

Measurement on Impulsive Consumption Behavior in Rural Tourism: A Case of Lanzhou City

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ABSTRACT

Rural tourism has become an important component of Chinese tourism development. The paper established a regression model of pleasure and impulsive consumption in rural tourism. It takes Lanzhou City as a case, which obtained 575 questionnaires, to provide a typical case study for sustainable research of rural tourism consumption from tourists' perception. Using regression analysis, regulation effect and intermediary effect, pleasure will stimulate tourists' impulsive consumption behavior in rural tourism. The result indicates: Firstly, the pleasure of the rural tourism process will stimulate the impulsive consumption behavior of tourists; for every 1% increase in pleasure, the actual cost of visitors increases by 16.7%. Secondly, the characteristics of rural tourism resources will become an important factor, and the pleasure stimulates consumption in rural tourism. The empirical results show that when the interaction effect of rural tourism pleasure and the characteristics of rural tourism resources increase by 1%, the actual consumption capacity will decrease by 32.6%. Finally, in the process of rural tourism, rural tourists from Lanzhou city's male groups are more likely to produce impulsive consumption. When researching pleasure influence factors of impulse consumption behavior, empirical results show that rural tourism increases for every 1% increase. We witness increases in foreign tourist consumption capacity by 20%, male consumption capacity by 28.1%, the consumption capacity of tourists aged 31-40 by 38.4%, and the undergraduate and the college-educated consumption capacity by 24.8%.

Keywords: Rural tourism; Lanzhou City; Regression model; Impulse consumption; Pleasure

BACKGROUND

Tourism development can significantly reduce the urban-rural income gap [1]; rural tourism becomes a mass consumption trend [2]. Tourist shopping behavior is a mixture of planned, impulsive, and experiential consumption behavior [3]. Eating, living and traveling are often called basic tourism consumption. In contrast, the previous three are called non-basic consumption [4], and impulse purchasing does occur in tourism [5]. At the same time, the development of tourism in rural areas must develop more intelligent and personalized tourism services [6]. The rural tourism has attracted many tourists in the form of returning to nature to become an important form of current tourism consumption type [7]. Rural consumer tourism motivation research can effectively predict the needs of rural tourism consumers [8]. Impulse buying

is considered an unplanned purchase carried out instantly. It is widely believed that impulse consumption can be divided into two major categories: general impulse consumption and forced impulse consumption [9].

The impulsive purchase is influenced by economic, personality, time, place and even cultural factors. 11,000 samples from the China Labor-force Dynamic Survey data reveal that ICT adoption increases the probability of tourism participation among rural Chinese residents by 18.6% but decreases the expenditure of tourism participants by 442 yuan/capita on average [10]. However, the motivation of rural tourism is the tourists' homesickness experience [11], but less research is conducted on rural tourism products and consumption trends [12]. Rural tourism consumption demand is mainly divided into material demand, experiential

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demand and spiritual demand [13]. Due to the study of impulsive consumption since the 1950s, it is believed that this study is relatively mature [14]. Tourism increases the desire and impulses to repeat tours, the appearance of new trends and models of tourism consumption [15]. However, the study of impulsive consumption behavior in rural tourism is relatively late and has the unique characteristics of impulsive consumption behavior. Analyzing rural tourism consumption mainly includes experiential context [16], motivation-based segmentation of rural tourism market [17], an exploration of Rural Tourism Segmentation by motivation [18], marketing for 'rural tourism' [19], and the comparative study of urban tourism consumption behavior [20]. Rural tourism plays an important role in the process of sustainable development [21]. Can segmentation analysis of the domestic rural tourism market [22], become the driving force of their impulsive consumption behavior? Rural tourism lets foreign tourists enjoy the visual impact and the impulse of production and consumption [23], and consumption has the twin characteristics of "situational consumption" and "impulse consumption" and should pay attention to creating a rural tourism experience [24].

This paper takes Lanzhou City in Northwest China to study the characteristic measurement of rural tourists' consumption behavior. This paper enriches the empirical research on rural tourism impulse consumption behavior and provides a possible solution for the rational development of the rural tourism consumer market. Therefore, through the regression of the relevant literature, the paper puts forward the hypothesis of impulse consumption and verifies it by the regression model, analyzes the survey data, and draws the relevant conclusions.

Rural tourism

The World Tourism Organization defines rural tourism mainly as "the activities of tourists staying, studying and experiencing rural life patterns in and around the countryside. The village can also be used as a tourist base to explore nearby areas." Bramwell and Lane noted that rural tourism is agriculture-based travel and multi-level tourism that includes special-interest natural tourism, ecotourism, sports and health tourism, educational tourism, cultural and traditional tourism, and some regional folk tourism activities. Gannon points out that rural tourism refers to the extensive activities, services and pleasant things provided by farmers or rural residents for economic purposes to attract tourists to travel. The study of rural tourism focuses on the concept of rural tourism [25,26], Study on the Impact of Rural Tourism [27-30], A Study on the Behavior of Rural Tourists [31,32], Study on Resident and Community Participation [33,34], Rural Tourism Marketing Research [35-37], Management of Rural Tourism and so on [38,39].

At present, research on rural culture and tourism is mainly focused on rural tourism in China, rural culture as the path of the core competitiveness and sustainable development of rural tourism [40-43], development countermeasure [44,45], and research on other aspects. The Research on Rural Tourism in China mainly focuses on the definition of Rural Tourism Concept [46-48], rural tourism tourist motivation [49-53], Impact of rural tourism [54-57], Rural Tourism Development Countermeasures and Rural Tourism Planning [58-61] and research on other aspects.

Rural tourism consumption

Tourists are the core elements in rural tourism development, and the demand of rural tourism consumers has become increasingly diversified and differentiated [62]. Multiple factors underlying China's inbound and domestic tourism development include policies, management systems, tourism demand, tourist attractions, economic level, consumption level, industrial development, investment status, traffic conditions, accommodation services, intermediary services, and degree of openness [63]. For rural tourism, consumption presents a high proportion of food consumption [64]. Of the 128 combinations formed by local emotion, nostalgia, subjective norms, perceptual behavior control, attitude, desire and tourist destination visibility, eight specific combinations can affect the recreation behavior of rural tourists [65]. The rural tourism market has undergone several innovations under the changes in consumption patterns and business environment [66]. The integration of leisure agriculture and the rural tourism industry is helpful to meet the new tourism consumption needs of tourists [67]. Research on the consumption of rural tourism mainly focuses on tourists' decision-making [68], influencing factors [69], and age difference [70], and discusses the formation model of rural tourists' behavioral intent through quantitative research methods [71]. The factors of the tourist satisfaction model are determined by combining the literature of tourist satisfaction models [72].

Rural tourism impulse consumption

Quantitative research of the consumption behavior of rural tourism mainly includes tourism motivation and tourist parade by factor analysis, variance analysis and logistic regression [44]. Establish the evaluation index system of rural tourists' satisfaction coupled with the theory of perceived performance model of TSE and Wilton through questionnaire sampling, while using the Likert evaluation scales [45]. Moreover, it is found that these four types of tourism consumers have obvious differences in purchase decision-making [73]. Rural tourist characteristics include decision-making and decision-making-behavior" processes [74]. Based on a generalized utility model of customer satisfaction, this infers multiple models of rural tourists' disappointment, regrets, and satisfaction and takes Chengdu's suburban rural tourism destinations as the study objects [75]. The measurement of the consumption behavior of rural tourism in the paper.

METHODS AND MEASUREMENT

The study area

Lanzhou City is high in the west and the south and low in the northeast, living deep in the northwest inland in China. It is the provincial capital of Gansu Province, one of the important central cities in western China, an important industrial base and comprehensive transportation hub in the northwest region, and an important node city of the Silk Road Economic Belt. It has many urban natural resources such as Yuquan Mountain, Baita Mountain, Turpan Valley and Xujiashan, urban cultural resources such as Zhongshan Bridge and Gansu Provincial Museum, and intangible cultural resources such as gourd carving. It has continuously developed into Renshou Mountain, Xujiashan urban leisure, the pastoral complex of Li jiazhuang, the original settlement, Yuquan

Zhuang and wave street。 The folk culture village and different types of rural tourism area/points show the development of hot spots. Through a questionnaire in the July-September 2020 field survey, Lanzhou City obtained 575 basic data sets using descriptive statistics, correlation analysis and regression analysis.

Research design

Impulsive consumption behavior is one of the personality traits of tourists [76]. Similarly, rural tourism is a pleasant pleasure activity [77]. Therefore, impulsive consumption behavior becomes a focus of rural tourists [78], who have higher pleasure requirements than other types of tourism activities [79]. The paper proposes three assumptions from the pleasure characteristics of rural tourists and analyzes the impulse consumption characteristics of rural tourism.

Hypothesis 1: Impulsive Consumption Behavior exists in rural tourism.

Hypothesis 2: Tourists' satisfaction/characteristics/motivation with the process of rural tourism can promote the consumption level of rural tourists.

Hypothesis 3: The Impulsive Consumption Behavior in the zone, age, gender, educational background and other aspects will also affect the consumption in rural tourism.

Model

The research of the rural tourism impulse consumption behavior mainly adopts the questionnaire design, correlation analysis and regression analysis methods, including personal information, travel mode, travel cost content and cognition of the tourism purpose. A regression model of rural tourism impulse consumption is as follows:

$$AC_{rt} = \beta_0 + \beta_1 RRP_{rt} + \mu_0 \tag{1}$$

In Model (1), AC_{rt} for the interpreted variable the actual consumption amount of rural travel during the travel process. RRP_{rt} is pleasant and excitation in rural tourism, is the more joyful expressed during the trip, 'rt' is the rural tourist. Considering comprehensively, the singularity of rural tourism can form the influence on the impulse consumption of rural tourism, If the β_1 and the equal coefficient is a positive number, which indicates that

the pleasure of rural tourism is a positive incentive to the actual consumption capacity. Conversely, the pleasure of rural tourism is a restraining effect on actual consumption capacity.

$$AC_{rt} = \beta_0 + \beta_1 RRP_{rt} + \beta_2 SAR_{rt} + \beta_3 MRT_{rt} + \beta_4 IN_{rt} + \mu_0 \tag{2}$$

In Model (2), AC_{rt} and RRP_{rt} same as in model (1), SAR_{rt} , MRT_{rt} and IN_{rt} for the interpreted variable. SAR_{rt} represents the resource of rural tourism. MRT_{rt} Represents the rural tourist's motivation. IN_{rt} And monthly income structure of rural tourists. It mainly analyzes the pleasure of rural tourism, the overall satisfaction of rural tourists in the process of rural tourism, the facility environment in tourism and shopping. It also analyzes the resource strangeness of rural tourism to analyze whether the impulse behavior of rural tourism consumption and whether there is impulse consumption behavior. If the β_1 equal coefficients are positive. There is a positive correlation, and vice versa, a negative correlation.

$$AC_{rt} = \beta + \beta_1 RRP_{rt} + \beta_2 RTD_{rt} + \beta_3 RRP_{rt} \times RTD_{rt} + \mu_0 \tag{3}$$

In Model (3), AC_{rt} , RRP_{rt} same as in model (1). The RTD_{rt} is a regulatory variable representing the characteristics of rural tourism resources. We analyze whether there is the regulating role of the characteristics of rural tourism resources in the pleasure and actual consumption process. If β_3 is positive, it indicates a positive regulatory effect, the promotion action, and otherwise a negative regulatory action, the inhibitory effect.

$$AC_{rt} = \beta_0 + \beta_1 RRP_{rt} + \alpha_1 zone_{rt} + \alpha_2 age_{rt} + \alpha_3 sex_{rt} + \alpha_4 ed_{rt} + \mu_0 \tag{4}$$

In Model (4), AC_{rt} , RRP_{rt} it is the same as in model (1). The zone age sexed in and mrt is all a control variable. Zone Customer source for rural tourism age represents the situation of the age structure of rural tourism, sex represents the gender situation of rural tourists, and ed represents education level of rural tourists. If α is positive, it indicates a positive regulatory effect, the promotion action, and otherwise, a negative regulatory action, the inhibitory effect (Table 1).

RESULTS AND DISCUSSION

Basic data information

From July 2020 to October 2020, investigation in important rural

Table 1: Main variables and definitions.

Variable name	Measurement indicators	Explanation
Explained variable	AC	"0" represents "≤500/501-1500", "1" represents "1501-3500",and "2" represents "3501-5000 ≥5000"
	RRP	Tourists score the pleasure of the tourism process
	TC	TC: Satisfaction in the experience process of rural tourists (1-10)
Explanatory variable	MRT	The purpose of rural tourism for rural tourists ("0" represents "Sightseeing/vacation," "1" represents" Sightseeing," "2" represents" vacation")
	IN	"0" represents "≤ 3500" "1" represents "3501-5000" and "2" represents "≥ 5501"
	RTD	To score the characteristics of the tourism process of resources in the process of tourism (1-10)
	Zone	("0" represents rural tourists from Lanzhou, while "1" represents non-local rural tourists from Lanzhou
Controlled variable	Age	"0" represents "<18", "1" represents "18-30", "2" represents "31-40", "3" represents "41-60", and "4" represents "> 60"
	Sex	"1" represents "male", while "2" represents "female"
	ED	"0" represents "High School and Below", "1" represents "Undergraduate Studies and Junior College", "2" represents "Postgraduate."

tourism covers Lanzhou Renshou Mountain, Lijiazhuang Pastoral Complex, Qingcheng Town, Yuquan Heights, Langjie village, and Qingwangchuan Folk Culture Village. Six hundred questionnaires were issued, and 574 valid questionnaires were recovered, determining efficiency of 95.67% as a valid questionnaire. According to the sample survey of rural tourists in Lanzhou, it is found that most rural tourists are non-local tourists (56.70%). In terms of the age structure of tourists, most of them are between 18 and 40 years old (80.49%). The monthly income of tourists mainly concentrated in 4,501-5,000 yuan (34.49%, 1 yuan=0.157 USD) and less than 3,500 yuan (31.01%). From the perspective of travel mode, most of them were accompanied by relatives and friends (51.22%). In terms of consumer characteristics, the expected consumption is mainly concentrated in less than 1500 yuan (59.47%) and 1,501-3500 yuan (31.30%). The actual tourism expenditure is mainly concentrated in less than 1,500 yuan (59.31%) and 1,501-3,500 yuan (33.04%) (Table 2).

Regression analysis of pleasure

Regression analysis: By analyzing the Pearson correlation of the design variables in the model, the characteristics of rural tourist attractions (points) are significantly related to the income, region, age, gender and educational background. The actual consumption of rural tourists can effectively promote the actual income of rural tourists (Table 3). Through the regression analysis of the pleasure of rural tourism and the actual cost of rural tourists, the regression coefficient between the pleasure and rural tourism actual cost is 1%, showing a positive correlation feature; namely, pleasure can promote the actual consumption of tourists. Specifically, for every 1% increase in pleasure, the actual cost of visitors increases by 16.7%. After

adding the control variable (rural tourist motivation and income), it was found that the correlation coefficient of pleasure and actual consumption capacity is also negative, 1%, and increases with the no control variable, which will promote the actual consumption of rural tourists. Specifically, for every 1% increase in entertainment, the actual cost of visitors increases by 19.0% (Table 4).

Revenue and purpose category regression analysis results: In terms of the income level of rural tourists, it is only useful in the pleasure of middle-income groups and shows a significant positive correlation. Pleasure is more likely to stimulate impulse consumption than lower-income groups and higher-income groups in the process of rural tourists. It is mainly because middle-income rural tourism is more vulnerable to the pleasure brought by the environment to improve its consumption. But the process of low-income groups pay more attention to the experience of the product itself, and high-income groups pay attention to the leisure and vacation of this process (Table 5).

From the purpose of rural tourism, only in the tourist group of tourist pleasure and the process of tourist spending, this presents an obvious positive correlation. That is to say, in the main tourist group for tourist pleasure, it is easier to stimulate impulse consumption, on the contrary, with the dual purpose of tourism and leisure vacation for pleasure and tourist spending in the process of no obvious correlation (Table 6).

Regulatory effect analysis

By observing the coefficient of the characteristic and pleasure interaction items of rural tourism destinations, we found that the coefficient and pleasure level coefficient are 0.370 and -0.326,

Table 2: Characteristics of Visitors for rural tourism in Lanzhou city.

Classification	Variable	%	Classification	Variable	%
Zone	Lanzhou city	43.3	vocation	Student	18.64
	No-Lanzhou city	56.7		Other	19.16
Gender	Female	37.46		Salesman	7.49
	Male	62.54		Teacher	5.92
Age	<18	4.53		Operating personnel	4.18
	18-30	38.33		Administrative staff	4.18
	31-40	42.16		Administration/later	3.31
	41-60	13.24		Civilical staff and other personnel	13.78
	>60	1.74		Unit organization/business meeting	5.75
				Travel agency	21.6
Educational background	High school and below	26.31	travel modes	Relatives and friends go together	51.22
	Undergraduate studies and junior college	67.94		Alone	19.86
	Postgraduate	5.75		Other	1.57
Monthly income		100	Planning for consumption	≤ 1500	59.47
	≤ 3500	31.01		1501-3500	31.3
	3501-5000	52.61		≥ 3501	9.23
	≥ 5501	16.38		≤ 1500	59.31
Vocation	customer service staff	23.34	Actual consumption	1501-3500	33.04
				≥ 3501	7.65

Note: Sorting out according to the questionnaire data

Table 3: Pearson correlation coefficient table.

Variables	(AC)	(RRP)	(MRT)	(IN)	(RTD)	(ZONE)	(AGE)	(SEX)	(ED)
AC	1								
RRP	0.152***	1							
MRT	0.021	0.079*	1						
IN	0.391***	-0.052	0.045	1					
RTD	0.136***	0.577***	0.058	-0.036	1				
ZONE	0.456***	0.112***	-0.05	0.047	0.137***	1			
AGE	0.095**	-0.035	0.093**	0.295***	0.006	-0.059	1		
SEX	0.238***	0.128***	-0.014	0.192***	0.089**	0.253***	0.195***	1	
ED	0.286***	0.009	-0.045	0.254***	0.038	0.206***	-0.056	0.054	1

Note: *** p<0.01, ** p<0.05, * p<0.1

Table 4: Regression analysis results.

	(1) Uncontrolled variable (AC)	(1) Control control variable (AC)
RRP	0.167*** (-3.69)	0.122*** (-2.62)
TS		0.152*** (-3.18)
MRT		-0.00941(-0.27)
IN		0.380*** (-10.72)
_cons	0.224*** (-2.61)	-0.127 (-1.57)
N	575	575
R ²	0.023	0.183
adj. R ²	0.022	0.179

Note: t statistics in parentheses *p<0.1, **p<0.05, ***p<0.01

Table 5: Category regression analysis of rural tourist' monthly income.

	≤3500 (AC)	3501-5000 (AC)	≥5501 (AC)
RPR	0	0.295*** (-4.99)	0.125 (-0.89)
_cons	0.101 -1.42	0.126 (-1.22)	0.613*** (-2.96)
N	178	302	95
R ²	0	0.077	0.008
adj. R ²	-0.006	0.074	-0.002

Note: t statistics in parentheses *p<0.1, **p<0.05, ***p<0.01

Table 6: Category regression analysis of rural tourism motivation.

	Sightseeing / vacation	Sightseeing (AC)	vacation (AC)
RRP	0.0598 (-0.7)	0.355*** (-5.65)	-0.157 (-1.44)
_cons	0.306** (-2.41)	(-0.0364 (-0.33)	0.617*** (-3.61)
N	160	305	110
R ²	0.003	0.095	0.019
adj. R ²	-0.003	0.092	0.01

Note: t statistics in parentheses * p<0.1, ** p<0.05, *** p<0.01

respectively. As such, the characteristic values of rural tourism destinations will further weaken the payment effect of pleasure in stimulating the rural tourism impulse consumption. The adjustment variable will weaken the main effect. Due to the strong attraction of resources, fewer products attract tourism consumption. Therefore, tourists pay more attention to the landscape appreciation of rural

tourism spots in Lanzhou. In other words, the more obvious the resource characteristics of rural tourism destinations, the weaker the consumption of tourism products (Table 7).

Intermediation effect analysis

Zone: From the source of rural tourism, rural tourists show a positive correlation between non-local tourists in rural tourism and their actual consumption capacity. With the increase of the pleasure of non-local tourists in rural tourism destinations by 1%, their actual consumption capacity will increase by 20%. In this process, the pleasure of local tourists is not significantly related to the actual consumption (Table 8).

Gender: From the perspective of gender characteristics, the fun and cost of rural tourism experience are significantly related. The males are positively correlated in the process, and women in the process are not significantly related to the actual consumption. In other words, men's pleasure in the process of rural tourism is more likely to promote actual consumption. With the increase of male tourists in rural tourism destinations by 1%, their actual consumption capacity increases by 28.1%, which is more likely to produce impulsive consumption behavior (Table 9).

Age: From the perspective of the age characteristics of rural tourism, tourists only aged 31-40 are easier to associate the pleasure of the rural tourism process with the actual consumption ability. Specifically, the years between 31 and 40 show a positive correlation, suggesting that rural tourists at this age are more prone to pleasure and consumption. On the contrary, 41-60 shows an obvious negative correlation, suggesting that rural tourists at this age are more vulnerable to pleasure without consumption. It can be concluded that during the ages of 31-40, tourists mainly pay more attention to the pleasure brought by rural tourism resources, and they are more likely to produce consumption. With an increase of the pleasure of male tourists in rural tourist destinations by 1%, the actual consumption capacity of the tourist group increases by 38.4%. Rural tourists aged 41-60 pay more attention to the leisure and vacation experience process of rural tourism. They ignore the consumption of this process, that is, with the pleasant increase of male tourists in rural tourist destinations, the actual consumption capacity of the tourist group is reduced by 30.8% (Table 10).

Education background: From the perspective of the education level of rural tourists, the groups with only bachelor's degrees are

more likely to produce better consumption, indicating for every 1% increase of pleasure of rural tourists with this educational background, the actual consumption capacity will be increased by 24.8%. Conversely, there is no obvious correlation between the pleasure of the two tourist groups and the actual consumption ability in the process of rural tourism. It is mainly because the tourists with undergraduate and college degrees are relatively

highly educated. The experience process pays attention to the rural tourism resources themselves and is more willing to consume independently. Under this educational background, the other two customers have become more rational in consumption (Table 11).

Through the RESET test, the model (below) has F values of 16.45 and P values of 0.0000, indicating the correct model settings used in the article. Similarly, the collinearity detection of the model suggests that the model has no collinearity (Table 12).

Table 7: Regulation effect results.

	-1(AC)
RRP	-0.326*** (-2.99)
RTD	-0.457*** (-4.02)
RRP* RTD	0.370*** -5.27
_cons	0.734*** -5
N	575
R ²	0.081
adj. R ²	0.076

Note: t statistics in parentheses ^{*}p<0.1, ^{**}p<0.05, ^{***}p<0.01

$$AC_{rt} = \beta_0 + \beta_1 RRP_{rt} + \beta_2 MRT_{rt} + \beta_3 IN_{rt} + \beta_4 RTD_{rt} + \alpha_1 zone_{rt} + \alpha_2 age_{rt} + \alpha_3 sex_{rt} + \alpha_4 ed_{rt} + \mu_0$$

Table 8: Intermediary effect analysis of the region.

	(No-Lanzhou city)	(city)(AC)
RPR	0.201***-3.42	-0.0168(-0.32)
_cons	0.412***-4.08	0.178** -2.16
N	326	249
R ²	0.035	0
adj. R ²	0.032	-0.004

Note: t statistics in parentheses ^{*}p<0.1, ^{**}p<0.05, ^{***}p<0.01

This study uses 575 sampled survey data in Lanzhou City to build a model of impulsive consumption behavior and studies the correlation between the pleasure of rural tourism and the actual consumption ability. According to the sampling survey of rural tourists in Lanzhou, non-local tourists comprise (56.70%), while local tourists account for a relatively small proportion (43.40%). Tourists who mainly travel with relatives and friends (51.22%) prefer to let men fill in questionnaires to represent common views and ideas; Female (37.46%) and Male (62.54%). At the same time, we find: First, the pleasure of the rural tourism process will stimulate the impulsive consumption behavior of tourists. Second, the characteristics of rural tourism resources will become an important factor, and the pleasure stimulates consumption in rural tourism. Third, in rural tourism, foreign tourists and male groups are more likely to produce impulsive consumption. Based on this, the paper puts forward some suggestions on the transformation and upgrading of rural tourism and hopes to provide some countermeasures and suggestions for the rural development of China and other countries.

Table 9: Intermediary effect analysis of sex.

	(Male) (AC)	(Female) (AC)
RPR	0.281*** (-5.02)	-0.0868(-1.23)
_cons	0.147(-1.53)	0.415*** (-3.74)
N	360	215
R ²	0.066	0.007
adj. R ²	0.063	0.002

Note: t statistics in parentheses ^{*}p<0.1, ^{**}p<0.05, ^{***}p<0.01

In the process of tourism, accompanied by a large number of impulse consumption [80], rural tourism also has impulse consumption behavior. This study uses 575 sampled survey data in Lanzhou City to build a model of impulsive consumption behavior and study the correlation between the pleasure of rural tourism and the actual consumption ability. It proves the positive relationship between rural pleasure and actual consumption and the impulsive consumption behavior in rural tourism. The results show that the

Table 10: Intermediary effect analysis of age.

	(<18) (AC)	(18-30) (AC)	(31-40) (AC)	(41-60) (AC)	(>60) (AC)
RPR	0.0588 (-0.87)	0.0986 (-1.17)	0.384*** (-6.01)	-0.308*** (-2.87)	0.167-0.8
_cons	(-0.0498 (-0.46)	0.242 [*] -1.8	0.00339 -0.03	0.769***-5.08	-0.167(-0.48)
N	26	220	242	77	10
R ²	0.031	0.006	0.131	0.099	0.074
adj. R ²	-0.01	0.002	0.127	0.087	-0.042

Note: t statistics in parentheses ^{*}p<0.1, ^{**}p<0.05, ^{***}p<0.01

Table11: Intermediary effect analysis of education background.

	(High School and Below 0) (AC)	Undergraduate Studies and Junior College (1) (AC)	Postgraduate (2) (AC)
RPR	(-0.0221 (-0.31)	0.248*** -4.49	-0.0915 (-0.44)
_cons	0.205 [*] -1.84	0.180 [*] -1.89	0.835***-2.92
N	151	391	33
R ²	0.001	0.049	0.006
adj. R ²	-0.006	0.047	-0.026

Note: t statistics in parentheses ^{*}p<0.1, ^{**}p<0.05, ^{***}p<0.01

Table 12: Collinear detection.

Variable	VIF	1/VIF
RRP	1.58	0.633306
MRT	1.04	0.959371
IN	1.28	0.780908
RTD	1.55	0.646527
1.ZONE	1.17	0.855456
AGE	1.24	0.809379
1	6.54	0.15294
2	7.06	0.141543
3	3.72	0.268676
4	1.39	0.716866
1.SEX	1.19	0.839079
ED		
1	1.5	0.66864
2	1.33	0.754352
Mean VIF	2.45	

characteristics of rural tourism destinations can weaken in the process of pleasure and impulse consumption, and the origin, age, gender, and educational background of rural tourists will also have different effects on this process.

First, the pleasure of the rural tourism process will stimulate the impulsive consumption behavior of tourists. Seven factors, such as personal perception, have a positive impact on rural tourism experience [81]. Emotional pleasure or tour experience pleasure will also positively impact tourists' perception value. The process of rural tourism can also further stimulate tourists' perception and stimulate the production of consumption behavior. Through regression analysis, it indicates that impulsive consumption behavior in rural tourism is closely related to the pleasure of the rural tourism process. The regression coefficient between pleasure and actual rural tourism cost is 1%, showing positive correlation characteristics; pleasure can promote the actual consumption of tourists. Specifically, for every 1% increase in pleasure, the actual cost of visitors increases by 16.7%.

Second, the characteristics of rural tourism resources will become an important factor, and that pleasure stimulates consumption in rural tourism. Rural tourism products are satisfied in tourists is the successful rural tourism products [82]. It was also further confirmed, "Local emotion, attitude, subjective norms and other perception control the influence of recreation behavior of rural tourists" [1] and correlation studies. The authenticity of rural tourism has become a new pursuit of regional characteristics, and real experience has become a market trend [83]. Because of this, the resource characteristics of rural tourism need to "Provide visitors with a real rural tourism experience" [2]. From the perspective of rural tourists' rural tourism resources, the paper further enriches the characteristics of rural tourism resources on rural tourist consumption. The empirical results show that when the interaction effect of rural tourism pleasure and the characteristics of rural tourism resources increase by 1%, the actual consumption capacity will decrease by 32.6%. The characteristics of resource ontology of rural tourism destination resources can restrict the relationship

between pleasure and impulse consumption, which shows that tourists are more willing to reflect the real rural tourism.

Third, in rural tourism, foreign tourists and male groups are more likely to produce impulsive consumption, Tourism consumption is mainly driven by foreign tourists [84]. The article also further confirms that the foreign tourists in rural tourism are more inclined to produce consumption power, mainly based on the different experiences brought by the pleasure of the non-local landscape, and are more willing to consume. It is often believed that women may usually spend less than men [85]. In female college students [86], outbound tourism [87], female tendency to consume is more pronounced than men. However, in rural tourism, men are more likely to produce impulsive consumption. Age significantly impacts tourism decision-making and tourism consumption behavior [6]. The rural tourism consumer group aged 26-35 is the main consumer group [88], and this group further demonstrates they are more likely to produce impulsive consumption [89].

Similarly is the correlation between the demand for rural tourism and the educational level of tourists [90]. Empirical results show that pleasure influences factors of impulse consumption behavior. Every 1% increase of rural tourism, foreign tourist consumption capacity by 20%, male actual consumption capacity by 28.1%, the actual consumption capacity of tourists aged 31-40 increased by 38.4%, the actual consumption capacity of undergraduate and college education by 24.8%.

CONCLUSION

Fourth, according to the study of the consumption characteristics of rural tourists, the mode of travel of rural tourists is mainly relatives and friends who go together (51.22%), men are more willing to spend according to their joy during travel. Therefore, we suggest that in the process of rural tourism: First, to improve the richness of rural tourism products, there is a need to attract more tourists to participate in and experience. Second, in promoting and marketing rural tourism products, we should pay attention to the male consumer groups. Third, we should constantly optimize and upgrade the service function of existing rural tourism products to meet the higher standards of rural tourists.

Finally, because the male-dominated characteristics of data collection objects may affect the conclusion, the reasons for this phenomenon still need to be further explained in the next study.

FOUNDATION

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