

Influence of Local Red Tourism Regional Brands in Promoting Sichuan Residents' Usage Intention

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Abstract: Red tourism is the use of the historical heritage of the Communist Party of China to develop tourism. The Chinese nation-state uses this tourism practice to fuel national economic growth and foster new patronage of communist ideology among younger generations, from the background of China's economic and social changes since 1978, when the opening-up policy and economic reforms were implemented. Intangible cultural heritage has rich cultural and artistic value, which is naturally in line with tourism development. Authenticity is an essential part of the development of intangible cultural heritage tourism. The three objectives are: to analyze the composition of brand value cognition in red tourism areas; to explore the influencing factors on Sichuan residents' usage intention; and to suggest brand building and marketing strategies for the brand value cognition in red tourism areas.

Keywords: Local Red Tourism; Regional Brands; Usage Intention

1. Introduction

The development of red tourism started in 2004. After 18 years of magnificent development, red tourism has entered a new stage of high-quality development. New features and latest trends in energy and other aspects. The considerable market volume and diversified market demands put forward higher requirements and more significant challenges for developing red tourism products in the new era. The innovation and development of red tourism brands will be an essential direction for red tourism in the next stage. Sichuan is an area rich in tourism resources and has enormous potential for tourism development. At the same time, this area is also an economically underdeveloped minority area in our province and a key area for ecological barrier construction in the upper reaches of the Yangtze River. This study takes Sichuan consumers as the research object, adopts the method of empirical research based on the theoretical basis of planned behavior, analyzes and researches the constituent elements of brand value cognition in red tourism areas, and on this basis, explores the relationship between red tourism brand value understanding and consumer purchase. Analyze the influence between willingness and the influence of each component dimension of brand value cognition on consumers' purchase intention from the degree of influence. Brand building of local red tourism areas promotes regional economic development and expands Sichuan tourism's popularity and influence, providing a viable brand marketing strategy.

2. Theoretical Basis

2.1 Theoretical significance and value

This study aims to solve practical problems in the tourism and intangible cultural heritage resource development as defined by the Intangible Cultural Heritage Law of the People's Republic of China. Intangible cultural heritage refers to various traditional cultural expressions, objects, and places passed down from generation to generation and are considered an integral part of the life of the people of a particular country. There is no official definition of intangible cultural heritage tourism, and related research in the Chinese context has only appeared after 2005. The research at that time mainly focused on exploring the relationship between intangible cultural heritage as tourist attractions in tourism development (Huang; & Wen. 2012)^[1].

2.2 Practical meaning and value

The lack of tourist endorsement in the development of intangible cultural heritage tourism will lead to limited value and waste of resources. Therefore, although intangible cultural heritage plays a vital role in local tourism development, the above issues also require research attention, and tourism development needs to be comprehensively considered. Therefore, it is necessary to consider not only the result of intangible cultural heritage itself but also the feelings of tourists. As an essential principle for developing cultural heritage tourism, authenticity is also significant in developing intangible cultural heritage tourism (Wang; & Hu. 2014)^[2].

3. Understanding the Influence of Local Red Tourism Regional Brands in Promoting Sichuan Residents' Usage Intention

3.1 Research on the theory of planned behavior

The essential point of the TPB theory is that the behavior of consumers is determined by the reasonable inference of the purchase intention of the behavior. The condition of sufficient actual control conditions and the consumers' purchase intention is determined by the attitude, subjective norms, and behavior of consumers determined by cognitive-behavioral control. Consumers' attitude is an evaluation of objective things based on personal standards, including cognitive components; the subjective norms of consumers are the standards for consumers to judge exact things; the cognitive-behavioral control of consumers is behavioral control. The degree of perception is a combination of controlling beliefs and perceptual facilitators (Zhang. 2016)^[3].

3.2 Research on consumers' perception

Perceived value, expected regret, and perceived behavioral control were used as potential independent variables to explore the mediating role of behavioral attitude and subjective norm. Based on the theory of planned behavior, this paper explores that word of mouth and overall satisfaction with online consumption has a significant positive impact on consumption intention in the process of online consumption of college students (Liu: et al. 2015)^[4].

4. The Conceptual Framework for the Research Study

4.1 Brand value analysis from the perspective of consumers

The brand is built on consumers' brand value cognition. Customer-based Brand Equity Model refers to the brand value that brand knowledge acts on consumers' response to brand marketing activities. Resulting in the differentiated effect of brand knowledge; when consumers respond positively to a brand's promotional activities, the brand will generate positive brand value (Jia; & Lin. 2017)^[5].

- a. Differentiation effect refers to the differential response of consumers to branded and fictitious branded or unbranded products under the same marketing campaign.
- b. Brand knowledge consists of two elements: brand awareness and brand image.
- c. Consumers' response to marketing activities refers to consumers' cognition, preferences, and behaviors toward marketing activities. When a brand has good customer response and positive brand value, the brand will increase the company's revenue, reduce costs, and create more profits.

4.2 Influencing factors of the perspective of consumer cognition

- a. Perceived quality: It refers to the domestic cognition of the brand's essence.
- b. Perceived value refers to the cost and value of paying.

- c. Brand image refers to the attitude of the social environment to the brand.
- d. Trustworthiness refers to the confidence conveyed by an enterprise.
- e. Brand identity (brand commitment): the positive feeling of the brand.

4.3 Influencing factors of the brand value analysis

- a. Brand value is the perception of consumers, not part of an objective indicator.
- b. Brand equity is the overall value associated with the brand.
- c. The overall value associated with the brand is mainly derived from its name rather than the value provided.
- d. Brand value is the value compared with competitors, not absolute.
- e. Brand value has a positive impact on financial performance.

5. Influence of Local Red Tourism Regional Brands in Promoting Sichuan Residents' Usage Intention

5.1 Perceived quality

Perceived quality in tourism heavily counts on customer experience about the product, brand, and operation deriving from attraction and feeling.

5.2 Perceived value

Perceived value is the customer's perception of the value or expectations of a product or service, especially compared to competitors' products. Perceived value is measured by the price the public is willing to pay for offering a tour package.

5.3 Brand trust

Regular physical activity is one of the most important things you can do for your health. Physical activity can improve your brain health, help manage your weight, reduce your risk of disease, strengthen your bones and muscles, and improve your ability to perform everyday activities.

5.4 Brand loyalty

The findings show that brand trust significantly positively affects brand preference. Likewise, the results show that brand trust positively affects the intention to use travel packages.

6. Conclusion

In the analysis of the influence of various dimensions of brand value cognition in red tourism areas that affect consumers' purchase intention. Consumers' perceived quality is the main factor affecting their purchase intention, indicating that in the process of consumers' weighing and choosing brands, brands quality of the product and its functional characteristics are the main factors considered by consumers. When the various dimensions are balanced and support each other, the quality of the product will be enhanced. The influence of consumers' brand value perception on their purchase intention is different for people with varying types of eigenvalues.

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