

# Research on the Cultural Identity of Immigrant Villages under Rural Revitalization: A Case Study of Damoyu Village in Kunming, Yunnan

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## ABSTRACT

Under the background of rural revitalization strategy, the cultural identity of new villagers in immigrant villages has received increasing attention. Taking Damoyu Village in Kunming, Yunnan as an example, this study explores how the new villagers' sense of identity with local culture affects their constructive authenticity, life satisfaction and community loyalty. The study constructed a comprehensive model, proposing that cultural identity positively affects the constructive authenticity, the constructive authenticity positively affects the satisfaction and loyalty of new villagers, and satisfaction plays a mediating role between the constructive authenticity and loyalty. 173 new villagers' data were collected through questionnaire surveys and analyzed using structural equation models. The results verified the model's hypothesis. The study found that improving the new villagers' sense of cultural identity and the constructive authenticity of the local environment can significantly improve their life satisfaction and community loyalty. This paper provides important theoretical support and practical suggestions for the cultural construction and community integration of immigrant villages in rural revitalization.

## KEYWORDS

Cultural identify; Constructive authenticity; New villagers satisfaction; New villagers loyalty

## 1. INTRODUCTION

### 1.1. Research Background

The rural revitalization strategy is an important policy for China to deal with rural development issues and narrow the urban-rural gap. It aims to achieve comprehensive rural progress through various reform and development measures. In this context, immigrant villages, due to their unique population structure and cultural background, have become an important research object in rural revitalization. As a typical immigrant village, Damoyu Village in Kunming, Yunnan, has gradually attracted foreign populations from all over the country since around 2018, and some of them have settled here, which has brought positive impacts on the local economy, culture and tourism. The cultural identity of new villagers has an important impact on their life satisfaction and loyalty. Therefore, it is of great significance to explore the impact of the cultural identity of new villagers in the village on satisfaction and loyalty.

## **1.2. Research Objectives and Questions**

The main objective of this study is to analyze the local cultural identity of new villagers in Damoyu Village, Kunming, and to explore how this cultural identity affects their satisfaction and loyalty to the village. Specific research questions include:

- (1) How does the cultural identity of new villagers in Damoyu Village affect their authenticity of local construction?
- (2) How does the constructive authenticity affect the satisfaction and loyalty of new villagers?
- (3) Does the satisfaction of new villagers play a mediating role between the authenticity and loyalty of construction?

## **1.3. Research Ideas and Methods**

This study uses structural equation model (SEM) for analysis and collects data through Likert five-level scale. The study first establishes a research model through literature review, then designs a questionnaire and collects relevant data from new villagers in Damoyu Village, and finally uses Smart PLS to analyze the data to verify the relationship between various hypotheses.

# **2. LITERATURE REVIEW AND HYPOTHESIS**

## **2.1. Theoretical Research on Cultural Identity**

Cultural identity refers to a person's sense of belonging to a specific cultural group, which affects behavior and opinions, especially in a multicultural environment within an organization [1]. Culture and identity are intertwined aspects of an individual's existence, including social attributes such as race and personal attributes such as personality, which affect happiness and relationships with in-groups and out-groups. Cultural identity is usually composed of three dimensions: cognition, emotion, and behavior, and occupies an important position in fields such as social psychology and cultural studies [2]. Cultural identity not only affects an individual's self-cognition, but also plays a key role in social interaction. In immigrant villages, cultural identity is particularly important because it is related to how new villagers integrate into the local community and their acceptance of the new environment. The core of cultural identity is a sense of identity and value [3]. With the continuous development of the tourism industry, the study of cultural identity in the tourism field has received more and more attention. In the context of globalization, intangible cultural heritage tourism provides tourists with a different source of destination identity, enhancing the role of cultural identity [4].

## **2.2. Constructed Authenticity and Satisfaction**

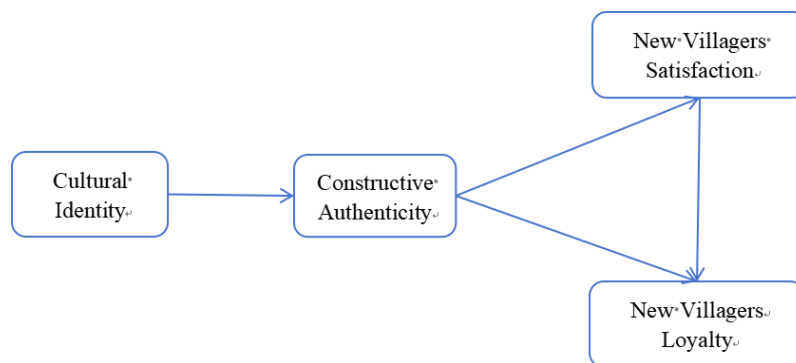
Constructed authenticity refers to individuals' perception of the authenticity and reliability of the environment, especially in the cultural and tourism fields, where constructed authenticity is a key factor affecting satisfaction and loyalty. Research shows that perceptions of authenticity play a vital role in improving satisfaction in various tourism contexts. Authenticity not only affects tourists' experience, but also their behavioral intentions and overall satisfaction. Government policies have a significant impact on the authenticity of homestays, which in turn affects tourists' satisfaction. In Quanzhou City, China, effective policy implementation is associated with enhanced perceptions of cultural authenticity, which in turn improves tourists' satisfaction [5]. Customer satisfaction can be improved through service quality and perceived authenticity of the environment. Positive customer interactions and employee performance are essential to fostering such perceptions [6]. In cultural events, both objective and existential authenticity have been found to positively influence attendee satisfaction and consumption behavior, highlighting the multifaceted nature of authenticity in tourism [7].

### 2.3. Satisfaction and Loyalty of New Villagers

Satisfaction and loyalty are important indicators of an individual’s perception of the quality of a particular environment or service. In rural communities, the satisfaction of new villagers depends not only on the quality of infrastructure and public services, but is also influenced by cultural adaptation and social identity. High satisfaction generally leads to high loyalty, i.e., individuals are willing to stay for a long time and actively participate in community activities. Cultural identity influences authenticity perception, tourist satisfaction, and traveler loyalty in intangible cultural heritage tourism [7]. Constructive authenticity significantly affects tourist satisfaction and loyalty in various tourism contexts. When tourists feel authenticity in their experiences, especially in heritage and cultural tourism, their satisfaction increases, which increases the likelihood of revisiting. Constructive authenticity enhances the tangible aspects of intangible cultural resources and helps improve tourist satisfaction in heritage sites such as Hajo Village in South Korea [8]. In ancient village tourism, tourists' authentic feelings are directly related to their satisfaction, which in turn affects their loyalty [9]. In addition, the existence of authenticity perceptions has a positive impact on loyalty, and constructive authenticity is a strong predictor of satisfaction, which is crucial for repeat visits. Tourist engagement mediates the relationship between authentic perceptions and loyalty, emphasizing the importance of immersive experience in historical tourism [10].

### 2.4. Research Framework and Hypothesis

The research framework and hypotheses of this paper are as follows:



**Figure 1.** Research Framework

**Table 1.** Research Hypothesis

Hypothesis	Contents
Hypothesis 1	Cultural identity has an impact on the constructive authenticity.
Hypothesis 2	The authenticity of the construction has an impact on the satisfaction of new villagers.
Hypothesis 3	The authenticity of the construction has an impact on the loyalty of new villagers.
Hypothesis 4	New villager satisfaction mediates construction authenticity and new villager loyalty.

## 3. METHODOLOGY

### 3.1. Research Design

The model proposed in this study includes five main variables: cultural identity, construction authenticity, new villagers' satisfaction and loyalty. The model assumes that cultural identity positively affects construction authenticity, construction authenticity positively affects new villagers'

satisfaction, and new villagers' satisfaction affects loyalty. In addition, construction authenticity also directly affects loyalty, while new villagers' satisfaction plays a mediating role between construction authenticity and loyalty. The study adopted the form of questionnaires and collected a total of 173 valid questionnaires. Due to the small sample size, the least squares structural equation model was used to analyze the questionnaire. PLS-SEM is an analytical technique used to test or establish a predictive model. In particular, it is better than the general linear structural relationship model for the causal model analysis between latent variables, and is very suitable for exploratory research [11, 12]. Compared with the covariance-based structural equation model (CB-SEM), PLS-SEM is more suitable for small sample analysis. PLS-SEM is mainly used to test whether the causal relationship has a statistically significant mutual linear relationship. It is more suitable for the construction of theoretical models. Bentler, Chou, and Kline recommend that the sample size should be at least 5 times the number of parameters for testing [13, 14]. This study has 32 questions and collected 163 questionnaires, which meets the standard.

**Table 2.** Questionnaire items, and abbreviations

Variables	Items
Cultural Identify	CI1: I think the local residents are very friendly.
	CI2: I think the local history is very attractive.
	CI3: I think the traditional culture is rich in connotation.
	CI4: I have a good impression of the village as a whole.
	CI5: I like the traditional culture here.
	CI6: I like the architectural style here.
	CI7: I like the traditional cultural relics here.
	CI8: I like the intangible cultural heritage here.
	CI9: I want to know the dialect of the local residents.
	CI10: I want to know the lifestyle of the local residents.
	CI11: I want to know the local customs and people.
	CI12: I want to know the representative traditional culture here.
	CI13: I want to know the intangible cultural heritage here.
	CI14: I want to live in this village forever.
Constructive Authenticity	CA1: The overall layout of the village is impressive.
	CA2: The architectural style of the village is very cultural.
	CA3: The cultural tourism products of the village have strong cultural characteristics.
	CA4: The handicrafts of the village are very cultural.
	CA5: The content displayed in the village is authentic.
	CA6: The village as a whole reflects the strong regional cultural characteristics.
	CA7: The residents of the village maintain their original lifestyle.
	CA8: The language of the villagers has retained its local characteristics.
	CA9: The architecture of the village has retained its local traditional characteristics.
	CA10: The handicrafts of the village have retained their traditional characteristics.
	CA11: The intangible experience activities of the village have retained their traditional characteristics.
	CA12: The relevant activities organized by the village can help pass on the culture.
New Villagers Satisfaction	TS1: I am very satisfied with the living conditions in the village.
	TS2: The village is similar to my ideal living place.
	TS3: I am very satisfied with the village as a whole.
New Villagers Loyalty	DL1: If I have the opportunity, I would like to live here forever.
	DL2: I will recommend this place to my friends.
	DL3: In the future, I want to integrate into the local lifestyle and conditions as much as possible.

### 3.2. Questionnaire Design

The questionnaire is designed using the Likert five-level scale, covering multiple questions in four dimensions: cultural identity, constructive authenticity, satisfaction, and loyalty. Each question is expressed with 1 to 5 points, from "completely disagree" to "completely agree". The questionnaire collects data through a combination of field surveys and online distribution, and the recipients are new villagers in Damoyu Village, Kunming, Yunnan.

### 3.3. Data Analysis Method

The data analysis was conducted using Smart PLS. Descriptive statistical analysis was first performed, and then the research hypothesis was verified through the structural equation model (SEM). The core of the analysis was to explore the path coefficients between the variables and the significance of the mediation effect.

**Table 3.** Descriptive Statistics

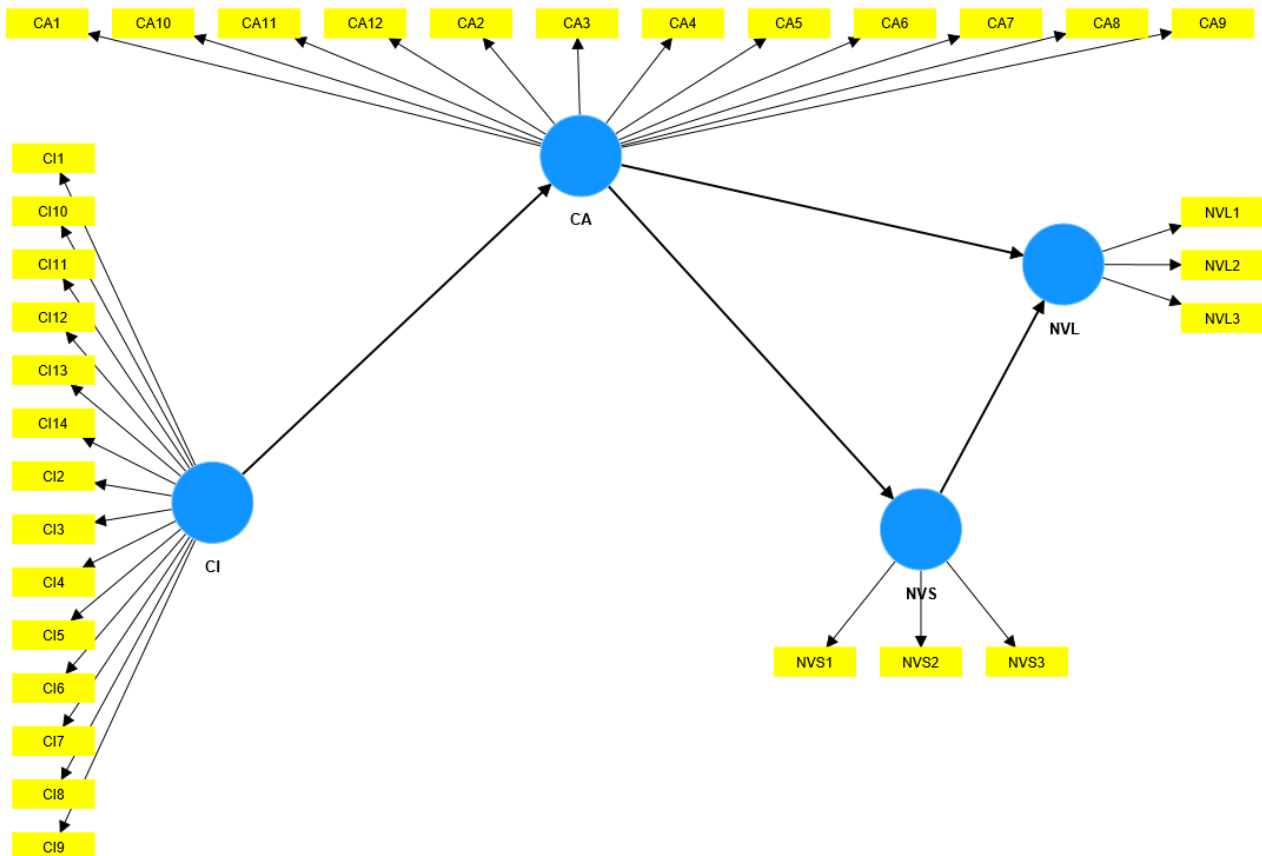
Descriptive Statistics				
	N	Mean		Std.E
	Statistics	Statistics	Std.	Statistics
CI1	173	3.82	.078	1.029
CI2	173	3.45	.088	1.163
CI3	173	3.39	.089	1.165
CI4	173	3.46	.078	1.020
CI5	173	3.52	.071	.938
CI6	173	3.66	.077	1.019
CI7	173	3.80	.095	1.256
CI8	173	3.68	.069	.913
CI9	173	3.77	.088	1.153
CI10	173	3.54	.087	1.144
CI11	173	3.24	.092	1.205
CI12	173	3.51	.088	1.154
CI13	173	3.43	.092	1.207
CI14	173	3.35	.088	1.160
CA1	173	3.45	.088	1.158
CA2	173	3.54	.082	1.075
CA3	173	3.47	.094	1.242
CA4	173	3.61	.078	1.026
CA5	173	3.66	.085	1.122
CA6	173	3.49	.088	1.159
CA7	173	3.50	.098	1.283
CA8	173	3.43	.102	1.343
CA9	173	3.71	.080	1.050
CA10	173	3.53	.085	1.113
CA11	173	3.68	.063	.834
CA12	173	3.54	.081	1.070
NVS1	173	3.79	.064	.844
NVS2	173	3.82	.080	1.057
NVS3	173	3.65	.074	.974
NVL1	173	3.73	.078	1.028
NVL2	173	3.73	.089	1.166
NVL3	173	3.75	.077	1.014

## 4. RESULTS

### 4.1. Descriptive Statistics

According to descriptive statistical analysis, the cultural identity of the new villagers in the sample is generally high, especially in the cognitive and emotional dimensions. At the same time, most of the new villagers have a strong perception of the authenticity of the environment of Damoyu Village, and generally approve of their living satisfaction, showing a high degree of loyalty.

### 4.2. Measurement Model Estimation



**Figure 2.** Research Model

First, the reliability and validity of the measurement model were analyzed, focusing on factor loading, VIF value, reliability and discriminant validity.

(1) External loading. External loading refers to "the degree of correlation between each item in the correlation matrix and a given principal component". None of the items in this study had an external loading lower than the recommended value of 0.50 [15]. The external loading of the model ranged from 0.619 to 0.864. Therefore, no items were deleted.

**Table 4.** Factor Loading

	CA	CI	NVL	NVS
CA1	0.779			
CA10	0.669			
CA11	0.669			
CA12	0.699			
CA2	0.744			
CA3	0.731			
CA4	0.720			
CA5	0.641			
CA6	0.691			
CA7	0.708			
CA8	0.729			
CA9	0.687			
CI1		0.619		
CI10		0.757		
CI11		0.718		
CI12		0.647		
CI13		0.720		
CI14		0.715		
CI2		0.677		
CI3		0.733		
CI4		0.673		
CI5		0.655		
CI6		0.752		
CI7		0.727		
CI8		0.725		
CI9		0.724		
NVL1			0.839	
NVL2			0.823	
NVL3			0.856	
NVS1				0.835
NVS2				0.848
NVS3				0.864

(2) The variance inflation factor (VIF) statistic is used to assess multicollinearity between indicators [16]. A VIF value of 5 or less indicates that there is no collinearity problem between indicators [17]. In this study, all VIF values were less than 5, indicating that there was no collinearity problem.

(3) According to Marks and Karkouti, reliability refers to the stability and consistency of a measurement tool [18]. The two most commonly used methods to establish reliability are Cronbach's alpha and composite reliability (CR). Cronbach's alpha coefficient greater than 0.7 usually indicates that the questionnaire has good internal consistency. Composite reliability assesses the consistency of variables within an aspect and should usually be greater than 0.7 [19]. As shown in Table 6, both Cronbach's alpha and composite reliability values meet the standards.

**Table 5.** VIF Test

	VIF
CA1	2.368
CA10	1.931
CA11	1.811
CA12	2.064
CA2	2.522
CA3	2.443
CA4	2.262
CA5	2.135
CA6	2.697
CA7	2.483
CA8	2.253
CA9	1.870
CI1	1.788
CI10	2.721
CI11	2.221
CI12	1.850
CI13	2.077
CI14	2.153
CI2	2.058
CI3	2.777
CI4	1.978
CI5	1.838
CI6	2.661
CI7	2.160
CI8	2.165
CI9	2.396
NVL1	1.745
NVL2	1.520
NVL3	1.835
NVS1	1.725
NVS2	1.708
NVS3	1.835

(4) Convergent validity refers to the degree of consistency of multiple measurements of the same concept. The average variance extracted (AVE) of each construct should be greater than 0.50 [17]. The AVE values in this study ranged from 0.496 to 0.721 (Table 6). Although the AVE values of CA and CI did not reach 0.50, they were very close and therefore met the requirements.

**Table 6.** Cronbach's alpha, Composite Reliability, and Average Variance Extracted

Construct	Cronbach's alpha	Composite reliability	Average variance extracted
CA	0.908	0.923	0.499
CI	0.921	0.932	0.496
NVL	0.791	0.877	0.705
NVS	0.807	0.886	0.721

(5) Discriminant validity refers to the degree of difference between the measurement indicators of different concepts. This study uses HTMT to analyze discriminant validity. Teo, Tsai, and Yang

(2013) suggested a more relaxed threshold of 0.90 or lower [20]. As shown in Table 7, the heterogeneous trait-monogeneous trait ratio value meets the standard.

**Table 7.** Heterotrait - Monotrait Ratio (HTMT)

	CA	CI	NVL	NVS
CA				
CI	0.899			
NVL	0.651	0.634		
NVS	0.692	0.699	0.859	

### 4.3. Structural Model

#### (1) Predictive Power

The coefficient of determination R-square and f-square in PLS are commonly used indicators to measure the predictive power of structural equation models. Hair Jr., Babin, Anderson and others showed that there are three critical values of R-square: 0.25, 0.5 and 0.75, representing weak, medium and strong explanatory power respectively [21]. The effect size f-square represents the change in R-square after removing a specific exogenous variable from the model.  $0.02 < f^2 < 0.15$  indicates a small effect;  $0.15 < f^2 < 0.35$  indicates a medium effect;  $f^2 > 0.35$  indicates a large effect [22].

As shown in Table 8, the R-square value of the authenticity of the construction is 0.676, the R-square value of the satisfaction of the new villagers is 0.355, and the R-square value of the loyalty of the new villagers is 0.740. Overall, the conceptual model has a moderate degree of explanatory power. From the perspective of f-square, the f-value of cultural identity on construction authenticity is 0.875, and the f-value of construction authenticity on the loyalty and satisfaction of new villagers is 0.011 and 0.549 respectively. In short, this model has good explanatory power.

#### (2) Prediction relevance

Henseler, Ringle, and Sinkovics believe that if all Q-square values are greater than 0, the performance of the PLS path model is better than the simplest benchmark [23]. As shown in the figure, all Q-square values meet the standard.

**Table 8.** Explanatory Power

Predictors	Outcomes	R square	f square	Q square
CI	CA	0.676	0.875	0.667
CA	NVL	0.740	0.011	0.280
	NVS	0.355	0.549	0.347

#### (3) Goodness of fit

The standard fit index (NFI) is another indicator used to evaluate the goodness of fit. The closer the value is to 1, the better the fit. According to Table 9, in this study, the SRMR value is 0.073 and the NFI value is 0.695. The results are generally acceptable.

**Table 9.** Model Goodness of Fit

Fit summary	Estimated model
Standardized root means square residual	0.073
d_ULS	2.813
d_G	1.280
Chi-square	4861.770
Normed fit index	0.695

#### (4) Path coefficient analysis

The results show that cultural identity has a significant positive impact on the constructive authenticity ( $\beta=0.822$ ,  $t$  value=31.785,  $p$  value=0.000); the constructive authenticity has a positive impact on the satisfaction of new villagers ( $\beta=0.595$ ,  $t$  value=12.584,  $p$  value=0.000); the constructive authenticity has a positive impact on the loyalty of new villagers ( $\beta=0.554$ ,  $t$  value=10.432,  $p$  value=0.000); the satisfaction of new villagers partially mediates the impact of the constructive authenticity on the loyalty of new villagers ( $\beta=0.488$ ,  $t$  value=10.784,  $p$  value=0.000). Therefore, hypotheses H1, H2, H3 and H4 are supported.

**Table 10.** Direct Relationship Results

Hypotheses	Path coefficient	$\bar{X}$	SD	t values	Findings
H1: CI →CA	0.822***	0.825	0.026	31.785	Supported
H2: CA →NVS	0.595***	0.599	0.047	12.584	Supported
H3: CA →NVL	0.554***	0.557	0.053	10.432	Supported
H4: CA→NVS→NVL	0.488***	0.491	0.045	10.784	Supported

Note: \*\*\* means  $p$  value  $\leq 0.001$

## 5. CONCLUSION

### 5.1. Research Summary

This study shows that cultural identity is a key factor affecting the constructive authenticity by new villagers, and the constructive authenticity significantly affects their satisfaction and loyalty to Damoyu Village. Satisfaction plays a partial mediating role between construction authenticity and loyalty, indicating that improving the cultural identity and constructive authenticity of new villagers is crucial to improving their loyalty.

### 5.2. Contribution

(1) Theoretical contribution: This study enriches the theoretical research on cultural identity and community integration of immigrant villages in the context of rural revitalization, provides a theoretical basis for policymakers, and suggests that in the process of rural revitalization, attention should be paid to improving the cultural identity of new villagers to promote the harmonious and stable development of the community.

(2) Practical contribution: Policymakers should strengthen cultural identity education to promote the in-depth understanding and identification of new villagers with local culture. In addition, the authenticity of the community environment should be improved to enhance the satisfaction of new villagers, thereby improving their community loyalty and ultimately achieving sustainable development of the countryside.

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