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Research on Factors Influencing Consumption Intention of Experiential Rural Homestay Tourism based on Planned Behavior Theory: A Case Study of Dali City, Yunnan Province

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Abstract: With the implementation of the beautiful countryside and rural revitalization strategy in China, and the transformation of the way people travel during the epidemic, rural tourism is booming. Under the background of experience economy, people are more and more inclined to pursue "experiential tourism" which is different from traditional sightseeing tourism. This kind of tourism enables tourists to actively participate in the real local production activities, deeply feel the differences between urban and rural cultures, and appreciate the charm of local cultural connotation. As an important medium to carry rural regional culture, experiential rural homestays shoulder higher responsibilities and expectations in the era of experience economy, aiming to show and convey local resource advantages and regional cultural connotations to tourists, so as to meet their needs for rich and meaningful travel experience. According to the data of the first quarter of 2021, the total number of rural tourism visits in China reached 984 million, an increase of 5.2%. With the intensification of competition in tourism industry, the non-standardized form of homestay has gradually emerged, and has attracted extensive attention in the field of homestay tourism research. In order to promote the orderly development and sustainability of homestay tourism, an in-depth study of experiential rural homestay in Dali, Yunnan Province was carried out. It is of great significance to explore the consumer's willingness to consume and its influencing factors. An in-depth study of these factors can help us solve the current problems in the field of homestay tourism and promote future development. Understanding consumers' willingness to spend helps to provide better services and experiences, thereby enhancing the competitiveness and attractiveness of the homestay industry. In addition, by studying the factors that influence the willingness to spend, it is able to provide guidance and advice to B&B operators to help them improve their products and services, increase customer satisfaction, and gain a competitive advantage in the market. The purpose of this study is to synthesize the connotation of homestay tourism and the characteristics of experiential homestay tourism, to analyze the factors affecting the consumption intention of experiential homestay tourism by using the classic planned behavior theory (TPB), and to put forward suggestions to promote the development of homestay tourism according to the research results. Firstly, the connotation of experiential homestay tourism is defined through literature review, and the theory of planned behavior is introduced as the theoretical framework. Then, using the theory of planned behavior to analyze the factors that affect the consumption intention of experiential homestay tourism, and put forward the corresponding research hypothesis based on the actual situation. In the stage of empirical test, the paper designed a questionnaire to collect data on the consumption intention of experiential homestay tourism, and adopted the method of network survey to collect data. Then the reliability and validity of the data were analyzed by SPSS software, and the basic situation of the data was described. The results show that the evaluation index system and theoretical model constructed by us are effective and can provide reference for related research. This paper puts forward some strategies and suggestions to enhance consumer willingness to consume based on the above research results, so as to promote the development of homestay tourism.

Keywords: Experience Tourism; Experiential Country Homestay; Willingness to Consume; TPB.

1. Introduction

After the first mention of vigorously developing homestay in the Opinions on Implementing the Strategy of Rural Revitalization once again mentioned that vigorously developing rural tourism and leisure agriculture should be built to improve facilities. Fully functional leisure and sightseeing areas, forest homes, health bases, rural homestays, characteristic towns, etc., which shows that the development of homestays not only plays an increasingly large function in rural tourism, but also is a major measure of rural revitalization, and is also a concrete manifestation of the in-depth implementation of the two-cross policy of rural revitalization [1]. With the development of rural tourism, coupled with the continuous promotion of national policies, the number and turnover of homestays continue to grow. According to the available data, by the end of 2021, the total number of registered civilian homestays has reached 50,200, which is about 8,000 more than in 2015. In addition, some professionals predict that the size of the online booking source market will exceed 10 billion in 2023, and the size of the source market will reach about 20 billion in 2023. It can be seen that the status of folk hostel in tourists is increasing day by day, but what is the factor that attracts many tourists, so that they are more willing to go to "folk hostel"?

Some scholars have discussed it from the perspective of

consumption understanding. Some scholars have conducted a survey on residents' cognition of low-carbon commodities in Zhengzhou City [2]. The commodities have different personality characteristics, and residents' income level, trust degree and cognition degree of low-carbon commodities are the main reasons affecting the current low-carbon commodities of urban residents in China. The investigation of some scholars shows that there is a very important relationship between the demand of agricultural scholars for vocational education and the demand for it. Some scholars have studied the influence of consumers' cognition of safe agricultural products on their product and channel selection based on the cognitive-behavioral model of consumption and trend-score matching method. The existing studies are only from the perspective of tourists' "going-to-staying intention" and "returning intention". Some scholars have used the method of combining model and questionnaire data to study the choice intention of tourists [3]. They regard the environment atmosphere of homestays as the primary influencing factor, the quality of homestays as the main influencing factor, brand publicity as the external factor, and tourists' personal cognition as the internal factor. Some scholars have conducted a survey on tourists' willingness to stay again, and the results show that factors such as population characteristics, tourists' satisfaction with product features and services, and local residents' satisfaction with their willingness to stay again have a significant impact on them. However, the income level of tourists and the management mode of homestay have no obvious influence on their willingness to stay again [4]. The author will take the tourists as the starting point and use the questionnaire survey method to analyze the tourists' consumption intention of choosing homestays. The Logistic regression model is used to analyze it deeply, in order to put forward some targeted policies and opinions for the development of rural homestays in China.

2. Theoretical Basis and Research Hypothesis

2.1. Theoretical Basis

Ajzen et al. give a reasonable explanation of the theory of planned behavior (TPB) and extend it. This theory proposes that individual behavior depends on behavioral intentions, which are influenced by behavioral tendencies and attitudes, as well as by subjective norms and perceived behavior [5]. Among these factors, "action intention" refers to the individual's will to act; Tendentious attitude is a person's overall view of himself, that is, a person's subjective feeling about doing a thing, which is largely determined by his own characteristics; Subjective norms refer to people's cognition of the social pressure faced by the implementation of an action, which is influenced by the belief in norms and the motivation to comply with them. Their main embodiment is the expectation of others on whether an individual can take such an action, and the willingness of an individual to comply with them. Perceived behavioral control refers to a person's ease of use, controllability, controllability, and perceived strength of doing something, which is influenced by past experiences and expectations [6]. This paper believes that the consumption concept and cognition, as well as the sense of trust in the subject, will have a certain impact on the consumption intention and consumption behavior. Therefore, this paper proposes the following theoretical framework (Figure 1):

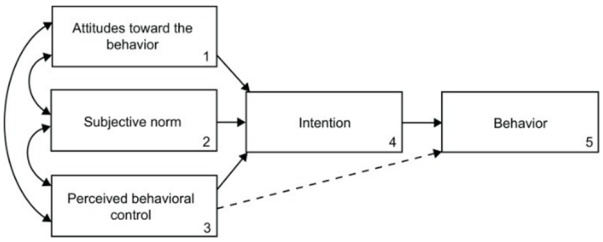


Fig 1. Theoretical framework of planned behavior

2.2. Research Hypothesis

2.2.1. On the Effect of Mentality on Consumers' Purchase Intention

The mentality of consumers is a psychological trend that needs long-term persistence and constant change. Its center is the emotional factor, and the emotional factor is the expression of the consumption tendency [7]. After studying residents' consumption, some scholars believe that although consumption ability and consumption preference have a significant impact on residents' consumption, consumption preference plays a greater role. Some scholars have analyzed the influence of customer preference on O2O intention. To this end, the paper makes the following hypothesis:

H1: The mentality of customers has an obvious effect on customers' purchase tendency.

2.2.2. On the Effect of Consumers' Perception Ability on Their Purchasing Tendency

Cognition refers to the individual's understanding of the attributes of things. In the field of consumption, it is reflected in the consumer's understanding and opinion of a commodity, that is, the consumer's overall impression of the commodity [8]. Some scholars put forward in the review that Babin's view is that commodity attributes are an important driving force for customers to make purchase behaviors, and the evaluation of commodity attributes has a direct impact on customers' choices.

H2: Customer perception has an obvious effect on customer's purchase intention.

2.2.3. The Effect of Trust on Customers' Purchase Intention

As the key to interpersonal relationship, trust depends on the emotional factors and rational factors between people. It is a kind of consumer's willingness to believe others, which is mainly reflected in: consumers are willing to believe the recommendation of friends, but also willing to believe online comments on the network. This paper mainly compares trust with consumption intention, and the results show that trust has a positive influence on consumption intention [9]. Some scholars have analyzed the influence of friend introduction on consumer trust and consumption intention in the case of online shopping. It is found that friends' introduction and trust. Therefore, the paper makes the following hypothesis:

H3: Trust is positively correlated with consumers' purchase intention.

2.3. Model Construction

There are two cases: one is to use "y=1" to measure the purchase intention of tourists, and the other is to use "y=0" to measure the purchase intention of tourists. This paper analyzes the main factors affecting tourists' propensity to buy homestay based on the binomial Lo-gistic model. It goes like this:

$$P(y=1)=\frac{\exp(\beta_0+\beta_1X_1+\beta_2X_2+\cdots\beta_mX_m)}{1+\exp(\beta_0+\beta_1X_1+\beta_2X_2+\cdots\beta_mX_m)} \quad (1)$$

X_m represents m factors that affect consumption intention, β_0 is a constant term, and β_m represents the regression coefficient. The mathematical model after the logical transformation of formula (1) is as follows:

$$Ln\left(\frac{p}{1-p}\right)=Ln\left[\frac{\frac{\exp(\beta_0+\beta_1X_1+\beta_2X_2+\cdots\beta_mX_m)}{1+\exp(\beta_0+\beta_1X_1+\beta_2X_2+\cdots\beta_mX_m)}}{1-\frac{\exp(\beta_0+\beta_1X_1+\beta_2X_2+\cdots\beta_mX_m)}{1+\exp(\beta_0+\beta_1X_1+\beta_2X_2+\cdots\beta_mX_m)}}\right] \quad (2)$$

Coefficient β_m represents the change of the natural logarithm of the probability that consumers are willing to choose a B&B compared with the probability that consumers are unwilling to choose a B&B for each unit change of the independent variable X_m.

3. Data Source and Sample Analysis

3.1. Data Sources

The author uses binary logistic regression model and obtains the required data through questionnaire survey. The method of data collection is as follows: firstly, several students are randomly selected from the school; Second, publish the survey results in the circle of friends and WeChat group to let more people participate. The third is to study students during the postgraduate period as the object, to their relatives and friends to conduct a questionnaire survey. Fourth, a sample survey was conducted among the general public [10]. According to the above method, a total of 900 survey items were sent out, 800 survey items were recovered, and 800 survey items were finally obtained, with the recovery efficiency of 100%, which met the requirements of data analysis.

3.2. Sample Analysis

3.2.1. Sample Distribution Analysis

It can be seen from Table 1 that in the total sample, 63.1% of people are inclined to choose homestas, and most of them are between 23 and 30 years old. The gender distribution of the research objects is relatively balanced, from the nature of work, mainly college students, enterprise employees, accounting for 24.9%, 23.7%. The average monthly income of the family is between 4001-6000 yuan.

Table 1. Distribution of sample variables

sample variable		Sort	Sample size	Proportion (%)
Dependent variable	Willingness	Be willing to	377	47.13
		Be unwilling to	423	52.87
Individual characteristics (independent variables)	age	Under 22 years old	105	13.13
		23-30 years old	271	33.88
		31-40 years old	137	17.13
		41-50 years old	92	11.50
		51-60 years old	26	3.25
		Over 61 years old	169	21.13
	Monthly income	Less than 2000 yuan	154	19.25
		2001-4000.	136	17.00
		4001-6000.	157	19.63
		6001-8000.	102	12.75
		Over 8001	251	31.38
	sex	male	321	40.13
		female	479	59.88
	occupation	Pupil	204	25.50
		Civil servant	34	4.25
		Teacher	101	12.63
		soldier	8	1.00
		Company staff	194	24.25
		Corporate officer	95	11.88
		Worker	21	2.63
		Peasant	8	1.00
		Medic	14	1.75
		retiree	11	1.38
		other	110	13.75

3.2.2. Sample Description

In terms of personality traits, the study subjects were mainly female, with 23 to 30 years old as the survey objects. In terms of the evaluation of the hotel, "love the story of the home" is the first, its score is 4.18. Secondly, they tend to choose the homestays with special design style and special decoration, with a score of 3.93. The score of 3.42 is that people prefer to choose a better way of homestay. In terms of customer perception, the scores of each factor are relatively balanced at the two levels of "average" and "good". Among these factors, the location of homestay is the most important, with an average score of 3.29. In the category of "homestays price", it ranks the bottom, with an average of only 3.05. In terms of trust in customers, introductions made by friends and family make me more trustworthy with a score of 4.22. The average level of "people who are more likely to trust hotels with higher ratings" and "people who are more likely to trust hotels recommended by travel bloggers and travel guides" are 3.7 and 3.33, respectively. The two indexes of reliability and expected effect of the test [11]. The data were input into SPSS20, and their reliability and validity were analyzed. As can be seen from Table 2, Cronbach's Alpha value is 0.969,

and its value exceeds 0.9, which proves that this scale has good reliability and high internal consistency. Through the data analysis of this scale, the intensity of consumers' purchase intention can be more accurately reflected.

Table 2. Reliability of scale tests

reliability statistic	
Cronbach's Alpha	Number of terms
0.979	42

The statistical method used for validity test is factor analysis, and SPSS20 is used to analyze the adaptability of the factor model to the data. The detailed analysis results are shown in Table 3. The KMO value of the scale data in this study is 0.906, which exceeds 0.9, indicating that the data of this scale is very suitable for factor analysis. In addition, the approximate chi-square value of Bartlett's sphericity test is 6044.957, which has reached the significance level, which means that there is a correlation between factors, which proves that this questionnaire index is basically reasonable and effective (Table 3).

Table 3. Applicability of factor model to quantitative data

remmer and Bartlett test		
A Kesis-Meyer-Holguin measurement for sampling adequacy		0.915
Bartlett's spherical test	6106.017	6044.957
	870	861
	Sig.	0

3.3. Influence of Different Dimension Factors on the Consumption Intention of Guest Accommodation

As can be seen from Table 4, personal perception is the most important aspect in the process of purchasing a guest house for tourists, followed by hardware facilities, software services, and finally the intention of booking. In these aspects, the environmental impact is the weakest [12]. The most important reason why customers choose homestay is that they want to feel the rural life. Under normal circumstances, the landlord will provide the things they need, so their requirements on the supermarkets around the homestay are not very high.

Table 4. Description and analysis of travelers' consumption intention for homestays

	N	Minimum	Maximum value	Sum	Mean value	Standard deviation
Personal cognition	800	1	5	644.375	4.053	0.720
Hardware facility	800	1	5	630.521	3.966	0.662
Software service	800	1	5	622.479	3.915	0.656
Predetermined intention	800	1	5	615.625	3.872	0.684
Environmental atmosphere	800	1	5	613.844	3.861	0.681
Effective N	800					

3.4. Influence of Different Dimension Factors on Users' Consumption Intention

3.4.1. Study on the Relationship between Environmental Atmosphere and Consumption Intention of Homestay Department

Table 5. Statistics on statements by travel users regarding the climate of the accommodation environment

	Descriptive statistics of homestays environmental atmosphere				
	N	Minimum	Maximum	Mean	Standard deviation
a8, whether the transportation is convenient	800	1	5	4.271	0.855
a6. Distance from scenic spot	800	1	5	4.146	0.926
a3. Is there a restaurant around	800	1	5	3.948	0.925
a2. Are there any supermarkets around	800	1	5	3.865	0.895
a7. Architectural style	800	1	5	3.844	1.043
a5. Are there any pharmacies around	800	1	5	3.573	0.977
a4, there is no wet market around	800	1	5	3.385	1.092
Valid N (list state)	800				

Through the analysis of the data in Table 5, it is found that in most cases, consumers are most concerned about whether the transportation is convenient in the geographical location of the hotel, and the most popular is its distance from the scenic spots and whether there are restaurants around it. Most of the homestays are located in scenic rural areas, so the inconvenient transportation may have a certain influence on the choice of visitors [13]. Although every family has a car due to the development of the economy, it cannot be completely ruled out that the journey will encounter guests who are relatively far away, and the possibility of their self-driving tour is relatively low. Therefore, for the transportation of the homestay location, if the business will explicitly say that they will not provide catering services, then they need to deal with it themselves, so they will consider whether there are restaurants around the homestay, so they will consider whether there are supermarkets nearby. For foreign customers, if they want to travel, they will prepare some common drugs, and travel is a relaxed way of vacation, so few customers will choose to buy their own food and cook.

3.4.2. Study on the Relationship between Homestay Hardware Conditions and the Consumption Intention of Homestay Customers

It can be seen from this questionnaire survey that customers' demand for the hardware conditions of homestays is far lower than that of star-rated hotels, and now many customers will carry some daily homestays by themselves. As can be seen from Table 6, the safety of the guest house is the most important thing for customers. Bad news about travel often occurs. Customers go out to travel as a way to relax, and they do not want to put themselves in a state of fear, and then have a separate toilet and window. With the development of society, people in big cities have a higher and higher demand for their quality of life, they want to escape the noise of the city and enjoy a colorful pastoral life. However, for a long time, the health situation in the countryside has been criticized a lot, for example, the number of homestays per family is not large, and you can also watch the night scenery through the window at night, which is another kind of different feeling [14]. They are not particularly concerned about clothes drying racks, elevators, air conditioning, quality of linen, parking Spaces, etc., because of the limitations of rural building structure and the number of homestays, they only have two floors high, and the air is fresh and cool. Most travelers' needs for hotels are based on practicality, and they cannot be fully furnished according to the specifications of star-rated hotels.

Table 6. Statistics on tourist user descriptions of accommodation hardware equipment

homestays hardware facility description statistics					
	N	minimum	Maximum	Mean	Standard deviation
b11, whether it is safe	800	1	5	4.333	0.936
b9, there is no independent bathroom	800	1	5	4.198	0.911
b18. There are no Windows	800	1	5	4.198	0.877
b15, there is no air conditioning	800	1	5	4.073	0.899
b14. Quality of room linen	800	1	5	3.969	0.926
b13, apartment type	800	1	5	3.917	0.873
b12, room type	800	1	5	3.906	0.898
b16, there is no drying rack	800	1	5	3.896	0.849
b17, there is no elevator	800	1	5	3.708	0.890
b10, whether there is a large enough parking lot	800	1	5	3.469	1.039
Valid N (list state)	800				

3.4.3. Research on the Influence Factors of Hotel Software Services on Hotel Customers' Consumption Intention

In terms of software services, the biggest reason that has an impact on consumers' purchase of homestays is the service attitude of service staff. When making travel reservations, consumers cannot gain the trust of consumers only by relying on the pictures and information provided by merchants. Therefore, they will choose to communicate with customers and ask them for relevant information in order to better understand the specific situation of customers (Table 7). If the customer does not communicate effectively with the customer, then their purchase intention will be reduced. If the customer comes to a strange environment, they will definitely want to get some local special activities, famous attractions introduction, etc., which is a more humane part of their travel process. In addition, many customers will notice the local special food, and now, tasting the local special food has become a new need for them to travel to other places [15]. This may be related to the fact that the respondents mainly target students and company employees under the age of 40. However, in family travel, they will take into account special services for the elderly, children, and shuttle services, so they should provide different personalized services according to different consumer groups.

Table 7. Statistics of travel users' descriptions of hotel software services

homestay software service description statistics					
	N	Minimum	Maximum	Mean	Standard deviation
c20, customer service attitude	800	1	5	4.229	0.834
c27, there is no route planning and scenic spot introduction service	800	1	5	4.083	0.853
c25, whether to provide consulting services	800	1	5	4.052	0.900
c21, whether to provide local cuisine	800	1	5	4.031	0.946
c19, check the business license	800	1	5	4.010	0.953
c30, whether there is after-sales support service	800	1	5	3.948	0.878
c26, whether to provide pick-up service	800	1	5	3.896	1.004
c29, consider whether there are special services for the elderly and children	800	1	5	3.844	0.869
c22, whether breakfast is provided	800	1	5	3.833	0.947
c28, whether to buy local specialties	800	1	5	3.708	0.866
c24, there is no self-service laundry service	800	1	5	3.698	0.972
c23, there is no kitchen	800	1	5	3.656	0.973
Valid N (list state)	800				

3.4.4. Research on the Relationship between User Booking Intention and Guest House Consumption Intention

As can be seen from Table 8, actively understanding the buyer's evaluation information and good buyer's evaluation of the booked homestay will accelerate my purchasing decision, and these two factors have the greatest impact on my ordering intention. Next, I trust the information I get from friends and

family about booking a homestay, and the more buyer's book that homestay on travel, the more inclined I will be to buy it. However, due to some reasons, the homestay products ordered by people may not be recognized by relatives and friends, or for some reasons, relatives and friends may have negative comments on my booking behavior, which will not have a great impact on the customer's booking [16]. When booking a guest house on tourism, customers attach the most importance to the user comments given by customers who have experienced it before, which is of great reference significance for users who experience it for the first time.

Table 8. Descriptive statistics of travel users' intention to book

user predetermined intent description statistic					
	N	minimum	Maximum	Mean	Standard deviation
d33. When purchasing products, I will take the initiative to understand the buyer's evaluation information of the booked homestay	800	1	5	4.073	0.865
d34, Good reviews from B&B buyers will speed up my purchase decision	800	1	5	4.063	0.909
d35, I trust information from relatives and friends about booking a bed and breakfast	800	1		4	0.849
d37. The more buyers book this property on travel, the easier it is for me to buy	800	1	5	3.875	0.82
d38. If the itinerary is changed temporarily, it is difficult to change	800	1	5	3.833	0.925
d36. Advertising will be considered when booking this property on travel	800	1	5	3.792	0.889
d32, the booked homestay product may not be approved by relatives or friends	800	1	5	3.677	0.883
d31, relatives or friends may have negative comments about my booking	800	1	5	3.656	0.936
Valid N (list state)	800				

3.4.5. Influence of Consumers' Subjective Perception on Their Consumption Intention

As can be seen from Table 9, on "travel", people will refer to the comments of other netizens and look at the pictures of the hotels displayed by the shop owners, which is the biggest influence on customers' self-recognition. Because, in the travel, people cannot see the real home, so the most direct feeling is the comments of the Internet users, as well as the pictures displayed by the business [17]. In the travel, people can book through the convenient way, and there are some discount activities, which will also book the customers on the trip, so, generally speaking, these discount activities are initiated by the travel agency, their main goal is to promote and use the tourism industry. If there is a problem with the accommodation they booked or it is not suitable for them, they will have the least emotional disturbance when talking to the site and making the refund. If customers want to change their order, then generally, travel agencies will allow customers to cancel their order within a certain period of time.

Table 9. Personal cognitive description statistics of tourism users

user's personal cognitive description statistics					
	N	Minimum	Maximum	Mean	Standard deviation
e43, when booking this homestay on travel, it will refer to other netizens' reviews	800	1	5	4.115	0.868
e40, when booking the hotel on travel, I will see the photos of the room provided by the boss	800	1	5	4.104	0.834
e42, the operation is convenient when booking the homestay on the tour	800	1	5	4.094	0.751
e41. There is a special offer when booking the homestay on tour	800	1	5	4.000	0.849
e39, if there is a problem or inappropriate booking, the process of communicating with the website and unbooking will make you upset	800	1	5	3.948	0.846
Valid N (list state)	800				

3.5. Regression Analysis

Table 10. Significance analysis

anovaa						
	model	Sum of squares	df	Mean square	F	Sig.
1	regression	61.175	5.208333	12.235	26.603	.000b
	Residual error	73.298	159.375	0.479		
	total	134.473	800			

It can be seen from the significance analysis table that Sig=0.000<0.005, which means that this model has high significance and high confidence (Table 10). As can be seen from the coefficient table of the model, the coefficients of booking intention and software service are negative, which indicates that the purchase intention of tourist users has a negative impact. Personal cognition, environmental atmosphere and hardware facilities all have a positive impact

on the purchase intention, and the effect of personal cognition is the most obvious, which is consistent with the results obtained in Table 11.

Table 11. Model coefficient analysis

coefficient a						
1	Model	No standardized coefficient Standard coefficient B standard error trial version			t	Sig.
	(constant)	4.089	0.056		76.011	0.000
	Predetermined intention	-0.120	0.121	-0.132	-1.030	0.338
	Personal cognition	0.320	0.139	0.354	2.406	0.023
	Environmental atmosphere	0.090	0.024	0.376	3.892	0.000
	Hardware facility	0.027	0.020	0.169	1.396	0.190
	Software service	-0.002	0.017	-0.014	-0.118	0.948

4. Discussion

4.1. Research on the Relationship between Personal Traits and Consumption Intention

The personal characteristics are mainly gender, age, monthly income and occupation. However, residents of various industries have a positive effect on the purchase intention of residents, reaching a significance of 5%. Corporate office workers, that is, white collar and blue-collar class, tend to stay in hotels, on the one hand, because of the improvement of modern quality of life, on the other hand, because of the change of modern lifestyle [18]. Although age has a negative impact on consumption intention, gender and monthly income have a positive impact on consumption intention, but they are not obvious, which indicates that in the homestay industry, the impact of individual differences is not obvious.

4.2. Relationship between Customer Attitude and Customer Purchase Intention

In terms of consumers' attitude, the two variables of "homestays with good service attitude" and "homestays with unique architectural style and characteristic decoration" both have a positive effect on consumption intention, reaching a significant level at 1% and 5% respectively, which means that if the homestays have better service attitude and more distinctive architecture and decoration, they will be able to improve their consumption intention. Then tourists are more likely to choose homestays. At present, in the development process of China's homestay industry, there is a common problem of homogenization, the lack of high-quality products, and at the same time, as tourists have higher and higher requirements for homestays, the immutable homestay buildings can no longer meet the needs of tourists. In addition, in China, the hotel industry, there is a common chain and standardized building form, easy to cause tourist's aesthetic fatigue. Therefore, when tourists choose hotels, they will seek more places with personality [19]. At the same time, with the change of people's lifestyle and consumption concept, modern consumers pay more and more attention to service experience. The variable "homestays have a story" has no significant effect on consumption intention. In the survey sample, 23-30 years old people account for a high proportion, and most of them are mainly students. This shows that young tourists do not have a special preference for the folk culture represented by homestays, and they will not choose homestays only because of their stories.

4.3. The Effect of Customer Perception Factors on Customers' Purchase Intention

In terms of consumer perception, there is a very obvious positive correlation between "home price" and its purchase intention, when the hotel room price increases by 1%, its purchase probability will increase by 0.5%, indicating that it will not be abandoned because of the hotel room price is too high. The reasons are as follows: First, under the influence of "value for money" and "buy as much as you want", people will not blindly buy cheap things; Secondly, from the survey data, 54.3% of the respondents have an average monthly income of more than 4001 yuan, and their average salary can afford to pay for higher accommodation costs. "The geographical location of B&B" and "B&B infrastructure" at the 5% level have a very obvious positive effect on consumers' consumption intention, that is to say, the better the location of B&B, the better the infrastructure, and the higher the choice of B&B. Good location and basic conditions, that is, convenient transportation, prosperous life circle, beautiful natural scenery, has great attraction to tourists. "Homestay environment" has a positive correlation with customers' purchase intention, reaching 1% significance, indicating that the higher the customer's evaluation of the hotel, the more inclined they are to stay in the hotel. Hotel is a place for tourists to have leisure and entertainment, and its living environment has a great impact on the quality of tourists' leisure. As the so-called "thousands of miles away from home, it is better to be at home", especially now people's travel, most of them are based on family travel. Therefore, a good living environment can effectively improve the adaptability of parents, especially children, to unfamiliar environments. Therefore, tourists tend to seek comfortable, free, clean and tidy living experience in travel, in line with the characteristics of their homes. There is a 1% positive relationship between "hotel safety" and consumption intention, indicating that for every 1% increase in the awareness of hotel safety, the probability of choosing a hotel will increase by 0.5%. At present, there are frequent security incidents in hotel venues in China, so tourists are becoming more and more concerned about their safety.

4.4. The Effect of Trust on Consumers' Propensity to Buy

Among the three "trust" factors, only "higher rating B&B bookers trust higher rating B&B bookers" has a negative correlation with customers' purchase intention, reaching 5% significance. The other two variables, "I trust the advice of relatives and friends more" and "I trust the publicity of travel blogs and travel guides more", have a positive effect on

consumers' purchase intention, but it is not obvious. The results show that travelers are more likely to trust online reviews from already experienced travelers when referred by family, friends and bloggers. As for the evaluation on the network, it is mainly because the more evaluation on the network, the more users believe the more evaluation on the network. At present, online consumption generally appears "brush the screen", resulting in the user's trust in online evaluation continues to decline, which leads to the user's attention to the negative evaluation continues to increase, resulting in the user's trust degree increased by 1%, and the user's choice of hotels decreased by 2%.

5. Conclusion

After analyzing the tourists' willingness to spend on hotels and the influencing factors, the author draws the following results: First, in the sample data, 63.1% of the tourists are willing to choose hotels, which shows that the development potential of tourism is great. Second, "occupation", "good service attitude of homestays", "design and decoration of homestays with characteristics", "Price of homestays", "geographical location of homestays", "infrastructure of homestays", "environment of homestays", "safety of homestays", "homestays with better ratings are more trustworthy". Among these factors, only "higher rating is more trustworthy" will have a negative effect on customers' purchase intention, while the other factors will have a positive effect. Third, "gender", "age", "monthly income", "homestay with a story", "homestay recommended by relatives and friends is more trustworthy", "homestay recommended by more trustworthy bloggers and tour guides". On the premise of improving the guest's experience, it is necessary to pay attention to the characteristics and prevent homogenization. The second is to develop a set of strict market access system and supervision system, and carry out accurate control over infrastructure construction, environmental construction and safety. Third, strengthen marketing, so that guests better know and understand our hotel.

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