

A Study on the Mechanism of the Influence of City Image Stigma on Young Consumers' Intention to Travel in Chongqing in the Post-epidemic Era

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Abstract: Various negative events arising from the rapid development of Chongqing's tourism economy are propagated and fermented by media guidance, which makes young consumers' behavior intentions suffer certain impact when choosing tourism. This paper takes the image stigma faced by cities like Chongqing in the post-epidemic era as the research background, from the perspective of young consumers' travel behavior intention, based on the theoretical model of planned behavior, and adding the city image stigma as a regulating variable, to explore the internal mechanism of how the city image stigma can regulate consumers' travel behavior intention by influencing their perceived value judgment.

Keywords: Stigma of City Image; Urban Tourism; Young Consumers; Planned Behavior Theory (TPB) Model

1. Introduction

Young people are an important consumer group and the main force of travel. Their travel decisions are more dependent on online public opinion and friends' recommendations. Therefore, the spread of stigmatized information in cities during the epidemic period is likely to have an impact on young people's travel decisions. Their travel behavior intention is particularly sensitive, and they are more easily influenced by all kinds of information, and their judgment is relatively insufficient. Moreover, because the epidemic situation has a great impact on tourism, consumers pay more attention to perceived value when choosing travel destinations in the post-epidemic era. However, stigmatized cities can easily be considered that the experience of urban tourism value is not good enough, thus being avoided by consumers.

2. Research significance and value

2.1 Theoretical significance and value

Theoretically, the existing academic research seldom uses the planned behavior theory to analyze how urban stigma events can adjust consumers' travel behavior by influencing their attitudes. This study expands the application scope of the model in the field of consumer behavior. In terms of theoretical value, this study adds the perspective of customer value theory to enrich the application of planned behavior model in explaining consumption choice and provide new reference for relevant decision-making.

2.2 Practical significance and value

In practical sense, it is of great value for the recovery and development of tourism in the post-epidemic era to study the perception of youth consumer groups on the degree of urban stigma and thus affect their tourism behavior intention. In practical value, this study can help Chongqing and similar cities to effectively cope with similar public relations crises and maintain the sustained and good development momentum of tourism.

3. Theoretical basis

3.1 Planned behavior theory

The theory of planned behavior (TPB) is developed on the basis of the theory of rational action (TRA). Rational behavior theory mainly discusses the influencing factors behind individual behavior intention, which holds that individual behavior intention is influenced by attitude and subjective norms.

3.2 Customer value theory

The theory of customer value originates from the in-depth study of the relationship between consumer behavior and market. Customer value theory refers to the theoretical framework for enterprises to create and provide value and realize long-term profit by understanding and satisfying customer needs and establishing good relations with customers. According to this theory, customers are not just individuals who buy products or services, but one of the most important assets of enterprises. The theory of customer value emphasizes the importance of continuous relationship and wins the loyalty and trust of customers by providing excellent value and service.

4. Research and conceptual framework of research

4.1 Quality of service

Young consumers' overall impression of a destination will affect their travel decisions. Chongqing needs to establish a safe, livable and culturally profound city image. Relevant departments can strengthen the spread of Chongqing's unique historical culture and rich natural scenery, so that consumers can have a more three-dimensional and positive understanding of Chongqing, thus improving their attitude. Specifically, Chongqing can adopt the marketing method of inviting online celebrity to Chongqing to experience tourism, and let them share all kinds of positive experiences of their trip to Chongqing on social media, so as to influence more potential tourists.

4.2 Perceived value

In view of the characteristics of young people's pursuit of novelty and exciting experience, Chongqing can develop more diverse new attractions, such as stadiums full of science and technology and futuristic sense, extreme sports, etc. You can also hold music festivals, COSPLAY meetings and other activities that young people are interested in. This can improve the tourism satisfaction of young people, make them get a more personalized and immersive experience in Chongqing, and thus enhance their willingness to go to Chongqing again and recommend Chongqing to others.

4.3 Improve overall satisfaction

Only by paying attention to improving the overall impression of foreign youth on Chongqing and their satisfaction with tourism, so that they can gain more cultural and emotional value in Chongqing, can consumers' tourism attitude be gradually positive and promote practical behavior, which is of great significance to expanding Chongqing's tourism influence.

5. Influential factors of stigma of city image on young consumers' intention to travel in Chongqing in the epidemic era.

5.1 Rich tourism resources

Chongqing can develop more new scenic spots with exciting experience and beautiful scenery, build youth-friendly accommodation facilities and improve convenient transportation. This can improve the comfort and convenience in the process of tourism and enhance the functional value perception of young people. At the same time, Chongqing can also hold special tourism activities for young people, such as theme music festivals and COSPLAY events.

5.2 Optimize tourism facilities

Scenic spots and attractions should pay attention to the feedback of tourists in real time and improve the service level in time; We must also actively respond to emergencies and ensure the safe operation of scenic spots. This will enable young tourists to get a high-quality travel experience and enhance the effectiveness of the destination. In addition, Chongqing can also use digital media to promote scenic spots, so that young people can fully understand the functions and fun of various scenic spots and stimulate their interest in tourism.

5.3 Eliminate "stigma"

Chongqing needs to strengthen the guidance of public opinion, take the initiative to clarify misunderstandings and rebuild a safe and good impression of the city. It is also necessary to enrich tourism resources, hold festivals to attract young people, and reduce the negative

effects of stigma by providing better functional and emotional values. Only when the perceived value of young tourists to Chongqing tourism is gradually turned positive, can the intention of tourism behavior be enhanced.

6. Conclusion

At present, scholars at home and abroad have carried out a lot of research on the influencing factors of tourism destination selection. The popular perspectives include the theory of planned behavior and the theory of expected value, but there are few studies on the influence of external environmental changes on tourism decision-making in the post-epidemic era. Especially, the existing literature is not enough to link consumers' attitude, perceived value and behavior results and analyze the regulatory effect of negative environmental evaluation. This study establishes a coherent theoretical framework combining attitude, value and behavior, and brings in the moderating variables of post-epidemic background and city image stigma, which can well enrich and expand the causal mechanism research in the decision-making process of tourism behavior. Specifically, it verifies the driving role of consumer attitude and perceived value, and also tests the interference effect of negative evaluation of external environment, so that the results are closer to the complex actual situation. This has important reference significance for other researchers to carry out similar problems.

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