

Characteristics and Psychological Analysis of College Students' Short-Distance Travel Consumption Behavior under the Background of Consumption Change

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Abstract: With the change and development of tourism industry and the continuous improvement of College Students' living standards, college students' tourism consumption demand is becoming stronger and stronger, and has become one of the most important potential markets in China. College Students' tourism has gradually become a new consumption highlight. In the division of tourism source market, college students are an important segment market and have great development prospects. In order to better design suitable tourism products for college students and effectively develop the tourism consumption market, it is of great significance to grasp the psychological characteristics of College Students' tourism consumption. This paper attempts to put forward the corresponding consumption education through the analysis of contemporary college students' consumption behavior and consumption psychology, so as to make college students form a scientific consumption concept.

1. Introduction

In the current society, people's pace of work and life is becoming faster and faster, enjoying a higher level of quality of life than in the past, and facing more and more pressure. In the living environment of high pressure and high quality, it is more and more important to find appropriate ways and ways to release pressure, and going out for sightseeing is a more common way of decompression [1]. A series of consumption will be triggered in the process of tourism. Tourism consumption is the consumption behavior of purchasing tourism products and enjoying tourism services. Tourism behavior is driven by desire, including a series of activities such as leisure, vacation, sightseeing and sightseeing [2]. The domestic tourism force is increasing day by day, and college student consumers are a special kind of consumers. They have certain consumption strength, strong willingness to travel, large holidays such as winter and summer holidays, and abundant consumption time [3]. At the same time, as a college student consumer full of vitality and strong ability to accept new things, tourism can meet his curiosity and all kinds of yearning for the outside world in the future [4]. Tourism consumption refers to all kinds of material and spiritual materials consumed by people in the process of travel in order to meet their own development and enjoyment

[5].

Tourism consumption is a higher-level consumption demand after people's basic living needs are met. College students are an important market segment of tourists, which has great development potential. College students are psychologically more mature than children, more active than middle-aged and elderly people, and have better physical strength, which is suitable for traveling [6]. Their knowledge structure, value orientation and psychological characteristics make this tourism market different from the traditional mass tourism market [7]. In the process of tourism, college students will generate a large amount of information demand, and the information advantages of network channels prompt them to form the behavior habit of actively searching for tourism information by using personal computers and mobile terminal devices. With the popularity of mobile devices, college student tourists can easily find the real-time tourism information they need during the whole journey, and can participate in the interactive communication in the online community [8]. At the same time, tourism enterprises can also promote market development by integrating online and offline multidimensional marketing. How to use the platform of mobile social network to carry out marketing activities, provide personalized services and attract college students who are full of vitality, strong ability to accept new things and relatively abundant time has become an urgent problem. Based on the era background of mobile Internet and mobile social network booming, this paper studies the tourism consumption behavior of college students in the mobile social network environment. Important practical significance [9].

2. The Current Situation and Analysis of the Consumption Psychology of Contemporary Chinese College Students

2.1 The Current State of Consumer Psychology of College Students

Fall in love and surf the Internet Tourism has become three “compulsory courses” in college life in the new era. College Students' travel has become a popular behavior on campus. one side. In order to meet their own curiosity and curiosity. on the other hand. Many college students today are only children As the apple of their parents' eye, some college students with superior family conditions go out of the “ivory tower” to live in the world This “demonstration effect” naturally stimulates the comparison psychology of some curious students, whether they have economic tea pieces or not Even if you borrow money, you should swim “smartly”. College students are the most emotional in their life The most pleasant period of life They unremittingly pursue and experience beauty with exuberant energy. Secondly, the university period is a transitional period for college students from the ivory tower to society His social experience is not rich He is curious about the outside world Eager to get out of campus and understand the world. Third College Students' individual behavior tends to group behavior Keep up with others Conformity occurs from time to time. Fourth College students are full of energy Time is relatively abundant Strong ability to adapt to the environment and strong mentality of pursuing freedom. Therefore, the psychological characteristics of college students determine that most students are willing to travel and consume. The mechanism model of College Students' tourism consumption behavior is shown in Figure 1.

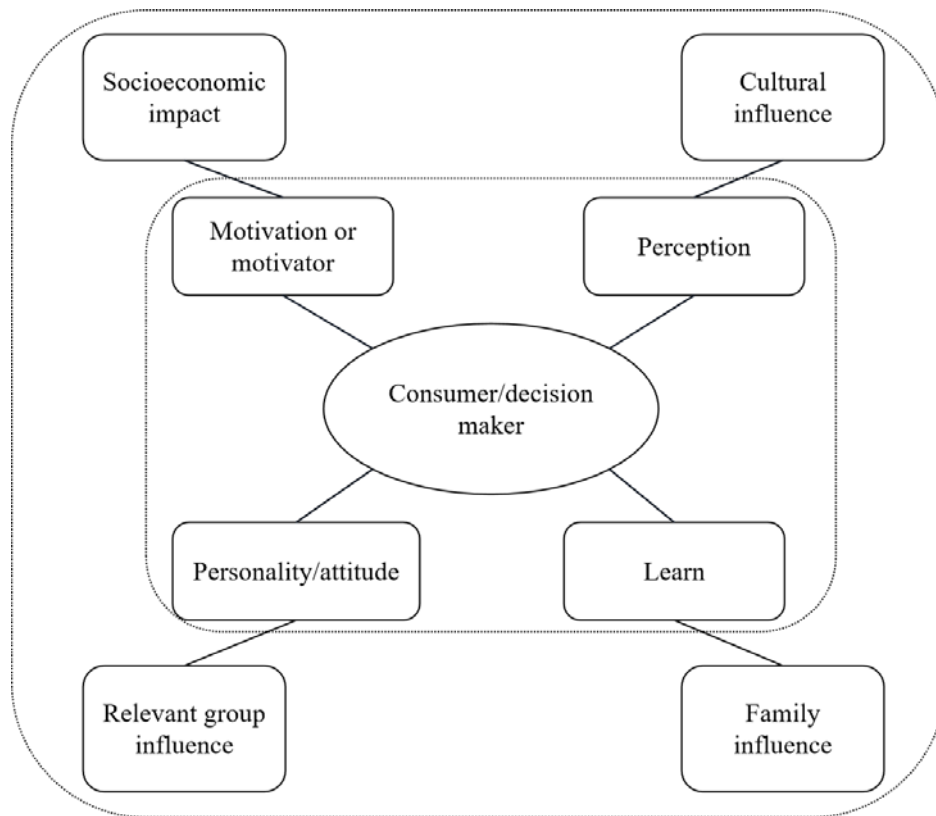


Fig.1 The Mechanism Model of College Students' Tourism Consumption Behavior

Consumer behavior refers to various actions taken by consumers to obtain, use and dispose of consumer goods and the corresponding decision-making process prior to action. According to the definition of American Marketing Society, consumer behavior is “a dynamic interactive process among feelings, cognition, behavior and environmental factors, and is the behavioral basis for human beings to perform the exchange function in life”. Consumer psychology refers to a series of psychological activities that occur in the whole process of consumers' purchase behavior. It is a comprehensive response of consumers to the objective consumption object and their own subjective consumption demand. College students have abundant physical strength, vigorous energy, active thinking, strong curiosity, adventurous spirit and great interest in tourism. On the one hand, the wonderful world outside has a strong and magical attraction to college students, full of the charm and adventure that college students yearn for; On the other hand, with the fierce learning competition, the scope of College Students' activities is often limited to three points and one line. This narrow activity space makes learning and life monotonous and boring. Tourism can not only enjoy beauty and expand life space, but also eliminate all kinds of tension and pressure in the era of knowledge economy. Therefore, they have the desire to travel, and they want to travel with rich and colorful contents.

2.2 Analysis of College Students' Motivation of Tourism Consumption Behavior

The motivation of contemporary college students' tourism activities is mainly tourism resources of sightseeing and leisure. Curiosity refers to that before entering the University, most students' life is very monotonous and depressed. All their life is reading without color. For most people who have gone through the single wooden bridge of the college entrance examination, especially those who have strong curiosity, the university is more about exploring the outside. For college students who

are included in the intellectual class, more than half of their trips are to broaden their horizons, want to see the great rivers and mountains of the motherland and get the true meaning of life from tourism. The competition in modern life is becoming increasingly fierce. For college students, the busy study pressure and tense interpersonal relationship make people always in a state of high tension and extreme physical and mental fatigue. Taking advantage of vacation to travel is a good medicine to alleviate “psychological pressure”. Most modern college students are only children, so they are easy to compare. Psychological tourism products are one of the symbolic products, and tourism behavior is also one of the most fashionable behaviors. In order to catch up with the fashion and the pace of the times, some college students naturally want to go out for a walk. After graduating from high school, my former friends have gone all over the world, but that simple and beautiful friendship is always unforgettable. So I went to my old classmates to talk about the past and visit the mountains and rivers. Besides, some people manage to eat and live. Why not?

Although college students are not financially independent, they already have independent purchasing power, and their willpower is poor when shopping. As long as they have money in their pockets, they can't wait to buy what they like. These characteristics are reflected in consumer psychology and buying behavior, namely: 1. Pursuing novelty. Although college students are on campus, they have a lot of social contact and social practice time. With certain social ability, they can make decisions on some things independently. At the same time, there is no pressure from college entrance examination for middle school students, and there is no heavy pressure from work, society and family for adults. They can really let go of the shackles and make some consumption at will, and pursue their favorite things. Novelty products can attract their attention the most, and some students have reached the point of being curious and curious. 2. Emphasize “aesthetic feeling”. That is, the aesthetic value of commodities should be consistent with their own aesthetic views. However, the aesthetic feeling of college students is not completely consistent with that of traditional aesthetics. In their eyes, maybe imperfection is beautiful, and asymmetry can also be beautiful. 3. Pursuing fashion. With the gradual maturity of physiology and psychology, college students begin to chase the social games of adults, and fashion activities are the closest way of life. Fashion itself can attract more attention from others, and it just fits the psychological characteristics of college students who want to attract others' attention. Therefore, the pursuit of fashion is not only the consumption characteristics of different types of social members, but also meets the psychological needs of college students.

3. Result Analysis and Discussion

3.1 Development and Construction of College Students' Tourism Market

No matter whether it is a travel agency or a scenic spot, there is no single method to publicize tourism products. College students have high cultural level, rational consumption, poor commercial publicity and hype, and are not accepted by college students. Therefore, it is suggested that some college students should be invited to participate in the opening and celebration activities of scenic spots, giving priority to play, and these “pioneers” should widely publicize the scenic spots, so as to improve the credibility of publicity and the popularity and attraction of the scenic spots. Travel agencies should establish alliances with student associations in colleges and universities. Under the guidance of the travel agency, students organize their own groups and put forward play items according to students' wishes. The travel agency specifically undertakes food, accommodation, transportation and other businesses, and the income is distributed proportionally. This will help travel agencies to understand the psychological needs of college students, develop and design new tourism products, and help college students change their concept of tourism consumption. Tourism managers are inclined to college students in aspects such as tour guide examination. On the one

hand, they can improve the quality of tour guides, on the other hand, they can let college students participate in social practice of tour guides, recognize tourism, publicize tourism, serve tourism and participate in tourism. With the increasing number of tourism websites, the competitive pressure they face is also increasing. Tourism enterprises can identify, receive, analyze and process a large amount of data involved in online marketing by means of data mining technology, and extract valuable data that can help to analyze the behavior of tourism consumers, which can be used as the decision-making basis for tourism enterprises to conduct online marketing. The arrival of the era of big data has changed the marketing environment, and it is necessary to establish a new consumer-led marketing model. The data mining process based on tourism consumer behavior is shown in Figure 2.

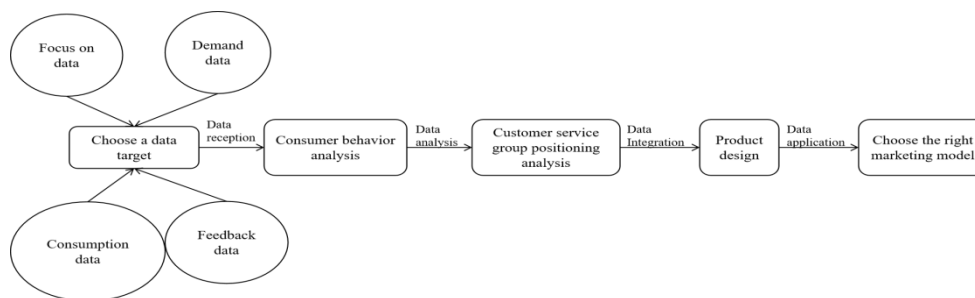


Fig.2 Data Mining Process Based on Travel Consumer Behavior

In the development of China's tourism industry, there are still not enough tourism units to clearly segment the tourism market and make distinctive marketing strategies for different segments. Therefore, the acceptance of tourism information cannot complete the two-way communication between the information source and the information audience under the limitation of the communication channel, and the information transmission and feedback cannot correspond. The situation in which high school students are left out of commercial advertisements. In view of the specific market segment of college students and the relatively fixed living space and contact channels of college students, the author believes that the media should be used to carry out communication activities that have an influence on the information contact of college students. Sufficient attention and effective use of information dissemination resources. For example, publishing advertisements in magazines specially designed for college students, adding preferential pages, regularly sponsoring campus publications, holding title essays in campus newspapers, holding lectures on tourism knowledge, and simulating job fairs for tourism companies, etc. college students are highly concerned and accepted. Active communication channels, in order to improve the awareness and reputation of tourism units in the hearts of college students. College students are generally keen on the rational preference for group travel. Majors, classes, dormitories, and campus club members all have the subjective and objective conditions for group travel. The personnel are relatively uniform, and the number of participants is large at the same time, with common hobbies and background knowledge. For such groups of people with obvious characteristics of group travel, travel agencies, scenic spots and other units should be inclined in price, and the degree of price concessions for the number of people is different. couple tours, bedroom tours, class tours, etc.

3.2 Suggestions on Developing College Students' Tourism Consumption

According to the analysis of the time characteristics of College Students' tourism, we can develop medium and short distance tourism products and routes of local surrounding scenic spots according to the college students' market. With the development of transportation, students' tourism destinations will break through regional restrictions. Although college students' overall payment

ability is limited, they have strong tourism willingness and positive attitude towards tourism. They are the potential main force of the tourism market. We should see the great potential of this segment market and pay attention to the cultivation of this market. Compared with other tourism markets, college students have plenty of travel time, and can avoid the peak of tourism. Therefore, the tourism product development and operation Department can take the college students' market as an important backup market to make up for the vacancy in the off-season market, develop college students' tourism routes or carry out marketing strategies, Stimulate the tourism market of college students. College Students' economic ability is limited, and high prices will frustrate college students' consumption enthusiasm. Appropriate discounts and promotional activities can mobilize college students' Tourism enthusiasm. College students are the data natives of the network. They are good at using the network to obtain information. Tourism operators should make full use of Internet technology to meet the consumption habits of college students. They can consider providing some concessions only for college students. In practice, there are already some good online marketing methods, such as gaining preferential qualifications through paying attention to the official account of WeChat. Give appropriate price concessions by developing members and completing task rewards; If students are encouraged to bring new ones with old ones, corresponding discounts can be given if the number of students reaches a certain number; Or let students forward marketing advertisements to obtain preferential qualification. These means not only lock in the target market at a lower price, but also achieve the purpose of publicity and promotion.

Contemporary college students are digital natives in the Internet age. They like taking pictures and sharing information anytime and anywhere. Therefore, in the economic era of online celebrity, building tourist attractions in online celebrity can attract college students and tourists. Develop a tourism APP specifically for college students as soon as possible, provide safe and reliable information, and provide a platform for publishing and exchanging tourism information. Combine the online payment function, lock the online travel market of college students, and adopt various online promotion methods of tourism products. For example, through online promotion and WeChat official account push, accurately and regularly push tourist information such as tourist attractions, food strategies, play strategies, etc., introduce attractions and services through online forums, share travel strategies, and close the distance with students. College students' overall satisfaction with tourism service is average, which indicates that the quality of tourism service needs to be improved. We should attach importance to the development of college students' market and increase investment in software and hardware of tourism facilities. Tourism enterprises should strengthen the interaction with universities, close the distance with college students by sponsoring campus activities of college students, and promote the image of tourism enterprises. In addition, tourism enterprises can also provide some part-time jobs for college students. According to the survey, college students' attitude towards group tour products of travel agencies is still relatively negative. The reason is that college students are not free to travel with groups and the cost is high. Travel agencies should reflect on how to use their own advantages to develop group tour forms suitable for college students and enhance their consumption confidence.

4. Conclusions

Through our survey, we found that college students often attach great importance to destinations and itinerary arrangements, and the more popular tourist destinations among college students can often be listed. Coupled with the importance that college students place on their peers, travel agents can discover several routes with limited number of single trips but many batches and different special activities. For example, according to the number of students, the nature of the activity project, and the length of time to arrange different optional characteristic routes. Now many agents

are cooperating with off-campus travel agencies, which only play a role in attracting personnel. If you really want to have your own core competitiveness and gain core profits, you must provide differentiated services that are different from those of large institutions, and fully serve the needs of large institutions. Students think. For example, understanding what kind of accommodation and activities college students generally like, and providing differentiated services from large institutions can truly gain people's hearts. College students receive more theoretical education in school, and the educational significance of the tourism process is to let college students have more contact with the society, integrate themselves into the natural environment, learn more survival skills, and accumulate richer life experience. Cultivate the humanistic spirit and learn all knowledge other than books. Therefore, it is necessary to fully understand the psychological needs and behavioral characteristics of college students, carry out various tourism activities suitable for them, combine theory and practice, and cultivate a group of high-quality talents needed by modern society.

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