Survey and analysis on the satisfaction of commercial consumption in Kuan & Zhai Alley

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Abstract. Since the ministry of commerce held the national mobilization meeting on the construction of high-grade pedestrian streets in 2018 and started the construction of high-grade pedestrian streets, various parts of the country have actively carried out the construction of high-grade pedestrian streets, with the focus on cultivating a number of pedestrian streets with national influence. As a window of Chengdu culture, wide and narrow alley covers a variety of business and travel formats. In this study, likert attitude scale was adopted to conduct field investigation and visit on consumers' satisfaction with the supply of business forms in scenic spots, and data analysis was made on the phenomenon of big income difference and low average consumption level among different business forms in scenic spots. In view of the problems existing in the scenic spot, such as small capacity, low consumption level and unbalanced distribution of business, the corresponding countermeasures are put forwarded.

1. Introduction
On October 18, 2017, the report on the work of the 19th national congress of the CPC said that relevant departments should further improve the system and mechanism for promoting national consumption, so that the thought of giving full play to the important role of national consumption in current economic development was studied and implemented by all departments.[1]
In 2018, the ministry of commerce held a national mobilization meeting on the construction of high-grade pedestrian streets, and officially launched the construction of high-grade pedestrian streets [2]. All parts of the country actively carried out the construction of high-grade pedestrian streets, and began to focus on cultivating a number of pedestrian streets with national influence.
In the notice on carrying out the pilot work of pedestrian street renovation and promotion issued by the ministry of commerce, it was decided to select 11 pedestrian streets nationwide, including wide and narrow alleys in Chengdu, as the first batch of experimental subjects to carry out the pilot work of pedestrian street renovation and promotion [3].
However, in the current situation of consumption upgrading in China, the research on the development of commercial streets is a hot issue as well as a weak link. Although a lot of work has been put into it, there are still some problems such as the similarity of business development, low tourist satisfaction, and infrastructure and equipment. Therefore, it is more important to carry out the research on the innovation of the way of commercial and cultural business of pedestrian street. Based on this research, this paper made an analysis report on consumer satisfaction of business supply of wide and narrow alley after conducting business survey and tourist survey.
2. Customer satisfaction survey analysis

2.1. SPSS reliability and validity analysis

Through online and offline questionnaires, consumers' satisfaction with the current business situation was investigated. A total of 427 questionnaires were collected, of which 390 were valid.

2.1.1. The reliability

First, analyze the coefficients; Secondly, CITC was analyzed for each subitem, and the CITC value below 0.3 was deleted. If the "deleted coefficient" value of the item is significantly higher than the coefficient, then the item is deleted and analyzed again. Conclusion: the reliability coefficient value of the questionnaire is 0.893, greater than 0.8, and the reliability quality is high. As for the "coefficients of deleted items", the reliability coefficient value of deleted analysis items does not improve significantly, so all items should be retained, which further indicates that the reliability level of research data is high.

2.1.2. Validity

Firstly, the KMO value is analyzed. Then, the corresponding relationship between item and factor is analyzed. For the common degree value corresponding to the initial analysis item less than 0.4), it was deleted and KMO reached the standard. Conclusion: the common degree value corresponding to all the research items is higher than 0.4, indicating that the research item information can be extracted effectively. The KMO value is 0.919, and the data is valid. In addition, 11 factors explain variance rate value were 20.910%, 20.855%, 4.449%, 3.797%, 3.499%, 3.077%, 3.070%, 2.976%, 2.832%, 2.786%, 2.729%, and the cumulative variance interpretation rate after rotation is 70.979%. The information of the research item can be extracted effectively.

2.2. Subitem analysis of the questionnaire

2.2.1. Types of format

![Figure 1. Types of format](image)

It can be seen from figure 1, the survey results that most consumers tend to increase the consumption items of art and leisure, and have lower desire for accommodation and shopping.
It can be seen from figure 2 that the tourists' psychology in the new era has changed from single consumption orientation to refined and personalized demand-oriented. The original tourism market supply cannot meet the current demand, the scenic spot urgently needs to develop new recreational comprehensive tourism activities, update and upgrade the existing tourism comprehensive products.

![Figure 2. Tourists' psychology](image)

2.2.2. The environment
In the limited space, effective integration of space environment and atmosphere is an important way to generate income. As can be seen from the above overall evaluation, tourists attach special importance to any consumption environment. Among them, the courtyard consumption place, which is a major feature of wide and narrow alley, gets the highest satisfaction. The spatial environment plays a crucial role in consumers' consumption behavior. Reasonable layout and exquisite arrangement are important ways to improve the current scenic spot.

2.2.3. Location and distribution

![Figure 3. Demand for the location distribution](image)

The wide and narrow lanes are small in size, but the shops are compact. The arrangement and distribution of shops is the prerequisite for tourists' consumption behavior. As can be seen from figure 3, tourists' demand for the location distribution of food shops is far higher than that of mobile shops, and people are more willing to choose to spend appropriate money on the most direct desire.
Small flavor snack shops are designed at the head of the street to attract tourists and attract tourists. In the middle part of the alley, a larger food and beverage restaurant is designed and arranged to deepen the impression of consumers' experience.

On the contrary, the chart shows that the satisfaction of tourism for both is lower than expected, especially in narrow alleys, and the satisfaction of mobile shops is much lower than that of restaurants. Whether to retain or withdraw the consumption form of mobile shops depends on the actual spatial layout and consumption demand.

2.2.4. Diversity

From figure 4, tourists have a high demand for product richness provided by various formats. The substantial change in tourist behavior makes the simple Sichuan special snacks or handicrafts lose their attraction. Tourism snacks, souvenirs and cultural products, which are more suitable for life, more scientific and innovative, are the third important way to stabilize the source of customers and public praise. Continuous external stimulation can better meet the more complex and changeable tourism needs of current tourists.

2.2.5. Cost performance

From figure 5, wide narrow alley consumption level is low. For restaurants, the current tourists' satisfaction is at the basic satisfaction level, which has not yet matched the level of consumer demand. The cost performance of shopping stores also reflects the above characteristics. The evaluation of their satisfaction is not as good as the former.
2.2.6. Tourists' opinions on the scenic spot are summarized as follows:

![Figure 6. Tourists' opinions on the scenic spot]

Most tourists think the price of scenic products is too high at present. As can be seen from the satisfaction evaluation of cost performance in the above article, in the face of the satisfaction of basic physiological needs, appropriately reducing the price of basic consumption items will help to retain the footsteps of tourists and extend the tour time in the scenic spot.

It can be concluded from the figure 6 that there is a correlation between visiting time and per capita consumption. Appropriately increasing the price of non-basic consumption items (such as cultural and creative products) can effectively increase income generation and future reputation.

Secondly, the lack of characteristics, the flow of people, the lack of guidance, is also the current scenic spot problems. The cultural features of the scenic spot are not fully displayed. At the same time, without the dilemma of updating tourism products, it will be more difficult to generate income.

3. Results
In a word, the overall satisfaction of the block is high, and tourists pay more attention to the environment, service quality and richness. However, the status of the block cannot meet the requirements of tourists. In the development of the Kuan & Zhai Alley, the improvement and optimization of cost performance, types and services, can be taken into account.

The top four choices were payment method (4.34), overall service quality in the scenic spot (4.24), variety of catering (4.19), and environment of the restaurant (4.17). Among them, the satisfaction degree of payment method is relatively high (4.22), the overall service quality in the scenic spot, the richness of catering types and the satisfaction degree of the restaurant's environment are relatively low (3.54, 3.61 and 3.53, respectively). The four items with the lowest satisfaction degree are the cost performance of catering, the cost performance of shopping stores, leisure and entertainment, the richness of deductive activities, and the richness of consumption items in scenic spots. The average satisfaction degree is 3.11, 3.12, 3.46, and 3.48, respectively.

4. Conclusion
It can be seen from the data that the mismatch of supply and demand, the shortage of effective supply and the low level of supply are urgent problems to be solved in the current scenic spot. The consumption mode of modern tourists has gone through a process of transformation from imitation to individual diversification. The traditional product format structure can no longer meet the high-level consumption needs of consumers. People prefer to get special experience beyond the five senses in the way of tourism.
The high proportion of catering business and low income does not mean that the business is redundant. On the contrary, we should make good use of the proportion of the business, skillfully borrow the cultural core of the area, and achieve "culture + ".

Therefore, the scenic spot can consider the improvement measures from the following three aspects:

4.1. Putting people first -- encouraging social artists to participate
The promotion of cultural creativity needs the help of professionals. With the help of public relations, the scenic spot can invite relevant persons and celebrities to participate in the interaction. With the influence of such key leaders and certain Internet foundation, the scenic spot can obtain certain amount of public exposure.
Having a more open and inclusive social image can better find the social orientation and provide good internal impetus.

4.2. base oneself on the society -- establish the social image through economizing activities
One of the disadvantages of the alley is that it is difficult to fully integrate the cultural characteristics of the scenic spot with the commercial tourism, so that tourists can hardly feel its cultural connotation in the scenic spot.
Therefore, the scenic spot can make use of the festivals and social activities held regularly to integrate the concept of lenient culture and gradually promote it to the public, so that tourists can experience the atmosphere built by the scenic spot.
Make use of new technologies to make travel experience more diversified. AR and VR technology, immersive experience, sound and light elements, technological robots, etc., can make tourists spend more time in the scenic spot, which is beneficial for consumption.

4.3. rely on culture -- construct and embody the culture of tolerance and narrowness
For tourists, the most important reason for the low cost performance of catering and shopping stores is the inability to obtain a wide range of actual cultural core from tourism products. The commodities in the scenic spot are the same as ordinary life products, and there is little aftertaste after the travel experience [3]. There are three ways to achieve the actual connection between culture and product:

4.3.1. Product packaging
To make consumers change from "why buy" to "buy what", we can learn from Japan's experience in tourism product packaging design. Okayama is the birthplace of Japan's most famous momotaro legend. The local biscuit packaging is shaped like a ball according to the legend, similar to the shape of the glutinous rice dumpling carried by the hero in the legend.
First, we can use the method of describing images. For example, the shape of "wide alley, narrow alley" is used to make all kinds of snacks.
Secondly, interactive experience is the best way to mobilize the five senses of tourists. For example, posture simulation, you can choose the relief wall of the old Chengdu people's life of various scenes, into the bamboo crafts. Situational association is a way of involving the receiver of information in a situation to simulate a role play on the spot. In the package design, the special scenes, characters or props of the tourist destination are highlighted, which can give consumers experience at the level of experience and make the recall experience more intense.
Finally, symbolic form is the most abstract one, but as long as the connotation of the product is profound, it can still move consumers. The small buildings in the scenic spot are about the love story between the front-line soldiers and their left-behind wives, which also makes up the defect of too single architectural form to a great extent.

4.3.2. Immersive experiences
In this paper, "immersive experience" means the experience of shortening the psychological distance between tourists and the actual tourism scene. As a pedestrian street, the passenger flow changes
rapidly. The tourist's staying time at the destination largely determines his consumption behavior here. To retain the tourists' time is an important way to improve the consumption level of the pedestrian street.

For consumers, "why stay" is what matters. To clarify the core attractions of wide and narrow alleys, consumers need to understand and feel the "culture of wide and narrow". Brick cultural landscape wall is a 400-meter-long east-west sculpture wall, which is the first museum with brick as the carrier in China. The exhibition was unique and original, but in the end it received only a modest response. The main factor is that consumers can not fit into such a cultural atmosphere. The simplest and most direct way to shorten the distance between the two is to blend in the teahouse. Let consumers shop where they can feel the cultural atmosphere.

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6. Reference
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