

A STUDY OF MARKETING SEGMENTATION AND TRAVEL MOTIVATION OF TOURISTS IN YUNNAN, PRC: A CASE OF LINCANG CHAMA ANCIENT TOWN

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ABSTRACT

In recent years, because of the support of national policy, there has risen a trend that many regions are constructing characteristic tourist towns based on unique natural scenery, cultural heritage, and other local resources, because of which, Chinese tertiary industry has been more competitive than ever. Effective market segmentation makes it quick and precise to recognize and locate target consumers, so it becomes easier to customize different marketing plans according to groups with various needs.

The author takes Lincang Chama Ancient Town, the biggest Chama ancient town in China, as research subject. The aim of this essay is to study the culture of Chama ancient towns. The technique of modern symbol translation highlights the regional features of Chama ancient towns, and makes a special name care of Lincang. Also, it creates a comprehensive cultural development zone, providing tourism reception, business services, leisure, cultural experience, and accommodation which makes Chama ancient route popular again to promote its socio-economic development by leaps. The author uses macro-statistical approach to conduct questionnaire survey to objectively contrast and analyze the tourism behavior and consumer willingness. After that, we can draw a conclusion on the competitive advantages and domestic tourists' ideal leisure consumption environment.

Keywords: Chama Ancient Towns, Regional Culture, Customer Behavior, Marketing

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Introduction

Tourism consumption behavior is one of consumption behaviors, which is an important part of tourism economic activities, which is also an important condition to realize the final value of tourism products. It is a fact that the importance of studying consumption behaviors has grown due to the rapid development of tourism. At home and abroad, traveling is not a new thing any more. The market of building tourism towns is entering the stage of full competition with the penetration of the Internet. Although developing characteristic tourism towns is challenging to some degree, the high gross profit by driving the consumption of surrounding industries is advantageous. Relevant policies and local government have increased support for the construction of tourism towns with, resulting in a new round of developing scenic spots and intensifying the market competition significantly.

In today's increasingly fierce market competition, consumer demand is becoming more and more diversified, and the demand for services is also increasing. Only by relying on scientific and reasonable marketing strategy, seizing the market, realizing revenue and improving the profits and efficiency of enterprises, can they survive in the fierce market environment. Market segmentation is related to all aspects of the operation of tourism enterprises, and directly affects their success; at the same time, it helps enterprises seize the opportunity and meet the challenges in the fierce market competition, so as to improve their market share and obtain greater economic benefits. Based on the theory of market segmentation, this paper subdivides the market according to the population variable, and then puts forward the marketing strategy of Cha Ma Ancient Town, which has certain theoretical significance.

For this scenic spot, the income from ticket is not the largest proportion among all the income. In addition, thanks to a variety of tourism and entertainment projects, the scenic spot has achieved interest growth through various ways, and its overall scale has gradually increased along with the healthy profit system. And for the Chama ancient town, since the night tickets were cancelled, (March 1, 2017) , it has benefited from the fact that there is no restriction on day and night, so the tourist flow of the Chama ancient town has experienced a surge. With the 24-hour opening cycle, the scenic spot has become a well-deserved tourist resort in a practical sense. In addition to entrance tickets, hotel accommodation, fine dining and leisure shopping, the town also provides business meetings and exhibition services. In 2019, the number of business conferences received reached 624. From October 2017, the total number of guest rooms in the scenic area began to increase, and it was equipped with a single banquet hall. The reception capacity of business meetings and activities was greatly improved, which promoted the income of the scenic area.

Investigating constructs

In this paper, the relevant design of the questionnaire and the specific investigation process are mainly carried out through three stages. In the first stage, the questionnaire was designed and the corresponding draft was obtained. The focus of the work is to confirm the motivation of consumers to travel. The second stage is the pre-survey stage. The work in this stage is to further determine the tourist motivation and improve the question form of the questionnaire. In the last stage, the survey was formally launched, during which we focused on data collection. Through the collection and analysis of the actual data, we can get the conclusion that conforms to the actual situation

in the link of empirical analysis.

Through the literature review of tourism characteristic towns, it is found that most scholars study the development of tourism characteristic towns from the perspective of tourism characteristic towns themselves, while the research on marketing strategies of tourism characteristic towns is insufficient. Therefore, from the perspective of consumers in the ancient town of tea horse, this paper selects tourism motivation as the segmentation variable and demographic factors as the control variable to study the market segmentation strategy. This paper divides the consumer market of tea horse ancient town into several kinds of consumer groups with high degree of differentiation, and puts forward marketing suggestions for each market segment for tea horse ancient town.

Methodology

The study used a mix-methodology of qualitative (by interview form) and quantitative (questionnaire). Interview consumers and obtain and analyze interview data. In the interview process, we focus on interactive question discussion with consumers, rather than asking them to simply answer questions. Only in this way can we further explore the deep motivation of consumers to travel. During the interview, live recording and notes were taken, and the method of saving chat records on the network was also adopted to collect data at a broader level. After the completion of the whole interview, relevant records were sorted out and summarized, so as to provide references for the subsequent questionnaire.

Based on the data obtained from the in-depth interview, the quantitative indicators of consumers' travel motivation were refined, and the initial variables were selected and summarized. On the basis of literature research, this paper designed a questionnaire in advance, and then after in-depth interviews with tourists, according to the results of the interviews, the questions of the questionnaire were revised to get accurate variables of tourism motivation. In general, this questionnaire survey has gone through two stages. The first stage is to design a questionnaire. On the basis of literature research and in-depth interviews, the researcher summarized 20 specific and accurate indicators of tourism motivation variables, and formulated a questionnaire on consumers' tourism motivation in tea-horse ancient town. The second stage is to issue questionnaires and obtain data through field and network methods to provide data support for the later data analysis.

Through questionnaire research to get the complete data, this paper first focuses on population characteristics of descriptive statistics, using statistical software to do preliminary analysis of the effectiveness of the data. To verify the reliability of the questionnaire scale, the reliability and validity of the questionnaire structure of consumers' tourism motivation in Chama ancient towns were tested. Then, factor analysis is carried out on the collected data to extract the main factors of consumers' tourism motivation in Chama ancient towns. Finally, by means of cluster analysis, consumers are subdivided into several market segments, and the differences of various consumers in demographic variables are analyzed to put forward specific marketing strategy suggestions.

Results and Discussion

Questionnaires were distributed in the field and on the Internet at link address. Among which 30 were distributed in the field and 268 were recovered. A total of 272 online questionnaires were collected, and a total of 540 questionnaires were received. It was found that 62 of them were invalid, and 478 of them were valid, with an effective rate of 88.5%. The gender of consumers in the investigated tea horse ancient town was described. As can be seen from table 1, the total sample number is 478, among which 278 are male consumers, accounting for 58.2%. A total of 200 female consumers, accounts for 41.8%. The overall ratio of male to female was 1.39:1, indicating that the ratio of male to female was relatively balanced and the sample distribution was reasonable.

Table 1 Frequency analysis of gender

	Frequency	Percentage
Man	278	58.2
Woman	200	41.8
Total	478	100

As can be seen from table 2, tourists aged 14-25 years old and 26-45 years old are in the majority, with 137 and 188 respectively, accounting for 28.7% and 39.3% respectively. Therefore, it can be seen that the Chama ancient town is more attractive to young consumers.

Table 2 Frequency of age analysis frequency

	Frequency	Percentage	Effective Percentage	Cumulative Percentage
Under 14	45	9.4	9.4	9.4
14-25 years old	137	28.7	28.7	38.1
26-45 years old	188	39.3	39.3	77.4
46-65 years old	89	18.6	18.6	96.0
Up 65	19	4.0	4.0	100.0
Total	478	100	100	

The number of employees in enterprises and public institutions is the largest, accounting for 46.4%, nearly half of the total number, indicating that this group has strong potential consumption capacity. The number of students was 159, accounting for 33.3%. Teachers and soldiers are few, while farmers make up at least 1% of the population.

Marketing Mix (Gender) and intention

P value = 0.000 < 0.05, indicating significant gender difference for all groups. In the “public following” group, the proportion of males is significantly higher than that of females. In the “escape” group, the number of females is significantly higher than that of males, indicating that females are more susceptible to emotional fluctuations so they choose to travel. In the “business” group, the number of males is higher than that of females. In the “relaxed” group, the number of females is higher than that of males.

Marketing Mix (Age) and Intention

P value = 0.000 < 0.05, indicating a significant difference in age among various groups. In the “public following” group, the proportion of 14-25 years old is the highest, indicating that this group is more susceptible to the influence of others. The proportion of people under 14 years old and those between 46 and 64 years old is the lowest. In the “escape” group, the proportion of people between 26 and 45 years old is the highest. Compared with other people, the group in this age group has more life pressure and is more prone to mood swings, so it is more likely to travel. In the “business” group, the proportion of the same age group from 26 to 45 is the highest, because the group in this age group has more job demands than other groups. In the “relaxed” group, the proportion of people aged between 26 and 45 is the highest, followed by those aged between 14 and 25. The reason may be that this group is relatively young and prefers to relax.

Marketing Mix (Education level) and Intention

P value = 0.233 > 0.05, indicating that there is no significant difference in education level among all groups. However, it can be seen from the data that in the “public following” group, the proportion of people with master's/doctor's degree is the highest. In other types of groups, undergraduate/junior college students occupy the highest proportion.

Marketing Mix (Occupation) and Intention

P value = 0.94 > 0.05, indicating that occupation has no significant difference for various groups. In the “public following” group, the “business” group and the “relaxed” group, Enterprises and institutions have the highest number. In the “escape” group, the proportion of students is the highest.

Marketing Mix (Marital status) and Intention

P value = 0.03 < 0.05, indicating that there are significant differences in marital status among various groups. The proportion of unmarried people is the highest in the “public following” and “escape” groups. Among the “business” and “relaxed” groups, married people occupy the highest proportion.

Marketing Mix (Monthly income) and Intention.

P value = 0.009 < 0.05, indicating a significant difference in monthly income among various groups. Among the “public following type”, “escape” and “relaxed” groups, the proportion of people with monthly income between 5,001 and 8,000 Yuan

is the largest. Among the business groups, those with a monthly income of 3,501-5,000 Yuan are the most.

Implication of the study

Characteristic town has been established in full swing in recent years. From the perspective of consumers, this paper makes an empirical study on its market segmentation and puts forward corresponding marketing strategies. The empirical research of this paper mainly includes: the principal component analysis method and the principle of feature value greater than 1 are adopted. In order to explain the actual meaning of public factors, the maximum variance rotation method is used to rotate the extracted factors. Finally, the motivation factors of enjoyment motivation, escape motivation, official motivation, herd motivation and traffic convenience motivation are proposed. Based on these five motivational factors, we cluster the consumers and get four types of market segments: relaxation, escape, business and mass follow. Based on the above conclusions, this paper proposes differentiated marketing strategies for four types of market segments. Specifically speaking, it is necessary to scientifically and accurately position the relaxed market, highlight the unique image, and manufacture the shopping products with regional characteristics; comprehensively stimulate the public following market and the evasive market, use various media, and focus on experience and publicity; reasonably select the marketing channels for the commercial market; and strengthen the mutually beneficial cooperation with the middlemen. This paper not only enriches the empirical research of market segmentation based on tourism motivation, but also hopes to provide some reference for the marketing strategies of other tourism characteristic towns.

The research on the ancient tea horse road has achieved rich results, showing the characteristics of multi-disciplinary participation and comprehensive application of multi methods. Historical documents, archaeological discoveries and field survey data have been analyzed in depth, involving concept discrimination, time and space distribution, material Trade and business organization, cultural exchange, development, utilization and protection, etc. The development of tourism resources. Wei Xiaolan pointed out that the development of ancient tea horse road should adhere to the concept of "the last pure land on the earth", and put forward specific measures from four aspects of ecological protection, heterogeneity, passenger flow control and charging. He and Shi Peihua put forward three directions and five relations to be dealt with in the development mode selection of ancient tea horse road. He and Wang Chuan put forward constructive suggestions on the brand building of ancient tea horse road. He and Yan Gang designed the layout of the Ancient Tea Horse Road tourism development, and constructed the Tea Horse Road tourism product system, the marketing model, product management organization and development support system of the combination of government led and enterprise operation. The difference between this paper and other studies is that from the perspective of consumers, it makes an empirical study on its market segmentation and puts forward corresponding marketing strategies.

Limitations and Recommendations for Future Study

The development of tourism characteristic town is broad, and it has the huge market potential. The research topic about the market of characteristic town is also increasing, which has a good research prospect. In terms of research methods, cluster

analysis is the most widely used method in market segmentation. However, there are other methods for market segmentation but they are rarely used in research, such as chi-square automatic interactive detection method and network method. It is hoped that there will be more research methods in future empirical studies.

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