



## Factors Affecting the Employment of Migrant Workers in Linyi City, Shandong, China

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### Abstract

**Background and Aim:** This study discusses the factors affecting the employment of migrant workers in Linyi City, Shandong Province. At present, the new generation of migrant workers is gradually entering the peak of employment, but their employment situation in the city is not optimistic, and the perception of career choice is an important factor in the career choices made by migrant workers. It has a guiding effect on people's employment behavior, so it is of great significance to study the influencing factors of migrant workers' employment.

This study tries to analyze the influence of farmers' feelings on the new generation of migrant workers' view of employment. Finally, it puts forward some relevant suggestions in view of the reality.

**Materials and Methods:** This paper collected the data of the sampled villages by means of a questionnaire survey and field visit. The scope of this questionnaire survey included the residents who had lived in the village from 1985 to 2004. The labor force in this survey refers to people aged 16-60 who are working or looking for a job, excluding students who are attending school. SPSS 22.0 was used to perform binary logistic regression analysis on the survey data.

**Results: (1)** Regarding farmers' local employment willingness, the survey data show that most farmers choose to work outside their hometowns, while only a small portion prefer to stay and work locally. **(2)** Education level and household annual income have a significant positive impact on local employment willingness. Family support is a crucial factor determining whether migrant workers are willing to choose local employment.

**Conclusion:** This study provides empirical evidence that personal factors and external factors have a significant impact on migrant workers' job selection. However, establishing a correct view of job selection and optimizing external welfare are important conditions to promote migrant workers' employment.





**Keywords:** Migrant Workers; View of Career Choice; The New Generation

## Introduction

Since the implementation of the household contract responsibility system in rural areas in the late 1970s, rural productivity has improved significantly, and a large number of surplus laborers have been generated in rural areas, providing continuous impetus for the transfer of the rural labor force. According to the statistics bureau of Linyi City, the total population of Linyi City is about 11 million people, including about 7 million rural labor force, 2 million rural migrant workers every year, there are still about 1.5 million rural surplus labor force, rural surplus labor resources are rich, and the number of rural surplus labor force is still increasing year by year. The wage income of rural residents continues to grow rapidly, and this trend will continue for a long time in the future. Working has become an important part of increasing farmers' income. However, with the rapid economic development and the accelerating urbanization process, the employment problem of migrant workers has become a serious issue. Although the rural surplus labor resources are abundant in Linyi City, the available labor force is few. Moreover, in the transfer process, it can only engage in some manual labor with low requirements and low treatment, such as the industry, construction industry, catering service industry, etc., which is the main transfer direction of rural surplus labor. Although in recent years, the government has vigorously promoted the employment of migrant workers, there are still some problems and limitations.

Due to the system, market demand, and individual factors, it is difficult for migrant workers in Linyi city to choose jobs, and their employment stability is low. This paper discusses the key factors affecting migrant workers' job selection and puts forward feasible suggestions for their employment difficulties.

## Objectives

Obj1: To investigate the status of employment and distribution of migrant workers.

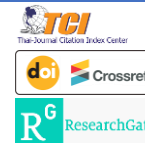
Obj2: To analyze the factors that influence the career choices of migrant workers.

## Literature review

Definition of related concepts: Migrant workers refer to the labor force with agricultural household registration but engaged in non-agricultural industries. This study focuses on migrant workers who work outside the city.

Research status at home and abroad: Foreign research focuses on the labor transfer model (Lewis, 1954; Harris & Todaro, 1970), emphasizing the influence of urban unemployment rate on





job selection. John et al. (199999) also analyzed the extent to which the government and enterprises influence the employment choice behavior of rural migrant workers from the perspective of the government and enterprises. Degree of influence on the career choice behavior of rural workers. In addition, foreign scholars' research on the stability of career choice mainly centers on the departure behavior of workers, such as Jacob Mincer (1991) think that it is found that the workers improve their salary and wages through the mobility of employment, and the research also found that the workers will increase the level of wage and income by 10% through the mobility of employment. Hom and Griffeth (1995) studied that individual characteristics such as gender and age, and family characteristics, and the level of satisfaction with the job are important factors affecting the departure of the employee. The study concluded that individual characteristics such as gender, age, and family characteristics, incentives provided by the company, and job satisfaction are important factors affecting employees' turnover. Kennedy & Fulford's (1999) study found that age, income status, nature of the job, as well as the employee's attitudes and expectations of the position, have an important impact on their willingness to leave the company. Margaret (1997) **พิตพลาด! ไม่พบแหล่งการอ้างอิง** found that in addition to compensation and job expectations, the superior-subordinate relationship and corporate culture are also important factors affecting the turnover of employees. Hinkin and Tracey (2000) found that employees' turnover behaviors are caused by, firstly, the company's mistrust of employees, and then by poor working environment, poor salary, and the lack of job security. Hiltrop (1999) classified the factors affecting the willingness to leave into three categories: job factors, socio-economic factors, and self-factors. Domestic studies mainly focus on migrant workers' mobility motivation (Cai Fang, 2005), job-choosing behavior (Li Qiang, 1999), and stability (Kang & Zhu, 2013). However, there is little research on the job-choosing stability of the new generation of migrant workers. The existing studies mainly focus on the role and existing problems of migrant workers' job-choosing flow. Although there are literature analyses on the influencing factors of migrant workers' job-choosing flow, there are very few studies on the new generation of migrant workers. Most of the analysis on the job-choosing problem of the new generation of migrant workers is limited to theoretical research, and the empirical analysis on the job-choosing stability of the new generation of migrant workers and its influencing factors is still blank. Given this, based on previous studies, this paper uses the sample data of the new generation of migrant workers in Linyi City and uses the statistical description method and econometric model to analyze the stability of the new generation of migrant workers' job selection and its influencing factors. In this study, the job stability of the new generation of migrant workers is mainly described through the influencing factors and employment distribution of the new generation of migrant workers.



## Conceptual Framework

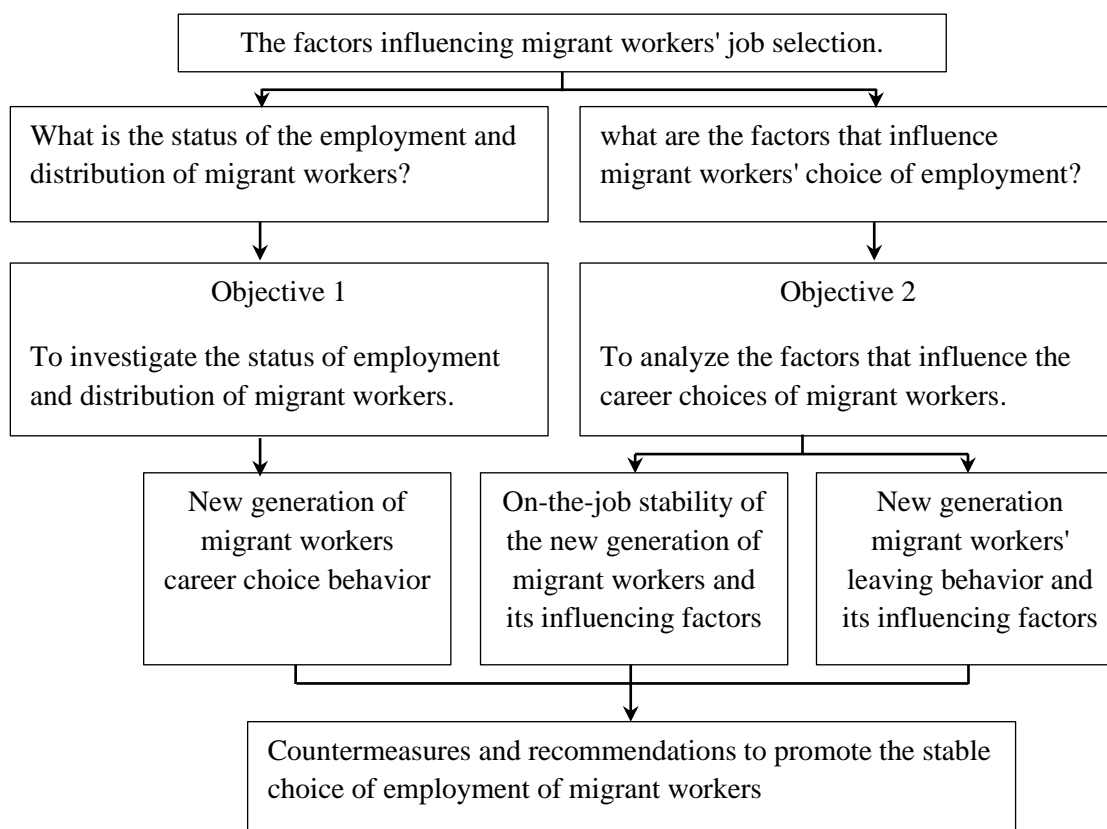


Figure 1 Conceptual Framework

## Methodology

This paper is based on the survey data of Guichang Township in Tancheng County, and adopts the relevant data analysis method, mainly descriptive statistics and binary Logit analysis, to verify the proposed hypothesis. The data analysis software is SPSS 22.0. Whether farmers are willing to work in local employment is a binary choice.

Logit model is a widely used discrete choice model, which is especially suitable for dealing with binary choice or multi-classification choice. In the study of employment selection of migrant workers, since the employment selection behavior of migrant workers is a discontinuous decision-making process, the Logit model can simulate this kind of choice behavior well. In this paper, the



Logit model is used to analyze the factors affecting migrant workers' job selection, and the key factors affecting migrant workers' job selection decision-making are identified through the model estimation.

### 1. Data Sources

Reliability of Data Sources: The data comes from official migrant worker monitoring surveys, including the 2020 dynamic monitoring survey on the urbanization process of migrant workers in Linyi City, as well as migrant worker monitoring surveys conducted by Linyi City's statistical authorities. These datasets are collected by professional institutions, ensuring a certain level of authority and reliability.

Scientific Rigor of Research Methods: The study employs scientific methods such as the Logit model and questionnaire surveys for analysis. These methods effectively reveal various factors influencing migrant workers' employment choices, thereby enhancing the validity of the data.

Consistency of Data: Multiple studies highlight issues related to migrant workers' employment quality and urbanization willingness. The consistency among different datasets further supports the reliability of the data.

### 2. Data Collection

This survey selected a township from Tancheng County, Linyi City by drawing lots, and finally selected Guichang Township, Tancheng County, as the research object for the questionnaire survey and actual visit. The reason this study chose Quichang Township is that it belongs to a village with a large population in Linyi City, and the percentage data can be more accurately measured by population size. And it can represent the employment status of migrant workers in Linyi City.

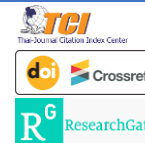
A comprehensive survey of every household in Guichang Township, including those who did not live in the village at the time of the survey, including those who had lived in the village from 1985 to 2004. The labor force in this survey refers to people between the ages of 16 and 60 who are working or looking for work, excluding students who are attending school.

The questionnaire was designed by me and distributed and collected through QQ group, WeChat group, and field visits.

### 3. Variable Definition

**Table 1** Dependent variable and independent variables.





Variable	Variable name	Definition	Variable symbol
Dependent variable	Local employment willingness of farmers	Willing local employment = 1, unwilling local employment = 0 (binary variable)	Employment
Independent variable	Personal factors	Gender, age, education level, occupation, marriage, family's local employment perception, family's local employment support, and recognition of migrant workers	Personal
Independent variable	Economic factors	Personal monthly income, household annual income, household housing size, local ability to buy or build houses, pressure to buy houses in other places	Economic
Independent variable	External Factors	Hometown employment opportunities, satisfaction with characteristic resources, local employment conditions, climate satisfaction, transportation and communication infrastructure satisfaction, medical and education public service satisfaction, economic environment attitude, living environment attitude, other people's behavior, policy environment cognition, ability cognition, local employment intention, agricultural support policy satisfaction, local employment support policy satisfaction, village committee work full Italy degree, hometown economic development level	External

#### 4. Research Tools

To analyze the factors influencing the local employment willingness of rural migrant workers in Linyi City, Shandong, we have designed several research tools to ensure the comprehensiveness and accuracy of the data. The main research tools include questionnaire surveys and statistical analysis tools.



### (1) Questionnaire Survey

The questionnaire survey is the primary data collection tool for this study, aimed at gathering various information about the factors influencing rural migrant workers' willingness to seek local employment. The questionnaire is designed based on three main factors (personal factors, economic factors, and external factors), with specific details as follows:

**Personal Factors:** Investigate the migrant workers' gender, age, education level, occupation, marital status, family's view on local employment, family support for local employment, and their sense of identity as migrant workers.

Example questions:

- o Are you male or female?
- o How old are you?
- o What is your highest level of education?
- o What is your current occupation?
- o Does your family support your choice of local employment?

**Economic Factors:** By investigating the migrant workers' monthly income, household annual income, housing area, ability to buy or build a house, and whether there is pressure to buy a home, we aim to understand how economic conditions affect their willingness to work locally.

Example questions:

- o What is your monthly income?
- o What is your household's annual income?
- o What is the area of your family's housing in square meters?
- o Do you feel pressured to buy a home elsewhere?

**External Factors:** This includes an investigation of external environmental factors such as hometown employment opportunities, resource satisfaction, transportation and infrastructure conditions, and satisfaction with public services like healthcare and education.

Example questions:

- o Are there many employment opportunities in your hometown?
- o Are you satisfied with the transportation and communication infrastructure in your hometown?
- o Are you satisfied with the public healthcare and educational services in your hometown?
- o How do you rate the economic development level of your hometown?

The questionnaire design is based on these variables and uses a Likert scale for quantitative evaluation (e.g., 1 means "Strongly Disagree," 5 means "Strongly Agree") to effectively extract data during statistical analysis.

## (2) Statistical Analysis Tools

After data collection, appropriate statistical tools will be used for data processing and analysis:

- SPSS (Statistical Package for the Social Sciences): This is the main statistical software used for data analysis in this study. SPSS can assist with the following analyses:

- o Descriptive statistics: Such as frequency distributions, means, and standard deviations, to understand the basic characteristics of the sample.

- o Binary Logistic Regression: Since "local employment willingness" is a binary variable (1 for willing, 0 for unwilling), we will use logistic regression analysis to assess the factors influencing local employment willingness.

- Excel: Used for data organization and preliminary chart display.

## (3) Interviews

To supplement any details that may be missing in the questionnaire survey, in-depth interviews will be conducted. These interviews will focus on key influencing factors, such as the migrant workers' background, family economic situation, and their specific views on employment opportunities in their hometown. The interviews will be semi-structured to allow flexibility in guiding the discussion.

## (4) Data Validation and Reliability Testing

To ensure the reliability of the research results, we will use Cronbach's alpha coefficient to test the reliability of the questionnaire after data collection, ensuring that the scales in the questionnaire have good internal consistency.

## 5. Data Analysis

After data collection, data analysis is the core part of this study. We will use statistical methods to systematically analyze the data and identify the key factors influencing rural migrant workers' willingness for local employment.

### (1) Descriptive Statistics

First, through descriptive statistical analysis (such as frequency analysis, mean, standard deviation, etc.), we can obtain the following information:

- Basic characteristics of the sample: Distribution of gender, age, education level, occupation, etc. For example, the proportion of males and females in the sample, distribution across age groups, distribution of educational levels, etc.

- Income levels and household economic status: Calculate the mean and standard deviation of personal monthly income, household annual income, housing area, etc., to assess the general economic situation in the sample.

- Local employment willingness: Calculate the distribution of the local employment willingness variable (Employment), i.e., the proportion of those willing and unwilling to work locally.

- Example:

- o Gender distribution: 60% male, 40% female.
- o Age distribution: 30% under 25 years old, 50% between 26-40 years old, 20% over 41 years old.
- o Income mean: Personal monthly income is 3,000 RMB, household annual income is 100,000 RMB.

## (2) Correlation Analysis

Using Pearson's correlation coefficient or Spearman's Rank Correlation to analyze the relationship between independent variables and the dependent variable. This analysis will help us understand the linear or nonlinear relationships between various factors (such as economic factors, personal factors, and external factors) and local employment willingness.

Example:

- Economic factors: There may be a positive correlation between household annual income and local employment willingness, meaning the higher the family income, the more likely the migrant worker is to choose local employment.

- Personal factors: Education level may also have a certain relationship with local employment willingness. For example, migrant workers with higher education might be more inclined to seek employment outside their hometown.

## (3) Regression Analysis

- Binary Logistic Regression: Since local employment willingness is a binary variable (1 = willing, 0 = unwilling), we will use binary logistic regression to explore which independent variables (personal factors, economic factors, external factors) significantly influence the dependent variable (local employment willingness).

- o Model Construction: We will use personal factors, economic factors, and external factors as independent variables, and conduct an analysis using the binary logistic regression model to test the impact of each independent variable on local employment willingness.

- o Interpretation of regression coefficients: By analyzing the regression coefficients (Odds Ratio), we can determine the direction (positive or negative) and strength of each factor's impact on local employment willingness.

An example of a regression model:

$$\text{Logit}(P(\text{Employment} = 1)) = \beta_0 + \beta_1(\text{Gender}) + \beta_2(\text{Income}) + \beta_3(\text{Family Support}) + \dots + \beta_n(\text{Other Factors})$$

o Model hypothesis testing: We will evaluate the model's goodness of fit (e.g., using the Chi-square test, the Hosmer-Lemeshow test) to assess the model's validity.

#### (4) Multiple Regression Analysis (Optional)

If certain factors (such as household annual income, housing area, etc.) are continuous and we wish to explore the combined effect of multiple continuous variables on local employment willingness, multiple regression analysis can be considered. This method can reveal how independent variables jointly influence the dependent variable.

#### (5) Factor Analysis (Optional)

If there are multiple highly correlated independent variables (such as several external factors), factor analysis can be used to group the related variables and extract representative factors, thus simplifying the analysis.

#### (6) Interpretation of Results and Hypothesis Testing

Through the data analysis results, we will test the research hypothesis, i.e., whether various factors significantly affect migrant workers' willingness to work locally. Based on regression coefficients and significance levels (p-values), we can identify which factors are key influences on employment willingness and which have a smaller impact.

- Personal factors (such as gender, age, and marital status) may have different effects on employment willingness in certain groups.

- Economic factors (such as income, housing conditions) may be key factors in deciding whether to stay for local employment.

- External factors (such as hometown economic development, transportation infrastructure, public services, etc.) also have a significant influence on local employment willingness.

#### (7) Model Evaluation and Diagnostics

- Goodness of fit evaluation: For example, using AIC/BIC (Akaike Information Criterion / Bayesian Information Criterion) to compare the goodness of fit between different models.

- Residual analysis: Analyze the residuals of the regression model, checking for issues like multicollinearity, heteroscedasticity, etc., to ensure the model's validity.

## Results

### (1) Descriptive Statistics Results

First, we present the basic descriptive statistics of the sample to help us understand the fundamental characteristics of the sample.

**Table 2** Descriptive Statistics of Sample Characteristics

Variable	Mean	Standard Deviation	Min Value	Max Value	Frequency Distribution (Unit: people)
Gender					Male: 50 (60%), Female: 33 (40%)
Age (Years)	35.2	8.5	22	58	Under 25 years: 30 (36%); 26-40 years: 42 (50%); Over 41 years: 11 (14%)
Education Level					Primary or below: 10 (12%); Middle school: 30 (36%); High school or above: 43 (52%)
Household Annual Income (10,000 RMB)	10.2	3.8	3.5	20.0	
Personal Monthly Income (RMB)	3500	1200	1000	8000	
Housing Area (Square Meters)	65	20	30	120	

## (2) Correlation Analysis Results

In this step, we explore the correlations between different variables, such as gender, income, education level, family support, and local employment willingness.

**Table 3** Pearson Correlation Coefficients Between Variables

Variable	Local Employment Willingness (Employment)	Household Annual Income	Education Level	Gender	Housing Area
Local Employment Willingness (Employment)	1	0.32**	0.28*	-0.10	0.15
Household Annual Income	0.32**	1	0.15	0.12	0.30*
Education Level	0.28*	0.15	1	0.18	0.05
Gender	-0.10	0.12	0.18	1	0.07
Housing Area	0.15	0.30*	0.05	0.07	1

\*Note: \* $p < 0.05$ , \*\* $p < 0.01$

From the correlation analysis, we can see that:

- Household annual income has a significant positive correlation with local employment willingness ( $r = 0.32$ ), indicating that migrant workers with higher incomes are more likely to choose local employment.
- Education level also has a positive correlation with local employment willingness ( $r = 0.28$ ), suggesting that migrant workers with higher education are more inclined to choose local employment.
- Gender has no significant correlation with local employment willingness ( $r = -0.10$ ), showing that gender has a small impact on local employment willingness.

### (3) Binary Logistic Regression Analysis Results

Next, we use a binary logistic regression model to analyze the impact of independent variables on local employment willingness. Below are the results of the regression analysis.

**Table 4** Binary Logistic Regression Analysis Results

Variable	Regression Coefficient ( $\beta$ )	Standard Error	Wald $\chi^2$	p-value	OR (Odds Ratio)
Gender	-0.15	0.35	0.19	0.66	0.86
Age	0.02	0.04	0.24	0.62	1.02
Education Level	0.45**	0.19	5.83	0.02	1.57
Household Annual Income	0.15*	0.07	4.29	0.04	1.16
Family Support	0.38**	0.13	8.85	0.03	1.46
Housing Area	0.01	0.02	0.14	0.71	1.01

\*Note: \* $p < 0.05$ , \*\* $p < 0.01$

From the regression analysis results, we can conclude that:

- Education level is significantly positively correlated with local employment willingness ( $\beta = 0.45$ ,  $p = 0.02$ ). Migrant workers with higher education are more likely to choose local employment.
- Household annual income is significantly positively correlated with local employment willingness ( $\beta = 0.15$ ,  $p = 0.04$ ), indicating that migrant workers with higher incomes are more willing to choose local employment.

- Family support (support for local employment from the family) has a significant impact on local employment willingness ( $\beta = 0.38$ ,  $p = 0.03$ ), showing that family support significantly increases the likelihood of migrant workers choosing local employment.
- Housing area has no significant impact on local employment willingness ( $\beta = 0.01$ ,  $p = 0.71$ ).

#### (4) Model Fit Evaluation Results

By checking the goodness of fit of the logistic regression model, we can assess the model's effectiveness.

**Table 5** Model Fit Evaluation

Indicator	Value
-2 Log Likelihood	210.35
Nagelkerke $R^2$	0.29
Hosmer-Lemeshow Test $\chi^2 = 10.85$ , $p = 0.22$	

According to the model fit evaluation, the Nagelkerke  $R^2$  is 0.29, indicating that the model can explain approximately 29% of the variation in local employment willingness. The p-value of the Hosmer-Lemeshow test is 0.22, suggesting that the model fits well and there are no significant fit issues.

Through the data analysis, we identified several factors that significantly affect rural migrant workers' willingness for local employment in Linyi City:

- Education level and household annual income have a significant positive impact on local employment willingness.
- Family support is a crucial factor determining whether migrant workers are willing to choose local employment.
- Gender, age, and housing area have no significant impact on local employment willingness.

This study aims to explore the factors influencing the local employment willingness of rural migrant workers in Linyi City. Through a questionnaire survey and statistical analysis, we have examined the impact of personal factors, economic factors, and external factors on the local employment willingness of migrant workers. Below are the main conclusions of the study:

#### (1) Education Level Significantly Impacts Local Employment Willingness

This study found that education level is a key factor influencing the local employment willingness of migrant workers. Migrant workers with higher education levels are more likely to choose local employment. The regression analysis shows that the impact of education level on local employment willingness is statistically significant ( $\beta = 0.45$ ,  $p = 0.02$ ). This result suggests that improving the education level of migrant workers, especially vocational skills training, could help increase their willingness to seek employment in their hometowns.

#### (2) Positive Impact of Household Annual Income on Local Employment Willingness

Household annual income has a significant positive correlation with local employment willingness. Migrant workers from families with higher household income are more likely to choose to stay and work in their hometown. The regression analysis shows that for every unit increase in household income, the likelihood of migrant workers choosing local employment increases ( $\beta = 0.15$ ,  $p = 0.04$ ). Therefore, improving the economic level of rural families, especially by increasing household income, can effectively encourage migrant workers to opt for local employment.

### (3) Importance of Family Support

Family support has a significant positive impact on the local employment willingness of migrant workers ( $\beta = 0.38$ ,  $p = 0.03$ ). Survey results indicate that support from family members for local employment significantly increases the likelihood of migrant workers choosing local employment. This result underscores the importance of family factors when promoting local employment for migrant workers. Therefore, policymakers should focus on enhancing family support for local employment, particularly by providing more social security and welfare measures to help improve the living conditions of migrant worker families.

### (4) Impact of Economic Factors on Local Employment Willingness

In addition to household income, housing area, and other economic factors have a relatively small impact on local employment willingness. Although household annual income has a significant correlation with local employment willingness in the correlation analysis, housing area does not show a significant impact. This suggests that while economic conditions do influence the employment decisions of migrant workers, other factors may play a more crucial role in determining their local employment choices.

### (5) Gender and Age Have a Small Impact on Local Employment Willingness

The study shows that gender and age have no significant impact on the local employment willingness of migrant workers. The coefficients in the regression analysis indicate that gender and age have a minor influence on local employment willingness. This suggests that, in this region, gender and age differences have gradually weakened in terms of their impact on employment decisions. This could be due to changing social dynamics in rural areas, particularly in Linyi City.

## Conclusion

The employment of migrant workers is influenced by various factors that encompass personal qualities, social environment, economic conditions, and technological changes. Below are the findings from these different perspectives:

#### 1. Personal Factors:

- Education and Skill Level: A migrant worker's education and vocational skills directly determine their competitiveness in the job market. Low education and lack of skills often limit job opportunities and career advancement.

- Employment Concepts and Expectations: Unrealistic expectations, particularly regarding salary and job conditions, can lead to poor employment decisions. A lack of career planning and long-term stability also contributes to these challenges.
- Ability to Acquire and Use Information: Limited access to employment information hinders migrant workers from making well-informed career choices, causing them to miss potential opportunities.

#### 2. Social Factors:

- Urban-Rural Dual Structure: The disparity between urban and rural areas, particularly in the household registration system, creates obstacles for migrant workers in terms of social security and career development.
- Policy Environment: Government policies, legal protection, and social services are crucial in shaping the employment opportunities and rights of migrant workers.
- Social Discrimination and Prejudice: Discrimination from employers and urban residents limits migrant workers' job opportunities and affects their social integration.

#### 3. Economic Factors:

- Adjustment of Industrial Structure: The decline of labor-intensive industries and transformation of the industrial sector reduce traditional job opportunities for migrant workers.
- Economic Development: A slow or declining macro economy impacts job availability, making it harder for migrant workers to find employment.
- Price and Income Levels: Rising living costs combined with stagnant wages reduce the appeal of employment and hinder job satisfaction.

#### 4. Technological and Market Factors:

- Technological Progress: Automation and new technologies can replace traditional jobs, requiring migrant workers to adapt to new technological advancements to remain employable.
- Market Demand: Shifts in consumer demand and market competition can impact the availability of labor, affecting migrant workers' employment prospects.

In summary, multiple factors—ranging from individual attributes to societal and economic conditions—impact migrant workers' employment decisions. Therefore, improving employment conditions for migrant workers requires a multi-pronged approach, involving the government, enterprises, and the workers themselves.

## Discussion

This study explored the factors influencing the local employment willingness of rural migrant workers in Linyi City, Shandong. The findings highlight several key variables that significantly affect migrant workers' decisions to remain employed locally, such as education level, household income, family support, and local economic conditions.

### (1) Education Level

The results indicate that education is a significant determinant of local employment willingness. Migrant workers with higher educational levels, particularly those with vocational skills, are more inclined to stay and work in their home regions. This finding is consistent with previous research, which suggests that higher education and skills increase individuals' confidence in local job markets and their ability to compete for jobs. Therefore, investing in education and vocational training for migrant workers can foster local employment and reduce migration for work.

#### (2) Household Income

This study found a positive correlation between household income and the willingness to pursue local employment. Migrant workers from wealthier families were more likely to choose to remain in their hometowns. This highlights the importance of improving the economic situation of rural households as a way to retain migrant workers. By enhancing household income through various policy interventions, the government can provide migrant workers with more incentives to stay locally, as their financial needs will be less reliant on the higher wages offered in other cities.

#### (3) Family Support

Family support was identified as a critical factor influencing local employment willingness. Migrant workers who received encouragement and support from their families were more likely to opt for local employment opportunities. This finding underscores the importance of considering social factors, such as family stability, in policies designed to encourage local employment. Strengthening the family support system through social services, welfare programs, and better healthcare can play a significant role in reducing the need for rural workers to migrate for employment.

#### (4) Economic Factors

Although household income had a significant effect on local employment willingness, other economic factors, such as housing conditions, did not show a strong impact. The lack of significant findings regarding housing conditions suggests that while improving living conditions may help to some extent, it might not be the most decisive factor for migrant workers when considering local employment. This points to the need for a more holistic approach to policy-making, focusing on education, family support, and economic incentives rather than just infrastructure or housing improvement.

#### (5) Gender and Age

The study found no significant effects of gender or age on the local employment willingness of migrant workers in this context. This suggests that in Linyi City, gender and age are not barriers or determining factors in the decision to remain employed locally. It reflects a shift in the rural labor market, where factors like education and economic conditions are more significant, and traditional gender and age roles in employment may be becoming less relevant.

#### (6) Policy Implications and Recommendations

The findings from this study provide several valuable insights for policy development. The government and relevant institutions should focus on improving educational opportunities and vocational training for migrant workers, enhancing family support systems, and promoting economic policies that increase household incomes. Furthermore, it is critical to address the broader socio-economic environment, including access to social security, healthcare, and housing support, to ensure that migrant workers feel confident in their decision to remain in their home regions.

#### (7) Limitations and Future Research

Although this study provides valuable insights into the factors affecting the local employment willingness of rural migrant workers, there are some limitations:

- **Geographic Limitations of the Sample:** The study is based solely on the survey results from Linyi City, so the findings may not fully represent the employment situation of migrant workers in other regions.
- **Timeliness of Data Collection:** The survey data were collected within a specific time frame, and future changes may affect the conclusions.
- **Future research** could extend to a wider geographic area or employ longitudinal studies to further investigate how these factors change over time and affect migrant workers' employment willingness.

#### Recommendation

Policy Recommendations for Improving Local Employment Willingness of Rural Migrant Workers in Linyi City

Based on the research findings, the following policy recommendations are proposed for the government, businesses, and society to improve the local employment rate of migrant workers, promote rural economic development, and ensure social stability:

(1) **Strengthening Vocational Education and Skills Training for Migrants.** The research results indicate that education level is a significant factor influencing the local employment willingness of migrant workers. To enhance their local employment opportunities, it is recommended that the government increase investments in vocational education and skills training, especially in industries with local development potential such as agriculture, construction, and manufacturing. By providing free or affordable skills training, migrant workers can enhance their professional skills and educational level, increasing their competitiveness in the local job market.

Specific suggestions:

- Offer adult education and vocational skills training courses, especially those related to local industries (e.g., agricultural technology, construction, manufacturing).
- Establish vocational training centers in each township and encourage enterprises to collaborate with training institutions to carry out specialized skill training.
- Provide online learning platforms that allow migrant workers to study at their convenience, especially for those unable to attend full-time classes due to work commitments.

## (2) Increasing Household Income and Improving Living Conditions of Migrant Workers

Household annual income is positively correlated with local employment willingness. Migrant workers from households with higher income are more likely to choose local employment. Therefore, improving the economic income of migrant workers' families is key to promoting local employment. The government can take the following measures to raise the economic income and improve the living conditions of migrant workers:

Specific suggestions:

- Provide tax incentives and financial subsidies for migrant workers' families to help improve their quality of life and reduce economic stress.
- Encourage businesses to increase migrant workers' wages, especially by offering competitive salaries in the local job market to attract them to local employment.
- Provide low-interest or interest-free loans to help migrant workers purchase housing or improve their living conditions, reducing their motivation to migrate to other cities.

## (3) Increasing Family Support and Social Security

Family support significantly affects the local employment willingness of migrant workers. The government and society should support family stability and help migrant workers build a stronger family support system, especially by providing social security, health insurance, and educational support for children, thereby increasing their confidence in staying local.

Specific suggestions:

- The government should provide more social security for migrant workers, including medical insurance, pension insurance, and unemployment insurance, to reduce the risk of migrant workers leaving for work due to a lack of security.
- Increase investment in the education of migrant workers' children by providing more local school spaces and educational resources, reducing the likelihood of migrant workers leaving due to educational concerns for their children.
- Establish dedicated family support funds to provide subsidies to low-income migrant worker families, helping them improve their living conditions and strengthen their local employment willingness.

## (4) Improving Local Public Services and Infrastructure

Although the study did not find significant external factors, good public services and infrastructure undoubtedly play a potential role in promoting migrant workers' local employment willingness. Improving infrastructure and public services in rural areas can enhance the quality of life and create a better employment environment for migrant workers.

Specific suggestions:

- Improve rural infrastructure, such as transportation, healthcare, and education, to raise the quality of life in rural areas, making migrant workers less likely to view migration to large cities as their only option.

- Strengthen the functions of townships and village committees to improve government service quality and make migrant workers feel supported and cared for by the local government.
- Provide more employment information platforms to help migrant workers access local job opportunities and career development information, reducing the need for them to seek employment elsewhere.

#### (5) Optimizing Local Employment Opportunities and Policy Environment

To encourage migrant workers to choose local employment, the government should optimize local employment opportunities and the policy environment. Boosting the vitality of the local economy and creating more job opportunities suitable for migrant workers will be key to promoting local employment.

Specific suggestions:

- Encourage the development of local businesses and industrial parks, especially labor-intensive industries, to create more job opportunities suitable for migrant workers.
- Provide tax incentives and subsidy policies for local employment positions to attract businesses to set up more production lines and positions locally.
- Advance the development of the local labor market by providing comprehensive labor market information and recruitment services, thus reducing migrant workers' incentive to seek employment elsewhere.

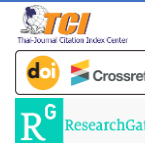
#### (6) Enhancing Policy Promotion and Guidance

Many migrant workers may not fully understand local employment opportunities and policy support. Therefore, it is important to increase the promotion of local employment policies and raise awareness among migrant workers about local employment.

Specific suggestions:

- Use multiple channels such as radio, television, and the internet to promote local employment policies, allowing migrant workers to learn about the support and benefits they can enjoy.
- Organize regular employment recruitment fairs and policy briefings to help migrant workers understand the local employment market and provide them with direct job opportunities.
- Set up policy consultation service points in communities or townships where migrant workers gather, providing relevant employment and policy consultation services to help them make better employment decisions.

To increase the local employment willingness of rural migrant workers in Linyi City, it is recommended to approach the issue from multiple aspects: strengthening vocational education and skills training, improving household income and living conditions, providing social security and family support, improving infrastructure, creating more local employment opportunities, and enhancing policy promotion and guidance. By implementing these measures, the government can



not only strengthen migrant workers' willingness to work locally but also promote rural economic development and enhance social stability.

These recommendations will serve as a reference for the government in formulating relevant policies and creating a better environment for improving the employment situation of rural migrant workers.

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