

Research Article

Study on the Decision-Making Behavior of Rural Tourism and Foods Consumption based on Consumer Satisfaction

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Abstract: With China's rapid economic development and the urbanization, people's living conditions have greatly improved and rural tourism is becoming more and more common. In the process of rural tourism, there are many factors influence the decision making of consumers, especially the consumption of agricultural products. In this study, we try to analyze the decision-making behavior in rural tourism by using regression model. According to the result, it shows that urban residents' disposable leisure time is the key factor to influence the travel decision, at the same time, food safety and agricultural prices are also the main factors influencing the consumer decision-making.

Keywords: Agricultural food, consumer satisfaction, decision-making, rural tourism

INTRODUCTION

With China's rapid economic development and the urbanization of city, people's living conditions have greatly improved and the quality of life improved significantly. But at the same time, people have shut themselves in the city environment. Facing the city congestion, noise and the ever accelerating pace of life, residents are increasingly eager to return to nature, so they began to turn to outside the city and countryside (Neil, 1990; Rajja, 2014). In order to be close to nature, close to nature as the theme of the rural consume thus emerge as the times require and in the country developed rapidly. City residents for their long-term living environment gradually follow the same pattern feeling bored, longing for the pastoral scenery and fresh air environment is increasing (Li and Zhang, 2008; Mansour and Omid, 2014) and so on are greatly inspired by the city residents to get out to wish: such as leisure consume, farming experience education of consume, in order to achieve their close to nature, to relax, the education of their children purpose (Claire and Eleri, 2012). Also, rural consume can not only satisfy people away from the bustle of the city, close to the natural psychological needs, but also conform to the trend of diversification of consume (Littoral and Anderson, 1993). As the raising of people's income level and the increase in leisure time, this great changes have taken place in people's concept of consume consumption, has been from the past pursuit of simple sightseeing consume to the pursuit of leisure and holiday consume, tourist experience change. Tourist flow from the past has been pouring into the city gradually to return to nature change. Entertainment enjoyment to main tourist pursuit transforms to the spiritual pursuit and ecological enjoy eco-consume as

the pursuit. Leisure agricultural area with its leisure, green, healthy, natural flavor will be subject to tourists. With the growing superior economic conditions, the important tourist market of travel motivation, frequency will be greatly enhanced, which offers the tourist the good environment for the development of leisure agriculture.

Foreign scholars have paid great attention to the concept of rural consume research, generally thought that this involves the construction of the system of rural consume theory, but the definition of the concept has yet to achieve consensus (François and Anne, 2015). The World Commission on economic cooperation and development (OECD, 1994) holds that rural consume is in the development of rural consume activities, rurality is a village consume center and a unique selling point. This is also the domestic and foreign scholars and experts generally agree that the most scientific definition (Elisabeth and Maria, 2012; Li and Ning, 2012). Rural consume is refers to the city away from the countryside to the destination country, with unique natural and cultural landscape as a tourist attraction, with city residents as the main target market, by meeting the tourist leisure, knowledge as a way to travel and return to nature consume demand and access to economic and social benefits (Luella and Mary, 1995). Rural consume has not only economic and social benefits, but also is a kind of rural cultural landscape attractions of the launching of consume activities and comprehensive formed around this kind of consume activities of economic relations and cultural phenomenon (Elspeth and Robin, 1990). Ning and Li (2013) emphasize the experience of rural consume, rural consume is thought to the country to watch when planting country (rice, maize, sorghum, native products, wheat), the streams, bridges and the understanding they

contain stories, understand the village people, folk custom, residential cottage, taste local food and stay, learning and participation in rural life in the vicinity of a form of consume.

Decision making of consume as one of the tourist behavior content, domestic scholars has done a lot of research. Consume decision-making is one of the tourists made on tourist behavior of consume decision-making process, the tourist behavior includes from the consume demand produces to the return of consume activities, it is a complete and continuous, hierarchical and complex decision process, consume decision-making of many factors on this process have important effects and these factors affect each other, mutual combination of them constitute the consume consumer travel decision making framework (Samuel and Catheryn, 2014; Zhou and Qing, 2013). Consume decision making process includes 5 mental steps of progressive layers, namely the recognition problem or need, seek out relevant information, make travel decisions, consume consumption of products and services, post purchase sensory feedback (Li, 2004). Also, consume decision making is the tourist element according to their own experience and subjective preference, personality and other psychological by using all relevant information collected, making travel decisions (Chen and Zhou, 2014).

Consume decision-making is refers to the individual using a lot of information to carry on the consume activity in the process of selection, so as to make plan and an activity implemented (Li, 2013). And it is a tourist in order to meet the desires and needs, in the search for, select, purchase, use, evaluation and disposal of products and services, the activities and processes involved (Tomas and Irena, 2012). In narrow sense, consume decision points mainly to swim the decision stage, consume decision is before travel activities, first of all to collect all kinds of useful information, then according to their preference choice, finally make the process of travel decisions (Zhou, 2013; Li, 2014). Consume decision making process is actually a process of choice for many tourists travel opportunities faced by their own, is the process of gathering and processing a large number of tourists on the potential of consume destination information and eventually make the relevant selection (Qing and Li, 2013). It is a tourist person according to consume destination, the selection and processing the collected travel information, put forward the consume plan or plan and eventually the process of consume plan selected or implemented (Zheng, 2007; Li, 2012).

Based on the theoretical analysis, this study sets an empirical analysis model about urban residents' food circulation channels decision-making and analyzes influential factors mechanism. The early stage of consume activities, such as collecting and processing information) after choose whether or not to travel, including all the decision-making behavior occurred in the consume activities after the travel process, such as food, shelter and travel, shopping and entertainment

and other aspects of the decision-making, evaluation and summary consume products and services in consume after the process (Gyan and Surya, 2012). The complexity of travel decisions reflect the final decision on travel decisions in decision isn't tourists must, when they decide to go to travel, you have to make a series of decisions about the future, these decisions about when they arrived at the destination to do (Zou, 2013). The narrow consume decision-making is traveling decision making, namely the tourists in travel behavior prior to the occurrence of various factors such as information collection and evaluation, the final decision on whether to travel a series of travel decision-making activities, the research emphasis is the.

METHODOLOGY

Model design and statistical analysis:

Model construction and variables: on the basis of comprehensive analysis on the influencing factors, the mechanism of urban residents' rural-travel decision can be expressed as:

$$Y = F(X_A, X_B, X_C, X_D, Z) \quad (1)$$

In this formula,

Y = The result of the urban rural travel decisions

X_A = Resident characteristic variables

X_B = Characteristic variables of Food circulation channels destination

X_C = Characteristic variables of Food circulation channels channel

X_D = Characteristic variables of Food circulation channels environment

Let Y denote the city residents village traveling decision making results (Y = 1 means travel, Y = 0 means not travel), X_i represents the factors (i = 1, 2, ..., I), then the formula can be further expressed as:

$$Y = \sum \beta_i x_i + \alpha \quad (2)$$

Among them, the beta I represents X_i changes on rural urban residents travel the influence degree of probability; Alpha as independent random errors, meet with mean zero, variance of 1 standard normal distribution, it represents some of the potential not observed variables and data error; Formula (2) an empirical analysis is the study of application of econometric model. Based on analysis, this study examine variables to make the following choice, refer to the related research and the coefficient of symbols make the assumption, as shown in Table 1.

Further, for this kind of phenomenon of binary discrete quantity analysis, this study adopts the binary Logistic model to analyze urban residents travel decision-making, in order to more objectively analyze the effect of various influence factors of residents'

Table 1: The main variables

Variables	Secondary variables	Meaning	Code
The characteristics of city residents β_1	Disposable income	The disposable monthly income of respondents	X1
	Disposable leisure time	The disposable leisure days that respondents have for 1 year	X2
The characteristics of consume destination β_2	Infrastructure	Evaluation on the infrastructure quality	X3
	Environmental quality	Evaluation on the environmental quality	X4
	Service quality	Evaluation on the service quality	X5
The characteristics of traffic conditions β_3	Traffic conditions	Traffic and road construction in consume destination	X6
The characteristics of consume environment β_4	Consume culture	Local consume culture	X7
	Policy	Policy support and encouragement	X8
	Welfare	Welfare support	X9
	Media publicity	Travel media publicity	X10
Dummy variables as regional location D	Preferential	Preferential measures	X11
		The location of investigation family	X12

Table 2: Statistical analysis of urban residents' basic characteristic

Personal characteristics	Min.	Max.	Avg.	S.D.
Age	17	59	32.62	8.235
Disposable monthly income	0	20000	2104.76	3162.579
Discretionary time	50	150	79.04	67.821

Min.: Minimum; Max.: Maximum; Avg.: Average; S.D.: Standard deviation

Table 3: Occupation and education background analysis of urban residents

	Classification	Number	(%)	Effective (%)	Cumulative (%)
Occupation	Civil servants	17	12.23	12.23	12.23
	Enterprise staff	34	24.46	24.46	36.69
	Business and service personnel	56	40.28	40.28	76.97
	Students	20	14.38	14.38	91.35
	Others	12	8.65	8.65	100.00
Education	High school	25	17.98	17.98	17.98
	Undergraduate	68	48.92	48.92	66.91
	Graduate	46	33.09	33.09	100.00
	Total	139	100.00	100.00	

travel decision direction, a more accurate measure its impact.

Data sources and sample: This study taking 2014 July to September as the survey time period, whether urban residents participated in the study of food circulation channels. As the investigation object, a population is more concentrated large supermarkets, shopping malls and mainly food circulation channels attractions for the survey locations, by field questionnaire survey, 200 questionnaires were distributed, recovery of 167 copies, out no answer or reply invalid questionnaire 28 is not correct, effective questionnaire 139, effective questionnaire rate was 69.5%.

RESULTS AND DISCUSSION

Statistical analysis of urban residents' basic characteristic: From the survey of the residents in the whole, the average sense, the participation of urban residents in the food circulation channels age trend was younger (average age 32.62 years), with higher disposable monthly income (2104.76 RMB), disposable leisure time more abundant (79.04), as shown in Table 2. Occupational composition, this investigation the object with civil servants (12.23%), Enterprise staff (24.46%) and Business and service personnel (40.28%),

students (14.38) mainly illustrate the occupational structure of income and leisure time influence tourists influences the travel behavior and travel preferences. The cultural degree, college degree above investigation residents total ratio reached 82% (among them, college education accounted for 48.92%, graduate education accounted for 33.09%) and a high school diploma is only 17.98%, which fully shows that the Food circulation channels groups reflect the characteristic of high degree, positive correlation between the degree of rural culture and travel. As shown in Table 3.

Describe the statistic characteristic of food circulation channels destinations: This study selects the infrastructure, Food circulation channels destination of the ecological environment, quality of service as to study the factors affecting the destination variable, in terms of mean, the ecological environment quality of the highest average (83.46), shows that urban residents in the influence condition investigation of Food circulation channels destinations, the ecological environment value destinations will meet their the pursuit of natural experience, rural characteristics in its formation of significant difference with the modern urban environment of the rural attractive source, rurality is the core and essence characteristics of food circulation channels products. Secondly, the mean high

Table 4: Describe the statistic characteristic of food circulation channels destinations

		Infrastructure	Environmental quality	Service quality
Samples	Effective number	139.00	136.00	139.00
	Missing number	0.00	3.00	0.00
Mean		67.82	83.46	71.03
Standard deviation		14.57	8.42	15.13
Minimum		10.00	50.00	20.00
Maximum		100.00	100.00	100.00

Table 5: Describe of the consume environment supporting factors

		Number	Response (%)	Case (%)
The characteristics of consume environment	Consume culture	68	39.53	71.08
	Policy	7	4.06	9.12
	Welfare	32	18.60	34.65
	Media publicity	49	28.48	49.16
	Preferential	16	9.30	19.28

Table 6: The model of goodness of fit evaluation

Step	Hosmer and Lemeshow test			Model summary		
	Chi-square	df	Sig.	-2 log likelihood	Cox and Snell R ²	Nagelker ke R ²
1	5.723	6	0.756	62.568	0.514	0.704

quality of service (71.03), show that local residents choose rural travel also value the local service personnel quality, service quality is closely related to the urban residents of rural travel decision. Food circulation channels destination infrastructure quality the lowest average (67.82), described in the variables of the three influencing factors, influence the quality of infrastructure conditions of rural residents travel decisions, it may also and local Food circulation channels attractions of a more perfect the relevant public facilities. The result was shown in Table 4.

Describe of the consume environment supporting factors:

The frequency of the consume environment supporting factors In support of the influence factors of city residents of food circulation channels travel decision environment, 71.08% of people choose to "local consume and cultural atmosphere" option and this support factors accounted for the total environment support factors to choose the frequency of 39.53%, therefore, city residents in the rural travel decision behavior in the process, the local consume culture the atmosphere is the main factor of environment support. Followed by the "consume media propaganda" option (response percentage is 28.48%), one of the influencing factors showed that the media is an important consume. Urban residents of rural travel is from their own point of view to consider whether or not to travel and the implementation of the national macro policies for their travel decision behavior of the degree of influence is not obvious, so "the state and government policy support and encouragement of choices for the lowest frequency (response rate of 4.06%). The result was shown in Table 5.

The goodness of fit analysis in the model: According to the output analysis, fitting statistics (Hosmer and Lemeshow Test) values ($\rho = 0.756$) >0.05 , unable to

reject the null hypothesis, shows the probability to obtain the expected frequency and there was no statistically significant difference between the observed frequency, namely survey data model fitting is good, as shown in Table 6. The final test of goodness of the model is 62.568, Model of the fit of the data is more ideal; the following reference Nagelkerke R² statistic a value as 0.704, data also shows that a better fitting effect.

The results of regression model: Urban residents have willingness to travel under the premise of urban rural travel decision-making a result (travel or not travel) is essentially a dichotomous variable. The dependent variable value range of the traditional regression model between is infinite and negative infinity, in this apparently doesn't fit, so this study USES the binary Logistic regression analysis model is analyzed and using the maximum likelihood estimation method is used to estimate the parameters. This study uses SPSS 17.0 statistical software for survey data processing, first choose forced into law, will have to examine variables one-time into the Logistic regression model analysis, it is concluded that model 1; After the second choice to gradually selection method, will examine all variables in the regression model analysis, investigation variables significantly model 2, as shown in Table 7.

The result shows that: first, personal disposable income is the most important factor that will affect consumption decision-making, the regression coefficient of urban residents personal disposable income is 0.071; second, discretionary time is the most significant variable in urban residents' personal characteristics, the sig value is 0.007 and the regression coefficient is positive; third, infrastructure condition variables' sig value is less than 0.1, the regression coefficient value is -0.029, probably because the city residents to participate in the study area of rural

Table 7: The results of regression model

	Explanatory variables	Model 1. (enter) step 1 (n.)				Model 2. (backward: condition method) step 2 (b.)				
		B	S.E.	Wald	Sig.	B	S.E.	Wald	Sig.	Exp (B)
β1	X1	0.001	0.002	4.316	0.015	0.000	0.000	3.156	0.071	1.014
	X2	0.015	0.004	5.025	0.024	0.017	0.006	6.068	0.007	0.890
β2	X3	-0.028	0.026	2.753	0.067	-0.029	0.017	3.042	0.058	0.914
	X4	0.049	0.031	1.795	0.118					
	X5	0.003	0.017	2.562	0.069					
β3	X6	0.027	0.018	2.454	0.096	0.043	0.021	4.796	0.026	1.058
β4	X7	1.147	0.651	2.623	0.001	1.236	0.059	3.203	0.048	3.015
	X8	0.158	0.704	0.035	0.872					
	X9	0.246	0.572	0.682	0.391					
	X10	0.123	0.625	0.115	0.758					
	X11	0.215	0.588	0.250	0.614					
Constant		-8.140	2.760	9.250	0.005	-5.029	1.650	8.132	0.007	0.005

S.E.: Standard error

consume is more focus on rural consume ecological environment quality and less attention on the infrastructure; finally, the environment quality has high coefficient value as 0.048, means that rural personnel's service quality plays a positive effect. Overall, the regression model of the empirical results with the above assumptions, under the 10% significant level, the disposable income of urban residents' personal characteristics, discretionary time variable, tourist destination features of infrastructure condition variables and consume traffic, consume culture in the consume environment variable is affecting rural travel decision-making influence factors of urban residents significantly variables, the effects of other variables is not obvious.

CONCLUSION

Based on the theoretical analysis, this study sets an empirical analysis model about urban residents' food circulation channels decision-making and analyzes influential factors mechanism. The result shows that: first, personal disposable income is the most important factor that will affect consumption decision-making, the regression coefficient of urban residents personal disposable income is 0.071; sec, discretionary time is the most significant variable in urban residents' personal characteristics, the sig value is 0.007 and the regression coefficient is positive; third, infrastructure condition variables' sig value is less than 0.1, the regression coefficient value is -0.029, probably because the city residents to participate in the study area of rural consume is more focus on rural consume ecological environment quality and less attention on the infrastructure; finally, the environment quality has high coefficient value as 0.048, means that rural personnel's service quality plays a positive effect. On this basis, we put forward relevant suggestions

According to the result, it shows that urban residents' disposable leisure time are the key factors of urban residents of rural travel decisions, but urban residents can increase in disposable income and leisure

time does not mean that the choice of urban residents in rural travel probability will increase obviously, the need for government and society through a variety of ways to create various conditions for urban residents disposable income and time of unity, can be in leisure time by spending on rural consume are different from other forms of experience consume products. To strengthen the protection of the original ecological landscape of rural consume destination, prominent farming culture, to create a green natural environment, increase the natural in the tourist heart share, make rural consume really become urban residents return to natural green embrace, obtain leisure and relaxation. Based on maintaining the original appearance of the rural ecological development of rural characteristics, can use a variety of products, such as farm picking, feast farm, farming activity participation and folk customs of the display various types of products, the city residents in the rural ecological environment of the beautiful nature can truly feel the quiet countryside leisure atmosphere, feeling the original ecosystem brought about by the pure and natural unity.

The infrastructure construction of consume destination is the development of the consume industry and hardware conditions, specialized facilities of consume industry such as food, live, row, swim, buy, entertainment six elements are in need of certain infrastructure support. In this study did not properly reflect the significant impact of infrastructure on rural travel decision role, function and influence on behalf of consume destination can ignore this hardware condition. On rural consume, the original ecology is not equivalent to the original state, the renovation and construction of certain can make rural consume resources protection and use better get. To increase the intensity of investment in the infrastructure of rural consume destination, explore the establishment of linkage mechanism to each department cooperation, especially the foundation should be given to rural consume attractions of a certain guidance, established a certain standard, avoid blindness and single construction, accelerate the village roads, sanitation,

post and telecommunication, electric lighting tap water, sewage, garbage disposal and other infrastructure construction, improve the rural consume accessibility, to improve the rural consume reception capacity, creating a barrier free consume environment for tourists, so that visitors enjoy swimming, satisfactory and return.

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