

The Influencing Factors of Chinese University Student's Tourism Consumption Decision, in Xiamen City, China

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Abstract

According to the statistics of the China Statistical Yearbook, 2020 The number of college students in China in the year reached 32.853 million. The impact of such a large group on the development of the tourism industry should not be underestimated. This article uses a questionnaire survey method to study the influencing factors of Chinese college students' travel consumption decisions, and provide a basis for tourism companies to better develop the college student market. This paper verifies the influence of self-efficacy, saving values and family functions on college students' travel decisions through empirical research. According to the research results and the characteristics of Chinese college students, it is recommended that tourism companies: 1. Provide more personalized travel routes for college students, such as graduation travel, couple travel, etc. 2. Design tourism products with reasonable prices. 3. Adopt a variety of sales methods to attract college students. 4. Design a tour group suitable for college students to travel with their parents.

Keywords: Tourism decision, Influencing factor, College student tourism

Introduction

Background of study

With the improvement of living standards and the reform of the education system, the tourism group of Chinese college students is growing. It is imperative to develop tourism products for the market segment of college students. (Tingting Qi, Yv Gu, Na Ji, 2019) The consumption structure of college students is expressed in five aspects: basic living consumption, learning consumption, electronic communication consumption, leisure and entertainment consumption, and interpersonal consumption. (Shaohua Jiang, Ziyang Xun, Zhen Cao, 2019) In the past, the consumption of college students was mainly concentrated in daily clothing, food, housing and transportation. The difference from the past is that contemporary college students' share of basic living expenses has gradually decreased, while other consumption expenses have increased significantly. (Jiansong Zhang, Nan Zhao, Meiyuan Yang, 2018)

Most college students in China are between the ages of 18 and 23, and they are in a period of psychological maturity and their physical condition is also in the best condition. (Weizhong, Fang, 2018) Most of their living expenses are borne by their parents, and at the same time, they are a generation deeply affected by the network environment. Therefore, college students as a large and special consumer group usually have the following characteristics:

1) Limited economic capacity. At present, most college students do not have a stable source of income and rely mainly on their parents.

2) Seek stimulation. College students have just broken away from parental control and lived independently. They are eager to explore and take risks.

3) There is plenty of time. Compared with ordinary tourists, college students are relatively free of time

4) Strong similarity. Due to the age, psychology, environment, cognition, price, there is a high degree of similarity in values and experience, their requirements for products have a high degree of commonality. (Baohua Zhang, Liang Wang, 2019)

5) Relatively concentrated market distribution. Chinese universities are usually concentrated in cities or provincial capitals with developed economies and transportation. In some areas, a "university town" has even been formed. The distribution of universities is relatively concentrated, which provides convenient conditions for enterprises to better seize and develop the university market. (Shuangyi Zhao, 2014)

Research Questions

The ultimate research goal of this paper is to understand the influencing factors of Chinese college students' tourism consumption decision-making. Two questions were raised.

1. How the factors influence the tourism consumption of Chinese college students?
2. How can tourism enterprises better market development for college students?

Research Objectives

This research puts forward the following two research objectives.

1. To study the factors influencing the decision-making of Chinese college students' tourism.
2. Provide reference for the development of college students' tourism market for tourism enterprises.

Research Conceptual Framework

Through reading and reviewing current literature, the author sets the variables of related researches, as shown in Figure1.

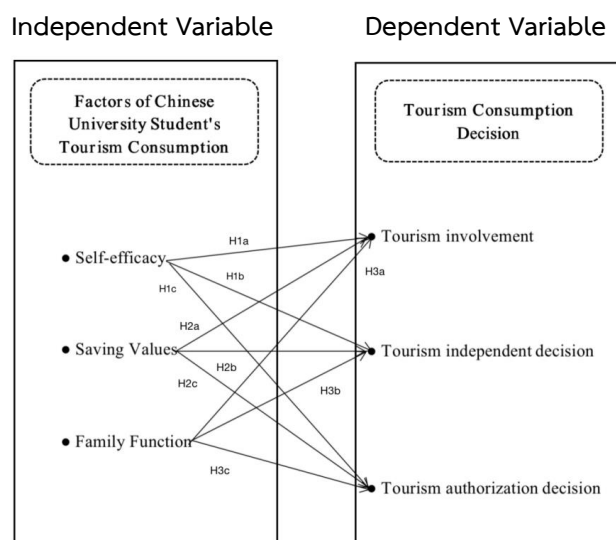


Figure 1 Research Conceptual Framework

Hypotheses

According to the research conceptual framework, the study proposes research hypotheses.

H1: Self-efficacy (SE) has a significant relationship with college student's tourism decision-making.

H1a: Self-efficacy is positively correlated with college student's tourism involvement (TI).

H1b: Self-efficacy is positively related to tourism independent decision (TID) for college students.

H1c: Self-efficacy is negatively related to college student tourism authorization decisions (TAD).

H2: Saving values (SV) have a significant relationship with college students' tourism decisions.

H2a: Saving values are negatively related to college students' tourism involvement.

H2b: The Saving value of conservation is negatively related to the tourism independent decision of college students.

H2c: The Saving value is positively related to the university student's tourism authorization decision.

H3: Family function (FF) has a significant relationship with college students' tourism decision.

H3a: Family function is positively related to college students' tourism involvement.

H3b: Family function is negatively correlated with tourism independent decision for college students.

H3c: Family function is positively related to college student tourism authorization decisions.

Research Methodology

This study is a quantitative study constructed using questionnaires. Collecting data from current college students in China and conducting surveys is to understand the factors influencing the decision-making of Chinese college students' tourism consumption. And then use the structural equation model to test the hypothesis.

Structural equation model (SEM) is different from traditional regression analysis. SEM can deal with multiple dependent variables at the same time, and can compare and evaluate different theoretical models. Different from the traditional exploratory factor analysis, in the structural equation model, we can propose a specific factor structure and test whether it is consistent with the data. Through structural equation multi group analysis, we can know whether the relationship of variables in different groups remains unchanged and whether the mean value of each factor has significant difference.

Expected Finding and Discussion

Hypothetical Test

The data corresponding to the latent variables and the observed variables are imported into the hypothesis model, and the fitting index of the model is run by AMOS 24.0.

Table 1 Model result analysis

Independent Variable	Dependent Variable	Estimate	S.E.	C.R.	P
SE	TID	0.386	0.07	5.547	***
SE	TAD	-0.323	0.065	-4.994	***
SE	TI	0.305	0.065	4.719	***
SV	TID	-0.138	0.075	-1.848	
SV	TAD	0.332	0.072	4.583	***
SV	TI	-0.219	0.071	-3.079	**
FF	TID	0.297	0.056	5.275	***
FF	TAD	-0.085	0.051	-1.656	
FF	TI	0.207	0.052	3.971	***

***P<0.001; **P<0.01; *P<0.05

According to Table 1, H1a: Self-efficacy is positively correlated with college student's tourism involvement. H1b: Self-efficacy is positively related to tourism independent decision for college students. H1c: Self-efficacy is negatively related to college student tourism authorization decisions. H2a: Saving values are negatively related to college students' tourism involvement. H2c: The Saving value is positively related to the university student's tourism authorization decision. H3a: Family function is positively related to college students' tourism involvement. H3b: Family function is negatively correlated with tourism independent decision for college students. The above assumptions have been verified. The test results are shown in Table 2.

Table 2 Hypotheses Test Result

Hypothesis	Result
H1: There is a significant relationship between self-efficacy and college student's tourism decision.	
H1a: Self-efficacy is positively correlated with college student's tourism involvement.	Accepted
H1b: Self-efficacy is positively related to tourism independent decision for college students.	Accepted
H1c: Self-efficacy is negatively related to college student tourism authorization decisions.	Accepted
H2: Saving values have a significant relationship with college student's tourism decision.	
H2a: Saving values are negatively related to college students' tourism involvement.	Accepted
H2b: The Saving value of conservation is negatively related to the tourism independent decision of college students.	Not Accepted
H2c: The Saving value is positively related to the university student's tourism authorization decision.	Accepted
H3: Family function has a significant relationship with college student's tourism decision.	
H3a: Family function is positively related to college students' tourism involvement.	Accepted
H3b: Family function is negatively correlated with tourism independent decision for college students.	Accepted
H3c: Family function is positively related to college student tourism authorization decisions.	Not Accepted

Finding

This paper analyzes the factors of college students' tourism decision-making through questionnaire survey. The results of the questionnaire show that the market for Chinese college students is huge. In the survey, we found that among the group of college students in China, only 6.34% of college students did not have the habit of traveling each year. In other words, more than 90% of college students travel at least once a year. This is a huge tourist consumer group. At the same time, in the monthly living expenses survey, nearly 50% of Chinese college students lived more than two thousand per month. At the level of consumption in China, the living expenses of Chinese college students are still considerable. It can be seen that the choice of college students' living conditions is superior and there is more disposable income. In the questionnaire about the problem of variable tourism involvement, the level is agree, indicating that the degree of tourism involvement of Chinese college students is still relatively high.

The analysis of variables shows that there is a significant relationship between Chinese university students' tourism decision-making and self-efficacy, conservation values and family functions.

1) Self-efficacy has a significant impact on tourism decision-making, and H1a self-efficacy is positively correlated with college students' tourism involvement. H1b self-efficacy is positively related to the independent decision-making of college students. H1c self-efficacy is negatively related to college students' tourism authorization decisions. Explain that the students are active and energetic, and college students who have confidence in themselves are more accustomed to participating in tourism activities and are more assertive in tourism activities.

2) Among the three assumptions that save values on tourism decision-making, two assumptions hold. H2a conservation values are negatively related to college students' tourism involvement, and H2c conservation values are positively related to college students' tourism authorization decisions. Explain that price is an important consideration for college students in participating in tourism activities.

3) Among the three hypotheses that family function influences tourism decision, two hypotheses establish H3a: Family function is positively related to college students' tourism involvement. H3b: Family function is negatively correlated with tourism independent decision for college students. Still in a state of uneconomic independence, family support has a great impact on their decisions. At the same time, the family atmosphere will also affect their consumption habits. Parents often go out to travel families, and children will have the habit of spending on tourism.

Conclusion

According to the structural equation model analysis, two of the nine hypotheses proposed in this paper do not hold. The specific results are shown in Figure 3. The results show that self-efficacy, saving values and family functions have an impact on tourism decision-making. Based on the results of hypothesis testing, it provides reasonable suggestions for tourism enterprises to face the college student market.

College students belong to a special consumer group with a large number, active thinking, easy to accept new things, but limited disposable funds. (Dongxia Li, 2020) Based on the research results, several suggestions are made for tourism companies to develop the college student market: 1. In view of the

particularity of all college students, personalized tourism routes such as graduation trips, study trips and couple trips can be designed. 2. Due to the limited economic conditions of college students, tourism products for college students need to be reasonably priced. Because college students have more free time, they can design cheaper travel products for college students in the off-season. The university tourism market is concentrated, large in scale, and price sensitive. In order to obtain greater economic benefits, tourism companies can use its market characteristics to reduce costs and achieve small profits but quick turnover. 3. A variety of sales methods can be used to attract college students. For example, cooperation with student associations, hiring school students as sales staff of tourism products, etc. Now, most college students are actively seeking opportunities to take part-time jobs and exercise themselves. Tourism companies can use their information and the advantages of their friends to allow them to carry out long-term publicity and sales of tourism products on campus. 4. According to the survey results, family has a significant impact on College Students' tourism decision-making. Generally speaking, the parents of college students who like to travel and get family support will also like to travel. If we can design a tourism product suitable for college students and their parents to travel together, we can expand the market and weaken the impact of the price of tourism products on College Students' decision-making.

Recommendation for Future Research

1) Expanding the scope of research. The research population of this paper is limited to Xiamen City. In the future, the research can expand the scope and sample data, and carry out quantitative analysis to make a more detailed quantitative research on college students' tourism consumption decision.

2) Studying the influencing factors externally. My research variables are mainly the influence of consumer internal factors on tourism consumption decision-making. However, under the influence of age and psychological factors, college students often pay more attention to the appearance, color and packaging of products. (Yvlu Song, 2018). In future research, we can study the influence of some external influence factors on tourism consumer consumption decision-making. For example, in the consumption situation, the influence of advertising, price, promotion, color, background music and other factors on college students' tourism decision-making.

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