Exploration on the Decision-making Mechanism of Niche Tourist Attractions Based on Perceived Value: Taking the New Generation of Consumer Groups as an Example

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ABSTRACT

Niche tourism is currently the most promising form of tourism in China. With the increase in per capita income and the continuous rise of personalized consumption, it has brought about the growth of the niche tourism market. Niche tourist attractions can be considered as attractions for tourists with relatively small common interests, characterized by low popularity, fewer daily visitors, relatively dispersed geographical locations, and the ability to provide personalized tourism products or services. This article attempts to explore the reasons why niche tourism is highly favored by consumers. The focus of this article is on why niche tourist attractions with low visibility can attract a large number of new generation consumers.

Keywords: Perceived value, Destination visibility, Tourism decision-making, Unique requirements.

1. INTRODUCTION

1.1 Research Background

The "White Paper on Insights into China's Travel Consumption Trends (2023 Edition)" points out that 89% of Chinese consumers have a strong willingness to travel, and there are four new trends in travel consumption in 2023: being niche and unique, being relaxed, being unknown and surprised, and deep local experience. Consumers tend to be more inclined towards non popular and niche destinations, reflecting more self-centered and personalized traits in their travel decisions and behaviors. In the tourism route planning for 2023, 75% of consumers prefer niche attractions and routes that are different from the past to obtain fresh experiences. [1]

Consumers' choice of niche attractions is precisely the embodiment of personalized consumption in tourism. But niche attractions generally represent lower visibility and fewer tourists, so why can they attract consumers' attention and influence their decision-making behavior? What factors influence consumers' decision-making in the process of choosing popular attractions and niche attractions? This is also the question explored in this article.

1.2 Related Concepts

1.2.1 Overview of the New Generation of Consumers

The new generation, also known as the new generation of intelligentsia, refers to the young group born in the 1990s and 2000s in urban areas. This group has received higher education, generally has a higher level of education, and has a certain level of knowledge and cultural level. Li Bo believes that the new generation of consumers is a general term for a consumer group. The new generation refers to the generation at the turn of the century, with distinct characteristics of the times and personalities.[2] Zhai Honghua (2011) identifies the new generation as the younger generation born after the 1980s, who are now around 20-30 years old.[3] Based on the research needs of this article and the research results of other

scholars, the authors define the new generation of consumers as those under the age of 35, with distinct personality traits, high knowledge level, high life expectations, high consumption needs, and low self-awareness and endurance, who have grown up with the internet and possess diverse worldviews and strong curiosity.

1.2.2 Overview of Niche Tourist Attractions

According to the literal meaning of "niche", its subject can be divided into small groups. In the context of tourism, small groups can be relatively few listeners, i.e. low visibility; It can also be a low number of visitors, that is, low level of play. Niche tourist attractions usually represent those lesser known but unique tourist destinations. These types of attractions may be highly regarded for their unique natural scenery, cultural history, or folk customs, but may not be well-known to the general public due to insufficient promotion or remote geographical locations.

No scholars have yet provided a clear overview of niche tourist attractions. Therefore, this article refers to the definition of "niche" and, based on the common understanding of niche tourism, believes that niche tourist attractions are the scenic spots of tourists with relatively small common interests. They are the spatial representation form of niche tourism and the scene mapping of niche tourism in tourist destinations. This article believes that niche tourist attractions have several important characteristics: low popularity, fewer daily visitors, relatively dispersed geographical locations, and the ability to provide personalized tourism products or services.

1.3 Literature Review

1.3.1 Current Situation of Foreign Research

Duman and Mattila's research suggests that the perceived value of tourists is the subjective feeling they obtain by comparing the experiences they experience with the money and time they spend during their travels.[4] In the field of tourism, Jin and Lee found that perceived value and destination impression directly affect tourist satisfaction and have a positive impact on behavioral intention.[5]

In Snyder and Fromkin's theory of uniqueness, consumers' uniqueness needs require unique products to meet,[6] which means that for

consumers with higher uniqueness needs, if the product is purchased by many people, the uniqueness of the product will disappear, and consumers will give up buying the product. In 2014, Civre and Kolar first introduced the concept of uniqueness needs into the tourism industry and pointed out that young people with certain knowledge of tourism products are more likely to pursue uniqueness.[7]

1.3.2 Current Situation of Chinese Research

In the 1950s and 1960s, research on consumer tourism decision-making behavior began to emerge. There were many factors at play in the tourism decision-making process, and scholar Yang Liang identified the dual characteristics of rational and irrational tourism decision-making behavior, emphasizing that destination selection is the primary issue in tourism decision-making.[8] In 2016, Du Chuanjian et al. defined niche tourism as a small group of people who travel on a small scale, are relatively dispersed, have fewer travelers, and pursue a unique style;[9] In 2019, Liu Cang and Han Peijing believed that niche tourism refers to personalized tourism, slow tourism, deep tourism, and quality tourism that cater to consumers who are psychologically driven by such uniqueness. This common feature of niche tourism, which is located outside the region, has low popularity, fewer tourists from other places, is suitable for deep slow tourism, and has strong personalized needs for tourists, drives the travel decision-making behavior of these consumers.

2. RESEARCH HYPOTHESIS RESEARCH DESIGN

2.1 Research Hypothesis Research Design

2.1.1 Destination Popularity and Perceived Value

When consumers come into contact with certain products, they will learn about the product based on relevant information, among which popularity is an important influencing factor. Zheng Sai's research shows that when consumers search for destination information online, their perception of the network interface will affect their evaluation of the tourism destination image, which in turn will affect the behavioral intention of tourists.[11]

On the other hand, Jing Miao, Wang Fanghua, and Zhou Ying pointed out that consumers will purchase well-known brand products in order to reduce perceived risks.[12]

Based on this, hypothesis 1 is proposed:

H1: The destination awareness of tourist attractions significantly affects consumers' perceived value.

H1-1: The destination popularity of tourist attractions has a positive impact on consumers' perceived value;

H1-2: The destination popularity of tourist attractions has a negative impact on consumers' perceived value.

2.1.2 Perceived Value and Behavioral Intention

Perceived value is essentially a balance between "giving" and "receiving" by tourists.[13] The greater the perceived value of a tourist destination, the higher their intention to travel. Generally speaking, perceived benefits have a positive effect on behavioral intentions, but considering perceived risks can have a negative effect on behavioral intentions.

Based on this, hypothesis 2 is proposed:

H2: The perceived value of tourists significantly affects their behavioral intentions.

H2-1: The perceived benefits of tourists have a positive impact on their behavioral intentions;

H2-2: Tourists' perceived risks have a negative impact on their behavioral intentions.

2.1.3 The Regulatory Role of Uniqueness Requirements

Kelly Tian proposed that consumer uniqueness needs refer to the pursuit of differentiation from others through the acquisition, use, and disposal of consumer goods, in order to enhance self-awareness. Uniqueness needs include three dimensions: creative choice, non popular choice, and similarity avoidance.[14] Scholars such as Itamar Simonson have found that consumers with a high demand for uniqueness are more inclined to believe in their own judgments, do not like to follow mainstream ideas, and are less influenced by public reputation.[15]

For tourists with highly unique consumption needs, destinations that offer leisure, freedom, and distinct local characteristics are attractive to them. Based on empirical evidence, previous studies have shown that consumer uniqueness, as a mediating variable of scarcity, has a positive impact on purchase intention, and when tourists' uniqueness needs are met, they will have a willingness to revisit tourism and repurchase tourism products.

It can be seen that the uniqueness of consumption will promote the behavioral intention of tourism choices. Based on this, hypothesis 3 is proposed:

H3: The demand for uniqueness plays a moderating role between tourist destinations and the perceived value of tourists. The higher the uniqueness demand of tourists, the less positive the impact of destination visibility on their perceived benefits, and the greater the negative impact on perceived risks; The lower the uniqueness needs of tourists, the greater the positive impact of destination visibility on their perceived benefits, and the greater the negative impact on perceived risks.

2.2 Research Model

Based on the three research hypotheses identified in the previous section, a research model for this article is constructed, as shown in "Figure 1".
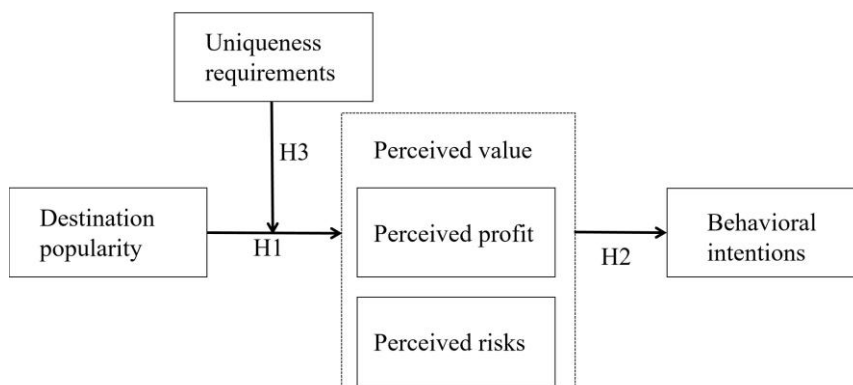
Figure 1 Research hypothesis model.

2.3 Research Design

The experiment adopted a self-administered questionnaire method, selecting the new generation of consumers aged 35 and below as the survey subjects. Through the design of 25 survey questions, participants were asked to make judgments on perceived benefits, perceived risks, and behavioral intentions based on the context.

This survey was conducted online through platforms such as Wenjuanxing, WeChat, Xiaohongshu, and Weibo. A total of 272 questionnaires were distributed, and the age distribution of the respondents is shown in "Figure 2". According to the age requirements of the survey subjects, respondents under 18 and over 35 were excluded, and 231 valid questionnaires were collected, with a response rate of 84.93%.

Among them, the female sample is slightly higher than the male sample, with 124 males accounting for 45.96% and 147 females accounting for 54.04%. The gender ratio is basically balanced; This survey questionnaire is distributed nationwide through an online platform, so there are no regional restrictions.
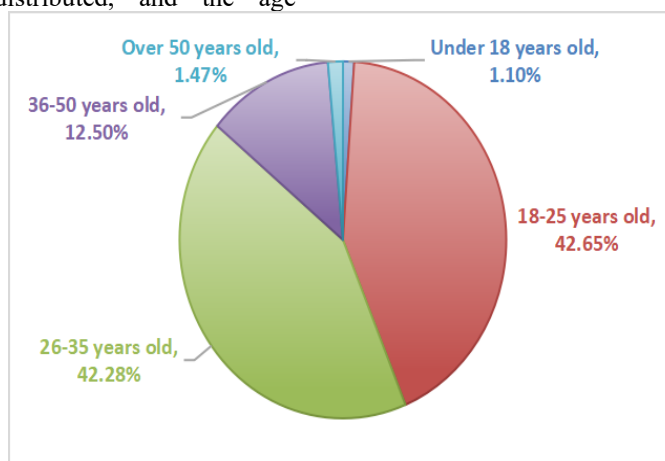

Figure 2 Age Distribution of respondents.

3. DATA STATISTICS AND ANALYSIS

3.1 Analysis of Tourist Intentions

3.1.1 Consumer Travel Frequency

As shown in "Figure 3", 69.26% of consumers will travel 2-5 times a year, 13.42% of consumers will travel more than 5 times, and only 17.32% of consumers will only travel once or not. It can be seen that the vast majority of consumers have travel arrangements every year, and people have a strong desire to travel. In order to meet the tourism needs of the general public, the development of the tourism industry needs to reach a higher level.
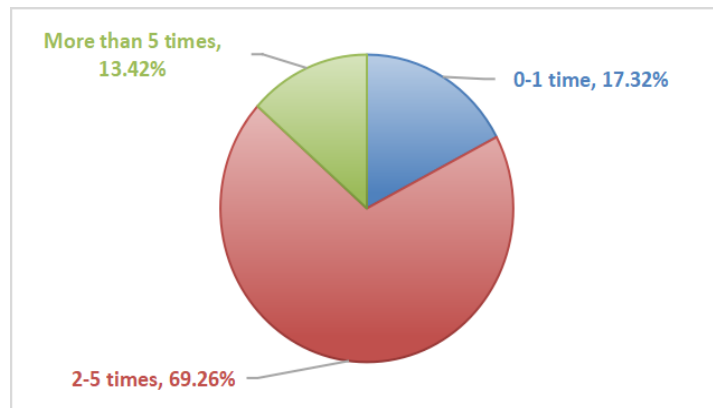
Figure 3 Travel frequency/year of respondents.

3.1.2 Consumer Travel Budget

As shown in "Figure 4", 36.8% of consumers have a budget of 1501-2500 yuan, 27.71% have a budget of 501-1500 yuan, 21.65% have a budget of 2501-4000 yuan, 10.39% of consumers can expect to spend more than 4000 yuan per trip, and only 3.46% of consumers are unwilling to invest too much in travel expenses. This indicates that with the development of the economy and society and the increase in per capita income, the vast majority of consumers are willing to have more budget for tourism, and people are willing to spend money on tourism. Faced with the constantly growing tourism market, the tourism industry needs to expand supply to meet demand.

3.1.3 Consumer's Choice of Travel Time

As shown in "Figure 5", 69.7% of consumers choose to travel during holidays, 41.13% of consumers choose to avoid peak seasons and travel on workdays, and 37.66% of consumers choose to travel on a whim. Most consumers still travel during holidays, which inevitably brings some congestion to scenic spots. How to maintain the order of scenic spots during holidays and provide consumers with a better holiday travel experience is also a question worth considering.

3.2 Comparative Analysis of Popular Attractions and Niche Attractions

3.2.1 Comparative Analysis of Satisfaction Between Popular Attractions and Niche Attractions

As shown in "Table 1" and "Table 2", the "very dissatisfied" selected by the respondents is scored as 1 point, "relatively dissatisfied" is scored as 2 points, "generally satisfied" is scored as 3 points, "relatively satisfied" is scored as 4 points, and "very satisfied" is scored as 5 points. Comparing the average scores of the two, the average score of niche attractions is higher than that of popular attractions; 16.5% of respondents were dissatisfied with popular attractions, while 6.9% were dissatisfied with niche attractions.

Based on this data, it can be concluded that consumers have lower satisfaction with popular attractions, with a larger number of consumers experiencing poorer experiences at popular attractions and better experiences at niche attractions. A better experience often brings good reputation and positive reviews, thereby attracting more consumers to travel and driving the development of niche tourism.

Table 1. Description and statistics of experience and satisfaction between popular and niche attractions

Project	N	Minimum value	Maximum value	Mean value
Your experience and satisfaction with traveling to popular tourist attractions	231	1	5	3.28
Your experience and satisfaction with traveling to niche tourist attractions	231	1	5	3.63

Table 2. Distribution of experience and satisfaction between popular and niche attractions

Project	Selection	Frequency	Percentage	Effective percentage	Cumulative percentage
Your experience and satisfaction with traveling to popular tourist attractions	Very dissatisfied	2	0.9	0.9	0.9
	Relatively dissatisfied	36	15.6	15.6	16.5
	Generally satisfied	99	42.9	42.9	59.3
	Relatively satisfied	84	36.4	36.4	95.7
	Very satisfied	10	4.3	4.3	100.0
	Total	231	100.0	100.0	
Your experience and satisfaction with traveling to niche tourist attractions	Very dissatisfied	3	1.3	1.3	1.3
	Relatively dissatisfied	13	5.6	5.6	6.9
	Generally satisfied	82	35.5	35.5	42.4
	Relatively satisfied	101	43.7	43.7	86.1
	Very satisfied	32	13.9	13.9	100.0
	Total	231	100.0	100.0	

3.2.2 Analysis of the Attractiveness of Niche Attractions Compared to Popular Attractions

As shown in "Table 3" and "Table 4", it can be seen that only 11.7% of respondents believe that niche labels lack appeal compared to popular traditional attractions, and only 12.6% of respondents are unwilling to lean towards choosing niche tourism destinations; Among them, 42.9% of the respondents agree that compared to popular traditional attractions, attractions with niche labels are more attractive. 39% of the respondents are generally willing to choose niche attractions, and 34.2% of the respondents are more willing to choose niche attractions.

Data shows that niche attractions are more attractive to the new generation of consumers than popular traditional attractions. When faced with the choice of two types of destinations, attractions with niche labels are often more likely to stimulate consumers' travel motivation and thus stimulate tourism behavior.

Table 3. Description and statistics of the attractiveness of niche attractions compared to popular attractions

Project	N	Minimum value	Maximum value	Mean value
Compared to popular traditional attractions, attractions with niche labels will be more attractive to you	231	1	5	3.51
Do you prefer to choose niche attractions compared to popular ones?	231	1	5	3.48

Table 4. Distribution of data showing that niche attractions are more attractive compared to popular attractions

Project	Selection	Frequency	Percentage	Effective percentage	Cumulative percentage
Compared to popular traditional attractions, attractions with niche labels will be more attractive to you	Very disagree	3	1.3	1.3	1.3
	Relatively disagree	24	10.4	10.4	11.7
	Generally agree	81	35.1	35.1	46.8
	Relatively agree	99	42.9	42.9	89.6
	Very agree	24	10.4	10.4	100.0
	Total	231	100.0	100.0	
Do you prefer to choose niche attractions compared to popular ones?	Very unwilling	5	2.2	2.2	2.2
	Relatively unwilling	24	10.4	10.4	12.6
	Generally willing	90	39.0	39.0	51.5
	Relatively willing	79	34.2	34.2	85.7
	Very willing	33	14.3	14.3	100.0
	Total	231	100.0	100.0	

3.3 Existing Problems with Popular Attractions and Niche Attractions

3.3.1   Shortcomings of Popular Attractions

As shown in "Table 5", through the analysis of the average scores of the factors that reduce the experience of popular attractions, it was found that among the factors that reduce the experience of popular attractions, the average score of "overcrowding or long waiting time in line" was 4.14, with the highest score; The second is "low cost-effectiveness of popular attractions", with a score of 4.01; The lowest score is for "high exposure of popular attractions leading to reduced freshness", with a score of 3.58.

Popular tourist attractions often attract a large number of visitors, which inevitably leads to crowded crowds. Consumers' perception of crowding increases, which may cause a sense of loss of control and high stress. The perception of crowding brings negative emotions and may also lead to a decrease in perceived value, triggering consumers' avoidance motivation and easily resulting in an unpleasant travel experience; The high density of tourists can also lead to longer waiting times in queues, which is equivalent to an increase in time costs. This can result in an imbalance between the perceived value of "giving" and "receiving" by consumers, leading them to make behavioral decisions not to choose popular attractions.

Table 5. Factors influencing respondents to decrease their experience of popular attractions

Name	Sample size	Minimum value	Maximum value	Mean value	Standard deviation
Overcrowding or waiting in line for too long	231	1	5	4.14	0.88
Popular attractions are not cost-efficient	231	1	5	4.01	0.95
Serious homogenization of popular tourist attractions (high similarity of content among tourist attractions)	231	1	5	3.98	0.88
Popular attractions are heavily commercialized	231	1	5	3.97	0.97
The excessive promotion of popular attractions does not meet expectations	231	1	5	3.94	0.93
The high exposure of popular attractions leads to a decrease in freshness	231	1	5	3.58	1.04

3.3.2   Shortcomings of Niche Attractions

As shown in "Table 6", through the analysis of the average score of the influencing factors for not choosing niche tourist attractions, it was found that inconvenient transportation within the city had the greatest impact, with a score of 3.92; Secondly, the infrastructure is incomplete, with a score of 3.78; The score for strategies with few available references is 3.74; The psychology of conformity has the lightest impact, with a score of only 3.39.

Through data, it can be seen that objective factors such as "inconvenient transportation within

the city" and "inadequate infrastructure" often have a greater impact on scenic spots. When consumers consider choosing niche scenic spots for tourism, they pay more attention to the experience brought by the scenic spots themselves, and will measure whether the environment inside the scenic spots can meet their travel expectations; However, subjective factors such as conformity psychology do not significantly affect consumers' choices of tourist destinations, and consumers' non conformity behavior is precisely a manifestation of uniqueness and personalized needs.

Table 6. Factors that influence respondents not to choose niche attractions

Name	Sample size	Minimum value	Maximum value	Mean value	Standard deviation
Inconvenient transportation within the city	231	1	5	3.92	0.95
Inadequate infrastructure	231	1	5	3.78	1.00
Lacking guidelines for reference	231	1	5	3.74	0.93
Propaganda is not in place	231	1	5	3.66	1.06
Conformity	231	1	5	3.39	1.12

3.4 Correlation Analysis

The authors use correlation analysis to study the correlation between consumers who are willing to

choose niche tourist attractions and the factors they consider when choosing a travel destination, and use Pearson correlation coefficient to represent the strength of the correlation.

Table 7. Correlation analysis

Factor		Willing to choose niche attractions
Fame	Correlation coefficient	0.002
	p value	0.972
Equipment	Correlation coefficient	0.260**
	p value	0.000
Service	Correlation coefficient	0.231**
	p value	0.000
Feature	Correlation coefficient	0.321**
	p value	0.000

a   * p<0.05 ** p<0.01

As shown in "Table 7", the correlation coefficient between the selection of niche attractions and their fame is 0.002, which is close to 0, and the p-value is 0.972>0.05, indicating that the correlation between the selection of niche attractions and their fame is not strong, and the fame of attractions does not have a significant impact on consumers' choices; The correlation coefficient between the selection of niche scenic spots and their facilities is 0.260, the correlation coefficient between the selection of niche scenic spots and their services is 0.231, and the correlation coefficient between the selection of niche scenic spots and their features is 0.321, all showing significance at the 0.01 level, indicating a significant positive correlation between the selection of niche scenic spots and their facilities, services, and features.

From the above data, it can be concluded that consumers who are willing to choose niche attractions for sightseeing generally do not pay much attention to the fame of the attractions. Consumers' perceived value of fame does not affect their choice of niche attractions. The correlation between attraction popularity and consumer perceived value is not high and significant, which basically proves hypothesis 1 is not true; When choosing a tourist destination, the impact of "uniqueness" on consumers is most significant, indicating that the demand for uniqueness plays a role in it.

3.5 Summary of Analysis Results

Based on the data presented in the previous section of this chapter, it can be concluded that when consumers learn about tourism products and visit tourist attractions, factors such as the destination's facilities, services, and transportation can significantly affect their perceived value and experience of the destination. However, popularity does not significantly affect consumers' perceived value. Therefore, hypothesis 1 is not valid.

Consumers judge the crowding level of scenic spots through perception, measure the cost of playing, and other factors to choose tourist destinations. By perceiving the facilities, services, etc. in the scenic spots, they evaluate the experience and satisfaction of the tourist attractions. The higher the perceived value, the greater the intention to travel, and make corresponding travel decisions for the next tourist destination selection. Therefore, hypothesis 2 is valid.

When consumers choose a tourist destination, they will consider the factor of destination name, but more consumers are willing to take perceived risks and choose niche attractions, indicating that uniqueness needs play a role in it; But more consumers focus their perception on objective factors such as the facilities, services, and transportation of scenic spots, and the demand for uniqueness does not have a significant impact. Therefore, hypothesis 3 holds true.

The revised model was obtained based on the hypothesis verification results, as shown in "Figure 4".
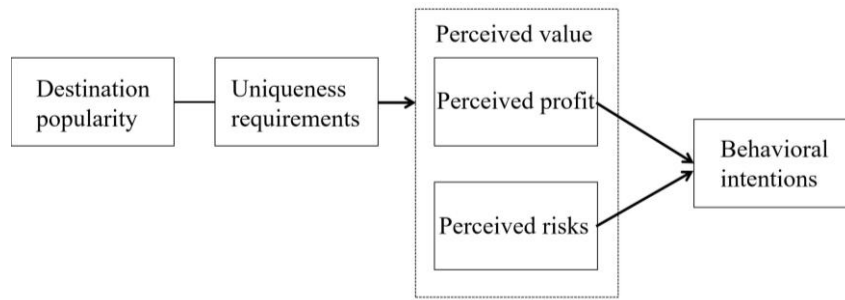
Figure 4 Verified model.

4. CONCLUSIONS AND IMPLICATIONS

4.1 Research Conclusions

On the basis of preliminary research, this article investigates the experience and satisfaction of the new generation of consumers towards popular and niche attractions, compares the factors that affect consumers' choice of tourism destinations, and discusses destination awareness, perceived value, unique needs, and behavioral decision-making. SPSS27 is used to organize and analyze the obtained data, and the following conclusions are drawn: The destination awareness of tourist attractions does not significantly affect consumers' perceived value. Tourists' perceived value significantly affects their behavioral intentions. Consumers' unique needs play a moderating role between destination awareness and perceived risk, but have no significant moderating effect on the impact of destination awareness on consumers' perceived benefits.

4.2 Implications and Suggestions

4.2.1 Implications for Tourist Attractions

The perceived value of tourists significantly affects their travel behavior decisions, which suggests that tourist attractions should focus on issues such as tourists' experience. Firstly, the problem of overcrowding should be addressed. Tourist attractions should strengthen their management, actively maintain order, enhance their reception capacity to improve their carrying capacity, and maximize the experience of tourists.

Small or obscure scenic spots with relatively low popularity also have their own advantages. The labels of "niche" and "obscure" are not a disadvantage. On the basis of "low popularity", optimize the scenic environment, create scenic characteristics, avoid serious commercialization or homogenization, and attract consumers with high unique needs to visit; While maintaining its unique features, it is also necessary to improve the construction of scenic spot infrastructure and create tourist routes to optimize transportation issues. Niche attractions should also base themselves on their own conditions, formulate development plans for the scenic spots, find a balance between enhancing their popularity and maintaining their characteristics, and create greater revenue.

According to "Table 8", 77.94% of respondents would choose to learn about tourist guides for attractions through popular video software. Tourist attractions also need to focus on external promotion on online platforms in their marketing strategies, presenting rich information about attractions to consumers to enhance their perception. Scenic area managers can not only market scenic spots through online interfaces, but also leverage the reputation of third parties to create the image of tourist attractions. By collecting evaluations from tourists after their travels, they can strengthen the integration of information resources and also pay attention to the feedback given by tourists.

Table 8. Ways for respondents to understand tourist guides for attractions

Approach	Frequency	Percentage
Weibo	120	44.12%
Post bar	103	37.87%
Little red book, Tiktok, bilibili and other video software	212	77.94%
Travel app (such as Ctrip)	137	50.37%
Recommended by family and friends	113	41.54%

4.2.2 Implications for Tourists

Tourism decision-making is an expensive consumption decision, and in general, tourists need to have a comprehensive understanding of information in order to make a decision. The popularity of a scenic spot is one of the important parts of scenic spot information. In addition to understanding the popularity of a scenic spot, tourists can also combine official or unofficial introductions, refer to comments given by other consumers, comprehensively understand the situation of the scenic spot, and have a certain psychological grasp of decision-making risks and benefits before making travel decisions. At the same time, tourists can also post fair evaluations online after traveling, providing other tourists with reference information.

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