower than that of women, which shows the gender difference of individual happiness experience. The age advantage of the young and middle-aged in objective gain is very obvious, but the age advantage of their sense of gain has disappeared, even showing inverse age distribution. The contrast between the two in terms of objective gain and sense of gain shows that the young and middle-aged people lack the mentality of contentment. To some extent, it reflects that the change of social environment has caused the change of the reference standard of people's judgment of gain and loss. The objective gain of the Han nationality and ethnic minorities does not show the characteristics of consistency. As far as the realization of sense of gain is concerned, ethnic minorities are higher than Han nationality in terms of satisfaction of income realization, experience of happiness and realization of sense of gain at the same time. The higher sense of gain of ethnic minorities reflects the realistic foundation of stability, unity, integration and symbiosis of all ethnic groups in Yunnan Province. There is no consistent differentiation of objective gain between married and single people, but the happiness and sense of gain of married people is higher than that of single people. As the harbor of the soul, people can get spiritual food and enrich the trigger basis of sense of gain. The influence of employment status on objective gain has been differentiated, and the employment population's gain to the three dimensions is higher than that of the unemployed. As the survey results are determined by the total income of the previous year, the objective gain differentiation between the actual situation of employment and unemployment may be greater. In terms of residence, the average income and family economic grade of urban residents are higher than that of rural residents, but the proportion of people with social status floating upward in the latter is significantly higher than that in the former. This shows that there is still a gap between urban and rural areas in terms of income acquisition and family economic grade, but the overall social status of rural residents has been significantly improved, which also reflects the effect of policy practice such as building a new socialist countryside and strengthening the investment in agriculture, rural areas and farmers. From the

performance of sense of gain, the proportion of rural residents with sense of gain is less than that of urban residents. It also reflects that reducing the dual distribution of objective gain and sense of gain will be another direction of urban-rural coordinated development in the future. From the perspective of education, people with higher education have obvious advantages in income acquisition and family economic grade, but the proportion of people who have improved their social status is weaker than those who have not. Moreover, the relative weakening of the sense of gain of the people receiving higher education also reflects that objective gain is not a sufficient condition for the generation of sense of gain.

*B. Distribution of objective gain and sense of gain of different income groups*

Income is an important component of objective gain, but the dilemma that the sense of gain does not increase with income makes researchers have the motivation to investigate the probability distribution of sense of gain among people at different income levels. People at both ends of the social income hierarchy accounting for 10% of the total effective sample size are selected as the focus objects. In order to compare the evolution of probability distribution of sense of gain among high and low-end groups, 10% of the population at the lower and higher level are selected. It can be seen from "Table III" that the average income of 10% of the population with the lowest and lower income is far lower than that of the higher and higher income groups, and the probability of their sense of gain is also significantly lower than that of the latter, indicating that income is indeed a necessary condition for the generation of sense of gain. Compared with the marginal quantity of increasing income, the increasing degree of the sense of gain caused by unit income of the lower income group is far greater than that of the high-income group. At the upper end of the income hierarchy, when the income leaps one grade, the frequency of sense of gain increases by only 1%. At the bottom, the frequency of sense of gain increases by 15%. Moreover, because of the large income base of the upper group, the scale of income increase from the higher group to the highest group is far greater than that of the bottom group. To a certain extent, the frequency distribution of sense of gain in the hierarchical structure of social income reflects the marginal decrease of the response intensity of sense of gain to income.

TABLE III. DISTRIBUTION OF OBJECTIVE GAIN AND SENSE OF GAIN OF DIFFERENT INCOME GROUPS

Income groups	Average income (¥)	Incidence of sense of gain (%)
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	)	
low income (10%)	125.88	7
Lower income (10%)	1899.45	22
higher income (10%)	31560.65	73
high income (10%)	86789.16	75

## V. CONCLUSION

To improve the objective gain is still the established path to enhance the sense of public gain. It is required to expand the conventional path to enhance the sense of gain based on income, deepen and expand the connotation and extension of objective gain. According to the law of diminishing marginal effect of income triggering sense of gain, it is necessary to apply differentiated basic trigger path for groups with different levels of social income stratification structure. For low-income groups, increasing income is still the key point to increase the sense of gain. For the middle and high-income groups, it is required to be driven by the structural reform of the social supply-side and based on the income, expand the diversification, objectively obtain the multi-level demand structure matching, and enhance the promotion efficiency of the sense of gain. Social status mobility, as a comprehensive embodiment of people's objective results, unblocks the floating channel of the bottom of the society, enhances social mobility and enhances the sense of gain of the people. From the perspective of social supply-side structural reform, it is necessary to strengthen the structural optimization of objective gain, and select the objective improvement dimension and population characteristics with high marginal tendency to enhance the sense of gain as the basis for policy choice. The low-income group, the middle-aged and young people, the unemployed and the female groups will be the groups that need attention in the policy of increasing the sense of gain.

In view of the influence of objective gain on the sense of gain, the key to improve the efficiency of fairness cognition induced sense of gain is to reduce the probability of perceived relative inferiority through horizontal comparison. Public opinion should guide the public's cognitive choice of the vertical framework and help strengthen the perception of self-acquisition and social development compared with the past, which will be the proper meaning of the supply-side structural reform of social culture and spiritual civilization.

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