Study on the Influence Mechanism of "Cloud Tourism" Product Presence on Consumers' Purchase Intention in Sichuan in the Post-epidemic Economic Downturn Era

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Abstract: In 2022, the added value of core industries of digital economy in Sichuan Province reached 432.41 billion yuan, accounting for 7.6% of the province's GDP. At the same time, Sichuan Province strongly supports the innovation of cultural tourism industry format, product innovation and model innovation, and uses new technologies to develop new formats such as cloud tourism, cloud performing arts, cloud live broadcast and cloud exhibition. Online "cloud tourism" has become a hot topic. This paper takes tourism consumers in Sichuan Province as the research object, from the perspective of tourism consumers, based on the theory of consumer presence, and adds social media tourism sharing, control and responsiveness to construct this research model. The empirical research results show that the presence of "cloud tourism" products has a significant positive impact on consumers' purchase intention in Sichuan, emphasizing the key of emotional connection in virtual tourism experience.

Keywords: "cloud tourism" products; Presence; Willingness to buy; Influence mechanism

1. Introduction

After the epidemic, the social economy showed a downward trend, and people's demand for travel became more and more intense. However, due to limited personal consumption capacity and concerns about health and safety, many people could not actually go to tourist destinations. As a way of virtual experience, "cloud tourism" combines 5G network technology, VR/AR technology and smart tourism, which breaks through the geographical and time constraints, provides people with opportunities to explore the world at home, and creates a new path for tourism development. As a region with rich tourism resources, Sichuan Province is also facing the demand of digital transformation of tourism. Sichuan Province strongly supports the innovation of business format, product and model of cultural tourism industry, and uses new technologies to develop new business formats such as cloud tourism, cloud performing arts, cloud live broadcast and cloud exhibition. Online "cloud tourism" has become a hot topic. How to improve consumers' perceived value and have a more real and effective shopping experience is worth studying.

2. Theoretical basis

2.1 Theoretical significance and value

Theoretically speaking, in the past, most of the research models on purchasing intention were based on the models of Technology Acceptance Model (TAM) and theory of rational action (TRA). Taking consumers in Sichuan province as the research object, this paper combines the theory of telepresence, social media tourism sharing, online interaction and other factors to study the influencing factors of consumers' purchase intention from multiple dimensions. In terms of theoretical value. Based on the summary of domestic and foreign scholars' research literature and the theory of consumer presence, this study explores the influencing factors of the presence of "cloud tourism" products on consumers' purchase intention, and builds a new theoretical research model, which is helpful to better understand the role and mechanism of presence in "cloud tourism products".

2.2 Practical significance and value

In terms of practical significance, "cloud tourism" was only mentioned around 2011, and it developed relatively late, and it was

rarely studied in depth and applied in practice. Cloud tourism is presented in virtual and digital ways, which breaks the geographical restrictions, brings different tourism experiences, reduces the impact of field tourism on the environment, and contributes to the sustainable development of tourism. "Cloud tourism" will become a major trend in the development of smart tourism. This study fills the gap in consumption behavior between offline and online travel in the post-epidemic era, and helps to understand how consumers adapt to the new travel mode after a special period. In terms of actual value, this study verifies that consumers have many factors influencing the purchase of "cloud tourism" products through empirical analysis, so as to adjust business strategies for decision makers of tourism enterprises in Sichuan, improve the attractiveness and competitiveness of products, better meet market demand, and have more flexible coping strategies in special periods to reduce the risks of economic downturn. Cloud tourism brings more business opportunities.

3. "Cloud tourism" product presence on the Sichuan consumers' purchase intention.

3.1 Purchase intention

Will is people's subjective consciousness. Willingness to buy is the probability that consumers are willing to take a specific purchase behavior. Consumer behaviorist Fishbein et al.(1992) pointed out that the most direct method to predict whether consumers will take a specific behavior in the future is to know their willingness to take that behavior. In marketing, the purchase intention is in the purchase decision-making stage among the five stages of purchase behavior.[1].

3.2 Presence

In the past research, the theory of telepresence was usually applied to the field of marketing or educational technology. Wang Guangxin and Liu Xingbo (2010) summarized the research conclusions of some scholars, who believed that telepresence and immersion were the key characteristic factors that distinguished virtual reality from other types of computer applications.[2].

4. Research and conceptual framework of research

4.1 Presence

Zhao Hongxia (2015) thinks that Presence is an individual's sensory experience of the media environment, and his research quotes Skadberg's view, which regards presence as a feature of "immersive experience" of web browsing.[3]. Generally speaking, telepresence is a psychological phenomenon, it is a subjective feeling and reaction, which can affect people's emotional, cognitive and behavioral decisions, that is, telepresence will affect consumers' imagination, thus affecting shopping willingness and pleasure.

4.2 Social media

Social Media refers to the content production and exchange platform based on user relationship on the Internet. Social media is a tool and platform for people to share their opinions, opinions, experiences and opinions with each other. At present, it mainly includes social networking sites, Weibo, WeChat, blogs, forums, podcasts and so on. Social media is booming on the fertile soil of the Internet, bursting out with dazzling energy. The information it spreads has become an important content for people to browse the Internet, which not only creates one hot topic after another in people's social life, but also attracts traditional media to follow up.

4.3 Purchase intention

Liu Fengjun (2020) and other scholars' research conclusions show that practical purchase value perception and hedonic purchase value perception have a positive impact on consumers' purchase intention.[4]. Studies by scholars such as Du Xuemei (2016) show that both the psychological representation factor and the functional value factor of online comments positively affect the influence of online comments on consumers' purchase intention.[5]. Meng Fei (2012) built a theoretical model of opinion leaders' influence by combining previous scholars'

research, and found that the professionalism, product involvement and interactivity of opinion leaders have a direct positive impact on consumers' purchase. The higher the value of consumers' perceived function and emotional value, the more they can influence consumers' trust, and thus consumers' purchase intention will be stronger.[6].

5. The influence factors of "cloud tourism" products' presence on consumers' purchase intention in Sichuan.

First of all, the tourism industry is a pillar of the service industry, and its services are intangible. The quality and value of product presentation depend on the consumer perception in the service process. Therefore, it is necessary to improve the information richness of "cloud tourism" products, enhance the interactivity of product presentation platforms, and add more humanized settings and options.

5.1 Social presence

When online travel products are presented, they can combine VR and AR technologies with videos and pictures to show the travel destinations more truly and completely on the mobile phone and PC, but the information conveyed in this way is one-way. For this reason, tourism product developers can refer to the interest of online games, for example, integrating "virtual tasks" into "cloud tourism" products, so that consumers can get more effective information through games in the process of online sightseeing, and at the same time increase the interest.

5.2 Product presence

The presentation form and product information of "cloud tourism" products are the core of products. Therefore, it is necessary to enrich the presentation form of products and display information that consumers can't easily obtain offline. For example, product development enterprises can add virtual characters to "cloud tourism" products to explain and introduce, so as to increase the diversity and richness of information transmission.

5.3 Space telepresence

Spatial telepresence is the perception degree of consumers' interaction with actual tourist destinations. One of the major drawbacks of online tour is that the authenticity of online tourist scenes is low, which is quite different from the real scene. This problem is not only due to technical reasons, but also due to the influence of geographical factors, consumers do not feel at the scene. In this regard, consumers can be provided with the link of taking photos and punching cards online, and the self-image can be left behind for consumers by means of mobile face recognition or picture uploading, and the distance between the online and the actual tourist destination can be drawn.

5.4 Social media sharing

The popularity of social media has also promoted the development of content creation and digital marketing, allowing information to spread more widely. This trend reflects people's desire for connection and sharing, and also forms a social culture in the digital age. Consumers have a certain degree of trust in social media sharing forms such as videos and pictures, which is a mainstream channel for the developers of "cloud tourism" products.

5.5 Controllability

In order to enhance the goodwill of "cloud tourism" products in various types of consumer markets, the operation settings of the product platform should be simple and clear, allowing consumers to choose products independently or customize exclusive product packages, and reducing the advertising implantation that reduces goodwill.

5.6 Responsiveness

When consumers give feedback or consultation, the customer service of the product platform can communicate with consumers quickly and professionally, and solve problems efficiently. Therefore, the customer service of the platform should receive professional training before taking up the post, or be provided with customer service by a professional Internet service company, so as to enhance consumers' experience and presence.

6. Conclusion

The outbreak of COVID-19 epidemic and the subsequent economic downturn have brought unprecedented challenges to the global tourism industry. In this context, cloud tourism products came into being as an innovative way of tourism, providing consumers with a safe, convenient and immersive virtual tourism experience. In the post-epidemic era, consumers pay more attention to health and safety, and cloud tourism provides them with a low-risk travel option, which means that the tourism industry needs to adapt to this trend and invest more resources in the development and promotion of cloud tourism products to meet the needs of consumers. In the past research on "cloud tourism", most of them focused on the construction of cloud tourism model, development strategy and innovative marketing. At the same time, the "cloud tourism" product itself entered the public's field of vision late, and the cloud tourism products with high quality and complete attributes were even more limited. "Cloud tourism" products are presented by online virtual platform, so compared with offline tourism, customer perceived value is closely related to purchase intention. Higher customer perceived value makes "cloud tourism" products get more attention and purchase, which can drive the innovative development of cloud tourism products, thus driving the development of new formats and new models of tourism.

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