

Exploring the Influencing Factors and Governance Strategies of Nail Households' Relocation Willingness Under the Background of Deepening Urban Governance: a Case Study of Beijing

Jialiang Chen

The High School Affiliated to Renmin University of China, Beijing, China

brozovic2007@my.msu.edu.kg

Abstract. This article explores in depth the multiple influencing factors of the relocation intention and governance strategies of "nail households" in the context of deepening urban governance in Beijing. As a complex social phenomenon emerging in the rapid urbanization process of Chinese cities, the issue of "nail households" involves multiple levels of interweaving and influence. Personal factors, such as differences in values and age, economic factors such as the reasonableness of compensation amounts, political and legal issues such as policy deficiencies, as well as social and environmental factors, especially the deep-rooted community culture, are intertwined and work together to profoundly affect the relocation decisions of "nail households". To address this issue, the government needs to improve relevant policies and regulations, focus on raising compensation standards, and continuously optimize relocation services. Solving the "nail family" problem requires sustained efforts from various aspects such as the government, society, and individuals. Future research can further draw on international experience and continuously improve governance levels, in order to seek a balance between urban development and protection of residents' rights, and achieve harmonious coexistence and development of cities.

Keywords: Nail Households, Relocation Willingness, Influencing Factors, Urban Governance, Governance Strategies.

1. Introduction

In China's rapid urban development journey, the "nail household" phenomenon has emerged as a significant and complex issue, attracting extensive attention from scholars and the public alike. This phenomenon is deeply intertwined with the country's urbanization drive, property rights reforms, and changing state-society relations. The emergence of nail households is mainly attributed to two core factors. Financially, many have an overestimation of their property value. They believe that the offered compensation fails to match the true worth of their homes, especially considering factors like location and potential development value. Some even hope to build new structures on their land for greater economic returns. Additionally, the strong emotional bond they have towards their long-standing residences plays a crucial role. These homes often carry decades of memories and a sense of belonging, making it difficult for them to part with their properties. The existence of nail households brings about a series of consequences.

Socially, it can lead to tensions between different stakeholders, such as local governments, developers, and residents. Conflicts may escalate, affecting social harmony. In terms of urban development, projects can be significantly delayed, causing financial losses for developers and hindering the overall progress of urban renewal [1]. Moreover, in the digital age, nail household cases often trigger intense online discussions, which can sometimes spiral into unregulated public opinion storms [2]. To address this issue, proper regulations are urgently needed. Adequate compensation mechanisms should be established, ensuring that homeowners are compensated based on market values and other relevant factors. At the same time, in cases where nail households face difficulties due to relocation, appropriate forms of support and compensation, such as resettlement allowances and preferential policies, should be provided. This will not only help to resolve the conflicts but also promote more harmonious and sustainable urban development.

2. Nail Households' Relocation Willingness: Influencing Factors Analysis

2.1. Personal Factors

Personal values and attitudes play a significant role in the relocation decision of nail households. Some individuals have a strong sense of property rights protection. They view their homes as not only a physical shelter but also a symbol of their rights. These people are more likely to resist relocation if they feel that their rights are not fully respected. For example, they may be concerned about the fairness of the relocation process and the security of their property rights during the relocation. In addition, age also affects relocation willingness. Older people tend to have a stronger emotional bond with their long-term residences. They have formed a social identity and pride by living in a fixed place for a long. As a result, they often refused to forsake the identity the house given to them. In Ryan and Gu's research, Hutong is a traditional house in Beijing. People living in Hutong usually exhibit a strong sense of co-operative and communal identities based on networks of extended family relationships [3]. With such a cultural identity, people in Hutong often evaluate their houses as priceless.

2.2. Economic Factors

Economic considerations are often at the heart of the nail household issue. As mentioned earlier, the compensation amount is a key factor. If the compensation offered by the government or developers is lower than the homeowners' expectations, they are likely to refuse to relocate. Homeowners may consider the market value of their property, the cost of purchasing a new house in a similar location, and the potential income from future development of the land. Besides, due to the high inflation in the real estate market, the houses are overpriced. People become even more confident on their property [4]. Due to several factors, people often are unsatisfied with the refund price or houses.

2.3. Political and Law Issues

There are certain deficiencies in the current policies and regulations regarding the handling of "nail household" issues. The formulation of compensation standards lacks precision. It fails to fully consider the differences in different regions and types of houses, leading some "nail households" to believe that the compensation is unfair [5]. The standardization and transparency of the demolition process also need to be improved. Some "nail households" have insufficient participation in the public notice, public hearing, and other links during the demolition process, and they doubt the fairness of the process.

In the implementation of laws and regulations, there are problems such as insufficient enforcement and ambiguous definitions. The response mechanism for the reasonable demands of "nail households" is not perfect, leaving "nail households" with no effective channels to protect their rights and interests. As a result, they choose to refuse relocation as a means of safeguarding their rights [6].

2.4. Social and Environmental Factors

Community culture and neighborhood relationships significantly influence the relocation willingness of "nail households". Strong community connections and unique cultural atmospheres can enhance residents' sense of identity and belonging to the living environment [7]. In communities with profound historical and cultural heritages, such as traditional blocks in Beijing, residents' emotional attachment to the community makes them reluctant to break the existing lifestyle and social network.

The orientation of public opinion also affects the decisions of "nail households" to a certain extent. Some public opinions' support or sympathy for "nail households" psychologically strengthens them, giving them more confidence to refuse relocation. At the same time, the relocation attitudes and behaviors of surrounding residents also have an impact on "nail households". If the surrounding residents relocate smoothly, it may prompt "nail households" to reconsider; conversely, if the

surrounding residents also resist relocation, the "nail households" may be more determined to hold out [8].

3. The Role of Deepening Urban Governance in the "Nail Household" Issue

3.1. Improving Policies and Regulations

The government should establish a scientific, comprehensive, and dynamic demolition policy system [5]. Clearly define the scope of application, procedures, and the rights and obligations of all parties involved in demolition to ensure that the demolition work is carried out following laws and regulations. Strengthen the refined management of policies and develop differential solutions for different types of "nail household" problems. For example, for "nail households" in historical and cultural blocks, formulate special compensation and resettlement policies under the premise of protecting cultural heritage.

Establish a sound supervision and evaluation mechanism for laws and regulations. Regularly review the implementation effect of policies and regulations, and timely adjust and improve unreasonable aspects. Strengthen legal supervision over the demolition process, protect the legitimate rights and interests of "nail households", and severely punish illegal operations to enhance the authority and credibility of laws and regulations.

3.2. Increasing Compensation Standards

Adopt a scientific and reasonable method for evaluating the value of houses. Comprehensively consider factors such as the market value of the house, location advantages, surrounding supporting facilities, and potential cultural value [4]. Introduce third-party professional evaluation agencies to ensure the objectivity and fairness of the evaluation results. Provide diversified compensation methods, including not only monetary compensation but also options such as resettlement housing and property-based compensation. For example, offer high-quality resettlement housing in a convenient location or provide property-sharing plans based on the development of the original land, to meet the different needs of "nail households".

In addition, establish a dynamic adjustment mechanism for compensation standards. Adjust the compensation amount promptly according to changes in the real - estate market, economic development, and living costs to ensure that the compensation is in line with the actual value of the property and the living standards of "nail households".

3.3. Optimizing Relocation Services

Set up a dedicated relocation service team to provide one-stop services for "nail households" [6]. The team should be responsible for helping "nail households" handle various procedures related to relocation, such as property rights transfer, household registration change, and resettlement housing selection. Provide detailed information and guidance throughout the process to reduce the troubles of "nail households" during the relocation process [9].

Pay attention to the psychological needs of "nail households". Conduct psychological counseling and communication work promptly, especially for those with deep emotional attachments to their old houses. Activities such as commemorating the old community, recording memories, and organizing old-neighbor gatherings, relieve their sense of loss and anxiety caused by relocation and help them better adapt to the new living environment [10].

Establish an effective communication and negotiation mechanism between the government, developers, and "nail households". Create a platform for equal dialogue, listen to the opinions and demands of "nail households", and seek win-win solutions through friendly consultations. Ensure that the interests of all parties are taken into account during the negotiation process to promote the smooth progress of relocation work.

4. Conclusion

This research has comprehensively analyzed the influencing factors of the relocation willingness of "nail households" in the context of deepening urban governance in Beijing. Personal values, age, economic interests, policy, and legal factors, as well as social and environmental factors all interact and jointly affect the relocation decisions of "nail households". To address these issues, corresponding governance strategies have been proposed from the aspects of improving policies and regulations, increasing compensation standards, and optimizing relocation services.

However, it should be noted that the "nail household" issue is complex and involves multiple aspects of interests. Solving this problem requires continuous efforts from the government, developers, and society. In future research, more in-depth investigations can be carried out, and advanced international experience can be drawn on to continuously improve the governance level of the "nail household" issue. By properly handling the "nail household" problem, can achieve a balance between urban development and the protection of the rights and interests of residents, and promote the harmonious and sustainable development of cities.

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