

Study on the Characteristics of College Students' Free Travel and Their Consumption Willingness

—Empirical Investigation based on Beijing Jiaotong University

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Abstract—The purpose of this study is to conduct in-depth research from six aspects: access to information, travel time, travel companion choice, travel purpose, acceptable one-time consumption and consumption structure, and explore the characteristics of college students' free travel and consumption willingness. The article uses field trips and data collection methods to investigate the travel characteristics and willingness of students of Beijing Jiaotong University when they are free to travel. The results we obtained demonstrate that college students rely more on the Internet for information search during the free travel process; most of the college students' travel time is mainly concentrated in winter vacations and statutory holidays, and the acceptance of “friends” is not high, and they are more willing to travel with family and friends; College students have a low level of travel and diversified reasons for travel. They mainly include sightseeing, leisure and family visits. Due to economic constraints, college students' spending power is not high. The six aspects of living, eating, swimming, shopping and entertainment are decreasing in turn, and girls are willing to spend more money on diet and shopping.

Keywords—College students; Free travel; Travel characteristics; Willingness to consume; Beijing Jiaotong University

I. INTRODUCTION AND LITERATURE REVIEW

A. Research on the Ways of Obtaining Information and Consumption Level of College Students during Travel

In the research of Jun Li, the channels for college students to obtain tourist information are mainly friends, media and related books, and most of them believe that the information provided by friends is true and reliable[2]. Jike Du shows that the Internet accounts for about a quarter of the total share of information channels[3]. Haiyan Liu found that PC Internet is slightly higher than mobile Internet in terms of information collection before travel, but college students show greater dependence on mobile Internet during the travel process[4].

Haiyan Liu found that the average cost of college students during travel is generally between 400 and 600. The characteristics of college students' consumption behavior mainly include the following characteristics: relatively concentrated travel time, diversified travel modes, and required products[5]. Novelty has characteristics and low consumption levels. Rui Yang believes that the monthly living expenses, the importance attached to the price of scenic spots and the tourist

intention are the main factors affecting the daily consumption of college students[6].

B. Research on College Students' Travel Time and Ways of Traveling

The research of Du Jike [6] shows that in the choice of college students' travel methods, the group is the main method together with the family or volunteers, and the number is generally 3-5. Haiyan Liu research on college students in Anyang City shows that college students have more leisure time than other tourist groups, but they are more willing to choose summer vacations and National Day holiday using weekends during school or In the after-school time, I chose more short-distance travels such as day trips[5]. In terms of travel methods, Haiyan Liu studied college students who were unwilling to participate in tour groups when they were traveling. They believed that the travel agency's pricing was unreasonable and restrictive. Voluntary group formation is the main way to travel [6].

II. SURVEY OVERVIEW

A. Survey design

The questionnaire mainly consists of three parts: The first part is the basic information of the students of Beijing Jiaotong University, the two basic contents of the school grade and the economic source of travel; the second part is about the investigation of the characteristics of college students' free travel, including access. The basic problems of information route, travel time, travel companion choice and travel purpose; the third part is the study of college students' willingness to spend freely, including the content of acceptable one-time consumption and consumption structure.

B. Survey methods and data overview

The survey questionnaire of this study adopts the method of sending links online, using the questionnaire star website to create a link address, and distributing questionnaires on various classes, microblogs, emails and other websites of Beijing Jiaotong University, adopting anonymous methods, and the respondents passed the questionnaire. The link address fills in the questionnaire online and uses IP restrictions (each respondent can only fill out one questionnaire) to ensure the

validity of the questionnaire. A total of 251 questionnaires were distributed in this survey, and 228 valid questionnaires. The effective recovery rate was 91.2%, including 112 male students and 116 female students. The male-female ratio was roughly 1:1.

In addition to the questionnaire survey, this study also used face-to-face in-depth interviews: that is, during the lunch period, during the lunch period, 10 students in the 5 canteens of Beijing Jiaotong University were randomly interviewed, and they chose to travel with their peers. Interviews with related issues such as the purpose of travel, acceptable one-time consumption and consumption structure. Analyze the characteristics of college students' travel and their willingness to consume.

III. ANALYSIS ON THE CHARACTERISTICS OF COLLEGE STUDENTS' FREE TRAVEL

A. Depending on the network for information search

According to the survey (Table. 1), 88.2% of the students surveyed obtained information on destinations through the Internet; 35.1% of the students surveyed used information such as travel brochures to obtain information about destinations; 32% of the students surveyed said the introduction of relatives and friends is the main means of obtaining information on tourist destinations. The above data can roughly reflect a basic situation, that is, most students have the characteristics of using the Internet to search for information on tourist destinations. The network plays an important role in the process of college students' free access to information. University students rely more on the Internet for information search.

TABLE I. SURVEY FORM OF INFORMATION SEARCH METHODS FOR COLLEGE STUDENT'S SURVEYED

Information search method		
Access to information	Subtotal	Proportion
Television broadcast	18	7.9%
Friends and relatives	73	32%
Brochure	80	35.1%
Internet	201	88.2%
Others	13	5.7%

B. Concentration of travel time, more willing to travel with family and friends

The travel time of college students is relatively concentrated, mainly in the winter and summer holidays and statutory holidays (Table. 2). Among the 228 students of Beijing Jiaotong University in this survey, 71.9% of the students who are interviewed will travel during the summer and winter vacations. They said that they have plenty of time during the summer and summer vacations and have enough time to go out; 57.9% of the students surveyed are on a statutory holiday. Tourism, some students said that the statutory holiday is the main travel time with their family members; a small number of interviewed college students travel on weekends and after school hours, most of the respondents will choose weekends and after-school time when they choose short-distance short-distance travel.

TABLE II. INTERVIEWED STUDENT TRAVEL TIME QUESTIONNAIRE

Travel time		
Travel time	Subtotal	Proportion
Summer vacation	164	71.9%
Statutory holiday	132	57.9%
Weekend	52	22.8%
Spare time	36	15.8%

Most of the students surveyed will choose to travel with family or classmates and friends. The article made an in-depth interview with the travel companion "Yuyou": more than half of the students said that the conditions for finding "friends" are immature, and they do not support the search for "friends" to travel together; only a few students hold an objective attitude and think that looking for "friends" is A normal trend in the development of tourism should not be denied or rejected.

C. The level of travel is low, and the reasons for travel are diversified.

From the purpose of travel, more than half of the college students who visited were for sightseeing, and the level of travel was low, and the reasons for travel were diverse (Table. 3). The main destinations of the students interviewed were sightseeing, leisure and family visits, which accounted for 53.1%, 42.7% and 38.6% respectively; followed by adventure and adventure, accounting for 25.4%; 18.4% of the respondents were willing to seek different The food of tourist destinations breaks the current situation that traditional group travel and catering has not been valued by travel agencies for a long time. Food shopping has become one of the relatively important destinations for college students to travel freely.

TABLE III. SURVEY FORM OF UNIVERSITY STUDENT'S TRAVEL DESTINATIONS

Travel purpose		
Travel purpose	Subtotal	Proportion
Sightseeing tour	121	53.1%
Adventure	58	25.4%
Visiting friends	88	38.6%
Understanding the culture of different places	54	23.7%
Leisure and entertainment	95	42.7%
Gourmet shopping	42	18.4%
Others	24	10.5%

IV. INVESTIGATION AND ANALYSIS OF COLLEGE STUDENTS' FREE WILLINGNESS TO SPEND

A. Constrained by economic level, consumption power is not high

The main economic sources of college students are scholarships, part-time internships and family support. Due to economic constraints and low consumption power, the acceptable one-time travel consumption is controlled below 2,000 Yuan (Fig. 1). 41.7% of college students can accept a one-time net expenditure of 1,500-2,000 Yuan, 35.1% of college students said that their budget for travel is between 1000-1500 Yuan, and 9.2% of college students can spend 2000-2500 Yuan for one-time consumption. Only 6.1% of college students can accept more than 2,500 Yuan for a one-time trip.

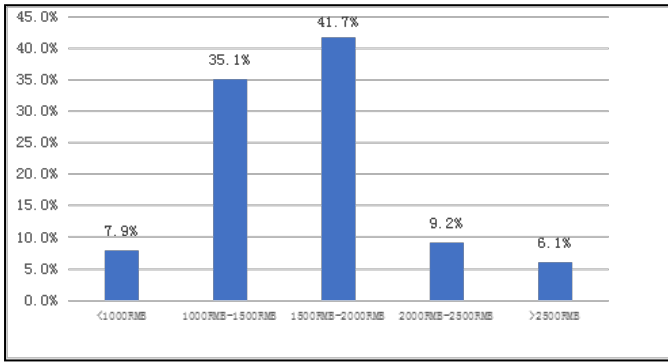


Fig. 1. One-time travel consumption ratio bar chart acceptable to college students

B. Consumption of money in the line, live, food, travel, purchase, entertainment, in turn, decreasing

In order to explore the characteristics of college students' free-flow consumption structure, this survey mainly analyzes the consumption of six major tourism factors of "food, housing, travel, tourism, entertainment and purchase" by Beijing Jiaotong University students. . As shown in the figure (Fig. 2), the ordinate indicates the average composite score of the option. The calculation method is: option average comprehensive score = $(\sum \text{frequency} \times \text{weight}) / \text{the number of people filled in this question}$. The higher the score, the higher the overall ranking. The survey results show that the amount of money spent on tourism products by visiting university students is decreasing in six aspects: travel, housing, food, travel, purchase and entertainment. This has a lot to do with the improvement of free-line related facilities and the convenience of free shopping. With the rise of major travel apps such as B&B, Airbnb and Tujia, free travellers have a greater choice in travel accommodation, and the realization of the buyer's market and sharing economy has greatly reduced the cost of accommodation during travel. . Shopping is one of the six major elements of tourism. The convenience of shopping and normativeness in traditional travel with groups reduces the desire of consumers to shop. Free travel solves these problems very well. Tourists can choose their own shopping places. Some respondents indicated that they are willing to purchase goods freely in Hong Kong, airport duty-free shops and other places.

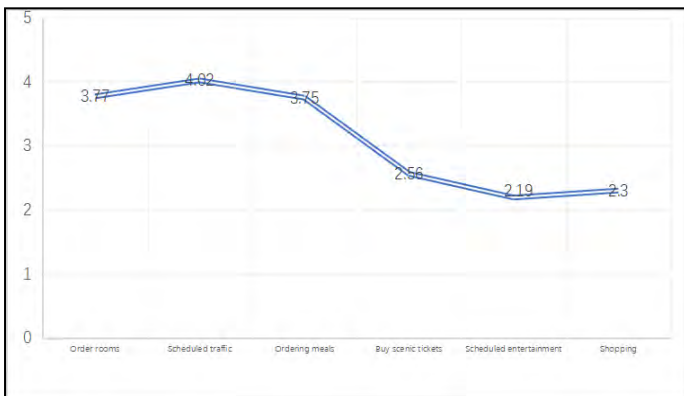


Fig. 2. Consumption structure ranking line chart when interviewed students traveled

C. Girls are willing to spend more on food and shopping

According to the influence of gender on the consumption structure of college students' free travel, the article makes a further study on the travel consumption structure of boys and girls. The ordinate indicates the average comprehensive score of the options. The higher the score, the higher the overall ranking. The results of the study (Fig. 3) show that girls are willing to spend more on food and shopping. Most female respondents said that China's tourism industry is developing rapidly, but the scenic spots are highly homogenized; tasting local cuisine is an important way to experience the folk customs of tourism; not only can taste delicious snacks, but also communicate with destination residents. . Women are the main force of tourism and shopping. Tourism and shopping are an important part of the six elements of tourism. They are the most profitable part of tourism, and they are also part of the competition of various businesses. According to the survey, college students spend 1.67 times more on shopping than boys in the process of free travel. Most of the respondents said that Hong Kong, airport duty-free shops and tourist destination specialty stores are the main places for shopping.

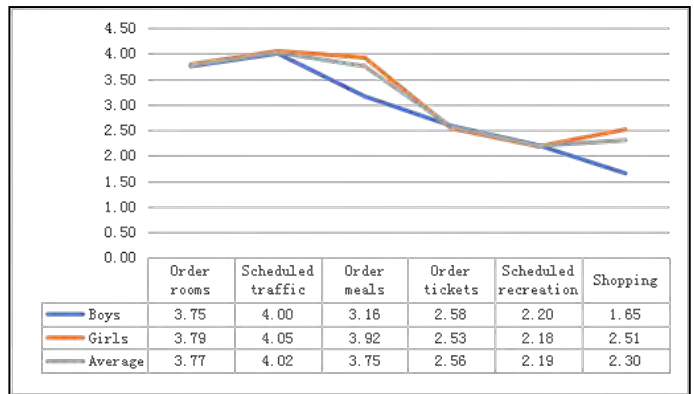


Fig. 3. Consumption structure ranking line chart when interviewed students traveled

V. CONCLUSION

The improvement of destination infrastructure and the rapid development of the Internet have provided great convenience for free travel. College students are rich in knowledge, innovative in ideas, dare to practice, and can accept new things quickly. It is an important group in tourism consumption. Through the above investigation and research, the paper draws the following conclusions: With the popularity of the Internet and major travel APPs, Beijing Jiaotong University students rely more on the Internet for information search during the free travel process; most of the college students' travel time is concentrated, mainly concentrated in the cold. In summer vacations and statutory holidays, the acceptance of "friends" is not high, and they are more willing to travel with family and friends. In terms of consumer willingness, college students have a lower level of travel, and the reasons for travel are diversified. There are three main aspects: sightseeing, leisure and family visits. Due to economic constraints, the consumption power of the students interviewed is not high. Travel products during travel. The amount of money spent is divided in six aspects: travel, housing, food, travel, purchase,

and entertainment. Among them, girls are willing to spend more money on food and shopping.

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