# Research on the Influence Mechanism of Urban Elderly People's Willingness to Care for Leisure in Rural Areas

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Abstract. Urban elderly to rural leisure pension is not only a useful supplement to the traditional pension model, but also can promote the transfer of urban pension industry to rural areas, drive the flow of urban factor of production resources to rural areas, and help rural revitalization strategy. Based on the theory of planned behavior and from the micro-perspective of social psychology, this paper establishes a model of the impact mechanism of urban elderly's rural leisure pension behavior willingness. Using the questionnaire data of urban elderly obtained from a social survey, a structural equation model is chosen to verify the impact path and coefficient between the behavior attitude, subjective norms, self-efficacy, external control, and rural leisure behavior intention. The results show that: the attitude of urban elderly to rural leisure pension has a significant positive impact on behavior intention; subjective norms and self-efficacy have a significant positive impact on the attitude of urban elderly to rural leisure pension, which has an indirect impact on the behavior intention of rural leisure pensions; the impact of external control on the urban elderly to rural leisure pension behavior intention has not reached a statistically significant level. At the same time, using demographic variables to verify and analyze the impact of behavior attitude and behavior intention, the study found that the gender, age, education level, retirement, health status, average monthly income, and children's frequent home visits of urban elderly are significantly correlated with behavior attitude measurement variables, but they are not correlated with behavior intention measurement variables. Based on the research conclusion, this paper puts forward targeted countermeasures and suggestions from the aspects of strengthening publicity and guidance, improving the retirement treatment and health level of urban elderly, and improving rural infrastructure and public service facilities.

Keywords: Urban elderly · Rural leisure pension · Behavioral willingness · Planned behavior theory · Structural equation model

1 Introduction

The aging of China's population is accelerating. By the end of 2018, there were 249.49 million people aged 60 and above, accounting for 17.9% of the total population, including

166.58 million people aged 65 and above, accounting for 11.9% of the total population. According to the population aging standards of the UN (United Nations), China is gradually approaching a profoundly aging society. At present, China's elderly care model is mainly the "9073" model, which is mainly focused on family pensions, supplemented by community pensions and institutional pensions. However, as far as family old age is concerned, the new generation of urban elderly is affected by the family planning policy at that time, and most families only have one child. According to the China Family Development Report 2015, the average size of a Chinese family is 3.35 people, while the average size of an urban family is 3.07 people. Due to migration to other places for employment, busy schedules, short holidays and other reasons, it is difficult for children to give adequate care and attention to their elderly parents, with elderly people living alone accounting for nearly 10% of the total number of elderly people and 41.9% living only with their spouses. As a result, the size of the Chinese family is becoming smaller and the type of family is becoming more and more nuclear, resulting in the spillover of the responsibility for old age from the family to society. Community-based elderly care is a bottom-up approach to elderly care, mainly targeting empty nesters or low-income elderly in the community to meet their basic needs. However, China's community-based elderly care has been plagued by problems, such as lack of medical facilities and professional elderly care talents. At the same time, with the rapid development of China's social economy, the urban elderly show a great differentiation trend in terms of occupation and income. The demand for elderly care services of urban elderly will show many new characteristics in the future, and the problem for urban elderly care will face new and great challenges. Therefore, innovative urban pension models will become an urgent need to cope with the pressure of population aging (Liu, 2019).

In foreign countries, rural leisure pensions began in the 1970s, and after the wave of industrialization in Europe and the United States, the urban elderly began to migrate to the countryside for living and retirement. At present, a relatively mature rural leisure and retirement industry has been developed in Europe and the United States. In China, along with the improvement of people's living standards, rural leisure tourism gradually emerged. In the process of developing rural tourism, Hangzhou Lin'an, Anji Baofu, Changxing Shuikou and other places are accidentally discovered the exotic leisure pension market (Li, 2011). Some well-developed rural leisure and elderly care demonstration villages have been formed, such as Guzhu Village in Changxing, Zhejiang Province and Jiusi Village in Lin'an. Also, their common characteristics are that they are attached to big cities, not far from the city center, with a beautiful environment, fresh air and certain tourist attractions. Unlike rural areas in other locations, rural areas on the periphery of large cities are more likely to adopt an "embedded" development model, which means that their development is driven by the industrialization and urbanization of cities (Wang, 2006). Therefore, in the context of the aging population, it is feasible and necessary for villages with suitable conditions to take advantage of the local natural and cultural resources to guide the urban elderly with conditions and needs for leisure and healthy retirement. On the one hand, it can meet the needs of the urban elderly to have beautiful rural scenery, fresh air, green organic food, rich local culture, and other characteristics of the retirement environment; on the other hand, it can guide the urban elderly to move to the countryside in an orderly manner, alleviate the increasing pressure on the

elderly in big cities, and build the urban center into a "vibrant city" where young people gather. The countryside has become a major source of income for farmers. At the same time, the villages undertake the urban pension industry, which will help to cultivate new forms of business in the countryside, optimize the rural economic structure, expand the income channels of farmers, and help the rural revitalization strategy.

Most domestic and foreign scholars have used statistical analysis methods to analyze the factors affecting the decision-making of the elderly's rural elderly care behaviors from both internal and external perspectives. In foreign countries, Rodriguez V(Rodriguez, 2001) found that a beautiful and comfortable living environment, well-developed tourist facilities, close spatial proximity and easy transport accessibility are the basis for the elderly's willingness to stay and retire. Zimmer Z et al. (Zimmer et al., 1995) found that the elderly's physical condition, financial ability to pay and the surrounding environment can influence their travel intention and behavior. Cuba L(Cuba, 1989) found that the elderly living in urban and rural areas will comprehensively consider factors such as the climate, environmental comfort, tourism experience and image of the rural tourism destination. In China, Zhai Yuan (Zhai, 2016) used one-way analysis of variance (ANOVA) and principal component analysis (PCA) to summarize the five major influencing factors that consumers consider when making rural retirement decisions: "restricted by traditional attitudes", "unable to adapt to the rural environment", and "unable to travel", "limited by economic level", "facilities not up to standard" and "no companions". The study found that, in terms of gender, except the "no companion" factor, the other four factors had a more pronounced impact on women than men; in terms of age, the over-65 age group was the sensitive group for rural retirement holidays; in terms of the place of residence, residents of prefecture-level municipalities were the sensitive group for rural retirement holidays; in terms of education, those with a high school education were more likely to have a high school education. Respondents are sensitive people for rural retirement vacations; in terms of annual household income, they are below 5,000 yuan. Based on the interview data of 800 elderly people in the Nanchang urban area, Zhao Haiyun, Sha Nanxin, and Xu Jun (Zhao et al., 2018) studied the decision-making behavior characteristics of urban elderly rural leisure elderly care customer group. At the same time, the logistic regression model was used to analyze the influence of self factors, extension factors, and destination condition factors on rural elderly behavior. It was found that: ①groups with higher economic conditions were more willing to go to the countryside; ②those who did not need to take care of the third generation and those who preferred natural villages were more willing to go to the countryside; ③urban elderly were more concerned about the transportation, medical conditions and safety and security of the destination when making decisions; meanwhile, the urban elderly were more concerned about the transportation time and distance between the destination and their current residence, and will comprehensively consider the geographical location, traffic accessibility and other conditions of the destination when making decisions. The geographical location of the destination, accessibility and other conditions are taken into consideration. Ling Lijun (Ling, 2013) analyzed the factors influencing the elderly's willingness to retire in the countryside using a combination of literature, example, survey, and multidisciplinary methods, and found that male elderly, elderly of retirement age, wealthier elderly, more educated elderly, urban elderly with one child, urban elderly

with a high spouse's retirement salary, and urban elderly with a healthy spouse were more inclined to rural leisure retirement pension. Liu Linghui (Liu, 2018) used a logistic model to conduct empirical analysis and found that the willingness of urban elderly to take leisure and health care in the new rural complex of " group microbiology " is positively correlated with age, average monthly income and whether a registered residence is in Chengdu, and negatively correlated with the number of children.

To realize the leisure and elderly care of the urban elderly in the countryside and cultivate the rural leisure and elderly care industry, it is necessary to find out the attitude and willingness of the urban elderly to the rural leisure and elderly care, and explore what factors will affect the attitude and willingness of the urban elderly to the rural leisure and elderly care. Only in this way can we meet the demands of the urban elderly for rural leisure pension, guide the urban elderly to form a positive attitude towards rural leisure pension, and then lay the foundation for the real adoption of rural leisure pension behavior. At present, although domestic and foreign academic circles have carried out a certain degree of research on the theoretical research and practical discussion of rural leisure and elderly care for the urban elderly, the research on the influencing factors of the urban elderly's willingness to leisure elderly care in rural areas is limited to the macro-level such as demographics. At the micro-level, there are still problems such as simple research methods and lack of theoretical support, and unsystematic and in-depth research content. Few scholars have conducted in-depth and systematic theoretical analysis and empirical research on the behavioral intentions of urban elderly in rural leisure care, the psychological process of behavioral decision-making and its influencing factors from the microscopic level of social psychology. Therefore, based on the theory of planned behavior and field survey data, this paper empirically analyzes the influencing factors of urban elderly people's willingness to care for leisure in rural areas, which has important theoretical value and practical significance.

2   Theoretical Framework and Research Assumptions

2.1   Overview of the Theory of Planned Behavior

The theory of planned behavior (TPB) is one of the most influential behavioral prediction theories in social psychology and is a successor and extension of the theory of reasoned action (TRA) co-produced by Ajzen and Fishben (Ajzen and Fishben, 1975), which was developed by the Ajzen (Ajzen, 1985) developed a theoretical model of social psychology based on a combination of multi-attribute attitude theory and rational behavior theory. Rational behavior theory suggests that the most direct factor in determining behavior is behavior intention and that behavior is also influenced by subjective norms of supportiveness of significant others and attitudes toward personal approval. However, the premise of rational behavior theory is that the occurrence of behavior is based on the complete control of the individual will. In the case of complete rationality, individual behavior is determined by behavioral intention, which seriously restricts the wide application of the theory. Subsequently, Ajzen (Ajzen, 2005) found that human behavior is not always 100% voluntary, but under control. Therefore, he expanded TRA and added a new variable of self-perceived behavioral control, which represents other irrational factors, into the original theoretical framework, thereby developing a new behavioral

theory research model: planned behavior theory. In 1991, Ajzen published the article "The Theory of Planned Behavior", which marked the maturity of the theory of planned behavior. The theory of planned behavior consists mainly of the following ideas.

First, in the environments where there is no total volitional control, the behavioral occurrence is directly influenced not only by behavioral intentions but also by perceived behavioral control. In organizational settings, individual behavioral intentions are also interfered with by many other non-motivational factors, and these interfering factors are not under the control of the individual's will; they include the actual control conditions such as the performer's capabilities, resources, and opportunities.

Second, accurate perceived behavioral control reflects the state of the actual control conditions. Therefore, it can be used as a surrogate measure of actual control conditions to directly predict the likelihood of a behavior occurring.

Third, the basic elements that determine behavioral intentions are behavioral attitudes, subjective norms, and perceptual behavioral control. The more positive behavioral attitude, the more positive subjective norms, the stronger the perceived behavioral control ability, the greater the behavioral intention, and vice versa.

Fourth, emergent beliefs are the cognitive and emotional basis of behavioral attitudes, subjective norms, and perceptual behaviors, and the three latent variables corresponding to emergent beliefs are behavioral beliefs, normative beliefs, and control beliefs, respectively. In practical research, the measurement of these emergent beliefs can be used to represent the measurement of the three fundamentals.

Fifth, individual and socio-cultural factors (e.g., personality, age, experience, gender, and cultural background) indirectly affect behavioral attitudes, subjective norms and perceived behavioral control by affecting behavioral beliefs, and ultimately affect behavioral intentions and behaviors (Laukov and Wu, 2013).

2.2 Research Theoretical Framework and Research Assumptions

According to the TPB, the actual behavior of urban elders in rural leisure and old age is determined by their willingness for rural leisure and elderly care, while the urban elderly's attitude towards rural leisure and elderly care, subjective norms, perceived behavior control, and other influencing factors indirectly affect actual behavior through behavioral willingness. Behavioral beliefs, normative beliefs, and control beliefs in turn affect behavioral attitudes, subjective norms, and perceived behavioral control, respectively. A set of meta-analysis by Armitage and Conner (Armitage and Conner, 2001) found that the multiple correlations between the three types of beliefs and their corresponding cognitive elements were r = 50, where behavioral beliefs explained 25% of the variance in behavioral attitudes, normative beliefs explained 25% of the variance in subjective norms, and perceived behavioral control. Variation, control beliefs explain 27% of the variance in perceived behavioral control, and the remaining 23% of the explanatory power is because attitudes, subjective norms, and perceived behavioral control are also indirectly influenced by other internal and external factors (personality, intelligence, age, gender, information, context, cultural background, etc.) and ultimately influence behavioral intentions and behaviors. Therefore, as Ajzen (Liu, 2018) argues, the traditional TPB theoretical model does not apply to every clear situation, and the study of behavior in some specific contexts needs to take other factors into account.

Therefore, when eliciting outstanding beliefs, this paper combines the new development of the theory of planned behavior, supplements and improves its beliefs, and then builds a theoretical framework and puts forward research hypotheses about the influencing mechanism of urban elderly's willingness to care for leisure in rural areas.

2.2.1   The Subjective Norm-Behavioral Attitude Correlation

Subjective norm (SN) refers to the social pressure a person feels to do a particular behavior, which comes from the perceptions of significant others or groups around them about the particular behavior. In this paper, the subjective norm refers to the degree to which the urban elderly are influenced by significant others or groups when they go to the rural leisure pension. It is undeniable that leisure and elderly care in rural areas for urban elderly should be a major event for the whole family. If the idea is not supported or echoed by family and friends, especially spouses and children, it will create a certain amount of resistance within the urban elderly, which in turn will affect their attitudes toward rural leisure and retirement.

Attitude toward the behavior (AB) refers to a person's positive or negative feelings about a specific behavior, their understanding and value evaluation, and it is a persistent preset position of like or dislike. The more positive the attitude, the stronger the willingness to behave. In this paper, a behavioral attitude refers to the positive or negative evaluation of the urban elderly on rural leisure and old age and is a value judgment on the likelihood of occurrence and behavioral outcomes of rural leisure and old age behavior. Research has shown that behavioral attitudes can not only directly influence behavioral intentions, but also indirectly as a mediating variable (Han and Yunhi, 2010). Cognitive dissonance theory suggests that in order to maintain group norms and reduce stress in the group, people's behavioral attitudes will be consciously changed by the perceptions of people around them about the behavior (Foulds, 1962), in other words, subjective norms have a significant effect on behavioral attitudes, and there have been relevant studies to demonstrate a significant path relationship between the two (Man, 1998; Duan and Jiang, 2008). Therefore, this paper argues that the attitudes of urban elders toward rural leisure and retirement are influenced by the views and public opinions of relatives, friends, and groups, i.e.… Firstly, the more positive the views and attitudes of spouses, children, relatives, and friends toward rural leisure and retirement, the more positive the attitudes of urban elders toward adopting rural leisure and retirement. Secondly, the more positive the views and articles published by experts, scholars and online media on rural leisure and elderly care, the more urban elderly people will be influenced by the information or publicity, and the more positive their attitude towards rural leisure and elderly care will be. Thirdly, the greater the government's support for rural leisure care through favorable policies and financial investment, the more the urban elderly will feel that they are responding to government policies if they adopt rural leisure care, thus strengthening their attitude towards rural leisure and elderly care.

In light of the above, the following hypotheses are proposed.

H1: The subjective norms of the urban elderly have a positive effect on their attitudes towards rural leisure and retirement.

2.2.2 Self-efficacy and Behavioral Attitude Correlation

Perceived behavioral control (PBC) is a reflection of the individual's experience and expectations of the hindrance, which is the degree of difficulty that an individual is expected to feel when taking a particular behavior that can be controlled or mastered. It reflects the condition of the actual control conditions, the stronger the perceived behavioral control, the greater the behavioral intention. Perceived behavioral control is influenced by control beliefs, the current academic definition of the concept of perceived behavioral control is still controversial, in this paper, combined with the views of experts and scholars of previous research, the concept of PBC is understood as two parts for behavioral interpretation and prediction, namely, self-efficacy and external control (Kraft et al. 2005; Ajzen, 2002). First, self-efficacy refers to people's confidence or belief in their ability to achieve a particular behavioral goal (Bandure, 1977), is the ability to complete a behavior or solve a problem, technical conditions, etc., which is also known as internal control, the urban elderly rural leisure retirement behavior attitude by the Whether or not they have the conditions and abilities to retire in the countryside is influenced by their physical, economic and time conditions. In other words, the healthier the urban elderly are, the better their financial situation, and the more free time they have, the more sufficient these conditions and abilities are, the better their self-perception will be, and the more positive their attitude towards their ability to implement rural leisure pension will be. Conversely, if urban elders do not possess these conditions, they will perceive that they are not in a position to go to the countryside for leisure and retirement, and they will become negative about rural leisure and retirement. Second, the external control factor refers to the degree to which individuals grasp the resources, opportunities, and information they need to engage in certain behavior. When the individual believes that the more resources or opportunities at his disposal and the fewer expected obstacles, the greater the perceived behavioral control over the behavior, and the more likely the behavior is to occur (Ajzen and Fishbein, 2005). For example, the willingness of the urban elderly to provide for the elderly in rural areas is affected by the actual elderly care resources, medical conditions, transportation and other factors in rural areas. If these external factors outside the conditions of the urban elderly are of higher quality, they will dispel the concerns of the urban elderly about rural leisure pensions. There is a covariate relationship between self-efficacy and external control, which influence each other. Perceived behavioral control has a significant effect on behavioral attitudes (Al-Raffe and Cronan, 2006) and is a valid predictor variable of behavioral attitudes (Qiu, 2016). In other words, urban elders' attitudes toward rural leisure and retirement are more positive if they perceive less resistance and more implemented ability to go to the countryside. This paper focuses on exploring the influence of the urban elderly's conditions on their attitudes towards rural leisure care, namely, self-efficacy has a direct effect on behavioral attitudes and indirectly affects behavioral intentions through behavioral attitudes.

In summary, the following hypotheses are proposed.

H2: Self-efficacy of urban elderly has a positive effect on their attitudes towards rural leisure and retirement.

2.2.3   Behavioral Attitude – Behavioral Intention Correlation

Behavior intention (BI) refers to the subjective probability of an individual's intention to engage in a certain behavior (Zhao, 2012). In other words, in the process of behavioral decision-making, the psychological intensity of whether an individual acts or not, in terms of measurement, can be translated into whether an individual is willing to try or put effort and other questions, thereby explaining and predicting the actual behavior of individuals. In this paper, willingness to act refers to the subjective probability of the urban elderly going to the countryside for leisure and retirement.

Behavioral attitudes are influenced by behavioral beliefs. According to the attitudinal expectation value theory, individuals have many beliefs about the possible outcomes of behavior. One is the strength of the behavioral beliefs and the other is the assessment of the outcome of the behavior. The strength of beliefs and the assessment of outcomes together determine behavioral attitudes. In other words, the behavioral attitudes of the urban elderly toward rural leisure and retirement will be influenced by their judgments about the realism and practicality of rural leisure and retirement. Whether it is feasible for the urban elderly to go to the countryside for a leisure pension and whether it is beneficial to the elderly themselves will become an important factor affecting the attitude of the elderly. However, Bagozzi (Bagozzi, 2001) points out that the theory of planned behavior emphasizes only the instrumental component and lacks the affective component, which is shared by Chan D K and Fishbein M(Chan and Fishbein, 1993) and confirms in their findings that affective attitudes are more strongly related to behavioral intentions than instrumental attitudes are to behavioral intentions. Therefore, in this paper, not only instrumental component attitudes but also affective component attitudes were used in designing the variables for measuring behavioral attitudes. Combined with the results of psychological attitude research, the behavioral attitude measure of urban elders is divided into two dimensions of perceptions of rural retirement and rural emotions, through which the behavioral attitude of urban elders influences the behavioral intention of urban elders for rural leisure and retirement. At the same time, if the urban elderly think that they are people with rural feelings, they are born with a favorable impression of the countryside or have special inner feelings, then this will also prompt the urban elderly to take active actions in rural leisure and elderly care.

In the light of the above, the following hypotheses are made.

H3: The attitudes of urban elders towards rural leisure and old age have a positive influence on their willingness to go to rural leisure and old age, i.e., the more positive the attitudes of urban elders towards rural leisure and old age, the stronger their subjective probability of going to rural leisure and old age.

2.2.4   The Subjective Norm-Behavioral Intention Correlation

Subjective normative significant others include parents, spouses, children, relatives and friends, and the more support an individual receives from them, the greater the motivation to behave willingly. Social identity theory suggests that people refer to the behavior of those close to them and imitate their behavior. Every urban elderly person has their own group identity, and individual words and deeds will move closer to group norms, otherwise, cognitive dissonance will occur. Thus, urban elders will refer to the behavior of

others around them in their decision-making process in choosing a retirement destination, will be influenced by significant others or groups, and decisions are not entirely under their control.

Subjective norm variables are weaker predictors of behavior compared to attitude-behavior and perceived behavioral control-behavior. Therefore, to improve their predictive power, many scholars have proposed more detailed subjective norm variables, and Cialdini (Cialdini, 1991) divided subjective norms into two categories: injunctive norms and descriptive norms. Injunctive norms refer to the perception of social pressure from significant others or groups endorsing a particular behavior, and descriptive norms refer to the perception of social pressure from interpersonal networks because of the prevalence of a particular behavior. The results of the research showed that the addition of descriptive norm variables increased the ability of subjective norms to predict behavioral intention (Yu, 2008). Injunctive norm can be interpreted as government guidance and support for the behavior of urban elderly in choosing a retirement place. Descriptive norms are understood as the perceptions of friends and relatives about the retirement place or the impact of their actual behavior on the urban elderly's own retirement place choice or the pressure they feel. In this paper, we analyze the influence of subjective norms on behavioral intention at these two levels. In other words, the positive views and attitudes of the urban elderly people's friends and relatives towards rural leisure care will be indirectly transmitted to urban elderly people, which in turn will make them more inclined to engage in rural leisure care behavior. As a new type of elderly care model, urban elders are influenced by what experts, scholars, and online media say about rural leisure care, which in turn makes them want to experience rural leisure care. At the same time, the government's active support for rural leisure care will also be noticed and perceived by the urban elderly, thus making them feel that the government is actively supporting rural leisure care. Therefore, all aspects of the conditions for rural leisure pension will become better with the support of government policies and funds, which will also make the urban elderly more willing to try to experience rural leisure pension.

Because of the above, the following hypotheses are proposed.

H4: The subjective norms of the urban elderly have a positive effect on their willingness to engage in rural leisure and retirement behaviors.

2.2.5 The Perceived Behavioral Control-Behavioral Intention Correlation

In this paper, perceptual behavior control is divided into self-efficacy and external control. Perceptual behavior control is a better leading variable of urban elderly rural leisure elderly care behavior intention. Under the condition of insufficient actual control, PBC reflects the actual control conditions and can be used as an alternative measurement index to directly predict the possibility of behavior. In other words, perceptual behavior control weakens the influence of behavior intention on behavior. PBC not only indirectly affects actual behavior through the mediating effect of behavior intention, but also directly affects actual behavior under certain conditions. Some studies have found that PBC has a stronger correlation with actual behavior than with behavioral intention (Yan, 2014). In other words, the self-efficacy of the urban elderly and the possible external conditions provided by the countryside may affect their willingness to go to the countryside for leisure and retirement. The better the physical condition, the better
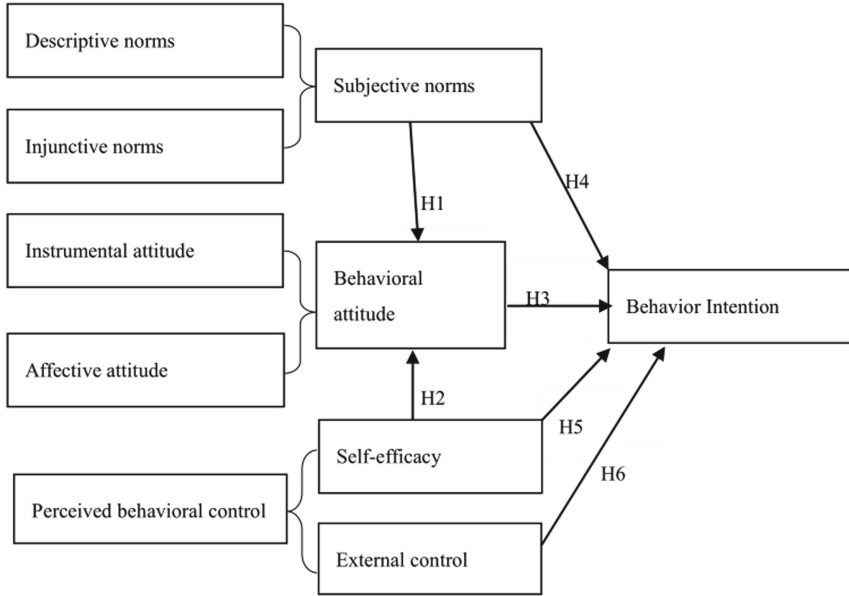
Fig. 1. TPB-based mechanism for influencing the willingness of the urban elderly to engage in leisure and retirement behavior in the countryside

the economic condition, and the more time the elderly in urban areas, the higher the willingness to adopt rural leisure pension behaviors. The better the traffic conditions, the better the medical conditions, the more perfect the elderly care service resources and the more beautiful the rural landscape of the rural leisure and elderly care destination, the higher the willingness of the urban elderly to implement the rural leisure and elderly care behavior. In summary, the following hypotheses are proposed.

H5: Self-efficacy of the urban elderly has a positive effect on their willingness to engage in rural leisure and retirement behaviors.

H6: The external control of the urban elderly has a positive influence on their willingness to engage in leisure and old age behavior in the countryside.

3   Questionnaire Design and Data Collection

3.1   Questionnaire Design

According to the measurement method of the planned behavior theory proposed by Ajzen, the consistency principle must be observed during measurement. The pre-measurement preparation has two parts, the first part is to elicit emergent beliefs and the second part is to develop a formal measurement questionnaire. In this paper, the question-naire is divided into two parts, the first part of the questionnaire focuses on demographic variables, including basic personal information of the urban elderly interviewed, such as gender, age, education level, occupation, income, family structure, etc. The second part of the questionnaire is prepared according to the TACT principles proposed by Ajzen,

namely, behavior is defined from the four elements of target, act, context and time. The questionnaire was developed based on the definition of TPB and research in related fields. Behavioral attitudes, subjective norms, self-efficacy, external locus of control, and willingness were used as latent variables in a questionnaire developed concerning research in the field and a definition from the TPB. First, the behavioral attitudes were divided into affective and instrumental components, and the measurement variables were set up about Ajzen, and Bagozzi (Bagozzi, 2001), and Ragheb and Beard (Ragheb and Beard, 1982), which were based on the analysis of psychological attitudes, and the content involved both cognitive and affective dimensions, with three items. Secondly, the subjective norms are divided into mandatory norms and descriptive norms. Combined with the definition, four items are set up. Thirdly, the perceived behavioral control was divided into self-efficacy and external locus of control into two latent variables, and the observed variables were set up separately to measure self-efficacy with three items from the urban elderly's health, economic conditions, and time conditions. The external locus of control was measured from four items of objective conditions in rural areas, such as medical care, elderly care facilities, and transportation conditions. The variables of behavioral intentions were measured by Zeithaml et al. (Zeithaml et al., 2002), who divided behavioral intentions into five indicators: loyalty, conversion, willingness to pay, internal response, and external response. From the perspective of "loyalty", this paper sets up three measurement variables to evaluate the behavior intention of urban elderly rural leisure elderly care: first, whether the urban elderly have the idea of returning to the countryside for leisure and pension; second, if the conditions of the rural leisure pension are good, whether the urban elderly are willing to recommend it to others; third, whether the elderly in other cities are encouraged to go to the countryside for leisure and pension.

Likert's five-point scale is applied in the variables section of TPB. The Likert scale is one of the most common forms of attitude scales used in the fields of social surveys and psychological testing (Feng, 1982). The most commonly used form of the five-level scale is that each measurement item gives five evaluation levels of answers (strongly agree, more agree, uncertain, more disagree, and strongly disagree), and each answer corresponds to a score with an assignment range of 1 to 5, with higher scores representing a greater tendency to agree.

3.2   Questionnaire Research and Descriptive Statistics

Chengdu is known as the "The land of abundance" and the famous "City of Leisure", so it has a natural heritage and gene of leisure culture. At the same time, Chengdu's socio-economic development has been rapid, with its GDP growth rate in 2019 ranking first among the new first-tier cities, and its total GDP ranking third among the new first-tier cities. In the deployment of Chengdu's plan to promote an upgraded version of integrated urban and rural areas, it is proposed to orderly guide farmers to live in moderate concentrations according to local conditions following the requirements of reflecting the idyllic style, new village-style, modern life and convenient production for farmers. Adhering to the concept of "gather when appropriate, disperse when appropriate" and "four states in one" (business, ecological, cultural and morphological), farmers outside of urban planning areas, especially in protected areas of basic farmland, water source

culverts and mountainous tourist spots, should be guided to appropriate concentrations by local realities. The requirement of "small-scale, grouped, micro-field, ecological" (referred to as "group micro-sheng") promotes the construction of new rural complexes in pieces, and this initiative is conducive to the construction of happy and beautiful new villages in Sichuan Province (Liu, 2018), which are located in the city of Chengdu. The second and third circles have an advantageous geographical location and are equipped with public basic service facilities according to the standard of "1 + 21", which can meet the basic needs of urban elderly people. At the same time, it is found that some "small groups and micros" new rural complexes around Chengdu have begun to explore the establishment of leisure and old-age industries. Therefore, Chengdu has unique conditions for the development of the rural leisure care industry. Therefore, this paper takes the prospective elderly over 50 years old and the urban elderly over 60 years old in Chengdu as the survey objects to investigate the influence mechanism of their rural leisure and pension behavior willingness.

In March 2019, after designing and completing the first draft of the questionnaire, the pre-survey was first initiated by distributing 20 questionnaires to university teachers over 50 years of age, and after listening to their professional opinions and suggestions, the questionnaire was revised and improved. Afterward, the questionnaire was filled out and tested internally among the members of the research team, and the details found were reworked one by one. Then, at the beginning of April 2019, a formal external questionnaire was opened, taking into account the declining level of vision of urban elderly people, the inconvenience of answering the questions on their own, and the possibility that they do not understand the topic options well and thoroughly due to their limited literacy. Therefore, to make the results of information collection more accurate, a data collection method combining structured interviews and a questionnaire survey was used to read the questionnaire options for the urban elderly face to face and help them check the answers, which not only can quickly obtain the answers but also can judge the reliability of the answers in the process of talking and exchanging with the urban elderly and understand their attitudes and emotions towards rural leisure and retirement. At the same time, the researcher was asked to deepen their understanding of the research topic to collect better information. In order to avoid the unfamiliarity and ignorance of the elderly respondents to the "small-scale, group-type, micro-rural, ecological" new rural complex that might affect their answers, the questionnaire was specially designed to include an explanation of the background and connotation of this concept, and the researchers were asked to show the elderly respondents the "small-scale, group-type, micro-rural, ecological" new rural complex. Photographs of the complexes were taken to show the respondents the housing conditions, supporting facilities and ecological environment in the new rural complexes of" small-scale, group-type, micro-rural, ecological". The survey was conducted in the parks, old people's activity rooms in universities, senior citizen activity centers, senior citizen schools and some communities in the core area of Chengdu (Qingyang District, Chenghua District, Wuhou District, Jinniu District, etc.). A total of 320 questionnaires were distributed, and 310 questionnaires were recovered. The questionnaire recovery rate was 96.9%. There were 3 invalid questionnaires and 307 valid questionnaires, with a questionnaire response rate of 95.9%.In this paper, the number of five-level scale measures is 17 and the sample size is 307, which has reached

Table 1. Basic information on the survey sample

Variable Name	Variable Value	Ratio	Variable Name	Variable Value	Ratio
Gender	Male	54.07%	Occupational status	State organs, party organizations, heads of enterprises and institutions	11.07%
	Women	45.93%		Professional and technical	31.27%
Age	Under 55	28.66%		Clerical	13.03%
	56–60 years old	21.50%		Commercial and service workers	11.07%
	61 ~ 65years old	18.89%		Agricultural, forestry, fishery, production and support staff	10.75%
	66 ~ 70years old	20.20%		Production and transport equipment operators	18.24%
	Over 71 years old	10.75%		Military	0.33%
Regular residence	in Chengdu	78.80%		Others	4.23%
	In Sichuan Province	17.30%	Education level	Junior high school and below	38.76%
	Outside of Sichuan	3.90%		High school	24.10%
Health score	up to 60	2.28%		junior college	15.96%
	60 ~ 79 points	20.85%		Undergraduate	18.57%
	80 ~ 89 points	44.63%		Postgraduate	2.61%
	90 points and above	32.25%	Residence status	Living with children	30.04%
Average monthly income	under 2000Yuan	9.12%		Living with spouse	54.56%
	2000 ~ 3000Yuan	26.38%		Living with their own grandchildren	5.70%

(*continued*)

Table 1. (*continued*)

Variable Name	Variable Value	Ratio	Variable Name	Variable Value	Ratio
	3000 ~ 4000Yuan	18.89%		Living with a hired domestic worker	0.76%
	4000 ~ 5000Yuan	15.64%		Living alone	7.80%
	5000 ~ 6000Yuan	8.14%		Others	1.14%
	6000 ~ 7000Yuan	6.19%	Source of income	Job income	29.68%
	7000 ~ 8000Yuan	5.86%		Pension	41.32%
	8000 ~ 9000Yuan	1.63%		Children supply	7.99%
	Over 9000Yuan	8.14%		Government subsidies	3.65%
Retired or not	Not retired, in employment	25.41%		Interest on savings	9.82%
	Retired, part-time job	22.15%		Fund, equity income	5.71%
	Retired. Rest at home	52.44%		others	1.83%

more than 10 times the required standard to explore the relationship between the variables in the model. In this paper, the sample data are tested for normal distribution, and the test results show that the skewness coefficient and kurtosis coefficient of the sample data are less than 1, which are approximately normally distributed, and can be tested by ANOVA, regression analysis and other parameter tests.

4 Empirical Research and Conclusion Analysis

4.1 Reliability and Validity Testing

SPSS23.0 was used to analyze the reliability and validity of the questionnaire, the internal consistency coefficient was used to test the stability and consistency of the sample, and the Cronbach's α coefficient was used as the measurement index of the reliability test. The overall reliability of the analyzed variables was 0.778 greater than 0.7, It shows that the content of the questionnaire is consistent, and the data reliability is good.

To further verify the validity of the data, this paper conducts a validity test on the scale, which includes content validity and construct validity. The KMO test and the Bartlett sphericity test were used to determine whether the data were suitable for factor analysis. The overall KMO of 17 items and 5 predictors was 0.791 > 0.7. Besides, the Bartlett sphericity test reached an extremely significant level, indicating that there was obvious structure and correlation between variables, so factor analysis could be carried out.

In terms of content validity, first of all, the questionnaire was designed about the previous scales and indicators in this field. At the same time, to verify whether the model supplemented by the new development of the theory of planned behavior in this paper is appropriate, principal component factor analysis was carried out to test whether the extraction of common factors was reasonable and whether there were common components among the variables. Through the correlation matrix table, we can see that the emotional component is significantly correlated with the sense of gain ($p = 0.000$), the descriptive norm (relatives support) and directive norms (experts and scholars, online media, government advice and support) were significantly correlated ($p = 0.000$), self-efficacy in perceived behavioral control was significantly correlated with the internal variables of external control. To verify whether the classification of measurement variables (items) is reasonable, a rotation component matrix is constructed in this paper. A total of 17 items have obtained 5 factors with eigenvalues greater than 1. These 5 common factors cumulatively explain 70.52% of the total variance. The variance of the common factors of the variables is between 0.5 and 0.9, indicating that they have a strong explanatory degree for the 17 items, the variables have a high degree of commonality, and the maximum load of the measurement items belonging to the same latent variable has aggregation. The classification of variables in the 5 factors extracted by principal component factor analysis, has a high degree of agreement with the classification of the observed variables of the five latent variables in this paper. Therefore, content validity is good, and the classification of observed variables is reasonable.

In terms of construct validity, construct validity includes convergent validity and discriminant validity. For convergent validity, AMOS was used for confirmatory factor analysis, and the test results of the scale reliability and validity are shown in Table 2. The C.R is greater than 0.5, so the internal quality of the model is well tested. The AVE is almost always greater than 0.5, indicating that the scale has good convergent validity and the internal quality of the scale is ideal. For discriminant validity, the arithmetic square root of the AVE of each latent variable is greater than the correlation coefficient between it and other latent variables, so the discriminant validity test is passed.

4.2   Research Method

A structural equation model (SEM) is a multivariate statistical method based on a covariance matrix to analyze the relationship between verification variables. Compared with ordinary regression models, SEM has more powerful functions. It has many advantages: First, it can process multiple explained variables at the same time, the explanatory variables and explained variables are allowed to have measurement errors, and the model can both measure factor structure and factor relationships (He, 2016); Second, not only it can analyze the relationship between observed variables and latent variables, but also the complex relationship between latent variables; Third, it develops the strengths of path analysis to make complex relationships between variables clear at a glance. Fourth, it allows more elastic measurements, which improves the effect of statistical analysis; Fifth, it can estimate the fit degree of the whole model (Liu et al., 2019), by designing different models to fit the same sample data, comparing these fit indicators to determine which model better reflects the sample data showing the relationship, and obtain the best fitting

Table 2. Validation factor analysis (CFA) scale reliability validity test

Variables	Measurement indicators	Factor loadings	C.R	AVE
Factor 1 Behavioral Attitude (AB)	AB1: You are a person with local feelings	0.665	0.669	0.403
	AB2: Going to the countryside for leisure and retirement can get a different experience	0.604		
	AB3: Country life makes me happy	0.633		
Factor 2 Subjective Norms (SN)	SN1: My spouse, children,or friends agree to my retirement in the countryside	0.401	0.835	0.577
	SN2: I will follow the advice of experts and scholars on rural leisure and retirement	0.878		
	SN3: I will listen to the online media's publicity about rural leisure and elderly care	0.926		
	SN4: The government's support for rural leisure and elderly care will make me more willing to go to rural leisure and elderly care	0.720		
Factor 3 Self-Efficacy (SE)	SE1: I have enough time to go to the countryside for leisure and retirement	0.524	0.665	0.403
	SE2: I have enough money to go to the countryside for leisure and retirement	0.626		
	SE3: I have good physical conditions to go to the countryside for leisure and retirement	0.736		
Factor 4 External Control (EC)	EC1: The better the rural traffic conditions, the more I am willing to go to old age	0.724	0.916	0.644
	EC2: The more perfect the rural leisure elderly care service resources are, the more I am willing to go to the elderly	0.907		
	The better the rural medical conditions, the more willing I am to provide for the elderly	0.960		
	EC4: The characteristic culture and idyllic landscape of the countryside make me more determined to go to the countryside for leisure and retirement	0.818		
Factor 5 Behavior Intention (BI)	BI1: I have the idea of going to the countryside for leisure and retirement	0.810	0.829	0.618
	BI2: If the rural leisure and retirement places are in good condition, I am willing to recommend them to others	0.778		
	BI3: I encourage the urban elderly to go to the countryside for leisure and retirement	0.770		

model and the model interpretation shown (Liu et al., 2019). Based on the above characteristics of SEM, this paper chooses SEM to test the relationship between behavioral attitude, subjective norm, self-efficacy, external control and behavioral intention.

There are five latent variables in this paper: behavioral attitude, subjective norm, self-efficacy, external control, and behavioral willingness; they are represented by AB, SN, SE, EC, and BI, respectively. There are a total of 17 observation variables, namely

measurement items, There are three observed variables in behavioral attitude (AB1 ~ AB3), four observed variables in subjective norm (SN1 ~ SN4), three observed variables in self-efficacy (SE1 ~ SE3), and four observed variables in external control (EC1 ~ EC4), which fully complies with the requirements of the SEM. A latent variable must have more than two observed variables for evaluation. At the same time, SEM requires that the sample data must conform to a normal distribution. Through the calculation of the kurtosis coefficient and the skewness coefficient, it is known that the absolute values of the two coefficients in the sample are both less than 1, which can be considered to be an approximately normal distribution.

4.3 Fit Test of Model and Data

The initial model is fitted and corrected by the maximum likelihood method and is gradually improved according to the results of the modification index and critical ratio. The original model fitting index: CMIN = 219.036, p-value = 0.000 < 0.05, rejecting the null hypothesis, indicating that the measurement model cannot fit the observed data. At the same time, RMSEA = 0.056 > 0.05, and AGFI = 0.898 < 0.9, which indicates that both RMSEA and AGFI have not reached the adaptation standard. Therefore, it is necessary to revise the SEM. Using expansion and model limitation, that is, adding the co-variation relationship between error terms and deleting insignificant paths, according to the suggestion of modification indicators, the insignificant paths (subjective norm-behavioral intention, self-efficacy-behavioral intention) are deleted, and finally each fitting degree meets the test requirements (Table 3), the overall sample and model fitting degree is good, the fitting degree is high.

Table 3. Results of model fit test

statistical test	Ideal value	Model estimate	Test result
Absolute Fit Index			
RMSEA	< 0.08	0.027	Accepted
GFI	> 0.9	0.961	Accepted
AGFI	> 0.9	0.942	Accepted
Value-added adaptation index			
NFI	> 0.9	0.958	Accepted
TLI	> 0.9	0.998	Accepted
CFI	> 0.9	0.999	Accepted
Simple Fitting Index			
Cube/degrees of freedom	> 1, < 3	1.027	Accepted
PGFI	> 0.5	0.756	Accepted

4.4 Hypothesis Test Results

The model estimation results of SEM show (Table 4), assuming that H1, H2, and H3 all pass the test, but H4, H5, and H6 fail the test. The path coefficient of self-efficacy and subjective norm on behavioral attitude are all significant, and the path coefficient of behavioral attitude on behavioral intention is significant, indicating that the hypothesis is true; the path coefficient of subjective norm and self-efficacy on behavioral intention is extremely insignificant. Therefore, these two paths have been deleted in the model revision process to improve the fit between the sample data and the model. The influence of external control force on behavioral intention does not reach a significant level, and the hypothesis does not hold.

According to the result, we obtained the relationship and standardization path coefficient among the five latent variables of behavioral attitude, subjective norm, self-efficacy, external control, and behavioral willingness (Fig. 3 for details).

Table 4. Hypothesis Testing Results

Research Hypothesis	Regression Coefficient	Standardization Path Coefficient	S.E	C.R	P	Test Result
H1: Subjective norms -> Behavioral Attitudes	0.764	0.180	0.154	4.971	**	Adopted
H2: Self-efficacy -> Behavioral Attitudes	0.288	0.550	0.046	6.197	***	Adopted
H3: Behavioral attitudes -> Behavioral Intention	0.293	0.580	0.095	3.101	***	Adopted
H4: Subjective norms -> Behavioral Intention	---			Not significant		Unadopted
H5: Self-efficacy -> Behavioral Intention	---			Not significant		Unadopted
H6: External control -> behavioral Intention	0.018	0.040	0.026	0.679	0.497	Unadopted

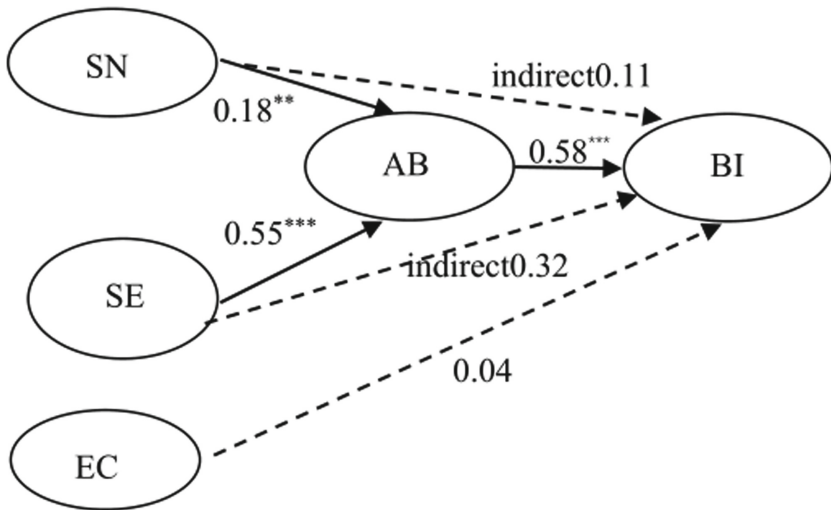Notes: *** indicates $p < 0.01$, ** indicates $p < 0.05$

Fig. 2. Path analysis results of SEM

Then, we obtained the relationship and standardization path coefficient among the five latent variables of behavioral attitude, subjective norm, self-efficacy, external control, and behavioral willingness (Fig. 2 for details).

4.5 Hypothesis Testing Analysis

First, the subjective norms of the urban elderly have a direct and positive impact on their behavioral attitudes toward rural leisure and elderly care, with an influence coefficient of 0.18, and an indirect impact of 0.11 on behavioral intensions through behavioral attitudes. This shows that the decision-making process of whether or not to take rural leisure and elderly care for urban elderly will be influenced by the opinions of important others in the interpersonal network circle, as well as the advice of authoritative persons in the professional field, network public opinion, and government guidance. Spouses, children, relatives, and friends are the people with the most contact and closeness to the urban elderly. Their descriptions, views and experiences of rural leisure and elderly care subtly influence the urban elderly's attitude. According to identity theory, an individual's sense of belonging comes from self-identity and group identity, the process of social integration is the process of identity, and the process of identity is influenced by groups in the social network (Yang and Shi, 2018). Group norms are an invisible and recognized force that can be internalized into a psychological scale. To reduce the tension of deviating from the group, the urban elderly will pay attention to the views and opinions of important others on rural leisure and elderly care, and actively refer to the behavior of relatives and friends around them. The value judgment of rural leisure and elderly care will ultimately affect the urban elderly's willingness. Therefore, it is assumed that H1 holds.

Second, the self-efficacy of the urban elderly has a direct and positive impact on their behavior attitude towards rural leisure and elderly care, with an influence coefficient of 0.55, and an indirect impact of 0.32 on behavior willingness. The self-efficacy of the

urban elderly has a greater influence on the attitude and willingness of rural leisure and elderly care behaviors than the subjective norm. It has reflected that they pay more attention to their own time, economy, physical conditions, etc., and if they evaluate their conditions higher, then their attitude towards rural leisure and elderly care will be more positive. The self-conditions of the urban elderly can be regarded as "resource endowment", which directly affects the attitude and behavior of the urban elderly in rural leisure and elderly care. According to the survey data, 53% of the elderly who have the idea of rural leisure and elderly care are "retired and leisure at home", the average physical condition score is 82.2 on a 100-point scale, and the average monthly income is 4500 ~ 5000 yuan. From one aspect, it is confirmed that the more time, the higher the income, the better the physical condition of the urban elderly, the more positive their views on rural leisure and elderly care, and the greater the possibility of rural leisure and elderly care. Therefore, it is assumed that H2 holds.

Third, the urban elderly's behavioral attitude towards rural leisure and pension has a significant positive impact on their behavioral intensions, with an influence coefficient of 0.58. This shows that the more positive attitudes of urban elderly people towards rural leisure and elderly care, the stronger their thoughts and willingness to go to rural leisure and elderly care. Attitude represents a person's inner view on a certain matter and behavior. Positive or negative attitudes affect people's wishes and subsequent actions. As a new type of old-age care model, rural leisure old-age care is still limited in practice and understanding of the urban elderly. Therefore, the attitude of the urban elderly themselves to this old-age care model is very important. In the decision-making process of urban elderly choosing a retirement strategy, they will start from their own needs and comprehensively consider the characteristics of the destination to make value judgments. If the retirement strategy can meet their pre-expectations and requirements, the higher the subjective probability that they will choose this destination when making a decision, which means they are willing to pay for it with money, time, loyalty and even help with publicity.

Fourth, the external control does not have a significant impact on the behavioral intention, so hypothesis H6 does not hold. The transportation, medical care, old-age facilities, and public service facilities of rural old-age care facilities have little to do with the rural old-age care willingness of the urban elderly. The preference and yearning for rural leisure and elderly care are the most critical. No matter whether the outside world can provide objective conditions, the behavioral intention only is carried out if the self-conditions are met. Therefore, only by improving the consumption power and health level of the urban elderly from the source can they truly promote their rural leisure and elderly care behaviors. Although the correlation between external control and behavioral intention has not reached a significant level, this only shows that they do not reach a statistically significant level, and does not prove that external control does not affect behavioral intention. There is a covariant relationship between external control and self-efficacy, they will interact with each other, with an influence index of 0.26, which indicates that there is a mutual influence relationship between them.

5 Conclusions

5.1 Conclusions and Suggestions

Through empirical analysis, this paper shows that the behavioral attitude of the urban elderly towards rural leisure and elderly care is positively affected by subjective norms and self-efficacy; behavioral attitude has a significant positive impact on behavioral intention, which indicates that the higher the evaluation of urban elderly people on rural leisure and elderly care, the stronger their subjective intention to go to rural leisure and elderly care; the behavioral intention is not statistically significantly related to the external control.

Based on the above research conclusions, this paper puts forward the following countermeasures and suggestions, to help the urban elderly to improve their behavioral willingness for rural leisure and elderly care. First, the government needs to introduce relevant policies to support the behavior of urban elderly in rural leisure and elderly care, regulate the rural leisure and elderly care industry, and provide financial and human support. The key is to break the land use bottleneck faced by the development of rural leisure and elderly care industries, moderately tilt the allocation of land use indicators to rural leisure and elderly care, and support the increase of linked indicators for urban and rural construction land or the indicators of rural collectively operated construction land, which can be directly used in the rural leisure and elderly care industry. Secondly, experts, scholars and online media should interpret and publicize rural leisure and elderly care from an objective perspective, eliminate the traditional prejudice against rural leisure and elderly care, let the urban elderly understand the new look of the countryside, and establish a scientific and rational concept of rural leisure and elderly care. Third, social capital investment in the rural leisure and elderly care industry should use various media to promote the brand, let potential consumers understand the operation concept and management mechanism of rural leisure and elderly care, innovate and develop unique rural leisure and elderly care brands. Finally, it is necessary to pay attention to the role of "word of mouth" among the urban elderly in the promotion of rural leisure and elderly care. By creating rural tourism features and brands, it is necessary to stimulate the driving force of urban elderly to promote and recommend to their relatives and friends. According to the number of people introduced and the success rate of signing contracts, supplemented by certain points rewards, price concessions and other measures, urban elderly are encouraged to promote rural leisure and elderly care to the outside.

5.2 Contributions and Limitations

This paper has the following contributions. First, from the micro-level of social psychology, we explore the influencing factors of the willingness of the urban elderly to rural leisure and elderly care. From a subjective perspective, we explore which subjective factors will affect the urban elderly's willingness for rural leisure and elderly care, and find the driving force to guide the urban elderly in rural leisure and elderly care, which is different from previous articles exploring the macro attractiveness of rural leisure and elderly care from the perspective of rural areas or enterprises. The research perspective and conclusions of this paper make up for the weak links in this research area. Second,

this paper improves the traditional theory of planned behavior, inherits the new development of the theory of planned behavior, supplements and develops it on this basis, and enriches the connotation of behavior attitude, subjective norm. The perceptual behavior control, the actual control condition that can directly affect the possibility of behavior, is refined into two parts, namely self-efficacy and external control, then test the influence of various latent variables on the rural leisure and elderly care for the urban elderly, which understand the influence mechanism of urban elderly people's willingness to rural leisure and elderly care.

This paper also has the following limitations, which need to be explored in the future. First, since the questionnaire collection is mainly carried out in CD, the time for carrying out is limited, the sample size of the questionnaire is not large enough, and the geographical scope of the urban elderly involved is not wide enough. In the future, the number of questionnaires and the geographical coverage of the questionnaires need to be further strengthened. Second, this paper uses the urban elderly's willingness to rural leisure and elderly care as the outcome variable and analyzes the relationship among behavioral attitudes, subjective norms, self-efficacy, external control and behavioral intention. There is no complete reference to the theory of planned behavior to use behavior as the outcome variable, this is because in reality, the total number of urban elderly people who adopt rural leisure and elderly care is relatively small and distributed all over the country, so it is difficult to collect a large number of micro-data of such urban elderly. In the future, it is necessary to organize forces to conduct research on the urban elderly in villages where leisure and elderly care has been carried out, and further optimize the structure of the research sample and conduct comparative research. Third, the theory of planned behavior is one of the most influential behavior prediction theories in the field of social psychology, reflecting the attitudes, behaviors and decision-making choices of Westerners, emphasizing individual independence and autonomy; while Chinese (especially the elderly) emphasize "Confucianism", "family" and " ethics". Although the rural leisure and elderly care for the urban elderly is a new type of old-age care model, it only provides an additional old-age experience and choice for the urban elderly who are qualified and willing, and cannot replace the function and status of the traditional old-age care model. However, in order to develop rural leisure and elderly care, we must face up to the impact of cultural differences between the East and the West on the choice of the old-age care model for the urban elderly, which needs further exploration and research in the future.

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