

Study of Influencing Factors of Community Tourism Marketing Targeting on Sichuan Silver Age Group Usage Intention

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Abstract: Continuous monitoring of market trends is one of the essential responsibilities that marketing scientists and practitioners should perform. Tourism is significantly influenced by major demographic, cultural, and economic trends. In the past few years, there has been considerable debate about the fundamental demographic changes across China. One of the main issues Sichuan raises is an aging population, which will have local solid tourism potential. The three objectives are to analyze the influence mechanism of community tourism marketing on the silver age group in Sichuan, to explore the relationship among marketing elements to user intention in tourism, and to evaluate the improvement of purchasing definition of aging groups in community tourism products.

Keywords: Community Tourism Marketing; Silver Age Group; Usage Intention

1. Introduction

Due to the robust implementation of "family planning" as a basic national policy in my country, with the gradual improvement of the quality of life and the level of medical care, the age structure of my country's population has undergone significant changes. China has entered the ranks of countries with an aging population. From the market economy perspective, the aging population means more demands for the market to respond to, and it also brings more marketing opportunities for enterprises. In the context of an aging population, the development of tourism for the elderly can not only meet the development needs of the aging population and meet the requirements of the elderly to "have pleasure in old age" but also open up new economic growth points for the consumption market of the elderly. In addition, with the rapid development of the Internet, social interaction has gradually become a community-based feature. To better use the advantages of Internet social interaction, how to take community marketing as an essential focus of corporate marketing behavior, and conduct research specifically for the characteristics of elderly consumers Design and development of products and services that facilitate older consumers' purchasing decisions for travel products.

2. Theoretical Basis

2.1 Theoretical significance and value

The challenge for Sichuan tourism is to create and develop specific tourism activities and services based on local natural resources to support the conservation of the landscape while allowing the development of alternative economic activities with the most significant potential to create jobs and settlements for the population of the region. However, to be sustainable, a tourist destination must also be able to induce and attract a certain amount of demand to sustain this economic activity over time. Tourism marketing research is considered relevant for determining positioning strategies and the most popular products based on the principles of sustainability that must be promoted by the autonomous community of Sichuan's aging population (Chen; & Shoemaker. 2014)^[1].

2.2 Practical meaning and value

Combined with the literature analysis method, this study analyzes domestic and foreign scholars' opinions on psychology research on the human behavior model, technology acceptance model, and consumer purchase intention influencing factor model. Combining with relevant theoretical foundations, the silver-aged group in Sichuan is used as the sampling area, and the questionnaire is combined with questionnaires. The survey method conducts questionnaire surveys to collect relevant data, conducts reliability, validity analysis, demographic analysis, descriptive statistics, correlation analysis, and other research results analysis. Most of the effects of community tourism marketing are based on the purchase intention of Sichuan silver-aged groups in tourism products. Influence mechanism, and then put forward targeted suggestions, which is of practical significance (Kim: et al. 2015)^[2].

3. Understanding the Influencing Factors of Community Tourism Marketing Targeting on Sichuan Silver Age Group Usage Intention

3.1 Research on silver aging tourism market characteristics and market segment

The evolution and key trends of tourism segmentation research are also reflected in the segmentation of mature tourism markets. Following the traditional flow of research in segmentation studies, initial attempts to segment the senior market were based on purely demographic criteria such as age and family status (Li: et al. 2018)^[3].

3.1.1 A model of tourism motivation for Chinese seniors, consisting of two main parts

- External conditions: societal progress, time, health, and personal finance.
- Internal desires: improving well-being, escaping routines, socializing and personal reward.

3.1.2 Elements of the senior market segment

- Health, activity levels, discretionary time, and response to others.

3.1.3 Demographic and psychographic characteristics

- Differences in vacation attractions, travel motivations, and sources of information used when planning and choosing vacations.

3.2 Research on the challenges for senior tourism marketing

Older consumers may differ significantly from other segments; these differences are expected to translate into clear marketing implications: older consumers may differ in product needs, media habits, and even the way information is processed (Gabor. 2015)^[4].

3.3 Research on responding to senior tourism markets

Some agencies have used the old model in their travel and tourism ads. Travel agencies also appear to be aware of the challenge and are seizing the opportunity to attract older tourists by offering special tour packages. Implement an integrated marketing mix in this attempt to meet the needs of aging consumers through customized services, particular targeting, promotion and advertising strategies, appropriate pricing, and distribution strategies

4. The Conceptual Framework for the Research Study

4.1 Influencing factors of a tendency to community tourism marketing

Associations between a range of sociodemographic variables and mobility barriers among older adults, while those who do not travel due to lack of time are generally those with higher education and income levels. They are more satisfied with their lives than those who do not have these impairments; those who do not travel for health reasons are generally older and less educated (Huang; & Tsai. 2003)^[5].

4.2 Push and pull factors

The concept of travel motivation is based on push factors, understood as an increase in an individual's intrinsic energy and desire to travel, and pull factors, as personal external forces that affect a destination, assuming that the original desire is to travel. These two concepts are meant to explain that people's travel is driven by internal forces and attracted by external forces. Finally, these are related to the attributes of the destination.

4.3 Travel characteristics

The characteristics of silver age traveling and what happens to their motivations are very different. Differences can be seen in types of food, type of accommodation, purchasing behavior, and entertainment

5. Influencing Factors of Community Tourism Marketing Targeting on Sichuan Silver Age Group Usage Intention

5.1 Perceived risk in local tourism

In travel planning, perceived risk includes feelings of fear, tension, anxiety, worry, or unexpected events and the perceived probability of their occurrence.

5.2 Emotional trust in the travel plan

Emotional trust is a trusting behavior primarily motivated by a strong positive influence on the trustee. Emotional trust is defined as being emotionally safe, feeling safe, or comfortable in travel planning.

5.3 Perceived usefulness in tourism marketing

Perceived usefulness is directly related to behavioral intent to use specific technological devices. In the travel industry, finding perceived usefulness affects adopting travel information, such as online travel bookings.

6. Conclusion

The influence of community marketing methods on the purchase intention of the silver-aged group, and the establishment of an influence model, theoretically enriches the influence factor system of this group's purchase intention and provides a new perspective for the study of the purchase intention of the elderly group. The quality of products and services and the expansion of customer scale can deal with market risks and innovate in the research model of WeChat marketing influencing factors. The expected result analysis shows that the purchase intention and perceived risk of community tourism products of the elderly group have a significant impact on emotional trust and perceived usefulness. The two elements of service quality and information quality significantly impact the perceived risk, but the relationship strength has no significant impact on the perceived risk. The five aspects of service quality, relationship strength, information quality, perceived risk, and perceived usefulness significantly impact emotional trust. Both information quality and interpersonal interaction have significant effects on perceived usefulness. The work researched in this paper will help improve the purchase intention of silver-aged groups in tourism products.

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