

Analysis on the Satisfaction of Hangzhou Villagers with the Rural Cultural Industry Construction under the Background of Rural Revitalization Strategy

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Abstract: In the context of rural revitalization strategy, cultural industry as a pillar industry of national economy has great research value. This paper takes several villages in Hangzhou as an example, investigates villagers' satisfaction with the construction of local cultural industry in each village, constructs an evaluation structure of satisfaction with rural cultural industry, and uses hierarchical analysis to determine the weights and obtain a quantitative satisfaction evaluation system. This system is used to further analyze the satisfaction of villagers with different levels of education with the cultural industry in villages. Finally, the shortcomings of cultural industry construction are found and effective improvement measures are proposed to help rural revitalization.

Keywords: Rural Cultural Industry; Factor Analysis; Hierarchical Analysis; Differential Analysis

1. Introduction

Poverty eradication and rural revitalization are important strategic deployments made by China to achieve the goal of "two hundred years". At the end of 2020, while celebrating the comprehensive victory in the battle against poverty, China proposes to successively promote the effective connection between comprehensive poverty eradication and rural revitalization. In the strategic deployment of rural revitalization, rural cultural industry, as an important part of it, has great research value^[1]. This paper takes several villages in Hangzhou as an entry point, and conducts research on the basic information of respondents and villagers' satisfaction with the construction of local cultural industry, hoping to quantitatively evaluate villagers' satisfaction with the construction of local rural cultural industry and the relationship between various factors.

2. The Sampling Method

By reviewing the distribution of villages in Hangzhou City online and combining the number of villages in Hangzhou Statistical Yearbook, it was found that there were more villages distributed in Xiaoshan District, Yuhang District, Fuyang District, Lin'an District and Xihu District, so these five districts were selected and the sample size was allocated according to the proportion of population for the survey. During the survey, two representative villages were further selected for sampling in the five districts, and the sample size of villagers in each village was determined according to the population proportion of the selected villages. Finally, 820 valid questionnaires were collected, and the reliability and validity of the questionnaires were analyzed with the help of software to ensure the quality of the sample.

3. Rural Cultural Industry Satisfaction Evaluation System

3.1 The Evaluation Structure of Rural Cultural Industry Satisfaction

In order to study the villagers' satisfaction with the construction of rural cultural industry, we selected 12 measuring indexes to analyze them: diversity of hardware facilities, Staff professionalism, size of venue, safety of activities, profundity of activities, richness of contents, popularity of activity population, participation expenses of activities, frequency of cultural activities, atmosphere of cultural activities, villagers' sense of cultural acquisition, and rural economic promotion.

In this paper, satisfaction is quantified using a 5-point scale: "very satisfied" is 5, "quite satisfied" is 4, "average" is 3, "less satisfied" is 2, and "dissatisfied" is 1.

For the above 12 factors, we classified them with reference to professional knowledge and based on common sense, but given that such classification is subjective to a certain extent, it needs to be tested to ensure its rationality. The collected data were sorted and imported into AMOS for validation factor analysis. Based on the fit indices output by the software, we judge whether the constructed evaluation structure is reasonable. If the fit index does not meet the standard, we make slight adjustments to the structure of satisfaction^[2].

After several adjustments, the first-level indicators we established were: basic conditions, content form, and construction effectiveness, The factors included in these three indicators are shown in the figure below.

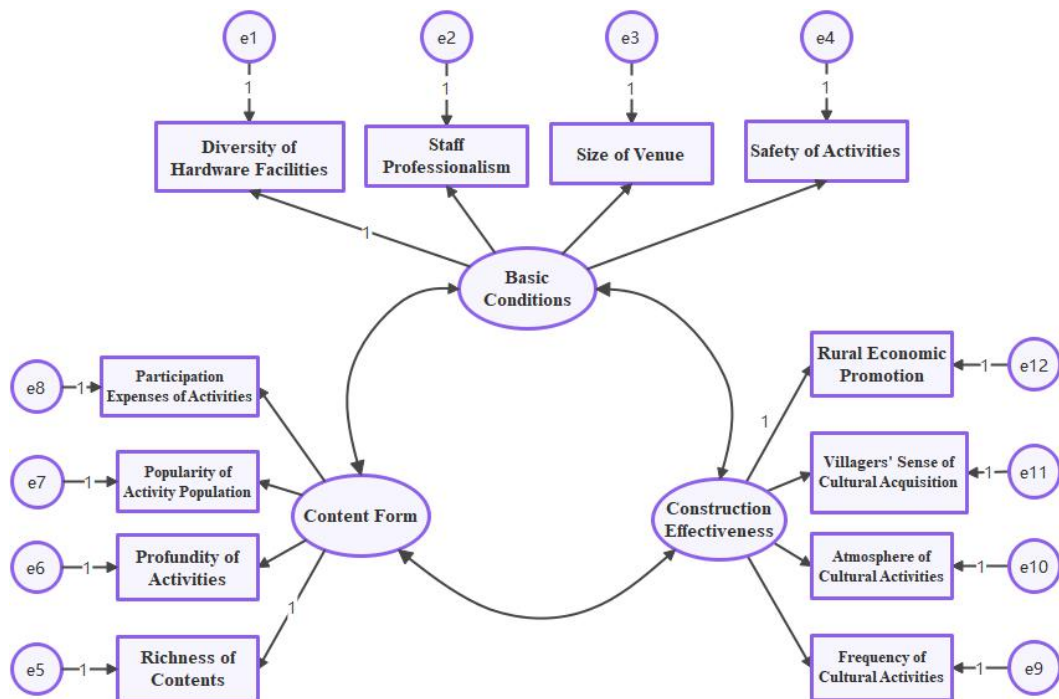


Figure 1 The Evaluation Model of Rural Cultural Industry Satisfaction

3.2 Determination of index weights based on hierarchical analysis

From the validation factor analysis, we divided the 12 factors into three categories of first-level indicators, which ultimately constituted the indicators of villagers' satisfaction with the construction of cultural industry in Hangzhou. However, each factor has a different degree of influence on the final satisfaction, so we constructed a hierarchical model, setting the overall satisfaction score as the target level, the first-level indicators (basic conditions, content form and construction effectiveness) as the criterion level indicators, i.e., the criteria to be considered to achieve the target, and setting the second-level indicators, i.e., the 12 factors, as the measure level indicators, including various measures and decision options available to achieve the target^[3].

Subsequently, we used MATLAB to construct the judgment matrix and performed the hierarchical single ranking and consistency test and the hierarchical total ranking and consistency test, the results were found to be quite satisfactory. Thus, the weights of each measure layer index in the criterion layer and the weights of each criterion layer index in the target layer were finally determined. Combining the weights of indicators in each layer, the scores of each criterion layer and the final

satisfaction scores can be obtained by weighting, as shown in the following table.

Table 1 the Evaluation Scores of Satisfaction Scale

Measure Level Indicators and Weights	Average Measure Level Score	Criteria Level Indicators and Weights	Criteria Level Score	Target Level Score
Diversity of hardware facilities (0.3249)	3.69	Basic conditions (0.5396)	3.5643	3.5621
Staff professionalism (0.1486)	3.41			
Event space size (0.4600)	3.51			
Safety precaution(0.0665)	3.66			
Content richness (0.2264)	3.61	Content format (0.1634)	3.5412	
Activity connotation profundity (0.1700)	3.48			
Popularity of active population (0.1439)	3.59			
Scale of participation costs (0.4597)	3.51			
Frequency of cultural activities (0.5320)	3.54	Construction Effectiveness (0.2970)	3.5697	
Cultural activity atmosphere (0.1854)	3.58			
Villagers' sense of cultural access (0.1854)	3.63			
Rural economic promotion role (0.0972)	3.69			

As can be seen from the above table, the overall satisfaction level is 3.5621, which is between 3 and 4, between quite satisfied and average, indicating that, villagers in Hangzhou are satisfied with the construction of rural cultural industry. Among these three criteria level indicators, the satisfaction of basic conditions and construction effectiveness is greater than the overall satisfaction, while the satisfaction of content form is smaller than the overall satisfaction, which indicates that the content form of cultural industry still needs to be improved, and the future construction of cultural industry can pay more attention to the development of the content of cultural industry. Villages can devote themselves to the development of cultural industries with richer connotations, profound meanings, and popularization among the masses. Looking at the different factors of the measure level, the satisfaction rate of the staff professionalism and the size of venue among the basic conditions is low, which indicates that the development of the cultural industry in the countryside is still in urgent need of professional guidance, and more activity locations can be developed for the villagers to understand and feel the cultural industry.

4. The influence of cultural level on the satisfaction

In the above, we established an evaluation system of villagers' satisfaction with the construction of rural cultural industry in Hangzhou, and obtained the satisfaction level of the interviewed villagers with several aspects of cultural industry construction through analysis. However, further analysis is needed in order to gain a deeper understanding of the satisfaction situation and to make more accurate suggestions. Therefore, we conducted a comparative analysis of the satisfaction of villagers with different levels of education based on the survey results.

4.1 Differential analysis of villagers' satisfaction with different education levels

Through the collation of the questionnaire data, combined with the satisfaction evaluation system, the satisfaction scores of villagers with different education levels in terms of three criteria level indicators as well as the overall satisfaction situation can be obtained,through visualization we can get the following figure:

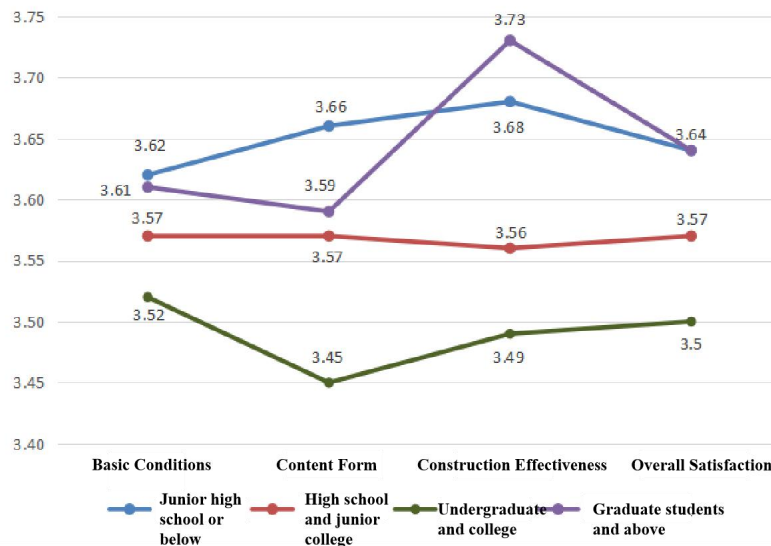


Figure 3 Satisfaction Scores of Villagers with Different Education Levels

From the figure, it can be seen that, the total satisfaction scores of the four groups of villagers with the education level are relatively close after empowerment. and the satisfaction scores of the construction effectiveness are high from an overall perspective. At the same time, the satisfaction scores of each indicator show obvious differences in education levels, which are analyzed below in more detail by combining the survey results with the actual situation.

4.1.1 Satisfaction analysis of villagers whose education level is junior high school or below

Villagers whose education level is junior high school and below have a relatively high evaluation score for the three first-level indicators. Among them, the satisfaction of basic conditions scored the lowest, Mainly due to the low satisfaction with the staff professionalism; this level of education had the highest satisfaction with the content forms compared to the other levels of education. It may be due to the limitation of the education level received, the low demand for various connotation forms in the construction of cultural industry and the low understanding of the construction of cultural industry, which indicates that the cultural industry still lacks the guidance and propaganda of professionals.

4.1.2 Satisfaction analysis of villagers whose education level is high school and junior college or undergraduate and college

Villagers whose education level is high school and junior college or undergraduate and college have a relatively low evaluation scores for the three first-level indicators, but the deviation of the three satisfaction indicators is not large. Villagers with this level of education have more professional knowledge, have their own views and opinions on the construction of cultural industry, and can make objective judgments. On the other hand, the villagers with undergraduate and college

education level have a broader vision than those with high school and junior college education, are more demanding in all aspects, and see some shortcomings in all aspects, so they have a lower satisfaction level.

4.1.3 Satisfaction analysis of villagers whose education level is graduate and above

The villagers with graduate education level or above are more satisfied with the construction of rural cultural industry, and the satisfaction with the construction effect is the highest. The villagers with this level of education are generally well educated and well established in a certain field, they can see things from various aspects and have their own unique opinions. They have keenly explored the impact of cultural industry as a new thing in rural culture to the countryside, and they are very sure that the cultural industry construction can promote the rural economy. However, this level of culture believes that the current cultural industry construction still needs to be improved in terms of content and form, and the cost of organizing activities is small and still needs more support.

5. Research Results and Analysis

Based on the above findings, we found that there are still some problems in the process of cultural industry construction in villages, and for these problems, we put forward corresponding suggestions.

5.1 Inadequate infrastructure construction

Problem Analysis: At present, most villages are equipped with general fitness equipment and other activity facilities, but the venues available for villagers' activities are small and cannot well meet the needs of villagers who want to actively carry out a variety of cultural activities, so it is not conducive to the creation of a rural cultural atmosphere.

Improvement countermeasures: Improve the infrastructure construction of rural cultural industry. Cultural halls and public libraries can be built in villages with a strong bookish atmosphere to provide villagers with sufficient venues to carry out special cultural activities; scenic area completion facilities can also be built in villages with rapid development of cultural tourism, such as promoting the construction of billboards for rural tourism, tourist routes, and transportation within scenic areas to promote the rapid development of cultural tourism industry.

5.2 Inadequate publicity for cultural industries

Problem Analysis: Since the cultural industry in some villages is still in the preliminary exploration stage, there are still some villagers who know little about the cultural industry in villages or are not very involved in it.

Improve countermeasures: increase publicity. On the basis of the original posters, announcements and other traditional publicity methods, use TV, the Internet and other media, as well as emerging social platforms such as Tik Tok and Wechat, to actively do a good job in public opinion publicity through news releases, official account releases, and platform pushes^[1].

5.3 Lack of relevant professionals

Problem Analysis: The building process of rural cultural industries requires the support of talents. On the whole, Hangzhou still lacks such large-scale professional talent training, and the organization of cultural activities lack of professionalism, which is inconvenient to give full play to rural resources and provide professional guidance for villagers.

Improve countermeasures: Relevant government departments can systematically offer training courses for village cadres and leaders as well as courses for professional instructors, introduce relevant theories and practical measures in the courses, help cultivate talents with rich professional knowledge and put them into the construction of cultural industries, so as to contribute to rural revitalization.

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