Research Article
Study on Major Factors Influencing University Students' Behavior of Consumption on Online Tourism in Shijiazhuang

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Abstract: In this study, we have a study of the major factors influencing university students' behavior of consumption on online tourism in Shijiazhuang. The major factors influencing university students' behavior of consumption on online tourism in Shijiazhuang include personal motivation, attitude, sense of security and satisfaction. The external factors include price, brand and reputation of the online tourism and tourism websites. Some suggestions for network marketing can be drawn from the features of online tourism consumption: website geared for tourists' needs should be built; have a proper position for the website and establish good relationship with customers; make planning according to the target market and pay attention to the integration between internationalization and localization; introduce new marketing ideas and innovation in the development process to create a professional and high-quality tourism website. Online tourism consumption is a kind of complicated behavior which requires an in-depth study with inter-disciplinary theories and practical research and survey to innovate the theory of consumers' behavior. However, this study is not systematic and in-depth enough and further study and research are needed in establishing a mechanism model of online tourism consuming behavior.

Keywords: College students, information, online tourism

INTRODUCTION

With the coming of network times, the environment for tourists' consumption has been changed. Network facilitate tourists' consumption with individual needs for material and technology and changes people's value of consumption, thus the traditional consumption modes of tourists has changed into a new mode online tourism consumption whose definition has not been uniformed yet in academic circle (Jing and Waiyun, 2009; Jian *et al.*, 2011; Zhiqiang, 2012). In this study, the concept of online tourism consumption is drawn from the literature on online consumption and tourism consumption and other related studies. Online tourism consumption is the behavior and activity of tourists, who buy tourism products or service to meet the needs for personal development and enjoyment through the internet or tourism websites (Sujie, 2012; Zhibing, 2012; Jun, 2011). That is: they search for tourism information, make travel plan, make reservation or order and evaluate the after-sale service through the network or tourism websites, such as online plane ticket booking, online hotel reservation and travel routing reservation (Jianna, 2011; Xinyu, 2009). As a new way of consumption, online tourism consumption can be easily accepted and exercised by university students who are with more education and capable of using network, active in thinking, pursing novelty, innovative and prone to accept new things.

In this study, we have a study of the major factors influencing university students' behavior of consumption on online tourism in Shijiazhuang. The major factors influencing university students' behavior of consumption on online tourism in Shijiazhuang include personal motivation, attitude, sense of security and satisfaction. The external factors include price, brand and reputation of the online tourism and tourism websites. Some suggestions for network marketing can be drawn from the features of online tourism consumption: website geared for tourists' needs should be built; have a proper position for the website and establish good relationship with customers; make planning according to the target market and pay attention to the integration between internationalization and localization; introduce new marketing ideas and innovation in the development process to create a professional and high-quality tourism website. Online tourism consumption is a kind of complicated behavior which requires an in-depth study with inter-disciplinary theories and practical research and survey to innovate the theory of consumers' behavior. However, this study is not systematic and in-depth enough and further study and research are needed in establishing a mechanism model of online tourism consuming behavior.

OBJECTS AND METHODS

The objects mainly fall into two kinds: one is university student tourists not using the network and the

Table 1: Shijiazhuang university students' satisfaction and tourism network our chase frequency of χ^2 tests

	Value	df	Asymp. sig. (2-sided)
Person χ^2	22.239 (a)	8	0.009
Likelihood ratio	20.206	8	0.017
Linear-by-linear association	3.824	1	0.048
N of valid cases	49.000		

Table 2: Shijiazhuang university students' tourist network buying and save time motivation of χ^2 tests

	Value	df	Asymp. sig. (2-sided)
Person χ^2	8.149 (a)	3	0.19
Likelihood ratio	8.705	3	0.15
Linear-by-linear association	3.726	1	0.52
N of valid cases	49.000		

Table 3: Shijiazhuang university students' tourist network purchase and payment security χ^2 tests

	Value	df	Asymp. sig. (2-sided)
Person χ^2	12.075 (a)	5	0.019
Likelihood ratio	13.992	5	0.009
Linear-by-linear association	10.726	1	0.002
N of valid cases	49.000		

other one is those who often search information and make reservation online which can be classified into two groups: one group is those who are online tourism consumers and have posted their feedback on the website as tips for others. Though their personal experiences may not objective, these are useful for others; the other group is those who got useful information from the tourism websites and booked and bought tourism products and service (such as transportation service, hotel preservation, entrance tickets and so on). They are the online tourism consumer in the true sense. They are seen as one group in the survey. For a valid and reasonable research, three universities-Hebei United University, Shijiazhuang College and Shijiazhuang Teachers' College are chosen. And the questionnaires are distributed mainly in classrooms, cafeteria, dormitories and stadiums. The 600 copies of the questionnaire are recovered 580 copies which are all effective: the effective rate is 100%.

STUDY ON THE MAJOR FACTORS INFLUENCING UNIVERSITY STUDENTS' BEHAVIOR OF CONSUMPTION ON ONLINE TOURISM IN SHIJIAZHUANDDG

Motivation: for a convenient and fast way: Psychological factor is the predominant influencing factor. Tourism consumers are influenced most by their psychology when choosing online tourism consumption. Motivation is the direct drive for all actions, so action is the major influencing factor. Data show that Associated Probability (Asymp. sig.) -the value of p is 0.017 which is below the significance level: 0.05. This means the null hypothesis is rejected: there is correlation between online purchasing tourism products and saving time. Chart 4.3 shows their correlation. In the case of university students in Shijiazhuang, the correlation coefficient is V = 0.413 and C = 0.382 which means the value of p: 0.025 is below the significance level of 0.05. This also means the null hypothesis is rejected: the action of online

purchasing tourism products and convenience are interdependent. Chart 4.5 shows there is correlation between the two. And the correlation coefficient is V = 0.323 and C = 0.307 below the former one. The results are in line with those in Chapter three. In short, for a convenient and fast way is the motivation factor influencing their online tourism consuming behavior (Table 1 to 3).

Personal attitude: First of all, the independence between those students' attitude to and their intention of online tourism consumption is examined. The null hypothesis is that they are dependent. And then the independence between their attitude to online tourism consumption and their behavior of online tourism purchasing is examined and the null hypothesis is that they are dependent (Xinyu, 2009; Qiongying, 2010). Data show that the value of p is 0.016 below the significance level of 0.05, which means the null hypothesis is rejected: their attitude to and intentions of online tourism consumption are related and their attitude can influence their intentions. For example, 67% of these students think online tourism consumption is a very important consuming way and 12% of these students think online tourism consumption is very important, which indicates that 79% students have realized the importance of online tourism consumption mode. And positive attitude can lead them to have the intention of online tourism consumption. In addition, there are 18% students think this kind of consumption is not so indispensable, so some of them have the intention while others have not yet. Therefore, the proportion of students who have the intention has increased from 79 to 95% and correspondingly, the proportion of students who do not have the intention has increased to 5 from 3% (Table 4 to 7).

Personal sense of security: As an important factor influencing students' decision, the sense of security is limited by many factors. Some studies have proved that

Table 4: Shijiazhuang university student's tourist network consumption attitude and travel network purchase behavior symmetric measures

		Value	Approx. sig.
Nominal by nominal	Phi	0.428	0.017
	Cramer's V	0.429	0.017
	Contingency coefficient	0.391	0.017
N of valid cases		49	

Table 5: Shijiazhuang university student's tourist network consumption attitude and travel network purchase behavior symmetric measures

	Value	df	Asymp. sig. (2-sided)
Person χ^2	8.448 (a)	3	0.017
Likelihood ratio	8.739	3	0.013
Linear-by-linear association	6.294	1	0.014
N of valid cases	49		

Table 6: Shijiazhuang university student's tourist network consumption attitude and travel network consumption intention of chi-square tests

	Value	df	Asymp. sig. (2-sided)
Person χ^2	8.219 (a)	3	0.180
Likelihood ratio	8.926	3	0.130
Linear-by-linear association	2.028	1	0.162
N of valid cases	49		

Table 7: Tourism network buying and convenient operation motive symmetric measures

		Value	Approx. sig.
Nominal by nominal	Phi	0.331	0.027
	Cramer's V	0.332	0.027
	Contingency coefficient	0.310	0.027
N of valid cases		49	

Table 8: Shijiazhuang university students' tourist network buying and save time motivation symmetric measures

		Value	Approx. sig.
Nominal by nominal	Phi	0.429	0.19
	Cramer's V	0.428	0.19
	Contingency coefficient	387	0.19
N of valid cases		49	

Table 9: Shijiazhuang g university students' tourist network purchase behavior and brand of symmetric measures

		Value	Approx. sig.
Nominal by nominal	Phi	0.458	0.49
	Cramer's V	0.458	0.49
	Contingency coefficient	0.406	0.49
N of valid cases		49	

Table 10: Shijiazhuang university students' tourist network purchase behavior and brand of chi-square tests

	Value	df	Asymp. sig. (2-sided)
Person chi-square	9.573 (a)	6	0.051
Likelihood ratio	10.228	6	0.042
Linear-by-linear association	6.693	2	0.016
N of valid cases	49		

Table 11: Tourism network buying and convenient operation motive chi-square tests

	Value	df	Asymp. sig. (2 sided)	Exact sig. (2-sided)	Exact sig. (1-sided)
Person χ^2	5.001 (b)	2	0.027		
Likelihood ratio	5.072	2	0.059		
Fisher's exact test				0.046	0.028
Linear-by-linear association	4.882	2	0.027		
N of valid cases	49				

some factors such as customers' sensitivity to risks, sellers' reputation and customers' tendency to trust others, whether it is to pay and privacy protection will influence customers' sense of security. Among all these factors, whether it is safe to pay is the most influential and it can directly affect their decision. The independence between this factor and their purchasing behavior will be examined. Assume that there is no correlation between their purchasing behavior and the safety of payment. Data show the value of p is 0.017 which is below the significance level of 0.05, indicating

the null hypothesis is rejected. That is their purchasing behavior is not independent on the safety of payment but correlated. Chart 4.10 shows that there is correlation between the two and the correlation coefficient is V = 0.502 and C = 0.449 which demonstrate how much they correlate with each other (Table 8 to 11). Therefore, the safety of payment is an important influencing factor. And how safe it is to pay through internet can directly influence students' sense of security, thus, the sense of security is also an important influencing factor (Dengjun, 2010).

Table 12: Shijiazhuang university students' tourist network purchase behavior and price symmetric measures

		Value	Asymp. S.E. (a)	Approx. t (b)	Approx. sig.
Nominal by nominal	Phi	0.483			0.029
	Cramer's V	0.483			0.029
	Contingency coefficient	0.437			0.029
Interval by interval	Pearson's R	-0.257	0.151	-1.724	0.096 (c)
Ordinal by ordinal	Spearman correlation	-0.275	0.151	-1.885	0.066 (c)
N of valid cases		49			

S.E.: Standard error

Table 13: Shijiazhuang university students' tourist network purchase behavior and price chi-square tests

	Value	df	Asymp. sig. (2-sided)
Person χ^2	10.927 (a)	5	0.029
Likelihood ratio	11.389	5	0.024
Linear-by-linear association	2.934	2	0.097
N of valid cases	49		

Table 14: Shijiazhuang university students' satisfaction and tourism network purchase frequency symmetric measures

		Value	Approx. sig.
Nominal by nominal	Phi	0.684	0.120
	Cramer's V	0.392	0.012
	Contingency coefficient	0.568	0.012
N of valid cases		49.000	

Table 15: Shijiazhuang university students' tourist network purchase behavior and pay safe symmetric measures

		Value	Approx. sig.
Nominal by nominal	Phi	0.528	0.19
	Cramer's V	0.528	0.19
	Contingency coefficient	0.462	0.19

Individual satisfaction: Customers' satisfaction is the evaluation on the gap between the expected quality of the products or service they bought and the real quality. If the real quality is better than the expected one, customers will fell satisfied (Mingyong, 2012). Larger this positive gap, more satisfied customers. Otherwise, they will not feel satisfied. Data show that the value of p is 0.010 which is below the significance level of 0.05, indicating the null hypothesis is rejected. That is those students' satisfaction is not independent on their frequency of buying tourism products or service online but related. And the correlation coefficient is V = 0.389 and C = 0.559 which show the correlation intensity between them: the satisfaction of university students in Shijiazhuang is just so and most of them just bought once without wanting to buy for another time. Therefore, sense of satisfaction is one of the important influencing factors (Table 12).

Factor of price fluctuation: When customers perceive the competition of prices fiercer, they are more prone to have E-transaction. The independence between the behavior of university students in Shijiazhuang purchasing online tourism products or service and the price level is examined. Assume they are independent. Data show that the value of p is 0.028 which is below the significance level of 0.05%, indicating the null hypothesis is rejected: the two are not independent but correlated. And the correlation coefficient is V = 0.477 and C = 0.430 which reflect the correlation intensity. Higher price reduce the frequency of purchasing. Therefore, the price is an important influencing factor.

The factor of brand: In the mode of online consumption, brand has a remarkable influence on online tourism consumption. That's because brand can reduce consumers' cost and efforts in searching the products to help them make decision. Meanwhile, brand can also reduce the risk in payment to strength their intentions of buying. Data show that the value of p is 0.048 which is below the significance level of 0.05, indicating the null hypothesis is rejected. That is the two are correlated instead of being independent. Chart 4.16 shows that there is correlation between the purchasing behavior of university students in Shijiazhuang and the brand and the correlation coefficient is V = 0.446 and C = 0.408 which shows the correlation intensity between them. Therefore, brand can influence these students' behavior of purchasing online tourism products or service (Table 13 to 15).

CONCLUSION

The major factors influencing university students' behavior of consumption on online tourism in Shijiazhuang include personal motivation, attitude, sense of security and satisfaction. The external factors include price, brand and reputation of the online tourism and tourism websites. Some suggestions for network marketing can be drawn from the features of online tourism consumption: website geared for tourists' needs should be built; have a proper position for the website and establish good relationship with customers; make planning according to the target market and pay attention to the integration between internationalization and localization; introduce new

marketing ideas and innovation in the development process to create a professional and high-quality tourism website. Online tourism consumption is a kind of complicated behavior which requires an in-depth study with inter-disciplinary theories and practical research and survey to innovate the theory of consumers' behavior. However, this study is not systematic and in-depth enough and further study and research are needed in establishing a mechanism model of online tourism consuming behavior.

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