

# Research on Marketing Strategy Based on Female Tourism Consumption Behavior

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**Abstract:** With the continuous development of China's economy and national strength, tourism and its related industries have also developed rapidly in recent years. According to relevant statistics, tourism and its related industries are the fastest growing emerging industries in the world. In recent years, tourism has occupied an increasing proportion in social economy. However, the main consumers in the modern tourism industry are modern women. Women in their 30s are in a period of concentrated consumption in terms of age, physical quality and consumption level. Therefore, domestic tourism-related enterprises should grasp the psychology and motivation of consumers and implement corresponding strategies according to this situation in order to achieve the goal of promoting consumption.

## 1. Introduction

Different from the traditional concept of women's consumption in the last era, most modern working women in their 30s may not pay too much attention to savings deposits. In today's rich material life, they may put more money into timely consumption. As a mass consumer group, their consumption concept affects the overall consumption situation today. Therefore, businesses must formulate strategies for the female group to meet the consumption needs and consumption psychology of contemporary women. For contemporary women, social pressure is too great, which leads most people to choose to relax and decompress by traveling [1]. At the same time, due to the nature of white-collar work, they devote most of their time to work and projects, which leads to their own knowledge and experience not being expanded. Therefore, choosing tourism consumption is also an effective way to enhance their knowledge. For urban women, the time spent with relatives and friends may be very short. Choosing to travel with relatives and friends can also increase their time spent together and exchange feelings. According to relevant statistics, among women with different living environment, family environment and education level, their first choice is to relax and enjoy life, and then to increase experience and knowledge[2]. Among them, women with children in their families are also aiming to better educate their children. The main purpose of tourism consumption is to increase knowledge and knowledge. The survey results of women in different occupations show that the female occupation of tourism is mainly teachers. The purpose of relaxing oneself and increasing knowledge and knowledge in his profession is the most concentrated, while the purpose of working white-collar workers in most companies to choose travel is mainly to relieve pressure and relax, so as to better cope with the following work schedule tasks. According to the results, women's consumption psychology is mainly concentrated in these two items[3].

## 2. Female Tourism Consumption Factors

Due to the different educational factors of women, cultural factors have become the key factors for contemporary women to travel. In the process of women's growth, their life concepts are given by society, schools and families[4]. In China's education and social influence concepts, most of them are based on static tourism. In actual tourism, many dynamic factors must be considered. Therefore, these dynamic factors have brought certain inconveniences to women who accept traditional education concepts. However, due to the relatively late start of tourism projects aimed at

women, the types and number of tourism projects in our country are not very large, and there are few projects specially designed for women in tourism. Secondly, considering that women are vulnerable groups, there is no consideration for women's safety and transportation in tourism. All these are inconveniences brought about by cultural and other relevant factors to women's travel. In the process of forming women's values, the influence brought by family and other factors cannot be ignored. In China, most women receive ideological and moral education in the family from an early age. Due to the influence of traditional culture and ideology, after women start a family or marry and have children, they think more about the family and children, which is bound to be taken into account more in the process of consumption[5]. Thus, family factors are also one of the important influencing factors. In women's consumption behavior, the influence of personal subjective consciousness and psychological factors when purchasing is also very important. Due to the different age and occupation of women, women's consumption psychology will be changed to a certain extent. In today's information society, the pace of the times is accelerated, and women's psychological pressure is too great, so it is also more likely to choose tourism consumption in their spare time. In the consideration of psychological factors, female tourists prefer the environment with beautiful scenery and appropriate purchasing experience to male tourists. They can properly purchase local special delicacies and participate in contemporary folk activities, and pay more attention to sensory stimulation. At the same time, women may pay more attention to local cultural details and connotation of cultural background, all of which will have an impact on women's tourism consumption psychology.

### **3. True to Women's Marketing Strategy**

Female consumer groups have their own unique needs, and they may be more sensitive to their subjective feelings when carrying out tourism consumption. Therefore, marketing based on the perspective of contemporary female tourism consumption behavior should also start from the feelings of this psychological needs and consider all aspects of tourism for female consumers from all levels, such as setting up corresponding tourist attractions, launching diversified tourism activities and so on, so as to achieve the goal of truly attracting women. The first is to carry out tourism experience for women[6]. In today's marketing market, experiential marketing should be a very popular concept. As mentioned above, female tourism consumers may pay more attention to their own feelings in the process of tourism. The experience they want to obtain is different from that in ordinary daily life, so as to obtain spiritual satisfaction and enjoyment. Therefore, tourism experience marketing strategy should be carried out for such psychology, and the theme should be more clearly reflected. To achieve the purpose of attracting women's eyes, in line with their personal expectations, let them experience in view of different festivals, make plans around topics that they pay more attention to in their daily life, such as shopping consumption, skin care, film display and other topics, and attract consumers to consume through a clear subject. In addition, in this process, they can use a combination of various technical means, allowing them to gather and be personally present in the process of tourism experience[7]. Using the stimulation of multiple senses to make them consume and get their approval can fully display the specific information of the product from the senses of consumers, such as creating good visual and auditory effects, and using the combination of language and real objects to make them experience and participate in this activity, so as to achieve the purpose of completely stimulating consumer psychology and cater to the shopping experience. Secondly, before the implementation of tourism projects, relevant enterprises should formulate corresponding marketing strategies for the consumption purpose of female tourism. Through different marketing methods, the relationship between consumers and enterprises can be made clearer and more reasonable, so that customers and enterprises can reach friendly relations, promote long-term development interests, establish good relations according to the characteristics of women. In communication and negotiation, they must formulate consumption plans and tourism plans according to their psychology and consumption purpose, and ensure the practical implementation of commitments in the form of contracts and other forms, so as to achieve the purpose of obtaining recognition. In the process of tourism, the promotion of tourism goods and

the giving or trial of experience items should be carried out in a timely manner according to the current situation, so as to achieve the purpose of obtaining high evaluation from consumers. In order to make clear the actual needs of women when traveling, efforts should be made in software and hardware marketing in many aspects. The most suitable items for customers should be selected from tourism shopping, entertainment, beauty salons and other items, and corresponding assessments should be made for different age groups and different consumption levels. At the same time, objective factors should be taken into account[8]. However, the most important point in this process must not be frequently and repeatedly promoted, so as to avoid customers' irritability and counter-effect. Effective communication should be conducted through small details and current environment, so as to effectively implement relevant countermeasures. Relevant enterprises can also set up tourism project platforms for women. When women obtain tourism information, they can learn about it through network channels[9]. In terms of webpage making, they can choose certain strategies to achieve the goal of attracting attention. Due to the timeliness and real-time nature of websites, they can give full play to the effectiveness of today's Internet, allowing women to know more about tourism projects and consume them from multiple perspectives and from an intuitive perspective.

#### **4. Conclusions**

Tourism enterprises should attach importance to the research on the needs of female tourists, analyze the behavioral and psychological needs of female tourists, adopt targeted female tourism marketing strategies, promote tourism products to female groups, expand the development of tourism market, and strengthen tourism enterprises. The influence of female tourists. This paper analyzes the marketing strategy of female tourists from the perspective of behavioral theory, and theoretically analyzes the influencing factors of female tourists' choice of tourism services, and provides the characteristics of promoting tourism products, services and business development aiming at the goal of female tourists. Female tourists are a key group in China's tourism development. They attach importance to analyzing the marketing strategies of female tourists from the perspective of behavioral theory, which has important practical significance and value for the development of China's tourism market. In short, the following brief conclusions can be drawn. In recent years, with the increase of women's one-off consumption funds, women have gradually become the absolute mainstream of the consumer market. Moreover, the life and consumption patterns of Chinese women are undergoing great changes. The era of women's consumption has come. The marketing strategy based on the psychological characteristics of women's consumption is to strengthen the gender difference strategy of women and create the brand strategy that women love best. In order to maximize the promotion of female tourism and tourism consumption.

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