

A Study on the Psychological Characteristics of Rural Life on the Continuity of Rural Life

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ABSTRACT

Interest and care for the people around the farming village to maintain the continuity of rural life. Efforts are also needed to create younger farming villages by providing various facilities of convenience to help ensure the young people's settlement for rural life and also by organizing communities for those pursuing rural life. In addition, since pursuing rural life, it will be necessary to secure the profitability of crops by continuously participating in various agricultural education and visiting farming villages in advanced countries for securing economic power. The government and local governments will need to provide all facilities which help all people to easily settle for rural life by creating an environment similar to the cities through the environmental improvement projects of farming villages. Those pursuing rural life will need to explore various ways of communicating with their family and offer them opportunities to experience farming.

Keywords: Rural life, living facilities, pride, adaptability, farming life

Introduction

Rural life refers to making return to farm. During the traditional era where agriculture was the focus. Today's rural life took the form of livelihood since the currency crisis in the late 1990s and the form of retirees' life entering the 2000s. Thereafter, in the latter of the 2000s, the number of the young people pursuing rural life increased^[1]. Given this situation, the population returning to farming and farming village among the baby boom generation has been largely increasing, so they are expected to serve as a new source of energy source for agriculture and farming area^[2]. In Japan, rural areas where the population is consistently decreasing care much more about attracting the senior citizens of great wealth than attracting businesses, while actively pursuing it as part of the campaign to revive the region^[3]. In Korea, communities are exploring ways to attract more urban retirees to the region for those pursuing rural life as a new alternative to the declining rural population, and many

researchers are also actively promoting the benefits of attracting retirees to the communities^[4]. As of 2017, the population pursuing rural life and returning to farming villages exceeded 500,000, approaching 520,000. Over the 5 years from 2013 until 2017, an average growth rate of around 3% was shown^[5]. However, they advise that those who fail their rural life should think about cultural differences between the rural area and the city. Urban people care very much about their privacy, are clear about ownership of others, and dislike having their privacy infringed upon. In the rural area, such values and the surrounding environment are not well organized, so they consider the relationship to be a failure^[6]. As such, people are increasingly interested in rural life, but the research on psychological characteristics after pursuing rural life has not been conducted yet. From this viewpoint, this study has the following purposes.

First, we intend to identify the characteristics of rural life on the psychological characteristics after pursuing rural life.

Second, we intend to present a research model focused on the identified characteristics.

Finally, through an empirical analysis, we intend to present implications for the continuity of rural life for those pursuing rural life.

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Theoretical Considerations

The People Around: The individualistic behavior of rural life might come in conflict with the community customs and the order of rural society. In addition, due to the excessive territoriality of rural residents (indigenous peoples), some experience difficulties with settling for rural life^[7].

Economic Power: However, after the rural life, a certain level of income is required to pursue basic living, and the relationship with village residents must be good to ensure that life at village could be continued. In addition, even without income, if one has a good relationship with village residents, one could making a living by taking on small jobs they offer^[8].

Living Facilities: Furthermore, if the urban senior citizens would migrate following the improvement of living facilities in the rural areas which fell behind, the local economy would be activated following the simultaneous growth in the production and consumer classes, while the improvement of living facilities will further accelerate. Moreover, the quality of life in rural areas may also be improved^[9].

Family Relations: Therefore, rural life needs to be seen not simply as an individual's occupational transition, but as a transition for the entire family's life^[10].

Pride: Therefore, after rural life, it expresses the extent to which one feels fit to pursue rural life by perceiving oneself as meaningful, effective and very valuable with one's role or activity being important^[11].

Under such a thesis, the following research hypotheses were set.

H1: Marginal men will have a positive impact on pride.

H2: Economic strength will have a positive impact on pride.

H3: Living facilities will have a positive impact on pride.

H4: Family relationship will have a positive impact on pride.

Adaptability: In order for those pursuing rural life to adapt to the rural area, they will need to cooperate with someone to obtain information, exchange help, and mobilize emotional and physical resources, whose process includes the trust and network of others^[12].

Under such a thesis, the following research hypotheses were set.

H5: Marginal men will have a positive impact on adaptability.

H6: Economic strength will have a positive impact on adaptability.

H7: Living facilities will have a positive impact on adaptability.

H8: Family relationships will have a positive(+) impact on adaptability.

Satisfaction: In general, satisfaction is such a strongly subjective concept demonstrating a positive, supportive, and satisfactory attitude towards life, which also means satisfaction towards various and complex areas of life^[13].

Under such a thesis, the following research hypotheses were set.

H9: Pride will have a positive impact on satisfaction.

H10: Adaptability will have a positive impact on satisfaction.

Research Design

Research Model: To perform the empirical analysis of this study, we intend to identify the relationship of influence as with the research model of [Figure 1]

Operational Definition and Measurement: In this study, operational definition was formed based on the following previous researches conducted in order. For marginal men, D.S. Park(2016)^[7] was referenced, for economic strength, K.H. Kim et al.(2018)^[8], for living facilities, S.T. Moon et al.(2016)^[9], for family relationship, J.H. Sung(2013)^[10], for pride, M.J. Kim et al.(2006)^[11], for adaptability, S.H. Hong et al.(2012)^[12], and lastly, for satisfaction, K.S. Park et al.(2012)^[13] was referenced, following which correction and supplementation were made to suite this research as a matter of formation. For general matters, the research of J.H. Lee(2017)^[14] was referenced for use.

Data Collection and Analysis: As for the data collection and analysis method, judgment sampling method among the non-probability sampling methods was used for survey. Therefore, those currently pursuing rural life were surveyed.

Of which, 451 copies excluding 12 copies of the questionnaire inappropriate for analysis were analyzed as the valid samples.

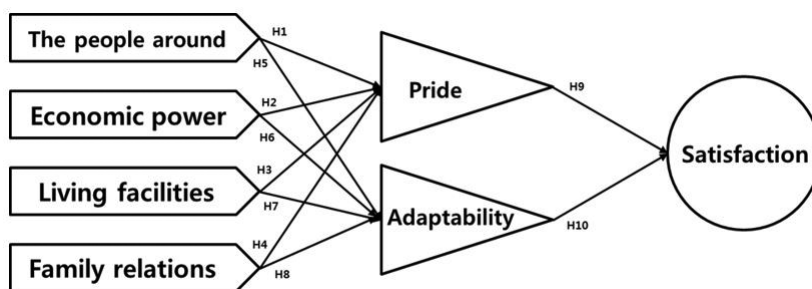


Figure 1: Hypothetical Model

The collected valid sample was verified by the Cronbach’s α coefficient for validating reliability, and the feasibility was validated by using the Confirmatory Factor Analysis to ensure that the internal feasibility of the judgement feasibility and acceptance feasibility. For the general characteristics of the survey subject, frequency analysis was used. Thereafter, the fitness of the structural equation model and the causality for each concept were validated.

Empirical Analysis

General characteristics of survey subjects

[Table 1] illustrates general characteristics of the survey subject.

Table 1: General characteristics of participants

Item	Division	Frequency (number of person)	%	Item	Division	Frequency (number of person)	%	
Gender	Male	408	90.5	Dwelling period after returning to farming	Less than 1 years	55	12.2	
	Female	43	9.5		Less than 1 to 3 years	89	19.7	
Age	20 ~ 29 years old	29	6.4		Less than 3 to 5 years	116	25.7	
	30 ~ 39 years old	40	8.9		Less than 5 to 7 years	84	18.6	
	40 ~ 49 years old	53	11.8		Less than 7 to 9 years	59	13.1	
	50 ~ 59 years old	190	42.1		More than 9 years	48	10.6	
	Over 60 years old	139	30.8		A single family	2	0.4	
	Educational background	Less than Junior High school graduation	1		0.2	Number of residents after returning to farming	A two-person family	225
High school graduation		130	28.8		A three-member family		112	24.8
2-year university graduation		39	8.6		A family of four		108	23.9
4-year university graduation		277	61.4		A family of five or more		4	1.0
Graduate M.A and above		4	0.9		Less than 100 million		46	10.2
Income	Less than 1,500,000 won	23	5.1	Migration amount	Less than 100 to 200 million		120	26.6
	1,500,000 won ~ Less than 2,000,000 won	41	9.1		Less than 200 to 300 million	108	23.9	
	2,000,000 won ~ Less than 2,500,000 won	160	35.5		Less than 300 to 400 million	51	11.3	
	2,500,000 won ~ Less than 3,000,000 won	141	31.3		Less than 500 to 600 million	62	13.7	
	3,000,000 won ~ Less than 3,500,000 won	66	14.6		Less than 700 to 800 million	17	3.8	
	More than 3,500,000 won	20	4.4		Less than 900 to 1000 million	27	6.0	

Conted...

A place where one lives after one's return to farming	A newly built house	161	35.7	Type of return farming	Over a billion	20	4.4
	Purchase of farm houses	55	12.2		U type	280	62.1
	Rent of Farmhouses	113	25.1		J type	133	29.5
	Apartment purchase	64	14.2		I type	38	8.4
	Apartment lease	39	8.6		-	-	-
	Etc	19	4.2		-	-	-
	Total						451

Variables and Reliability and Validity Verification: The measured items used in this study turned out to be 0.815 or greater as in [Table 2]. A Cronbach's Alpha coefficient of 0.6 or higher is deemed to be reliable^[15]. This is deemed to be sufficient in terms of reliability when viewed against the standard.

If the factor load is 0.4% or higher, the correlation between the factor and the constituent variable is deemed to be high^[16, 17, 18]. The concept feasibility of the constructs used for this study is illustrated as in [Table 2] and is also analyzed to have sufficient feasibility. The average variance extracted (AVE) turned out to be 0.5 or higher, and the questionnaires were analyzed to be representative of research item.

Table 2: Results of confirmatory factor analysis

Constructs	Question	Std. Loadings	Error Variance	t-value	p-value	Cronbach's Alpha	CR	AVE
The people around	The people around 1	.646	.231	-	***(.001)	.807	0.743	0.591
	The people around 2	.595	.302	8.570	***(.001)	.802		
Economic Power	Economic Power 1	.632	.310	-	***(.001)	.799	0.667	0.501
	Economic Power 2	.576	.417	9.331	***(.001)	.802		
Living facilities	Living facilities 1	.668	.288	9.990	***(.001)	.802	0.759	0.611
	Living facilities 2	.689	.298	-	***(.001)	.800		
Family relations	Family relations 1	.647	.272	8.944	***(.001)	.807	0.739	0.586
	Family relations 2	.643	.315	-	-	.803		
Pride	Pride 1	.554	.272	-	-	.805	0.789	0.557
	Pride 2	.588	.366	7.917	***(.001)	.802		
	Pride 3	.706	.277	8.002	***(.001)	.797		
Adaptability	Adaptability 1	.593	.361	10.036	***(.001)	.798	0.667	0.501
	Adaptability 2	.577	.322	-	-	.801		
Satisfaction	Satisfaction 1	.599	.324	-	-	.816	0.665	0.500
	Satisfaction 2	.698	.522	4.502	***(.001)	.827		

A correlation analysis was performed as in [Table 3] to review what directions and relationships are had by the variables used for this study after the confirmatory factor analysis was performed. Overall, it turned out that variables had significant relationship among themselves.

Table 3: Correlation of matrix

Variable	The people around	Economic Power	Living facilities	Family relations	Pride	Adaptability	Satisfaction
The people around	1						
Economic Power	.741* (.019)	1					

Conted...

Living facilities	.445* (.0174)	.711* (.024)	1				
Family relations	.460* (.016)	.494* (.021)	.631* (.024)	1			
Pride	.565* (.013)	.552* (.016)	.584* (.018)	.753* (.019)	1		
Adaptability	.519* (.017)	.648* (.022)	.634* (.024)	.512* (.021)	.767* (.019)	1	
Satisfaction	.434* (.016)	.403* (.020)	.256* (.019)	.094* (.017)	.149* (.013)	.353* (.019)	1

Notice) *p.01

Notice) () Estimate Value Meaning

Model Analysis and Hypothesis Testing

Structural Equation Model and Path Coefficient: In order to analyze the structural equation model, marginal men, economic strength, living facilities, and family relationship were set as potential exogenous variables, whereas pride and adaptability were set as endogenous variables, whereas satisfaction was set as endogenous variables.

The overall fitness index of the model presented in this study is $X^2=91.833$, $d.f=70$, $p=.041$, $X^2/d.f=1.312$, $RMR=.020$, $RMSEA=.026$, $GFI=.974$, $AGFI=.955$, $PGFI=.568$, $NFI=.940$, $RFI=.909$, $IFI=.985$, $TLI=.977$, and $CFI=.985$, and when compared to the reference value, the figure turned out to be like satisfaction. That is, for the fitness, $X^2/d.f$ turned out to be less than 3, whereas GFI , $AGFI$, NFI , RFI , IFI , TLI , and CFI turned out to be larger than 0.9, whereas RMR also turned out to be lower than 0.05. Overall, it may be deemed to be a model which could be used to validate the hypotheses of this study.

Verification of research hypothesis: [Table 4] illustrates a summary of the results of validating the 10 hypotheses set in the structural relationship. The 5 hypotheses were adopted among all hypotheses of the study, whose p-Value turned out to be less than 0.05 and whose t-Value turned out to be in a positive direction. The results of validating the research hypothesis through the structural equation are as follows.

Since the relationship between marginal men and pride ($\beta=2.05$, $t=2.101$, $p=.036$) and that of marginal men and adaptability ($\beta=2.07$, $t=2.429$, $p=.015$) turned out to be a significant, positive relationship statistically, hypotheses 1 and 5 were adopted. Since the relationship between economic strength and pride ($\beta=-2.73$, $t=-1.852$, $p=.064$) and that of economic strength and adaptability ($\beta=-2.46$, $t=-1.952$, $p=.051$) did not turn out to be a significant relationship statistically, hypotheses 2 and 7 were dismissed.

Table 4: Results of hypothetical path model

Hypothesis	Path	Path coefficient	Estimate	Standardized Estimate	t-value	p-value	Supported
H1	The people around → Pride	20.5	1.759	2.051	2.101	.036	Adoption
H2	Economic Power → Pride	-2.73	-2.092	-2.729	-1.852	.064	Rejection
H3	Living facilities → Pride	1.89	1.267	1.888	2.026	.043	Adoption
H4	Family relations → Pride	.02	.016	.021	.071	.943	Rejection
H5	The people around → Adaptability	20.7	20150	2.065	2.429	.015	Adoption
H6	Economic Power → Adaptability	-2.46	-2.287	-2.457	-1.952	.051	Rejection
H7	Living facilities → Adaptability	1.87	1.519	1.865	2.357	.018	Adoption
H8	Family relations → Adaptability	-.20	-.177	-.198	-.652	.514	Rejection
H9	Pride → Satisfaction	-1.49	-1.680	-1.492	-2.110	.035	Rejection
H10	Adaptability → Satisfaction	1.80	1.667	1.798	2.550	.011	Adoption

***p0.01

Since the relationship between living facilities and pride ($\beta=1.89$, $t=2.026$, $p=.043$) and that of living facilities and adaptability ($\beta=1.87$, $t=2.357$, $p=.018$) turned out to be a significant, positive relationship statistically, hypotheses 3 and 7 were adopted.

Since the relationship between family relationship and pride ($\beta=.02$, $t=0.071$, $p=.943$) and that of family relationship and adaptability ($\beta=-.20$, $t=-0.652$, $p=.514$) did not turn out to be a significant relationship statistically, hypotheses 4 and 8 were dismissed.

Since the relationship between pride and satisfaction ($\beta=-1.49$, $t=-2.110$, $p=.035$) did not turn out to be a significant relationship statistically, hypothesis 9 was dismissed. However, since the relationship between adaptability and satisfaction ($\beta=1.80$, $t=2.550$, $p=.011$) turned out to be a significant, positive relationship statistically, hypothesis 10 was adopted.

Conclusion

The implications of this study are as follows.

First, marginal men turned out to have a significant impact on pride and adaptability. According to such analytical result, those pursuing rural life may determine that the relationship with marginal men may be helpful to pride and adaptability. Therefore, interest and care are need to ensure that marginal men maintain the continuity of rural life, and various information about rural life needs to be provided.

Second, economic strength turned out to have no significant impact on pride and adaptability. According to such analytical result, economic strength to a certain extent needs to be secured to continue rural life after pursuing rural life in order to acquire adaptability for rural life and leisure for time. Therefore, it will be necessary to secure the profitability of the crops by continuously participating in various agricultural education and field trips to rural areas of advanced countries for securing the economic strength after pursuing rural life.

Third, living facilities turned out to have a significant impact on pride and adaptability. According to such analytical result, those pursuing rural life may be determined to desire to continuously pursue rural life in an environment similar to the living facilities within the city. Therefore, the government and local governments will need to provide all facilities to allow all people to can easily settle for rural life by creating an environment similar to the city through the environmental improvement projects of the rural area.

Fourth, family relationship did not turn out to have a significant impact on pride and adaptability. According

to such analytical result, continued discussion and cooperation with family are necessary even before and after pursuing rural life, and active support and sponsorship of family are necessary to ensure that they have conviction about the settlement for rural life.

Lastly, while pride did not turn out to have a significant impact on satisfaction, adaptability did turn out to have a significant impact on satisfaction. According to such analytical result, those pursuing rural life heightened their pride in pursuing rural life after pursuing rural life, while raising their joy in education for rural life, satisfaction for the natural environment, and securing economic strength through crops and profits. Therefore, those pursuing rural life will need to secure expert knowledge to ensure continued satisfaction, go on field trips to the farms of advanced countries, expand sales routes, and gain training and experiences of variety such as ways of making sales on the Internet and marketing online.

While this study has made many efforts to present meaningful results and implications, there still exist issues yet unresolved.

First, since the farming activity is the main economic strength after pursuing rural life, it will be necessary to study the economic strength after pursuing rural life in line with the characteristics of each agricultural crop by considering the geographical, soil and climatic environments.

Second, it will necessary to study the influence of family constituents(children, aged parents, and spouses, etc.) who are intimately related to rural life and the settlement for rural life in details. Furthermore, since those pursuing rural life will be classified into the senior citizens, young generation, and the middle aged, matters of consideration will likely emerge in variety, so detailed studies will need to be conducted with a focus on the age.

Ethical Clearance: Not required

Source of Funding: Self

Conflict of Interest: Nil

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