



## **The Mediating Role of Workers' Migration and Income Redistribution Between Rural Social Security and Rural Consumer Purchase Behaviour in Anhui Province, China**

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### **Abstract**

In the past three years, Chinese residents' demand and consumption have been significantly reduced due to the Covid-19 pandemic. According to the research of Chinese and Western scholars, social security has a natural function of income redistribution, which can increase the income of residents and have an impact on the consumption of residents. In China, rural and urban's social security systems are different, and migrant workers are a particular group who work in the city. Still, their household registration is in their respective village. Since the "village revitalization" strategy implementation, the tendency to return to rural areas of migrant workers has increased. Providing comprehensive and fair job security and social insurance is necessary to retain them in the village. This research examines the relationship between rural social security and rural consumer purchase behaviour and explores the mediating role of workers' migration and income redistribution in this regard. A quantitative, non-experimental, interpretative method was used to answer the research questions. This study can effectively supplement and improve this research field and give some meaningful policy advice to stimulate residents' consumption and promote the internal circulation of the economy.

**Keywords:** Consumer purchase behaviour, Social security, Workers' migration

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### **Background of the Study**

Since the 1920s, western scholars have paid increasing attention to the research on the impact of social security on income redistribution. In his *Welfare Economics*, Pigou, a British scholar, studied the relationship between social welfare and national income, published as early as 1923, and advocated taxing the rich and subsidizing the poor. The effect of social security on residents' consumption has always been a concern for theoretical researchers. Chinese scholars have done

extensive research on the impact of social security on income redistribution (XU Hui, 2018; CUI Dan, 2016; LIU Shuang, 2016; and YIN Huabei, 2011). In this paper, the dependent variable is consumer purchase behaviour, and the independent variables are rural pension insurance, health insurance, and the basic cost of living allowance. The independent variables are collectively referred to as rural social security. The mediating role of rural workers' migration and income redistribution is carefully assessed. Previous studies mainly focused on the rural social security and migrant worker (Qin, 2021; Sun, 2020; Wang Meiyang, 2018). But scholars pay little attention to the mediating role of rural workers' migration and income redistribution to the relationship between rural social security and rural consumer purchase behaviour.

### **Overview of Rural Social Security in China**

Social security is a system that takes the government as the subject of responsibility and, according to laws and regulations, provides material assistance to nationals who temporarily or permanently lose their ability to work and have difficulties in life due to various reasons through redistribution of national income, to ensure their primary livelihood. China's social security system mainly comprises social insurance and social assistance. Among social insurance, endowment and medical insurance cover most people, while the subsistence security program is one of the most important projects among the social assistance programs.

### **Overview of Rural Social Insurance in China**

Social insurance is one of the works the Chinese Communist party always pays close attention to and takes seriously. From 1922 to 1948, five of the six National Labor congresses held by the Communist Party of China raised the issue of social insurance (it was not presented at the first congress in 1922). In 1951, "The law of the People's Republic of China labour insurance" was officially issued and implemented by special authorization, establishing a comprehensive application in China's urban worker labour insurance project. The content of labour insurance regulations related to pension, medical treatment, industrial injury, disability, death, and birth insurance. It marks the initial establishment of the social insurance project for urban enterprise workers in China. In the late 1990s, social insurance for urban workers was reformed and gradually improved. However, China's rural social pension insurance began to explore in 1986 and was gradually established in 1991 on a pilot basis. In 1992, the Chinese government issued the "Basic Plan for Rural Social Pension Insurance" on trial, formally establishing the rural social pension insurance project. The old rural social pension insurance project mainly consists of individual contributions and is entirely based on individual accounts.

In 2009, The State Council issued the Guiding Opinions on the Pilot Project of the New Rural Social Endowment Insurance, marking the birth of the new rural social endowment insurance project. From the above overview, it is concluded that social insurance in rural areas obviously lags behind urban areas, and there are also significant differences in payment mode. Rural residents rely on individuals, while urban workers rely on units to pay. In any case, China's social insurance goal of "providing basic and full coverage" has been basically achieved. According to the latest data and the Ministry of Human Resources and Social insurance, the number of China's pension insurance subscribers in June 2021 was 1014 million, and the number of China's medical insurance subscribers in 2020 was 1361 million, both of which covered more than 90% of the population. The present study focuses on the population of insured individuals in Anhui Province. Concerning the 7th census data, the population of Anhui Province is about 61 million. And Table 1 demonstrates the number of insured people.

Table: 1 The coverage of social insurance of Anhui Province

Social Insurance projects	Total number of insured-Anhui Province	Number of insured residents -Anhui Province
pension insurance	47.736 million	34.901 million
medical insurance	67.046 million	57.53 million
unemployment insurance	5.642 million	

### Overview of the basic cost of living allowances in China

The basic cost of living allowances for urban and rural residents is a cash subsidy provided by the state to less fortunate people whose per capita income is lower than the local minimum standard of living. The primary objective of the basic living allowance is to ensure the urban and rural population have access to their basic needs, such as food and clothing.

As for the source of basic cost of living allowances funds, it is common practice in market economy countries to take personal income tax to adjust the gap between the rich and the poor and establish the last safety net of residents' life. There are two views on implementing the minimum living guarantee in western countries: Keynesianism advocates differential subsidies for low-income families; Friedman, the representative of the monetarist school, proposed a "negative income tax scheme." The right of treatment of the lowest life guarantee passes strict normative procedure and affirms the applicant's actual living standard. This set of standard procedures is commonly known as the "family means survey" or "family financial status survey."

### Consumer purchase behaviour in the rural area of China

The National Bureau of Statistics released the total retail sales of consumer goods in April 2022. In the first four months of 2022, China's total retail consumption was 13,8142 billion yuan (-0.2%), of which the total amount in April was 2,948.3 billion yuan (-11.1%). By region, retail sales of urban and rural consumer goods fell by 11.3% and 9.8% year on year, respectively, in April. Social consumption has been hit hard by the epidemic.

It can be seen from the following picture that the income elasticity trend of the two types of families with and without endowment insurance is getting closer with the increase of consumption level. Still, the income elasticity of families with endowment insurance in each sub-point of per capita consumption is higher (0.641-0.797) than that of families without endowment insurance (0.508-0.697). Thus, the improvement of social security increases household income consumption actively.

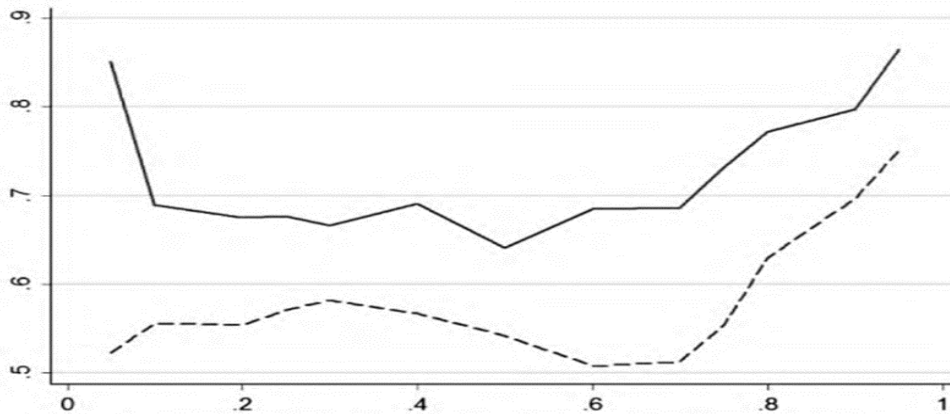


Fig.1 the income elasticity of families in each sub-point of per capita consumption  
 -----families without endowment insurance  
 — — families with endowment insurance  
 Data source: *CONSUMER ECONOMICS,2017.7*

### Migrant worker in China

Chinese rural population is a complex index, which has various types. In this study, we quote the opinion of Professor Zhu Guanglei. He established the concept of the “three-circle structure” of the Chinese rural population and furthermore clarified the differences and similarities between farmers, migrant workers, and rural household registered populations (Zhu Guanglei, 2021). The following table reflects the three forms of the rural population in China.

Table. 2 Three forms of Chinese rural population

Form	Number	The proportion of total population
Rural household registration population	771 million	54.6%
Migrant workers	285.6 million	20.23%
Farmers	177 million	12.5%

In 2018 the number of village-urban Migrant workers, which also belongs to the rural household registration population, exceeded that of famers, reaching 285.6 million, which became the largest group of the rural population. Chinese scholars believe that the first generation of migrant workers refers to the farmers who went out for work for the first time before the 1990s or the migrant workers born before the 1980s. According to the standard calculation of migrant work time, the first generation of migrant workers is generally close to 50 years old or higher. The research object of this paper is mainly the new generation of migrant workers born after the 1980s.

After implementing the “village revitalization” strategy, the inclination to return to the village of migrant workers may increase. However, with population withdrawal, how to retain them is a challenge. Providing comprehensive and fair job security and social insurance is necessary.

## **Problem Statement**

Chinese residents' demand and consumption have been significantly reduced due to the epidemic. In 2020, the CPC Central Committee proposed "building a new development pattern in which the domestic cycle is the main body." In the same year, the government work report emphasized "promote the recovery of consumption and improve people's willingness and ability to consume" once again to realize the shift of economic growth from investment to consumption. In this context, how to play the role of consumption in economic development and change the pattern of economic growth from investment-led to consumption-promoted has become an imperative issue in the next stage.

According to the research of Chinese and Western scholars, social security has a natural function of income redistribution, which can increase the income of residents and have an impact on the consumption of residents. Table 1 shows that the number of insured residents accounts for a considerable share. In the insured residents, most are rural household registration people. Moreover, there are no workers' insurance projects in rural Chinese areas. Rural social insurance has always been a shortboard in China's social insurance policy. Social insurance in rural areas obviously lags behind urban areas, and there are also great differences in payment modes. Rural residents rely on individuals to pay, while urban workers rely on units to pay.

The construction of urban-rural social insurance integration still needs to be further improved. Migrant workers and rural residents have weak insurance awareness and low participation rates. However, with the return of migrant workers to rebuild rural consumer purchase behaviour, the demand for insurance is increasing. Previous studies mainly focused on rural social security and migrant worker (Qin, 2021; Sun, 2020; Wang Meiyan, 2018). However, there are few studies on the relationship between social security and consumption, especially taking worker mobility and income redistribution as mediator variables. In addition, few scholars have unified pension insurance, medical insurance, and minimum living security into one variable for research.

## **Research Questions**

This study has four primary purposes: to assess the relationship between the exogenous and endogenous variables.

RQ1. What is the relationship between rural social security and rural consumer purchase behaviour?

RQ2. To what extent does rural workers' migration play a mediating role between rural social security and rural consumer purchase behaviour?

RQ3. To what's extent income redistribution playing a mediating role between rural social security and rural consumer purchase behaviour?

## **Research Objectives**

The general objective of the present research is to measure the Influences of Rural Social Security on the Consumer purchase behaviour in Anhui Province, China.

Then this study has four specific objectives:

RO1. To examine the relationship between rural social security and rural consumer purchase behaviour in rural Anhui Province, China.

RO2. To examine the mediating role of worker's migration on the relationship between social security and rural consumer purchase behaviour.

RO3. To examine the mediating role of income redistribution on the relationship between social security and rural consumer purchase behaviour.

## **Significance of the Study**

In the context of China's rural revitalization, there are increasing theoretical studies on migrant workers returning to their hometowns. The relationship between social insurance and income redistribution has always been a research hotspot. However, few studies on the relationship between social security and consumption take worker mobility and income redistribution as mediators. In addition, few scholars have unified pension insurance, medical insurance, and minimum living security into one variable for research. This study can effectively supplement and improve the research field.

In the past three years, China's economy has experienced a slowdown due to the impact of the Covid-19 pandemic. The Chinese government has put forward policies to stimulate household consumption and promote the internal circulation of the economy. However, the policy has not worked very well because of the inertia of Chinese households to save (*Chen Taiming, 2022*). As we all know, income and consumption are closely related, and social security is a typical redistribution policy. The study of the relationship between social security and consumption has certain practical significance for improving the Chinese government's policy of stimulating consumption and developing the Chinese economy. Correctly understanding the key points and difficulties of China's rural social security and exploring a feasible road suitable for China's actual situation is of great importance to promoting rural revitalization strategy and rural consumer purchase behaviour. It also has strong practical significance in promoting rural economic development and new rural construction and realizing social fairness and justice.

## **Literature Review**

### **Consumer Purchase Behaviour**

Consumer purchase behaviour has always been a research hotspot in the academic field, and scholars from various countries have conducted comprehensive and in-depth research about it ((Li Nan (2018), Kong Xinshuang (2013), Jin Xiongnu (2014)). So consumer purchase behaviour is an ongoing issue which requires further investigations. Let's look at what scholars have done about consumer purchase behaviour.

Luo Yufeng (2022) believe that economic research on consumer behaviour can help us better understand economic logic and the mechanisms behind their consumption choices and the amount they buy. With knowledge of consumption patterns, we can more accurately predict consumer response to marketing tactics like advertising or government intervention like a soda tax (YUFENG L., 2022).

Wang Meiyan (2018) found out the new generation of migrant workers' households spends more on clothing, food, housing, and travel compared with their previous generation.



Furthermore, the overall consumption is higher as well. Consumption elasticity for clothing, food, housing, and travel and total consumption elasticity among the new-generation migrant workers' households are significantly higher than those for their previous generation. As their income rises steadily, the new-generation migrant workers will become an influential emerging consumer group – an important trend for China's economy that shall not be overlooked (Wang Meiyang, 2018).

So far, western scholars' theoretical disputes on the relationship between social insurance and residents' consumption are still ongoing and will be differences in empirical test methods. The academic debate will continue for a long time since neither has an infallible theory to convince the other. Chinese scholars pay increasing attention to the research of social insurance construction in China. The theoretical and empirical analysis of the relationship between social insurance and residents' consumption is also increasing, and it is not easy to reconcile the differences in the test results. However, more scholars have recognized the conclusion that social insurance does influence individual consumption behaviour in the West or China. Establishing an enhanced social insurance scheme to relieve residents' worries, promote increasing residents' consumption, and ensure economic development and social stability will also become an important way of social management and economic regulation by governments.

### **Rural Pension Insurance**

In the last century, China's pension insurance project was only accessible to urban employees, leaving the rural population with little or no coverage (Qin et al., 2015). In terms of participation rate, most studies show that individual characteristics of immigrants, such as age, gender, education level and employment status, can determine their participation in the pension insurance plan (Lv and Li 2012; Zhang, Gao, and Hou 2007). However, regional disparity exists even after controlling for individual characteristics. This is mainly reflected in the gap between urban and rural areas (Li 2009).

According to Yang (2019), the pension insurance coverage rate for rural migrant workers increased from 6.7% in 2012 to 10.7% in 2014 and from 9.8% in 2015 to 14.3% in 2017 (NBSC 2019). Meanwhile, the pension coverage of migrant workers in urban areas is still much lower than that of local (non-migrant) people with urban hukou.

Except for migrant workers, some scholar focuses on the pension scheme for normal urban employees and residents. YANG Yixin (2017)'s study "An Economic Analysis of Public Pension Programs in China" may have some useful policy implications: Measures should be taken to maintain the financial sustainability and actuarial balance of endowment insurance. She also suggested that "family" should be the basic welfare object. Policymakers should improve social insurance policies to keep families together (YANG, 2017).

Sun Yiyu (2020) focuses on residents' pension insurance; she chooses New Rural Pension Scheme (NRPS) and Urban Resident's Pension as the pension variable and explores how pension insurance affects living arrangements and financial transfers. And this thesis supplemented the research in this area (Sun, 2020).

From this part, we can find a large and growing body of literature has cared about migrant workers' social insurance, especially pension insurance and health insurance. But the present study primarily focuses on the urban migrant, that is, rural migrants and urban migrants into cities, disregarding the issue of rural migrants returning to the village. The level of social insurance will influence the migrant direction and inclination of rural migrant workers.

### **Rural Health Insurance**

Health insurance is one of the insurance types with the largest number of insured people in China. According to the National Bureau of Statistics, the number of insured people reached 1.361 billion in 2020, indicating that China has basically built a comprehensive health insurance project. Because of the uncertainty of disease risk, health insurance is also closely related to people's life. This critical issue also attracts the researcher's attention.

Based on the China Household Finance Survey data from 2011 to 2019, Zhang Kairan, Hu Xinyi (2022) uses the method of DID to verify the impact of integrated social insurance on household consumption. The results show that integrated medical insurance significantly releases short-term household consumption. Still, the effect presents a reverse ratchet with time, and the integrated endowment insurance has no significant effect. Integrated medical insurance significantly reduces the family medical burden, greatly promotes the consumption expenditure of subsistence, life, development and enjoyment, and has a greater effect on rural living families and the original and new rural cooperative medical care families. Health status and risk preference have a synergistic regulating effect on consumption release. Households with better health status and more risk preference have greater consumption release. The moderating effect of income is insignificant, meaning the effect of medical insurance integration on promoting consumption has no heterogeneity among households with different incomes (Kai-ran & Xin-yi, 2022).

Zhao, C. (2020) thinks that to solve the problem of farmers 'difficulty in seeing a doctor is not only to respect their basic right to exist but also to build a prosperous, democratic, civilized and harmonious socialist modern country. The focus of medical and health workers should be on rural areas, supplemented by the county-level and rural public health and medical service network. Therefore, strengthening the construction of rural medical and health work and developing a new medical cooperation scheme are the most important tasks in building a beautiful countryside in the new era (Zhao, 2020). Giles et al. (2021) found that information intervention affected Chinese migrant workers' participation in social insurance decision-making. Migrant workers, they argue, respond to price: in cities where premiums are less correlated with income, information leads to lower participation in health insurance (Giles et al. ,2021).

Wu, R. (2021) mainly focuses on the participation rate of health insurance. He believes that the participation rate of migrant workers can be increased through the improvement and reform of the supervision mechanism. He found that with the improvement of the medical insurance project, the barriers for migrant workers to participate in insurance are decreasing. However, the occupational mobility of migrant workers is high, and the contribution of medical insurance is generally established based on a labour contract, which also hinders migrant workers' participation in insurance to a certain extent. Therefore, he concluded that while improving the scheme, reducing the mobility of migrant workers is also an important factor in enhancing the participation rate of migrant workers (Wu, 2021).

### **Rural Workers' Migration**

Baioliya and Miller (2021) studied the influence of population and policy on immigration incentives at different life cycle stages. Their inclusion of an ageing population in the model would also increase the proportion of working-age migrants since higher capital accumulation maintains significant upward pressure on urban wages. Quantitative analysis shows that different social insurance projects have other influences on the net and age and income distribution floating population. Incorporating migrants into the urban pension scheme prevent rural-urban migration in youth and reverses migration in old age. In contrast,



urban health insurance encourages rural-to-urban migration of low-income groups of all ages while inhibiting reverse migration (Bairoliya & Miller, 2021). While covering more urban and rural residents and benefiting more people, the constantly improving basic old-age and medical insurance system for urban and rural residents is also facing severe challenges. In addition to financial subsidies and low financial security, this system faces many other challenges. Including insufficient overall planning, complex operations between different difficulty in adapting to the trend of large numbers of people moving across regions and increasing informal employment. Because of the significant differences in the obstacles and the difficulty of solving these problems and challenges, it is necessary to adopt a reform and construction approach that focuses on breakthroughs in stages. We can strengthen the inter-regional system operation in the short term and continuously improve the overall planning level. In the long term, the key task is to continue to explore the financial model of the social insurance system, and adopt a personal account system with financing available to fund. This way, we can integrate urban and rural residents and workers to achieve integrated development (GAO Chuan-sheng, 2021).

### **Income Redistribution**

According to Zhou Yun Xiao (2020), the most prominent issue and contradiction is the large income distribution gap accompanied by the vigorous development of the economy. In theoretical and empirical research, domestic and foreign experts and scholars' research on social endowment insurance and income redistribution of rural social endowment insurance is sorted out through a literature summary, grasp the latest trends of the current study, and research content, methods, innovation, and shortcomings of the brief. It should be narrated. Secondly, it carefully combs the evolution process of the rural social endowment insurance system in Guangxi and Hena and the current situation of the income inequality of rural residents. Based on a series of results, the analysis demonstrates a problem of vertical distribution imbalance of pension, and age square has a significant impact on pension level at a significant level of 10% (Zhou Yun Xiao, 2020). Social security is an important tool for income redistribution. It is generally believed that social security plays a "positive" regulating role in the redistribution of resident income in China. The urban and rural residents of the Minnan region will save, get into community clubs and enjoy the subsistence allowances for urban residents. Moreover, benefit from the public accumulation fund for housing construction projects, such as coverage, security level, targeting mechanisms, and the transfer rate for adjusting income redistribution, produced a certain positive effect. Furthermore, the role of individual characteristics shall not be overlooked. Considering the effect of social security in adjusting income redistribution, we can further focus on the following aspects: improving the top-level design of the social security system, properly handling the social and financial responsibilities of social security, leading to the improved framework of the five-pillar social security system (TANG Zhao Yun, (2022).

## **Methodology**

### **Research Paradigm**

This study mainly adopts a positivism research paradigm and quantitative research method. A stratified and simple random sampling technique is used with the means of a questionnaire to collect data. SMART-PLS software is expected to be used for modelling, and SPSS software is used for data analysis and verification. Positivism is represented by the founders of sociology, such as Comte and Spencer, and gradually matured after the development of Durkheim, the representative figure of classical sociology. They believe there is no essential

difference between social and natural phenomena and follow the same methodological criteria, which the universal law of causality can explain. Sociology can be born only when it is realized that social facts are studied as real things. Therefore, in the methodological orientation, social science should take natural science as the standard model, establish a unified knowledge scheme, and thus create positivist sociological research. Positivism believes in data analysis. By conducting experiments, investigations, and statistics on social phenomena, a large number of data or other materials have been collected. To calculate or measure the data, they can get some answers to the social phenomena about why it happened or how it will change (Foxhall, 1995). From a methodological point of view, positivism usually adopts quantitative research methods.

Quantitative analysis mainly uses data for analysis, sorting and summarizing the data, and performing various analyses through mathematical modeling to find the causal relationship between the data (Eldabi, 2002). Its function is to reveal and describe the interaction and development trend of social phenomena. Quantitative research design is mainly divided into experimental design and non-experimental design (questionnaire survey) and so on. If this research is to understand the relationship between various variables to detect a theory or model, then quantitative research involves the most appropriate. The present research orientation is mainly positivist. It mainly aims to investigate the relationship between the six research variables extracted from the relevant literature review and background overview. Positivist researchers prefer accurate quantitative data and often use experimental, survey, and statistical analysis methods. They seek rigorous measurement tools and “objective” research methods and test hypotheses through careful analysis of the measured numbers. So, the research method of the study is mainly quantitative.

### **Population and Sampling**

Technique In empirical research, there is an increasing demand for representative statistical samples, so there is a need for an effective method to determine sample size. To address the existing gap, Krejcie & Morgan (1970) proposed a table to determine the sample size of a given population, which was widely used for reference. According to the 7th census data, the number population of Anhui Province is about 61 million (data sources: China Statistical Yearbook of 2021). The number of migrant workers is 19.77 million, including 13.99 million interprovincial personnel, and ranks third in China. Based on the total population of Anhui province, the proportion of migrant workers has reached a staggering 31%. According to Krejcie & Morgan’s table for determining sample size, when the research population is above one million, the sample size required 384 to achieve 95% of the confidence interval. Research sampling is an important issue in social research design. It is not only closely related to the purpose and content of research but also directly related to the collection, collation and analysis of research data. At the same time, it also involves the cost and application scope of the whole research. Research sampling is to extract some representative individuals from a population as research samples. The research sampling method is divided into Probability sampling and Non-probability sampling.

Probability sampling is a sampling method based on the principle of probability theory and mathematical statistics to select samples from the research population according to the random principle. The Sampling Technique of this study is Stratified sampling and Random sampling. Firstly, the stratified sampling method is used to divide Anhui province into three parts: north, middle, and south. A city is selected for each of the three parts as the representative. Fuyang, Hefei, and Anqing will be chosen as representative cities. Each city then draws respondents in proportion to its population by district and county. Secondly, the

simple random sampling method is used. It is adopted according to the calculated sample number in the research respondents' selection in selected places.

### **Scale Measurement of Variable**

China Health and Retirement Longitude Survey (CHARLS) aims to collect high-quality microdata representing Chinese families and individuals aged 45 and above to analyze the population ageing problem in China. Promote interdisciplinary research on ageing. The CHARLS National Baseline survey was conducted in 2011, covering 150 county-level units, 450 village-level units, and 17,000 people out of about 10,000 households. The samples will be followed every two to three years, with data available to academics a year after the survey.

This study mainly uses the macro data of the CHARLS survey and the microdata of the questionnaire survey (about 400 respondents) based on the measurement indexes of variables for scale measurement and data statistics. First, as for the measurement of independent variables, according to the content of part 6 of the CHARLS questionnaire in 2015, endowment insurance can be divided into nine categories. However, since 2014, China has carried out two important pension integration reforms, which are also being implemented in various provinces. There have been only two types of endowment insurance in China since then. One is the basic pension scheme for urban and rural workers; the other is the basic pension scheme for rural and urban residents. In this study, returned migrant workers are likely to participate in both types of pension insurance because they work in cities and have household registration in rural areas. Therefore, this paper mainly considers their participation in these two types of insurance. The classification of medical insurance is similar to pension insurance. Secondly, about the mediator variable, the inclination of migrant workers return to village is the category variable, whose answer is coded as yes and no; Likert scale was used to measure the degree of their willingness to return.

### **Hypotheses Development**

According to the variables, the hypotheses of this study can be divided into direct and mediating hypotheses. The first three are direct hypotheses, and the last six are mediating hypotheses.

Many scholars put forward that social security is an economic policy, which will have corresponding economic effects. Some scholars also studied the relationship between social security and consumption (QI Hui-bo(2017), YANG Yixin(2017)). Therefore, this study proposes three direct hypotheses.

H1. Rural pension insurance has less impact on consumer purchase behaviour.

H2. Rural medical insurance has less impact on consumer purchase behaviour.

H3. Rural basic cost of living allowances has less impact on consumer purchase behaviour.

In the context of China's rural revitalization, there are an increasing number of theoretical studies on migrant workers returning to their hometowns (GAO Chuan-sheng (2021), Baioliya and Miller (2020)). The relationship between social insurance and income redistribution has always been a research hotspot (ZHOU Yun Xiao(2020),TANG Zhao Yun(2022)). Basically, increasing population and income will promote consumption. Therefore, this study proposes six mediating hypotheses to test the role of mediator variables.

H4. Rural workers' migration has a mediating effect between pension insurance and rural consumer purchase behaviour.

H5. Rural workers' migration has a mediating effect between health insurance and rural consumer purchase behaviour.

H6. Rural workers' migration has a mediating effect between employment injury insurance and rural consumer purchase behaviour.

H7. Income redistribution has a mediating effect between pension insurance and rural consumer purchase behaviour.

H8. Income redistribution has a mediating effect between health insurance and rural consumer purchase behaviour.

H9. Income redistribution has a mediating effect between employment injury insurance and rural consumer purchase behaviour.

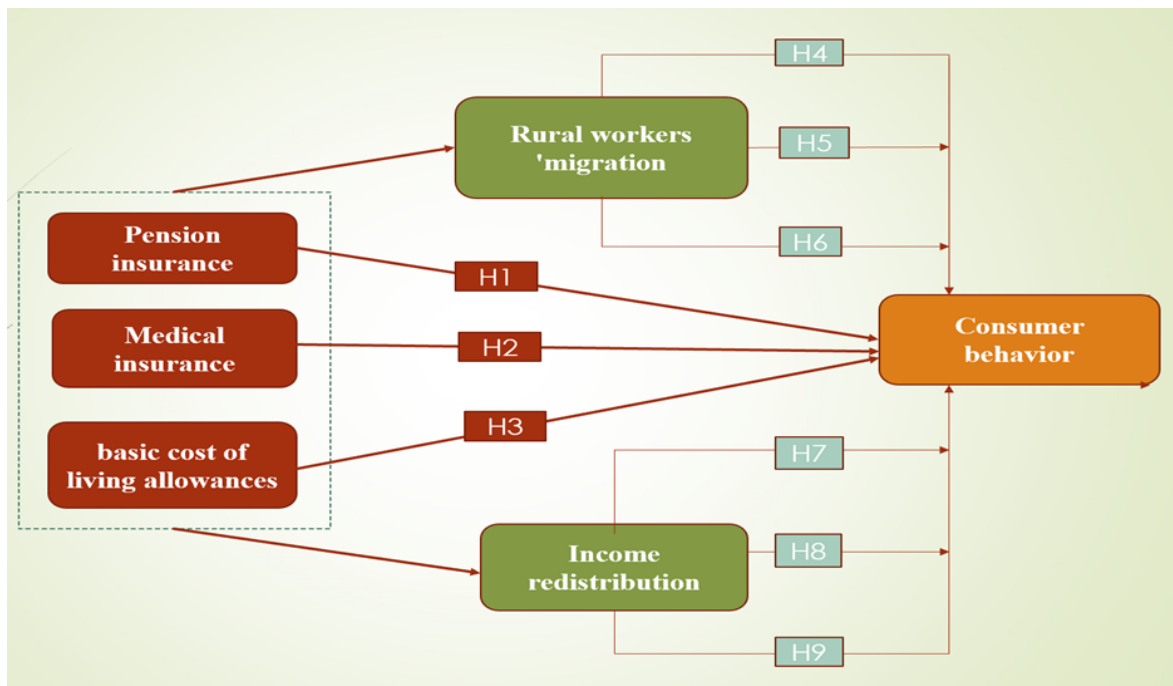


Figure 2 : Research Framework

### Data Analysis

Data analysis is the process of gathering, modelling, and analyzing data to extract opinions that support decision-making. Depending on research and survey objects, several methods and techniques are available for data analysis. All these approaches are based on two core areas: quantitative research and qualitative research (Bernardita Calzon, 2022). According to the difference between qualitative and quantitative research, quantitative data analysis is mainly used in this study.

### Conclusion

Due to the epidemic, Chinese consumers' purchasing behaviours and confidence have been greatly affected. Due to the epidemic, Chinese consumers' purchasing behaviours and confidence have been greatly affected. In China, rural and urban's social security systems are different, and social security has a natural function of income redistribution, which will have an impact on the consumption of residents. This research will examine the relationship between rural social security and rural consumer purchasing behaviour and explore the mediating role of worker's migration and income redistribution in this relationship. Certainly, other economic and psychological factors influence consumers' purchasing

behaviour. This article just hopes to have a marginal contribution in the field of consumer purchasing behaviour.

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