

Consumption level of rural residents in China and its influencing factors based on big data analysis

Yuhuan Yan

Jinzhong College of Information, Jinzhong, Shanxi, China, 030800

ABSTRACT

Under the background of the implementation of the rural revitalization strategy, China's rural economy has developed rapidly and farmers' incomes have grown steadily. Meanwhile, factors like the popularization of online shopping have provided rural residents with more consumption choices, leading to a stable rise in their consumption level. This paper analyzes the consumption situation of rural residents in China by applying the multivariate linear regression model and analyzes the potential factors affecting the consumption level of rural residents. In terms of research methods, this paper first visually presents the relevant statistical analysis indicators of the rural consumption level, depicting the current situation and development trends of agriculture and rural areas in China. Then, it assesses the importance of the collected influencing factors using the random forest method. Subsequently, it identifies relatively crucial influencing factors for regression analysis. Eventually, through the integration of the outcomes of visualization and regression analysis, this study provides some theoretical underpinnings and decision-making references for the promotion of the rural revitalization strategy.

KEYWORDS

Rural economic development; Consumption level; Influencing factors of consumption

1 Introduction

Rural consumption is an important component of China's total consumption. Promoting rural consumption is an important engine for expanding domestic demand and stabilizing economic growth. This is also in line with the overall requirements of the Rural revitalization strategy. In addition, stimulating consumption is conducive to the optimization and upgrading of rural industrial structure.

To sum up, the rural revitalization strategy, the domestic and international dual-circulation in the national context, and the stimulation of consumption represent important national development strategies and policy orientations at present. As college students from counties and rural areas, we can keenly perceive the significant changes in the lives of rural residents, especially in their consumption levels. We hope to use this research to quantitatively and directly evaluate the effectiveness of the country's rural development efforts and gain an understanding of subsequent plans.

Consequently, leveraging two planning documents, relevant data were amassed. Initially, techniques such as data visualization and descriptive statistics were employed to analyze the development trends of pertinent rural consumption indicators over the past decade (2013 - 2022). Subsequently, by constructing random forest and multiple linear regression models, an exploration was conducted into the key determinants affecting the consumption level of rural inhabitants, and efforts were made to propose corresponding policy recommendations. In summary, through comprehensive research and in-depth analysis, this paper furnishes theoretical backing and policy suggestions for the implementation of the rural revitalization strategy and the enhancement of the economic and consumption levels in rural areas.

2 Literature Review

Currently, numerous scholars have achieved fruitful results in the study of the influencing factors of the consumption level of rural residents. Domestically, research on the consumption level of rural residents and its influencing factors has already obtained certain achievements. Liu Jinyu (2019) discovered that enhancing the gross domestic product and residents' incomes can boost the consumption level. Wang Haiping et al. (2019) studied the impact of industrial upgrading and agricultural structure adjustment on the per capita net income of county-level farmers. They concluded that county-level industrial upgrading, agricultural structure adjustment, agricultural financial investment, urbanization rate, economic development level, and infrastructure conditions all have positive effects on promoting farmers' income growth. Du Jiang and Fang Min (2021) conducted an empirical study on the influencing factors of rural residents' consumption under the background of rural revitalization, based on China's panel data from 2000 to 2017. They found that the income of rural residents and food-related consumer spending were the most important factors affecting their level of consumer spending.

Internationally, the consumption behavior of rural residents is influenced not only by the domestic economic environment but also by factors such as globalization, international trade, and cross-border e-commerce. At the same

time, big data analysis plays a vital role in revealing the consumption trends and preferences of rural residents. By collecting and analyzing the consumption data of rural residents, we can gain a profound understanding of their consumption habits, purchasing power, and consumption structure, providing strong support for policy - making and marketing. Thompson and Anderson (2016) utilized a structural equation model to study the factors influencing rural consumption level and found that government policy support and improvement of rural social security systems have a significant positive impact on rural consumption. They pointed out that these can reduce the future uncertainty of rural residents and enhance their consumption confidence. George Green and Lucy Lopez (2017), through field investigations and data analysis of rural areas in multiple countries, found that the consumption concepts and cultural traditions of rural residents also have an impact on their consumption levels. David Brown, Sarah Davis, and Michael Wilson (2018) applied a multiple regression analysis model to examine the relationship between education level, accessibility of financial services, and the consumption level of rural residents. They concluded that a higher education level can increase rural residents' employment opportunities and income levels, thereby promoting consumption. Additionally, a well - developed financial service system can provide more financial support for rural residents. James Harris and Emily Wilson (2020) conducted an in - depth study on the influencing factors of rural residents' consumption in developing countries, based on panel data from 2010 to 2019. They found that rural consumption in developing countries is significantly affected by advances in infrastructure and agricultural production techniques. Infrastructure improvement reduces transportation costs and facilitates consumption, while the progress of agricultural production technology increases farmers' incomes and consumption capabilities, jointly driving the growth of rural residents' consumption expenditures.

In a word, this study based on domestic and foreign research, combined with the big data analysis method, the rural consumption level and its influencing factors have been thoroughly discussed. The aim is to provide theoretical support and decision - making references for the implementation of the rural revitalization strategy. Through this research, we can have a more in - depth understanding of the consumption characteristics and needs of rural residents, providing a scientific basis for formulating more precise and effective policy measures.

3 Feature Selection and Modeling

Based on the previous analysis, this section analyzes the influencing factors of rural residents' consumption. These factors are analyzed by using the indicator data of rural development level in China. The dataset is compiled and calculated by the research team. Based on the China Statistical Yearbook and the China Rural Statistical Yearbook, reference is made to The Rural Revitalization Strategy Plan (2018-2022) and the National Rural Industry Development Plan (2020-2025).

Affected by the limited data availability and the difficulty of data collection, this paper fails to obtain the complete data on the consumption levels of rural residents in all prefecture - level administrative regions in China from 2013 to 2022. However, as figure 18 shows, there is a high linear relationship between rural disposable income and consumption level. The correlation coefficient is 0.997, which is close to 1. Therefore, to a certain extent, this paper assumes that the factors affecting the disposable income of rural residents can be taken as the factors affecting their consumption level.

	Per Capita Disposable Income of Rural Residents (Yuan)	Consumption Level of Rural Resi- dents (Yuan)
Per Capita Disposable Income of Rural Residents (Yuan)	1.000000	0.997492
Consumption Level of Rural Residents (Yuan)	0.997492	1.000000

In this section, we establish feature selection methods and conduct model exploration to analyze the influencing factors of the consumption level of rural residents in China. The purpose is to identify problems, draw conclusions, and put forward corresponding suggestions.

3.1 Feature Selection

In this paper, feature selection is first carried out through the random forest model. The data used include the disposable income of rural residents and relevant influencing factor indicators in each prefecture - level administrative region of China from 2013 to 2022. With the disposable income of rural residents designated as the target variable, the importance of the attributes of the influencing factors on the disposable income of rural residents is ranked.

The random forest model is employed to rank the feature contribution degrees of all influencing factors. Subsequently, a Pareto chart of feature contribution degrees is drawn. As depicted in Figure 2, ten factors, including the urban - rural income ratio (%), rural labor productivity (yuan per capita), per capita road area (square meters), the quantity of pesticides and fertilizers applied (10,000 tons), the rural residents' Engel coefficient (%), and the rural poverty incidence rate (%), jointly account for up to 90% of the influence on the consumption level of rural residents. Therefore, to a certain extent,

these 10 influencing factors can substitute for all factors. Meanwhile, from the perspective of establishing a regression model, reducing the number of influencing factors (independent variables) can effectively address the problem of multicollinearity in the model.

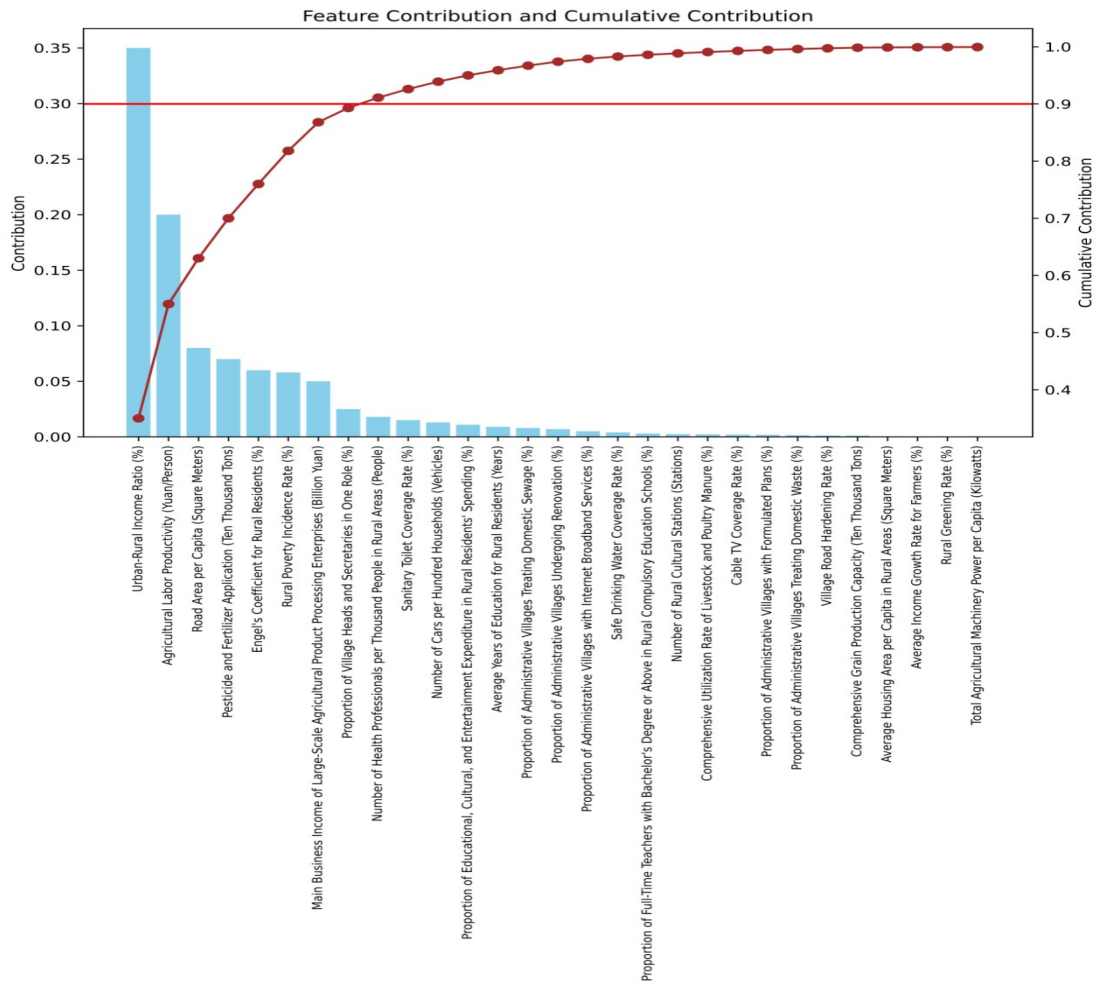


Figure 2

3.2 Establishment of the Multiple Linear Regression Model

In this paper, taking the 10 important influencing factors selected above as independent variables and the disposable income of rural residents as the dependent variable, a multiple linear regression model is established using the least-squares estimation method. The model coefficients and relevant tests are shown in Figure 3 and Figure 4. The overall fitting effect of the model is good. The model passes the significance test as a whole, which indicates that the model has practical significance. Moreover, the coefficients of each variable also pass the significance test.

Dep. Variable	Per Capita Disposable Income of Farmers (Yuan)	Log-Likelihood	-31729
R-squared	0.999	No. Observations	4210
Model	OLS	AIC	6.35E+04
Adj. R-squared	0.999	Df Residuals	4199
Method	Least Squares	BIC	6.36E+04
F-statistic	3.89E+05	Df Model	10
Date	Fri, 19 Apr 2024	Covariance Type	nonrobust
Prob (F-statistic)	0	Time	13:49:29

Figure 3

	coef	std err	t	P> t	[0.025	0.975]
const	2.70E+04	833.559	32.389	0	2.54E+04	2.86E+04
Ratio of Urban and Rural Residents' Incomes (%)	-126.9697	39.327	-3.229	0.001	-204.071	-49.868
Agricultural Labor Productivity (Yuan/Person)	1.622	0.06	27.107	0	1.505	1.739
Per Capita Road Pavement Area (Square Meters)	13.1979	0.601	21.953	0	12.019	14.377
Consumption of Pesticides and Chemical Fertilizers (10,000 Tons)	15.4821	0.606	25.567	0	14.295	16.669
Engel's Coefficient of Rural Residents (%)	-1.34E+04	604.352	-22.126	0	-1.46E+04	-1.22E+04
Incidence of Rural Poverty (%)	-132.2150	6.149	-21.503	0	-144.27	-120.160
Main Business Revenue of Agricultural Product Processing Enterprises above Designated Size (100 Million Yuan)	1.6581	0.060	27.550	0	1.540	1.776
Proportion of "One - Person Holds Two Positions" (Village Head and Party Secretary) (%)	74.1771	6.276	11.819	0	61.873	86.482
Number of Health Technicians per 1,000 Rural Population (Persons)	131.3954	5.879	22.351	0	119.87	142.921
Popularization Rate of Sanitary Toilets (%)	85.1818	6.426	13.256	0	72.584	97.780

Figure 4

Now, the analysis of the coefficients of each variable in the model is as follows:

For every one - unit increase in the per capita road area (in square meters), the average disposable income of rural residents increases by 13.20 yuan. For every one - percentage - point increase in the popularization rate of sanitary toilets (in %), the average disposable income of rural residents increases by 85.20 yuan. This indicates that the enhancement of rural residents' infrastructure, exemplified by road construction, under the guidance of the rural revitalization strategy is likely to exert a positive influence on the consumption level. This is likely attributable to the fact that it enhances traffic accessibility in rural regions, thereby facilitating the circulation of goods and fostering the growth of consumption.

Nevertheless, an elevation in the urban - rural income ratio (%), calculated as the ratio of urban residents' income to rural residents' income, exhibits a negative correlation with the consumption level of rural inhabitants. Specifically, for each unit increase in the urban - rural income ratio, the average disposable income of rural residents diminishes by 127.00 yuan, consequently resulting in a decline in the consumption level of rural residents. Similarly, the rural poverty incidence rate (%) demonstrates a negative association with the disposable income of rural residents. This implies that for every unit increment in the rural poverty incidence rate, the average disposable income of rural residents decreases by 132.22 yuan. Hence, the government ought to concentrate on promoting the harmonious development of urban and rural areas and pay attention to and provide assistance to rural individuals in need.

The percentage of village directors and Party secretaries assuming the "one - person - two - positions" role and the number of health technical staff per 1,000 rural inhabitants both present a positive linear relationship with the consumption level of rural residents. Individually, when these two influencing elements increase by one unit, the average disposable income of rural residents rises by 74.20 yuan and 131.40 yuan respectively. This indicates that the innovative execution of the grass - roots political system mitigates the frictional and communication costs among cadres, enhances work productivity, and empowers the grass - roots government to more promptly and efficiently implement relevant policies, thereby driving rural economic growth and the elevation of rural residents' consumption levels. The enhancement of rural healthcare circumstances exerts a positive influence on the consumption level, as sound health serves as the bedrock for consumption.

Agricultural labor productivity, the quantity of pesticides and fertilizers applied, and the main business revenue of agricultural product processing enterprises above a designated scale all exert a positive impetus on promoting the growth of rural residents' disposable income. Thus, it is imperative to vigorously foster the development of the agricultural economy, carry out in - depth processing of agricultural products, and endeavor to achieve industrial upgrading. Nevertheless, during the application of pesticides and fertilizers, due attention should be paid to environmental conservation.

The coefficient of the variable "Engel coefficient of rural residents" is negative and relatively substantial. This implies that a decline in the Engel coefficient, namely, a reduction in the proportion of food expenditure within total expenditure, is notably associated with an increase in the disposable income of rural residents. This indicates that with the improvement of living standards, people have more resources for non - food consumption, which can be used for development - oriented and enjoyment - oriented consumption, thus promoting the improvement of the consumption level of rural residents.

To further examine the efficiency of each factor, the regression results after normalizing the data are shown in Figure 5:

	coef	std err	t	P> t	[0.025	0.975]
const	0.2031	0.007	31.061	0	0.190	0.216
Ratio of Urban and Rural Residents' Incomes (%)	-0.0054	0.001	-3.857	0	-0.008	-0.003
Agricultural Labor Productivity (Yuan/Person)	0.1447	0.006	25.535	0	0.134	0.156
Per Capita Road Pavement Area (Square Meters)	0.1232	0.006	21.493	0	0.112	0.134
Engel's Coefficient of Rural Residents (%)	-0.111	0.005	-22.142	0	-0.121	-0.101
Main Business Revenue of Agricultural Product Processing Enterprises above Designated Size (100 Million Yuan)	0.154	0.006	26.521	0	0.143	0.165
Number of Health Technicians per 1,000 Rural Population (Persons)	0.1158	0.006	20.588	0	0.105	0.127
Consumption of Pesticides and Chemical Fertilizers (10,000 Tons)	0.1362	0.006	23.866	0	0.125	0.147
Incidence of Rural Poverty (%)	-0.0913	0.004	-20.518	0	-0.100	-0.083
Comprehensive Utilization Rate of Livestock Manure (%)	0.0507	0.004	12.824	0	0.043	0.058
Number of Rural Cultural Stations (Units)	0.0827	0.004	18.959	0	0.074	0.091
Proportion of "One - Person Holds Two Positions" (Village Head and Party Secretary) (%)	0.0371	0.003	11.457	0	0.031	0.043

Figure 5

(1) Data Interpretation

Table 5, entitled "Parameters of the Regression Equation and Test Statistics (post - normalization)", furnishes data such as the coefficients, standard errors, P - values, t - values, and 95% confidence intervals for multiple variables within the regression model. Among these variables are the constant (const), the urban - rural income ratio, agricultural labor productivity, per capita road area, the rural residents' Engel coefficient, the main business income of agricultural product processing enterprises of a specified scale and above, the number of health technical personnel per 1,000 rural inhabitants, the quantity of pesticides and fertilizers applied, the rural poverty incidence rate, the comprehensive utilization rate of livestock and poultry manure, the number of rural cultural stations, and the proportion of village directors and Party secretaries assuming the "one - person - two - positions" role.

It can be seen that the development of related industries and infrastructure investment are the most efficient in increasing farmers' income. Next are the levels of medical and health services and the reduction of the gap between the rich and the poor. Grass - roots organizations also play an important role in increasing the disposable income and consumption level of rural residents.

(2) Variable Analysis

Constant Term (const): The coefficient is 0.2031. This implies that in the situation where all independent variables are set to zero, the projected value of the dependent variable is 0.2031. The t - value is 31.061, and the P - value is nearly 0, which shows that the constant term is highly significant in the model.

Urban - Rural Income Ratio: The coefficient is -0.0054. It means that for every 1% increase in the urban - rural income ratio, the dependent variable will decrease by 0.0054. The t - value is -3.857, and the P - value is almost 0, indicating that this variable has a significant negative impact on the dependent variable.

Agricultural Labor Productivity: The coefficient is 0.1447. That is, for every 1 yuan/person increase in agricultural labor productivity, the dependent variable will increase by 0.1447. The t - value is 25.535, and the P - value is nearly 0, showing that it has a significant positive impact on the dependent variable.

Per Capita Road Area: The coefficient stands at 0.1232. This implies that with a 1 - square - meter increment in the per capita road area, the value of the dependent variable will experience an increase of 0.1232. With a t - value of 21.493 and a P - value close to 0, it shows that this variable has a significant and positive impact.

Engel Coefficient of Rural Residents: The coefficient is -0.1110. It represents that for every 1% increase in the Engel coefficient, the dependent variable will decrease by 0.1110. The t - value of -22.142 and a P - value almost equal to 0 indicate that it has a significant negative impact on the dependent variable.

Main Business Revenue of Agricultural Product Processing Enterprises at or Above the Designated Scale: The coefficient is 0.1540. This indicates that for every 100 - million - yuan augmentation in this revenue, the value of the dependent variable will witness an elevation of 0.1540. The t - value of 26.521 and a P - value nearly equal to 0 signify that it has a highly significant positive impact on the dependent variable.

Number of Health Technical Personnel per 1,000 Rural Residents: The coefficient is 0.1158. That is, for every 1 - person increase in the number of health technical personnel per 1,000 rural residents, the dependent variable will increase by 0.1158. A t - value of 20.588 and a P - value approaching zero suggest that it exerts a highly significant positive influence

on the dependent variable.

Application Amount of Pesticides and Fertilizers: The coefficient is 0.1362, showing that for every 10,000 - ton increase in the application amount, the dependent variable will increase by 0.1362. The t - value of 23.866 and a P - value close to 0 indicate that this variable has a significant positive impact on the dependent variable.

Rural Poverty Incidence Rate: The coefficient is -0.0913. That is, for every 1% increase in the poverty incidence rate, the dependent variable will decrease by 0.0913. The t - value of -20.518 and a P - value close to 0 show that it has a significant negative impact on the dependent variable.

Comprehensive Utilization Rate of Livestock and Poultry Manure: The coefficient is 0.0507, indicating that for every 1% increase in the utilization rate, the dependent variable will increase by 0.0507. With a t - value registering at 12.824 and a P - value in close proximity to zero, it is evident that it has a pronouncedly significant positive effect on the dependent variable. **Number of Rural Cultural Stations:** The coefficient is 0.0827. That is, for every 1 - station increase in the number of rural cultural stations, the dependent variable will increase by 0.0827. A t - value amounting to 18.959, in tandem with a P - value nearing zero, implies that it brings about a strongly significant positive impact on the dependent variable.

Proportion of Village Directors and Party Secretaries Serving in "One - Person - Two - Positions": The coefficient is 0.0371. It means that for every 1% increase in this proportion, the dependent variable will increase by 0.0371. The t - value of 11.457 and a P - value close to 0 show that it has a significant positive impact on the dependent variable.

Overall, the P - values of all variables in the table are almost 0, indicating that they are all highly significant in the model and have different degrees of influence on the dependent variable.

3.3 Conclusions

Building upon the foregoing model outcomes and analyses, this study arrives at the subsequent conclusions:

1) The wealth gap needs to be actively narrowed, and the efficiency of doing so is relatively high. This also reflects the correctness and foresight of the country's great poverty alleviation project.

Medical and health services have a good effect on promoting the improvement of the consumption level, and this effect will become even better.

2) Grass - roots organizations can play a role in enhancing the consumption level. This requires the exemplary guidance of a large number of outstanding grass - roots workers. Furthermore, the state is required to vigorously facilitate the growth of rural collectives.

3) The efficiency of industrial development and infrastructure investment is at its peak. This aligns with the analysis of rural residents' income structure, suggesting that the benefits stemming from national development and economic growth can be rapidly conveyed to rural inhabitants.

4 Conclusions and Suggestions

4.1 Conclusions

Based on the above visual and modeling analyses, this paper arrives at the following conclusions:

Consumption Level: The consumption level of rural residents is not high, but their income is increasing steadily, and their consumption demand is relatively strong. In the process of social development, rural residents' aspiration for a better life is also reflected in the expanding proportion of enjoyment - type consumption and high - quality consumption. Their consumption structure is gradually being optimized. During social processes such as urbanization and informatization, rural residents are also accumulating consumption potential, which is constantly increasing.

Influencing Factors: Based on the model results, this paper compares the promoting effects of relatively important influencing factors on the income level of rural residents.

Factors like poverty alleviation efforts and the reduction of the wealth gap exert a positive influence on augmenting the income of rural residents. This is also the result of long - term adherence to national policies.

The positive effects of medical and health factors are obvious. We believe that with the advent of an aging society, the improvement of rural medical and health conditions will gradually have a more prominent effect on increasing farmers' income.

Factors related to grassroots organizations have a substantial impact on promoting the growth of rural residents' income. This indicates that the improvement of farmers' living standards is inseparable from the hard work of outstanding grass - roots workers. It also shows that grass - roots work is of great significance for rural development. This also poses requirements for our generation of college students in terms of employment and career choices.

Finally, infrastructure investment and economic development factors have the relatively highest efficiency. This indicates that despite the relatively low position of rural residents' income within the distribution chain of the economic society, these factors exert the most significant stimulatory effect on the disposable income and consumption level of

rural residents. It is still necessary to continue to improve and adjust the income distribution method and structure.

4.2 Suggestions

Initially, it is imperative to preserve the accomplishments of the extensive poverty alleviation initiative. Continuous investment should be made to reduce the income disparity between urban and rural inhabitants, safeguard the rights and interests of rural impoverished individuals, and persistently assist them in escaping poverty and attaining prosperity. This will enable the realization of common prosperity and subsequently elevate the overall consumption level of rural residents.

Secondly, there is a necessity to enhance the rural social security system in order to mitigate the consumption risks confronted by rural residents. Especially in the face of the upcoming aging problem, we should actively promote the implementation and establishment of medical insurance, endowment insurance, and work - related injury insurance. By doing so, we can enhance the consumption security of rural residents, strengthen their ability to resist risks, and enable them to be more willing and confident to enjoy consumption.

Third, we should actively improve the level of rural governance, enhance the management awareness and capabilities of village cadres. In particular, we should increase support for outstanding grass - roots cadres, so that grass - roots organizational cadres can play a better management role and seek more benefits for rural development and farmers. This has the potential to facilitate the sound development of the rural economy and proactively enhance the living standards and consumption levels of rural inhabitants.

Ultimately, it remains essential to intensify the construction of rural infrastructure, including transportation and sanitation facilities, and expedite the tempo of agricultural and rural modernization. This can efficiently foster the complementary circulation of urban and rural resources and elevate the quality of life for rural residents.

5 Summary and Prospect

This study centers on elucidating rural development via numerical data, specifically conducting an in - depth examination of the consumption level of rural residents in China. It formulates and analyzes pertinent indicators pertaining to the consumption level of rural inhabitants. In light of the derived conclusions, relevant data on rural development - related indicators are collected and collated. Designating "per capita disposable income of rural residents (yuan)" as the target variable, both the random forest model and the multiple linear regression model are employed for feature screening and analysis of influencing factors. Subsequently, conclusions are synthesized based on the outcomes of these models.

As the saying goes, "Knowledge from books is superficial after all. One must practice it to truly understand." There are still some shortcomings and flaws in this research. For example, due to issues such as data publicity, it was regrettable that we failed to collect data on the "consumption level of rural residents" in prefecture - level administrative regions. In terms of data visualization, there is a need for further expansion. We should try to create dynamic charts to achieve a stronger visual effect. During the modeling process, the research team almost tried methods such as GBDT or deep learning for feature selection. In the final summary and viewpoints, limited by our fields of expertise and experiences, in addition to data and model analysis, the team should also adopt methods such as distributing questionnaires and conducting face - to - face interviews in rural areas to analyze and summarize problems.

In the wake of the implementation of the rural revitalization strategy, the consumption level of rural residents in China has been on a gradual upward trajectory, and there has been a substantial enhancement in their quality of life. As part of the new - born forces, we are willing to contribute to the development and construction of rural areas in China. At the same time, we look forward to the prosperous development of rural areas in China.

References

- [1] Du Jiang , Fang Min. An Empirical Investigation into the Determinants of Rural Residents' Consumption within the Context of Rural Revitalization—Based on China's Panel Data Spanning from 2000 to 2017[J]. Jiangsu Agricultural Sciences, 2021, 49(8): 22 - 30.
- [2] Xie Maoyi, Yuan Pengju, Cheng Yiping, et al. The Impact of Rural Labor Transfer on Regional Income Gap: Based on China's Provincial Panel Data from 2006 to 2021[J]. Economic Geography, 2023, 43(3): 180 - 187.
- [3] Xu Yingming, Zhang Xiaoyu, Xiao Xinyan. Analysis of the Paths for E - commerce Platforms to Promote Consumption Upgrading in the Lower - tier Markets[J]. China Economic & Trade Herald, 2022(15): 135 - 140.[4] Guo Yanzhi and Liu Xu conducted a study entitled "An Inquiry into the Influencing Factors of Rural Residents' Income Relying on Granger Causality Test and Canonical Correlation Analysis" [J]. Published in the Journal of Agrotechnical Economics in 2011, Volume 10, the article spanned pages 92 - 97.
- [5] Wang Haiping, Zhou Jiangmei, Lin Guohua, et al. Industrial Upgrading, Agricultural Structure Adjustment and the Income of County - level Farmers - A Study Based on the Panel Data of 58 Counties in Fujian Province[J]. East China Economic Management, 2019, 33(8): 23 - 28.

- [6] Song Shaoqing. Analysis of the Influencing Factors of the Consumption Level of Rural Residents in China[J]. Hebei Enterprises, 2017(12): 42 - 43.
- [7] Liu Jinyu. Empirical Analysis of the Influencing Factors of the Consumption Level of Chinese Residents[J]. China Collective Economy, 2019(7): 17 - 20.
- [8] Liu Yu, Ren Yanmin, Pan Yuchun, in conjunction with other researchers, undertook an investigative work entitled "An Investigation into the Rural Development Pattern and Its Zoning in the Context of the Rural Revitalization Strategy" [J]. This research was published in Transactions of the Chinese Society of Agricultural Engineering. 2019, 35(12): 281 - 289.
- [9] WuZhongjie, ChenLiang. Analysis of the Living Conditions of Rural Residents in Guangdong under the Background of Rural Revitalization[J]. Rural Scientific Experiment, 2024(2): 193 - 195.
- [10] Yan Yihuai. Empirical Study on the Impact of the Development of E - commerce in China on the Consumption of Rural Residents[J]. Exploration and Research, 2023(10): 67 - 70.
- [11] The State Council of the People's Republic of China. Rural Revitalization Strategy Plan (2018 - 2022)[OL]. September 26, 2018.
- [12] The Ministry of Agriculture and Rural Affairs of the People's Republic of China. National Rural Industry Development Plan (2020 - 2025)[OL]. September 7, 2020.