

Analysis of Consumer Behavior of Chinese Tourism Products[†]

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Abstract

This research has revealed that the personal characteristics of tourists have a significant and positive influence on their travelling behaviour. On the contrary, it has also been found from this study that tourists' behaviour is not always significantly impacted by their level of motivation and disposable income. On the basis of these factors, after the Covid-19 pandemic period, the Chinese tourists make their travelling related decisions.

At the end of the research it can be concluded that personal instincts significantly influence the behaviour of the tourists but external disposable income has no significant impact on tourist behaviour. It has been recommended that in future research a pilot survey would be conducted to check the effectiveness of the survey questions.

Keywords: Travel, Consumer behavior, Novel coronavirus, Tourism motivation

Introduction

Research background, I learned through the review of China's tourism industry report and data released by the World Tourism Council (WTTC) and other authoritative organizations that in 2019, the global tourism industry created 9.2 trillion in GDP is 10.4 % of the global economy, and provided 10.6 % of the global jobs.

Research objectives: The research objectives of this paper are to 1, explore the tourism behavior of Chinese tourists after COVID-19.2, and explore the related factors of Chinese tourists after COVID-19.

Range of study: This paper will collect data from domestic tourists in China who are over 20 years old and would like to travel to visit different destinations after the COVID-19, because this group of tourists can make decision to travel by themselves.

Research meaning: While finding out the influencing factors of tourism consumer behavior, I hope it can further promote the development of China's tourism industry.

Research innovation: Combine tourists' personal characteristics with tourism consumer behavior theory.

Tourism: The concept of tourism can greatly be understood as the socio, cultural as well as economic phenomena that greatly entails the movement of people for countries as well as places outside of their general environment for personal and business and professional purposes (Getz). Each of these components are very much significant for the national economics for all the countries to boost their revenue of the economy, and also helps in creating thousands of jobs for developing infrastructures of a country. Many travelers also travel to gain extensive experience hosting destinations for developing a range of cultures, a variety of traditions as well as gastronomy. Each of these components are therefore playing a vital role in the enhancement of economic stabilities and gaining better scopes of developmental opportunities to the economy as a whole (Yu et al., 2012). Each of these components are not only helping the businesses to gain better sets of financial revenues but also improves the overall living standards of the local people as a whole.

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Tourism consumption behavior: The study of consumption behavior from the perspective of tourism is the study of tourists' consumption behavior. Tourist consumption behavior refers to the various behaviors of tourists in the process of tourism consumption activities. Tourist consumption behavior is an important part of tourist behavior.

Tourism motivation: "Motivation" is the basis of most human behaviors. In psychology, motivation is generally considered to involve the origin, direction, intensity and persistence of behavior. The so-called motivation refers to the psychological process or internal motivation that causes and maintains individual activities and makes activities towards a certain goal. It can also be said that motivation is the internal motivation of individual activities guided, stimulated and maintained by a goal or object in the psychological process or internal motivation. There are at least two conditions for the generation of motivation: One is need. The second is to have objects that meet the needs. When the need is in its infancy and objectively lacks the object to meet the need, the need is only expressed as a will or intention. Only when the need is strengthened to a certain extent and there is an objective object to meet, can the need be transformed into motivation.

Research framework

Chapter 1: Introduction: This chapter contains aim, objectives, research significance and rationale. Therefore, this part will help the readers to understand the overview of the topic.

Chapter 2: Literature review: This chapter is also incorporating a range of data associated with current research. This chapter will provide a detailed analysis about current research topics using a number of previously researched data. This paper reviews the relevant literature on life forms and tourism behavior preferences, preliminarily defines the life forms and tourism behavior preferences involved in this study, and expounds the relevant theories, so as to lay a solid theoretical foundation for this study.

Chapter 3: Research methodology: This chapter is also incorporating a range of research techniques and frameworks. The detailed procedures of methodological frameworks that are going to be utilized will be discussed in this chapter.

Chapter 4: Research Findings and Discussion: This chapter is also focusing towards gathering a range of data that are being collected using different methodological techniques. Based on the difference analysis of different life forms and tourism behavior preferences of tourism consumers. It also summarizes the main factors affecting tourism consumer behavior.

Chapter 5: Conclusion and Recommendations: This chapter will also utilize a number of approaches that will provide detailed knowledge about future scopes for the particular topic. It also discusses about prospects, suggestions and research conclusions for the future. Put forward objective conclusions and marketing suggestions on the premise of empirical analysis. Find out possible problems in time and take effective countermeasures. The limitations of this study are pointed out and the future research direction is prospected.

Hypothesis

- 1) Tourists' personal characteristics are associated with Tourists' behaviour.
- 2) Tourists' disposable income and tourists' motivation are associated with tourists' behaviour.

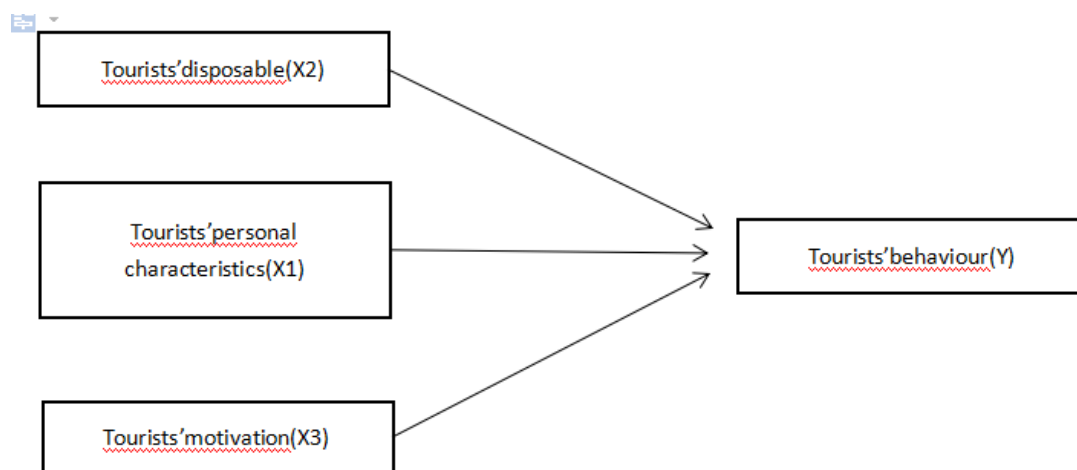


Figure 1 Hypothetical model

Methodology

Research design

The significance of research design is very vital in contemporary academic research in a much detailed and accurate manner. It not only is ensuring a range of developmental strategies. The concept of research design is not only maintaining the flow of operations, but also providing greater sets of data collection strategies as a whole. Research design in this respect is not only referred to as the frameworks for the research methods and techniques but also strategies to maintain the flow of data collection procedures much more effectively (Snyder, 2019). There are generally three types of research design available that firmly works towards meeting the research and data collection requirements must appropriately. These include exploratory, explanatory and descriptive. Each of these requirements are therefore vital for ensuring a range of research and data collection procedures to ensure positive research growth. Research design is also involved towards ensuring a range of data collection, measurements of data using respective tools, and the analysis of the data. In the current research the researcher is going to utilise descriptive research design to ensure a range of research developmental strategies (Mohajan, 2018).

The selection of descriptive research design not only helps the researchers in gathering the research data in a systematic manner, but also widens the flow of research to meet the research objectives. The descriptive research design also aims towards obtaining the set of information in a systematic manner to describe a range of phenomena, situations as well as populations to meet the objectives in a much systematic and effective manner. It also uses a range of surveys for gathering data about different sets of subjects.

Populations and sampling

The current paper will utilise the primary quantitative research method to gather significantly vital components for ensuring a range of development for ensuring proper sets of data collection and analysis to meet the research objectives. Primary quantitative research also ensures a range of data collection procedures that widens the overall data analysis in a much detailed and accurate manner. The utilisation of primary quantitative research allows the researcher to ensure positive growth of the research paper and answer the research problems in an accurate manner. Again, the primary quantitative data will also be collected using survey questionnaire method, where 400 respondents will be selected using simple random sampling method. These factors are also very much significant for gathering the data on consumer behaviours of Chinese tourism products (Mohajan, 2018).

The respondents were included from three different travel agencies' databases through randomized sampling. The considered respondents should be tourist, who are interested to visit different destinations in China. Both domestic and international tourist will be included in the research. Respondent should be adult or more than 18 years. Four hundred respondents will be chosen so that and accurate. The researchers will

try to include 400 respondents as it would reduce the chances of generalisability in the research. Biasness would be less if the numbers of participants are higher. Significant gathering of data in terms of consumer behaviours can be observed with random sampling. The researcher will use simple random sampling for selecting the participants. Data will be collected through online questionnaire forms. With the help of the travel agencies, the researchers will send the questionnaire to 800 to 900 tourists.

Sources of data

The data that are going to be gathered within the current research will be based on primary quantitative methods. Normally within academic research, there are two data collection methods available, which also form proper sets of research strategy. These include Primary Quantitative and Secondary qualitative. Both the data collection procedures certainly work towards ensuring a range of procedures that widens the flow of operations (Pandey and Pandey, 2021). The primary quantitative data collection is generally associated with statistical data and numberings that strongly ensures first hand data from the primary sources. These are generally very much appropriate to gain knowledge about (Dźwigoł, 2018). The secondary qualitative data are generally previously researched data, books, journals, magazines, and internet sources to meet the research objectives.

This will be a questionnaire survey method, where the questions will be distributed among the selected respondents, which will help in meeting the research objectives much appropriately (**Appendix**).

Research method

In this paper, the questionnaire data were statistically analyzed by spss19.0 and amos17.0. Firstly, KMO statistical analysis and Bartlett spherical test are carried out on the samples to determine the effectiveness of factor analysis; Secondly, factor analysis is used to extract common factors, and variance maximization orthogonal rotation method is used to determine the factor load of influencing factors of tourism product purchase; finally, on the basis of factor analysis, taking the advance common factor as the latent variable, the influence path coefficient of each factor on tourism product purchase is calculated by amos17.0. In terms of samples, the respondents were included from 3 different travel agencies' databases through randomized sampling. The considered respondents should be tourist, who are interested to visit different destinations in China. Both domestic and international tourist will be included in the research. Respondent should be adult or more than 18 years. Four hundred respondent will be chosen so that and accurate. The researchers will try to include 400 respondents as it would reduce the chances of generalisability in the research. Biasness would be less if the numbers of participants are higher. Significant gathering of data in terms of consumer behaviours can be observed with random sampling. The researcher will use simple random sampling for selecting the participants. Data will be collected through online questionnaire forms. With the help of the travel agencies, the researchers will send the questionnaire to 800 to 900 tourists.

Data gathering tools

This will be a questionnaire survey method, where the questions will be distributed among the selected respondents, which will help in meeting the research objectives much appropriately.

Data collection process

During the issuance of the questionnaire, 400 tourists or potential tourists were randomly selected as samples and distributed through the internet, scenic spots, hotels, airports and stations.

Results and discussion

Checking **Table 1**, it can be said that the variable of travel preference (0.680), planning of tourist destination (0.667), visiting the same destination (0.690) and transport mode (0.660) have been adequately measured. Thus, it can be said that all the samples are adequately measured in this analysis.

Table 1 Sample adequacy measurement (Source: Self-prepared).

	1. Whom do you travel with often?	2. Which Tourist destinations you are planning to visit?	3. Do you have any such experience of visiting the same destination multiple times?	4. In your recent trips how many days you have stayed at the destination?	5. What was your mode of transport to the destinations?
Anti-image Covariance	0.937	-0.091	-0.090	-0.064	-0.131
	2. Which Tourist destinations you are planning to visit?	0.922	-0.105	-0.145	-0.086
	3. Do you have any such experience of visiting the same destination multiple times?	-0.090	0.948	-0.048	-0.093
	4. In your recent trips how many days you have stayed at the destination?	-0.064	-0.145	0.926	-0.137
	5. What was your mode of transport to the destinations?	-0.131	-0.086	-0.093	0.916
Mti-image Correlation	.680*	-0.098	-0.096	-0.069	-0.141
	2. Which Tourist destinations you are planning to visit?	-0.098	-0.112	-0.157	-0.094
	3. Do you have any such experience of visiting the same destination multiple times?	-0.096	.667*	-0.051	-0.100
	4. In your recent trips how many days you have stayed at the destination?	-0.069	-0.157	.690*	-0.149
	5. What was your mode of transport to the destinations?	-0.141	-0.094	-0.100	.663*

Table 2 Communalities analysis (source: Self-prepared).

Communalities	Initial	Extraction
1) Whom do you travel with often?	1.000	0.305
2) Which Tourist destinations you are planning to visit?	1.000	0.354
3) Do you have any such experience of visiting the same destination multiple times?	1.000	0.261
4) In your recent trips how many days you have stayed at the destination?	1.000	0.332
5) What was your mode of transport to the destinations?	1.000	0.376
Extraction Method: Principal Component Analysis		

The amount of common variance observed in a particular variable is interpreted by the communality analysis method. A variable with no unique variance has a communality value near 1. On the other hand, a variable variance that cannot be explained effectively with the help of other variables has zero communality. The initial communality value for all the questions representing the variables is 1. Thus, it can be said that the variables have initially no unique variance. The variable variance can be explained until 0.305 for the first question of part 1, 0.354 for the second question, 0.261 for the third question, 0.332 for the fourth question and 0.376 for the fifth question.

Table 3 Total variance explanation (Source: Self-prepared).

Component	Total Variance Explained					
	Initial Eigenvalues		Extraction Sums of Squared Loadings			
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.629	32.572	32.572	1.629	32.572	32.572
2	0.907	18.144	50.716			
3	0.874	17.475	68.191			
4	0.823	16.468	84.658			
5	0.767	15.342	100.000			
Extraction Method: Principal Component Analysis						

The measure of the spread of the distribution of a random variable is determined by the variance value. The spread of the distribution of the responses for q1 is 32.57 %. The variance for q2 is 18.14 %. The percentage of distribution of spread of the responses for the q3 is 17.47 %. The distribution of spread of the random variable represented by q4 is 16.46 % and the distribution spread for q5 is 15.34 %. Thus, it can be said that the variance among the responses represented by q1 - q5 is medium in nature.

Table 4 Component matrix (source: Self-prepared).

Component Matrix ^a	
	Component
	1
1 .Whom do you travel with often?	0.553
2.Which Tourist destinations you	0.595
3.Do you have any such experiem	0.511
4.In your recent trips how many d;	0.576
5.What was your mode of transpc	0.613
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

The component interpretation is done for interpreting the correlation of each research item with the research component. From the above component matrix, it can be said that Q1(travel partner) is correlated 0.553 with the first component. Q2 (tourist destination) is 0.595 correlated with component 1. Q3 (experience) is 0.511 correlated with the first component. Q4 (days of staying) is 0.576 correlated with the first component and Q5 (transport mode) is 0.613 correlated with the first component. As extraction has not been possible here, the variance maximisation orthogonal rotation method has not been done here.

ANOVA

The ANOVA test has been performed to determine whether the 2 hypotheses of this research are significant per accepted or not.

Table 5 Anova test for tourists' personal characteristics and their behavior (Source: Self-created).

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
1) Whom do you travel with often?	Between Groups	8.158	2	4.079	8.059	0.000
	Within Groups	200.952	397	0.506		
	Total	209.110	399			
2) Which tourist destinations you are planning to visit?	Between Groups	0.587	2	0.294	0.607	0.546
	Within Groups	192.173	397	0.484		
	Total	192.760	399			
3) Do you have any such experience of visiting the same destination multiple times?	Between Groups	1.746	2	0.873	4.278	0.015
	Within Groups	81.031	397	0.204		
	Total	82.778	399			
4) In your recent trips how many days you have stayed at the destination?	Between Groups	4.423	2	2.211	3.030	0.049
	Within Groups	289.755	397	0.730		
	Total	294.178	399			
5) What was your mode of transport to the destinations?	Between Groups	6.622	2	3.311	3.305	0.038
	Within Groups	397.738	397	1.002		
	Total	404.360	399			

The above table shows that apart from tourists' decision making, the estimated significance values of all the factors range from 0.00 to 0.049 and these values are also less than 0.05. Hence, it can be said that the estimated values are significant at 0.05 level of significance. Taking it into consideration, the first alternative hypothesis can be accepted. It further indicates that, there is a significant and positive influence of personal characteristics of tourists on their behaviour regarding travelling.

Table 6 Anova test for Tourists' income and motivation and their behavior (Source: Self-created).

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
1) What are the factors that motivates you to visit places and explore them?	Between Groups	15.685	5	3.137	1.852	0.102
	Within Groups	667.412	394	1.694		
	Total	683.098	399			
2) What is the most important tourism products as per your choice?	Between Groups	73.082	5	14.616	2.629	0.024
	Within Groups	2190.116	394	5.559		
	Total	2263.198	399			
3) Do you think your disposable income is enough for traveling frequently?	Between Groups	5.770	5	1.154	1.661	0.143
	Within Groups	273.790	394	0.695		
	Total	279.560	399			
4) Will you buy souvenirs and 5 products in the process of traveling?	Between Groups	1.518	5	0.304	0.408	0.843
	Within Groups	292.842	394	0.743		
	Total	294.360	399			
5) Will service quality affect your impression of the scenic spot?	Between Groups	2.845	5	0.569	2.352	0.040
	Within Groups	95.332	394	0.242		
	Total	98.178	399			

As per the above table of ANOVA test result, the significance values for the factors like food, culture, motivation is 0.10 and the value for disposable income is 0.14 which all are greater than 0.05. Therefore, the estimated value for the relationship between tourists' behaviour and their motivation and disposable income is not significant at 0.05 level of significance. On the basis of this result, the second alternative hypothesis cannot be accepted. From this perspective, it can be said that the motivation and disposable income of the tourists do not impact their behaviour towards travelling.

Chi-square test

Chi-square test results help to determine whether the null hypotheses of the study are accepted or not. In this particular context, the calculated values and critical Chi-square values have been considered to identify whether the independent variables significantly influence the dependent variable or not.

Table 7 Chi-square test result for first hypothesis (Source: Self-created).

Pearson Chi-square			
	Value	df	Asymptotic Significance (2-sided)
1) Whom do you travel with often?	17.711 ^a	4	0.001
2) Which tourist destinations are you planning to visit?	13.198 ^a	4	0.010
3) Do you have any such experience for visiting the same destination multiple times?	8.439 ^a	2	0.015
4) In your recent trips how many days have you stayed at the destination?	15.924 ^a	6	0.014
5) What was your mode of transport at the destinations?	9.370 ^a	6	0.154

In research, the null hypothesis is rejected when the calculated Chi-square value is greater than the Chi-square critical value. As per the above table, all the calculated Chi-square values are greater than critical values (asymptotic significance). Apart from that as the estimated p -values are also less than 0.05 ($p < 0.05$), it can be said that the null hypothesis is rejected. Thus, this result indicates that personal characteristics of tourists significantly influence their behaviour.

Table 8 Chi-square test result for second hypothesis (Source: Self-created).

Pearson Chi-Square			
	Value	df	Asymptotic Significance (2-sided)
1) What are the factors that motivates you to visit places and explore them?	43.538 ^a	20	0.002
2) What is the most important tourism products as per your choice	84.806 ^a	40	0.000
3) Do you think your Disposable income is enough for traveling frequently?	11.924 ^a	10	0.290
4) Will you buy souvenirs and 5 products in the process of traveling	10.683 ^a	10	0.383
5) Will service quality affect your impression of the scenic spot	11.592 ^a	5	0.041

As per the above table, all the calculated Chi-square values are greater than critical values (asymptotic significance). On the contrary, the estimated p-values are greater than 0.05 ($p > 0.05$) which indicates that there are no significant relationships between these variables. Taking this result of Chi-square into consideration, the second null hypothesis cannot be rejected. From this aspect, it has been understood that tourists' motivation and disposable income are not always associated with their behaviour towards travelling.

Correspondence analysis

Table 9 Correspondence table (Source: Self-prepared).

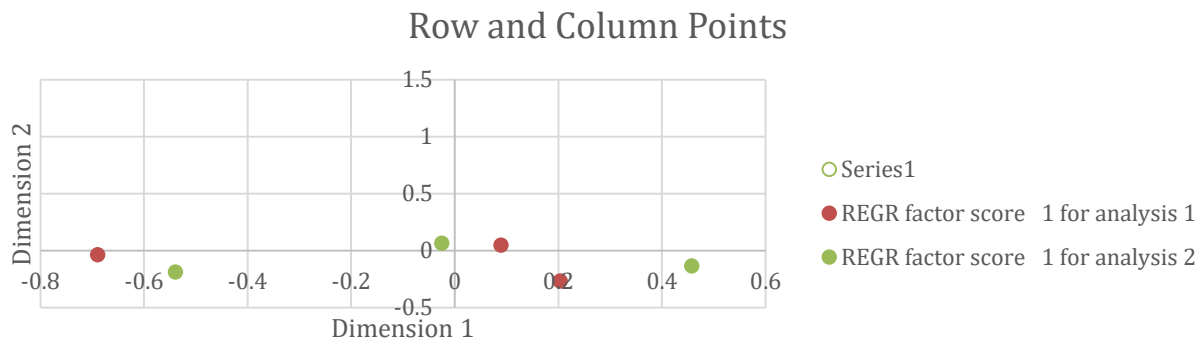
REGR factor score 1 for analysis 1	REGR factor score 1 for analysis 2			
	-1	0	1	Active Margin
1	6	34	8	48
0	51	190	31	272
1	9	30	5	44
Active Margin	66	254	44	364

The above table has shown the correspondence factor score for regression. The regression factor score 1 for analysis 2 has shown that region of negative values are only for 6 observations whereas 51 observations are within 0 region of the plot. Only 9 values have the positive score for the 2nd analysis's negative region. The maximum score is observed with 0 region of analysis 2 whereas positive impact on the overall analysis 2 is the lowest.

Table 10 Summary table (Source: Self-prepared).

Summary								
Dimension	Singular Value	Inertia	Chi Square	Sig.	Proportion of Inertia Accounted	Cumulative	Confidence Standard D	Singular value Correlation $\tilde{r}_2$
1	0.074	0.005			0.980	0.980	0.052	0.046
2	0.011	0.000			0.020	1.000	0.053	
Total		0.006	2.011	.734	1.000	1.000		
a. 4 degrees of freedom								

The above table has summarized the overall score and value of hypothesis test. The Chi square value of the second analysis is not significant for the first variable (tourist's motivation).

Table 11 Row and column points (Source: Self-prepared).

The above chart has shown that first variable of tourist's motivation has not shown any significant influence on the behaviour as the plotted figure for analysis 2 is flattish and non-directional.

Table 12 Correspondence analysis (Source: Self-prepared).

Correspondence Table				
REGR factor score 2 for analysis 2		REGR factor score 1 for analysis 3		
	-1	0	1	Active Margin
-1	12	51	12	75
0	50	161	25	236
1	25	24	4	53
Active Margin	87	236	41	364

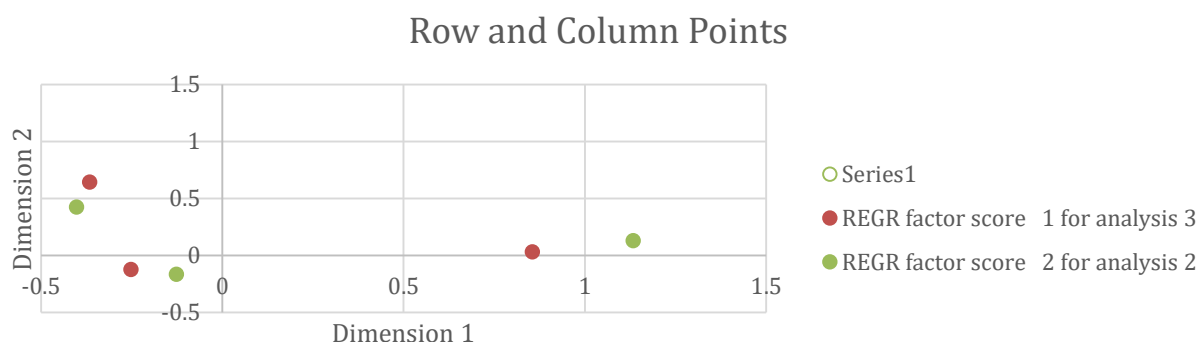
The above table has shown that regression factor can help within the region of 0 whereas the negative score for the regression is higher than 1. The third analysis is highly influenced by the null region.

Table 13 Correspondence analysis (Source: Self-prepared).

Summary									
Dimension	Singular Value	Inertia	Chi Square	Sig.	Proportion of Inertia Accounted	Cumulative	Confidence Standard D	Singular Value	Correlation
1	0.231	0.053			0.943	0.943	0.059	2	0.035
2	0.057	0.003			0.057	1.000	0.057		
Total		0.057	20.589	.000 ^a	1.000	1.000			

a. 4 degrees of freedom

The regression factor of the predictive model has shown that overall factors are significantly influencing the behaviour of the tourists. Hence, these factors can find the reasons behind influencing the behaviour due to disposable income of the tourists.

Table 14 Correspondence plot (Source: Self-prepared).

The above plot of regression factors of two analyses have shown that second analysis might have better direction from predictive modeling. The analysis 3 might help to obtain a direction. However, it may not generate any concrete result.

Discussions

Discussion of research results

This research has aimed to explore the tourism behaviour in China after the Covid-19 pandemic crisis and to analyse the key factors associated with tourism behaviour. In order to meet this aim, 2 specific objectives have been developed to obtain the key findings. The first objective of this research is to explore the tourist's behaviour in China for travelling after Covid-19 pandemic crisis. In this particular context, it has been found from the literature review that, tourism preferences, and education of the tourists directly impacts their tourism behaviour (MOG, 1974). Similarly, from the results of ANOVA test and Chi-square test, it has been found that the first hypothesis of this research has been accepted while the second hypothesis has not been accepted. From this result, it can also be concluded that the personal characteristics directly influence their tourism-related behaviour. From this perspective, it has been understood that on the basis of the personal characteristics, the majority of Chinese tourists show intention to travel after the Covid-19 pandemic period. Thus, the first objectives of this research have been met successfully.

The findings of literature review, also indicates that economic level or income of tourists has a significant relationship with travelling behaviour of tourists. It has also been found that when the tourists become motivated they decide (Abdurrahim et al., 2019). On the contrary, the results of ANOVA test indicate that motivation and disposable income of the tourists, mainly in China, do not influence their behaviour. It indicates that the findings of literature review do not support the findings of this primary research. From this particular aspect, it can be said that this is the third objective of this research.

Limitations and prospects of the study

Although this entire research has been conducted systematically, there are certain limitations to this research. For example, it has been seen that although previous studies indicate that both motivation and disposable income level of tourists impact their behaviour, the results of this study contradict this fact. Small sample size, or a limited number of survey questions used in this study can be a limitation. Apart from that, the use of only primary data from the perspective of the customers and a lack of using any secondary data can be another limitation of this current study.

Countermeasures and Suggestions

As the second hypothesis is not met, in the future research it is important to conduct a pilot test or pilot survey on the set questionnaire. Here only 12 questions have been added. So, in future more questions

would be added in the questionnaire. Before conducting the survey on a large scale it would be feasible to test if the questionnaire is viable or not. If the pilot test result is not significant then there would be a chance of changing the questionnaire accordingly. The second suggestion would be to involve tourists from different countries as different people from different countries act differently. It would help in comparing the tourist intentions of different countries.

Another suggestion would be to conduct qualitative analysis like focus group or face to face interview with the tourists so they get ample scope of explaining their points. The comparison of the qualitative and quantitative analysis result would help in achieving better research outcome. It would be highly effective if more hypotheses are included in the data analysis process. In this way different perspectives of the analysis can be understood. It would be beneficial if survey respondents cover a diverse income and age range as well.

Conclusions

The vertical orthogonal rotation has been possible only for the second part of the questions and its responses. For the response set of part 1 and 3, the VARIMAX analyses have not been possible. The KMO and Bartlett test for both part 1 and part 2 are significant and variance collinearity is effectively observed. However, both of these values are not significant for part 3. From the ANOVA and the Chi-square analysis it can be concluded that the first research hypothesis is accepted and the second research objective is rejected. Thus, it is to be concluded that personal characteristics of the tourists influence tourist behaviour. While it cannot be said that disposable income of tourists and motivations are not significantly associated with tourist behaviour.

However the literature review section had depicted that not only the personal characteristics but also the income level are directly related with the tourism behaviour of the consumers. Salary and the economic affordability are directly related with the travel intention of the consumers. If they have no financial base, then they cannot travel locally or even internationally. So, the research has perfectly evaluated the impact of personal constructs but catching the influence of income and motivation on tourist behaviour. Thus, this result has concluded that tourists' behaviour in China and in other countries are significantly influenced by different factors. In this particular context, it has been found that personal characteristic, as an internal factor significantly influences their behaviour. Due to this reason, in the post-pandemic crisis, the decision of tourists for travelling is different. However, in certain cases, economic level or disposable income as well as motivation of the tourists influence their behaviour or decision making process but not all the time. Due to this reason, the travel and tourism companies need to make their marketing and overall business plan focusing on these aspects to attract more customers in this post-pandemic situation.

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Appendix

Analysis of consumer behavior of Chinese tourism products

Part I: Tourists' behavior

1) Whom do you travel with often?

- Alone
- With Family
- With Friends

2) Which Tourist destinations you are planning to visit?

- Domestic
- International
- Both

3) Do you have any such experience for visiting the same destination multiple times?

- Yes
- No

4) In your recent trips how many days you have stayed at the destination?

- 1 - 4 days
- 5 - 7 days
- 8 - 10 days
- 10 days and above

5) What was your mode of transport at the destinations?

- Local cab
- Walking
- Trains
- Other

6) Will you travel immediately after the COVID-19?

- YES
- NO

Part II: Factors associated to tourists' behavior

1) What are the factors that motivates you to visit places and explore them?

- Food
- Culture
- Authenticity
- Uniqueness
- Other

2) What is the most important tourism products as per your choice?

- Rooms
- Convenient routes and travelling
- Side seeing
- Adventure sports
- Museum tours

- Foods
- Relaxing experiences like spa
- All of above
- None of above

3) Do you think your Disposable income is enough for traveling frequently?

- Yes
- No
- Maybe

4) Because of the influence of covid-19, most families' income has decreased. Do you think this will affect your travel plan?

- YES
- NO

5) Will you buy souvenirs and other products in the process of traveling?

- I will buy a few commemorative products that feel innovative
- Will not buy any souvenirs and other products

6) Will service quality affect your impression of the scenic spot?

- No, the main thing is the beautiful scenery
- Yes, the service quality will directly affect my travel experience

Part III: Personal characteristics

1) Your age

- 20 - 30
- 30 - 40
- 40 and above

2) What is the percentage of your earnings you like to spend in travelling?

- Less than 5 %
- 5 - 10 %
- 10 - 15 %
- 15 - 20 %
- 20 - 30 %
- More than 30 %