

Study on Comprehensive Evaluation of Rural Economy in the Context of Rural Revitalisation

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Abstract. Under the rural revitalisation strategy, the research focus on China's rural economy has attracted extensive attention from academics. Based on China's rural economic data from 2012 to 2021, this study explores the impact of the rural revitalisation strategy on the rural economy. By analysing the connotation and characteristics of the rural economy, the three dimensions of economic strength, productivity and living standards of residents involved in the influencing factors are selected. The main factors affecting the rural economy were explored using principal component analysis and entropy value method, and the stability of the rural economy was studied in depth. The results show that agricultural output and the consumption level of rural residents are the main influences on the rural economy, while economic strength has the most far-reaching impact on the stability of the rural economy. This research framework expands the understanding of the development and stability of China's rural economy in recent years, and provides a theoretical basis and policy support for guiding the high-quality development of the rural economy under the strategy of rural revitalisation.

Keywords: Rural economy, Entropy method, Principal component analysis, Factor analysis.

1. Introduction

China's rural economy has faced low levels and poverty since the founding of New China. Although the Government has implemented policies such as the household contract responsibility system to improve the rural economy after the reform and opening up, it has not fundamentally solved the problem of poverty. With the country's rapid economic development, the Rural Revitalisation Strategy (RVS) has attracted much attention, aiming to promote rural economic and income growth.

The purpose of this paper is to assess the rural economic development after the rural revitalisation strategy was proposed. Firstly, it describes and analyses the current situation of the rural economy, and then selects relevant indicators that can evaluate the economy, and conducts a comprehensive analysis of principal component analysis and entropy value method using data from 2012-2021, in order to better understand the impact of rural revitalisation strategy on the rural economic changes, and then promote economic development. The rural revitalisation strategy is crucial to rural economic development and can provide a basis for policy adjustment. Theoretically, this study fills the gaps in rural economic research in the context of rural revitalisation and provides a reliable reference for related fields. In practice, a comprehensive evaluation of the rural economic situation can provide data support for policy formulation, promote rapid rural economic growth, and promote rural social stability.

China has a vast land area and abundant labour force, and the country has formulated different policies for promoting the development of the rural economy at different times, and a large number of scholars in China have studied the rural economic situation of every period and place in China, and they have adopted different perspectives and different methods to make valuable researches on various aspects of the rural economy, and have achieved results worth referring to and learning from. They have made valuable research on various aspects of the rural economy from different angles and with different methods, and have achieved research results that are worth referring to and drawing on. Research on comprehensive evaluation of rural economy in the context of rural revitalisation is relatively few at present, and most of them are how to explore the development of rural economy

with. Zhao Jianbo [1] (2023) explored the role of the Internet in rural areas, pointing out that Internet technology can promote the modern development of rural areas. Zhong Sheng [2] (2021) puts forward the need to achieve coordinated development of rural areas, and analyses the significance of the strategy of rural revitalisation, existing problems and measures to be studied. Guo Panpan [3] (2023) analyses the development path from the current situation of rural areas. Du Wenya [4] (2023) analysed the current situation of rural economy and explored new modes to promote economic development, from improving the internal and external environment of the countryside, perfecting the construction of infrastructure, agro-industrial innovation and carrying out a reasonable industrial layout. Zhang Li [5] (2023) conducted a comprehensive analysis of rural areas in the context of rural revitalisation, and put forward constraints in the development of rural areas as well as solutions. Most of the above literature lacks the analysis of data when researching the problem, especially on the rural economy under rural revitalisation.

2. Comprehensive evaluation of factors affecting the rural economy

The comprehensive evaluation and study of the rural economy is based on two main aspects. The first is the evaluation of the factors affecting the rural economy, and the second is the evaluation of stability. Considering the need to analyse the data and ensure the accuracy, authenticity and reliability of the data, the data from the China Statistical Yearbook 2022 and the China Rural Statistical Yearbook were referred to. In evaluating the level of development of the rural economy, three main dimensions were chosen, namely the level of rural economic strength, the level of production and the living standard of the population.

The economic system is a huge system based on human beings[6]. It includes multidirectional factors such as the development level of the economy, population status, infrastructure construction, science education, culture, health and so on, so it is necessary to construct a more comprehensive evaluation index system to study the main factors affecting the rural socio-economy in China. In this paper, we read the relevant literature, refer to the indicators of the National Bureau of Statistics for evaluating the rural economy, and use the method of constructing evaluation indicators to establish a mathematical model. A system of indicators suitable for this paper was established, which contains 3 major indicators and 14 detailed indicators (Table 1).

Table 1. Comprehensive evaluation index system of China's rural economic development level

Target layer	Quasi-measurement layer	Indicator layer	Indicator explanation	Metric attributes
The level of the rural economy	Level of economic power	Per capita gross output value of agriculture, forestry, animal husbandry and fishery X1	Yuan	+
		Average wages in rural agriculture, forestry, animal husbandry, protection and fishery X2	Yuan	+
		Per capita disposable income of rural residents X3	Yuan	+
	Productivity level	Area of crops affected X4	Thousand hectares	-
		Per capita electricity consumption in rural areas X5	kWh/year	+
		Total power of agricultural machinery per unit X6	kW/ha	+
		The amount of chemical fertilizer applied per unit of agricultural use X7	tons/ha	+
	The standard of living of the population	The average consumption level of rural residents X8	Yuan	+
		Per capita consumption expenditure of rural residents X9	Yuan	+
		Engel's coefficient X10	Food spending/total consumer spending	-
		Expenditure on education, culture and entertainment X11	Yuan	+
		The average number of cars per 100 rural households at the end of the year X12	Vehicle	+
		Rural consumer price index X13	The current price of the commodity/the base period price	+
		Health technicians per 1,000 population X14	person	+

2.1. Factor analysis and data standardisation

The M common factors in the model are the latent variables of the unobservable original data, and the initial i variables reflect some common characteristics of the latent variables, so the common factors can be extracted for analysis. The coefficient matrix of the model is the factor loading matrix reflecting the correlation between the common factors and the original variables, and the larger its absolute value, the higher the correlation[7]. According to the above model, the value of M=14 was taken to identify the principal factors by factor analysis, and the initial matrix of factor loadings was rotated orthogonally by the maximum dispersion method (Table 2).

Table 2. Factor loading matrix after rotation

	ingredients		
	1	2	3
Zscore:Per capita gross output value of agriculture, forestry, animal husbandry and fishery (RMB)	0.976	0.131	0.136
Zscore:Average Consumption Level of Rural Residents (RMB)	0.964	0.133	0.222
Zscore:Average wage of rural agriculture, forestry, animal husbandry and fishery (RMB)	0.946	0.239	0.121
Zscore:Per Capita Disposable Income of Rural Residents (RMB)	0.960	0.165	0.222
Zscore:Per Capita Consumption Expenditure of Rural Residents (RMB)	0.958	0.176	0.213
Zscore:Expenditure on Education, Culture and Entertainment (RMB)	0.861	0.328	0.325
Zscore:Per capita number of automobiles per 100 rural households at the end of the year (units)	0.951	0.115	0.276
Zscore:Area of crops affected (hectares in thousands)	-0.819	-0.428	0.030
Zscore:Per capita electricity consumption in rural areas (kWh/year)	0.391	-0.037	0.788
Zscore:Total power per unit of agricultural machinery (kW/ha)	0.016	0.086	0.827
Zscore:Fertilizer used per unit of agricultural fertilizer (ton/ha)	0.989	0.086	0.024
Zscore:Rural consumer price index	0.056	-0.889	0.248
Zscore:Health technicians per 1,000 population (person)	0.976	0.164	0.018
Zscore:Engel's coefficient	0.285	0.811	0.101

2.2. Principal component analysis

After the data are standardised, principal component analysis is performed. Although the amount of information carried by each indicator is different, there are still some indicators with a certain degree of correlation, so the original indicators should be processed by dimensionality reduction. Using the factor analysis method of SPSS software to analyse the main factors of the social and economic development level in rural areas[8], the eigenvalues and contribution ratios of the principal components of each element were obtained (Table 3).

Table 3. Eigenvalues and variance contributions before and after rotation of major factors

ingredient	Initial			Extract the sum of the squares of the loads			Rotational load sum of squares		
	aggregate	Percentage of variance	Cumulative per cent	aggregate	Percentage of variance	Cumulative per cent	aggregate	Percentage of variance	Cumulative per cent
1	9.4	71	71	10	71	71	9	65	65
2	1.8	13	84	1.9	13	84	2	14	79
3	1.0	7	91	1	7	91	1.7	12	91

Based on the principal component loading matrix, a composite impact index was calculated for each indicator. The formula is as follows:

$$p = 0.712p_1 + 0.152p_2 + 0.136p_3 \quad (1)$$

Table 4. Comprehensive evaluation index

index	Composite Impact Index P
Per capita gross output value of agriculture, forestry, animal husbandry and fishery (RMB)	0.723
Average wage of rural agriculture, forestry, animal husbandry and fishery (RMB)	0.715
Consumption level of rural residents (RMB)	0.722
Per Capita Income of Rural Residents: Disposable Income (RMB)	0.722
Per Capita Consumption Expenditure of Rural Residents (RMB)	0.719
Health technicians per 1,000 population (person)	0.727
Engel's coefficient	0.486
Rural consumer price index	0.318
Total power per unit of agricultural machinery (kW/ha)	0.285
Fertilizer application per unit (ton/ha)	0.724
Expenditure on Education, Culture and Entertainment (RMB)	0.709
Per capita electricity consumption in rural areas (kWh/year)	0.519
Area of crops affected (hectares in thousands)	0.669
The average number of cars per 100 rural households at the end of the year	0.725

The main factors affecting the rural economy can be derived from the composite index P in Table 4. That is, X1 (per capita gross value of agricultural, forestry, animal husbandry and fishery output), X3 (per capita disposable income of rural residents), X7 (per unit of agricultural fertiliser application), X8 (average level of consumption of rural residents), and X14 (health technicians per 1,000 population) can be used to boost the rural economy by increasing the level of modernisation of agriculture, lowering the cost of agricultural fertilisers, and constructing a more comprehensive rural basic healthcare. Improve agricultural modernisation. For example, improving artificial irrigation techniques to alleviate water scarcity; creating agricultural land suitable for mechanised agriculture in mountainous areas through the diversion of agricultural land; and constructing on-farm water management facilities to mitigate the impact of droughts and floods on the rural economy. Secondly, releasing the labour force in rural areas through land transfer; strengthening infrastructure in rural areas to attract investment and develop rural enterprises to increase employment; exploring local culture and developing rural tourism to increase farmers' income, and thirdly, improving the industrial structure[9-10].

3. Research on the evaluation of rural economic stability and influencing factors

Enhancing the stability of the rural economy is one of the important means for the high-quality development of China's agricultural industry, which is crucial to the construction of the modern agricultural industrial system. Transformation and innovation capacity reflects the degree of innovation and development of an area's economic system in the process of repair and restructuring, and higher human capital in rural areas can promote the innovation of the rural economic structure and industrial modernisation; the social problems in rural areas is a negative indicator, reflecting the resistance to social assistance, as well as fewer social problems, and the higher the degree of innovation in the face of risky shocks. That is why 14 specific indicators of characterisation were chosen, such as the gross value of agricultural, forestry, animal husbandry and fishery production per capita, the average rural wage in agriculture, forestry, animal husbandry and fishery, the per capita disposable income of rural inhabitants, the area of crops affected, the per capita use of electricity in the countryside, the amount of fertiliser applied per unit of agricultural fertilisers, the average level of consumption of the rural population, the average consumption expenditure of rural inhabitants, the

Engel's coefficient, the average annual end-of-year car ownership of rural inhabitants per 100 households, and so on.

Constructing the economic stability system is an important indicator for evaluating economic sustainability and studying the influencing factors, by analysing the special attributes of economic sustainability in rural areas, constructing the rural economic sustainability assessment system and analysing its influencing factors. The PSR model is used here for assessment, which is based on the systematic pressure, state and response index model [3, 27] for constructing the system being assessed, and constructs a comprehensive indicator system for rural economic stability assessment in terms of risk-tolerance and resilience, adaptive organisational capacity, and transformation and innovation of the rural economy. Risk tolerance is the internal and external capacity of the system to cope with failures and withstand destructive factors in the rural economic system. It reflects the stability of the rural economy in the face of risk-related shocks, in which the income and production of rural households reflect the economic resistance of the rural economy in the face of risk-related shocks and the economic regeneration capacity of rural areas in the face of crises, respectively. Therefore, three specific characterisation indicators, namely gross per capita agricultural, forestry, animal husbandry and fishery output, wage income, property income, are selected.

Adaptive adjustment refers to a series of changes in the economy, society and farmers' life during the intervention and destruction of the agricultural economic system by stresses and disturbances over a certain period of time. It reflects the stable performance of the rural economy in the face of risky shocks and reflects the activity of the rural economy, whose material living standards and the higher the consumption capacity, the greater the stability in the face of risk shocks. When the rural economic system faces risks, if the consumption expenditure of farm households increases significantly, the self-repairing effect of the rural economic system is better. Therefore, five specific indicators are chosen: affected area, food expenditure, housing expenditure, culture, education and entertainment expenditure, and Engel's coefficient.

Transformative innovation capacity is the remedial measures taken by the government, society and farmers to slow down, maintain or restore the rural economy. It reflects the level of innovation and development of the economic system during the period of restoration and reconstruction, the stronger the rural human capital, the stronger the rural economic innovation and industrial structure; it is used as a negative indicator, reflecting the saving capacity of the rural society and the sustainability of innovation and reconstruction, the smaller the social problems, the stronger the ability to face risky shocks. Therefore, four specific characteristic indicators were chosen: electricity consumption in rural areas, capacity of agricultural machinery, price index of agricultural products and fertiliser application.

3.1. Entropy value method evaluation

In order to objectively, comprehensively and deeply explore the influencing factors of rural economic resilience, this paper applies the entropy value method of objectivity. And on this basis, drawing on the existing and improved entropy value method, assigning weights to the indicators, and calculating the weights as follows Table 5:

Table 5. Factor weights

Variables	aggregate	entropy value	Coefficient of variation	weights
Per capita gross value of agricultural, forestry, animal husbandry and fishery production (yuan)	-1.991477992	0.864887903	0.135112097	0.085174624
Average consumption level of rural residents (yuan)	-1.990929612	0.864649744	0.135350256	0.08532476
Average rural agriculture, forestry, animal husbandry and fishery wages (yuan)	-2.024114847	0.879061909	0.120938091	0.076239335
Rural per capita income disposable income (yuan)	-2.030996578	0.882050607	0.117949393	0.074355261
Rural per capita expenditure consumption (yuan)	-2.024969025	0.879432874	0.120567126	0.076005479
Engel's coefficient	-2.102771113	0.913221891	0.086778109	0.054704893
Expenditure on education, culture and entertainment (yuan)	-2.055258206	0.892587298	0.107412702	0.067712935
Rural residents' average year-end car ownership per 100 households (yuan)	-1.92146837	0.83448311	0.16551689	0.104341796
Average rural household car ownership at the end of the year (vehicles)	-2.14079534	0.929735603	0.070264397	0.044294654
Crop-affected area (thousands of hectares)	-2.076353519	0.901748876	0.098251124	0.061937478
Per capita electricity consumption (kWh/year)	-2.085295915	0.905632509	0.094367491	0.059489237
Total power of agricultural machinery per unit (kW/ha)	-2.087529874	0.906602705	0.093397295	0.058877626
Amount of fertiliser applied per unit of agricultural use (t/ha)	-2.095271482	0.909964843	0.090035157	0.056758135
Rural consumer price index	-1.956379769	0.849644938	0.150355062	0.094783785

Calculation and ranking of the composite score for the level of rural economic stability:

$$ESES_{ki} = \sum_{j=1}^n W_j B_{kij} \tag{2}$$

As can be seen, among the indicators of rural economic stability, the average number of cars per 100 rural households at the end of the year and the number of health technicians per 1,000 population have scores of 0.10 and 0.094, respectively, and the weight of the indicator of the average level of consumption of rural inhabitants is 0.085, which is in the top three positions. The higher the score, the heavier the share of the indicator in the overall economic stability, which means that it contributes more to the overall stability of the rural economy. Rural economic stability is mainly concentrated in the three areas of household consumption, household income and production. Therefore, from the point of view of rural development, the development of rural economic stability should focus on farmers' household consumption, rural household income and rural production. The stability of China's rural economy has been steadily increasing in the past 10 years, but the vulnerability of the rural economy is obvious, and the total value of stability is in the range of 0.03 -0.18. 2017 is a transitional stage of the increase in the stability of the rural economy, and the largest contribution to the stability of the rural economy in the period of 2012-2021 is the rural household consumption.

3.2. Extraction and analysis of factors influencing China's rural economy

Factor extraction of the 14 main influencing factors, the observation found that there is a strong positive and negative relationship between these influencing factors, the total contribution rate of the first three factors is 91.31%, so these three factors are selected as the main components (Figure 1).

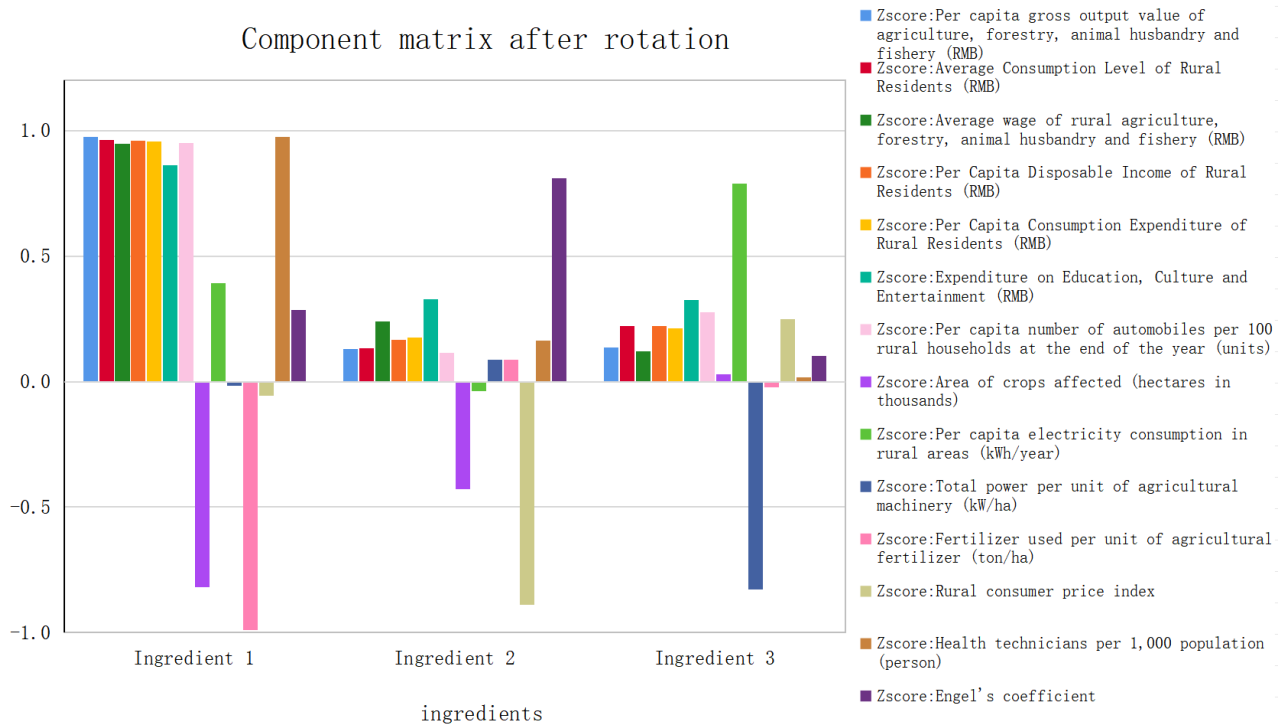


Figure 1. Component matrix plot after rotation

From the dimensionless treatment, it can be seen that the loading values of public factor 1 are all larger, indicating that public factor 1 has a larger correlation coefficient with the original variables, which can be interpreted as factor 1 is a rural income consumption factor.

F2 factor is closely related to the correlation between the total power of agricultural machinery and the unit of fertiliser use, which can clearly reflect the changes of production factors in the agricultural economy. In the era of knowledge-based agricultural production, the higher the modernisation, the greater the ability to prevent risky shocks and restore the stability of the rural economy. Therefore, the F2 factor is named productivity factor.

F3 factor is closely related to per capita electricity consumption and total power of agricultural machinery, reflecting the living standard of farmers, so F3 factor is named as living standard factor.

From the significance of the regression coefficients, the regression coefficients of the main factors of the three equations F1, F2 and F3 are extremely significant, and these three factors are positively correlated with the explanatory variables, indicating that with the increase of these three factors, the resilience of the rural economy will increase. According to the regression results, F1 has the most significant effect coefficient on the economic sustainability of rural areas, and the regression model has satisfactory fitting value and residual equation. The regression model has satisfactory fitted values and equation residuals. From the contribution of variance in the main factor analysis, the income and consumption factor has the greatest impact on rural economic stability. The growth of income and consumption in rural areas is the primary driving force to enhance the stability of the rural economy, and increasing the total amount of income and consumption can promote the overall economic stability of its rural areas, and the impact effect is strong.

4. Conclusions

After entering the new century, in order to get rid of rural poverty and backwardness as soon as possible, a series of measures such as increasing income and sending home appliances to rural areas have been proposed to stimulate rural consumption. As a result of the creation of external conditions and the improvement of the internal structure of rural income and consumption, the sustainability of the rural economy has been steadily improving over the past 10 years. Based on the factors reflected

in the first main factor, enhancing the stability of the rural economy should focus on increasing the income of the population and stimulating the consumption of rural residents. Factors of production are important social factors affecting the sustainability of the rural economy, and increasing them is crucial for the agricultural economy. According to the results of the regression analysis, the important factors have little impact on the sustainability of the rural economy. This is because, after years of fighting poverty, the impact of the rural poor on the sustainability of the rural economy has gradually declined, and the prices of agricultural inputs have remained within a more reasonable range.

In the development of the rural economy, income and consumption have a greater impact on the rural economy, while production factors are also important factors affecting the rural economy. In the context of rural revitalisation the rural economy has achieved better development, but for some aspects still need to be worked on, through the analysis of the influencing factors of the rural economy, to come up with reliable recommendations to promote the development of the rural economy. The following are specific recommendations:

(1) Develop special industries and establish competitive advantages

There are differences in culture, history, geography, infrastructure, natural resources and many other factors in China's rural areas, so as to be based on the uniqueness of each place, to promote the high-quality development of the rural economy in the context of rural revitalisation of the road, and to take the road of rural revitalisation of their own development characteristics. Through the discovery of representative agricultural resources in the countryside, innovation on the basis of the original, to create a modern agriculture. For other agricultural resources in the region, rational integration, promote farmers' co-operation in innovative production, and on the basis of these to establish the agricultural production base belonging to the countryside. In addition, it is also necessary to carry out the safety ziliang testing of agricultural products to ensure the safety of speciality agricultural products, and suggest the production, processing and sales in one industrial chain. It is necessary to establish the brand effect, improve the popularity and increase the brand influence.

(2) Increase investment and develop rural science and technology

There has been a lack of scientific and technological help in the development of rural areas, which has led to relatively slow economic growth in rural areas. In the development of rural areas is to strengthen the innovation of rural science and technology and science and technology investment in rural areas, which is the key to promote the level of rural residents in the agricultural economy and increase income. In carrying out scientific and technological innovation, it is necessary to pay attention to farmers' scientific and technological innovation efforts in order to establish agricultural science and technology bases to promote rural scientific and technological innovation. On the other hand, it is necessary to make practical use of agricultural science and technology to facilitate targeted innovation, so that the results of science and technology can meet the needs of the market, but also to allow farmers to master how to use agricultural science and technology research. The research and development and application of agricultural science and technology can be enhanced through the establishment of special high-quality human resources centres in rural areas and the formation of teams specialising in agricultural research. On these bases, it is also necessary to change the traditional thinking of farmers, using government financial support and other relevant policies to train rural people with new ideas and new concepts. You can also invite people with professional knowledge to give lectures and cultivate the knowledge level of farmers, thus providing technical and service support for the development of agriculture and promoting better agricultural development.

(3) Attract the inflow of talent, strengthen the training of talents

In China's rural areas, a large number of knowledge of the flow of talent to the city, the lack of rural professionals. The development of rural economy needs talents as a support, need to grasp more professional knowledge, with practical experience of complex talents to promote the healthy development of China's rural economy. Rural infrastructure conditions are poor and other willingness, most of the talents with high level will not choose to enter the countryside, for this reason, the state according to the development of rural areas, through a variety of forms of subsidies, to attract high level of talent to return to the countryside, to attract a variety of talents to return home to start their

own business, to drive the development of the local economy, stimulate the creative vitality of the countryside; according to the characteristics of the rural areas and towns, the establishment of the talent mobility system, selected the best young cadres to enter the rural exchange, for the rural economy to develop. The young cadres into the rural exchanges, to provide assistance for the development of the countryside; improve the employment mechanism, the establishment of the completion of the selection of personnel, the formation of a high level of rural cadres, to strengthen the ideological education, improve the ability to work, and at the same time need to drive the rural residents to actively learn, take the initiative to the direction of the rural economic construction on the same.

(4) Improve industrial structure and promote economic development

Rural areas have always been dominated by the primary industry, but with the changes of the times, under the influence of national policies, although China's rural areas in the modernisation has been improved, but the most basic agriculture can not adapt to the needs of the market, there is no competitiveness, and therefore the need to optimise the structure of rural industries. In the development of the primary industry must also develop the secondary and tertiary industries, to achieve the balance of the three industries and the integration of the development of the three industries, so that the rural people to reduce the dependence on agriculture to promote the economic development of the formation of a diversified industrial structure, to achieve the further development of the rural economy. In the actual development of rural industry, it is necessary to carry out reasonable planning and layout of the agricultural products related industry in the whole region, so as to promote the integrated development of the three industries. In the development of the tertiary industry, through the combination of local characteristics, the development of tourism, to attract a large number of tourists to the local consumption, driven by the development of the local economy, but also to create a combination of the three industries development mode, for the development of the rural economy to provide a broader space!

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