

Study on the Purchase Decision and Influencing Factors of Tourism Sharing Consumption

Yan Cheng

Wuhan Business University, Wuhan, Hubei, 430056, China

Keywords: Purchase Decision, Influencing Factors, Tourism Consumption

Abstract: With the popularity of the network and the development of mobile terminals, network consumption is becoming more and more popular. The content of online shopping is not limited to clothing, food and other physical objects, and service consumption has gradually entered the Internet. Online travel products are an emerging Internet product in recent years. What factors are affected by consumers when purchasing online travel products is the main research content of this paper. This paper uses a combination of literature research and empirical research to build consumer online tourism based on consumer behavior, consumer purchasing decision model, perceived risk, perceived value and related theories. The product purchase decision-influencing factor model, through the verification of the influencing factors affecting consumers' decision to purchase online travel products, obtains the key factors that can significantly influence consumers' purchasing decisions, and provides opinions and suggestions on the development and improvement of online travel products.

1. Introduction

With the development of production technology and the continuous improvement of productivity, the social economy continues to develop, the people's income continues to increase, and spiritual needs have exceeded material needs, becoming a matter of greater concern. With relatively loose economic conditions and relatively abundant realities, more and more people choose to travel to improve their quality of life. In recent years, China's tourism industry has developed rapidly, competition in the tourism industry has intensified, and it has entered a stage of fierce competition. From the perspective of the international environment, the tourism industry, as an emerging service industry, has generally received the attention of all countries. Especially after China's accession to the WTO, China is facing the internationalization of tourism industry and fierce competition from other countries. At the same time, due to the rapid development of the tourism industry, some problems that need to be solved are gradually exposed. The first is the scarcity and uneven distribution of tourism resources. As a special resource, tourism resources have strong regional restrictions. In areas with rich natural landscapes and historical and cultural landscapes, the development speed of the tourism industry and the development of industry-related facilities and services are significantly better than those of other regions. Then the development speed of tourism industry development and ancillary services is difficult to meet the rapid development of the tourism industry in recent years and the needs of consumers. More and more consumers choose to travel and enjoy leisure during their vacations. However, in recent years, every time during the long vacation, the news reports that the scenic spots are full of people. This requires more reasonable development of tourism products and ancillary services.

2. Sample basic information statistics

The online questionnaire distribution survey and the field questionnaire distribution survey were conducted through online and offline combination. Through certain control of the sample, the data obtained from the questionnaire is more representative and more in line with the research needs. In this survey, a total of 300 questionnaires (including online questionnaires and field questionnaires) were distributed, and 287 questionnaires were collected. After screening, 270 valid questionnaires

were obtained, and the effective recovery rate of the questionnaire reached 90%. After statistical analysis of the valid questionnaires recovered, statistical variables about the basic demographic information of the subjects were obtained.

Among the 270 valid questionnaires collected, there were 124 males, accounting for 45.9% of the total, and 146 females, accounting for 54% of the total. The proportion of males and females was basically balanced, and the number of females was slightly higher. The number of subjects between the ages of 18 and 25 was 97, accounting for 35.9% of the total. The number between the ages of 26-30 was 85, accounting for 31.5% of the total. The number of people aged 31-35 was 63. People accounted for 23.3% of the total, and the number of people over the age of 35 was 25, accounting for only 9.26%. In this paper, the age group of 18-30 years old (M4) and the age group of 31 years old (M5) were 182 persons and 88 persons, accounting for 67.4% and 32.6% of the total. Overall, the age of the respondents was low, and the number of people in the lower age group was significantly higher than that in the high age group. From the degree of academic qualifications of the subjects, the number of junior college graduates is 52, accounting for 19.3%, the number of college graduates is 61, accounting for 22.6% of the total number, and the number of people with bachelor degree is 107, accounting for 39.6% of the population, 70 people with graduate degrees or above, accounting for 25.9%. This paper divides it into middle and low education group (M6) and high education group (M7). The college degree and below are low education groups, accounting for 34.4% (93) of the total proportion. The undergraduate degree or above is high. The academic group accounted for 65.6% (177 people) of the total. From the statistical results, the number of high-education groups is relatively large. From the monthly disposable income, the number of people below 1,000 yuan is 42 people, accounting for 15.6%, and the number of people with monthly disposable income of 1000-2000 yuan is 103, accounting for 38.1%. The monthly disposable income is 94 yuan for 2000-3000 yuan. , accounting for 34.8%, the number of people above 3,000 yuan is 31, accounting for 11.5%. This paper divides it into low-middle income group (M8) and high-income group (M9). The monthly disposable income is below 2,000 yuan, which is low-income group, accounting for 53.7%. The monthly disposable income is higher than 2000 yuan. Income group, accounting for 46.3%. The overall proportion of the two groups is basically balanced. The reliability of the questionnaire refers to the credibility of the questionnaire design, which measures the reliability of the data and results. Before further statistical analysis of the data in the questionnaire, verifying the reliability of the questionnaire is an important step in ensuring the quality of the questionnaire and the reliability of the data. Verify the reliability of the questionnaire, which is typically measured using the Cronbach's Alpha coefficient. In this paper, the Cronbach's Alpha coefficient (Alpha coefficient) is used to calculate the reliability of each variable in the questionnaire and the overall reliability of the questionnaire by using the statistical software SPSS17.0. According to statistical studies, the higher the Alpha coefficient, the higher the reliability. Generally speaking, the Alpha coefficient is above 0.7, indicating that the reliability is very high.

The validity of the questionnaire represents the validity of the questionnaire, that is, the matching degree between the test results of the questionnaire and the content to be investigated. The validity of the questionnaire is tested to ensure the validity and stability of the questionnaire, which is the basis for the next statistical analysis. This paper uses exploratory factor analysis to test the validity of the questionnaire on the factors influencing the purchase decision of online tourism products. The validity of the test questionnaire is generally calculated by calculating the correlation coefficient matrix, calculating the anti-image correlation matrix, the Bartlett test of sphericity, and the KMO (Kaiser-Meyer-Olkin) test. 1 Through the understanding of the first knowledge of statistics, this paper uses the Bartlett sphere test and KMO test to test the correlation between the variables.

3. Online travel consumer purchase decision factor analysis

There are many factors that influence consumer decision-making. The factors that influence consumers' purchasing decisions are different in different situations. Since consumer decision-making relies on the characteristics of consumer behavior, consumers have different basis

for making consumer decisions in different consumer behaviors. When studying consumer decision-making, most scholars choose to analyze the factors that may have a greater impact on consumers' purchasing decisions based on actual conditions. Blackwell divides the factors that influence consumption decisions into two categories, one is the personal factor of the consumer and the other is the external environmental factor. ² Later, on the basis of this, increased marketing factors. The personal factors of consumers, namely the intrinsic factors of consumers, include the ability of consumers to receive information, the personality characteristics of consumers, the degree of education, the age of sex, the level of income and other demographic characteristics. External environmental factors include product characteristics, cultural environment, geographic factors, information security and other factors. Marketing factors include website characteristics, website visibility, merchant credit, product mix, and consumer post-purchase evaluation. The main body for making online tourism product purchase decisions is consumers. Different consumers have different needs for products. The demographic characteristics of consumers are important factors influencing consumer decision-making. For online travel products, the product itself and the purchase channel are important factors influencing consumers' purchasing decisions. Whether the product is good or not and the purchase channel is trustworthy is an important criterion for consumers to make purchasing decisions. In summary, due to the many factors affecting consumer decision-making, this paper cannot be cited as one example. In order to conduct better research, make the article logically clear, and take into account the universality of consumer behavior characteristics and the particularity of online travel products, based on Blackwell's research on factors affecting consumer decision-making, this paper selects consumer subjective factors and product factors. Website factors are the main research object. The attitude of the consumer is an emotional reaction of the consumer, and is an emotional cognition and feedback to other subjects, that is, the consumer's preference for a certain brand or a certain commodity. People treat themselves with their own attitudes, attitudes are not innate, and the attitudes of ordinary consumers are generated through acquired learning. Attitude is a personal characteristic that consumers gradually form in the long process of consumption, with certain stability and consistency. Once an attitude is formed, it is not easy to change easily. Consumer attitudes toward consumers will influence their purchasing decisions. In general, consumers who are more likely to make purchasing decisions about products are often consumers who have a positive attitude toward the product. Positive consumers are more willing to take the initiative to understand the relevant information of the product, while negative consumers are the opposite. Because consumers' understanding of the goods and the degree of involvement can influence their purchasing decisions, the attitude of consumers is important for the generation of purchasing decisions.

The price of online travel products includes the value of the main product and the value of the added product. The main product value is determined according to the route, time, service content, service level, etc. of the tourism product. The value of the additional product is the value of certain additional service content selected according to the actual situation or needs of the consumer, such as life insurance, accident insurance, aircraft delay insurance, single-person housing price difference, and so on. The pricing of online travel products should be in line with the actual situation. If the price is too high, the economic pressure of consumers will increase and the consumer demand will be restrained. The low price will affect the profit and operation of websites and travel companies. Since the online travel product is essentially a service product that is traded through the network platform, before the purchase or before use, the consumer is not able to distinguish the good or the bad by the appearance of the product at the first time, so The price advantage of a product in the process of making a purchase decision is an important factor affecting its purchasing decision. The travel website not only provides travel products and travel information for consumers, but also provides travel product purchases, hotel reservations, ticket reservations, ticket reservations, etc. By purchasing and ordering these products or services through a web platform, consumers have concerns about property security and the security of personal information. The security of the travel website itself is a very important factor affecting consumers' purchase of travel products through the Internet. In general, travel websites that are trusted by consumers are more secure. With the

continuous development and improvement of third-party payment platforms, more and more travel websites choose to use third-party payment platforms, such as Alipay and WeChat payment, to process payments. This undoubtedly greatly enhances the safety of travel website consumption, so that consumers' consumer safety and property safety are guaranteed when purchasing online travel products. At the same time, it reduces the possibility of theft of personal information of consumers, and protects the security of consumers' personal information and privacy.

4. Conclusion

The development of the online tourism industry fundamentally depends on the development of the Internet industry and the improvement of consumer awareness, depending on the optimization of online tourism products and the promotion of travel websites. This paper starts from the perspective of consumers, the perspective of online travel products and the perspective of travel websites, and studies the influencing factors of consumer online travel product purchase decision, in order to make inspiration for the improvement of online travel products and the development of online travel industry. Based on the research of consumer decision-making model, this paper proposes three factors that influence consumers' decision-making in purchasing online tourism products based on consumer perceived value and perceived risk theory, and establishes a model. The sample information was collected by the questionnaire in the form of questionnaires. The structural equation model was used to empirically analyze the factors affecting consumers' decision to purchase online tourism products, and the hypothesis was tested.

Acknowledgements

Fund Project: Research on the Evolution and Innovation of Tourism Industry in the Shared Economy, Wuhan Business School Doctoral Research Fund No.: 2017KB008.

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