

Analysis on the Farmers' Satisfaction of New Rural Construction

—A Case for Siyi Village in Jiayu County

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Abstract—It is of great significance to maintain social stability, promoting rural well-off society construction for analysis on farmers' satisfaction of new rural construction. Satisfaction questionnaire was compiled, which includes basic services to the process of new rural construction, stylistic education activities, safety, environmental conditions, democratic autonomy, workers work and health services. Based on survey data of new rural construction satisfaction questionnaire about 160 farmer households of Siyi village in Jiayu county, 30 satisfaction factors were analyzed by factor analysis method, followed by evaluating the model. The results show that: 1) 12 principal components were extracted; 2) 91.90 per cent farmers are satisfied with the new rural construction; 3) 13.80 per cent of the total number of households are very satisfied with the new rural construction, and 8.10 per cent are not satisfied with the new rural construction; 4) more than 40.094 per cent original information were covered by the first to fourth principal components. Above all, relevant suggestions for the improvement of satisfaction were put forward.

Keywords—New rural construction; Farmers' Satisfaction; Factor analysis method; Siyi village

I. INTRODUCTION

It is a great goal and formidable task to construct a new socialist countryside so that an efficient organization structure is in need. New socialist countryside construction has different goals and tasks in different stages of the social and economic development [1-2]. The first priority in developing a new socialist countryside is to develop modern agriculture and promote steady expansion of grain production and sustained increase in rural incomes. It had promoted modern agriculture, the further development of the rural public facilities construction and rural public utilities [3-4]. However, there were more and more problems in the process of new rural construction [5-6]. Some regional governments regarded village merging as the major component part in new rural reconstruction, and so they considered new socialist countryside as farmers living in

buildings [7-8]. Some new rural construction did not pay attention to the individual characteristics, and lost its own characteristics just for a "sensational effect" [9-10].

In order to promote the building of a new socialist countryside, we must focus on developing the rural economy and increasing rural incomes. The harmonious development of countryside economy, rising farmers' income and environment is the goal of realizing new rural construction and also an important precondition to realize rural modernization. But, villagers were in contradictions between the joy of living environment better and the adjustments of overall environment [11]. The socialist new rural construction must fully arouse the initiative, enthusiasm and creativity of every main body, and correctly distinguish the duties of the country, the society and the peasant. It is of great significance to research on farmers' satisfaction to the construction of new countryside, and the research would help to realize the goal of the new rural construction on the regional and rapid development of agriculture.

II. THE NEW RURAL SURVEY AND QUESTIONNAIRE DESIGN

Siyi village which locates in the northeastern Jiayu county of Hubei Province, is model of guiding enterprises to co-work with new rural construction. The new rural construction of Siyi has achieved rapid development since the first batch of 178 farmer moved into new buildings.

The new rural construction satisfaction questionnaire includes seven major questions: Basic services, Culture and sports, Health, education, Security status, Environmental condition, democratic self-government, Workers services and Health Services. The seven questions were subdivided into 30 indexes: helping vulnerable families, assisting old people, assisting employment, demands for mediation, frequency, facilities, education training organization, healthy growth of teenagers, security, preventive measures, chamber of police work, conflict mediation, health status, new rural greening, vehicles, noise pollution management, democratic elections,

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public advantages, farmers opinion, neighborhood relations, service attitude, efficiency, visiting situation, the farmer question, charging status, basic services, nurse's service, doctor service, facility level, the health service level. Each index was divided into five levels: "Great satisfaction" "More satisfaction" "Normal satisfaction" "dissatisfaction" "Very dissatisfaction".

Total of 200 Questionnaires were issued to SiYi village, and 160 effective questionnaires were recycled. The significance of household questionnaires was 0.000 by variance.

TABLE I. SIGNIFICANCE OF HOUSEHOLD QUESTIONNAIRES

		Quadratic sum	df	Mean square
cases		488.973	159	3.075
Group	between the project	67.709	29	2.335
	Residual	1313.658	4611	0.285
	Total	1381.367	4640	0.298
Sum		1870.34	4799	0.39
Grand mean =1.57021, $F=8.195$, Sig.=0.000				

III. ANALYSIS ON DATA OF QUESTIONNAIRE

1) Basic services of new countryside: 94.37% of new rural farmers had high level satisfaction on basic service. Farmers with the highest proportion was assisting employment, while assisting old people was the lowest rate. No household said very dissatisfied. Government should establish and actualize the program to advance the education and employment to expand the external employment space of rural labor surplus. The aged people pressure is pop out increasingly, assisting old peasants became a social problem disturbing our life.

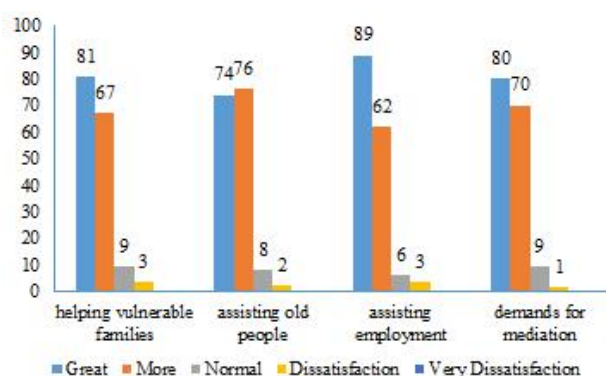


Fig.1. Satisfaction value classification

2) Culture and sports, health, education: Farmers of great satisfied and more satisfaction accounted for 91 percent. The rate of very satisfaction on healthy growth of teenagers was 45.6 percent, which was the lowest. The current rural cultural construction condition in Siyi village has not adapted to the peasant's intellectual cultural demand and new socialistic

rural construction demand. The interests and rights of the children remained in countryside have many characteristics such as universality, individuation, professionalization and stronger outside dependence. so, we should resolve the education question of the unattended children in rural area.

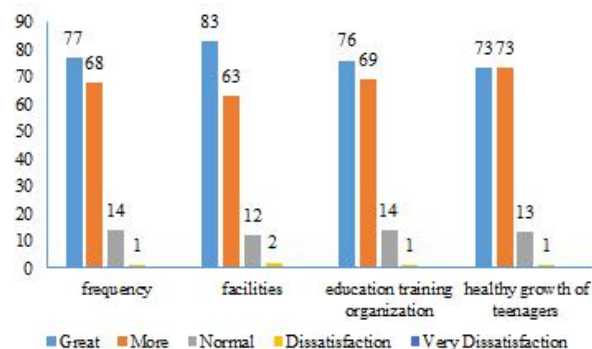


Fig. 2. Satisfaction of new rural culture, physical education activities

3) Security status: 93.20% of new rural farmers had high level satisfaction on security status. Most farmers were very satisfied with the contradiction mediation. The number of more satisfaction on security status was higher other indexes.

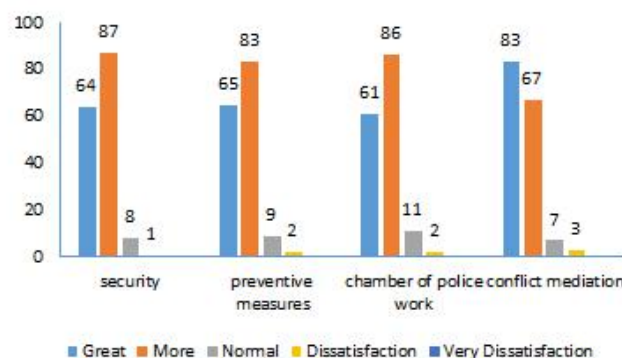


Fig. 3. Satisfaction of safety in new rural

4) Environmental condition: Most farmers in the village were great satisfied or more satisfied on environment condition, only 1 household are not satisfied. The least quantity of farmers with very satisfied is health status in the four indexes. The least amount of great satisfaction was household hygiene.

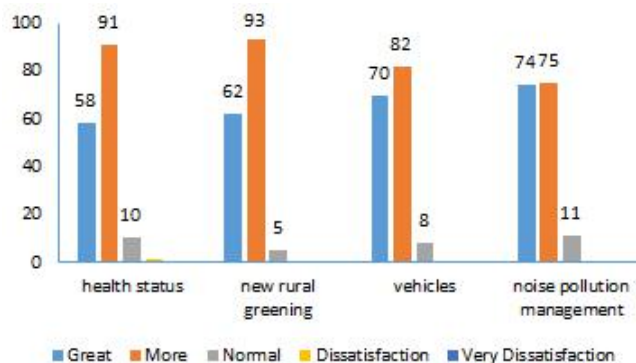


Fig. 4. Satisfaction of environment in new rural

5) Democratic self-government: Farmers of great satisfied and more satisfaction accounted for 97.7 percent. The rate of very satisfaction on public advantages of teenagers was 47.5 percent, which was the highest, only 1 household was not satisfied. The residents' committees who said very satisfied with the democratic elections is the least amount of people.

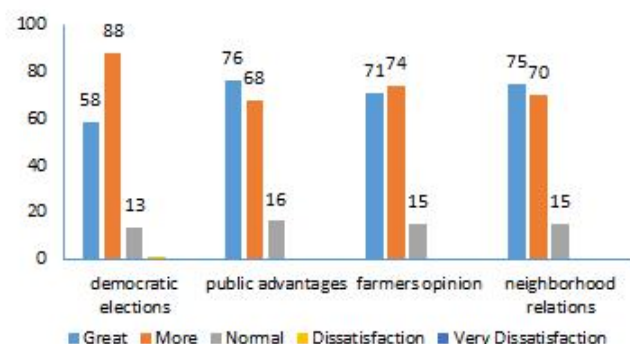


Fig. 5. Satisfaction of democratic autonomy in new rural

6) Workers services: The rate of great satisfaction was 47.0 percent, more satisfaction was 48.0 percent, the average number of farmers is not up to half only, and 1 household was not satisfied. The rate of very satisfaction on service attitude was 39.4 percent, which was the lowest.



Fig. 6. Satisfaction of community workers in new rural

7) Health Services: The new rural health service level of peasant household satisfaction was 60 percent. The rate of normal satisfaction was highest in seven indexes. he majority of farmers for new rural services satisfied, but also have a small number of farmers think that service level needs to improve.

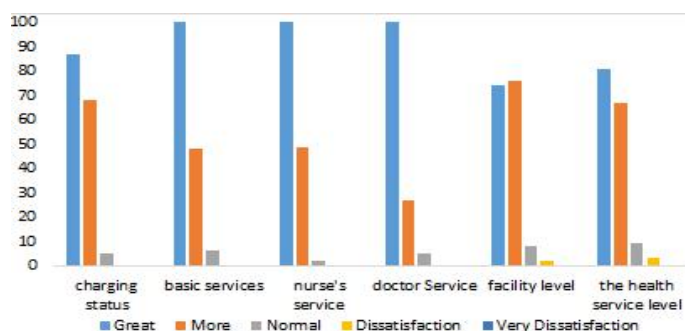


Fig. 7. Satisfaction of community health service

TABLE II. SATISFACTION VALUE OF DIFFERENT INDICATORS (%)

	Great	More	Normal	Dissatisfaction	Very Dissatisfaction
Basic services	94.37		3.75	1.88	0
Culture and sports, health, education	48.3	42.7	8.3	0.7	0
Security status	42.7	50.5	3.3	2.9	0.6
Environmental condition	94.6		4.8	0.6	0
Democratic self-government	43.8	43.9	11.7	0.6	0
Workers services	47	48	4.4	0.6	0
Health Services	60.4		38.8	1.3	0

IV. ANALYSIS ON SATISFACTION BASED ON PRINCIPAL COMPONENT MODEL

A. The model reliability test

Principal component analysis of KMO test value was 0.856, which was suitable for factor analysis degree. The effectiveness result of Bartlett sphere was 0.000, which was reliability for principal component analysis.

TABLE III. KMO AND BARTLETT'S TEST

K-M-O(Kaiser-Meyer-Olkin)		0.856
Bartlett test	approximately chi-square	2129.769
	df	435
	Sig.	0

B. Principal component analysis results

Thirty indicators were converted into 12 principal components, and the rotating factor covered 77.569% of the original index information after statistics. The first to fourth degree of principal components explained more than 40.094%, the rest of the main component of 3-6%.

Principal components F1 include service efficiency, the doctor, nurse service manner, service level, convenient degree of information. F1 mainly reflects the index of Health. That is, the rural villagers have an urgent health care needs. Principal component F2 contain public interests, democratic elections, neighborhood information, noise pollution management, farmer's opinions. F2 mainly contains the information of Environmental condition and democratic self-government. Principal component F3 include preventive measures, conflict mediation, police work, health and security information. F3 mainly reflects the index of Security. Principal component F4 include facilities, frequency, education training organization, healthy growth of teenagers. F4 mainly reflects the index of education. Principal

component F5-F12 include the remaining 11 index information.

TABLE IV. TOTAL VARIANCE EXPLAINED

component	Cycle sum of squares		
	total	variable %	accumulation %
F1	3.517	11.724	11.724
F2	2.869	9.563	21.287
F3	2.854	9.512	30.799
F4	2.789	9.295	40.094
F5	1.89	6.301	46.395
F6	1.748	5.827	52.222
F7	1.744	5.815	58.037
F8	1.571	5.237	63.274
F9	1.153	3.842	67.116
F10	1.094	3.646	70.762
F11	1.08	3.601	74.363
F12	0.962	3.206	77.569

C. Class of farmers's atisfaction value

According to the 12 principal component scores and variance contribution rate, the satisfaction scores were divided into four classes: under 0.3 points to be less satisfied, there are 13 households, accounting for 8.10% of the total number of households;- 0.3 and 0 for general satisfaction, there are 82 households, accounting for 51.30% of the total number of households; 0 to 0.3 points for satisfactory, 43 households, accounted for 26.90% of the total number of households;0.3 points to very satisfied, there are 22 families, accounted for 13.80% of the total number of households. From the point of the cumulative percentage, satisfaction of farmers accounted for 91.90%, accounted for 8.10% of dissatisfied.

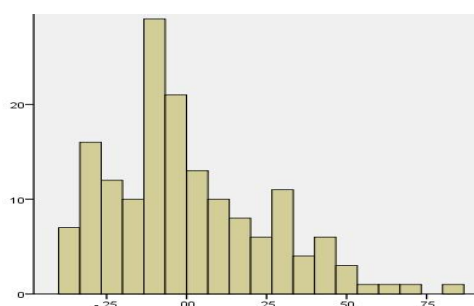


Fig. 8. Satisfaction value classification

V. COUNTERMEASURES

In terms of basic services, the local governments should strengthen the enforcement of respecting senior villager's policy and pension schemes. The unattended children and old people's material and spiritual life should be enriched.

Directors of village should not only put further attention on family life without labor, but also attach great importance to the material and spiritual life of old people whose children going out for working. The rural old-age insurance system mobilizes the enthusiasm of the villagers and solves the trouble material things of family. Local governments may

need to focus policy more directly on urgent personal concerns relating to things such as health and family life, rather than on the mere escalation of material goods. The remaining increase the old man need not only the satisfaction of material, more in need of spiritual satisfaction. Regular group activities in the elderly should be organize to enrich the elderly spiritual life. Farmer's conflicts should be solved timely More must be done to build a harmonious community, thereby reducing the threat before it materializes, such as more publicity and education.

Now many villagers enjoy health ware only in their places of official residence. Therefore, Health care system reform aims to give patients greater freedom over where they can enjoy subsidized health care not only to let the villagers to participate. In order to remain the operation of health care reform stable for a long time, the ideas of health care workers should be considered. Medical staff salary, insurance and welfare treatment should be increased in order to increase medical staff in rural areas of responsibility.

The current rural cultural construction condition in our country has not adapted to the peasant's intellectual cultural demand and new socialistic rural construction demand. The problem that new rural village community sports faces is how it adapt to development of economy and society, meet the material and cultural demand of farmer and put forward development of countryside fitness.

Policies to promote rural education must address the overlapping factors that leave women and girls behind. The government should continually increase the rural education funds under the condition of existing education facilities, especially the funds to children for far away from home. The government should strengthen training for teachers and principals of rural compulsory education schools. Convenient conditions should be provided for children far away from home during compulsory education. We will increase living allowances for rural students receiving compulsory education who come from poor families and stay in school dormitories.

Rural fire protection system should be complete in order to improve farmer sense of security. Crop straw has always been an important factor of fire because of rural farming habits. Carrying out the construction of rural room of police is a creative measure for pushing the reformation of rural police mechanism. Rewards and punishment mechanism can improve the farmer's fire consciousness. To improve the security of rural areas and increase the safety awareness of farmers, it goes without saying that publicizing the knowledge of fire prevention is the best way to prohibit it happening again.

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