Survey and Research on the Current Situation of Rural Industrial Co-Prosperity-Take the Development of the Fishing Tackle Industry in Xia Lou Village, Xiangtang, Dongyang City as an Example

Jiali Tang *, Keying Guo, Ziyan Wang, Yonghua Lu

Zhejiang Guangsha Vocational and Technical University of Construction, Zhejiang, China

* Corresponding Author Email: 953104572@qq.com

Abstract. To promote common affluence, the first thing to do is to promote the development of rural affluent industries, and build a mechanism, to lay a material foundation and create a good atmosphere for the comprehensive revitalization and common affluence of the village. Through a questionnaire survey of villagers in a famous Taobao village in Zhejiang and an interview survey of fishing tackle business operators, this paper understands the current situation of building common prosperity by relying on the fishing tackle industry in the village and summarizes the replicable and learnable experiences. The survey shows that the development of fishing tackles enterprises indirectly affects the happiness of villagers and migrant workers living in the village. The development of fishing tackle enterprises in the village provides experiences for other regions to realize rural revitalization.

Keywords: Common wealth, E-commerce, Industry.

1. Introduction

Common prosperity has distinctive features of the times and Chinese characteristics, which means that through hard work and mutual help, all people can generally achieve wealth and prosperity in life, self-confidence and self-improvement in spirit, a livable and pleasant environment, social harmony and harmony, and universal public services, achieve comprehensive human development and social progress, and share the fruits of reform and development and a happy and beautiful life. [1] This paper selects Xia Lou Village in Xiangtang, Geshan Town, Dongyang City, as the subject of investigation. The fishing tackle and fishing line industry in this village has been included in the second batch of industry clusters for the cross-border e-commerce development pilot, which is very representative of driving common prosperity through industrial development.

2. Organization of the Text

2.1. Literature Review

Tang Renwu and Li Chuchiao (2021) argued that common prosperity is the fundamental goal and destination of economic and social development, which is related to national prosperity and the well-being of all people. Based on the perspective of common prosperity, Ma Shuzhong (2022) conducted a systematic study on the impact and mechanism of the quality of e-commerce development on the subjective well-being of residents in China. However, there is no research on the aspects from which e-commerce development affects villagers' happiness and the development path of the e-commerce industry, so this study was launched.

2.2. Research Process

2.2.1 Survey Content Design

According to the purpose of the survey, the survey will mainly include:

(1) The current situation of fishing tackle industry development in Xia Lou Village, Xiangtang. Including the scale of the industry, types of enterprises, and problems that exist.

(2) The impact of the fishing tackle industry on the development of the village of Shilou in Datang. Including the role of the fishing tackle industry in promoting the common prosperity of the village, as well as the radiation-driven effect.

2.2.2 Sample Selection

To achieve the survey purpose, the target population of this survey was determined as Xiangtang Xia Lou Village fishing tackle enterprises, villagers, and migrant workers.

(1) Selection of the sample of enterprises

In order to improve the accuracy of the survey, the team screened more than 200 enterprises one by one, and selected representative enterprises in each scale for on-site interview survey.

(2) Selection of villagers' samples

For the selection of the villagers' sample, a random sampling method was adopted, and the survey team has calculated the estimated mean and estimated proportion of the sample selected through a scientific formula. The confidence level is 95%, and its corresponding z value is 1.960, and the variance is maximum when p=0.5. And this survey will have the margin of error determined as 5%, and finally, the initial sample size was calculated as 384.16.

$$n = \frac{z^2 * p(1-p)}{e^2} = \frac{1.960^2 * 0.5 * 0.5}{0.05^2} = 384.16$$

There are more than 700 villagers in Xiangtang Xia Lou Village, it is necessary to obtain at least 249 valid questionnaires randomly from the villagers to obtain a reliable questionnaire.

$$n_{adjust} = \frac{n * N}{n + N - 1} = \frac{384.16 * 700}{384.16 + 700 - 1} = 248.27$$

2.2.3 Villager questionnaire design

(1) Questionnaire revision

This survey adopts the questionnaire, with 21 questions, including 5 single-choice questions and 16 scale questions.

(2) Measurement methods of the questionnaire

The Likert scale method was selected as the basic measure of the questionnaire, and questions 6 to 21 were reverse scored, the more the actual situation is in line with the description of the item.

(3) Subjects

A total of 314 questionnaires were distributed to villagers and migrant workers,300 valid questionnaires were retained, with a valid proportion of 95.54%.

2.2.4 Survey Analysis

(1) Company Interview Survey Overview

The team selected the most representative 10 enterprises for interview from three levels: family-style workshops, small fishing tackle enterprises, and leading fishing tackle enterprises.

The villagers have registered on various e-commerce platform has reached more than 2,000 stores. However, some family workshops and small fishing tackle enterprises due to the concept of the problem did not join the ranks of e-commerce business, the operator said, compared with the same period of fishing tackle enterprises, their scale, and annual business are lower.

To share the experience in the development process, the person in charge of the village often organizes exchange activities between enterprises and establishes an industry association to exchange experiences and jointly promote the development of enterprises in the village.

With the rise of traditional e-commerce, cross-border e-commerce and other new sales models, the survival of the fittest in the village enterprises, and the competitiveness in the industry have risen substantially. The person in charge of the enterprise's e-commerce department also mentioned in the interview that today's shortage of enterprise e-commerce talent, the development has entered a bottleneck and is in urgent need of professional e-commerce talent to help.

(2) Analysis of villagers' questionnaire results

To study the role of the fishing tackle industry in promoting common prosperity and enhancing villagers' happiness, the team used SPSS (20.0) software to process and analyze the data for questions 6-21.

1) Reliability and validity tests. In this study, KMO and Bartlett's test were used to test the questionnaire. KMO=0.768>0.5, p<0.001 for Bartlett's test, indicating that the validity of the questionnaire is in line with the requirements.

2) Analysis of factors affecting villagers' happiness. Factor analysis was used to analyze the factors affecting villagers' happiness, the cumulative contribution was 78.07%, after 25 rotations, the four factors were named "convenience of living", "role of fishing gear industry", "neighborhood atmosphere", and "income level". Income level", as shown in the table below.

Table 1. Rotated component matrix [a]

	Ingredients			
	Convenience of life	The role of the fishing tackle industry	Neighborhood atmosphere	Income level
6. I get along well with the residents in the village			.835	
7. Various activities for villagers in their free time (square dance, poker, etc.)			.846	
10. I am satisfied with the current economic income situation				.890
12. Fishing gear industry provides entrepreneurial opportunities for villagers in this village		.751		
13. Fishing tackle industry attracts foreign workers		.904		
14. Fishing gear industry provides employment opportunities for villagers in this village		.734		
18. Convenient transportation in this village	.802			
19. Convenient access to medical treatment in this village	.880			
20. Convenient shopping in this village	.895			
21. Convenient schooling for children in the village	.812			
Extraction method: Main components. Rotation method: Orthogonal rotation method with Kaiser standardization.				
a. Rotation converges after 5 iterations.				

3) Regression analysis. Four factors were used as independent variables, and question 17, "I think I am happily living in my village" was used as the dependent variable for regression model analysis. The adjusted R^2 was 0.456, which was a good fit and the model had a good quality data fit.

The coefficients of the regression equation and the test results of the coefficients are shown in the table below, and the significance is significantly less than 0.05, the four factors all have a highly significant positive effect on the dependent variable.

Regression equation: happiness in life = 2.120 + 0.415*convenience of life + 0.071*role of fishing gear industry + 0.171*neighborhood atmosphere + 0.158*villagers' income level.

3. Literature References

[1] Xinhua. Opinions of the CPC Central Committee and State Council on Supporting Zhejiang's High-Quality Development and Building a Common Wealth Demonstration Zone [EB/OLJ]. http://www.gov.cn/zhengce/2021-06/10/content_5616833.htm/,2021-06-10.

4. Summary

4.1. The fishing tackle industry helps to enrich the status quo together

Under the influence of the continuous development of the fishing tackle industry, the convenience of life, the income level of villagers, and the neighborhood atmosphere of Xiangtang Xialou Village have been greatly improved, thus affecting the happiness of the residents in the village. Xiangtang Xia Lou village has generally reached the requirements of an affluent life, self-confidence and self-improvement of spirit, a livable and pleasant environment, harmonious and harmonious society, and universal and popular public services, and the village name share the fruits of industrial development and happy and good life.

4.2. Fishing tackle industry experience in promoting the commonwealth

(1) Good at grasping opportunities. Xiangtang Xialou Village has used the epidemic as a springboard to force the enterprise to transform "online + offline", thus further improving its core competitiveness. Therefore, rural industry development leaders, entrepreneurs, and employees should vigorously improve their quality, improve their learning ability, innovation ability, and pioneering ability, grasp the opportunity and seize the opportunity.

(2) Building industrial clusters. To accommodate the development of the fishing tackle industry, Xiangtang Xia Lou Village has started the large-scale construction of an industrial base near Xizhai Village, which is expected to be completed in the next few years. Therefore, to promote the development of the local industry, rural industry leaders can realize all-round and multi-angle in-depth cooperation linkage with upstream and downstream enterprises according to the local characteristic industry clusters, and jointly play their own resources and technical advantages to achieve deep binding and cooperation in multiple fields such as products and services.

(3) Connecting with the world. Connecting with the world and participating in globalization can expand the scale of production and obtain a larger market, which not only reduces production costs and improves production efficiency, but also forces enterprises to transform and upgrade in the fierce competition. The entrepreneurs of Xiangtang Xia Lou village, following the trend of the times, they do not stop at domestic e-commerce but dare to try, keep investing in cross-border e-commerce to sell to the world, keep trying live e-commerce to attract more traffic, and gradually expand the fishing tackle industry. Therefore, when carrying out industrial co-prosperity in rural areas, the development status of enterprises in this village should be based on the current situation, and promote the enterprises to connect with the country and even the whole world.

Acknowledgements

This project is to thank all the villagers in Xiangtang Xialou Village, and we must also thank the funding support provided by Zhejiang Guangsha Vocational and Technical University of Construction

References

[1] Xinhua. Opinions of the CPC Central Committee and State Council on Supporting Zhejiang's High-Quality Development and Building a Common Wealth Demonstration Zone [EB/OLJ]. http://www.gov.cn/zhengce/2021-06/10/content_5616833.htm/,2021-06-10.

[2] Ning, Wan-Mei, Zhang, Xue-Yu. Research on the impact of rural e-commerce on farmers' income increase in the context of common prosperity [J]. Business Economics Research, 2023(4): 103-106.

[3] Ma Shuzhong, Zhang Daohan, Pan Meijingjian. The impact of e-commerce on the happiness of China's residents - based on the commonwealth perspective [J]. Journal of Econometrics, 2022(3): 510-532.

[4] Li Lili. Inclusive finance, rural e-commerce and rural revitalization under commonwealth: mechanism of action and empirical test [J]. Business Economics Research, 2022(8): 178-181.