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MULTIPLE LEAPS IN THE PHILOSOPHICAL IMPLICATIONS OF THE IDEA OF A COMMUNITY WITH A SHARED FUTURE FOR MANKIND

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Abstract: The idea of a community with a shared future for mankind is the latest theoretical achievement of the Sinicization of Marxism and has profound philosophical implications. From the perspective of the history of ideas, it also realizes the transition from "group destiny" thinking to "class destiny" thinking, from human value limited to biological significance to sociological significance, from human destiny being materialized to free and comprehensive development, from Multiple leaps from binary opposition thinking to materialist dialectical thinking.

Keywords: Community; Philosophical implications; Leap

1 A LEAP FROM THE THINKING OF "DESTINY OF THE GROUP" TO THE THINKING OF "DESTINY OF THE HUMAN RACE"

Since the beginning of the new century, in the process of globalization, the North-South gap caused by the old international political and economic order has become increasingly serious, becoming an important obstacle preventing human society from leaping to a higher level. In order to effectively enhance the common welfare of human society and cope with global governance problems, the report of the 19th National Congress of the Communist Party of China clearly stated that China must "adhere to the path of peaceful development and promote the construction of a community with a shared future for mankind." [1] The idea of a community with a shared future for mankind is the contemporary continuation and development of Marx's idea of community. It is the latest theoretical achievement of the sinicization of Marxism and has profound philosophical implications. From the perspective of intellectual history, it has achieved a leap of multiple meanings.

The social nature of human destiny determines that everyone must cooperate with others to survive. In other words, only those who can collaborate with others can be called "people" in the sociological sense. After the wolf boy returns to human society, he can only be re-educated in order to regain his identity as a "human" in the sociological sense. As early as in primitive society, tribes realized that conflicts and wars could not solve problems[2]. Only through various forms of cooperation, such as intermarriage and exchange of goods, could the common development of people be achieved.

The destinies of mankind are always interconnected. Each living individual does not simply add up, but each sacrifices some of its own interests to obtain greater benefits from a collective perspective. For example, in order to prevent wild beasts from invading, they take turns on duty at night. For those on duty, being on duty means sacrificing the opportunity to rest. But overall, each member gets better quality sleep when not on duty. Human beings' entry into modern society means smaller self-sacrifice in exchange for greater collective benefits[3].

Man must combine his destiny with the destiny of others in order to survive. It can be said that "community" is the way of human existence. From the day mankind appeared, everyone's destiny is inseparable from the destiny of the community. Only in a community can life and life survive through exchange and union.

Humankind's understanding of a community with a shared future has gone through a long process. Initially, people's understanding of the relationship between each other's fate should be limited to "groups". "Group" is the direct, external and rigid combination of every individual life. Individuals living in the same period and in the same region join together to obtain food and create an environment for survival. However, the existence of "group" has two sides, and this two-sidedness has been very prominent since its creation. "Group" means the aggregation of people, but it also means division. This "group" will inevitably exclude the other "group" and continue to create a culture that discriminates against the other "group". There is almost a natural sense of justice in waging war against other "groups", plundering wealth, massacring and enslaving the population[4]. To this day, Western-centric culture is still fundamentally a "group" culture. From the colonial plunder in Africa, the Americas, and Oceania in the 16th century to the maintenance of the old international order today, Western countries have always been able to find high-sounding reasons for their fallacies.

But people belong to the same "category" after all. For example, although there are frequent battles between farming civilization and nomadic civilization, economic and cultural exchanges and the integration of people themselves are the mainstream. From the perspective of "group" culture, the inequality of fate between groups and between individuals within a group has natural rationality. It is also natural and reasonable for groups that are economically and

technologically advanced to bully and plunder those that are lagging behind, as well as for a few people within the group to plunder and control the majority. But from the perspective of "human" culture, all living beings themselves are equal. Union among members of society should be based on respect for every living individual. The purpose of the union is for equal communication between each individual, and ultimately promotes the full development of each individual. Therefore, the ideal society "will be such a union, where the free development of each person is the freedom of all people." Conditions for development"[5]. People who gather together for a long time will form different cultures, but what exists between various cultures should be differences, not life-and-death struggles.

In the process of globalization, the boundaries of various countries, ethnic groups, and regions are gradually being broken through, and economic and cultural exchanges and exchanges are becoming increasingly closer. The basis of communication is mutual equality, the fact that we all belong to the same "kind". The problems in today's world are caused by the old international order that Western countries have adhered to for a long time. From British mercantilism to American interest priority, no matter which specific form of Western centralism, they are fundamentally different versions of "group" culture, and they are all hindering the common progress of mankind. The road to an ideal society in the future is still far away, but the direction is gradually becoming clear[6]. The idea of "a community with a shared future for mankind" is precisely guiding people towards the future and pointing the way.

2 A LEAP FROM HUMAN VALUE LIMITED TO BIOLOGICAL SIGNIFICANCE TO SOCIOLOGICAL SIGNIFICANCE

From a biological point of view, the biological significance of humans and other animals is similar. In the life chain of animals, birth-food-reproduction-the birth of new life seems to be just a closed cycle. Human beings in a biological sense are almost similar to this. No matter how great a person is, he will eventually end his natural life[7].

But human beings in the sociological sense can break through this closure. Each generation is able to continuously break through the scope of its predecessors and continuously expand the scope of human activities. Compared with the previous generation, the scope of human interaction has become wider and wider, from neighboring tribes to distant ethnic groups, until today's exchanges and cooperation among various civilizations around the world. "Stones from other hills, can learn". In the process of mutual interaction, each other has improved its ability to transform the objective world, including transforming itself. This includes not only the advancement of tools to transform the objective world, but also the continuous extension of human natural life. This extension is not only in a biological sense, but also in an anthropological sense.

All things, including inanimate matter and all life, must exchange matter, energy, and information with nature. The difference between human beings and other species in their exchange with nature lies in its directionality. The purpose of exchange is to reflect the human nature of people's free and conscious activities. To realize the freedom and consciousness of each individual, it is precisely through realizing the freedom and consciousness of other individuals. Since the great voyages of the 16th century, when European countries, as powerful forces, moved to other continents with relatively low productivity levels, they adopted the logic of banditry that deprived vulnerable groups of their living space, fruits of labor, and even their lives and dignity. To this day, Western countries represented by the United States are still whitewashing this gangster logic for their own selfish purposes. This logic is the root cause of the North-South gap, terrorism and other public enemies of mankind, and it is also something that must be corrected in the process of human development. The idea of a community with a shared future for mankind is a valuable asset of human thought that is based on this logic and has theoretical significance and practical value.

In the process of exchange with nature, human beings can realize the humanization of nature and at the same time realize their own transformation. The important significance of humanizing nature lies in creating many things that do not exist in nature, which is the ability to create something out of nothing. Facing the inherent nature of other species, humans can stimulate their inner potential energy through recombination and placement. The destiny of human beings is actually to give a new meaning to the free life in nature and gradually develop the human life form from the natural state to the conscious state. From a cultural perspective, human beings can not only extend and enrich their natural life to a limited extent, but can even extend their social value beyond the end of their natural life. The logic behind the existing international order dominated by Western countries is not only reflected in the distortion of equality and cooperation between people into the expropriation and possession of the fruits of labor by some people, but also in the distortion of the relationship between people and nature. Twisted from organic unity into opposition. If all members of society chose to live the same way as in Western countries such as the United States, we would need at least seven and a half more earths. The idea of a community with a shared future for mankind can help people correctly view the relationship between man and nature, thereby truly overcoming the problem of the binary opposition between man and nature. The idea of a community with a shared future for mankind can not only effectively resolve conflicts between humans, but also truly resolve the conflicts between humans and nature.

3 A LEAP FROM THE REIFICATION OF HUMAN DESTINY TO THE COMPREHENSIVE DEVELOPMENT OF FREEDOM

To understand human destiny, we must grasp the special attribute of human destiny that transcends matter. Human beings are dependent on the material world, but transcend the material world. This transcendence is unique to humans only. To grasp the destiny of mankind, we must grasp this transcendent quality. The key point that both depends on the material world and transcends the material world lies in the particularity of human value.

In the history of Marx's previous philosophy, he either fell into idealism and deified people, or fell into mechanical materialism and deified people. Once the direction is wrong, you will go further and further down the wrong road. For example, modern materialism often only understands human life in a biological sense. From their perspective, humans and animals are undifferentiated existences, and ultimately humans can only be understood in a materialized way. Idealists see the difference between human life and other species, but go to the other extreme. They advocate removing life in the biological sense from human nature, believing that "ideas" and "ideas" truly belong to human beings, and ultimately Moving towards the level of deification, absoluteness and rationalization of people.

It is necessary to break through the understanding of humanization, but not to be overly deified. The key to facing up to human nature is to realize the key role of practice in realizing human nature. Animals can only rely on nature and survive in a way that adapts to nature, while humans can independently transform nature and truly achieve autonomy. "Once people themselves begin to produce the necessary means of living (this step is determined by their physical tissues), they begin to distinguish themselves from animals." [3] The unique way of practice of human beings makes Human beings can control their destiny in their own hands, which is the fundamental difference between human destiny and other animal life.

From this perspective, human destiny is no longer completely controlled by nature, but has gained the right to independently control its own destiny through practice. The fate of animals is directly identical with their biological lives, while humans can transcend the limitations of biological life and control their own destiny. In the Economic and Philosophical Manuscripts of 1844, Marx made a very incisive analysis of the different relationships between humans and animals on life, which is of unprecedented significance in the history of philosophy. In other words, human destiny has a dual meaning, originating from biological life and transcending biological life. The value of human destiny cannot be measured solely from the perspective of material quantity.

Through practice, human beings have expanded their own activity space. Through learning and reference from other tribes, ethnic groups, races, civilizations, and countries, they have enhanced their ability to practice and further expanded their scope of practice. Without the spread of China's four great inventions to Europe, the Great Navigation, the Reformation, the Renaissance, and the Enlightenment of Thoughts would not have been possible; similarly, without the spread of food crops such as sweet potatoes, corn, potatoes, peanuts, and peppers to China, China would not have been able to realize its population growth. Explosive growth. "Open cooperation is the inevitable logic of scientific and technological progress and the development of productivity." [4] It is the development of productivity that promotes openness and cooperation among civilizations, and openness and cooperation among civilizations in turn promotes the development of productivity. Human beings continue to rewrite their own destiny. This is not the favor of the Creator, nor is it a gift from the powerful Western civilization to other continents. It is the result of mutual exchanges, learning, and reference among various civilizations. Among various civilizations, there is already me among you, and you among me. Their fates have long been closely related to each other. The development of any country should not be based on harming the interests of other countries. Western countries have always had a patronizing mentality, and have even taken pride in plundering and squeezing the interests of developing countries. This mentality has also become a major obstacle to the realization of human freedom and comprehensive development. The idea of a community with a shared future for mankind emphasizes that all countries, big or small, strong or weak, are equal and can achieve shared development, mutual benefit and win-win results while opening up to each other. Only when everyone agrees with the idea of a community with a shared future for mankind can the world economy be pushed out of its predicament and achieve common prosperity and inclusive growth.

4 LEAP FROM DUALISTIC OPPOSITION THINKING TO MATERIALIST DIALECTICAL THINKING

In the history of philosophy, a very important question is "What is a human being?" Human beings are part of nature, but they are beyond all other life in nature. Human existence depends on the existence of material life, but the meaning of human existence transcends material life itself. Man originates from the material world, but also transcends the material world; man exists limited to life, but also has a meaning beyond life. Man has a species existence determined by general nature, and the meaning of this existence is determined by man himself.

Man is the combination of spirit and body. To be more precise, man is the organic unity of natural attributes and social attributes. This substance, which is different from all other species, has been revealed since ancient times. The human body is part of the objective material world, but the human spirit can transcend and transform the real world. People not only experience the world with their own intuitive feelings, but also use reason to transform the objective world.

Idealism and old materialism have been in love and fighting each other for thousands of years, but neither can refute the other. They eventually reached the point of "abstraction" because they abruptly separated people's natural attributes and social attributes. This abstract understanding of human nature will ultimately lead to an abstract view of human nature.

As a special existence, human beings precisely have the characteristics of being based on things and transcending things. To comprehensively grasp the essence of human beings, we must break away from this predetermined, one-way, and unchanging materialized view, and thus unify human natural attributes and social attributes.

The destiny of human beings is controlled by nature, but it does not entirely depend on nature. It originates from matter and yet transcends matter. This is the duality of human destiny. The first attribute is that people, like animals, must maintain their natural life, instinctive life, material life, tangible life, and physical life. This is the life prescribed by natural attributes; the second attribute is an intangible and cultural one. A life that human beings can independently define is a life defined by social attributes. Human beings receive physical life from birth, which is only the material basis of human life. Human beings also need to receive education and self-learning through the social and cultural system before they can form an independent life determined by themselves. Natural life and cultural life, these are the two attributes of human destiny.

Human beings do not passively accept the control of natural laws, but give full play to their subjective initiative to understand and utilize natural laws. All countries, regions, and nations in the world have the right to create freely, and this creation itself is also the greatest contribution to the destiny of mankind. The reason why human civilization is so rich and colorful is that it is actively created by various nations as they continue to independently determine their own destiny. Each nation is vastly different. How can the standards of one civilization determine the rights and wrongs of other civilizations?

The idea of a community with a shared future for mankind breaks through this dualistic thinking and is a contemporary materialism and dialectic that embodies the multiple attributes of human destiny. The first is objectivity. We must admit that the objectivity of human destiny is based on the natural attributes shared by all people; the second is subjective initiative. People in all civilizations have made efforts to change human destiny, and it is not a gift from some powerful civilization. The third is social historicity. In different historical stages, human beings have different creations of their own destiny. The fourth is developmental. Human destiny is always in the process of continuous creation, which is based on the past, exists and continues to develop in the process of moving towards the future; the fifth is diversity. There are huge differences among various nations and civilizations. From the perspective of Western-centrism, the cultures of various ethnic groups with huge differences will be flattened. Not the right way to face human destiny.

Before the idea of a community with a shared future for mankind was proposed, the international arena was always a competition between great powers for hegemony. Western countries uphold the gangster logic of putting capital first, and various doctrines disguised as universal values are just Western-centrism in disguise. The idea of a community with a shared future for mankind is not simply equivalent to the idea of providing humanitarian aid to third world countries. It is based on an accurate grasp of human nature, clarifies that all civilizations have the right to pursue a better life, and provides guidance for the realization of a new form of human civilization. direction. Chinese wisdom and Chinese solutions based on the idea of a community with a shared future for mankind are not only constructive solutions to world problems, but also have rich philosophical implications and have achieved multiple leaps in the history of thought.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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SOCIOLOGICAL PERSPECTIVE ON THE CONSUMPTION PATTERNS OF COLLEGE STUDENTS: A RIGOROUS AND OBJECTIVE ANALYSIS

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Abstract: In today's society, there are certain deviations in the consumption of college students. These deviations often have many negative effects, such as being detrimental to the healthy growth of college students and increasing the burden of family life. Therefore, the consumption problem of college students deserves our serious attention. Therefore, this article introduces the current situation of college students' consumption, explains the characteristics of college students' consumption behavior, and proposes some measures to improve college students' consumption behavior.

Keywords: Sociological perspective; College student consumption; Research strategy

1 CURRENT SITUATION OF COLLEGE STUDENTS' CONSUMPTION

At this stage, schools should not only pay attention to the learning and psychological conditions of college students, but also establish a good outlook on consumption among college students, and use effective means to guide students to establish correct values and views on consumption, laying the foundation for college students' growth in future society. The consumption gap among college students is gradually widening. The specific manifestation is that the gap between the rich and the poor of college students' families is large, which leads to a considerable gap in their consumption concepts in life, and there is also a great ambiguity in consumption. Some college students use fashionable mobile phones and wear brand-name clothes, resulting in serious waste. On the other hand, students who live in very poor conditions, some of whom cannot pay their tuition fees [1]. In such an obvious contrast, it will have a certain impact on students' psychology. Poverty-stricken students will have psychological imbalances, which will lead them to develop low self-esteem. Such a state is not conducive to the students' own development [2].

The proportion of college students' consumption is also unbalanced. Many students consume more on favors. There will be a certain amount of consumption between students and between teachers and students. College students are influenced by the social custom of "reciprocity", and gifts have become a medium for communication between people. Some students believe that only gifts can more fully express their feelings for others. Therefore, favor consumption has become the mainstay of college students' consumption[3].

College students are not part of the employed population when they are learning knowledge at school. They can only rely on their families to provide them with funds. Most college students depend on their parents to a certain extent. In addition, college students have more and more leisure activities in their spare time, such as eating, shopping, watching movies, singing, etc., and the funds for these consumptions are taken out of the living expenses provided by their parents, which increases the financial burden on their parents[4].

At the same time, many college students are overdrafted. Sometimes, in order to pursue their own spiritual enjoyment, they do not consider their family situation and buy some inappropriate things, such as branded clothes, shoes, etc. Not only is it far beyond the family's financial capacity, it also increases the burden on parents.

2 CHARACTERISTICS OF CONTEMPORARY COLLEGE STUDENTS' CONSUMPTION BEHAVIOR

2.1 Rationalization of Consumption

Among consumer groups, college students can be said to be a relatively special group. They will pursue fashion trends excessively, which makes them too emotional in consumption. In most cases, many college students consume based on their own subjective feelings. Pay more attention to emotional satisfaction, so consumption is a perceptual choice. Such perceptual consumption will lead them to only focus on quantity rather than quality when shopping, and not pay attention to the final result.

2.2 Symbolization of Consumption

One of the more obvious characteristics of college students' consumption is symbolic consumption. There are two main forms of this: one is for conformity; the other is for innovation. Conformity is to conform to a certain characteristic of a social group and to subordinate oneself to public characteristics. The consumption among college students will also affect each other and lead to convergence. In addition, they also like "innovation" and hope to show that they are

different from others through consumption. College students belong to a group with immature minds. They are easy to accept new things to a certain extent in order to show their self-existence. the value of.

2.3 Advancement of Consumption

According to many data, the consumption expenditure of college students is increasing year by year [5]. However, some expenses cannot support students' living expenses at all, and excessive consumption has gradually become a more fashionable way of life. Nowadays, there are many forms of card-holding consumption among college students in society, and they also like to use credit cards to consume. However, college students do not have a fixed income at this stage. If college students blindly engage in advanced consumption, it will bring certain losses to college students and their families. economic burden.

2.4 Networking of Consumption

At this stage, the Internet has become an indispensable part of college life. College students are also a group who often go online. To a certain extent, they will become the focus of online merchants. College students also like online shopping very much. Consumption on the Internet mainly includes downloading software, checking news, chatting, online shopping, movie downloading, etc. Online consumption among modern college students has become popular and difficult to control.

3 MEASURES TO IMPROVE THE CURRENT CONSUMPTION SITUATION OF COLLEGE STUDENTS

3.1 Establish Correct Values

In order to improve the current situation of college students' consumption, it is necessary to guide college students to establish correct values and create a harmonious cultural environment for college students' consumption with the joint efforts of everyone. Today, with the continuous development of social economy, people's living standards have improved, and their consumption concepts have also changed. In a state of relatively backward spiritual civilization, college students' values will be affected to a certain extent, and serious waste will occur. Therefore, under such circumstances, it is necessary to establish a harmonious cultural environment in society. Only in this way can college students be guided to engage in moderate consumption, green consumption, and healthy consumption [6].

3.2 Optimize the Social Environment for Consumption

If college students can be in a good consumption environment, they will change their previous bad consumption habits. The school should assume the responsibility of establishing this environment and play a good guiding role in college students' consumption. Strictly crack down on illegal vendors on university campuses, regulate consumer venues around schools, and prohibit the operation of high-end products and luxury brands in schools. Formulating some standardized systems in the consumer market of colleges and universities has achieved the purpose of creating an excellent shopping environment for college students.

3.3 Strengthen Education on Consumption Concepts

In school education, the education of college students' consumption concepts should be added to the goals of curriculum education. Schools often focus on students' ideological, moral and political construction, while ignoring the education of students' consumption concepts, but practice has proven that they attach great importance to The education of college students' consumption concepts plays a positive role in quality education. Schools can offer relevant courses and invite professionals to teach students. The purpose is not only to promote the growth and ideological maturity of college students, but more importantly, to cultivate healthy and reasonable consumption habits of college students.

4 CONCLUSION

To sum up, studying the consumption of college students from a sociological perspective has a certain positive effect, because inappropriate consumption of college students will not only affect his own life, but also create a burden on the family to a certain extent. The situation is not conducive to the growth of college students. Therefore, we should start from establishing correct values for college students, help college students establish a correct concept of consumption, and create a good consumption environment for them.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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GRASSROOTS FINANCE FROM THE PERSPECTIVE OF LEGAL SOCIOLOGY: DILEMMAS AND SOLUTIONS

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Abstract: The grassroots economy needs the oxygen and blood supply of finance, and residents expect investment objects with higher returns. However, my country's mainstream financial system has structural exclusion and service imbalance problems. For this reason, the emerging grassroots finance represented by P2P has suddenly emerged, but it also faces problems such as difficulty in survival, alienation and deterioration. The crux of the problem can be explained with the help of theories such as the lemming effect and long-tail risk in legal sociology; based on this, the dilemma can be solved by following the social combustion theory and the pluralist path of complementary soft and hard law.

Keywords: Sociology of law; Grassroots finance; Social combustion theory; Lemming effect

1 GRASSROOTS FINANCE: CURRENT DILEMMA

Grassroots finance refers to the weak finance corresponding to the dominant formal financial system. Its main service targets are small and micro enterprises, self-employed individuals, farmers, entrepreneurs, low-income people or others in urgent need of funds. Its extension includes but is not limited to P2P. Online lending platforms, crowd funding, small loan companies, rural banks, etc. Developing and strengthening grassroots finance is a core issue for financial deepening in developed countries, and it is also a lesson that developing countries must learn for financial inclusion [1]. At present, my country's mainstream financial system still has problems such as structural exclusion and uneven service coverage, presenting a dual structure of "large and medium-sized enterprises and small and micro enterprises" and "large customers and small retail customers" [2]. The above problems have led to the following two unfavorable situations.

1.1 Financing Difficulties for Small, Medium and Micro Economic Entities

Grassroots economies lack oxygen and blood, and their rigid needs are difficult to meet from traditional financial institutions. The "Research Report on Tax Policy for Small and Micro Enterprises" released in early 2016 shows that by the end of 2014, the total number of small and micro enterprises in my country was approximately 70 million; in addition, there were approximately 210 million productive farmers. According to recent survey data from the All-China Federation of Industry and Commerce, the financing needs of small and micro enterprises are more than 800 billion yuan every year, but the financial support they can obtain from banking financial institutions is less than 100 billion yuan; 95% of the total small and micro enterprises are related to Formal financial institutions have almost no lending relationships [3]. According to a survey of 101 rural credit cooperatives in the jurisdiction of a branch of the People's Bank of China, the average interest rates for farmers' loans from rural credit cooperatives from 2011 to 2014 were 10.52%, 10.51%, 10.32% and 10.11%, which are 2.58, 2.35, 2.89 and 2.52 percentage points higher than the average loan interest rates of all financial institutions in the province during the same period [4]. In addition to interest, the loan costs for small and micro enterprises that obtain loans from banking institutions also include: credit inquiry fees, account management fees, mortgage registration fees paid to government departments, and industrial and commercial inquiries .

1.2 Ordinary Residents have Narrow Investment Channels

Ordinary residents have limited investment channels, and it is difficult for them to find independent and flexible investment objects with higher returns and controllable risks with their spare money. Against this background, in recent years, emerging grassroots finance represented by P2P online lending, equity crowdfunding, etc. has emerged, but it has also encountered frequent problems and difficulties. main performance:

1.2.1 Difficulty of survival

Financial repression is a prominent feature of my country's financial field. The government prefers to regulate interest rates and control banks [5]; the financial market has many monopoly factors and high entry barriers, and financial licenses are still a scarce resource; with the increase of mutual financial platforms , the dividends of "Tou Dao Tang" are fading, competition between platforms is intensifying, and sustainable profitability is becoming more difficult. Monitoring data from P2P Online Loan Home shows that by the end of December 2016, a total of 3,201 platforms in the P2P online lending industry had ceased operations, had difficulty withdrawing money, or had run away, with a mortality rate of over 65.8%.

1.2.2 The disaster of alienation

Some severely mutated platforms use the art of false propaganda to construct a Ponzi scheme and seize the real money from the pockets of ordinary investors like a vampire. "Ezubao" has not paid nearly 37 billion yuan to public investors as of the time of the incident; other platforms such as Sannong Capital, Jinlu Financial Bank, Zhongjin Assets, Toubao Finance, etc. are all suspected of illegally absorbing public deposits, Fund-raising fraud. These black sheep have brought the industry reputation of grassroots finance to a record low, while small and micro enterprises and other grassroots economies have failed to truly share the rain and dew of financial services.

2 THE CRUX OF THE MATTER: THE INTERPRETATION OF LEGAL SOCIOLOGY

Sociology of law (sociology of law or jurisprudential sociology) is a theoretical form that integrates law and sociology. The methodology (the highest level method) used includes but is not limited to phenomenology, system theory, functionalism, etc. Its basic principles and orientations Collateral appraisal fees paid by intermediaries, etc. There are pluralism, anti-formalism, etc. [4].

2.1 Social Combustion Theory

The "social combustion theory" proposed by Academician Niu Wenyuan of the Chinese Academy of Sciences is a theoretical achievement in social physics. This theory believes that social disorder, crisis and turmoil are similar to the combustion phenomenon in nature - three basic conditions must be met, namely, burning substances, combustion accelerants and ignition temperature; all three conditions are indispensable [5]. As for the reasons for the overturning, running away, and cash withdrawal difficulties of online loan platforms, the social combustion theory can be used as a rough analogy: imperfect risk control mechanisms and weak governance capabilities are equivalent to "burning materials"; decision-making errors and social psychology (such as halo effect, topological chain reaction, etc.) is equivalent to "combustion accelerant"; specific triggering events (such as break of capital chain, absconding of legal representative, etc.) are equivalent to "ignition temperature", that is, "fuse" [6].

In the current Web 2.0 era, online grassroots finance uses mobile Internet and big data technology to match and match fund supply and demand information, which can improve efficiency; through asset securitization, some online loan P2P and crowdfunding platforms not only transfer their own investment risks, and can enjoy the benefits brought by mixed operations; Moreover, based on the atmosphere of encouraging "mass entrepreneurship and innovation", before the first half of 2016, the national level implemented comprehensive supervision on online lending P2P, equity crowdfunding, online cross-border finance, etc. The rules have not been announced for implementation. Based on this, many entrepreneurs, IT companies, financial institutions, etc. regard online finance as a blue ocean with unlimited potential and considerable profits. While the number of online grassroots financial platforms is expanding at an accelerating rate, a large number of platforms have not formed effective risk control systems and have not established a sound governance structure. It goes without saying that platforms with weak risk control capabilities and failed check and balance mechanisms are exactly the "flammable and explosive" substances on the fast-moving economic "train".

my country's individual investors have long been immersed in an environment of rigid redemption of deposit funds and bank wealth management products. They have a weak awareness of the coupling of "risk and return" and usually do not study it in detail: The reason why online platforms or borrowing units can promise high returns is often It means that the project quality is poor, the risk is high, and it is leftover from the screening by banks or trusts. At the same time, some grassroots financial institutions are exaggerating and packaging them online and offline. For example, Toubao Financial falsely claims to have a "state-owned background" on its official website; Zhongjin Assets rents a landmark top-level commercial building in Shanghai's CBD and even registers a trademark "Zhongjin 1824" is prominently used in office buildings; Kuailu boss Shi Jianxiang spared no expense to include the chief producer of movies such as "Ip Man 3" as well as the unfunded top businessmen in Shanghai and China's top ten business elites, etc. More than 20 The title is on top. The operators of such platforms carefully construct "information black boxes" and activate the halo effect, but inadvertently add "accelerants" to future collapse situations.

2.2 Lemming Effect

The reality of rational choice lies in the tendency to "profit", and the meaning of "profit" can be attributed to the subjective pursuit of the agent and the intrinsic value of things [7]. In the financial market, investors are bound by subjective and objective conditions, and "lemming behavior" will inevitably occur. Lemmings are mainly distributed in the alpine polar regions of Norway. When the population increases and the food around their homes becomes less, some lemmings will migrate to other mountainous areas. During migration, they are sometimes blocked by lakes or even bays; if the leading rat tries to swim to the other side and jumps into the lake, the rats that follow will also jump one after another. As a result, most lemmings will be buried in the lake and sea.

In the online grassroots financial ecosystem, investors have different levels of knowledge, experience, and abilities; in today's mobile Internet era, individuals are no longer isolated and free atoms, but often rely on search engines, Online social platforms or other application software are used to quickly and easily understand the latest trends; by watching, observing, and closely following the actions of fellow investors, investors hope to obtain benefits or avoid risks with greater certainty. Because small retail investors with limited resources tend to believe that when enough people, especially trusted authorities, are doing the same thing, they can follow up with more confidence - collective wisdom and authority. The judgment is generally correct. It is not difficult to understand why more than 900,000 ordinary

investors were involved in the "eZubao" incident, although most of them did not fully understand the platform's A2P model (financial lease debt transfer). I don't fully believe in the stable and high returns it advertises. Of course, in the financial market, some investors will be wary of the lemming effect (or similar herd effect), and there are even people who have strong reverse thinking skills and are good at moving against the cycle. However, considering that market trends are the forces of many parties, in particular, as a result of the game between several dominant forces, under the constraints of incomplete information, high data mining costs, fleeting opportunities and other factors, individuals may still choose the convenient plan of following a certain "lemming group". Not to mention some lucky people who want to get a share of the flower-passing game. In the blind confidence of "the first wave of safety", they are willing to gather in groups or even find ways to gather the "rat group".

At the same time, the management level and risk control capabilities of online financial platforms vary, and new business formats such as crowdfunding, P2P online lending, and third-party payment have profit margins and market demand, and are affected by the concept of "too similar to fail". To fail "too similar to fail" and "too inter-connected to fail" [8], the platform itself and its business also have a lemming effect. In recent years, the number of mutual financial platforms has been rising, and the transaction amount has been rapid. growth, some platforms have followed suit and engaged in illegal cross-border operations. Many P2P platforms have promised to guarantee principal and interest and provide credit-enhancing services, which are examples.

2.3 "Long Tail" Risk

The "long tail" risk of grassroots finance comes with the "long tail effect". The "long tail effect" theory was first proposed by Chris Anderson, which means: In the new technology economy era, with the diminishing marginal cost and the expansion of commodity display and circulation channels, those sales on the "long tail" of the normal curve will no longer. The market share of the best products together can be comparable to or even greater than the market share of the best-selling products with a protruding "narrow head". There is no doubt that online grassroots finance has given a large number of long-tail groups not covered by traditional finance the opportunity to enjoy investment and financing services through technological innovation and model optimization. Moreover, big data technology can mine and track consumer preferences and achieve personalized design through "tailor-made services," thus greatly expanding the possibilities of financial services.

Compared with traditional formal finance, grassroots financial services have the characteristics of low threshold, large number of involved parties, and large total transaction volume, which has given rise to long-tail risks. This risk has the following characteristics:

2.3.1 Infectiousness

Most of the investors and financiers at the bottom belong to disadvantaged groups in the financial field and do not know much about financial knowledge, new IT technologies and legal risks. In the mobile Internet environment, the rapid and convenient information dissemination will aggravate risk contagion and expand the impact on the financial market and even the financial market. The instability of society as a whole. For example, when a certain online financial platform or model is on the rise, a large number of grassroots investors and financiers will follow in the short term; and when affected by negative information, individual investors rush to withdraw funds, thus triggering a run on the mutual fund market. and stamped.

2.3.2 Multiple sources

The sources of risks in grassroots finance include at least platform non-compliance, technical flaws, information insecurity, erosion of funds, and borrowers' breach of trust. For example, in 2015, the information of more than 8,000 customers in a grassroots financial network database was circulated on the forum. For a certain price, you can download sensitive information including customer names, ID numbers, mobile phone numbers, email addresses, bank card numbers, etc. packaging file. After testing these data, it was found that all accounts can be successfully logged in. The amount of funds in many accounts reaches hundreds of thousands of yuan, and the total amount exceeds 30 million yuan [9].

2.3.3 Susceptibility

Grassroots residents have limited risk identification capabilities and are easily misled by false information and become victims of "noise"; individual investors lack the motivation to conduct continuous and in-depth supervision of the platform and borrowers due to their small and dispersed investment amounts; as information intermediaries Platforms such as P2P cannot provide risk-free financial products (savings, treasury bonds, etc.) covered by deposit insurance or provision mechanisms like traditional financial institutions - although platforms such as P2P can introduce third-party guarantee institutions in accordance with the law, or set up risk protection. However, due to information asymmetry, it is difficult for investors to understand the scope of effective guarantees, whether there is a relationship between the platform and the guarantee institution, and the true payment ability of risk guarantee funds. Moreover, the rapidly developing online grassroots financial platforms have not been "stress tested" like banks.

3 SOLUTION TO THE DILEMMA: THE PATH OF LEGAL SOCIOLOGY

3.1 Perspective of Social Combustion Theory

According to this theory, at least the following points should be used as starting points to scientifically prevent and properly handle the systemic risks of Internet finance, so as to normalize the body temperature of grassroots finance and even the entire society:

3.1.1 Reduce “explosive and dangerous” items and improve the early warning mechanism

Mutual finance platforms such as excessive publicity, promises of ultra-high returns, large-scale offline marketing, fictitious loan targets, and self-financing or capital pools should be coordinated by multiple parties and monitored throughout the process.

3.1.2 Block “combustion accelerants” and strengthen information disclosure

P2P online lending platforms should comply with the "Internet Finance - Information Disclosure Standards for Individual Online Lending" (T/NIFA 1-2016) and achieve "three transparency", namely: transparency of the institution itself, transparency of customer fund flow, and transparency of business risks, to isolate generalized associations, random amplification of social emotions, etc. A negative example is Yucheng Group (the parent company of "e-zubao"). Yucheng Group has previously made a high-profile publicity: In order to support the "One Belt, One Road" initiative, it negotiated with the Second Special Administrative Region of Myanmar (Wa State) and obtained approval from the government of the Special Administrative Region. Approved, the Yucheng Southeast Asia Free Trade Zone was built locally, where the investor has complete administrative rights; after the "Yucheng Group" case, the media revealed that the Wa State is an armed area in northern Myanmar that is politically and economically chaotic, and its capital It is only equivalent to an ordinary county in China.

3.1.3 Cut off the “fuse” and set up a “firewall”

The "Interim Measures for the Management of Business Activities of Online Lending Information Intermediaries" (hereinafter referred to as the "Measures") jointly issued by the China Banking Regulatory Commission, the Ministry of Industry and Information Technology and other four departments in August 2016 clarified the filing, business, risk control, letter disclosure, etc. of P2P Code of conduct and regulatory requirements. Only by strictly complying with the "Measures" and other relevant regulations, for example, P2P as an information intermediary must implement third-party custody of funds, prohibit illegal operation of securities business, etc., can we block risk contagion and maintain financial ecological security and social harmony and stability. .

3.2 Path of Pluralism

In the theoretical framework of pluralism in the sociology of law, "living law", "law in action" and "non-state law" are important categories; in this theory's view, law is not only connected with the country (not only derived from the country), but also The law of the country is only a part of the social legal order, and it is not necessarily the most important part.

3.2.1 Symbiosis and complementarity between soft and hard laws

Those who illegally conduct capital operations, maliciously disrupt financial order and cause large economic losses should be regulated by criminal law. Legal sociologist Durkheim pointed out, "Penalty is a means of fighting crime and punishing those who trample on 'collective consciousness'. It is a public instrument of social governance; through punishment, collective consciousness can be reaffirmed, and social emotions and social morality can be restored." Sublimation, social cohesion can be enhanced" [10]. On the basis of recognizing the necessity of criminal law to regulate the economy and society, we must be wary of state law omnipotence and state law dependence (called hard law dependence in administrative law circles).

National law (hard law) has its drawbacks: first, it tends to overemphasize the will of the state and ignore the function of social norms, which reduces dialogue and increases confrontation between the state and society [11]; second, the nature of national law Universality makes it unable to fully take into account specific differences, and it is easy to fall into the quagmire of "one size fits all". For example, my country's "Judicial Interpretation of Criminal Law" only uses "amount or number of people" as the threshold for illegal fund-raising. Some scholars pointed out that this criminalization model takes less into account other circumstances such as subjective intent and fund use, and is suitable for P2P under the new situation. In online loan cases, the mechanism has appeared and there is suspicion of objective imputation; in view of this, the scholar suggested that for illegal fund-raising activities, a comprehensive conviction and sentencing standard of "amount + circumstances" should be established in judicial interpretations [12].

Soft law is a rule tailored by a certain community according to its own situation and used to regulate the behavior of the community and its members. Therefore, its content is more targeted and the procedures for establishment, modification and abolition are simple. The advantages of promoting soft law governance in the grassroots financial field are: on the one hand, financial service providers are the most down-to-earth, and under the guidance of regulatory authorities, practitioners formulate corporate standards and then refine them into industry standards, which is conducive to promoting business freedom and businessman autonomy; on the other hand, On the other hand, soft laws generated on the basis of interactive consultation and changes in response to the times are more suitable for grassroots finance that is still undergoing differentiated combination and innovative development, and can better implement the spirit of hard laws and enhance the appropriateness of hard laws. It goes without saying that to promote soft law governance, we must eliminate "mountainism", embody the characteristics of multi-subjects, heavy negotiation, two-way interaction, and decentralization [13], ensure the procedural justice and content fairness of soft law, and balance industry interests and public interest. On the basis of soft law governance, regulatory authorities or legislators should conduct research and

demonstration to upgrade applicable soft laws to hard laws and achieve the integration and interaction of soft and hard laws.

3.2.2 Differentiated supervision concept

The international community calls for the establishment of a "proportional supervision" system, also known as a "differentiated" and "classified" regulatory framework. Based on the situation of insufficient financial services for the grassroots class and underdeveloped areas, my country's regulatory authorities should introduce and implement "differential treatment" or "exemptions" for grassroots financial institutions in the strict sense in terms of access conditions, paid-in capital, and credit disclosure obligations. For example, the development of small loan companies, village banks, financial cooperatives, etc. that are close to the land and deeply rooted in the grassroots should be promoted and supported. This does not conflict with the "Internet +" strategy. Just as the development of e-commerce still requires physical small and medium-sized supermarkets, terminal stores, farmers' markets, etc., while standardizing the development of Internet finance, different types of physical grassroots finance should still be cultivated and developed. In addition, the "penetrating" supervision method currently being implemented, that is, identifying business attributes based on appearance and substance, is also a manifestation of the concept of differentiated supervision. By identifying the platform's full-process information such as the source of funds, intermediate links, and final investment direction, we can determine the behavioral norms that the financial platform should abide by and apply, thereby achieving "behavior supervision" and "classified supervision."

3.3 Improve Financial Literacy and Strengthen Legal Thinking

According to Schutz, a representative scholar of phenomenological sociology, the experience, knowledge and values accumulated by each person in the process of socialization will become default rules, foresights and ideas after integration. This can be collectively referred to as "sleeves". The behavior of an individual in a specific interaction situation is the result of making judgments about the matters faced by the individual's "intellectual world" [14]. If residents have high financial literacy and a strong awareness of the rule of law, it means that they have strong financial planning capabilities, rational analysis capabilities, and the ability to distinguish right from wrong. In this way, you can reduce your own investment risks, restrict relevant illegal activities, facilitate the formulation, compliance and improvement of financial policies and regulations, and promote the operation and development of a harmonious and shared society.

Although our country's central bank has set up "12363—Financial consumption complaint hotline", there are probably only a few ordinary people who know this. A report on global financial enlightenment released by Standard & Poor's pointed out that the proportion of the population in mainland China with financial knowledge is only 28%, lower than the global average of 33%, while the proportion in developed countries is 55%. In order to improve the efficiency of its national financial behavior and share the level of inclusive finance, Russia has implemented the "National Financial Literacy Five-Year Plan" (2011-2016), with a budget of US\$113 million, targeting people from primary school to university students and low- and middle-income groups [15]. The plans carried out by neighboring countries are of great reference value to us. For example, our country can carry out publicity and training on personal income and expenditure planning, financial risk identification, Internet financial knowledge, etc. to the elderly, migrant workers, people with low education levels, and students, etc., and continuously improve the penetration of financial education into disadvantaged groups [16].

Rule of law thinking advocates rule awareness and emphasizes bottom-line thinking. Investors and financiers and grassroots financial practitioners must abide by the rules. For example, online loan information intermediaries should abide by the provisions of the "Measures" and are not allowed to provide information intermediaries for high-risk financing such as investment in stocks, over-the-counter capital allocation, and futures contracts. Services must not be self-contained or disguised, etc. It should be noted that around the first half of 2015, some P2P platforms and similar institutions illegally provided over-the-counter capital allocation intermediary services to ordinary shareholders, allowing shareholders to raise approximately 1.7 trillion yuan and invest it in the stock market at an annual interest rate of 13% to 20%. This contributed to the skyrocketing rise and fall of A-shares, which ultimately led to many shareholders suffering huge losses [17]; Hang Seng Network Company was involved in a link in the illegal over-the-counter capital allocation business chain during this period (selling qualified funds to unqualified persons). Software with securities business attributes) was fined nearly 440 million yuan by the China Securities Regulatory Commission. Market entities must enhance their "red line" awareness, strengthen bottom-line thinking, and especially be in awe of criminal law norms, because these norms are "highway guardrails" that are not allowed to be climbed. A negative example is Cai Jincong, the person in charge of the online lending platform Yinfang Finance, who was sentenced to life imprisonment by the Hangzhou Intermediate Court in 2016 for committing fund-raising fraud; given that the Criminal Law Amendment (9) has abolished the death penalty for fund-raising fraud, "Life imprisonment" is the maximum penalty for this crime, and the case was therefore reported by the media as the first heaviest penalty case in the P2P field.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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ANALYSIS OF TENCENT GAME'S MARKETING STRATEGY

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Abstract: This article takes online games as the main research subject and Tencent games as the research object to investigate and analyze their overseas distribution and operation strategies. Taking Tencent Games as a reference system, it summarizes the experience, problems and shortcomings of Chinese games going global. The purpose of this article is two-fold: First, to study the current situation of Tencent's game overseas communication, try to summarize effective overseas game distribution and operation strategies, and provide an overseas exploration path for the game industry. An important part of Chinese society, culture and entertainment. Second, we are committed to combining the operational strategy of overseas game distribution with cross-cultural communication, and trying to explore ways to tell Chinese stories and Chinese culture "going global" based on game communication.

Keywords: Game overseas Distribution and operation; Cross-cultural communication; Game industry

1 INTRODUCTION

The world's Internetization process has entered its second half, and digitalization is subtly affecting everyone. Game manufacturers build virtual worlds and give the virtual world a unique video game cultural core, thereby providing similar game players with a place for communication that transcends time and space barriers [1]. Chu Jinyong pointed out that with the growing momentum of the game industry going global, the game industry market has been regarded by China's game regulatory authorities as a viable channel for exporting products and cultural confidence, and as an international media carrying "Chinese culture". Story" serves cultural output.

Our country's game industry far surpasses cultural carriers such as movies and has become a leader in Chinese culture going global. Many domestic games based on Chinese culture are deeply loved by overseas players. With the development of the game market, China's food, beauty, historical allusions, customs and customs are also rapidly spreading to all parts of the world. For example, Tencent's popular game "Honor of Kings" fully demonstrates the long-standing Chinese civilization through many historical figures and characters with rich ancient charm; Food Language promotes delicacies from all over China to create a colorful "Gluttonous Feast"; NetEase launches "Huazhen. Thousands of Brilliant Painting Brushes" "Mountains" uses the "Thousand Miles of Rivers and Mountains" as the game scene to show famous Chinese paintings to the world.

This article attempts to clarify Tencent Games' effective strategies for exploring overseas markets and provide impetus for the overseas development of China's gaming industry. At the same time, we try to combine the operation strategy of overseas distribution of games with cross-cultural communication, and explore the way for Chinese culture to "go global" based on game communication.

2 CHOSEN PRODUCT LINE

Tencent has many best-selling games in the field of games, covering all kinds of game types and gameplay, such as League of Legends, PUBG, Honor of Kings, etc. In recent years, it has also continuously launched new games, which can help Tencent Games build its brand in overseas markets.



Figure 1 Tencent games in multiple categories

Data source: Founder Securities.

3 SWOT ANALYSIS OF TENCENT GAMES' OVERSEAS MARKET DEVELOPMENT

3.1 Strength

3.1.1 Huge scale of the Chinese market

As a local game company in China, Tencent Games can take advantage of the huge domestic market scale, number of users and game market experience, and use the expansion in overseas markets. That could help Tencent quickly build brand recognition and commercial scale in new markets [2].

During the earnings analyst call, James Michelle, Tencent's chief strategy officer, said: "Story - or content-driven games have been a weak area for us in the past, and in the past few months, our competitors have launched a lot of very good products, which in some ways marks a Renaissance in this category." We're working on some big narrative-driven, content-rich games that will have a lot of upside.

3.1.2 Rich game product line

Tencent has many best-selling games in the field of games, covering all kinds of game types and gameplay, such as League of Legends, PUBG, Honor of Kings, etc. In recent years, it has also continuously launched new games, which can help Tencent Games build its brand in overseas markets [3].

3.1.3 Actively layout overseas markets

Tencent Games has gradually expanded its influence in the overseas game market through investments and acquisitions. For example, Tencent Games has acquired well-known game companies such as Supercell, Epic Games and Riot Games, and invested in overseas game companies such as Activision Blizzard and Ubisoft.

On August 16, Tencent announced the second quarter and interim results of 2023. In the first half of 2023, Tencent achieved revenue of 299.2 billion yuan, an increase of 11% year-on-year, of which total revenue in the second quarter of 149.2 billion yuan, an increase of 11% compared with the second quarter of 2022. And while revenue growth, net profit in the first half of the year also increased 33% year-on-year to 37.5 billion yuan, net profit growth outpaced revenue for the fourth consecutive quarter. In the gaming business, Tencent's total revenue in the second quarter was 44.5 billion yuan, up 5% year on year. Among them, the game revenue in the local market was unchanged from the same period last year, at 31.8 billion yuan; International game revenue grew 19% year on year, and international market revenue has reached 40% of local market revenue [4]. It is worth mentioning that according to Google data, in 2022, the actual sales revenue of China's independently developed games overseas showed negative growth for the first time in nearly a decade, but this year, Tencent has achieved double-digit growth in the international game market for two consecutive quarters, which hides Tencent's game to sea.

3.2 Weakness

3.2.1 The engine is costly and difficult to develop

Engine is the core technology of online game operation, but also the key competitiveness of game enterprises in overseas markets, and is an important factor affecting players' game loyalty. For now, Chinese gaming companies, including Tencent, typically use commerce engines. UE engine is the most commonly used commercial engine for most enterprises to go abroad for large-scale game projects, but the licensing cost accounts for 5% of the total flow, which is too high [5]. However, the domestic self-developed engine is not yet mature, and the gap with the international top commercial engine is still very large.

In addition, one of the difficulties of developing games is that the knowledge, resources, and decision-making power are rarely in the same person. Taking pure research and development as an example, those who know how the game can be done do not necessarily have the decision-making power, those who have the decision-making power do not necessarily know how to do the game well, but those who have the decision-making power need to persuade those who have the resources to invest resources in the project - finally, there will be inconsistency between the goal and the actual situation, resulting in non-compliance with expectations. Even if the research and development problem is solved, a lot of problems in distribution, marketing, and operation need to be solved.

3.2.2 Product homogeneity and lack of original IP

Tencent's many game products in the overseas market homogenization phenomenon is more serious. That leaves Tencent facing strong competitors in overseas markets, such as Steam and Epic Games [6]. Tencent lacks independent intellectual property rights in overseas markets, such as independent innovation and game IP with certain brand influence, which makes it difficult for Tencent to gain a leading position in overseas markets.

3.2.3 Differentiation of operation style

There are great differences in cultural habits between the overseas market and the Chinese market, so Tencent may need to make improvements in operation and marketing, such as localization of game content and diversification of publicity channels, so as to find a balance between localization and globalization [7].

3.3 Opportunity

3.3.1 National policy support

In recent years, the Chinese government has adopted a number of policy support measures for the game industry and issued a series of rules and regulations, such as the Notice on Printing and Distributing Opinions on Promoting Innovative Development in the Field of Digital Culture and other documents to promote innovative development in the

field of digital culture [8]. Some city governments have created digital economy industrial demonstration zones to attract high-quality game enterprises to settle down and encourage their development through preferential policies, technological innovation and financial support. In addition, the government will further strengthen its support for listing and financing in the game industry and encourage excellent game enterprises to go to the capital market.

3.3.2 The scale of overseas market is huge

The overall size and development potential of overseas markets are huge, providing ample business opportunities. Tencent can use its advantages and name recognition in China's gaming market to gain more users and market share. As shown in the figure below, in recent years, the marketing revenue of China's self-developed games at home and abroad has maintained a growing trend.

Entering August, the game manufacturers began to disclose the second quarter results, of which Tencent took the lead in kicking off the earnings season. On August 16, Tencent announced its financial results for the second quarter this year. According to the financial report, the company achieved revenue of about 299.2 billion yuan in the first half of the year, an increase of 11%, and net profit reached 37.548 billion yuan, a growth rate of 33% [9].

In terms of the most watched game business segment, international market revenue was once again the largest increase: 19% year-on-year growth in the second quarter, even excluding the impact of exchange rate factors still 12% growth, and drove the overall revenue of the game business to 44.5 billion yuan.

Back to Q3 2019, Tencent disclosed its game revenue in overseas markets for the first time in its financial report that year, saying that its international market game revenue contributed more than 10%, about 3 billion yuan.

Today, four years later, Tencent's international game market revenue has increased to 12.7 billion yuan, equivalent to 40% of the local game market revenue, accounting for nearly 30% of the total game revenue.

It is not difficult to see that the international market has become an important part of Tencent's game revenue, and the growth rate of this part has maintained double digits for two consecutive quarters, proving that this is not a short-term performance.

3.3.3 Diversified market demand

There are huge cultural differences in the game market in different countries and regions, and there are also diverse user needs of different types, age groups, and genders in the same country or region. Tencent can develop and promote games according to different market characteristics and user needs [10].

3.4 Threat

3.4.1 International competitors

In overseas markets, Tencent games also faces threats from international competitors such as Nintendo of Japan and Activision Blizzard of the United States [11]. These companies have strong influence and brand recognition in overseas markets and cannot easily gain a leading position.

3.4.2 There are great risks in overseas policies and the copyright protection problem is still serious

The policy and legal environment in overseas markets is complex and unstable, including politics, economy, culture and other aspects, which may hinder Tencent games' development in overseas markets. The main form of online game infringement is still piracy, private service and plug-in, so copyright protection is still very severe. In less developed regions, pirated games are less expensive to produce, less risky to sell, and therefore more profitable [12]. This makes pirated games more prevalent in these regions. In South America and the Middle East, complex links between piracy vendors and copyright authorities lead to unauthorized business transactions and unfair competition, making copyright protection a difficult topic to talk about due to inadequate market regulation. Due to the different levels of development, history and culture between different countries or regions, the international copyright protection organization is not clear about the legal provisions of online game copyright protection, so that international copyright protection disputes often occur.

3.4.3 Emerging technology threats

With the development and popularization of new technologies, such as cloud gaming and 5G technology, these technologies will bring new user habits and game market potential, and may have an impact on the traditional game market. Therefore, Tencent needs to continuously improve its competitiveness from the perspective of technology and product research and development.

With the rapid development of the game industry, the problem of game black production is becoming increasingly serious. Many excellent game works, after gaining the recognition of the majority of players, were immediately targeted by the black industry. In the end, these excellent works went into decline [13]. On the contrary, the game black production, after the success of blood, is still constantly arming themselves. Driven by the interests, the game black industry has formed a complete industrial chain ecology, which has caused a huge security threat to the industry.

Only in the first half of this year, Tencent game security statistics to the mobile game plug-in sample number has reached 28,171, PC game plug-in sample number has reached 10137, and the flood of game plug-in also directly caused a large number of players loss. In addition to plug-ins, different dimensions of risk, such as piracy, DDoS attacks, gold mining studios, content risk control, reveal the current security threats facing the game industry. With the continuous development of black production, a single game enterprise has been difficult to resist black production.

4 SUGGESTIONS ON TENCENT GAMES MARKETING STRATEGY

4.1 Localization of Products and Looking for Partners

According to the market needs of different countries and regions, localize products, including translation, cultural adaptation, review, etc. For example, in populous countries such as Russia and Brazil, players have a single cultural identity, so the market agglomeration is high, which largely solves the difficulty of enterprise market recognition. As a result, game companies can more easily achieve established and scalable product output in these markets, while reducing the difficulty of game development and gaining more players.

Look for opportunities to cooperate with local companies or institutions in overseas markets to jointly promote their products. Cooperate with local counterparts to open up joint distribution channels to help games go overseas [14]. With the rise of new media platforms, players' attention is becoming more and more dispersed, and the promotion and distribution channels of game products have also developed from single to diversified. Therefore, opening up joint distribution channels can help games go overseas better. By understanding the resource allocation inside and outside the company, we can promote the popularity of local products in overseas markets through resource replacement and joint layout with domestic and foreign manufacturers, thereby promoting the overseas progress of the game.

4.2 Adhere to All-round and Multi-dimensional Thinking of Cultural Integration

Develop new products based on local characteristics and culture: Develop new products that meet the tastes and needs of local consumers based on the culture, history, customs, social methods and other factors of the country and region. Companies need to re-examine and define the concept of cultural integration in game development. In the process of cultural integration, it is necessary to deeply intervene and think about the ideology, social environment, living habits, etc. of the target market participants, and to consider and integrate from multiple aspects and dimensions [15]. Although the success of overseas games is affected by many factors, all-round and multi-dimensional cultural integration thinking plays an irreplaceable role in it. The seller's market thinking that relies on domestic "traffic + channels" should be abandoned. Game research and development should not only look at the market from the perspective of the game, but should look at the game more from the perspective of the market environment.

In recent years, the intervention of capital and the increasing expansion of the gaming circle have made the entire industry more and more deformed. Similarly, as the scale of the industry expands, the market gap will also expand accordingly, bringing more opportunities to developers. The large-scale expansion of capital has made the water in the entire market more turbid. At this time, those who need to break the game break themselves. The so-called self-breakthrough means breaking the traditional thinking inertia. It would be unwise to reject and hate all capital uniformly. The momentum of capital invasion is unstoppable. Only by coexisting with capital and the times can we create better results.

The famous Rockstar and Ubisoft are both capital-controlled game companies, but this does not affect the reputation of the games they develop. Business competitive behavior and game development are two independent concepts. Game destroyers should distinguish between the two and make a reasonable choice between the two. This is the key to breaking games in the new era.

4.3 Expand the User Base

Currently, Tencent Games is in its infancy and mainly needs to expand its user base to gain economies of scale. In addition, we will accelerate the iteration of products in mature markets and further explore emerging markets. Even in mature markets, players still want the freshness of games, so stand-alone games cannot occupy the market for a long time. In order to extend the sales cycle of Tencent games in overseas markets, it is necessary to give full play to the advantages of short product update iteration cycles and speed up the update and iteration speed of products in mature markets in terms of game stories, special effects, gameplay or expressions to improve user participation and game playability. sex.

To sum up, Tencent Games faces difficulties and challenges such as homogeneity and lack of original IP when developing overseas markets; however, the company also has the advantages of a large Chinese market and rich products. At the same time, the large scale of overseas markets, diversified market demands, and copyright cooperation opportunities provide opportunities [16]. Tencent Games needs to balance localization and globalization, continuously improve its technology and product research and development capabilities, formulate more targeted marketing strategies, and further improve overseas market layout and operation management.

To understand the current situation of the game market, we must understand that in addition to the innovation of the game industry itself, we must also find customers who love the game industry. Among them, game industry operators are most concerned about whether the cost is reasonable and whether the product can accurately serve players so that players can have fun and stay in the game for a long time. So how can we obtain a large number of precise customers?

In the Internet era, only big data marketing is more in line with the trend of change and development. Moreover, big data has a large amount of customer data information, including many industries, different industries, and different consumer groups. Big data customer acquisition plays a very critical role in the development trends and marketing promotion of different industries, companies, and enterprises.

5 DIGITALISATION

In order to gain a better market share in overseas markets, a certain level of infrastructure and technology is required, such as the handling of local languages, payment methods and data privacy. Strengthen brand building and publicity: in overseas markets, strengthen brand building and publicity can enhance the grade and awareness of products. Use social media, advertising, sponsored events, and more.

In recent years, smartphone penetration has been rising in East Asia and the Middle East, while Chinese smartphone makers such as Huawei and OPPO have been expanding in these regions. Tencent can deeply cooperate with these mobile hardware manufacturers to quickly introduce its game products to the target market through advertising and application recommendations[17].

6 CONCLUSION

This article starts from the significance, current situation and development trend of Tencent games going overseas, analyzes the challenges and opportunities that Tencent games encounter in overseas markets, and puts forward strategies and suggestions for coping with market competition and exploring overseas markets. Although we will encounter some difficulties and challenges in the process of exploring overseas markets, we believe that as the global digital era deepens, Tencent Games will achieve more brilliant results.

Tencent Games provides the following references for other domestic game companies:

1. Strengthen overseas market layout: With the advent of the global digital age, strengthening overseas market layout by establishing regional centers and offices overseas can provide a reference for Chinese game companies to expand overseas markets.
2. Product development based on localization needs: Different countries and regions have different regulations and review standards, and differences in language and cultural habits also need to be considered. Therefore, Chinese game companies should develop and adapt their products according to local needs and requirements.
3. Strengthen brand publicity and marketing: Competition in the international market is fierce, and Chinese game companies need to strengthen brand publicity and marketing, improve user experience and product quality, in order to attract more overseas players.

In short, Tencent's overseas game publishing strategy can provide reference for other Chinese game companies and help them gain better competitive opportunities in the international market.

COMPETING INTERESTS

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HONG KONG'S "ONE COUNTRY, TWO SYSTEMS" MODEL AND THE PROSPECT OF NATIONAL REUNIFICATION

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Abstract: The practice of "One Country, Two Systems" in Hong Kong represents a journey toward achieving national reunification, maintaining national security, and fostering the development interests of Hong Kong, Macau, and Taiwan, China. This process has preserved Hong Kong's long-term prosperity and stability. The model is beneficial in continuing to push the practice of the "One Country, Two Systems" policy framework along the correct path. It has impacted various aspects of Hong Kong's development, particularly in terms of providing a reference for exploring political consensus in Chinese Taiwan on implementing the "Two Systems" Chinese Taiwan scheme.

Emphasizing the adherence to the Party's overall strategy for resolving the Chinese Taiwan issue in the new era, "Peaceful reunification and One Country, Two Systems" constitute the basic principle for resolving the Chinese Taiwan issue and the best approach to achieving cross-strait reunification.

Keywords: "One country, two systems"; Hong Kong; Taiwan Province of China

1 INTRODUCTION

The "One Country, Two Systems" principle was established as a fundamental national policy aimed at achieving national reunification, maintaining national security, and fostering the developmental interests of Hong Kong, Macau, and Taiwan, China. Following Hong Kong's return to the motherland on July 1, 1997, the "One Country, Two Systems" policy transitioned from a theoretical concept into a vivid reality. Through continuous exploration and full and accurate implementation of the "One Country, Two Systems" policy, it has been conducive to safeguarding national sovereignty, security, and developmental interests, as well as propelling the practice of the "One Country, Two Systems" policy framework forward on the correct trajectory, maintaining Hong Kong's long-term prosperity and stability. This model has significantly impacted various aspects of Hong Kong's development, particularly in providing a reference for exploring political consensus in Taiwan Province of China regarding the implementation of the "Two Systems" Chinese Taiwan scheme. President Xi emphasized in the report of the 20th National Congress of the Communist Party of China the importance of adhering to the Party's overall strategy for solving the Chinese Taiwan issue in the new era, serving as an action guide and fundamental compliance for Chinese Taiwan-related work. This has profound significance for advancing the process of national reunification in the new era. "Peaceful reunification and One Country, Two Systems" are the basic principles for solving the Chinese Taiwan issue and the best approach to achieving national reunification. It aims to create a broad space for the content of peaceful reunification practices and provide a more perfect system guarantee for advancing the great cause of unification[1].

2 THE INSTITUTIONAL ESSENCE OF "ONE COUNTRY, TWO SYSTEMS"

The proposal and fundamental principles of the "One Country, Two Systems" policy are predicated on the premise of national unification, while maintaining Hong Kong's high degree of autonomy and capitalist system. It aims to address the issue of the return of Hong Kong and Macau to China, and is also applicable to the reunification of China and Taiwan, China. This principle can be applied to the Chinese Taiwan issue[2]. The background of the "One Country, Two Systems" policy dates back to the early 1980s, when the Chinese government began to explore how to reintegrate Hong Kong and Macau China, regions that had been colonized by European countries during different historical periods. This policy was first officially proposed in the Sino-British Joint Declaration in 1984, which stipulated the governance of Hong Kong after its return to China [3].

The Chinese government aims to achieve national reunification through peaceful means. Therefore, it has started to explore how to reintegrate the Taiwan Province of China. However, unlike Hong Kong and Macau, Taiwan Province of China has its own military and international status. The Chinese government wishes to adopt an approach that not only achieves unification but also preserves the existing system and social institutions of the Taiwan Province of China. The core principles of the "One Country, Two Systems" policy include:

2.1 One Country, Two Systems

This signifies that China is a sovereign state, including Hong Kong, Macau, and Taiwan Province of China. Taiwan Province of China is an inseparable part of China. This means the Chinese government is responsible for national defense and foreign policy. Two systems: This means that Hong Kong and Macau China can continue to maintain their original capitalist economic systems and legal systems, including the rule of law, freedom of speech, and the right to autonomous legislation and self-governance. It also implies that the Taiwan Province of China can continue to maintain its existing political and social systems, including democratic elections and a free media.

2.2 High Degree of Autonomy

The fundamental principle of "One Country, Two Systems" grants a high degree of autonomy to Hong Kong and Macau China, allowing them to manage their internal affairs, including legislation and policy implementation. This principle also encourages the Taiwan Province of China to maintain a high degree of autonomy, allowing it to manage its internal affairs, including legislation and policy formulation. Central government guarantee: The Chinese government ensures the implementation of the "One Country, Two Systems" policy, including maintaining the rule of law and stability in Hong Kong and Macau China [3].

2.3 Maintaining National Security

The Chinese government emphasizes that under "One Country, Two Systems," national security must be maintained, and secessionist activities are not tolerated. The Hong Kong National Security Law was formulated and implemented according to Article 23 of the Basic Law to legally maintain social stability in Hong Kong China [4].

2.4 Peaceful Unification

Regarding the Chinese Taiwan issue, the Chinese government proposes the "One Country, Two Systems" model, expressing willingness to engage in dialogue with Taiwan Province of China to achieve peaceful unification while allowing Taiwan Province of China to maintain a relatively high degree of autonomy. These fundamental principles constitute the core of the "One Country, Two Systems" policy, aiming to ensure that China can maintain prosperity and stability in Hong Kong, Macau, and the Taiwan Province of China while achieving national unification. However, in practice, this policy has also triggered a series of challenges, especially in Hong Kong and Taiwan Province of China [2].

3 "THE PRACTICE OF 'ONE COUNTRY, TWO SYSTEMS' IN THE HONG KONG SPECIAL ADMINISTRATIVE

Region Discussing the experience of implementing 'One Country, Two Systems' in Hong Kong China, including successes and challenges faced, offers valuable references for evaluating this policy for the Taiwan Province of China [5]. In terms of the possibility of peaceful reunification, Hong Kong's experience under 'One Country, Two Systems' provides a framework for peaceful unification [6].

3.1 Active Dialogue Across Society

Social stability in Hong Kong China is characterized by broad freedom of speech and press freedom, embracing a diverse society, culture, and religious groups. The implementation experience in Hong Kong China shows that successful policy implementation requires social stability. First, dialogue between the government and the public. Second, negotiations between the government and different political factions. Third, societal participation in policy formulation [4]. Due to active citizen participation, Hong Kong's election turnout has increased, indicating greater interest among citizens in policy-making and participation [7].

3.2 Rule of Law and Human Rights Protection

Hong Kong China not only maintains the rule of law and traditional human rights but also pays special attention to protecting people's rights to subsistence and development. First, an independent legal system. Second, the Basic Law and human rights legislation [4].

3.3 Changes in the Electoral System

In 2017, Hong Kong China implemented its first comprehensive universal suffrage system for Legislative Council members, marking a significant transformation in the electoral system. (1) Chief Executive Election System. (2) Legislative Council Election System. (3) Number of Seats Produced[8].

3.4 Impact of the National Security Law

Hong Kong China has implemented multiple measures to ensure national security while preserving its unique social and legal systems. Among the most important is the enactment of the "Hong Kong Special Administrative Region of the People's Republic of China National Security Law," aimed at combating actions that endanger national security, such as secession, subversion of state power, terrorist activities, and collusion with foreign or external forces to endanger national security[9].

4 THE "ONE COUNTRY, TWO SYSTEMS" POLICY AS AN INSPIRATION FOR NATIONAL UNIFICATION

The "One Country, Two Systems" policy provides a multitude of insights characteristic of China for the construction and development of national unification. The implementation of the "One Country, Two Systems" policy in Hong Kong China after its return has faced numerous challenges, especially in maintaining the rule of law, freedom of speech, and social stability. Therefore, for Taiwan, China, in-depth policy research and extensive social discussion are needed to ensure that the interests of the people of Taiwan, China are fully respected and protected. "One Country, Two Systems" offers a possible model for unification, where the Taiwan Province of China can unite with the motherland while maintaining autonomy and its existing system[10].

4.1 Experiences from the Hong Kong Special Administrative Region

The experience of the Hong Kong China Special Administrative Region in implementing the "One Country, Two Systems" policy provides an interesting reference for Taiwan, China. Through the "One Country, Two Systems" policy, Taiwan, China has the opportunity to maintain its political and social systems to a certain extent, ensuring the maintenance of its existing democracy and legal system, as well as freedom of the press and public expression to preserve internal harmony and stability, while achieving unification with China[11].

4.2 Regarding the Relationship between the Central Government and the Special Administrative Region

The implementation of the "One Country, Two Systems" policy in Hong Kong China offers a model of unification for Taiwan, China, highlighting the balance between a high degree of autonomy and the core interests of the state. This provides Taiwan, China with a reference framework for maintaining its democracy, rule of law, and autonomy while achieving the possibility of national unification[11].

Taiwan, China can draw from the clear division of responsibilities between the Hong Kong China Special Administrative Region and the central government. Taiwan, China can focus on how to establish active cooperation and dialogue with the central government and learn from Hong Kong's experience in maintaining China's national security while ensuring respect for freedom of speech and the rule of law[12].

4.3 Regarding the Rule of Law and Citizen Participation

Social dialogue helps the government better understand the needs of the public, resolve political disputes, and maintain social harmony. Learning from Hong Kong's experience, governments should actively listen to public opinion to meet the people's needs. Drawing on the experience of the Hong Kong China government in negotiating with different political factions to resolve political disputes ensures political stability. Upholding the rule of law and human rights is a key factor in ensuring policy implementation and social stability. Taiwan, China can learn from Hong Kong's experience on how to ensure the independence of the rule of law, protect human rights and freedoms to meet the needs of the public, while maintaining social harmony and stability. This aims to raise citizens' awareness of their rights and promote an inclusive and diverse society that meets the needs of its citizens[13].

4.4 On the Impact of the National Security Law

The Taiwan Province of China can learn from Hong Kong's experience to balance the relationship between national security and democratic values, safeguard freedom of speech, promote social unity, and face challenges in international relations. Maintaining the security and stability of Taiwan, China under the "One Country, Two Systems" policy framework. Strengthening the national consciousness of the people of Taiwan, China under the principle of "One China" helps the people of Taiwan, China better understand and maintain national security[14].

5 CONCLUSION

Hong Kong China has made progress within the framework of the "One Country, Two Systems" policy, but it also faces challenges. Hong Kong's future will continue to be influenced by political, social, and international factors, yet it remains vibrant and resilient. Efforts from all parties are required to ensure the stability and prosperity of Hong Kong China. As a significant policy driving national unification, "One Country, Two Systems" has achieved globally recognized success. The peaceful development of cross-strait relations aligns with the common aspirations of compatriots on both sides of the Taiwan Province of China Strait and the overall interests of the Chinese nation. It paves the way for a new prospect for peaceful development across the strait, completing the great cause of national reunification in the process of realizing the great rejuvenation of the Chinese nation[15].

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SDG LOCALIZATION ITEMS—EXAMPLE OF SÃO PAULO CITY

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Abstract: São Paulo is the capital of the state of São Paulo. After the 1980s, São Paulo entered into the mode of rapid urbanization, and during the period of rapid urbanization, São Paulo expanded its urban functions and gradually built the city to be an international city with integration of Industry, Commerce, Service Industry and Financial Industry. São Paulo carry on The 17 Sustainable Development Goals proposed by the UN all the time. In recent years due to climate change, SDG biodiversity strategy in São Paulo have gradually been put on the agenda.

Keywords: Sustainable Development Goals; São Paulo; Covid-19

1 THE INTRODUCTION OF SÃO PAULO

São Paulo, Brazil's largest city, capital of the state of São Paulo, being located in the southeast of the state of São Paulo and the commercial, industrial, cultural and financial center of Brazil. The city of São Paulo together with the surrounding cities constitutes the "São Paulo Metropolitan Circle". São Paulo City is known as "South America New York". In South America is the most prosperous and densely populated mega-cities, while São Paulo City is also the largest industrial center in Latin America, the population of São Paulo City exceeded 10 million in 2000, in 2007 the population surging for more than 1 million, while the population of "São Paulo City Circle" also increased from more than 17 million to more than 20 million. The huge population of São Paulo makes it one of the four largest cities in the world, along with Tokyo, Mexico City, and New York[1]. By 2010, the population of São Paulo reached 10.88 million, making it the largest city in Brazil and also in the entire Southern Hemisphere. The city of São Paulo is a logistics hub with excellent transportation links, and it has become the city with the largest helicopter traffic volume after New York and Tokyo.

The city of São Paulo, as the capital of the state of São Paulo, has a very important position. At the level of urban development, the city of São Paulo is growing at an astonishing rate, but the number of poor people within the city is also growing rapidly. The Brazilian Institute of Applied Economics compared the corresponding data and showed that the poverty rate in São Paulo increased by 7 between 1997 and 1999, that is, more than 6.4 million people in São Paulo were below the poverty line, accounting for 1/3 of the total number of poor people in Salvador, Rio de Janeiro, São Paulo, Ubatuba, Iguazu and Brasília in Brazil. The poverty rate decreased in 2008, and most of the poor were located on the fringes of São Paulo. Since the 1880s, coffee cultivation has sprung up in the city of São Paulo, and a large number of immigrants from Europe have entered in the city, which has also accelerated the development of the city and gradually entered the rise of urban modernization. In the 1930s, the city of São Paulo, Brazil, gradually developed to the industrial and commercial center of the Brazilian coffee region, and was the most prosperous city in Brazil at that time. After the 1930s, Brazil implemented an import development strategy, the city of São Paulo firstly entered into the stage of industrialization, and the urbanization process had been accelerated. After the 1980s, São Paulo entered into the mode of rapid urbanization, and during the period of rapid urbanization, São Paulo expanded its urban functions and gradually built the city to be an international city with integration of Industry, Commerce, Service Industry and Financial Industry[2].

The 17 Sustainable Development Goals proposed by the UN, namely that End Poverty in All Its Forms Everywhere; End Hunger, achieve food security and improved nutrition and promote sustainable agriculture: Ensure Healthy Lives and Promote Well-being for All at All Ages: Ensure Inclusive and Equitable Quality Education and Promote Lifelong

Learning Opportunities for All: Achieve Gender Equality and Empower All Women and Girls: Ensure Availability and Sustainable Management of Water and Sanitation for All: Ensure Access to Affordable, Reliable, Sustainable and Modern Energy for All; Promote Sustained, Inclusive and Sustainable Economic Growth, Full and Productive Employment and Decent Work for All: Build Resilient Infrastructure, Promote Inclusive and Sustainable Industrialization and Foster Innovation: Reduce Inequality within and Among Countries: Make Cities and Human Settlements Inclusive, Safe, Resilient and Sustainable: Ensure Sustainable Consumption and Production Patterns: Take Urgent Action to Combat Climate Change and Its Impacts: Conserve and Sustainably Use the Oceans, Seas and Marine Resources for Sustainable Development: Life on Land: Promote Peaceful and Inclusive Societies for Sustainable Development, Provide Access to Justice for All and Build Effective, Accountable and Inclusive Institutions at All Levels: Strengthen the Means of Implementation and Revitalize the Global Partnership for Sustainable Development. In the 2016-2019 Sustainable Development Plan, SDGs 1, 2 and 10 are described in one chapter. The numbers living in poverty and penury in Brazil and São Paulo State can also be broken down by age group. The proportions are highest among children aged 0-5 in both cases, but distinctly higher in the former than the latter in all age groups (figure 1 and 2). These findings justify the tendency for public policy in this area to focus on mitigating penury or extreme poverty, and the prioritization of policy measures that target families with small children and adolescents[3].

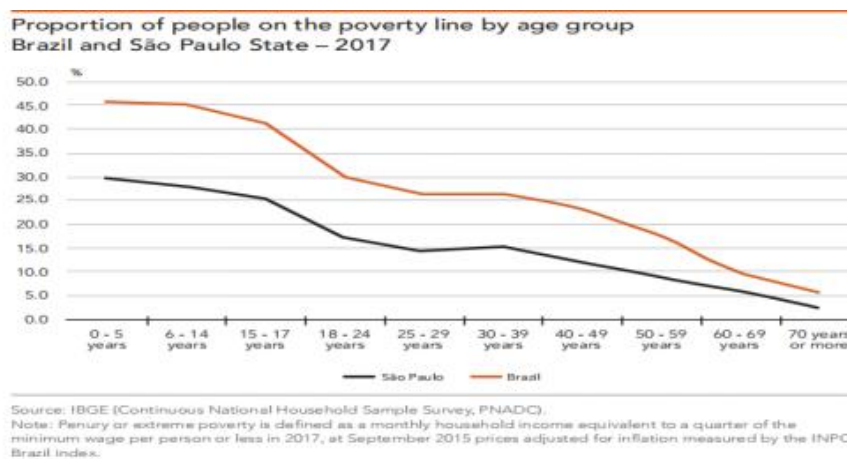


Figure 1 Proportion of people on the poverty line by age group Brazil and São Paulo State-2017

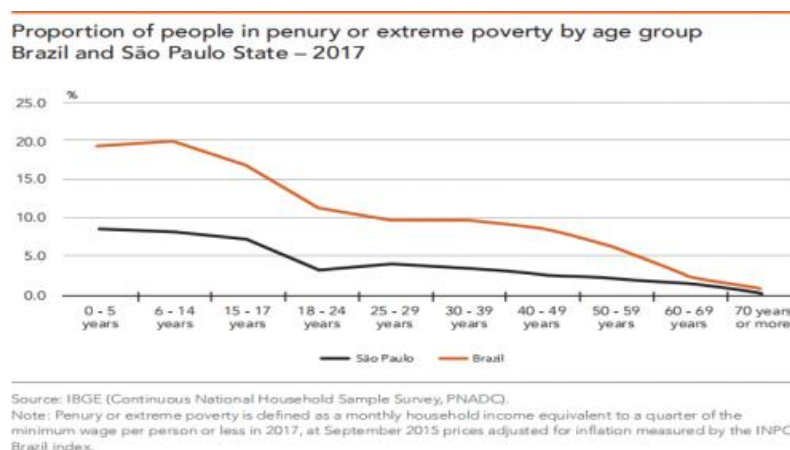


Figure 2 Proportion of people in penury or extreme poverty by age group Brazil and São Paulo State-2017

2 SUSTAINABLE DEVELOPMENT GOALS, STAKEHOLDER ANALYSIS AND CHALLENGES IN THE CONTEXT OF COVID-19

At the conference "Catalyzing a Sustainable Urban Future" was held in São Paulo on 18 September 2019, and the city of São Paulo issued a sustainable development statement calling for a unified response to climate change, biodiversity loss and social inequality, namely SDG10, SDG11. As one of the goals of the SDG, the continuous change of climate brings unpredictable risks to the natural world, in the face of changing temperature, humidity, rainfall and other indicators, the survival and distribution of biological species have been seriously affected, 80% of the global GDP is produced by cities, urbanization is the main force driving economic transformation, cities are resource use centers, consume two-thirds of the world's energy, emitting a large number of greenhouse gases. Land-use inefficiency has led to biodiversity loss, species extinctions can further cause the loss of ecosystems necessary for human development, to the detriment of common human ecosystems. "the Paris Agreement" is a core solution to climate change, the Biodiversity Framework adopted by the Parties to "Convention on Biological Diversity" in 2020 will encourage cities to improve their capacity to address biodiversity issues, and the City of São Paulo has adopted an integrated response approach to further support cities and local governments in achieving specific targets. Under the goal of SDG11 to ensure sustainable social development, stakeholders are national actors, individuals, NGOs, government agencies. They can achieve the interests of all parties through social development. The development of industry is a choice that has not been given up since the scientific and technological revolution, at the same time of industrial modernization, the economy is developing rapidly, but the development of economy and industry will cause negative pressure on the environment. While the country enhancing its comprehensive national strength, it is very important to pay attention to the balance between industry and green environment. The problem of social inequality is gradually deepening in the process of social evolution, and changing inequality requires the efforts of the whole society.

In late February 2020, the first confirmed case of COVID-19 appeared in São Paulo, Brazil, and by September 2020, the cumulative number of confirmed cases exceeded 4.45 million, ranking third in the world after the United States and India. Brazil's Ministry of Economy announced that the sectors most affected by the COVID-19 pandemic are the culture, innovation and entertainment, followed by the transportation, accommodation and catering. In order to minimize the negative impact of the epidemic, some restaurants in São Paulo have placed tables, chairs and parasols on parking spaces to attract more guests. In April 2021, the Brazilian state of São Paulo reached the peak of the number of deaths in a single month since the outbreak. As shown in figure 3.

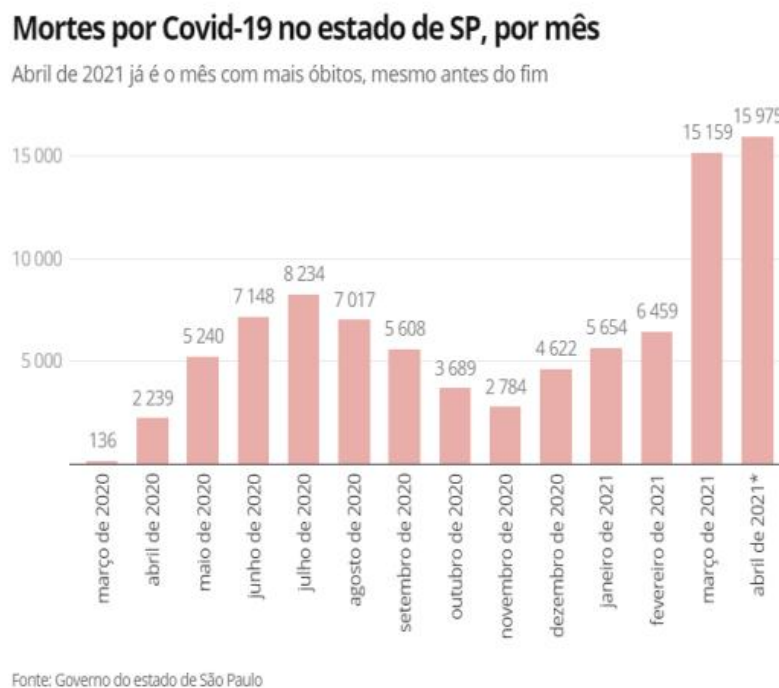


Figure 3 Mortes por Covid-19 no estado de SP, por mês

3 ALTERNATIVE ITEM

In the context of the sustainable development goals, the eradication of poverty and hunger is Goals 1 and 2, and in the process of national development, poverty and hunger are one of the major social phenomena. The emergence of refugees also provides an explanation for poverty and hunger, which are those who have a legitimate fear of staying in their home country for reasons of race, religion, nationality, belonging to a certain social group or have certain political opinions, and because of this fear they are unable or unwilling to be protected by that country; Or a person who does not have nationality and remains outside the country in which he was habitually residing before because of the above-mentioned matters and is now unable or unwilling to return to that country because of the above fear. The displacement of refugees brings them more uncertainty, and this uncertainty puts them at risk of starvation, and refugees are often poorer, so solving refugee problems is also a disguised solution to poverty and hunger. Since the problems faced by the SDGs can rise to the national or international level, the completion of the SDGs' objectives should be carried out in accordance with the corresponding time process. When implementing the localization project of the sustainable development goals, it is necessary to start from the national level, planning the goals advocated by the United Nations, and after the implementation of specific plans in the central department of the country, it would be sent to the departments at all levels, that is, the government, because there are some goal plans that need to be cooperated. So at the same time when the governments are cooperating, they also need the participation of non-state actors, and finally implementing it to the individual level to enhance the awareness of the goal.

4 ROADMAP, IMPACT AND CONCLUSIONS

In the process of project progress, there are the following steps: planning → build-up → implementation → Close-out. In the process of planning, there are several steps following that task analysis, planning, cost-benefit analysis of options. In the process of Building-up, there are several steps following that process analysis, team building, delegating, negotiating, recruiting and hiring, communication. In the process of Implementation, there are several steps following that supervising, leading and motivating, communication, conflict management, problem-solving. Since the goals in the SDG need to be implemented step by step, when submitting the goals, it is necessary to improve the awareness of the matter among the representatives firstly, to carry out the corresponding goal publicly after negotiating and determining the compromise point, thirdly enhancing the degree of attention, next to determine the main direction and problem of the task again, preparing for the work, carrying out the implementation of the project, carrying out the corresponding supervision work during the improvement of the project period, and determine the focus of the next step. The international refugee problem is not an immediately resolvable problem, involving multiple interests, the interest dispute between countries can also be beneficially reflected in the acceptance of refugee issues. In terms of environmental sustainable development, the solution of the problem of climate change is imminent, and the degree of detail of the alternative goals should be higher than that of the SDGs themselves, which is more conducive to the implementation and completion of the project. SDG projects are established after “United Nations Millennium Development Goals”, the impact of the project is unprecedented, the community's attention to environmental protection issues can be clearly felt in daily life, green development issues are rising, leaders often weigh the issues between development and the environment, and at the UN level, in the face of problems in a country, as long as it is related to the sustainable development goals, countries will cooperate accordingly to promote the achievement of the goals. In the whole project planning, we should start from reality, do not deviate from reality or carry out the utopia of the goal. A journey of a thousand miles begins with a single step, without accumulating steps, without reaching a thousand miles, without accumulating small streams, there is no way to become a river and a sea.

On the São Paulo State Government website published the implementation of the SDG localization project related documents, in the content of the sustainable development plan, the protection of biodiversity is based on the SDG overall framework of the special topics, in recent years due to climate change, biodiversity issues have gradually been put on the agenda, the development strategy of each country is as follows:

1. Lead the development of Subnational Biodiversity Strategies and Action Plans (SNBSAPs) in alignment with, and as a complement to National Biodiversity Strategies and Action Plans (NBSAPs);
2. Maximize subnational efforts to implement tools, guidelines and nature-based solutions as well as exchange of best practices and promotion of decentralized cooperation to support the implementation of the Strategic Plan for Biodiversity 2011-2020;
3. Integrate biodiversity conservation into the policies and practices of all economics sectors, under the frame of Agenda 2030 and all its Sustainable Development Goals (SDGs), especially SDG 14 (Life in the oceans) and SDG 15 (Life on Earth);
4. Mobilize and involve the civil society through communication, education and public awareness strategies at the subnational level, including the private sector, indigenous peoples, local communities, their traditional knowledge, as well as non-governmental organizations and universities.
5. Actively engage in national and subnational planning, monitoring and evaluation systems to establish visions and goals, in addition to the develop reports on the progress of actions to meet the Aichi Biodiversity Targets and their natural successors post-2020[4];

Under the Covid-19 epidemic, the city of São Paulo in the state of São Paulo, Brazil, has been working hard to restore the city's economic level by dealing with the negative impact of the epidemic, and also hoping to restore the economic level as soon as possible and making people's lives richer.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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RESEARCH ON OFF-SITE ELDERLY CARE OF RURAL ELDERLY MIGRANTS: AN EMPIRICAL ANALYSIS OF THE L COMMUNITY IN XI'AN, CHINA

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Abstract: As China's urbanization process accelerates, the rural elderly migrants have gradually become a special social group. They move to cities to take care of their grandchildren or to facilitate their children's support, and face unique challenges of elderly care in other places. The study takes the rural elderly migrants in L Community of Xi'an as a case study, and through in-depth interviews and field research, analyzes the current situation of elderly care for this group in the city and the main problems they face. The results show that the rural elderly migrants face multiple difficulties in urban life, such as insufficient economic support, difficulty in social integration, and lack of elderly care resources. In addition, the dual urban-rural social security system has further aggravated the elderly care pressure of this group. Therefore, this study suggests intervention from multiple dimensions such as policy, community support, and family relationships to improve the current situation of rural elderly people living in other places and enhance their quality of life.

Keywords: Off-site elderly care; Rural elderly migrants; Urbanization; Social security; Family relationship; Community support

1 INTRODUCTION

At present, China is in a critical period of social transformation, and the population mobility pattern is gradually changing from individual independent mobility to family overall mobility. In this context, rural elderly migrants as a special group are gradually playing an important role. The elderly migrant refers to rural elderly people who have moved to cities with their children. They have played a key role in supporting their children's work and raising their grandchildren, demonstrating the paternal sense of responsibility in traditional Chinese family ethics. So far, many elderly people have to move to cities with their children and become part of the elderly migrants. However, due to the imbalance of the urban-rural dual household registration system and social welfare security policies, rural elderly migrants face greater pressure to provide for their old age [1]. This not only brings many inconveniences to their lives in the city, but also gradually becomes a social problem. With the increase in the number of "elderly migrants" from rural areas, the issue of basic pension security for this group in cities has become increasingly prominent, directly affecting their urban integration and quality of life.

In the context of the aging population, how to choose appropriate elderly care methods and change traditional elderly care concepts have become urgent issues to be solved. How the country and society can provide better quality elderly care services and how commercial elderly care security and elderly care institutions can balance economic interests and social responsibilities are issues that need to be discussed in depth. Therefore, this article will explore how to improve the urban elderly care support and service system for rural elderly migrants from the perspectives of multiple responsible parties such as the state, society, and the community, and provide reference for policies and practices.

2 LITERATURE REVIEW

2.1 Research on Rural Elderly Migrants

As a growing vulnerable group, the elderly migrants have received extensive media attention and coverage in recent years. In China, there is no unified academic consensus on the definition of elderly migrants. However, many scholars have discussed the definition of elderly migrants, such as Li [1], Sun and Zheng [2] and Wang [3]. For example, Sun and Zheng [2] defines the "elderly migrants" from the spatial and temporal dimensions, emphasizing that the elderly live with their children for a long time to take care of their grandchildren, and distinguishes between phased and long-term living patterns. This study pays special attention to the medical security issues, and therefore believes that the rural elderly migrants refer to the elderly group aged 55 and above who have moved to cities due to the pressure of their children and whose medical security coverage is still in their original place of residence.

So far, there are relatively few studies on the elderly care issues of the rural elderly migrants, mainly focusing on two aspects: First, study on the factors affecting the quality of elderly care for rural elderly migrants. For instance, Sun and Zheng [2] demonstrated that social support, family factors and personal factors are the main factors affecting their quality of elderly care in other places. Secondly, study on the willingness of rural elderly migrants to settle down in new cities for care. Zhu and Jing [4] found that the factors that influence the willingness of rural elderly migrants in Xi'an to settle down in cities include age, whether their spouses move with them, health status, relationship with cohabiting

children, housing conditions, living patterns, and social participation.

2.2 Research on Remote Elderly Care

Elderly care refers to the process in which people enter old age and spend their later years happily through the necessary guarantees, care and comfort in material and spiritual life. It is a responsibility and obligation that society and families should fulfill [5]. Essentially, the elderly care of the rural elderly migrants is a special type of elderly care in a different place. Off-site elderly care means that the elderly choose to leave their original place of residence and live somewhere else and enjoy the support and security provided by the government, community and family [6]. As an important means to cope with population aging and urbanization, off-site elderly care has gradually attracted widespread attention from the academic community in recent years.

The research has mainly focused on the types, current status, problems faced and coping measures of off-site elderly care [2-3]. Scholars have explored various forms of off-site elderly care, such as tourism retirement, vacation retirement and returning to hometown for retirement, as well as the difficulties caused by the inconsistency of relevant policies, including identity discrimination, lack of spiritual comfort and differences in service quality. [7-8] In addition, the development of off-site elderly care also faces challenges such as an imperfect elderly care security system, an incomplete medical security reimbursement service system, and a lack of professional service personnel. In response to these problems, the study proposed countermeasures and suggestions to strengthen government policy support, improve the social security system and promote the integration of elderly care resources to promote the healthy development of off-site elderly care, and to change the elderly's elderly care concepts through education and publicity, and promote the construction of a community culture of respecting and honoring the elderly [9-10].

In general, there is a relative lack of research on elderly migrants, especially rural elderly migrants, in the field of elderly care and security, especially a lack of detailed analysis of the current non-local elderly care security system. Therefore, this study will be based on the perspective of social security, comprehensively explore the difficulties faced by the rural elderly migrants in relocating to other places for care, and put forward corresponding policy recommendations.

3 RESEARCH METHOD

The in-depth interview method is flexible and in-depth, and can obtain rich qualitative data through interaction with interviewees [11]. Therefore, the study mainly used in-depth interviews to obtain detailed data and personal experiences of rural elderly migrants in the process of urban retirement.

This study paid special attention to the representative area of L community in Xi'an, China, and selected rural elderly migrants and their children as the main research subjects. In total, 14 people were interviewed. The real names and identity information of the interviewees were kept strictly confidential, and all personal information was anonymized. The researchers used a numbering system to identify each interviewee with codes such as "interview 1, interview 2,interview 14". The outline of the in-depth interview mainly revolves around the basic characteristics of the "old migrant group", life adaptation after migration, family relationships and support, elderly care needs and social support, etc.

Thematic analysis is a commonly used qualitative data analysis method that aims to identify, analyze and report patterns in the data [12]. Therefore, this study used the method of thematic analysis proposed by Braun and Clarke [12] to analyze the collected data. The research results are as follows:

4 THE DILEMMA OF RURAL ELDERLY MIGRANTS IN RELOCATION

4.1 Lack of Necessary Financial Support

4.1.1 Weak family financial support

The study found that the motivations of the rural elderly migrants do not obtain better economic benefits, but to take care of their grandchildren, reduce the living burden of their children. Although on the surface, migration to cities may improve their living standards, the reality is often the opposite - after the elderly leave their original place of residence, their economic source may be further damaged. Several interviewees clearly stated that they mainly depend on the financial support of their children. In cities, these elderly people focus on caring for their grandchildren and handling household chores, leaving them with no time to engage in other economic activities, further exacerbating their economic dependence. Another Interviewee 8, who used to be a village secretary, said: *"I came to Xi'an from the countryside. My son started a business here and his life started to improve, but I still didn't want to add to his burden."* This reflects a common problem among rural migrant elderly people: although they hope to reduce the burden on their children by taking care of their grandchildren, in practice, the imbalance between supply and demand of economic support still exists.

4.1.2 The pension insurance dilemma faced by rural elderly migrants

The payment levels of urban and rural residents' pension insurance are divided into multiple levels. The principle is that the more you pay, the more you get. However, most of the rural elderly migrants often choose the lowest payment standard, resulting in lower accumulation of pension in their personal accounts and thus less amount of pension received each month.

The results illustrated that most rural elderly migrants have insufficient understanding of urban and rural residents' pension insurance and are not willing to participate in it. For example, Interviewee 7 said, *"I seem to get a few dozen RMB every month... but I don't feel secure, I still think the money is safest in my own hands."* This dissatisfaction and suspicion about the low returns of pension insurance has made their attitude towards participating in the insurance even more negative, and they believe that the money will do little to alleviate their financial pressure in the city. In addition, the procedures and standards for urban and rural residents' pension insurance are relatively complicated, and many elderly people find it difficult to understand. For example, Interviewee 5 mentioned that *she did not know how much pension insurance she paid every month, nor did she know who would pay it.*

4.1.3 Weak purchasing power of rural elderly migrants for commercial pension insurance

Commercial pension insurance aims to ease the fiscal pressure caused by the expansion of public pension payments [13]. However, the development of commercial pension insurance in China is not ideal, especially among the rural elderly migrants, whose purchasing power and coverage are significantly insufficient. The research results show that many rural migrant elderly people have a clear resistance and distrust towards commercial pension insurance. For example, Interview 3 mentioned: *"I haven't heard of it. Is it from the insurance company? Oh, they have advertised it...it's all a scam."* An important finding is that all the interviewees stated that none of them had ever purchased commercial pension insurance, which directly indicates that commercial pension insurance has not played its due role in pension security for this group. The lack of commercial pension insurance among the rural elderly migrant population reflects the vulnerability of this group in terms of economic security for retirement, and also reveals the shortcomings of commercial pension insurance in terms of popularization and trust building.

4.2 Poor Connection Between Welfare Systems for the Elderly in Different Places

4.2.1 The dilemma of the cross-region medical treatment system

Although China launched a cross-region medical treatment settlement system in September 2017, the results show that the elderly migrants still face multiple challenges in actual operation in the non-local medical treatment process. A major problem is insufficient policy publicity. Most of the interviewed elderly migrants only have primary school education or have never received formal education. They have limited knowledge of the policy on medical treatment in other places. For example, Interviewee 6 said: *"I don't know. There are reimbursements and subsidies... I don't really understand."* Another important obstacle is the limitation of reimbursement scope. The settlement of medical expenses in different provinces is mainly for hospitalization expenses, while outpatient expenses and drug purchase expenses are not included in the reimbursement scope in different provinces and cities. For example, Interview 9 mentioned: *"Medical treatment is covered, but medicine is not."*

In addition, differences in medical insurance catalogs also bring difficulties to medical treatment in other places. The regulations on medical insurance drug lists, medical treatment items and medical service facilities are not unified in each province, resulting in insured persons encountering a situation where drugs that can be reimbursed in their registered place of residence cannot be reimbursed in other places when seeking medical treatment in other places. Interviewee 4 mentioned: *"I have rheumatism...I can't get my medicine reimbursed here."* Finally, the difference in reimbursement rates is also an issue that cannot be ignored. When rural elderly migrants seek medical treatment in cities, the reimbursement rate for medical treatment in other places is usually lower than that in the place where they participate in the insurance. For example, when Interviewee 5 said: *"It's much more expensive here in Xi'an... The subsidies are small and expensive."*

4.2.2 Difficulties in receiving pensions in other places

In China, urban and rural residents aged 60 or above can receive a basic pension. However, in practice, it is still difficult for rural elderly migrants to receive pensions in other places. The requirements for elderly people to "verify their identity" in receiving pensions vary in different regions. Some regions require elderly people to provide photos of themselves holding the latest publications every year to confirm their eligibility to receive them; Other regions have regulations that require rural elderly migrants to return to their place of origin for identity verification before they can continue to receive their pensions. For elderly people who have moved to cities and have limited mobility, this requirement means high costs and time burdens of long-distance travel, which may even exceed the amount of pension they receive. In addition, the cumbersome and inconvenient verification procedures further aggravate the plight of these elderly people. For example, Interviewee 5 mentioned that she and her husband had moved to a new place five years ago, but they had not yet received their pension due to complicated procedures.

4.2.3 Regional differences in welfare policies for elderly people living in different places

The study found that due to differences in social welfare policies and insufficient information sharing in various regions, rural elderly migrants cannot enjoy social welfare benefits in the places where they move to due to household registration restrictions. For rural elderly migrants who are not familiar with the policy in Xi'an, the process of applying for senior citizen discount cards is fraught with obstacles. For example, Interviewee 6 stated: *"When I first came to Xi'an, I didn't know about this... I thought it was only for locals and it cost money, so I never applied for it."* This lack of policy information has caused many elderly migrants to miss out on the benefits they should have enjoyed. In addition, the senior citizen cards are not universally accepted nationwide. For example, when Interviewee 8 was using her Hunan senior citizen card, she was forced to get off the bus because it could not be used on a Xi'an bus. This experience not only prevented her from enjoying the benefits she deserved, but also made her subjectively feel the difference in her identity.

4.3 Insufficient Resources for Elderly Care in Other Places

4.3.1 Limited elderly care resources available to families

The elderly care resources available to the families of rural migrant elderly people in cities are relatively limited. Although they can enjoy high-quality elderly care resources in cities to a certain extent, they still rely mainly on their children. However, the shrinking family size and the decrease in the number of children in cities, coupled with the fact that their children are busy pursuing economic and material resources, often have no time to take care of the needs of the elderly. Most of the elderly interviewed said that they are more responsible for housework and taking care of grandchildren in the city rather than enjoying a real retirement life. This reflects the serious lack of care provided by families to the elderly, further limiting their access to elderly care resources in the city.

4.3.2 Insufficient quality of community elderly care services

There are very limited specialized community services for rural elderly migrants, and the formal support they can get from the community is also extremely scarce. For example, Interviewee 8 mentioned, *"The community only organized some square dance activities, and we had to pay money to them...."* In addition, although the government allows market forces to intervene in community activities, many communities simply rent out houses to open entertainment venues such as chess and card rooms and supermarkets, and the elderly have not really benefited from them. What is more serious is that some communities sell inferior health products to the elderly, taking advantage of their health anxieties to defraud money. For example, Interviewee 7 mentioned: *"My wife used to love buying health supplements. After using them for several years, they didn't help at all... We are already poor, and they still want to cheat us out of our money."* Although the community provides public service places and facilities such as senior citizen universities and senior citizen activity centers, the users of these resources are mainly retired local faculty and staff. Some migrant elderly people believe that these services are for local residents, and they cannot enjoy these free services because they are not registered in the local area.

4.3.3 Insufficient supply of urban elderly care public goods

Since the total amount of urban public goods is limited, the rural "elderly migrants" will inevitably share these resources with urban elderly people after entering the city. This leads to a decrease in the number of public goods enjoyed by each elderly person, an increase in the cost of using public resources, an increase in the load, and a decline in service quality. Results show that many rural elderly migrants lack convenient medical facilities in their communities, and nearby large hospitals have a large number of patients, which leads to the elderly often choosing to endure when they are sick, increasing the risk of the disease worsening. In addition, services such as psychological counseling and legal aid are seriously inadequate, and the opportunities for health checkups for the elderly are extremely limited. In terms of spiritual and cultural life, public parks and squares are crowded due to the large number of people, and elderly activity rooms are incomplete and non-existent. For example, Interviewee 6 mentioned: *"The senior activity room is now a chess and card room. They play mahjong and cards there every day, nothing else."*

5 POLICY RECOMMENDATIONS FOR SOLVING THE DILEMMA OF RURAL ELDERLY MIGRANTS IN URBAN AREAS

5.1 Accelerate the Reform of the Household Registration System

The key to solving the pension dilemma of the rural elderly migrants is to deepen the reform of the household registration system. The current social welfare system is closely linked to the household registration system, which results in the rural elderly migrants being unable to enjoy equal social welfare benefits in cities. Therefore, the government should promote the reform of the residence permit system, simplify the settlement policy, promote the universalization and standardization of pension resources and policies across the country, and gradually eliminate the welfare differences caused by unbalanced regional development.

5.2 Improve the System of Elderly Care and Medical Care in Other Places

The government should innovate and adjust relevant policies so that the elderly migrants can equally enjoy the social security of their place of residence and achieve welfare equity for the permanent population. The government should establish a cross-regional welfare policy sharing platform so that rural elderly migrants can enjoy the same public services in other places. Moreover, in terms of medical care, it is necessary to gradually implement cross-provincial coordination of fee settlement and medical funds, adjust the medical insurance fund management system, and ultimately form a nationwide coordinated urban and rural medical insurance system. In addition, it is necessary to establish a unified medical insurance network settlement platform, and realize remote instant settlement through the "one-card pass", which simplifies the pension collection process for the elderly migrants. The country should also introduce relevant subsidy policies to alleviate the economic pressure on their children, increase the pension level of the elderly migrants, and enhance their ability to protect themselves financially.

5.3 Adjusting the Rural Pension Security System

After rural elderly migrants moved to cities, they lost their agricultural income and relied on meager pension insurance to make a living. However, despite the merger of urban and rural residents' pension insurance in 2014, there is still a

large gap in the level of pension security between urban and rural areas. To solve this problem, the government should increase investment in urban and rural residents' pension insurance, gradually increase pension levels, and ensure social equity. At the same time, the government should strengthen coordination among various departments, improve the efficiency of pension security, and reduce the fragmentation of the system. A unified national pension insurance big data platform should be established to facilitate the handling of relevant procedures in different places and improve management efficiency and convenience.

5.4 Strengthen the Construction of Childcare Service System

In response to the problem of rural elderly migrants moving to cities to look after their grandchildren, the country should strengthen the construction of childcare service systems and provide more diversified and professional infant and child care services. The country should vigorously develop socialized childcare institutions to reduce the pressure on the elderly in caring for their grandchildren in cities. The government has introduced relevant laws and regulations to regulate childcare services and ensure their safety and reliability. By strengthening socialized childcare services, the country can reduce the burden on the elderly as "temporary babysitters" and allow the elderly migrants to no longer drift between rural and urban areas and enjoy their later years with peace of mind.

5.5 Community Integration and Optimization of Elderly Care Resources

As the entity that residents have most frequent contact with in daily life, the community is an important part of social organization. Communities should leverage their unique advantages to help rural elderly migrants escape poverty by integrating and optimizing elderly care resources and promote equalization of basic public services in the community. First, communities should strengthen infrastructure construction for the elderly, plan special leisure activity areas, and improve the facilities and equipment for elderly exercise. Secondly, the community should open various interest classes based on the interests and needs of the elderly to increase contact and interaction between the rural elderly migrants and local elderly people. Thirdly, communities can work with businesses to increase the supply of public elderly care resources and improve the diversity and quality of elderly care services. Finally, the community should help the rural elderly migrants establish and reconstruct their interpersonal networks.

6 CONCLUSION

This study explores the multiple difficulties faced by rural elderly migrants in the process of urban retirement, and puts forward targeted policy recommendations from the national, community and societal levels. Research shows that this special group of rural elderly migrants finds it difficult to fully enjoy the elderly care resources and services they deserve in urban life due to restrictions in the household registration system, social security policies, community resource allocation, and other aspects. This phenomenon not only affects their quality of life, but also challenges the fairness of China's social security system. The dilemma faced by rural elderly migrants in urban retirement is the result of the combined effect of multi-level and multi-faceted factors. Solving this problem requires the joint efforts of the state, community and society. The living conditions of the rural elderly migrants can be effectively improved by deepening policy reforms, optimizing resource allocation, and strengthening community support. This will enhance their sense of happiness and quality of life. This will not only help achieve social equity and harmony, but also provide a powerful response strategy for China's increasingly severe aging problem.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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THE ROLE OF COMMUNITY LEADERS AND LOCAL BUSINESSES IN EFFECTIVE COMMUNICATION USAGE FOR INSECURITY REDUCTION IN EKITI STATE, NIGERIA

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Abstract: The study explores the role of community leaders and local businesses in effective communication usage for Insecurity reduction in Ekiti State, Nigeria. Two research questions guided the study. A descriptive research survey design and a quantitative approach were used. Community Leaders and Local Businesses Communication Usage for Insecurity Reduction (CLBCUIR) served as an instrument. Analysis was carried out by frequency distribution and percentage. The results showed that community leaders and local businesses foster cooperation, collaborate with law enforcement authorities, invest in security training, quick reporting of security incidents and mobilize the community members to combat insecurity. The article concluded that community leaders and local businesses used communication strategies to reduce insecurity in Ekiti State, Nigeria. However, some insecurity challenges such as crimes, violence, and conflicts are still prevalent in the area. It was recommended that security discourse involving other security stakeholders such as law enforcement authorities and Civil Society Organisation (CSO) should be prioritized by the government.

Keywords: Role; Community leaders; Local businesses; Communication use; Insecurity reduction; Ekiti state

1 INTRODUCTION

Nigeria generally with the inclusion of Ekiti State has experienced various forms of insecurity, including crime, violence, and conflicts. These security challenges have adversely affected the safety, livelihoods, and development of communities in the state. Addressing insecurity requires a comprehensive and collaborative approach involving multiple stakeholders but this article dwelt essentially on the involvement of community leaders and local businesses as some of the critical stakeholders in the discourse of the insecurity situation in Ekiti state.

Community leaders are influential figures within their localities. Engaging them in security-related communication fosters trust and cooperation between residents and law enforcement. A study by Oluwaseyi et al. demonstrates that community-based communication initiatives create platforms for information sharing and community-driven security solutions[1]. When citizens feel heard and valued, they become active partners in reducing insecurity. Examples are kings, Chiefs, councillors, and market chairman.

Local businesses are affected by insecurity, and their active involvement is crucial in mitigating security threats. Collaborating with law enforcement and other stakeholders, businesses can share information about potential risks and implement security measures. The research of Olajide et al. underscores the importance of public-private partnerships in addressing security challenges[2]. Examples are grocery stores, repair shops, bakeries, Tailor, pharmacies, and restaurants. Most of the groups used communication strategies to regulate and combat insecurity in their areas.

Communication is the process of exchanging information, ideas, thoughts, and feelings between individuals or groups. It is a fundamental aspect of human interaction and plays a crucial role in various aspects of life, including personal relationships, business transactions, education, and social interactions. Effective communication involves both the transmission and reception of messages. It requires not only the ability to express oneself clearly and concisely but also active listening skills to understand and interpret the messages received.

The effectiveness of communication depends on various factors, such as clarity, tone, context, cultural differences, and the medium used. Good communication skills are essential for building strong relationships, resolving conflicts, negotiating, collaborating, and conveying information accurately. In recent years, advancements in technology have significantly impacted communication. The widespread use of the internet, social media, and mobile devices has facilitated instant and global communication. People can now connect and communicate with others around the world in real-time, enabling new opportunities for collaboration and information sharing [3].

Community leaders and local businesses' participation is crucial in security governance for various reasons, they possess diverse expertise, perspectives, and local knowledge, which can enrich the understanding of security challenges and contribute to the development of effective solutions the involvement fosters collaboration, coordination, and effective resource allocation, leading to more comprehensive and sustainable security interventions.

The place of community leaders and local businesses in security matters cannot be overemphasized. This is because involving them in decision-making processes allows for a more comprehensive understanding of the diverse perspectives, concerns, and expertise related to a particular issue. This inclusivity leads to better-informed decisions that reflect the needs and interests of the stakeholders involved [4]. Baranne et al stated that actively engaging them will create an environment of collaboration and trust[5]. When stakeholders feel valued and included in the decision-making process, it fosters a sense of ownership and commitment to the outcomes, leading to more successful implementation). Stakeholders bring unique insights, knowledge, and expertise to the table [6]. The researchers add that their participation allows for the identification of relevant concerns, alternative perspectives, and potential risks or opportunities that might otherwise be overlooked. This comprehensive approach improves the effectiveness and appropriateness of the solutions proposed.

Continuing with the role of these stakeholders, Hansson et al. state that their participation helps build social acceptance and legitimacy for projects or policies[7]. By involving those directly affected, it provides an avenue for addressing concerns, mitigating conflicts, and incorporating diverse interests. This inclusive approach can help avoid potential resistance and increase the overall acceptance and support for the initiative. It is on this basis that Baker et al. opined that stakeholder participation aligns with the principles of sustainable development by incorporating economic, environmental, and social perspectives[8]. It allows for identifying potential trade-offs, compromises, and win-win solutions that promote long-term sustainability.

Their communication strategies for insecurity reduction involve implementing effective communication methods to address and alleviate feelings of insecurity and fear within a particular context, these strategies aim to promote safety, build trust, and provide accurate and timely information to individuals and communities affected by insecurity to achieve an effective communication some strategy are needed to be measured [9,10]. UNESCO avers that providing accurate and up-to-date information is crucial for reducing insecurity[11]. Timely communication about potential risks, ongoing security measures, and any changes in the security situation can help individuals make informed decisions and take necessary precautions. McMahan noted that engaging with the affected community is essential for building trust, understanding their concerns, and involving them in decision-making processes[12]. Effective communication channels, such as community meetings, dialogue sessions, or focus groups, can help facilitate open discussions and collaborative problem-solving.

In furtherance of their communication strategies, UNDP established that developing targeted awareness campaigns can raise awareness about security issues, risks, and preventive measures[13]. These campaigns can utilize various communication channels, such as mass media, social media, community radio, or posters, to reach a wide audience and effectively disseminate key messages. McMahan demonstrates that training and Capacity Building[12]: Providing training and capacity-building initiatives can empower individuals and communities to better understand and respond to security challenges. This can include workshops on personal safety, conflict resolution, emergency preparedness, or communication skills to enhance resilience and security consciousness. Daniel contributed that regular coordination meetings and information sharing can help align strategies, share best practices, and address gaps in security provision[14]. WHO reported that recognizing that different individuals or groups may have unique needs and preferences, tailoring communication approaches can be effective[15]. Considering diverse languages, cultures, literacy levels, and accessibility requirements can ensure effective communication for all. However, the study explores the role of community leaders and local businesses in effective communication usage for insecurity reduction in Ekiti State, Nigeria.

Engagement of stakeholders like community leaders and local businesses in communication strategies is essential for their effectiveness [6]. It involves the stakeholders in the design, implementation, and evaluation of communication initiatives. Such stakeholders' participation ensures that communication strategies are tailored to their needs, preferences, and cultural contexts, it also increases the likelihood of stakeholder buy-in, ownership, and commitment to the communication efforts. However, it is important to start by identifying the key stakeholders who have an interest or are affected by the communication efforts this can include internal stakeholders (employees, management) and external stakeholders (customers, community members, NGOs, government agencies), and analyze their needs, perspectives, and level of influence to tailor the communication strategy accordingly.

Adoptive an environment of open dialogue and encourage two-way communication with stakeholders this provides opportunities for stakeholders to express their views, concerns, and suggestions, and actively listen to their feedback, engage in meaningful discussions, and incorporate their input into decision-making processes [16]. Involving community leaders and local businesses helps develop targeted and tailored messages that address the specific needs, interests, and concerns of different stakeholder groups considering their various backgrounds, communication preferences, and levels of understanding with the use of language and mediums that resonate with each stakeholder group [17].

Adopting transparency by sharing accurate and timely information with stakeholders and keeping them informed about relevant developments, progress, and outcomes of the communication efforts. Be transparent about limitations, risks, and uncertainties, as well as the decision-making processes behind communication strategies. Engaging stakeholders in the co-creation of communication strategies and materials involves them in the design, development, and testing of messages to ensure their relevance and effectiveness in addition to this collaborative approaches foster ownership, build trust, and increase the likelihood of successful communication outcomes [18]. Regularly evaluate the effectiveness of communication strategies and seek feedback from stakeholders to monitor the impact of communication efforts, gather

insights, and make necessary adjustments based on stakeholder input. This iterative process helps improve communication outcomes over time.

Stakeholders such as community leaders and local businesses participation in security affairs in Ekiti State is crucial in insecurity reduction efforts as it promotes collaboration, shared responsibility, and a sense of ownership among the affected individuals and groups.

Some important roles of stakeholder participation in insecurity reduction are not to be undermined. For instance, community members, local businesses, and relevant authorities possess valuable knowledge about the local context, including social dynamics, cultural norms, and specific security challenges. Their active participation allows for a better understanding of the root causes of insecurity, enabling more targeted and effective interventions [18]. Stakeholders often have firsthand experience and expertise related to the specific insecurity issues in their communities. Involving them in insecurity reduction efforts allows for the integration of their knowledge and insights, contributing to more contextually appropriate solutions [19].

Stakeholder participation ensures that insecurity reduction interventions are better tailored to the needs and preferences of the affected individuals and groups [20]. By involving stakeholders in decision-making processes, the interventions are more likely to be relevant, accepted, and effective, resulting in positive outcomes. Stakeholder participation in insecurity reduction fosters social cohesion and trust among community members [20]. It promotes collective action, shared responsibility, and a sense of belonging, which can contribute to preventing and mitigating insecurity. It was also reported by Mekonnen et al. that involving stakeholders from the outset helps build sustainable insecurity reduction initiatives [20]. Stakeholder participation fosters local ownership, accountability, and capacity building, ensuring that the efforts continue beyond the initial intervention period [13]. Stakeholder participation can facilitate dialogue, negotiation, and conflict resolution in situations where insecurity arises from social tensions or conflicts by involving diverse stakeholders, the communication and understanding between different groups can be improved, leading to peaceful resolutions and long-term stability [21].

Ekiti state government has expended many efforts to fight insecurity through military operations and law enforcement agencies. Nevertheless, these strategies alone are not enough to actualize a significant reduction in insecurity. One major part that has often been neglected is the proper involvement of community leaders and local businesses in the communication process. Communication plays a significant role in addressing insecurity by enhancing coordination, information sharing, and fostering trust between different actors involved. Thus, understanding and harnessing the potential of community leaders and local businesses in communication usage is crucial for reducing insecurity in Ekiti State.

2 THEORETICAL FRAMEWORK

Several theoretical frameworks provide insights into stakeholder participation in security governance.

2.1 Communication for Social Change (CSC)

Communication for social change is an approach that emphasizes the transformative power of communication in creating social change and addressing social issues. It recognizes that effective communication is not just about disseminating information but also about engaging stakeholders, fostering dialogue, and empowering communities to participate in decision-making processes. The Communication for Social Change approach has been applied in various contexts, including public health, human rights, environmental sustainability, and community development. It offers a holistic framework for using communication as a catalyst for social transformation and empowerment [3].

Key principles and characteristics of the Communication for Social Change approach include:

- i. Participatory Approach: CSC emphasizes the participation of individuals and communities as active agents in the communication process. It involves engaging stakeholders in dialogue, seeking their input, and involving them in decision-making processes.
- ii. Empowerment: CSC seeks to empower marginalized and vulnerable groups by providing them with a voice, helping them express their needs and concerns, and supporting their efforts to address social issues.
- iii. Bottom-Up Perspective: The CSC approach recognizes the importance of grassroots perspectives and local knowledge. It values the experiences and expertise of communities and ensures that communication initiatives are driven by their needs and aspirations.
- iv. Dialogue and Collaboration: CSC promotes open and inclusive dialogue among stakeholders, encouraging the exchange of diverse perspectives and the building of collaborative relationships. It recognizes that sustainable social change requires collective action and collaboration among various stakeholders.
- v. Context-Specific and Culturally-Sensitive Approaches: CSC acknowledges the importance of understanding the social, cultural, and political context in which communication initiatives are implemented. It emphasizes the use of culturally sensitive and context-specific communication strategies that resonate with the target audience.
- vi. Multi-Media and Multi-Channel Communication: CSC recognizes the diversity of communication channels and media platforms available today. It leverages a variety of media tools, including traditional and digital media, to reach diverse audiences and facilitate effective communication.

2.2 The Specific Objectives Are as Follows to:

- i. Investigate the significance of community leaders as stakeholders in reducing insecurity.
- ii. Assess the involvement of local businesses as stakeholders in mitigating security threats.

3 RESEARCH QUESTION

- i. What is the significance of community leaders as stakeholders in reducing insecurity.?
- ii. What is the involvement of local businesses as stakeholders in mitigating security threats?

4 METHODS

This study adopts a quantitative research design to examine stakeholders' participation in communication usage for the reduction of insecurity in Nigeria. The research design allows for the systematic collection of numerical data, enabling statistical analysis to determine the relationship between variables.

4.1 Population Size

The population of this study consists of all security stakeholders in the Ekiti state, The population size was gathered from the State secretariat community, leaders 278, registered local businesses, law enforcement 79, government agencies 11, and civil society 683.

4.2 Sampling Technique

The target population for this study includes community leaders and local businesses involved in addressing insecurity in Ekiti state. A combination of purposive and stratified random sampling techniques will be employed.

4.3 Purposive Sampling

Purposive sampling was used to select key community leaders and local businesses who possess significant knowledge and expertise in the field of insecurity reduction and communication strategies. These stakeholders will be identified through a thorough review of relevant literature, expert recommendations, and consultation with key organizations working in the field.

4.4 Stratified Random Sampling

Stratified random sampling was used to ensure the representation of different stakeholder groups. The population was stratified based on stakeholder categories, such as government officials, security agencies, community leaders, civil society organizations, and citizens, 10respondents were selected from each stakeholder category which sum to 50 respondents in total.

4.5 Data Collection

Data was collected through a structured questionnaire survey tagged Community Leaders and Local Businesses Communication Usage for Insecurity Reduction (CLBCUIR) administered to the selected stakeholders. The questionnaire was designed based on established scales and validated measures related to the role of community leaders and local businesses in effective communication usage for insecurity reduction. The questionnaire included items related to community leaders' and local businesses' engagement, communication channels, and perceptions of effectiveness.

4.6 Data Analysis

The collected data was analyzed using descriptive statistics, such as frequencies, and percentages to summarize the responses of the participants.

4.7 Ethical Considerations

Ethical considerations were adhered to throughout the research process. Informed consent was obtained from all participants, ensuring their voluntary participation and the protection of their privacy and confidentiality. The study complied with relevant ethical guidelines for research involving human subjects.

5 RESULTS

Table 1 What are the Significances of Community Leaders as Stakeholders in Reducing Insecurity?

SN	Items	Strongly Agree (SA)		Agree (A)		Strongly Disagree (SD)		Disagree (D)		Total	
		F	%	F	%	F	%	F	%	F	%
1	Community leaders play a crucial role in fostering cooperation and unity among community members to address security challenges in OyeEkiti .	15	30%	35	70%	0	0%	0	0%	50	100
2	Community leaders effectively mobilize community resources and support to combat insecurity in OyeEkiti .	10	20%	25	50%	5	10%	10	20%	50	100
3	Community leaders act as intermediaries between the government and community, facilitating effective communication and collaboration for security improvement in OyeEkiti .	5	10%	36	72%	9	18%	0	0%	50	100
4	Community leaders actively engage in community policing initiatives, promoting vigilance and reporting of security concerns in OyeEkiti .	3	6%	47	94%	0	0%	0	0%	50	100
5	Community leaders provide guidance and support to community members, empowering them to actively participate in efforts to reduce insecurity in OyeEkiti .	35	70%	15	30%	0	0%	0	0%	50	100

Source: Field Survey, 2024

This table examines the significance of community leaders in reducing insecurity: 30% strongly agree that community leaders foster cooperation and unity among community members, with 70% in agreement. This highlights the perceived role of leaders in building community solidarity.

Community leaders' effectiveness in mobilizing resources to combat insecurity sees 20% strongly agreeing, 50% agreeing, 10% disagreeing, and 20% strongly disagreeing. This mixed response suggests variability in their resource mobilization impact. Acting as intermediaries between the government and the community receives 10% strong agreement, 72% agreement, and 18% strong disagreement. This indicates a general agreement on their mediating role but also some reservations. Active engagement in community policing and promoting vigilance shows 6% strongly agreeing and 94% agreeing. This underscores the recognized value of community leaders in enhancing security awareness. Providing guidance and support to community members for active participation garners a strong agreement from 70% and agreement from 30%. This points to their role in empowering community involvement.

Table 2 What are the Involvements of Local Businesses as Stakeholders in Mitigating Security Threats?

SN	Items	SA		A		SD		D		Total	
		F	%	F	%	F	%	F	%	F	%
6	Local businesses actively implement security measures within their establishments to mitigate security threats in OyeEkiti .	41	82%	9	18%	0	0%	0	0%	50	100
7	Local businesses collaborate with law enforcement authorities and community leaders to share information and prevent security incidents in Oye Ekiti	43	86%	7	14%	0	0%	0	0%	50	100
8	Local businesses actively support community initiatives and programs aimed at reducing insecurity in OyeEkiti .	16	32%	34	68%	0	0%	0	0%	50	100
9	Local businesses invest in security training and awareness programs for their employees to enhance security measures in OyeEkiti .	47	94%	3	6%	0	0%	0	0%	50	100

10	Local businesses actively report security incidents and cooperate with law enforcement authorities in investigations to mitigate security threats in Oye Ekiti State.	33	66%	17	34%	0	0%	0	0%	50	100
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Source: Field Survey, 2024

This table examines the involvement of local businesses in mitigating security threats: Local businesses actively implementing security measures see 82% strongly agreeing and 18% agreeing. This indicates a widespread recognition of their proactive role in enhancing security.

Collaboration with law enforcement authorities and community leaders for information sharing garners strong agreement from 86%, with 14% in agreement. This underscores their contribution to collaborative security efforts. Supporting community initiatives aimed at reducing insecurity receives 32% strong agreement and 68% agreement. This indicates varying degrees of support from businesses for community-based security efforts. Investing in security training and awareness programs for employees sees a strong agreement from 94% and agreement from 6%. This highlights their commitment to improving security measures. Actively reporting security incidents and cooperating with law enforcement authorities for investigations receives strong agreement from 66%, with 34% in agreement. This reflects their willingness to assist in maintaining security.

6 DISCUSSION

The findings revealed that community leaders foster cooperation and unity among community members, are effective mobilizers of resources to combat insecurity, intermediate between the government and the community, have an active role in community policing and promoting vigilance, and empower community members for active security participation. This highlights their role in creating a sense of solidarity, which is vital for community-based security efforts. Their recognition as mediating role suggests their potential to bridge communication gaps and facilitate collaboration for security enhancement and their acting role in community policing and vigilance signifies maintenance of a watchful community and reporting suspicious activities. This finding is cognizance of Mekonnen et al who reported that Stakeholder participation in insecurity reduction fosters social cohesion and trust among community members[20]. Ojo et al buttressed this finding when reported that community members played significant roles in funding and reporting threats and incidents of insecurity to security agencies to be proactive in their combat[22]. This shows that the effectiveness of partnership and victory is based on a comprehensive participatory process with the community. It is in line with these strategies that Njambi established that When communities are dedicated to the joint venture procedure they will achieve sustainable peace and security[23]. Nweke and Nwankwo reported concerning the active role of community leaders in community policing and promoting vigilance that community policing plays an important role in reducing various security threats in the eastern region, including armed robberies, kidnappings, cults, sheep raids and social problems[24]. Oyibokure et al substantiated that the inefficiency of the police force absolutely and drastically impacts human insecurity in the country[25].

The finding also highlights that local businesses actively implement security measures, collaborate with law enforcement authorities and community leaders for information sharing, support community initiatives aimed at reducing insecurity, invest in security training and awareness programs for employees, and active reporting of security incidents and cooperation with law enforcement authorities is acknowledged. Their active implementation of security measures showcases their role in enhancing security within their establishments. Their support of community initiatives indicates their level of engagement with broader security efforts. Their investment in security training signifies their commitment to enhancing security measures and their active report of security incidents shows their willingness to play a role in maintaining overall security. The finding aligns with Ojo et al who highlighted that local businesses usually report threats to security agencies and equally participate in decision-making about security issues in the community[22]. The finding exemplified by Bryson et al. who aver that their active engagement allows for a better knowledge of the root causes of insecurity, enabling more targeted and effective interventions[18]. Mekonnen et al. corroborated that their engagement promotes collective action, shared responsibility, and a sense of belonging, which can contribute to preventing and mitigating insecurity[20].

7 CONCLUSION

The study underscored the intricate web of stakeholders actively engaged in reducing insecurity in Oye Ekiti. Each stakeholder group contributes distinctively to the multifaceted landscape of security enhancement. The collaborations, roles, and responsibilities of these entities play a pivotal role in building a safer community.

8 RECOMMENDATIONS

Based on the findings, several recommendations were proposed:

1. Stakeholders should prioritize collaborative efforts, fostering partnerships that leverage collective resources and expertise.
2. Encourage increased community engagement through community policing initiatives and programs that empower residents to be proactive in reporting security concerns.
3. Advocate for enhanced transparency and accountability across stakeholder groups, ensuring that information sharing is prioritized.
4. Support capacity-building programs for law enforcement and community leaders to strengthen their roles in security efforts.
5. Promote private-public partnerships where local businesses actively collaborate with authorities and community leaders to enhance security measures.

9 LIMITATIONS

It is important to acknowledge some potential limitations of this study.

1. The use of a quantitative approach may limit the depth of understanding compared to qualitative methods.
2. The representativeness of the sample could be influenced by the availability and willingness of stakeholders to participate.
3. The self-report nature of the questionnaire may introduce response bias.
4. The findings are based on perceptions, which may not always accurately reflect actual practices.
5. The study's scope focused on a specific geographic location Ekiti State potentially limiting the generalizability of the results.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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SOCIAL EXPECTATIONS AND PERSONAL CHOICES: ANALYZING THE MARRIAGE WILLINGNESS OF YOUNG PEOPLE UNDER ECONOMIC CONSTRAINTS

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Abstract: This study aims to analyze the reasons for the declining marriage willingness among young people in China, with a particular focus on the roles of social expectations and economic factors. Through a literature review and theoretical analysis, the research finds that: First, despite the increasingly diverse views on marriage in modern society, traditional culture continues to play an important role in the marriage choices of young people, with many feeling pressured to marry due to family and societal expectations. Second, economic factors such as high housing prices and living costs significantly restrict young people's marriage choices, leading them to tend to postpone marriage. Finally, changes in personal values have led young people to prioritize self-actualization and personal happiness, preferring to consider marriage only after achieving career stability. These findings reveal the conflict between social expectations and personal choices, providing important implications for policy-making and social support. Future research should further explore the impact of these factors in different regions and cultural contexts to better understand the dilemmas young people face regarding marriage choices.

Keywords: Marriage willingness; Social expectations; Economic factors; Personal values; Young people in China

1 INTRODUCTION

In recent years, there has been a significant decline in the marriage willingness of young people in China, a phenomenon that has drawn widespread attention from academia and society. Against the backdrop of rapid social development, the lifestyles and values of young people have undergone profound changes. Many prioritize personal growth, career development, and self-actualization, viewing marriage as not the only option in life [1-2]. Modern society offers more opportunities and choices, allowing young people to pursue independent lifestyles and rich personal experiences. At the same time, with rising educational levels, an increasing number of young people hope to achieve success in their careers before considering marriage.

However, statistics show that many young people choose to delay marriage or remain single for life, forming new concepts of marriage [3]. This change is not merely the result of personal choice but is closely related to social expectations and the economic environment. As a social institution, the significance of marriage is influenced by multiple factors, including family, culture, and economy. Therefore, exploring how social expectations and economic hardships jointly affect young people's marriage willingness is crucial for understanding the transformations occurring in contemporary Chinese society.

This paper aims to analyze the roles of social expectations and personal choices in the declining marriage willingness among young people in China, particularly focusing on the impact of economic factors on this phenomenon. Economic pressure is an important consideration, as high living costs and career demands significantly influence young people's life choices [4]. The study will systematically examine how social and economic environments shape young people's views on marriage through literature reviews, theoretical analyses, and case studies. Finally, the paper will summarize the research findings and offer suggestions for future research.

2 LITERATURE REVIEW

Marriage willingness refers to an individual's attitude and choice toward marriage, influenced by various factors. In recent years, with rapid social development and changes in young people's lifestyles, research on marriage willingness has gradually gained attention in academia. Studies indicate that young people's marriage willingness is influenced not only by personal values but also closely related to social culture and economic background [5-6]. Many scholars point out that the role of social expectations in marriage cannot be ignored [7]. Traditional views consider marriage an important manifestation of social and family responsibilities, and this notion still dominates in many families [8].

In traditional culture, marriage is seen as a significant achievement for adults, and negative views toward being single still exist. This expectation often arises from the pressure of family, friends, and society, causing many young people to choose marriage even when they are reluctant [9]. However, with social changes, young people's views on marriage have become increasingly diverse, and many are beginning to question these traditional expectations. More studies have found that modern young people tend to pursue personal independence and self-actualization, and many believe that marriage is not the only choice in life [3]. For example, a survey of university students revealed that over 60% of respondents stated they wished to consider marriage only after achieving career stability [10].

Economically, young people face enormous living pressures, particularly from high housing prices, educational costs, and living expenses, which directly impact their marriage decisions [11]. In recent years, housing prices in China have

continued to rise, far exceeding the purchasing power of young people in many cities. This economic pressure leads many young people to perceive marriage as a significant financial burden, resulting in a preference to avoid entering marriage [12-13]. Some studies have pointed out that economic factors are a significant reason for many young people delaying or choosing not to marry. For instance, facing high housing prices, one study found that over 70% of young people indicated they were unwilling to marry under immature economic conditions [5].

Moreover, the increase in educational attainment has also influenced young people's marriage willingness to some extent. As more young people pursue higher education, their expectations for career development have increased, and many hope to achieve success in their careers before considering marriage [14]. This phenomenon is particularly pronounced among women, many of whom prefer to focus on career development rather than early marriage. This trend has also led many young people to adopt a more cautious attitude toward marriage.

Although existing research has revealed the significant roles of social expectations and economic factors in young people's marriage willingness, studies on how these two interact remain insufficient. Some scholars suggest that social expectations may mitigate or exacerbate the impact of economic pressures on marriage willingness [15]. For example, in some regions, despite poor economic conditions, strong social expectations for marriage still drive young people to choose marriage, reflecting the complex interplay between social culture and economic factors. Therefore, further exploration of the relationship between these two will help deepen the understanding of the dilemmas young people face regarding marriage choices in today's society.

In summary, the literature review reveals multiple factors influencing the marriage willingness of young people in China, including the interplay between social expectations and economic hardships. Through the analysis of existing research, it is evident that young people's choices regarding marriage are not only individual psychological responses but also results formed within a complex socio-cultural and economic environment. This section will lay the foundation for subsequent theoretical analysis, aiding a deeper understanding of this complex phenomenon.

3 THEORETICAL ANALYSIS

When understanding the decline in marriage willingness among young people in China, the interplay between social expectations and economic factors is crucial. This section will analyze the impact of social expectations on marriage, the influence of economic factors on marriage choices, and the relationship between personal values and marriage choices.

3.1 The Impact of Social Expectations on Young People's Marriage Willingness

Social expectations refer to the general views and anticipations of social groups regarding individual behavior. In traditional culture, marriage is seen as an important achievement for adults, especially in a society like China, where families and society have clear expectations regarding young people's marriages. This expectation often manifests as concern from family members about the marriage status of young people, particularly evident in the generation of their parents. Many young people, under pressure from relatives and friends, feel a social responsibility to marry even if they are unwilling.

As society changes, young people's attitudes toward marriage have significantly shifted. This shift is particularly evident in regions where traditional family roles are more strongly enforced but face resistance due to increasing educational attainment [16]. Research indicates that modern young people tend to pursue personal happiness and quality of life. Many believe that marriage is no longer an inevitable part of life but rather a lifestyle choice. This shift is closely related to the transformations in social culture, particularly driven by accelerated urbanization, improved educational levels, and enhanced status of women. In this context, the expectations of society regarding marriage conflict with young people's personal choices, leading to a decline in their interest and willingness to marry.

3.2 The Influence of Economic Factors on Marriage Choices

Economic factors are significant variables affecting marriage willingness. In recent years, China has experienced rapid economic development; however, this has been accompanied by a sharp increase in living costs, particularly high housing prices and educational expenses, which exert tremendous pressure on young people's marriage decisions. Many young people, faced with economic burdens, tend to postpone marriage or even choose not to marry at all. Research shows that economic pressure forces young people to view marriage as a burden rather than a positive choice in life.

High living costs not only impact marriage decisions but also change young people's expectations regarding marriage. For instance, many young people express a desire to consider marriage only after they own their homes [17]. Such economic constraints compel young people to postpone marriage until their financial situation is more secure. Particularly in first-tier cities, many young people believe that marrying without a stable economic foundation is an unwise choice, further intensifying their indifference toward marriage.

3.3 The Relationship Between Personal Values and Marriage Choices

In addition to social expectations and economic factors, personal values also play a crucial role in marriage choices. With the increase in educational attainment, young people increasingly value personal growth and self-actualization. Studies have found that many young people's views on marriage have shifted from being a "necessary life stage" to a

“personal choice,” with a tendency to pursue self-actualization. For instance, some young individuals express the desire to achieve career success before considering marriage, a perspective particularly evident among young women. In this context, young people's views on marriage are becoming increasingly diverse. Their definitions and expectations of marriage are no longer limited to traditional notions of “family responsibility” but instead focus more on personal happiness and quality of life. This transformation indicates that while social expectations still exist, young people's responses to them are becoming more varied, and marriage is no longer their sole life goal. In conclusion, the interaction between social expectations and economic factors in young people's marriage willingness is complex. The influence of traditional culture and modern economic pressures jointly shape young people's attitudes toward marriage. In future research, exploring how these elements interact will provide deeper insights into young people's marriage choices.

4 CONCLUSION AND OUTLOOK

The main findings of this study are as follows:

First, social expectations continue to play an important role in young people's marriage choices. Despite the increasingly diverse understanding of marriage concepts in modern society, traditional cultural expectations regarding marriage remain deeply ingrained. Under the influence of family and friends, many young people face significant pressure to marry. However, as societal views change, young people are gradually realizing that marriage is no longer the only option in life, with an increasing number tending to pursue personal happiness and self-actualization. This shift reflects the conflict between societal expectations of traditional marriage and young people's personal choices.

Second, the impact of economic factors on young people's marriage willingness cannot be ignored. The rising housing prices and living costs force many young people to delay marriage. Economic pressure not only restricts their marriage choices but also influences their attitudes toward marriage. Some studies suggest that economic factors like housing prices and the cost of living have been major drivers behind the declining interest in marriage [4]. Many perceive marriage as a burden, preferring to consider it only after achieving financial stability, which directly leads to a decrease in marriage willingness.

Finally, personal values are gradually taking a dominant role in marriage choices. Young people are increasingly valuing self-actualization and personal happiness, with many respondents indicating that they wish to consider marriage only after their careers are stable. This redefinition of marriage signifies the growing maturity and confidence of young people in their life choices.

In summary, the conflict between social expectations and personal choices is becoming more pronounced. Traditional culture still exerts pressure on marriage, and young people often feel a conflict between family and societal expectations and their own values. This conflict may lead to psychological anxiety and confusion, generating negative emotions toward marriage. Therefore, understanding this conflict is crucial for policy-making and social support, helping young people better navigate the relationship between personal choices and social expectations.

Future research could further explore the impacts of social expectations and economic factors in different regional and cultural contexts, particularly the roles of urban-rural differences and gender disparities in marriage willingness. Additionally, research should focus on how to respect young people's personal choices while retaining traditional marriage views, in order to better understand and adapt to this social transition. Through deeper empirical studies, academia can provide valuable recommendations for policymakers, helping them to promote social harmony while meeting the needs of young people.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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THE CURRENT STATUS, CHALLENGES, AND STRATEGIES OF GEOGRAPHICAL INDICATION PROTECTION FOR AGRICULTURAL PRODUCTS IN CHINA

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Abstract: This study aims to analyze the current status, challenges, and strategies of geographical indication (GI) protection for agricultural products in China. Through literature review and theoretical analysis, this paper first outlines the theoretical foundations and practical cases of GI protection both domestically and internationally, with a focus on evaluating the implementation effectiveness of China's existing legal framework and policy support. The research results indicate that although China has made certain progress in legal systems and economic benefits regarding GI protection, it still faces issues such as inadequate law enforcement, ineffective market promotion, and weak brand development. Based on these findings, this paper proposes strategies including strengthening legal enforcement, promoting brand development, and enhancing public awareness, aiming to provide references for further improving China's GI protection system for agricultural products. Future research directions may further explore the quantitative impact of GIs on regional economies and internationalization pathways.

Keywords: Geographical indications; China; Legal framework; Brand development; Market promotion; Strategy analysis

1 INTRODUCTION

In recent years, as consumers have increasingly demanded higher standards of food safety, quality, and origin, the protection of geographical indications for agricultural products has played an increasingly important role in China's agricultural development. As a form of intellectual property, geographical indications effectively protect agricultural products with specific regional characteristics, enhance their market competitiveness, and elevate the level of regional economic development [1]. However, despite significant progress in GI protection, numerous problems and challenges persist, such as incomplete legal frameworks, inadequate market supervision, and insufficient public awareness.

Since joining the World Trade Organization, China has gradually improved the relevant laws and regulations for GI protection of agricultural products, actively promoting the construction and promotion of the GI system. However, although the protection system has taken shape, its effective implementation in practice still encounters obstacles. On one hand, the application and maintenance processes for GIs are complex, making it difficult for many agricultural producers, especially small and medium-sized farmers, to bear the associated costs. On the other hand, the economic and social benefits of GI protection have not been fully realized, and the market value of some GI products has not been effectively enhanced.

Therefore, this study aims to analyze the current status of GI protection for agricultural products in China, identify the main challenges it faces, and propose corresponding strategies to provide recommendations for further improving the GI protection system. The significance of this research lies not only in aiding the improvement of laws and policies related to GI protection but also in raising public awareness and appreciation of GI agricultural products, thereby providing theoretical support for achieving high-quality agricultural development and rural revitalization.

2 THEORIES AND CASE STUDIES OF GI PROTECTION

Geographical Indications (GIs), as a special form of intellectual property, play an important role in agriculture, food, handicrafts, and other fields. Their fundamental function is to identify products produced in a specific region, attributing unique quality and reputation to these products based on the region's distinctive natural, historical, and cultural factors, thereby enhancing the market value of the products [2]. GIs are not only a means of protecting agricultural products but also an expression of regional branding. In recent years, with the global increase in demands for food safety and quality, the protection of GIs has garnered widespread attention. Particularly in developed regions such as the European Union, the successful experiences of GI systems provide a referable model for other countries worldwide.

2.1 Theoretical Foundations Domestically and Internationally

Internationally, the theory of GI protection can be traced back to the origin labeling theory within intellectual property law. The core idea of this theory is that products produced in specific regions possess unique quality and reputation due to the region's distinctive natural conditions, production methods, and historical and cultural accumulation. Early scholars combined GI with brand management theory, suggesting that GIs can help products create brand effects through market differentiation, thereby gaining an advantage in fierce market competition [3]. In recent years,

researchers have increasingly focused on the cultural and social functions of GIs, particularly their role in protecting agricultural cultural heritage and traditional production techniques.

In China, research on the protection of GIs for agricultural products primarily concentrates on legal aspects, economic benefits, and their impact on rural economic development. Domestic scholars generally believe that the implementation of the GI system not only helps increase the added value of agricultural products but also stimulates regional economic development. This is especially significant in impoverished areas and provinces with strong agricultural traditions, where GIs help invigorate local specialty industries [4]. For example, GI products such as Longjing tea, Wuchang rice, and Yangcheng Lake hairy crabs have achieved high recognition in both international and domestic markets. Their success is attributed to policy support from local governments, stringent product quality control, and brand development.

2.2 Current Status of GI Protection in China

The protection of GIs for agricultural products in China started relatively late but has developed rapidly. Since China began promoting the protection of GI products in 2000, the number of GI-certified products has rapidly increased, covering various fields from tea, fruits, vegetables to livestock products [5]. Similar to research in traditional Chinese medicine, the quality of GI products is closely related to their regional characteristics [6]. According to incomplete statistics, by 2022, the number of GI products in China had exceeded 4,000, encompassing a wide range of agricultural product categories. These GI products are not only popular in the domestic market but also become key export products. For example, Guizhou Maotai liquor and Wuchang rice enjoy high reputations among domestic consumers and have also secured a position in international markets.

However, despite the large number of GI products in China, their market performance is uneven. Some products have achieved significant economic benefits, such as Longjing tea and Yangcheng Lake hairy crabs, while the market promotion of many GI products remains limited. Some scholars believe that this is directly related to certain shortcomings in China's GI protection system [7]. Firstly, the GI certification process in China is complex, and many small and medium-sized farmers lack the resources and capabilities to apply for and maintain GI certification. Additionally, there are numerous issues with quality control and brand promotion of GI products. Some local governments and enterprises lack long-term brand development awareness, leading to GI products failing to fully realize their market potential [8]. Similar to the application of medical research techniques, quality control of GI products requires rigorous scientific analysis and testing to ensure compliance with specific GI requirements [9].

2.3 International Experiences and Lessons

Internationally, especially in the European Union, the GI protection system has developed a mature model. The EU's legal framework for GI protection was established early and possesses strong legal enforceability. Particularly in the agricultural sector, the EU has secured a significant position for GI products in the global market through strict product quality control and brand development [10]. Similar to comparative studies of different treatment methods in the medical field, China and the EU have different strategies for GI protection but have both achieved their protective objectives [11]. Countries like France, Italy, and Spain, leveraging their rich agricultural resources and long-standing agricultural cultures, have produced a large number of well-known GI products. For example, France's Champagne, Italy's Parma Ham, and Spain's Iberian Ham are not only popular in European markets but have also become high-end products in international markets.

The EU's successful experience provides important lessons for China. Firstly, the EU ensures high-quality standards for GI products by establishing strict certification and quality control systems. This mechanism guarantees the reputation of GI products and enhances public awareness through a series of brand promotion activities. Additionally, the EU successfully integrates the historical and cultural stories of GI products with market promotion through cultural promotion, which not only increases consumer purchase desire but also enhances the cultural added value of the products. For instance, the production process of Champagne strictly follows traditional brewing techniques, and both the French government and local enterprises have combined Champagne with France's luxury culture through cultural marketing, successfully attracting global consumer attention.

2.4 Major Issues Faced by GI Protection in China

Although China's GI protection for agricultural products has achieved certain successes, its development still faces numerous challenges. Firstly, the degree of brandization of Chinese GI products is relatively low. Many GI products remain at the stage of GI certification without achieving efficient market operations [12]. Secondly, local governments and enterprises often lack long-term brand strategies when promoting GI products, resulting in limited market influence of these products. Additionally, there are certain loopholes in the legal protection of GIs. Some regions are plagued by counterfeit GI products, damaging the market reputation of genuine GI products [13]. Just as medical treatments require comprehensive consideration of multiple factors [14], the implementation of GI protection policies also needs to coordinate across legal, market, and social dimensions to achieve effective protection outcomes.

3 ASSESSMENT OF CHINA'S GI SYSTEM

China's GI protection system for agricultural products has a relatively sound foundation in terms of legal frameworks, economic impact, and socio-cultural dimensions. However, it still faces multiple challenges in practical implementation. Based on the theoretical background of GI protection and both domestic and international experiences, a thorough analysis can be conducted from the perspectives of legal frameworks and policy support, economic and social benefits, and the specific challenges currently faced.

3.1 Legal Framework and Policy Support

China's GI protection system is built upon a series of national laws and policies, primarily encompassing regulations such as the "Trademark Law" and the "Administrative Measures for the Protection of Geographical Indications of Agricultural Products." These laws provide a clear protection path for GI products and specify the procedures for applying, certifying, and maintaining GIs. Additionally, numerous supportive policies have been issued to encourage local governments and agricultural enterprises to actively participate in the application and promotion of GI products. These policies aim not only to protect geographically characteristic agricultural products from counterfeit and inferior products in the market through legal means but also to drive regional economic development through the GI system. However, in practice, the effectiveness of these legal frameworks is not ideal. Firstly, although laws like the "Trademark Law" provide registration and protection pathways for GI products, many local governments and enterprises lack professional intellectual property management capabilities in daily market management. This results in insufficient protection of GI products, with counterfeit GI products occasionally emerging [15]. Secondly, in terms of policy implementation, despite national-level support policies, there is unevenness in the specific implementation processes at the local government level. Some local governments overly rely on national subsidy policies and lack long-term sustainable development plans. Furthermore, due to the complexity of the GI application process, many small and medium-sized farmers find it difficult to bear the high costs associated with the procedure, leading to the failure of some high-quality agricultural products to successfully enter the GI protection system.

3.2 Economic and Social Benefits

The economic benefits of GIs are a significant manifestation of their value in agricultural and rural economic development. Theoretically, GI products typically command higher market prices than ordinary agricultural products because their specific regional characteristics, production processes, and historical and cultural backgrounds confer unique value to these products. This not only helps increase the added value of agricultural products but also promotes the industrialization of agriculture and the development of rural economies.

Taking Wuchang rice as an example, through GI protection, Wuchang rice has gradually become a well-known high-quality rice brand in the domestic market, with its market price far exceeding that of other similar products. This has brought substantial economic benefits to local farmers and increased the fiscal revenue of local governments. Similar successful cases include Anxi Tieguaanyin from Fujian and Pixian Doubanjiang from Sichuan. However, the realization of economic benefits is not universal. Many GI products fail to fully leverage their market potential due to a lack of effective market promotion and brand development. Although some GI products enjoy high recognition in local markets, they fail to enter national or even international markets through brand-oriented operations.

In terms of social benefits, the protection of GI products helps preserve agricultural cultural heritage and traditional production techniques. GI protection safeguards not only the agricultural products themselves but also their underlying cultural and historical backgrounds. For instance, the production process of Longjing tea has a history of hundreds of years, and GI protection ensures the inheritance and continuation of traditional craftsmanship. This plays an important role in protecting local culture and enhancing cultural identity. Additionally, the development of GI products can drive employment in rural areas, especially in the context of combining tourism and service industries. Through the promotion of GI agricultural products, many rural areas have developed diversified economic models based on ecological agriculture and cultural tourism.

3.3 Challenges and Issues

Despite the achievements of China's GI protection system for agricultural products, it still faces multiple challenges in practical implementation. Firstly, there is insufficient enforcement of laws, and counterfeit GI products still exist. This not only damages the market reputation of genuine GI products but also affects consumer trust in GI products. Secondly, the coverage of GI protection is still inadequate, especially for many high-quality agricultural products in central and western regions that have not been included in the GI protection system. Although these regions are rich in agricultural resources, their market promotion capabilities are limited, resulting in many products that meet GI conditions failing to receive adequate protection and promotion.

Moreover, there is a significant lack of market promotion for GI products. Compared to EU countries, although China has a large number of GI products, the degree of brandization is relatively low. Most GI products have brand recognition limited to local markets and have not formed nationally or internationally recognized brands. Some local governments and enterprises lack long-term brand development strategies, overly relying on the short-term economic benefits brought by GI certification while neglecting sustained brand building and market expansion. Relatedly, there is insufficient consumer awareness of GI products. Many consumers do not understand the meaning and value of GIs, further restricting the market expansion of GI products.

4 STRATEGIES AND FUTURE DIRECTIONS FOR CHINA'S GIS

China's GI protection system for agricultural products has made significant progress over the past few decades, with an increasing number of GI products and gradually improving related laws, regulations, and policy support. This system has not only enhanced the market value of agricultural products but also promoted regional economic development, particularly in areas rich in agricultural resources. Additionally, GI protection has played a positive role in preserving cultural heritage and traditional production techniques. However, the development process has also exposed some problems and challenges.

As analyzed above, although China's GI protection system is fundamentally established, it still faces numerous challenges in implementation. Firstly, the enforcement of laws needs to be strengthened, as counterfeit GI products continue to exist, severely damaging the market image of GI products. Secondly, there are significant deficiencies in market promotion and brand development. The recognition and influence of many GI products are limited to local markets, lacking national or international brand influence. Moreover, some farmers and enterprises in certain regions have insufficient awareness of the GI system and lack the enthusiasm to participate in protection and promotion, resulting in many potentially valuable GI products not being adequately promoted and protected.

To address these challenges, this paper proposes a series of strategic recommendations. Firstly, the legal framework for GI protection should be further improved, and the enforcement of laws should be strengthened, especially in implementing stricter regulatory measures against counterfeit GI products. Local governments and relevant enterprises should intensify efforts in brand development, not only being satisfied with the basic protection provided by GI certification but also enhancing the market influence of GI products through long-term market promotion and brand-oriented operations. Additionally, increasing public awareness of GI products is a key measure. Educating consumers about the value and significance of GI products can promote market demand for GI products.

Future research directions can further focus on quantifying the specific impact of GI products on regional economic development, especially through empirical studies on the role of GIs in increasing farmers' income and adjusting industrial structures. Additionally, exploring how to draw lessons from international experiences to further promote the internationalization process of China's GI products would be valuable. Topics such as cross-national comparative studies and the cultural dissemination of GI products can also become important areas for future research.

COMPETING INTERESTS

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