

# Research on the Dilemma and Security of Rural College Students Returning Home to Start a Business from the Perspective of Two-Factor Theory

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## Abstract

The employment and entrepreneurship of college students returning to their hometowns is an effective driving force for rural economic development and labor force increase, and an important initiative to promote the overall development of rural areas. Under the background of rural revitalization strategy, more and more rural college students are attracted by policies and various factors and choose to return to their hometowns to start their own businesses. Based on Herzberg's two-factor theory, this study adopts the form of theoretical research to analyze the current plight of rural college students returning to their hometowns to start their own businesses in China, and combines the actual situation of rural college students to propose countermeasures to improve policies, improve the health care of college education and training system and environmental goals, and motivate in the spirit of family orientation from two dimensions of guarantee and incentive, in order to improve the guarantee system of college students returning to their hometowns to start their own businesses, so as to attract more talents to return to their hometowns to start their own business, drive the overall development of rural areas and revitalize the countryside.

## Keywords

Rural College Students; Two-Factor Theory; Returning Home to Start a Business; The Mire; Security.

## 1. Introduction

In 2015, the guiding ideology of the General Office of the State Council on supporting migrant workers and other people to return to their hometowns to start their own business points out that it is necessary to strengthen the overall planning, improve the institutional mechanism, integrate the entrepreneurial resources, improve the supporting policies, optimize the entrepreneurial environment and fully stimulate the enthusiasm of migrant workers and other people to start their own business. In 2020, the National Development and Reform Commission's "Opinions on Promoting High-Quality Development of Entrepreneurship in Rural Areas" proposed to improve the institutional mechanism and strengthen the service guarantee to promote high-quality development of entrepreneurship in rural areas and provide strong support for better protection and improvement of people's livelihood. From the national and policy level, returning to rural entrepreneurship is getting more and more attention. However, the effect of rural college students returning to their hometowns to start their own business is not very optimistic, and there are many college students returning to their hometowns to start their own business due to their own entrepreneurial ability and various factors, and their business fails after a large number of investments, and the problem of entrepreneurship and employment of returning college students needs to be solved urgently[1]. For this reason, this study tries to analyze the dilemma in rural college students' returning to their hometown

entrepreneurship based on the two-factor theory, and put forward certain countermeasure suggestions from the health care and incentive levels, so as to better help college students to better start their own business, attract more talents to join the ranks of returning to their hometown, and promote the revitalization of rural development.

## **2. Literature Review**

### **2.1. Significance of College Students Returning to Their Hometowns for Entrepreneurship**

It is important for college students to return home and start their own business to solve the employment problem. The number of highly educated graduates in China is increasing every year, and with it comes the serious employment problem. Under the current outstanding employment problem, encouraging university graduates to drive employment and solve the employment problem through self-employment has become the means and policy of the national government to promote the employment of university students[2]. The change and diversity of social environment and the fierce form of competitive employment make it difficult for many rural college students from dual non-colleges and universities to be more successful in the big cities to fit their employment positions or encounter suitable opportunities for entrepreneurship. Rural construction attaches importance to the introduction of talents and system construction, rural college students return to the countryside for employment and entrepreneurship, on the one hand, they can avoid the pressure brought by employment competition and can combine their own knowledge and advantages in rural development; on the other hand, through their own entrepreneurship to drive more jobs, not only for rural development to bring more talents also to a certain extent to alleviate the current employment pressure[3]. College students returning to their hometowns to start their own business is not only beneficial to alleviate the severe employment problem in the current society, but also has important significance to rural development.

### **2.2. Willingness of College Students to Return to Their Hometowns to Start Their Own Businesses**

Some scholars believe that the availability of resources will have an impact on college students' willingness to return to their hometowns to start a business. Zhang Yanfang used a quantitative research method of questionnaire survey to study the influence of social relationships on college students' willingness to return to their hometown to start a business, and found that the perception of resource availability affects social relationships and indirectly influences college students' willingness to return to their hometown to start a business[4]. College students' willingness to return to their hometown to start a business is also influenced by factors from their own intrinsic factors and the social environment, etc. Caili Duan et al considered factors such as the environmental background of entrepreneurship and attitudes toward returning to entrepreneurship as important influencing factors for college students to return to their hometowns[5]. Shao Yijin et al scholars analyzed the influencing factors of the willingness to return to their hometown to start a business in two aspects, including their personal educational knowledge and entrepreneurial skills, and the external social environment including national policies, entrepreneurial plans and entrepreneurial environment[6]. Other scholars have studied the research on college students' willingness to return to their hometown to start a business in terms of social integration and emotional attachment. Li Mao and other scholars analyzed the influencing factors of college students' willingness to send back to their hometowns to start a business for aspects such as emotional attachment and rural culture [7].

### 2.3. The Path and Guarantee of College Students' Entrepreneurship in Their Hometown

Through searching and reading the literature, we found that the academic research on the path and guarantee of college students' returning to their hometowns is not particularly abundant. Some scholars have mainly studied the guarantee issue from the aspect of government policies. Liu Jun believes that although China has established a basic entrepreneurship policy system for the issue of returning to home, it is still necessary to establish and improve a unified policy system for college students' entrepreneurship, clarify the subjects and responsibilities, and improve the coordination among policies in response to the problems of unclear subjects, unclear responsibilities and insufficient efforts in the process of policy formulation[8]. Other scholars focus on the role of social support system in guaranteeing their entrepreneurship. Kong Qing and Jiang Baowei summarized the problems of guaranteeing college students' entrepreneurship in terms of government policies, school education, family and finance, analyzed and discussed the problems faced by college students in the process of entrepreneurship in their hometown, such as the lack of policy relevance and operability, the role of higher service education, and the negative attitude of family parents, and put forward relevant guarantee suggestions for these social support systems[9].

### 2.4. Brief Review of Literature

Although some scholars have subdivided the group of college students returning to their hometowns and focused their research objects on rural or urban college students, most of the scholars' research content on rural college students is like the above-mentioned studies, and the research in this field needs to be further enriched and improved. However, most of the scholars' studies on rural college students are like the above-mentioned studies, and the research in this field needs to be further enriched and improved. Based on these scholars' researches, this study tries to analyze the dilemma of rural college students returning to their hometowns to start their own businesses from the perspective of two-factor theory, and puts forward relevant countermeasure suggestions from health care and incentive factors.

## 3. Analysis

Frederick Herzberg believes that the factors that make people feel satisfied are basically the factors of the work itself, including the sense of accomplishment at work and the recognition of work performance. If these factors cannot make employees satisfied, it will seriously affect the work efficiency; and when these factors are improved to make employees satisfied, it will improve their work motivation. He called such factors as motivational factors, in contrast, if the environment, conditions and other external factors are not solved well cannot make people satisfied, timely and properly handled only to eliminate the staff's dissatisfaction but cannot make them satisfied, such factors are called hygiene factors [10]. Based on the two-factor theory, this study will analyze the dilemma of college students returning to entrepreneurship from two aspects: hygiene and motivation.

### 3.1. Hygiene Factors

(1) Shortage of policy system. From the policy level, although the State Council and ministries and commissions have issued many corresponding documents, which are related to entrepreneurship guidance, financing, taxation and so on. For example, the Opinions of the General Office of the State Council on Supporting Migrant Workers and Other People Returning to Their Hometowns to Start Their Own Businesses (Guo Ban Fa [2015] No.47) range from improving entrepreneurial services, lowering the threshold for starting a business, increasing financial support, and targeted tax reduction to support the work of returning entrepreneurs. However, these existing effective policies are too few, and rural college students are a special

group of people who have high education but insufficient social experience, and have entrepreneurial enthusiasm but insufficient resources, and their returning to their hometown to start their own business may also be constrained by various aspects. As far as the current policies are concerned, there is no policy document specifically for rural college students to return to their hometowns to start their own businesses, and there are still many shortcomings in the existing policy measures. In addition, because rural society has its own special local environment and local people, rural college students may face some external resistance and trouble such as people and things in rural areas in the process of returning to their hometowns to start their own businesses, and the policy system does not pay attention to the influence of this part, and the policy content seldom mentions the support work of rural grassroots, which is also a deficiency in the policy and system.

(2) Educational deficiencies. Restricted by the modern education method, most of the college students' education in school is limited to theoretical knowledge, and rarely can the theory be combined with practice. Many colleges and universities offer career planning courses for college students to teach them about future career planning, but the content of such courses is mostly about career employment, which is limited to superficial and written knowledge, so it is difficult for students to understand it deeply, making rural college students have an empty enthusiasm for entrepreneurship in their hometown, but they are like headless flies. Based on the extensive content of hometown entrepreneurship, rural college students also need to know more knowledge about entrepreneurship. Although the state and the government are advocating "innovation and entrepreneurship for all" and various universities are actively organizing various innovation and entrepreneurship competitions and carrying out training and education on innovation and entrepreneurship to improve students' knowledge and ability on innovation and entrepreneurship, they have not been able to establish a relatively perfect innovation and entrepreneurship education and training system, ignoring the differences and differences between students of different majors. However, they have not established a relatively perfect innovation and entrepreneurship education and training system, ignoring the differences and special characteristics of students of different majors, and failing to carry out corresponding training for different students, which makes college students unable to combine their actual behavior in the early stage of entrepreneurship, and eventually leads to the failure of entrepreneurship.

### **3.2. Motivation Factors**

(1) Instability of entrepreneurial environment and uncertainty of entrepreneurial effectiveness. As a rural society, it has its own fixed local culture, local environment and local people, and rural college students returning to their hometowns to start their own business are bound to come into contact with all kinds of people and things in rural areas. Although in recent years, the state and government have been advocating rural revitalization, vigorously managing the rural environment and strengthening rural infrastructure construction, they are also influenced by their study abroad. The contrast between the desire for a high-quality life in the big city and the perception of "dirty and messy" in the countryside also becomes a part of the obstacle to the pace of rural college students returning to their hometown to start their own business. In addition to the instability of the rural entrepreneurial environment, the effectiveness of entrepreneurship, i. e., the success of entrepreneurship, may also put rural college students in a difficult situation when they return to their hometowns. However, the lack of training and entrepreneurial education will not allow them to start their business correctly, and they will easily fail and suffer the risk of capital loss.

(2) Diversity of entrepreneurial needs. There is diversity in the needs of rural college students in entrepreneurship. On the one hand, their savings may not be sufficient to support the start-up plan because they have just entered the society; on the other hand, rural college students

may not have an advantage in acquiring social resources, such as land and other resources, which may also make their entrepreneurship in their hometown difficult. Rural college students may also return to their hometowns to start their own businesses based on their emotional attachment to their hometowns and their future development plans, such as the care for their parents and the education of their children and their future retirement plans, and based on these considerations, they have the idea of returning to their hometowns to start their businesses. However, due to the constraints of various factors, these incentives to return to their hometowns to start their own businesses are not well protected.

## **4. Results and Discussion**

### **4.1. Establish and Improve the Protection System**

(1) Improve the policy system of rural college students returning to their hometowns for entrepreneurship. To strengthen the guarantee system of rural college students returning to their hometowns for entrepreneurship, we must first start from the policy and improve the policy system of rural college students returning to their hometowns for entrepreneurship. The central government and each local government should formulate the guarantee system, combine the characteristics of rural college students and the environment of rural areas, start from the actual situation, and provide targeted support according to the needs and local characteristics of rural college students returning to their hometowns to start their own businesses, instead of simply making policies and issuing documents, ignoring the special characteristics of the group. Attention should also be paid to the difficulty of rural entrepreneurship, and for rural college students returning to their hometowns to start their own businesses, the training and education of grass-roots staff should be strengthened, and corresponding supervision and management efforts should be formulated to improve their support so as to reduce the resistance of rural college students in the process of returning to their hometowns to start their businesses and obtain the greatest support.

(2) Establish a sound education and training system in colleges and universities. The modern theory-based education mode can hardly solve the problem of the demand for rural college students to return to their hometowns to start their own businesses, but the colleges and universities can combine various entrepreneurship competitions to strengthen the practical education for rural college students, and combine theories with practical training to make them have more practical experience in various innovation and entrepreneurship competitions and improve their entrepreneurial ability. At the same time, more rural revitalization policies should be publicized and popularized so that they can understand more rural strategies, so that they can have a clear knowledge of rural development and better promote better planning for returning to their hometowns to start their own businesses, thus improving their entrepreneurial ability. For entrepreneurship training, colleges and universities can further divide the student groups and provide entrepreneurship training for rural students of different majors, so that they can combine their own majors and have a clearer understanding and cognition of entrepreneurship, which can better become a guarantee for them on their entrepreneurial journey in the future.

### **4.2. Develop and Implement an Effective Incentive System**

The work of rural college students returning to their hometowns for entrepreneurship should focus on the actual needs, build and improve the mechanism of talent entrepreneurship, play the joint role of health care and incentive factors, and do a good job of service guarantee for rural college students returning to their hometowns for entrepreneurship.

(1) The influence of social environment on people exists, and the government and rural areas should pay attention to environmental improvement, actively carry out and implement the

rural revitalization strategy, build an ecological and livable rural environment, and create a good ecological atmosphere for rural college students to return to their hometowns. Infrastructure such as transportation and transport are also incentives for rural college students to return to their hometowns, and many talents who go out to study and work are more willing to stay in big cities based on this. It is also necessary to set up models and role models for rural college students to return to their hometowns and establish appropriate entrepreneurial goals for them, so that personal development entrepreneurship and success goals are closely linked. On the one hand, we can provide them with good entrepreneurial guidance and encourage them to set realistic entrepreneurial goals, so as to stimulate their expectations of achieving the goals; on the other hand, while stimulating their entrepreneurial spirit and satisfying their career and sense of accomplishment, the entrepreneurial experience of these "successful people" can also prevent On the other hand, the entrepreneurial experience of these "successful people" can also prevent rural college students from having the mentality of "I can't do it" and "it's easy to start a business".

(2) Improve the spiritual incentive system based on family-oriented thinking. The emotional attachment to the hometown is an important factor to attract people who go out to study and work to return to their hometown. In rural areas, to do a good job of motivating rural college students to return to their hometowns by means of spiritual motivation, it is necessary to adhere to people-oriented and make full use of the traditional family-oriented thinking, so that college students can sublimate their emotional attachment to their hometowns to spiritual love, thus gaining emotional identity and a sense of belonging to the region, so that the hometowns can move people, and then touch them and finally leave them behind. This requires the party and government as well as rural grassroots cadres to do a good job of motivating rural college students, actively encourage them to return to their hometowns and start their own businesses, and at the same time, do a good job of supporting incentives to protect the retirement and children's education of the talents who return to their hometowns, and improve the financial help in retirement and children's education to solve what they want. So that they can want to return to their hometowns, can return to their hometowns to start a business, and ultimately achieve the goal of peace under, create into.

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