

Analysis on Consumption Behavior of Youth Hotels

Huanhuan Hu
School of Management
Yilin University
Yilin, China

Abstract—With the development of diversified tourism economy, the cultural integration of different countries and regions has gradually formed the consumption behavior of youth hotels. However, there are still many problems in the process of operation, which hinder the further development of youth hotels. Therefore, a thorough understanding of the psychology of young consumers and an analysis of their behavior can effectively improve the operating conditions of youth hotels. By investigating the current situation of tourism consumption and the consumption behavior of youth hotels, and combining with the relevant theoretical knowledge of consumption behavior, this paper puts forward feasible countermeasures and suggestions.

Keywords—Youth hotel; Consumption psychology; Consumption behavior

I. INTRODUCTION

Along with the increasing improvement of living conditions, people pay more attention to the pursuit of quality of life on the basis of meeting basic living needs. Tourism can be used as an important indicator to measure the quality of life. With the increase of people's travel rate, the proportion of self-help travel has also increased. Youth hotels have emerged as the times require. The overall development of international youth hostels is on the rise. In China, as a new industry, youth hostels are widely promoted and occupy an important position and choice in the youth consumer group. Although the development situation of youth hotels is still good in China, it is restricted by some old concepts and other factors. Compared with international youth hotels, there is still a huge gap. In order to narrow the gap in the development of youth hotels in China, it is a great practical significance to analyze the consumer behavior of youth hotels.

Young travelers are an important group of tourists; most of them belong to college students and newly employed people. Their economic strength is relatively weak, and they are not able to afford the expenses of tourist accommodation. But it is still an indispensable part of the expenditure. [1]Therefore, the emergence of youth hotels has provided great convenience for young travelers. Although youth hotels are ubiquitous in every city of our country, there are many defects and drawbacks in management and so on, which need to be solved urgently. Through in-depth analysis of young travelers' consumption psychology and behavior, we can improve and perfect the accommodation conditions of youth hotels, and achieve good results such as benefiting the people's society, more group recognition and radiating the surrounding areas.

II. CONSUMPTION STATUS AND EXISTING PROBLEMS OF YOUTH HOTELS

A. Consumption Status of Youth Hotels

Influenced by Chinese traditional culture, young travelers' consumption concept and financial management consciousness are relatively conservative. Most people will plan their expenditure reasonably, then choose the travel route, and try their best to maximize the benefits of Tourism under the mode of saving money. Young travelers' consumption is based on rational consumption of economic strength. The main groups are college students and young people who have just entered the society. College students' income mainly depends on their parents' giving, and sometimes it comes from social practice, work-study and scholarship. Young people who have just joined the work have low economic income, which accounts for a large proportion of their daily expenses, while the expenditure on tourism is very limited. [2] In view of the fact that young people's incomes and savings are generally low, they often make rational choices about tourist attractions and commodities around them in the process of tourism consumption. In terms of tourist destination, there are some choices in terms of beautiful scenery and superior accommodation; in terms of travel form, the proportion of group tour or self-service tour is basically the same, but the number of self-service tours is increasing year by year; in terms of accommodation conditions, most of them are willing to choose fast hotels or apartments with environmental sanitation and good service. Hotels; in food consumption, they usually choose snacks with local characteristics; in tourism shopping, they will buy local specialties or artworks. The management idea of youth hostel is to combine nationalization culture with Chinese characteristics as far as possible, to strengthen self-construction, soft power and to get better development.

B. Problems in Consumption of Youth Hotels

1) Youth hotels are not popular enough.

According to the survey, only people aged 19-26 are familiar with youth hostels, while people of other ages know little about them, most of whom have never stayed. The survey shows that 20.55% of the people have never heard of youth hotels, while 65.75% of the people have only heard of them but not stayed. [3]Of course, they are not very familiar with youth hotels, and it is difficult to change the traditional accommodation mode easily. Only 13.7% of the people have stayed in youth hotels, and relatively understand their business model and style. It can be seen that youth hotels are not recognized by the public.

2) Lack of enthusiasm for travel

Despite the improvement of living standards, tourism has become a part of the basic consumption of many families. It can be learned from the survey that the number of trips in Northwest China is relatively small; the proportion of trips only once is as high as 63.01%. The living conditions of people in this area have not fully reached the level of well-off; most of them have no fixed income and cannot spend extra money to enjoy tourism. According to the survey, only a few people with a monthly income of more than 3,000 yuan are willing to spend their savings on tourism. Even those who are able to travel willingly, 64.39% of them are willing to spend less than 2,000 yuan on their travel.

3) No high quality of youth travel service

International youth hostels have standardized requirements in terms of reception, cleanliness, comfort, privacy and safety. At present, youth hostels are still in the sunrise industry in China, most of which are transformed from inadequate accommodation facilities. The concept of hostel-style management still exists, so there is a great gap with the minimum standards of International Youth hostels. It can be concluded that 78.08% of tourists pay attention to the quality of accommodation conditions; 69.86% of tourists consider safety factor; and more than half of the people care about the hygienic condition of youth hotels; [4]if the hardware implementation is missing, it will lead to customer loss, market shrinkage and other issues. In short, in terms of service, youth hotels are not enthusiastic enough and thoughtful enough to meet the expectations of tourists, which seriously affect the impression and market value of youth hotels.

4) Facilities and environments do not meet the demand.

To meet the needs of travelers, youth hotels should have a smooth network, information transmission and other practical conditions. Passengers have very high requirements for the facilities and services of youth hotels, especially for the operating facilities of youth hotels. 57.53% of the people need additional toilets, 46.58% need additional the computer and network, and a large proportion of the air conditioning needs. [5]There are also some problems in the service quality of youth hotels. Youth hotels do not pay attention to the objective needs of the occupants, cannot provide good accommodation conditions, and the environment is poor, which does not meet the needs of consumers for accommodation.

III. ANALYSIS ON CONSUMPTION BEHAVIOR OF YOUTH HOTELS

A. Different Groups Have Different Consumption Behaviors

The educational level and age of young tourists have the characteristics of the times. They pursue the personality and fashion characteristics of tourism objects and are willing to accept new culture and ideas. Youth tourists focus on cultural and experiential tourism, which shows their personality and pursues the forward lifestyle. According to the survey, people who travel once a year account for a large proportion. There are few people who travel twice, fewer people for three times, and almost no people for four times or more. [6]From the age point, the majority of the trips are young people, who make up 86.67% of the total number of trips for twice, and all the trips

are young people for three times. Therefore, young people are the main force in tourism consumption; from the income point, only the average monthly income of more than 2000 yuan will have more than two tourism activities, and the vast majority of people with income of less than 2000 yuan will not travel. Therefore, tourism consumption behavior needs the support of economic income, the higher the income, the more tourism consumption; from the educational background, junior high school and below education travels only once, accounting for 100%, more trips are reflected in high school and above education, indicating that education is the key factor affecting tourism consumption.

B. Different ways influence the consumption behavior of youth hotels

Different people have different needs. Different ways and purposes of tourism directly lead to different consumption behavior of travelers, especially for youth hotels. Different purposes of travel will also make consumers choose different travel consumption choices. After cross-analysis, most people travel for sightseeing, but many people mainly take leisure vacation, only a small number of people visit friends, so different purposes of tourism are not restricted by age groups. Different tourism purposes are the main factors that lead to the difference of consumption behavior in youth hotels. 53.42% of the tourists take sightseeing as their purpose. 32.88% of the tourists spend their holidays for leisure time, and tourists visiting their relatives and learning is in a very small proportion. Different purposes of tourism directly determine the choice of accommodation and affect the consumption behavior of tourism. People will screen according to the location of scenic spots, accommodation environment and accommodation requirements, and some people will give up choosing youth hotels.

C. Demand for Youth Hotels and Peripheral Consumer Goods is Different

For the choice of accommodation conditions and facilities, different people have different expectations, and some people are fond of folk houses or youth hotels with local characteristics. Youth hotels are just in line with the consumption needs of young travelers, and supply-side reform to meet demand is the main path choice. The survey shows that the price, accommodation, geographical location, health status and safety factor account for a large proportion. Price accounted for 72.6%, accommodation conditions for 78.08%, safety factor for 69.86%, all exceeded 69%, which became the main consideration factor of tourism accommodation. [7]Different people have different demands and expectations for consumer goods around accommodation and youth hotels, which lead to different consumer behavior. If the operating mode and conditions of youth hotels can meet the needs of consumers, travelers will choose to stay; if youth hotels and surrounding consumer goods cannot meet the requirements, people will not have consumption behavior of youth hotels.

IV. SUGGESTIONS ON THE MANAGEMENT OF YOUTH HOTELS IN THE LIGHT OF CONSUMPTION BEHAVIOR

A. Expanding the Consumption Group of Youth Hotels

In advertising, we should make clear the characteristics and advantages of youth hotels, and attract more people to choose youth hotels. At the same time, we should fully grasp the consumer psychology: safety and comfort, personality fashion, cleanliness and convenience, a sense of belonging. In the actual operation, only by fulfilling the commitment, we will win the return customers. At present, the main target of youth hotel management is young people. So we should expand the publicity, targeted publicity, so as to enhance the visibility. For example, according to the low economic income of young people, the "low price" of youth hotels should be emphasized in propaganda; for other social figures, the "good quality" should be propagated, youth hotels are places of hygiene, safety and economy. Another important way of publicity is to set up a unified sign for youth hotels by the roadside, which is also indicated in the city tourism map and handbook. It is not only convenient for tourists to find, but also can play a role in publicity.

B. The Combination of Youth Hotels and Quality Education

The basic connotation of quality education in China's Ministry of Education is to cultivate students' innovative spirit and practical ability, and to improve students' physical, psychological and practical qualities through various colorful practical activities. As early as 1925, the German Ministry of Education stipulated that "students above the sixth grade shall set up a school hiking day once a month, and the place of activity shall be youth hotels in various regions". Our country can imitate this model and take the youth hotel as the base of quality education. We can regularly lead students out of the campus, experience the life of the youth hotel, participate in social practice, cultivate people's understanding and awareness of continuous progress.

C. Improving management and service levels

Managers must grasp the psychology of consumers to give them good accommodation conditions, strictly require the attitude and level of service personnel, improve the quality of service personnel, and give passengers the maximum consumption demand. Managers should implement all hardware facilities, strictly control business philosophy, pay attention to safety, health and other improvements. For example, we should strengthen the quality of security personnel, thoroughly and conscientiously clean and sanitation, improve the poor living environment, set up special rooms and other services to meet the objective needs of passengers. Most people think that youth hotels are not equipped with enough facilities and need to add toilets, computers and networks. Necessaries are the main considerations. Air conditioning, television, refrigerator, bar, KTV, Internet cafe and other items and facilities are also secondary factors of concern. Therefore, youth hotels should maintain a good hygienic environment and ensure safety. On the basis of providing some

accommodation conditions and infrastructure for travelers and residents, they should learn from the service level of International Youth hotels.

D. Making Scientific Business Plans

Managers should choose a wakeful geographical location to facilitate visitors to find. At the same time, it is necessary to eliminate potential safety hazards and avoid unnecessary disputes. Because safety is the most important factor for people to consider when traveling; especially, it should be set near the scenic spot to reduce unnecessary journeys; at present, the development trend of youth hotels is not very optimistic, there are many unreasonable room settings, which cannot meet the needs of consumers. More attention should be paid to the travelers' consumption psychology, and accreditation is the purpose of running youth hotels. In the overall management, managers must control the mode and market demand of youth hotels from a macro perspective, consider all consumer-related issues comprehensively, formulate scientific business plans, and put them into place in a timely and effective manner.

V. CONCLUSION

With the acceleration of the process of global economic integration and the increasing popularity of network technology, youth hostels have quickly come into people's sight and been gradually accepted. In this paper, we have a full understanding of the general situation, development status and operation mode of youth hotels. Then we analyze the consumption behavior of youth hotels through investigation and collation of relevant data, and put forward feasible countermeasures and suggestions for the development direction of youth hotels. Research shows that increasing publicity is the most effective and direct way. To seek the rapid development of youth hotels is to develop economy and prosper cultural undertakings and bring convenience to people's lives.

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