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Research on the Influencing Factors of Online Tourism Product Purchase Intention in Ethnic Minority Areas - Taking Ganzi Tibetan Autonomous Prefecture as an Example

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Abstract:

Purpose: Fully explore the humanistic value of tourism resources in ethnic minority areas, explore the current situation and improvement direction of their tourism products, and promote the high-quality improvement of their tourism products. **Method:** Taking online tourism products in Ganzi Prefecture, Sichuan Province as the research object, a covariance based structural equation model was used to study the impact of destination characteristics, tourists' perceived usefulness, perceived risk, and tourists' trust on the overall purchase intention of tourism products in Ganzi Prefecture from the perspective of consumers. **Results:** Research shows that consumers' perceived usefulness, trust level, and tourism destination characteristics have a significant positive correlation with the overall purchase intention of tourism products in Ganzi Prefecture. Perceived usefulness is the core influencing factor that affects the overall purchase intention of tourism products in Ganzi Prefecture, and there is a negative correlation between perceived risk and the overall purchase intention of tourism products in Ganzi Prefecture. **Conclusion:** In the design and creation of online tourism products in Ganzi Prefecture, it is necessary to fully respect and consider consumers' psychological preferences for tourism destination characteristics, perceived usefulness, perceived risk, and level of trust. The research results will provide management decision-making and reference for tourism product planning companies in ethnic minority areas.

Keywords:

Ganzi Tibetan Autonomous Prefecture, Tourism Products, Influencing Factors, Purchase Intention

1. Introduction

In recent years, based on the advantages of cultural and tourism resources, Ganzi Prefecture has attached great importance to the construction of tourism facilities, strengthened the exploration of cultural and tourism resources, focused on promoting cultural and tourism development, and effectively shaped cultural and tourism brands. However, Ganzi Prefecture still has many problems in deepening its marketing cooperation with mainstream new media platforms such as Tiktok. The group purchase of tourism related to Ganzi Island sold on Tiktok has some problems, such as too single tourism products, high prices, and lack of a whole loop line, which cannot meet the practical needs of users who travel freely after the current epidemic ends.

Research has been conducted in China on the analysis of factors affecting the willingness to purchase online tourism products. For example, Song Zhijie, Shi Xiaolin, and Shi Rui (2013) conducted a macro study on users' willingness to engage in e-commerce based on four models: inference behavior theory TRA, planned behavior theory TPB, technology acceptance model TAM, and innovation diffusion theory IDT[1]; Yin Jie, Zheng Xiangmin, and Dong Binbin (2015) conducted empirical research on four common factors that affect the purchase of tourism products: product perception, risk factors, internal factors, and environmental factors, and proposed relevant strategies[2]; Huang Yufang, Wang Shulin, and Liu Mingfei (2020) constructed a theoretical model of the influencing factors of tourism product purchase behavior using grounded theory, and obtained four main influencing factors: perceived risk, consumption experience, emotional utility, and brand value[3]; Lin Baodeng and Yang Shenying (2021) proposed suggestions for relevant cross-border tourism enterprises and platforms through empirical research on the purchase intention of O2O cross-border tourism products[4].

Although relevant scholars have conducted research on the purchase intention of tourism products, most of their research objects are limited to the macro level and have not refined the research object to a certain tourist destination, lacking consideration of the comprehensive factors of a certain tourist destination. At present, there is still a lack of relevant research on the purchasing factors of tourism products in ethnic minority areas in China, and the relevant research lacks certain practical significance.

The author mainly takes the western Sichuan region of Sichuan Province as the research area, and uses the structural equation model based on covariance to conduct a comprehensive evaluation of the tourism products in western Sichuan. In order to further tap consumers' demand for Tiktok tourism group buying and improve consumers' recognition of Tiktok tourism group buying, the author conducted a survey on consumers' willingness to travel in western Sichuan and purchase Tiktok tourism products and the influencing factors, To provide suggestions and references for utilizing the rich cultural and tourism resources in the western Sichuan region, developing related tourism products, and promoting rural revitalization.

2. Research Methods

2.1. Research Assumptions

Wang Juan and Zhou Chenchen (2023) proposed that in terms of the impact on tourism product purchase intention, positive word-of-mouth marketing is more significant than negative word-of-mouth marketing[5]; Lin Baodeng and Yang Shenyong(2021) proposed that when consumers go to a tourist destination, they usually first determine a tourist destination, then search for relevant travel records, and then search for relevant tourism information. Consumers usually consider the characteristics of the tourist destination to determine their own tourism plan, including the climate characteristics, geographical characteristics, cultural customs, etc. of the tourist destination[4]; Davids et al. proposed the Technology Acceptance Model (TAM) in 1989 and defined its perceived usefulness: perceived usefulness is the main content that affects consumers' evaluation of products, and is a key motivating factor for information system user satisfaction and willingness to continue using[6]. In the process of users purchasing related tourism products, perceived usefulness can help users make purchasing decisions faster. In tourism activities, it mainly includes: tourism product prices, types of tourism products, product availability, etc; Zhang Yunhe et al. (2023) pointed out that perceived risk mainly refers to the uncertainty of decision results and the serious consequences that may arise from decision-making errors[7]. The perceived risks in tourism products are mainly reflected in the flexibility of booking and refund policies, the flexibility of platform policies, and the flexibility of travel schedules. Based on previous research results and combined with the actual situation of Ganzi Tibetan Autonomous Prefecture, this article analyzes the relationship between four aspects of its tourism products: tourism destination characteristics, tourist perceived usefulness, perceived risk, and tourist trust level, and the respondents. The following four hypotheses are proposed:

H1: The characteristics of tourist destinations are positively correlated with the willingness to purchase tourism products in Ganzi Prefecture.

H2: There is a positive correlation between tourists' perceived usefulness and their willingness to purchase tourism products in Ganzi Prefecture.

H3: There is a negative correlation between tourists' perceived risk and their willingness to purchase tourism products in Ganzi Prefecture.

H4: The trust level of tourists is positively correlated with the willingness to purchase tourism products in Ganzi Prefecture.

2.2. Theoretical Model and Questionnaire Design

2.2.1. Theoretical model

Based on relevant literature research and hypothesis analysis, the main influencing factors for tourists' perception of tourism products in Ganzi Prefecture are summarized as follows: tourist destination characteristics, tourist perceived usefulness, tourist perceived risk, and tourist trust level. At the same time, fully considering the potential impact of personal characteristics such as gender, age, and location of tourists, a theoretical model is constructed as shown in (Figure 1).

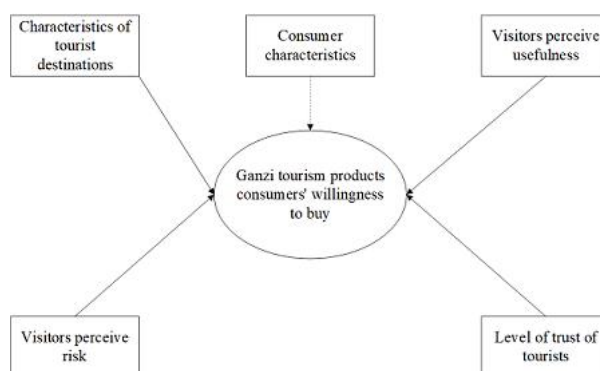


Figure 1 Theoretical Model for Research on Purchasing Factors.

2.2.2. Questionnaire Design

Drawing on the classification of factors influencing the purchase of tourism products in relevant literature, four dimensions were selected as evaluation indicators based on the descriptive degree of the respondents' intuitive feelings: tourism destination characteristics, tourists' perceived usefulness, perceived risks, and tourists' trust. The evaluation indicators were combined with the degree of interest in natural scenery, folk cultural activities, cultural and historical sites, and the unique attractiveness of brand tourism products. The price sensitivity of tourism products in western Sichuan, the importance of convenient booking and payment, the reliability of user evaluation and recommendation, and the importance of professional tour guide services for group buying products are all 14 factors. On this basis, this article designed a survey questionnaire, using the Likert scale method to evaluate the level of interest and importance. The measurement items corresponding to each factor are composed of five levels: "very bad", "not very good", "average", "quite good", and "very good", with values assigned to 1-5, representing a total of five levels from I to V.

2.3. Questionnaire reliability and validity testing

2.3.1. Basic characteristics of the sample

We used the form of online publication of questionnaires for this survey method. After creating and distributing the survey questionnaire on the Credamo platform, we directly exported the data we needed. A total of 430 questionnaires were distributed this time, of which 392 were valid, with a valid questionnaire recovery rate of 91%.

Among the surveyed individuals, there are 227 females, accounting for 53%, and 165 males, accounting for 42%. The gender ratio is relatively balanced. The number of people aged 18-25 is 144, accounting for 36%, the number of people aged 26-35 is 121, accounting for 30%, the number of people aged 36-45 is 83, accounting for 21%, and the age distribution is relatively balanced. At the same time, students and employees in enterprises and institutions are the main occupational groups, which are more enthusiastic about tourism in western Sichuan (Table 1).

Table 1. Basic Information Table of Investigators.

name	option	Frequency	percentage (%)	Cumulative percentage (%)
Gender	woman	227	57.908	57.908
	man	165	42.092	100
Age	18-25 years old	144	36.735	36.735

name	option	Frequency	percentage (%)	Cumulative percentage (%)
	26-35 years old	121	30.867	67.602
	36-45 years old	83	21.173	88.776
	46-55 years old	30	7.653	96.429
	Over 56 years old	11	2.806	99.235
	Under 18 years old	3	0.765	100
career	student	138	35.204	35.204
	Enterprises and institutions	125	31.888	67.092
	freelance	65	16.582	83.673
	Civil servant	28	7.143	90.816
	worker	16	4.082	94.898
	retiree	10	2.551	97.449
	other	10	2.551	100
total		392	100.000	100.000

2.3.2. Reliability test

Table 2. Reliability test table.

	Cronbach's Alpha	Number of items
Questionnaire as a whole	0.907	14
Characteristics of tourist destinations	0.733	3
Tourist perceived usefulness	0.794	3
Tourist trust level	0.738	4
Perceived risk	0.793	4

By importing the data into SPSS 22.0 software, the Cronbach reliability coefficients at all levels were calculated to be greater than 0.7, and the overall scale reliability was 0.907. This indicates the scientific and reasonable structure and item design of the questionnaire (Table 2).

2.3.3. Validity test

Table 3. Validity test form.

Kaiser Meyer Olkin metric for sampling adequacy		.946
Bartlett's Sphericity Test	Approximate chi square	2146.001
	df	91
	Sig.	.000

We used factor analysis to analyze the overall validity of the questionnaire. SPSS 22.0 was used to calculate the KMO coefficient of 0.944, with a P-value of $0.000 < 0.05$, indicating that the questionnaire has good structural validity (Table 3).

2.4. Factor relationship analysis based on structural equation model

This article uses the Covariance Structural Equation Model (CB-SEM) to analyze the impact of four factors: perceived risk, tourist perceived usefulness, perceived risk, and tourist trust on overall tourist satisfaction. CB-SEM is a computational method based on the covariance matrix, which can make the sample covariance matrix closest to the expected covariance matrix of the model, minimizing residuals. The model consists of two parts: one part is called structural equation, which is used to describe

the relationship between latent variables; The other part is called the metric equation, which is used to describe the relationship between observed variables and latent variables[8][9]. Latent variables refer to abstract concepts that are generally difficult to observe directly in real life, such as perceived risk, tourist perceived usefulness, perceived risk, tourist trust level, and other factors in this study. Considering the good applicability of CB-SEM in analyzing and evaluating the relationship between factors influencing the purchase intention of tourism products in Ganzi Prefecture, this study adopts this model for research, and the specific form of SEM constructed is as follows:

$$\eta = B\eta + \Gamma\xi + \zeta \quad (1)$$

Formula (1) is a specific form of structural equation used to determine the linear relationship between exogenous latent variables and endogenous latent variables. In this article, η Represents an endogenous latent variable, which is the overall willingness of tourists to purchase tourism products in Ganzi Prefecture; ξ Denotes exogenous latent variables, namely the respondents' evaluations of the characteristics, perceived usefulness, tourist trust, and perceived risks of tourist destinations in Ganzi Prefecture; B The coefficient matrix representing endogenous latent variables; Γ The coefficient matrix representing exogenous latent variables; ζ Represents a random error term.

$$X = \Lambda_x\xi + \delta \quad (2)$$

Formula (2) is mainly an equation that represents the linear relationship between observed variables and exogenous latent variables. Among them, X represents the vector of exogenous observation variables; ξ Denotes exogenous latent variables, namely the respondents' evaluations of the characteristics, perceived usefulness, tourist trust, and perceived risks of tourist destinations in Ganzi Prefecture; Λ_x represents the correlation coefficient matrix between exogenous latent variables and their observed variables; δ Represents the residual term.

$$Y = \Lambda_y\eta + \varepsilon \quad (3)$$

Formula (3) mainly represents the linear relationship between observed variables and endogenous latent variables. Among them, Y represents the endogenous observation variable vector; η Denotes the endogenous latent variable, i.e. the overall willingness to purchase tourism products in Ganzi Prefecture; Λ_y represents the correlation coefficient matrix between endogenous latent variables and their observed variables; ε Represents the residual term.

3. Result Analysis

3.1. Model Fit Degree

Table 4. Model Fit Degree Table.

Fit indicators	Judgment criteria	Actual value	Fitting results
Absolute fit index			
CMIN/DF	<3	1.882	excellent
tRMR	<0.05	0.031	excellent
GFI	>0.9	0.952	excellent
AGFI	>0.9	0.928	excellent
RMSEA	<0.10	0.047	excellent
Value added fitting index			excellent

NFI	>0.9	0.938	excellent
IFI	>0.9	0.970	excellent
TLI	>0.9	0.960	excellent
CFI	>0.9	0.970	excellent
Simplified fitting index			
PNFI	>0.5	0.715	excellent
PCFI	>0.5	0.739	excellent

By importing the questionnaire data into AMOS23 software and using the maximum likelihood method, the model fitting parameters obtained are shown in the table. It can be seen from the table that the actual values of the fitting indicators are within the judgment standard range, indicating that the model has a very good fitting degree. Therefore, it is believed that the structural equation model has a good fitting effect on the sample data obtained from the survey questionnaire (Table 4).

3.2. The impact of various factors on the overall purchase intention of tourism products in Ganzi Prefecture

Through the simulation results of standardized regression coefficients between latent variables (Figure 2), it can be concluded that the characteristics of tourism destinations, customer trust, and tourist perceived usefulness have a significant positive correlation with the purchase intention of tourism products in Ganzi Prefecture.

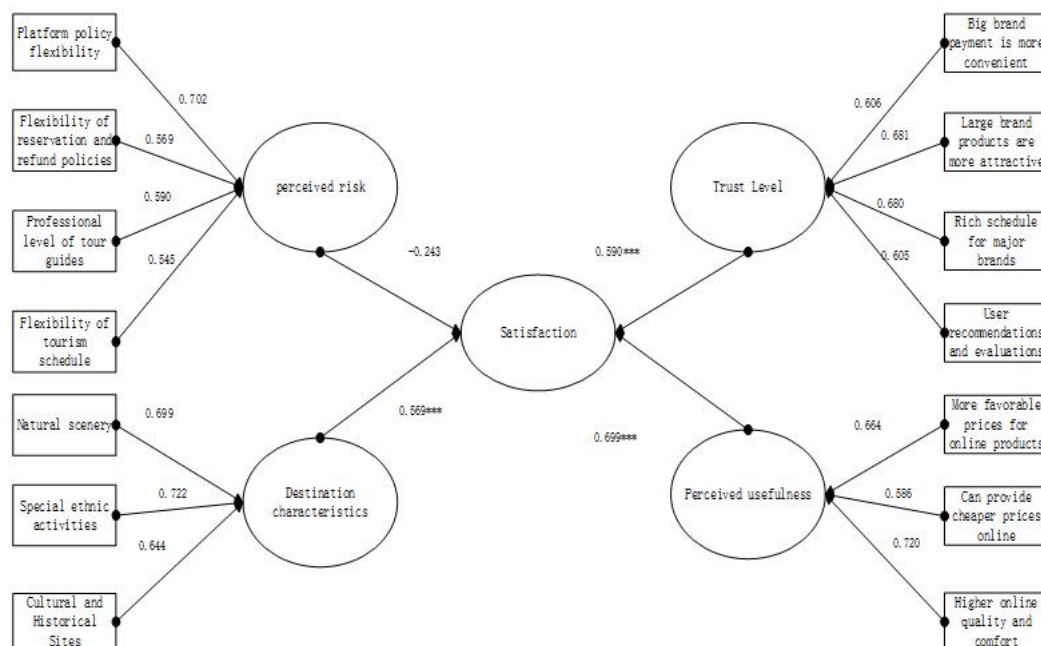


Figure 2. Structural equation model diagram.

However, customer perceived risk has a negative correlation with the purchase intention of tourism products in Ganzi Prefecture. This indicates that this research results support hypothesis H1, hypothesis H2, and hypothesis H4, while hypothesis H3 is not valid. The specific results are as follows: perceived usefulness has the highest correlation with the willingness to purchase tourism products in Ganzi Prefecture, with a path coefficient of 0.699 ($p=0.000<0.001$); Next is the degree of customer trust, with a path coefficient of 0.590 ($p=0.000<0.001$). In addition, the characteristics of tourist destinations also have a significant impact on the willingness

to purchase tourism products in Ganzi Prefecture, with a path coefficient of 0.569 ($p=0<0.001$). However, the perceived risk of tourism has a negative impact on the overall purchase intention of tourism products in Ganzi Prefecture, with a path coefficient of -0.243 and a relatively weak impact ($p=0.543>0.005$). From the contribution of secondary indicator factors to primary indicator factors, the flexibility of platform policies and the professional level of tour guides have the greatest impact on perceived risk, with path coefficients of 0.702 and 0.590. The path coefficients of natural scenery and local characteristic folk activities for the characteristics of tourist destinations are 0.699 and 0.722, respectively. The high attractiveness of large brand products and the flexible schedule of large brand products have path coefficients of 0.681 and 0.680 for trust, respectively. The path coefficients for perceived usefulness of online tourism products with higher quality and comfort, as well as more satisfactory prices, are 0.720 and 0.664, respectively.

Table 5. Summary Table of Model Regression Coefficients.

Exogenous latent variable	→	Endogenous latent variable	SE	z (CRvare)	p	Standardized regression coefficient
Perceived risk	→	Overall satisfaction	0.326	-0.608	0.543	-0.243
Tourist perceived usefulness	→	Overall satisfaction	0.072	12.935	0.000	0.699
Tourist trust level	→	Overall satisfaction	0.071	11.788	0.000	0.590
Characteristics of tourist destinations	→	Overall satisfaction	0.072	11.371	0.000	0.569

From Table 5, it can be clearly seen that the hypotheses of H1, H2, and H4 are valid and have a significant direct effect on the overall willingness to purchase products in Ganzi Prefecture. At the same time, although the standardized regression coefficient of H3 is -0.243 and the p-value is 0.543, it still has significance at the 90% confidence interval.

Table 6. Covariance table.

X	Y	Non-standard estimation coefficient (Coef.)	Standard error (Std.Error)	z	p
Tourist perceived usefulness	Perceived risk	0.523	0.052	10.031	0.000
Tourist trust level	Perceived risk	0.386	0.046	8.434	0.000
Tourist trust level	Tourist perceived usefulness	0.435	0.047	9.272	0.000
Characteristics of tourist destinations	Perceived risk	0.446	0.048	9.323	0.000
Characteristics of tourist destinations	Tourist perceived usefulness	0.470	0.048	9.713	0.000
Characteristics of tourist destinations	Tourist trust level	0.395	0.044	8.981	0.000

From Table 6, it can be clearly seen that the p-values of the standard estimation coefficients between tourists' perceived usefulness, perceived risk, tourist trust, and tourist destination characteristics are all $0<0.001$, with a significant correlation. Among them, the path coefficients between tourists' perceived usefulness and perceived risk, as well as between tourist destination characteristics and tourists'

perceived usefulness, are the most significant, with values of 0.523 and 0.470, respectively.

4. Discussion

The research results of this article are basically consistent with previous research on the influencing factors of consumers' willingness to purchase online tourism products. The correlation between tourists' overall purchase intention and influencing factors for tourism products in Ganzi Prefecture indicates that consumers' perceived usefulness, perceived risk, and tourist trust have a significant correlation with their overall purchase intention for tourism products in Ganzi Prefecture. Perceived usefulness and the practical and psychological value of the product brought by the level of trust can better enhance tourists' purchase intention for this tourism product.

The impact path coefficient of consumer perceived usefulness on tourism products in Ganzi Prefecture is the highest ($\beta=0.699, p=0<0.001$), where online tourism products can have higher quality and comfort, and online tourism products have more favorable prices. The path coefficients for perceived usefulness are 0.720 and 0.664, respectively. This indicates that consumers attach great importance to the practicality of online tourism products, especially in terms of product quality and comfort. Secondly, consumers' perception of the characteristics of tourist destinations composed of natural landscapes, folk activities, and cultural sites is second only to perceived usefulness and level of trust ($\beta=0.569, p=0<0.001$), also worthy of attention. This is usually related to the intuitive impact of visual landscapes and psychological feelings on people. In the research results of Peng Jiaqi and Wang Jingxian on the key factors affecting Chinese residents' choice of tourist destinations, landscape image is the primary perception of tourists towards the destination, and its quality directly affects tourists' first impression of the destination [10]. At the same time, exploring the humanities and nature has also become the main purpose of tourists' travel. Therefore, the characteristics of tourist destinations have a significant impact on consumers' willingness to purchase tourism products. However, their impact on the willingness to purchase tourism products in Ganzi Prefecture is second to perceived usefulness and tourist trust, and largely depends on the travel habits of the respondents. 70% of the respondents are local to Sichuan, and the majority have visited Ganzi Prefecture for tourism activities. Therefore, I have a limited understanding of the local natural scenery and folk activities in Ganzi Prefecture, and my level of interest is limited.

The contribution of tourist trust to tourism products in Ganzi Prefecture is second only to perceived usefulness ($\beta=0.590, p=0<0.001$), indicating that consumers' trust in tourism brand products also greatly affects their willingness to purchase tourism products. Related studies have shown that consumer cognition plays a dominant role in tourists' purchasing behavior, and the level of trust in tourism brands plays a dominant role in consumers' purchasing intentions of tourism products. Xu Qiuyun's research points out that a high degree of personality matching between tourism products and destination brands has a more positive impact on consumers' behavioral intentions. At the same time, consumers' brand attitudes towards tourism destinations can affect their behavioral intentions [11]. Wang Juan and Zhou Chenchen's research pointed out that the main way for tourists to gain reputation for tourism performance products is through online platforms. At the same time, the reputation of tourism products has a positive impact on consumers' willingness to watch and purchase tourism products [5].

The impact of perceived risk on the overall purchase intention of tourism products in Ganzi Prefecture is negative, indicating that when consumers' purchasing behavior towards the tourism product does not match expectations, it will have a negative impact on the purchase intention of the tourism product. Scholars such as Lar oche believe that perceived risk mainly includes four types: security risk, financial risk, time risk, and outcome risk [12]. In the selection of tourism products in Ganzi Prefecture, tourists are more concerned about the platform's pre return ordering policy, flexible scheduling, and the professional level of tour guides, as they relate to the perceived financial, time, and safety risks. When these risks are on the rise, consumers' willingness to purchase tourism products shows a downward trend.

5. Conclusion and Recommendations

On the basis of literature analysis, 392 valid questionnaires were obtained through field research. The covariance structural equation model was used to study the internal connections between consumers' perceived usefulness, perceived risk, tourism destination characteristics, and trust level with the purchase intention of tourism products in Ganzi Prefecture. In this way, the influencing factors of the purchase intention of tourism products in Ganzi Prefecture were comprehensively evaluated. The research conclusion is as follows:

(1) The perceived usefulness, trust level, and destination characteristics of consumers have a significant positive correlation with the overall purchase intention of tourism products in Ganzi Prefecture.

(2) Perceived usefulness is the core influencing factor that affects the overall purchase intention of tourism products in Ganzi Prefecture. Among them, the high-quality and comfortable purchase of online tourism products, as well as the more favorable prices of online tourism products, contribute significantly to perceived usefulness, while the high-quality and comfortable purchase of online tourism products is more important.

(3) The impact of trust on the overall willingness to purchase tourism products in Ganzi Prefecture is second only to perceived usefulness, and the main factor that has a significant impact on trust is the unique attractiveness of brand tourism products.

(4) There is a strong correlation between the characteristics of tourist destinations and the overall willingness to purchase tourism products in Ganzi Prefecture. The contribution of natural landscapes and unique folk activities to purchasing intention is relatively high, and compared to the unique natural landscapes in Ganzi Prefecture, unique folk activities can bring consumers stronger purchasing intention.

(5) There is a negative correlation between perceived risk and the overall willingness to purchase tourism products in Ganzi Prefecture. The concerns brought by tourism product sales platforms to consumers may reduce tourists' willingness to watch and purchase tourism products in Ganzi Prefecture.

Based on the above conclusions, the author proposes several suggestions to promote the positive development of tourism products in Ganzi Prefecture:

(1) Create exclusive online tourism products guided by customer needs

With the deep integration of internet communication and the tourism industry, the tourism industry has gradually entered the 3.0 era centered on content services. Consumers are more seeking to meet their own needs in the process of tourism.

Therefore, Tiktok's online tourism products should break through the limitations of their original traditional services and resource services, comply with the perceived usefulness of tourists, take customer needs as the guide, and further meet consumers' online commodity value pursuit through various ways, including preferential treatment, price reduction and other measures, Realize the enrichment, specialization, and personalization of online products in Ganzi.

(2) Accelerating the formation of a business card topic in western Sichuan with a focus on distinctive IP image

Western Sichuan has unique natural scenery and cultural history. Tiktok tourism products must strengthen the creation of landmark IP to form the exclusive business card topic of Western Sichuan. Personalized services need to be linked in real-time with tourist journeys, and timely launch characteristic activities. For tourists of different ages and personalities, timely launch differentiated activities related to regional culture, attract tourists to engage in sustained consumption behavior, increase exposure and publicity efforts in Western Sichuan, and accelerate the formation of a unique business card for Western Sichuan.

(3) Improving the Service Level of Online Platforms with the Purpose of Reducing Perceived Risk

Consumers of different age groups tend to avoid purchasing tourism products that pose risks to their finances, safety, and time. Therefore, the platform should conduct multiple dimensional risk assessments before the release of tourism products in Ganzi Prefecture, in order to reduce the potential risks brought by product services to consumers from multiple aspects and promote the achievement of consumer behavior. By improving the flexibility and professionalism of pre-sale, during sale, and after-sales services for tourism products, we aim to reduce consumers' economic, time, and safety risks.

(4) Establishing a comprehensive Ganzi cultural and tourism service system through word-of-mouth management

The quality of local public praise is determined by the feedback of a large number of tourists, which is an important factor affecting the development of Tiktok tourism group purchase products. Tiktok platform needs to pay attention to customer feedback and timely publicity, use the "West Sichuan Tourism" as a hot card, implement characteristic marketing, and increase the exposure of products; Simultaneously utilizing big data to mine customer needs, continuously improving the characteristic product chain, and meeting diverse customer needs; Finally, focus on word-of-mouth management, regularly follow customer feedback, iterate products, and form a unique and charming cultural and tourism online product platform in Ganzi, further building and improving the Ganzi cultural and tourism service system.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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