

# Research on the Influence Mechanism of Sichuan Young People's Intention to Purchase Tourism Services in the Post-Pandemic Era

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**Abstract:** The COVID-19 pandemic has impacted the tourism industry in various ways, including tourists' travel motivations and intentions. Unlike previous studies that have focused on the darker side of the pandemic, this study adds a perceived dimension of positive COVID-19 messages to the theory of planned behavior to explore their impact on travel motivation and intention. This research contributes to understanding the implications of the COVID-19 pandemic on tourism and young people's travel motivations and intentions. It also sheds light on the tourism industry to develop relevant recovery strategies during and after the pandemic. The three research objectives are; to study the recovery of tourist service to young people in Sichuan in the post-pandemic era, to explore the concept of purchase intention, and to suggest countermeasures for improving the tourism service during the post-pandemic period in Sichuan.

**Keywords:** Young People Intention; Tourism Service; Post-Pandemic Era

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## 1. Introduction

Tourism is the product of the development of the economy and leisure time to a particular stage. With the development of the economy and the improvement of living standards, people's demand for spiritual culture has increased. Among them, the tourism industry has been hit hard and has resumed work in an orderly manner. Now it is ushered in a critical period of its recovery. Post-epidemic period, in this In the first period, the tourism industry needs to release demand and cultivate momentum to promote the high-quality development of tourism comprehensively. Under this premise, how to improve people's willingness to purchase tourism products becomes the focus. In this paper, under the background of the post-pandemic era, college students in Sichuan Province are used as the research objects to analyze their purchase intentions of tourism products. By referring to the theoretical model of planned behavior, the theoretical model of perceived value, the theoretical model of purchase intention, the theoretical model of risk perception, and the theory of rational behavior model, the theoretical model of planned behavior and rationality are used as theoretical models to establish a new theoretical framework, to explore the mechanism of young people's willingness to purchase tourism products, and to propose some feasible solutions.

## 2. Theoretical Basis

### 2.1 Theoretical Significance and Value

This paper's theoretical significance and value are: the current research on purchase intention, perceived risk, perceived value, and self-regulation is relatively mature and complete at home and abroad, but the research on purchase intention of tourism products is not comprehensive enough or has not formed a system. The main reason is that the development and research of tourism products have been hot topics in the past few years. Still, due to the impact of the new crown pneumonia epidemic, the tourism industry has ushered in a freezing period in history. However, with the continuous research and efforts of domestic and foreign medical institutions and medical personnel, the domestic solid blockade measures, and the determination of the people of the whole country to fight the epidemic together, the domestic epidemic has been effectively controlled. The theoretical

framework is based on the original model considering the post-pandemic period and extending it to make the framework richer and more specific and make the research more in-depth (Chan; & Lau. 2000)<sup>[1]</sup>.

## **2.2 Practical meaning and value**

This paper's practical significance and value are: in the post-pandemic period, how to restore the tourism industry to its pre-pandemic phenomenon, how to promote tourism services in the post-pandemic period, and how to increase the willingness of young people in Sichuan to purchase tourism services. Perceived risk, perceived value, and subjective norms, combined with the specific situation of the youth group, analyzed the factors that affect the willingness of young people to purchase tourism services in Sichuan and proposed how to increase the youth group's willingness to buy tourism services. Therefore, the practical significance of this study is to increase the willingness of young people in Sichuan to purchase tourism services and to help tourism products and tourism recover from the fiery phenomenon during and after the pandemic era.

## **3. Understanding the Influence Mechanism of Sichuan Young People's Intention to Purchase Tourism Services in the Post-Pandemic Era**

### **3.1 Perceived risk**

Chang (2010)<sup>[2]</sup> applied interdisciplinary knowledge and research method systems such as economics, sociology, psychology, and marketing, through specific theories and methods. The induction and deduction of Chinese urban residents' sports tourism risk perception consumption behaviors are systematically studied. The perceived risk significantly impacts purchase intention and establishes a simultaneous regression model of sports tourism risk perception consumption behavior.

### **3.2 Perceived value**

Combined with the actual situation of online shopping in my country, this paper studies the factors that affect the perceived value and purchase intention of online consumers in my country. Based on the relevant research results of domestic and foreign scholars, many interviews are conducted to determine the perceived product quality, perceived website service quality, and four factors of the purchase cost. Perceived risks are the antecedent variables of online consumers' perceived value. Online word-of-mouth is used as the moderator variable to construct a theoretical model of the influence of online consumers' perceived value on purchase intention.

### **3.3 Subjective norm**

Social support and personal attributes are related factors, and it is proposed that subjective criteria in individual perception factors will affect tourism consumers' purchase of tourism products. At the same time, the paper constructs a model of the influencing factors of public travel willingness after the epidemic, expands the theoretical model of planned behavior, and explores individual perceptions, social support, and the influence and mechanism of different personal attributes on their post-pandemic travel intentions, and to explore the changes and differences in the public's post-pandemic travel preferences.

## **4. The Conceptual Framework for the Research Study**

### **4.1 Young people's purchase intention**

Consumer environmental knowledge comes in two forms. The first category refers to consumers who educate themselves about the negative impact of a product on the environment—the second consumers' awareness of environmentally friendly products. Consumers as individuals encompass a variety of factors that influence their behavior, including the terms that

determine their purchases and their behavioral intentions toward eco-friendly homes as they meet their needs. Young consumers have better environmental knowledge than previous generations because they know their abilities early.

## **4.2 Tourism service**

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## **4.3 Post-pandemic era**

Post-pandemic era is the period after the pandemic outbreak that focuses on recovering the economy and social connections among families, friends, colleagues, and social classes.

## **5. The Influence Mechanism of Sichuan Young People's Intention to Purchase Tourism Services in the Post-Pandemic Era**

Consumers' purchase intention is more likely to be affected by instrumental reviews. If consumers' consumption of hotel services will only happen in the long run, consumers' purchase intentions are more easily affected by identification reviews. The purchase intention of online travel products is studied, and it is pointed out that perceived usefulness, perceived ease of use, perceived risk, innovative characteristics, and subjective norms are all important factors that affect consumers' willingness to purchase online travel products. The term purchase intention first appeared in psychology and referred to an individual's subjective motivation to engage in a specific behavior. In consumer behavior, purchase intention is considered a decision-making process that refers to the likelihood that a consumer will buy or attempt to buy a product or service (Kim 2010)<sup>[3]</sup>.

## **6. Conclusion**

This paper mainly studies whether there are differences in the purchase intention of tourism products among young people in Sichuan Province under different demographic variables in the post-epidemic period, and evaluates perceived risk, perceived value, subjective norms, and purchase intention; physical risk, cost risk, psychological risk, Functional risk, and perceived risk; cognitive value, affective value, social value, and perceived value; social influence, interpersonal influence, self-control, and subjective norms have been correlated, tourism is an integral part of China's national economy, but the advent of the new crown pneumonia epidemic has undoubtedly hit the tourism industry hard. In the context of the post-epidemic era, investigating the willingness of young people to purchase tourism products can help us to recover the tourism industry. Come to the spiritual level of relaxation and psychological comfort.

## **References**

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