

Research on the application strategy of consumer planned behavior theory in tourism marketing management

Yang Chang¹, Xuejian Li^{2,*}, Xutong Jiang¹

¹*School of Economics and Management, Southwest Forestry University, Kunming, Yunnan, China*

²*School of Culture and Tourism, Henan University, Kaifeng, Henan, China*

*Corresponding author: Xuejian Li@995570348qq.com

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Abstract: The goal of marketing is consumers; the goal of tourism marketing is tourism consumers, so tourism enterprises and merchants must accurately understand the behavior of tourism consumers. In order to realize the steady development of tourism enterprises and shops, tourism enterprises and merchants must innovate the tourism marketing management. Based on the elaboration and analysis of the theory of tourism consumer planning behavior, this paper discusses the key links that tourism enterprises and merchants should pay attention to in the implementation of tourism marketing management, as well as the tourism marketing management strategies that should be adopted, so as to better guide tourism enterprises and merchants to carry out tourism marketing management.

1. Introduction

Nowadays, with the continuous development of China's market economy, doing a good job in tourism marketing management can not only improve the influence of tourism enterprises in the industry, but also establish a good corporate image for tourism enterprises, and improve the economic and social benefits of tourism enterprises. In the specific operation process, tourism enterprises need to introduce new products with more market attractiveness and competitiveness to tourism consumers through the understanding and accurate grasp of tourism consumer behavior, so as to stimulate their desire to buy. However, there are still many problems in the operation of real tourism enterprises, such as the lack of understanding of the psychology and behavior of tourism consumers. Therefore, we will start from the behavior of tourism consumers and take the theory of tourism consumer planning behavior as the starting point to discuss the specific application of tourism marketing in tourism enterprises.

2. The theoretical basis of the theory of tourism consumer planning behavior

FISHBEIN M, AJZEN I stated that the theory of planned behavior (Theory of Planned Behavior, TPB) was proposed by Fishbein and Ajzen based on the theory of rational behavior (Theory of Reasoned Action, TRA)[1]. Cao Ying, Ge Chengcheng pointed out that, as the basic theory of cognitive behavior in social psychology, it is widely used in sociology, psychology, management,

public health, tourism, sports science and other fields, and has a good explanatory and predictive power for behavior intention[2].

Duan Bing pointed out that the theory of consumer planning behavior is a theory that analyzes how consumers make commodity decisions and purchase behavior according to their own wishes. Its main goal is to study and analyze the psychology and behavior of consumers, as well as how enterprises and merchants carry out effective marketing, to guide customers to realize the purchase of relevant goods, so as to obtain economic benefits. The theory includes three aspects: the customers' purchase intention, the influence of other factors on consumers' purchase decisions, and the influence of the above two changes on consumers' consumption decisions[3]. Zhang Shuning believes that the theory of planned behavior is extended on the basis of the theory of rational behavior, which believes that individual behavior can be predicted by the consistency of psychological beliefs[4].

Therefore, the theory of tourism consumer planning behavior is the application of the theory of consumption planning behavior in the field of tourism, and it is a theory to analyze how to make decisions and purchase behavior of tourism products according to their own wishes. Its main goal is to study and analyze the purchasing psychology and behavior of tourism consumers, as well as how tourism enterprises and merchants can effectively promote the tourism market, so as to guide tourists to realize the purchase of tourism-related commodities, so as to obtain certain economic benefits and social benefits of tourism.

3. Characteristics of the application of tourism consumer planning behavior theory

3.1 Focus on the analysis and interpretation of the theory

Based on the marketization of the consumption behavior, it can be divided into three levels: the consumption intention of tourists' consumption intention, the influencing factors of tourists' consumption intention, and the purchase attitude and belief of tourism consumers. These three factors have an important influence on the real purchasing activities of tourism consumers, and are an important basis for measuring the way of purchasing and tourism shopping income of tourism consumers. Therefore, when analyzing the theory of tourism consumer planning behavior, tourism enterprises and merchants should pay attention to the dynamic change of the purchase demand of tourism consumers, and understand and apply the theory of tourism consumer planning behavior from multiple perspectives, so as to better guide the tourism marketing work.

3.2 Determine the scope of application of the theory of tourism consumer planning behavior

When applying the theory of tourism consumer planning behavior, tourism enterprises and merchants need to clarify their application methods and effective areas. Specifically, tourism enterprises and merchants should have a clear understanding of the meaning, characteristics and practical application cases of the tourism consumer planning behavior theory, so that they can reasonably and effectively apply the theory when making actual tourism marketing plans to reduce the risks brought by market reform. In order to do this, tourism enterprises and businesses need to do the following aspects:

Combined with the characteristics of tourism products: tourism enterprises and merchants should determine their tourism market positioning according to the actual characteristics of tourism products, and then develop, design and layout the tourism products according to the different needs of customers in the tourism market, so as to achieve higher profits.

Determine the tourism market positioning: tourism enterprises and merchants should determine their own tourism market according to the positioning of the tourism market, and then design the

corresponding tourism marketing strategies and plans according to the demand and competition of the tourism market.

Understanding tourism consumer behavior: In the process of tourism marketing, tourism enterprises and merchants need to understand the shopping habits, consumption preferences, purchase motivation and other relevant information of tourism consumers, so as to better grasp the needs of tourism consumers and formulate corresponding tourism marketing strategies accordingly.

Using the behavior theory of tourism consumer planning: tourism enterprises and merchants should understand the purchase intention of tourism consumers, understand the influencing factors affecting the purchase intention of tourists and the purchase attitude and belief of tourism consumers, and then formulate the corresponding tourism marketing strategies and programs.

At the same time, tourism enterprises and merchants should also note that some consumers may be affected by various factors and be in a state of impulse consumption when making tourism shopping. For such consumers, enterprises need to formulate corresponding tourism marketing strategies to guide their purchasing behavior. In addition, the questionnaire survey method can be used, combining the questionnaire results and the content of the theory of tourism consumer planning behavior, the corresponding tourism research and analysis, and then the consumption psychology and economic ability of tourism consumers can be judged, so as to choose effective and reasonable tourism sales methods and sales means.

3.3 Pay attention to the control of the influencing factors of tourism consumer planning behavior

After determining the application field and expression mode of the tourism consumer planning behavior theory, tourism enterprises and merchants should also strengthen the analysis and regulation of the tourism market environment, the economic level of the tourism area and other factors that may affect the function of tourism products. At the same time, according to the characteristics of tourism consumption environment, culture and habits in different regions and the theory of tourism consumer planning behavior, it can more accurately determine the sales target of tourism products, which has an important impact in improving the market competitiveness of tourism products.

In short, in the use of tourism consumer planning behavior theory, tourism enterprises and businesses need to fully consider the tourism market environment, regional economic level, tourism products and target consumption characteristics of tourism consumers, to more accurately determine the tourism product sales target and strategy, improve the market competitiveness of tourism products.

4. The disadvantages of the theory of tourism consumer planning behavior in the tourism marketing management

Although applying the theory of tourism consumer planning behavior to the tourism market can greatly promote the development of the tourism market, it may have some negative effects in practical application. Therefore, attention should be paid to its scientific and targeted nature when applying the theory. Next, we will discuss in detail the shortcomings in the application of the tourism consumer planning behavior theory.

4.1 The theoretical assumption is too idealistic

Tourism consumer plan behavior theory theory hypothesis: tourism consumer is rational, they can comprehensively and accurately evaluate and choose the destination, transportation,

accommodation, catering and entertainment, etc., but in fact travel consumer behavior is often affected by emotion, others, subjective factors, it is almost difficult to fully conform to the hypothesis of rational behavior.

4.2 Unplanned behavior is ignored

The theory of tourism consumer planning behavior regards the decision of tourism consumers as an orderly and linear process, lacking the consideration of unplanned behavior. However, in fact, the behavior of tourists is often affected by unplanned factors such as environment and accidents, which may lead tourism consumers to change their original plans and implement new planned behaviors.

4.3 Not suitable for different types of travel markets

The theory of tourism consumer planning behavior is more applicable to personalized tourism markets such as free travel and independent travel, but it is not suitable for group tourism markets such as group travel. Because in group tourism, the behavior of tourism consumers is often influenced by team decision-making, tour guide arrangement, companions and other factors, and it is difficult to fully conform to the planned behavior mode of personalized tourism.

5. Research on the application strategy of tourism Consumer planning Behavior theory in tourism marketing Management

The theory of tourism consumer planning behavior is an important theory of tourism marketing management theory, which can help tourism enterprises to better understand the decision-making process and behavior characteristics of tourists, so as to develop more effective marketing strategies. The following is the study on the application strategy of tourism consumer planning behavior theory in tourism marketing management:

5.1 Determine the target market

The theory of tourism consumer planning behavior can help tourism enterprises and merchants to better understand the decision-making process and behavior characteristics of tourism consumers in target markets, so as to determine more suitable target markets, and then formulate corresponding tourism products and marketing strategies for different target markets.

5.2 Develop differentiated marketing strategies

The theory of tourism consumer planning behavior points out that tourists will consider many factors in the decision-making process, such as price, service quality, destination, cost performance, distance and so on. According to different tourist needs, tourism enterprises and merchants can develop different differentiated marketing strategies to meet the different needs of tourism consumers, and then attract customers with different tourism consumption needs.

5.3 Improve product predictability

According to the planning behavior theory of tourism consumers, tourism consumers will reduce various risks in the tourism process by planning and preparing in advance to improve the predictability of the tourism process. Therefore, tourism enterprises and merchants can increase the predictability of tourism products by providing detailed tourism information and services, and then

improve the trust and satisfaction of tourism consumers.

5.4 Strengthen customer relationship management

According to the theory of tourism consumer planning behavior, the decision-making process of tourists will be influenced by factors such as social networks and senior experience. Therefore, tourism enterprises can establish good customer relations, provide personalized services and care, and attract tourists to spread word of mouth, so as to improve the brand influence and market share of tourism enterprises and merchants.

5.5 Optimize the tourism promotion strategy

According to the theory of tourism consumer planning, tourism consumers will be affected by advertising, word of mouth, media reports and other factors in the decision-making process. Therefore, tourism enterprises can improve the effect of tourism publicity by optimizing the tourism publicity strategies, and then attract more tourism consumers to come to consume.

6. Conclusion

The theory of tourism consumer planning behavior is the application of consumer behavior theory in the field of tourism, which has been widely used in tourism marketing in this year. It has an important guiding significance for tourism marketing management, which can help enterprises to better understand consumer needs, optimize product design and marketing strategy, and improve service quality and market competitiveness.

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