

Research on the Influence of Urban Non Economic Factors on the Mobility of College Students in the Background of Post Materialism and the Countermeasures

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Abstract

With the development of Chinese economy and society, post materialistic values are increasingly prevalent. When college students choose employment cities, they also pay more attention to the urban environment, system, culture and other non economic factors. Based on this situation, in order to improve the attractiveness of the city to college students. We should promote the promotion of salary from cultivating and optimizing enterprises to increase the driving force of urban economy; Attach importance to non economic influence and create a lasting attraction for the city; Strengthening social support system and promoting urban psychological identity; Improve the talent security mechanism and enhance the city's ability to retain talents; Measures should be taken to optimize the career development environment and improve the level of urban integration.

Keywords

Post Materialism; College Student; Non Economic Factors; City.

1. Introduction

At present, Chinese economy has shifted from a stage of rapid growth to a stage of high-quality development. When the economic development changes from quantity to quality, talents have become the most critical and urgent element for urban development. Therefore, many cities across the country have joined in the "war of robbing people" and entered the crazy mode. As high-quality talents, college students naturally become the targets of being robbed. The problem of college students' choice of cities for employment has also become a research hotspot. The choice of college students' employment location and the economic development of the region are mutually causal. For cities, the regional return rate of higher education is significantly and positively related to the employment flow of college students after graduation. The more college students are received, the higher the return of higher education in the region will be, and the greater the positive effect on the local economic development will be. A problem that cannot be ignored is that with the development of Chinese social economy, college students' values have also undergone a subtle change, that is, from materialism to post materialism. In this context, it is of great significance for generations to study college students' employment city choice.

2. Literature Review

It is a complicated process of flowing choice for college students to choose where to study and then to choose where to work when they graduate. The choice of college students' employment cities is not only a problem of college students' employment, but also a problem of population mobility. It has always been a key research topic in pedagogy, demography, economics and sociology, and an important issue with interdisciplinary influence and involving regional development.

2.1. Foreign Research

In terms of theoretical analysis, the labor market segmentation theory, the push-pull theory of population migration and the human capital theory have explained this problem from different perspectives. The theory of labor market segmentation holds that the labor market has the attribute of being segmented according to geographical region, industry or gender, race and other characteristics. Economic developed cities form the main labor market, small and medium-sized cities form the secondary labor market, and college students tend to gather in the front. The push and pull theory of population migration proposes that labor migration is caused by the pull of the population moving in and the push of the population moving out. The factors that generate the pull include higher income level, better living conditions and career development opportunities. In the areas where the population moves in, there will also be some push forces that are not conducive to population migration, such as competitive pressure, family separation, unfamiliar environment, etc. The result of college students' choice of employment city is the result of push and pull. The theory of human capital regards mobility as the investment of human capital that can obtain expected benefits. In order to gain benefits, people need to pay a certain psychological cost in the process of migration. The measurement of this psychological cost must have some relationship with personal economic consciousness, values and other concepts. The choice of college students' employment city is also based on the investment of maximizing benefits.

In the actual research, foreign research divides the influencing factors of college students' employment city choice into economic factors and non economic factors. In terms of economic factors, Valentina Vasile (2012) also pointed out in the study on the employment and mobility crisis of Romanian university graduates that: the level of development, labor remuneration and attractive employment opportunities, as well as the demand for specialization and the labor market, the supply of the education system has an important impact on the brain drain and employment.[1] This shows that the employment trend is affected by the level of economic development. The continuous expansion of regional economic differences is the university. The main causes of the migration of birth population; Some studies also point out that the level of economic development, industrial structure and migration policies in the region also have a greater impact on population migration, and the economic and educational characteristics of the region are significantly related to the mobility choices of college students. In terms of non economic factors, Alm and Winters et al. (2009) analyzed the impact of distance on the mobility of college students through the gravity model, and concluded that the mobility of college students conforms to the law of distance attenuation.[2] Groen (2004) explored the relationship among the students' place of origin, place of study and place of employment in the process of college students' mobility by establishing a conditional logistic model, and found that there was a positive correlation between the choice of place of study and place of employment.[3] Kodrzycki (2001) also found that those graduates who left their hometown to study at university were 54% more likely to find employment in other places five years after graduation than those who studied at home.[4] Rerat (2014) also showed that family factors such as family education and place of origin play an important role in college students' immigration through investigation and logistic regression research.[5] Angelina et al. (2014) through the study of the graduation migration of Australian students, it is found that education, medical level and previous living experience are the key factors to determine the choice of college students' employment location, while age, gender, income and English level are not the decisive factors to settle in the city.[6]

2.2. Domestic Research

Domestic scholars are also based on social capital theory, regional economic development theory, Maslow's demand Level theory, analyzes the willingness and influencing factors of

college students' employment city choice. The empirical research was carried out from the perspectives of social capital, gender differences, market segmentation, human capital, social exclusion and institutional economics, mainly from three aspects to examine the willingness of college students to choose cities for employment and the influencing factors:

First, economic factors. From the perspective of economic development and economic principles, scholars mainly focus on income and regional development imbalance, among which income is recognized as an important factor. Zhou Shi et al. (2012) concluded through research and interviews that the primary factor affecting the intention of Beijing's college graduates to stay in Beijing is the expected income.[7] Lu Ping (2013) found that the income gap has a more significant effect on college students' employment mobility than the high cost of living.[8] Hao Yiwei (2012) conducted regression analysis and structural equation model modeling analysis on the rational choice of regions for initial employment from a macro perspective, It is pointed out that first-time employees will choose employment regions with greater employment demand based on economic rationality.[9] In addition, scholars also use the population mobility model to study the influencing factors of employment region selection, For example, Wu Jianqiang (2013) used the Todaro population mobility model to analyze the influencing factors of Xinjiang minority college students' choice of employment regions, and concluded that the urban-rural income gap, psychological cost and short-term currency are important factors affecting local college students' choice of place.[10] Ge Yuhao et al. (2011) found that psychological cost, income gap, short-term monetary income and availability of employment opportunities are important factors affecting regional choice.[11]

Secondly, family and personal factors. College students' choice of employment city is affected by family factors, student origin, registered residence, gender, professional qualifications and cultural background. Zhu Shengyu and Zhou Xiaolei (2010) found that college students tend to work in small and medium-sized cities, and urban and rural backgrounds have also a significant impact on their choice of employment regions.[12] Shen Yi and Sun Hui (2014) found that family factors have a greater impact on their choice of employment places, and student origin and personal ability have a significant impact on college students' choice of cities[13]. Zhang Kangzi and Wang Zhenbo (2013) used the survey data of 14 college graduates in the Northeast to analyze, It is concluded that factors such as student origin, gender, major and educational background have a significant impact on college students' choice of cities for employment.[14] Li Hongxun et al Students in the Pearl River Delta have the weakest intention to stay in Beijing.[15] Zheng Chunxiu(2013) analyzed the employment data of a university in Shanghai and found that family concept, family structure and social capital have an important impact on students' choice of employment area.[16]

Third, social factors. From a social perspective, scholars began to attach importance to the role of medical care, transportation and social security. It is worth noting that housing prices also play an important role in college students' choice of employment cities. Chen Cheng et al. (2015) found that human capital factors such as education background and occupation, as well as talent plans, children's education policies, social insurance policies, talent support policies and the realization of expected goals significantly affect the development willingness to stay in Shanghai through their research on the development willingness of overseas returnees to stay in Shanghai. The development willingness to stay in Shanghai considers more social factors than economic factors.[17] Zhang Juanjuan (2012) analyzed the interaction between social security and employment choice behavior from the perspective of urban-rural dual segmentation, combining social integration theory, choice theory and bounded rationality theory, and concluded that establishing a fair and perfect social security system is necessary to promote the rational allocation of labor resources.[18] Chai Tianzi (2013) made an analysis on the internal and external factors affecting the regional flow of college students' employment, and concluded that the external pulling force is slightly stronger than the internal driving force,

including social security system, government policies, urban environment, regional economy, employment services, employers and other factors.[19]

3. Impact of Post Materialistic Values

In recent years, theoretical discussions and empirical studies on materialism have emerged one after another at home and abroad. With the continuous improvement of Chinese economic level, in addition to the pursuit of material wealth in life, cultural needs and spiritual sustenance have gradually played an increasingly important role. After the Second World War, the western economy has maintained steady growth for decades. The ever abundant material wealth has made the generation born in the 1960s and 1980s have a higher pursuit of quality of life. Compared with money, material consumption, security and order, they pay more attention to self realization, racial and gender equality, civil political participation and ecological environment, That is, from caring about material value to caring about post material value.[20] Inglehart put forward two hypotheses of post material theory, and predicted the direction of value change and the impact of value change.[21]

The theoretical assumptions of post materialism mainly include scarcity hypothesis and socialization hypothesis. first, scarcity hypothesis means that "the things that a person prioritizes reflect the social and economic environment in which they live, and those things that are relatively short will be given the greatest subjective value evaluation".[22] In the field of psychology, Maslow's hierarchy of needs theory points out that physiological needs and safety needs are the most basic needs of human beings. Generally, people will only consider needs such as belonging, respect and self realization when these two needs are met. If physiological and safety needs more reflect individual materialistic values, then higher level needs can be attributed to post materialistic values Values. It has been found that socio-economic status is negatively correlated with materialistic values, while positively correlated with post materialistic values.[23] Novy et al. (2017) also found that the higher the socio-economic status of individuals, the stronger the materialistic tendency thereafter.[24] This shows that it is difficult for those people who lack material wealth and personal security to develop post materialistic values. Chinese scholars Tong Dezhi and Liu Lin (2019) also found that the demand for leisure time, democratic rights, environmental protection and other post materialistic values of Chinese residents has been growing since the reform and opening up.[25] Secondly, the socialization hypothesis holds that in sociology, socialization refers to "the process in which individuals acquire a continuous and lifelong experience and adapt to society by learning and mastering language knowledge, labor skills, value norms, etc. in a specific social and cultural environment". However, because it is difficult for a person's early personality characteristics and personality structure to change significantly in adulthood, early socialization experience is more important than adulthood. This explains that the generation born before and after World War II, who have experienced death threats such as war and hunger, will still retain their materialistic values after obtaining a safe environment and material wealth. With the change of the times, the value conflicts between the old generation and the new generation will gradually emerge. In the eyes of the older generation, survival is a very risky thing, but their next generation believes that survival and life is actually a very easy thing. This totally different attitude towards survival makes the older generation still attach great importance to material wealth, while the new generation pays more attention to non-material pursuits such as self-esteem, self-expression, quality of life and environmental protection. Wong and Wan (2009) found that, with the socio-economic development of Hong Kong, China, more and more people tend to post materialism, and young people hold more post materialistic values than older people.[26] Wei Lili (2016) compared the values of the post-90s and post-80s generation in China, and found that the post-90s generation has more post

materialistic values than the post-80s generation.[27] The socialization hypothesis also adds to the scarcity hypothesis, that is, economic prosperity and material security are only necessary conditions for the emergence of post materialism, not sufficient conditions. The development of education and economy can promote post materialism to a certain extent, but these factors do not exceed the negative impact of an unstable socioeconomic environment on the development of post materialism.[28]

4. Countermeasures and Suggestions

4.1. Attach Importance to non Economic Influence and Create a Lasting Attraction for the City

The employment values of college students in the new era have changed significantly. High economic returns are no longer the only goal. The realization of life quality and value is becoming the focus of pursuit. This study further confirms that the weight of non economic factors in influencing college students' willingness to choose cities for employment is increasing. Therefore, the government, enterprises and colleges and universities in cities should get rid of the one-sided economic theory in time, and recognize that high wages, high welfare and other economic means are important to attract college students in the short term. However, if we ignore the inherent attraction of non economic factors and do not understand the law of the impact of social support, life, occupation, city, system and other factors on college students, it will be difficult to grasp the essence of talent work, and the talent work system that attracts, retains and develops people will also be difficult to achieve a virtuous cycle, which is more enlightening to cities and other second and third tier cities with relatively weak economic development.

4.2. Strengthen Social Support System and Promote Urban Psychological Identity

The psychological identification of college students and their social support system to the city is the psychological basis of their employment city selection decision. Colleges and universities in cities should build an active and effective home school contact mechanism to enhance the influence of employment guidance through emotional anchoring. The city should actively expand the urban self publicity channels for college students and their families, improve the image and attraction of the city, and focus on the livability, long history and culture of the city and its contribution to the realization of college students' life values. For college students at the initial stage of employment, we should face up to the fact that they are in the stage of pressure concentration, facing difficulties such as the transformation of social roles, prominent economic pressure and the establishment of emotional attribution. All parties should understand and help this group, strengthen social support through the establishment of family ownership by expanding youth fellowship and other ways, and give economic, emotional and psychological care as much as possible to enhance their psychological identity of the city.

4.3. Improve the Talent Security Mechanism and Enhance the City's Ability to Retain Talents

The realization of identity is the key for individuals to complete the integration of urban psychology. Cities should focus on improving the talent incentive mechanisms such as the settlement of college students. Under the background of "the war of robbing people", Changsha, Zhengzhou, Chengdu and other cities that were originally difficult to settle down have completely relaxed the restrictions on settling down, realizing the "zero threshold" settlement of college graduates. The city should also break through the original security thinking, and improve the urban security index from the multi-dimensional aspects of nature, public security, food, transportation, health care, public facilities, social security and information security, so as

to enhance college students' sense of psychological security in the city. For the reemployment opportunities that college students pay attention to, industries, enterprises and universities should closely cooperate under the leadership of the government, effectively match the specialties of colleges and universities with regional industries, optimize the urban industrial layout to increase reemployment opportunities, and improve the city's ability to retain talents by improving the mobility of homogeneous industries or enterprises within the region.

4.4. Optimize Career Development Environment and Improve Urban Integration

The attitude of college students towards their careers will migrate to cities, and the positive organizational culture and professional identity are the two internal and external environments that are the key. All kinds of competitions are competitions for talents. People have cultural attributes. Organizational culture is essentially human culture. Enterprises in cities should be guided to actively create a people-oriented organizational culture, and pay attention to the realization of employees' sense of achievement, active creativity and life value, so as to attract, retain and cultivate talents. The cultivation of professional identity should start from the period of school. Through career guidance, integration of production, teaching and research, school enterprise education and other ways to enhance their professional awareness and reduce the sense of distance between roles. After employment, urban employers should actively and timely participate in the guidance and management of graduates' career, bring personal career development into the management category, and establish a harmonious psychological contract with them. Realize the consistency between personal career goals and unit development goals, and form a community with consistent interests, psychological relevance and emotional integration.

In fact, in the context of post materialism, the emphasis on the choice of non economic factors for college students' employment cities is not to erase the role of economic factors. Not only that, economic factors also play an extremely important role in a quite long period of time. Improving the salary level of college students in urban employment can increase the competitiveness of urban talents. When college students choose employment, the salary level is a more prominent consideration. Every year, a large number of college graduates are eager to go to Beijing, Shanghai, Shenzhen and new front-line cities for employment. One of the important reasons is that these cities provide relatively high salaries for graduates, which is very attractive to college graduates. The economic pressure on college students has to face, which directly determines whether college students are willing to choose cities as places of employment or even long-term residence. In this regard, cities can strengthen their guidance to enterprises, encourage them to carry out bold innovation, transformation and upgrading, and cultivate more high-quality enterprises. At the same time, we will strengthen support for small and medium-sized enterprises to make them bigger and stronger. By driving the further development of enterprises, strengthening the guidance of employment salary for college students, and improving the salary level of college students, we can establish a certain competitive advantage in urban talent attraction.

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