Research on Purchase Decision-Making Behavior of Leisure Agricultural Tourists Based on Computer Network Text Analysis

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Abstract. With the help of the development and dissemination of computer network, the development of leisure agricultural tourism can also get great help from it. This paper is to use the statistical analysis of the random leisure agricultural tourism experience text with strong reliability on the network, from which the tourist's tourism preferences, attitudes, time, crowd and other factors play an important role in the tourism purchase decision, so that the leisure agricultural tourism developers can obtain the analysis information that is helpful to the development of their industry.

Keywords: Computer Network Text Analysis, Leisure Agriculture, Purchase Decision

1. Introduction

With the deepening of supply-side structural reform in various industries, the supply-side reform of agriculture and tourism has been concerned, and the development of leisure agricultural tourism needs to be transformed and upgraded. At the same time, the development of information technology and the popularization of tourism promote the continuous deep integration of tourism and the Internet. On the one hand, the development of the Internet provides an important way to study tourism activities. The network gradually becomes a platform for the sharing and exchange of tourism information. Tourism activities and tourism research will be carried out more through the network. It can be seen that network information has become an important data source for tourist behavior research. On the other hand, the characteristics of free, open and shared cyberspace can fully reflect the cognition and feeling of tourists' purchase decision behavior in the process of tourism, so as to understand the factors that affect tourists' making purchase decisions.

Therefore, this paper takes the text data of tourist comment website as sample, uses computer software as research tool, extracts high frequency feature words of leisure agricultural tourism experience, carries on participle, word frequency statistics, establishes analysis category to sort out...
and analyze, in order to obtain tourists' demand in the tourism process of leisure agriculture, and puts forward relevant suggestions for the future planning and development direction of leisure agricultural tourism by analyzing tourists' perception impression.

2. Research program

2.1. Research subjects

This research takes the leisure agriculture tourist as the research object, and according to tourism website content will leisure agriculture traveling. Visitors are divided into real tourists and potential tourists. As this study does not involve a particular leisure agricultural park on the basis of this study, the actual tourists in this paper have to experience in leisure agriculture tourism and publish travel notes on the Internet. Tourists who enjoy their own travel experience, or share their travel mood and perception make tour evaluation. Potential tourists to read online travel notes published by real-life tourists on the travel website, and to post comments and consultations in response areas tourist details issues and published evaluations of tourists.

2.2. Research methods

This research mainly uses the network text analysis method, this method originates from the content analysis method, is a kind of dissemination content carries on the objective, the system and the quantitative description research method. Because the virtual nature of the network is generally not affected by external factors, tourists can freely express the consumption process and experience in leisure agricultural tourism on the network, so it is a common method to study the purchase decision behavior of leisure agricultural tourists to include network text analysis into content analysis. Figure 1 is the theoretical basis of this research method, namely: the theoretical model of planned behavior.

![Figure 1. Theoretical model of planned behavior](image)

2.3. Sample collections and screening

The travel notes published by the users of the major websites in China include information on travel, food, accommodation, sightseeing, shopping and entertainment. This article selects the domestic
ranking top, the comprehensive influence big two travel websites. The horse honeycombs network and carries Cheng travel net. What the two travel websites have in common is that they have set up a travel strategy column for real visitors to post-trip feelings and provide more and more specific information to potential visitors. Therefore, this study mainly selected the horse beehive network and strip website from March 10, 2016 to March 10, 2019 on the "leisure agriculture park ", "leisure farm" network travel notes and related evaluation as the initial sample. In the hornet's nest and strip travel website travel strategy column search about "leisure farm ", "leisure agriculture park" online travel notes and online reviews and other information. Get 829 hits and 2,137 online reviews. For the 829 online travel notes and 2137 online reviews, choose to have a detailed emotional description of leisure agricultural tourism or travel notes with a certain emotional tendency, that is, the content information of travel notes should be complete, and can be used for text content analysis. On this basis, less text content or text description of meaningless travel notes, pictures occupy a large amount of space or not attracted the attention of other users of online travel notes, not to share the travel experience or provide advice-based travel notes, such as asking post, peer-seeking post, advertising post and no- post. After screening 131 valid travel notes and 1583 online reviews were obtained as the initial study sample of this study.

3. Analysis on the purchasing decision behavior of leisure agricultural tourists at every stage

3.1. Analysis on tourism motivation of real tourists in leisure agriculture

Tourism motivation is an important factor for real tourists to make purchase decisions in the early stage of tourism. According to the research results of previous scholars, leisure agricultural tourism motivation is generally divided into physical motivation, avoidance motivation, cultural and educational motivation, communication motivation, aesthetic motivation and other motives. According to the word frequency statistics of related travel notes and the analysis of common words, this paper combs the word frequency statistics of tourism motivation of leisure agricultural tourists. After sorting out, the words are statistically classified, combined with the previous research results, this paper divides the motivation of leisure agricultural tourism into avoidance, experience and seeking.

The tourism motivation of leisure agricultural tourists can be summed up into three levels, escape, experience, seek ", this research result is also coupled with other research conclusions on leisure agricultural tourists' motivation. At the same time, according to the analysis of word frequency, it can be seen that the main tourism motivation of leisure agricultural tourists is "experience ", which is also determined by the characteristics of leisure agricultural tourism itself. This paper divides experiential motivation into leisure and communication. Among them, leisure includes words such as "picking ", "project" and "orchard ", and communication includes" parent-child ", "friend ", "parent "and so on. It can be seen that the motivation of leisure agricultural tourism is mainly to cultivate feelings on the basis of leisure experience.

3.2. Analysis on tourism attitude of leisure agricultural tourists

Among them, positive emotion accounted for 83.36% and negative emotion accounted for only 16.64%. The emotional cognition of the potential tourists to the leisure agriculture tour has the positive emotion color. As a person say "Always want to take the child to a so-and-so farm, see your post, decided to go this weekend." At the same time," this farm environment is good ah, can go around
"" so leisurely ah, want to see these animals, are so cute." These online reviews reflect the desire of potential tourists for a leisure agriculture trip for a variety of reasons, such as relaxation, sightseeing, developing feelings, or others. Because of never had a personal experience, the leisure agriculture tour for this part of the people is a long dream journey. There are also a few mentioned that "feel a lot of farm the same, nothing special. Not suitable to take the children past, the environment is not good. Although the negative emotional image of potential tourists is only a few, the leisure agricultural park should pay more attention to the comments of this part of potential tourists and make targeted improvements. At the same time, in our statistical table, it is not difficult to find that the number of potential tourists with strong willingness to travel to leisure agricultural tourism is the largest, and the number of online comments is far more than the other two; second, some potential tourists are influenced by various factors, hesitant to "go or not ", and only a few potential tourists clearly express their unwillingness to go, and the number of online comments is significantly less than the first two.

Therefore, potential tourists have a more positive development trend on the cognitive image, emotional image and tourism intention of leisure agricultural tourism. How to transform potential tourists into real tourists is an important problem to be solved to enhance the popularity of leisure agricultural parks and accelerate the overall tourism development of leisure agricultural tourism. First of all, potential tourists with positive tourism attitude towards leisure agricultural tourism are likely to develop into real tourists and are the target groups to be focused on in the development of the park; secondly, potential tourists with negative tourism attitude towards leisure agricultural tourism should try their best to influence a certain element in their tourism attitude and promote them to form a new positive tourism attitude. Finally, we must pay attention to the impact of actual tourists on potential tourists. Only by providing a satisfactory tourism experience for real tourists can they publish more positive online travel notes and online reviews during or after tourism, and then continue to promote their positive impact on potential tourists and promote their transformation into real tourists.

3.3. Analysis on travel time of leisure agricultural tourists

From figure 1 we can see that the three peak periods of leisure agricultural tourism: April to May is a climax of leisure agricultural tourism. On the one hand, April is spring, spring blooming, all things recovery season, the best way to go out for leisure and entertainment. On the other hand, leisure agricultural tourism has the characteristics of peripheral tourism. Most tourists choose one day tour or two days tour, so the length of leisure time does not limit the growth of tourists. Compared to other forms of tourism, leisure agricultural tourism in May is not a peak, May Day small long vacation most tourists will choose long distance travel. Then in June and July, there was another "small peak" in the number of tourists, out of summer heat and enjoy the unique scenery of early autumn and other tourism motivation, coupled with June and July ripe fruit and summer vacation, parents prefer to take their children to travel to parents and children. 8. The number of leisure agricultural tourism decreased gradually in September. Until October, with the "11" holiday time background, the number of leisure agriculture gradually increased. Finally, from November to March, during the winter and Spring Festival holidays, tourists' travel choices are more likely to travel far away, and the peak number of tourists begins to decline.
3.4. Traveling group for leisure agricultural tourists

In order to facilitate the study, we have collected the relevant vocabulary to organized will refer to similar names with a unified vocabulary instead, to further ensure the accuracy of statistics. First of all, "children" in online travel notes are mentioned the most times, on the one hand, parents in order to increase their children's knowledge, let children experience farm life, cultivate feelings with children, usually choose parent-child travel. As wrote, "We live in cities for a long time, and children lack intuitive feelings about land and agriculture ". On the other hand, children are always the topic center of the parents, according to the analysis, about parent-child travel online travel. They will describe the children's play process with large text and pictures. Therefore, the number of times "children" are mentioned in the frequency analysis of online travel word. Second, the "parents" group ranked second, as an online travel note said, "October 3 is the father's 65th birthday, after all, the elderly are not suitable for long travel, take their parents to the nearby farm around. " On the one hand, the elderly are not suitable for long-distance travel, on the other hand, the elderly have plenty of time after retirement, and most of the elderly have nostalgia complex. Therefore, leisure agriculture tour becomes the best choice for children to lead their parents to the leisure farm to experience rural life. Finally, "friends", "team "ranked third and fourth, it can be seen with friends, colleagues meet leisure agriculture tour is also the choice of the surrounding tour. According to the analysis, we can also see that the main body of leisure agricultural tourism to make purchase decisions is mostly middle-aged people with a certain economic base or children. Figure 3 shows the distribution of leisure agricultural tourism groups.
4. Conclusion

In the period of tourism consumption, the decision of leisure agricultural tourists to purchase accommodation, diet and tourism items are affected by tourists' tourism motivation. The individualized and humanized service in the period of tourism consumption will increase the satisfaction of tourists' experience and rapidly enhance the charm value of the park. In tourism shopping, leisure agricultural tourists prefer to buy farm soil products and their own handmade handicrafts and other meaningful products. In the stage of post-tourism evaluation, tourists' satisfaction with leisure agricultural tourism is high. In terms of loyalty, although not many tourists clearly show that they will come again next time, according to the overall analysis, tourists' evaluation of leisure agricultural tourism is generally higher, therefore, tourist loyalty is also relatively high. As a whole, leisure agricultural tourists present a positive perception state, and the relaxation environment of different and daily work will leave a deep experience for tourists.

Acknowledgments

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