

# The Research on Tourist Consumer Behavior

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**Abstract:** In recent years, with the continuous development of the economy and society, the changes in tourism models have become increasingly fashionable. Leisure tourism is also an important part of consumer life. The activities and commercialization of leisure tourism also reflect the global trend of consumer culture. In the leisure and tourism industry, tourists focus on situational tourism experiences, mainly including immersive and theme parks. This article will focus on researching and discussing various types of tourists, their characteristics, the process of tourist consumption decision-making, and various factors. Tourists hope to experience different lifestyles through their tourist destinations. So it is crucial to differentiate and position the consumption of tourism consumers in different regions.

**Keywords:** tourists consumer behavior; decision-making process; consumer motivators.

## 1 Introduction

In the past two decades, the tourism industry has contributed significantly to GDP. And it has not been affected by the global economic recession [1], and the development of the tourism industry has the least impact on the environment, which is also in line with the macro policies of national development [2,3]. As is well known, the tourism industry, as a tertiary industry, provides many employment opportunities and positions. It has also driven the economic development of many places through tourism consumption. Every statutory holiday in China is an important period for businesses to look forward to, as tourism consumption during holidays often accounts for 30% of a year's income. Especially in recent years, the popularity of tourism in the domestic market has increased. Greatly exceeding the expectations of businesses, it is necessary to prepare in advance through consumer behavior analysis and consumer decision-making in order to better seize opportunities and achieve economic recovery. In order to better meet the growing consumption needs of the people, the economic benefits of the tourism industry have already affected all people and industries, and benefited everyone in the region. In the tourism industry, the biggest focus is on tourist destinations. Therefore, the biggest challenge faced by consumer behavior analysis in tourism marketing begins with the choice of destination. From a marketing perspective, especially in China, analyzing consumer behavior in tourism is particularly important.

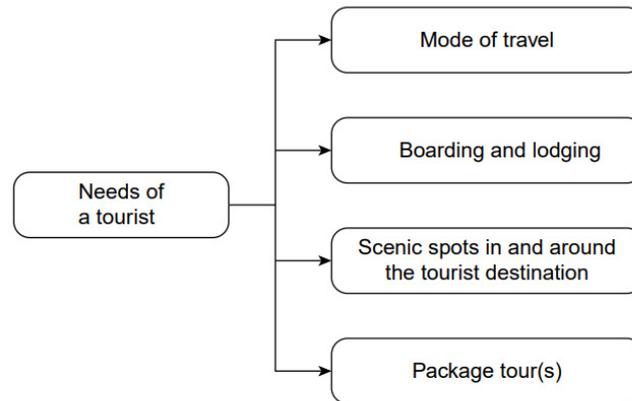
## **2 Needs of Tourism Consumers**

Consumer loyalty is an important factor in marketing, and tourism consumer satisfaction is even more important. The important factor of customer satisfaction and dissatisfaction mainly depends on the number of repeat purchases of a certain product or service. At the same time, it will also affect the purchasing behavior of people around him, so consumer needs in tourism marketing have become particularly important, because only by understanding consumer needs can better products and services be provided in a targeted manner. At present, many companies collect consumer needs through various channels, provide products that meet consumer needs through this analysis, and also conduct surveys on consumer satisfaction through some systems. To prevent market share loss, it is important for businesses and their managers to retain existing customers while also opening up new ones. The strategy of following up on marketing concepts and retaining existing customers is crucial for marketing managers; A proactive strategy, which involves acquiring new customers, is also crucial as it determines the company's long-term growth potential and overall profitability. Capturing consumer spending during holidays is crucial for a company's marketing strategy, and enhancing consumer loyalty by meeting differentiated consumer needs.

## **3 Classification and Needs of a Tourist**

Tourism consumers are generally divided into three types: inbound, domestic, and outbound. Inbound tourists refer to tourists who visit China from abroad. In 2017, the estimated number of foreign tourists entering the country was about 5 million, an increase of about 17% compared to the corresponding figure from the previous year. The growth of domestic tourists is an important component of recent domestic tourism, as well as an important pillar of economic development and internal circulation. In 2017, the estimated number of domestic tourist visits was 262 million, an increase of 27.8% compared to 2015. Outbound tourists refer to consumers who choose to visit foreign countries. In this chapter, we only focus on inbound and domestic tourists. The number of inbound tourists reached its peak from October to March, and decreased by half from April to September. Both domestic and foreign tourism consumers have increased.

The analysis of basic tourist attributes is the preliminary stage of understanding the characteristics of tourists themselves. The analysis of the basic attributes of tourists generally involves understanding tourists from the perspective of demographic characteristics. Demographic characteristics generally include an understanding of basic attributes such as tourist gender, age, education, occupation, marriage, and income. Starting from different attributes will lead to different understandings of tourists and their consumption behavior. Considering the classification and needs of tourists, actively provide services for tourists, provide different services for different tourists, fully consider the needs of tourists, so that the reputation of tourist places becomes better. As shown in Figure 1.

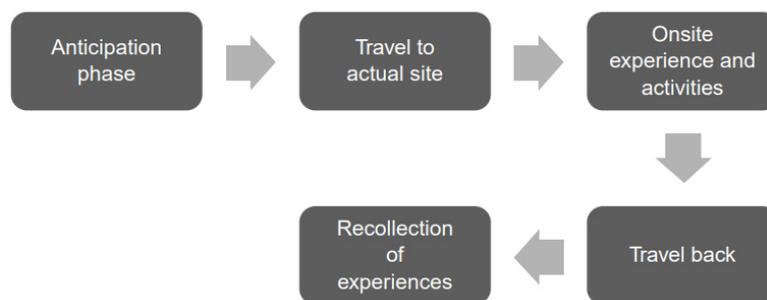


**Fig. 1.** Classification and Needs of Tourist.

Below, we will focus on the behavioral characteristics of tourism consumers: firstly, the primary influencing factor is the tourism destination. The promotion and image of the tourism destination will directly affect the decision-making of tourism consumers. Secondly, the level and quality of services that tourist destinations can provide can also affect consumer decision-making. The main reason for the development of tourism in developed countries in Europe and America is the accumulation over the years and the satisfaction of consumer demand. With the continuous development of the economy, people are constantly starting to have higher spiritual and cultural needs from meeting the basic needs. Tourism, as an important service product to enhance people's spiritual and cultural needs, is now increasingly valued. The economic development that the tourism industry can bring is constantly the catering and accommodation of tourist destinations, as well as the use of various modes of transportation. In recent years, influenced by economic globalization, airlines have made rapid progress as an important means of transportation for tourism. The increase in consumer income has also promoted the development of fast cars, railways, and aviation. On the basis of analyzing the basic attributes of tourists, it is necessary to conduct in-depth analysis of their tourism consumption behavior and preferences reflected in their behavior. In the new era, various consumption behaviors of tourists (such as decision-making, purchasing, consumption, evaluation, and processing) have reflected some new characteristics and preferences. Firstly, as people's income levels gradually improve and their quality of life continues to improve, coupled with an increase in leisure time, tourism has become a normalized consumption among the population, and people's frequency of travel continues to increase. Moreover, with the increasing income levels and quality requirements of domestic consumers, outbound tourism has become the preferred choice for many tourists. In recent years, Chinese tourists have become the main driving force in the global tourism market.

## 4 Analyzing Tourist Characteristics

It is crucial for tourism marketing activities to analyze the target audience of tourism consumers and their demand for travel products and services by identifying and categorizing them. By segmenting the tourism target market and determining market preferences, tourism companies are developing corresponding tourism marketing strategies to enhance the attractiveness of tourism destinations. These analyses are mainly achieved through the following methods. Consumer psychology in Europe. To achieve subjective or passive influence. In the increasingly fierce global market competition, it has become particularly important to innovate and develop the demand for tourism products and services. Market segmentation, as an important tool for marketing, is also one of the important means of tourism marketing. Market segmentation refers to the development of different products and services to meet the needs of different consumers. In order to make the strategies formulated under market segmentation more valuable. More practical. This method of segmenting markets is also constantly changing. Various state-of-the-art methods have also begun to be used, such as big data analysis, which has recently been applied to market segmentation methods.



**Figure 2.** A five stage model for tourism consumer decision-making.

We will analyze consumer decision-making using five stages of consumer decision-making. (Figure 2). The five stage travel model includes analyzing the decision-making process of travelers from a macro perspective, mainly including the following five stages: planning stage, travel to the actual location, on-site experience, travel ending and return experience, and recall. Many scholars also believe that tourist consumer behavior is a rational decision-making activity rather than an emotional decision-making process. However, potential travel consumers are more concerned about the actual on-site experience and feel that immersive experience. That is to say, only by satisfying consumer experiences that exceed expectations can we truly retain consumers. On the contrary, consumers will amplify this sense of consumer frustration through their social media section. And this situation will be a huge blow to tourist destinations. We usually believe that this behavior will affect consumers' purchasing decisions. That is to say, all five aspects that affect decision-making are important, especially the final experience and return process. Before purchasing, we will evaluate whether it is different from other products and whether there are any risks involved.

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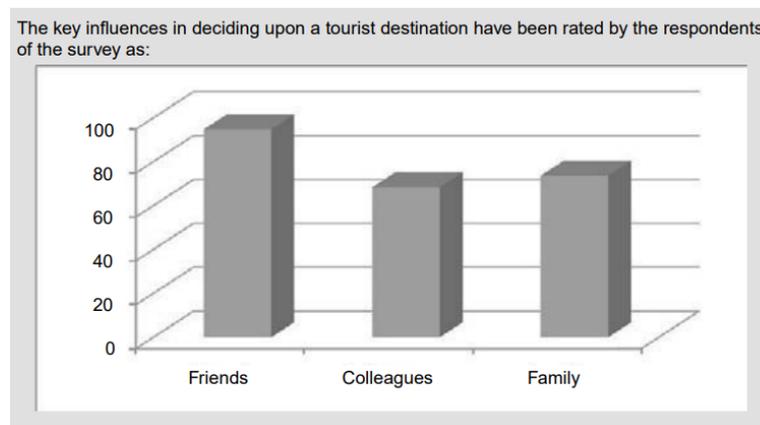


Fig. 3. Key Influences.

## 5 Factors Influencing Destination Decision-making for Tourism Consumers

Tourists and consumers are very sensitive to many factors related to the tourism destination environment. Firstly, political factors, that is, stability, and secondly, factors such as supporting facilities. At present, international tourism is greatly affected by this, and domestic tourism is currently in a very good form. Firstly, the country has implemented many years of preferential policies for rural revitalization, mainly rural tourism, including the development of tourism routes, the application of various transportation modes, and the continuous improvement of infrastructure. At present, transportation to major tourist destinations in China is very convenient, and traveling around big cities is becoming increasingly distinctive. Urban tourism consumers can reach their desired tourist destination in less than an hour of travel time. And this type of domestic tourism is also the biggest policy recently promoted by the country, increasing the domestic consumption cycle and continuously improving the service level of the domestic tourism market. There is another influencing factor is "carbon neutral", in the background of

"carbon neutral" goal or guidance, through the positive response policy carbon neutral target into the scenic spot long-term development strategy, to strengthen the tourist awareness of climate change, promote the public action on climate change, increase tourists choose low carbon or carbon neutral products.[5] The active realization of carbon neutrality in tourist attractions is of great significance to promoting the green development of the industry and promoting the high-quality development of tourism. The above methods can not only increase the income level of our residents, especially in some impoverished areas, but also attract more foreign tourists to China through the improvement of service levels. Due to the many unstable factors in international tourism, domestic consumers are increasingly inclined towards domestic tourism. With the development of the the Belt and Road, our growth rate in the world tourism market continues to increase. One of the prominent characteristics of tourists in the new era is information sharing behavior. This behavior not only occurs after tourism, but also with the increasing popularity of mobile devices (such as smartphones) and applications (such as apps), especially driven by the younger generation, tourism information sharing behavior has permeated the entire tourism activity. In terms of shared content, it mainly includes comments, travelogues, guides, and tips. Among them, tourism companies attach great importance to the review information about tourism products posted by tourism consumers. Because in these tourism reviews, it may contain the thoughts and ideas of tourism consumers about tourism products, which is of great significance for tourism enterprises to analyze the needs of tourists and improve tourism products.

## **6 Using Social Media**

The diversification of social media communication subjects determines that it is impossible to spread the Jilin Province ice and snow brand solely by tourism management departments, enterprises, and individuals. This requires strengthening coordination and integrated marketing. Firstly, we need to strengthen top-level design and develop a social media marketing strategy for our province; Secondly, coordinate resources, collaborate with multiple social media platforms, and integrate the advantages of traditional media to achieve clear division of labor between new and old media, and create a communication matrix for ice and snow tourism brands; Thirdly, determine the brand positioning and communication theme of the tourism destination, actively guide industry associations, enterprises, and individuals to promote the tourism destination real estate brand; Finally, based on the actual situation in our province, we will build a smart tourism platform, share tourism information, and build a communication platform.

Social media has a wide audience, and different ways of social media dissemination can meet the needs of different audiences. With nearly a decade of innovative development, various social media platforms have been continuously integrated and innovated, and social media has entered a new era. The brand marketing strategy applied to social media has also entered a new stage. In the vast amount of information, consumers are surrounded by various difficult to distinguish true and false information, and without carefully planned marketing and promotional activities, it is becoming increasingly difficult to attract consumers. Therefore, it is necessary to flexibly use and actively innovate different communication methods such as articles, videos, activities, live broadcasts, search engines, etc. On the one hand, integrating ice and snow tourism resources in our province, shaping clear communication themes, customizing communication content in bulk, adopting various communication methods, and carrying out brand image communication

activities intensively and comprehensively; On the one hand, through funding and policy support, social media innovation competitions are carried out in various departments, industry associations, universities, etc., encouraging innovation in marketing scenarios, communication copy, communication methods, and other aspects combined with our province's ice and snow tourism products.

## 7 Conclusion

By interpreting the development trends of various tourism markets, we can further understand the demand situation of tourists and propose relevant strategies and suggestions to promote the development of the tourism market. In general, China's tourism market can be divided into inbound tourism market, domestic tourism market, and outbound tourism market as a whole. Each tourism enterprise or organization regularly conducts tourism big data analysis on various tourism markets, including tourism distribution, tourist flow, tourism revenue, customer source structure, travel themes, and consumption levels, in order to timely grasp the development trends of the tourism market and the consumption demand status of tourists. Firstly, consumer behavior models, as an important means of identifying consumer classifications, are not only applied in various industries of marketing, but also widely used in tourism marketing. The use of this recognition model is increasingly favored by tourism practitioners. Before consumers purchase products and services, including the main decision-making factors, they can obtain information through the above analysis. On the other hand, how to analyze consumer demand for different markets, products, and services through big data and data models is a concern for every tourism practitioner. Although tourism consumers may seem chaotic and complex, as long as we analyze consumer behavior scientifically and use relevant models, we can accurately grasp consumer motivation, which is considered a key factor in the tourism decision-making process. This factor is also frequently applied to tourism and other consumer markets. Currently, the global economic recovery is slow, and the tourism industry, as an industry that can provide more employment opportunities, has also been increasingly concerned by the government. Therefore, seizing this opportunity is crucial for tourism practitioners, and for tourism consumers, it can provide better and more differentiated product and service experiences.

**Acknowledgments.** This research was financially supported by Foundation of Education Bureau of Jilin Province (Grant No.JJKH20230728SK, JJKH20230596SK).

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