

# Research on the Influence Mechanism of the Intention of Fresh Graduates Returning to the City —— Based on the Demonstration of Township Students in Sichuan

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**Abstract:** In today's society, people's living and working in peace and contentment is an indispensable factor for the rapid development of the country. So, what are the most concerned issues that the people have at present? Some of the hottest issues are there: rising house prices; rising prices; and employment. The current development of our country, On the path of urbanization, This has led to the real problems, The migration of businesses and rural population to central cities has led to a host of problems, Encourage enterprises to take root in towns or counties, Provide jobs for the peripheral cities of the central city, To guide the people to disperse employment, Evacuation center of the urban population, When the population is dispersed, The so-called real estate price bubble will be broken, Demand is not so tight, It can also reduce the gap between rich and poor between central cities and surrounding small cities, People come from employment, Go away for the sake of employment, All goes well, Recovery of the positive difference, Businesses to move to small towns or cities, Labor and factory costs also fell, At the same time, it also solves the problem of people moving to central cities for the sake of their jobs.

**Keywords:** Urban Centralization; Returning Intention to Start a Business

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## 1. Background

With the continuous expansion of the city scale, the continuous improvement of the city functions and the continuous optimization of the transportation system, the "decentralization" of the city will gradually become a trend, and the urban spatial layout will evolve from "single center" to "multi-center". In general, when the "single-center" city develops and expands to a certain stage, and after the population and industry reach a certain scale, the "multi-center" important spatial form of the city will gradually form. In this context, the young people who have been outside, they from Beijing, Shanghai, Guangzhou and Shenzhen rely on the Internet to earn the first bucket of gold. Now, with the help of the Internet, many new types of service industry have emerged in my hometown. This first bucket of gold just became the initial capital for their return to start their own business. With the experience of the Internet, we have returned to third-tier and fourth-tier cities and remote towns and villages, eventually bringing a wide variety of modern service industries to every corner of China, and helping more and more young people to become leaders in modern service industries in their hometowns. As a result, many young people start their way home to start their own businesses.

## 2. Research objectives

Analyze the economic impact of the entrepreneurial intention of fresh undergraduate graduates returning home under the threshold of urban decentralization.

Explore the mechanism of influence among several groups of factors.

Formulate targeted optimization suggestions for the intention of fresh graduates to return home to start businesses under the

threshold of urban centralization, and provide highly reference suggestions for fresh graduates to return home to start their own businesses.

### 3. Range of study

#### 3.1 Significance and value

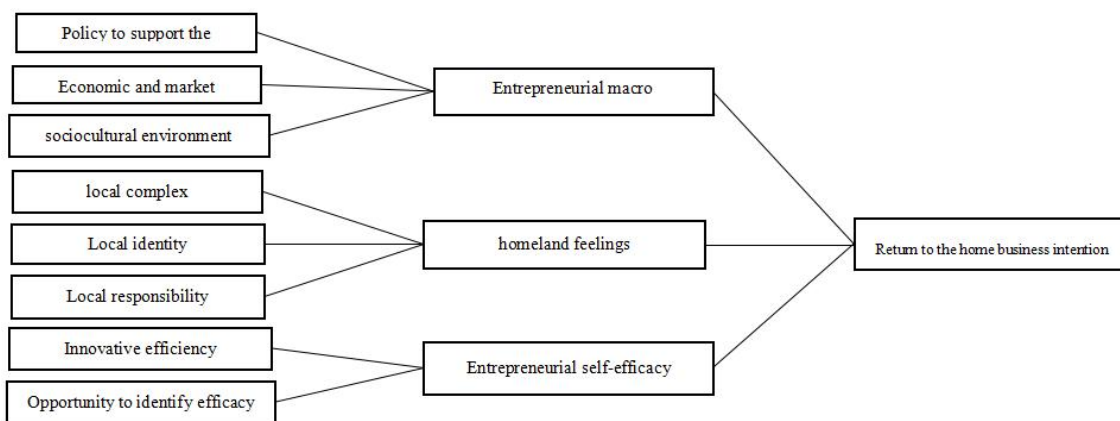
In terms of the theoretical value. This study on the basis of the classic literature at home and abroad, combining with the business management theory, cognitive psychology and hierarchy of demand theory as the perspective, analysis of the Sichuan township students graduates returning home the influence factors, build a can fully reveal the Sichuan township students graduates returning home the influencing factors of business intention model, help to enrich the related literature of business management theory, enrich and enrich the existing business management theory.

In terms of real value. This study defines the influencing factors on the intention of fresh graduates to return home in Sichuan province, so that local governments can better introduce corresponding entrepreneurial policies to serve those returning graduates. Meanwhile, it enables enterprises to better formulate entrepreneurial related system, better attract fresh graduates to work, and provide theoretical support for their intention to improve. It will also help the fresh undergraduate graduates to return to the business intention on the basis of improvement, to help enterprises in their market to obtain considerable economic benefits in the market has a certain practical value.

#### 3.2 Regional demographic characteristics of the study

The population sample studied in this paper is from Sichuan region, mainly from the township college students in Sichuan region. The sample collection category is limited to Chengdu city in Sichuan region, and the influencing factors of the intention of the township college graduates to return home in this city are investigated.

### 4. The conceptual framework of the study



### 5. Theoretical principle

Xie Guihua et al. (2019) constructed a theoretical model of entrepreneurial environment, entrepreneurial cognition and entrepreneurial intention from the cognitive perspective, and explored the influence of entrepreneurial environment and entrepreneurial cognition on the entrepreneurial intention of the new generation of migrant workers returning to their hometowns. Based on the existing literature and interview conclusions, Huang Meijiao et al. (2020) sorted out the connotation and dimension of local feelings, constructed a relationship model between local feelings, entrepreneurial ability and entrepreneurial willingness, and analyzed the influence mechanism of local feelings on rural college students' intention to return home to start their own businesses. The study of Niu Xuemei (2017) shows that college students' entrepreneurial self-efficacy has a partial intermediary effect on social network and

entrepreneurial intention. The research on the relationship among college students' social network, entrepreneurial self-efficacy and entrepreneurial intention is helpful to enrich the research on the influence of social network on entrepreneurial intention.

## 6. Correlation studies

Chen yong (2022) around the college students 'home entrepreneurship, analysis of the entrepreneurship of college students returning home to the impact of rural economic development mode, combined with the problems facing college students returning business, promoting college students returning entrepreneurial opportunities and entrepreneurial resources, enhance college students risk prediction ability, the government enhance college students returning business service efforts to promote college students' home business support the development of rural economy related strategic Suggestions. Ma Ming (2022) pointed out that in order to effectively promote the integrated development of urban and rural areas, the in-depth implementation of the rural revitalization strategy is the main channel.

## Conclusion

The macro environment of entrepreneurship will have a significant impact on the intention of returning home to start a business. The higher the macro environment of entrepreneurship, the higher the intention to start a business, and the higher the intention to return home. First of all, identify the entrepreneurial self-efficacy and entrepreneurial willingness of different college students, teach students in accordance with their aptitude, and integrate educational resources. Secondly, the sensitivity of college students to entrepreneurial efficiency is not high in the initial entrepreneurial process, and entrepreneurial behavior is accompanied by risks, only with the advance information and cognitive ability of opportunity recognition can they quickly identify opportunities, reduce the cost of information search, capture business opportunities, and reduce the risk loss in the process of opportunity discovery and development.

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