

# Study on the influence of rural cadres and mass orientation on mass satisfaction in Anhui Province

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**Abstract:** Good mass orientation helps rural cadres to pay attention to the needs of the people, understand the sufferings of the masses, do practical things for the people, solve difficulties, enhance the sense of identity and participation of the rural revitalization work. This paper is aimed at the investigation of the influence of rural cadres in Anhui province on the satisfaction of the masses, and puts forward constructive suggestions on improving the relationship between rural cadres and the satisfaction of the masses.

**Keywords:** rural cadres and masses oriented masses satisfaction cadres and masses relationship

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## 1. The significance of advocating good mass orientation

### 1.1. For rural cadres and the grassroots people

For rural cadres, good mass orientation can strengthen their sense of responsibility, always take the development of rural economy as an important task in their daily work, always remind cadres to put the needs of farmers' production and life in mind, and coordinate and promote the smooth development of rural revitalization cause. It is also conducive to the rural cadres to comprehensively improve their quality, attach importance to learning, meet the needs of modern rural revitalization, and provide intellectual and technical support for the promotion of the rural revitalization cause.

For the grass-roots people, a good mass orientation can effectively help the villagers to express their true inner needs, help them to keep in close contact with the rural cadres, and improve the sense of satisfaction and happiness of the villagers.

### 1.2. For the society and the country

Under the background of the new era, the mass orientation of rural cadres' emotional intelligence is an important work content in the implementation process of the rural revitalization strategy, which is related to the image and credibility of the Party and the government. The mass orientation of rural cadres directly affects their prestige in the mass work. It is an important way to enhance the awareness of rural cadres and the masses to promote the implementation of the rural revitalization strategy under the background of the new era.

## 2. The connection between mass orientation and mass satisfaction

### 2.1. Domestic and foreign studies

#### 2.1.1. Status of domestic research

Compared with foreign scholars, domestic scholars have limited research based on customer-oriented factors and behavioral results, and the main representative studies related to this topic are as follows:

From the perspective of customer orientation, Pan Chenglie (1995) believes that customer orientation must first think about what the customer thinks, and want to be in front of them, in order to provide customers with the products or services they expect. The main goal of customer orientation is how to make customers satisfied. Bao Guoxian and Sun Jiaxian (2006) believed that after introducing the principle of "customer-oriented", the government management focused on the quality of public services, regarded the government service object as "customers", put forward the principle of "customer on" in the public sector, and emphasized that public goods and services should satisfy "customers". Shu Lifang, Wei Haiying and Ran Yaxuan (2019) believe that the core of customer orientation for front-line employees is to be customer-centered, identify and meet customer needs, and pay attention to long-term customer relationship.

In view of the influencing factors of customer orientation, Xu Lei, Li Ji and Guo Jing (2022) discussed the influence of ambivalence

differences on different levels of customer-oriented civic behavior at different levels based on social exchange theory and self-loss theory. Chen Qiuping and Liu Zijuan (2022) build on the theory of self-determination, the results show that the error management atmosphere will significantly increase the customer-oriented deviation of employees; “I should” and “I can” are the important factors that produce employee customer-oriented deviation. Yu Wei and Zhang Yan (2010) found that female senior hotel employees interfering with their family and work led to emotional exhaustion, and thus weakened their customer orientation.

The results of customer-oriented research show that domestic scholars have made useful explorations in recent years in aspects related to customer orientation and employee active behavior (Zhang Lingling, 2021), sales performance or corporate performance (e. g., Peng Xuebing, Xu Hao, Liu Yue and Huang Jie, 2023; Yang Chuanxian, Zhang Lei, 2015), repurchase intention (Lin Minghui, 2021).

### *2.1.2. Status of foreign research*

Foreign scholars have conducted in-depth research based on customer-oriented factors and behavioral results. The main representative studies related to this topic are as follows, mainly reflected as follows:

Customer-oriented perspective Customer-oriented customer of Se and Weitz (1982), customer-oriented attitude and customer-oriented behavior of Stock and Hoyer (2005), customer-oriented COSE of Kim (2008), model and Kopalle, Kumar And Subramaniam (2020), In particular, Saxe and Weitz (1982) initiated the Sales Staff Customer oriented (SOCO) evaluation scale, Using empirical methods to develop 12 positive and negative items to measure sales staff customer orientation, It lays a solid foundation for the subsequent customer-oriented evaluation from many perspectives.

For the customer-oriented model, Mediano and Ruiz-Alba (2020) studies have demonstrated the significant importance of service employee customer orientation in highly relational services. Various dimensions of customer orientation of service personnel have different importance, including trust, loyalty and co-creation. Poddar, Naveen and Wei (2009) extend the concept of salesperson customer orientation to Internet marketing by conceptualizing and studying the impact of website customer orientation on perceived website quality and consumer behavior. This study also applies the concept of brand or store personality to Internet marketing by studying the impact of website personality on perceived website quality and consumer purchase intention. Stock and Hoyer (2005) provide a two-dimensional conceptualization that distinguishes attitudes and behaviors, exploring the direct and indirect effects of customer-oriented attitudes on customer satisfaction.

## **2.2. The connection between mass orientation and mass satisfaction**

Adhering to the people-centered approach is the Party’s fundamental governance philosophy. General Secretary Xi Jinping has stressed that the whole Party must adhere to the fundamental purpose of serving the people wholeheartedly, strengthen the views of the people, and implement the mass line. The grass-roots level is the “nerve endings” of the national governance system. As the “neurons” on the “nerve endings”, grass-roots cadres are closest to the masses and closely. What they say and do what they have done, the masses can see and keep in mind. Therefore, the mass orientation of grassroots cadres will directly affect the happiness index of the masses. To put the people first, we must never stop at theory, but must be implemented in the great practice of the Party governing the country. This requires that we must follow the Party’s mass path well. Is the development of the grassroots, service the forefront of the masses, complicated work, grasp the implementation is the important work at the grassroots level and rural cadres as the key bridge connecting the party and the masses, on the basis of the familiar with the policy, policy of the party’s important spirit and policy propaganda to the grassroots, preach to the people heart, to obey the policy, consciously according to the policy, play a role model.

## **3. Suggestions and countermeasures for rural cadres to improve the satisfaction of the masses**

### **3.1. Rural cadres need to continue to strengthen the work style construction.**

Only by increasing the people’s sense of security and satisfaction as the goal, and effectively handling hot and difficult problems, can we truly solve the problems, achieve the convenience and benefit to the people, and then fully implement the primary accountability system and one-stop service. In the face of the masses to consult the matters and handle the basis, as far as possible to inform at one time, in the masses to meet the required materials and relevant procedures are complete, should be handled at one time. We will ensure that all applica-

tions are accepted and handled in a timely manner and in accordance with the law, so that the people can truly feel happy.

### **3.2. Strengthen the education and training for the masses, and improve the governance capacity.**

For rural revitalization, ideological guidance is the key. Relying on the existing school resources, establish farmers party school, combining the reality of rural work, using 2-3 days a month, organize regular village committee members in farmers party school training, combined with the menu type training, invite provincial, municipal party school famous teachers or related industry experts to the farmers party school for the teaching, a clock system, the farmers party school work implementation into party construction scope, quarterly to carry out a special supervision, regular bulletin, to ensure that village cadres ability improve learning training does not discount, improve the level of village cadres governance in accordance with the law and the ability to work.

Implement the main responsibility, enhance the work enthusiasm, and have a clear division of responsibilities.

Rural work has many ideas, complicated things, the construction of a good branch, the work responsibility is strictly implemented in place, enhance the enthusiasm of cadres work is an important organizational guarantee to achieve rural revitalization. County party committee should carefully control the implementation of the strategy of rural revitalization, timely develop county accord with the actual situation, convenient operation, has the realistic guiding significance of arrangement, develop all kinds of booster rural revitalization support policy, the implementation of the district industry departments main body responsibility, the rural revitalization strategy each work strictly to the specific head, do department, villages and towns (street), the village party organization and the village committee responsibility division of responsibilities, to ensure that the country revitalization strategy implementation smoothly.

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