

Analysis of Differences between Chinese and Foreign Consumer Behavior

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Abstract

Along with the gradual rise of cruise tourism in China, scholars who studies on the course tourism have gradually increased in recent years. In this paper, from the perspective of consumer behavior, using the method of questionnaire, investigated on cruise tourism consumption behaviors not only on Chinese but on foreigners. Through the analysis of the age, the time, the cognition of the cruise, ways that access to information and with whom that they want to go to join the cruise tourism between the domestic and foreign consumers, the author concluded some problems that what we have to pay attention to in order to develop cruise tourism in China.

Key words: cruise tourism; consumer behavior; position; differentiation

Introduction

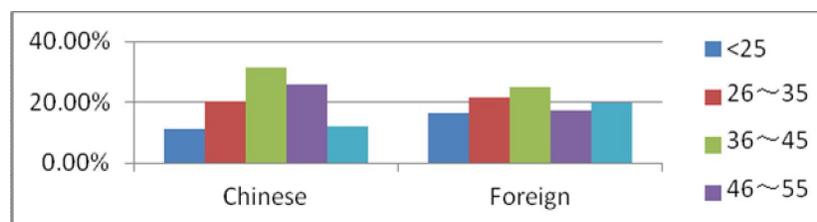
For Chinese tourists, cruise is a kind of exotic and cruise tourism is a kind of exotic culture. The cruise industry is a new industry. As a new leisure way, a full range of in-depth investigation and study on the market of cruise tourism is helpful for us to find the general rule of the development of industry abroad and to guide China`s rising cruise industry development. Also, it is helpful to enrich the academic research on tourism concept and expand tourism academic research field. Chinese and foreign cruise tourism markets are different in the policy, culture and economy development stage.

In addition, the paid vacation system in China has not yet formed, the vast majority of tourists can not enjoy the mobility of the holidays, traditional holidays such as Spring Festival, Qingming Festival and Mid Autumn Festival which are called as ‘Home culture’ made the travel rate very low. And such holiday system, traditional culture and other factors will inevitably lead to the special situation of China, formed the differences between Chinese and foreign cruise tourism market style.

2. Comparison of cruise tourism consumption behaviors of Chinese and foreign

2.1 Analysis of the consumer age ratio

Chart 1 Cruise tourists age ratio

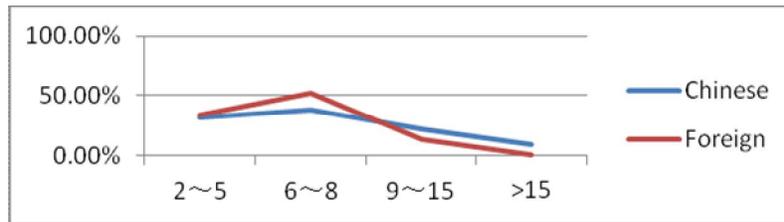


Thus it can be seen, whether in China or abroad, 36-45 year old visitors accounted for the largest proportion. The income of this part consumers is relatively stable, and the ability to accept new things relatively strong since living in the new century. In China, 46-55 year old visitors are more than 56 years old in China tourists. While, the elders have relatively abundant time, and they don't have great economy pressures as their children have grown up. But the consumption habits they formed in their lives make the ability to accept new things is generally low.

They are rarely access to information and to participate actively in the cruise tourism by themselves. So, in the early days of China's cruise tourism, the silver market which both has money and time is very worthy of attention.

2.2 Analysis of the choice of travel time

Chart 2 Cruise visitors prefer sailing time ratio

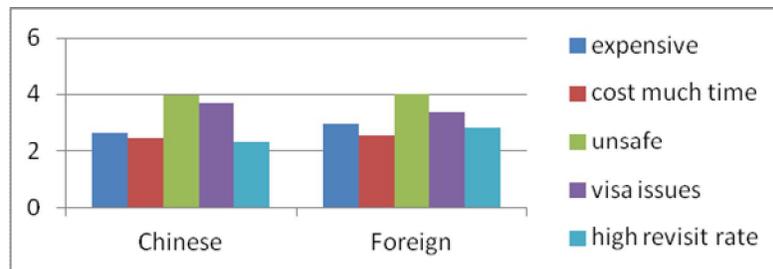


According to the above data, whether domestic or foreign, most people prefer 6-8 days to take part in the short-term travel. Because it won't take too long working time, and it also can achieve the effectiveness of tourism to relax. Through the survey in foreign countries we can find that the number of 6-8days' visitors is gradually increased and the proportion of people who cost more than 15 days to join long-term tourists is reduced year by year. In China, with the rise of cruise tourism, tourists take a cruise is relatively less. Most of the people is the first to take a cruise tourism, so they will not risk too much, and choose relatively less expensive one which will cost less time. In the survey, we can see that Chinese tourists are very interested in long term travel. Therefore, in future , we can develop the short haul routes and the other appropriate cruise products.

At the same time, the emergence of this situation has very big relations with Chinese holiday system. In foreign countries the development of paid leave system is more mature, and most people travel in the paid vacation time. While in China, paid leave system is only in large enterprises, and people can on vacation or leave out. The Spring Festival, the Mid Autumn Festival of home culture makes peoples' travel time received very big restriction.

2.3 cognition on cruise tourism

Chart 3 the cognition of domestic and foreign tourists on cruise tourism



Attention: 1=do not know it at all; 2=do not know it; 3=the general; 4=know it; 5=know it very well

The problem here is that "compared with other forms of tourism, how do you think of cruise tourism?" Here is the mean statistics of the questionnaire. Among them, compared to other forms of tourism, most of the tourists think that cruise tourism is not safe, and the cognition of cost, time and visa issues is consistent. Due to the short time development of cruise travel in Chinese, most Chinese tourists are the first time to take a cruise tourism, and it is relatively new, so revisit rate is rarely low.

2.4 To evaluate the importance of cruise products project

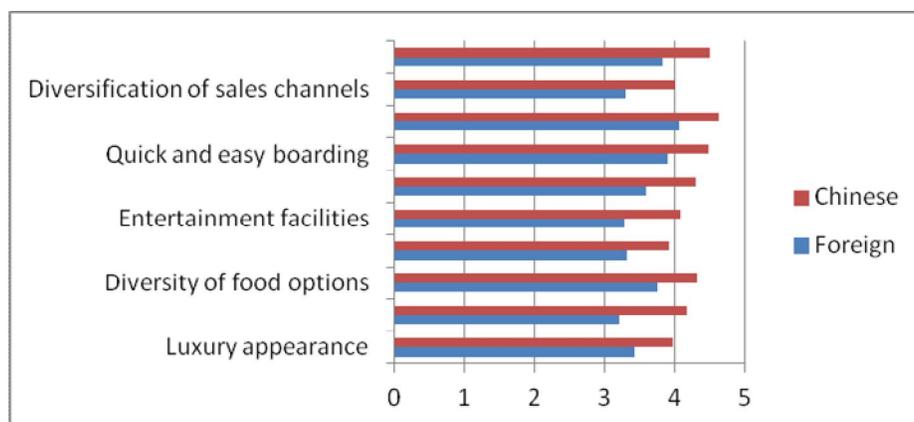
Table.1.Chinese tourists’ evaluation to the importance of cruise products project

project	minimum	maximum	mean	Standard deviation
Luxury appearance	2	5	3.98	0.821
Accommodation	2	5	4.17	0.799
Diversity of food options	2	5	4.32	0.698
the comfort of the viewing and the convenience of shopping	1	5	3.93	0.905
Entertainment facilities	1	5	4.08	0.881
Tourism Advisory Service	2	5	4.30	0.691
Quick and easy boarding	3	5	4.49	0.579
The operational level of staff	3	5	4.64	0.546
Diversification of sales channels	2	5	4.02	0.826
The route design	1	5	4.50	0.607

Table 2.Foreign tourists’ evaluation to the importance of cruise products project

project	minimum	maximum	mean	Standard deviation
Luxury appearance	1	5	3.43	0.786
Accommodation	1	5	3.21	0.914
Diversity of food options	2	5	3.76	0.827
the comfort of the viewing and the convenience of shopping	1	5	3.32	0.990
Entertainment facilities	1	5	3.29	1.048
Tourism Advisory Service	1	5	3.59	0.874
Quick and easy boarding	1	5	3.91	0.788
The operational level of staff	2	5	4.07	0.766
Diversification of sales channels	2	5	3.30	0.938
The route design	1	5	3.84	0.863

Chart 3 The evaluation of domestic and foreign tourists to the importance of cruise products project



1=very unimportant; 2=unimportant; 3=the general; 4=important; 5=very important

2.4.1 The operational level of staff

Cruise tourism in essence is a kind of service. The level and quality of the staff service is very necessary. Chinese and foreign visitors think that the staff service is the most important.

2.4.2 Diversity of food options

In the cruise, both formal and casual Western-style food, buffet should be supplied, providing a variety of food diversity. Ice cream and beverage can meet the needs of most people. With the increase in Chinese tourists, Chinese food has been also gradually increasing.

Thus, on a cruise ship, we should pay more attention to the increasing diversity of food and beverage choice. Chinese and foreign tourists generally believe that food and beverage diversity for the cruise tourism is important. Because the cruise tour spent most of the time in the cruise ship, if the food is boring for cruise, that would be a very bad thing. In contrast, the diverse dining options should be another attraction of modern cruise.

2.4.3 The quick and easy boarding

The convenient boarding service are very important for the Chinese people. since tourists will have a long journey in the ship, and they have to carry relatively more luggage. Also, crazy shopping almost is an important objective of Chinese tourists, they would buy too many things that may heaven their luggages.

2.4.4 Luxury appearance and Accommodation

Influenced by the film of *Titanic*, Chinese tourists consider cruise as a grand romantic way to travel. At the same time the *Titanic* luxury has been the positioning of the cruise liner. Therefore, Chinese tourists think luxury appearance is important. Similarly, influenced by western aristocratic culture, accommodation should be luxurious and comfortable. With the development of cruise ship in China and the improvement of people's living standard, the cruise tourism at the present stage is popular tourism image. It is more "leisure tourism symbols", instead of "luxury" logo.

2.5 Access to information

Chart 4 Chinese passenger information acquisition way

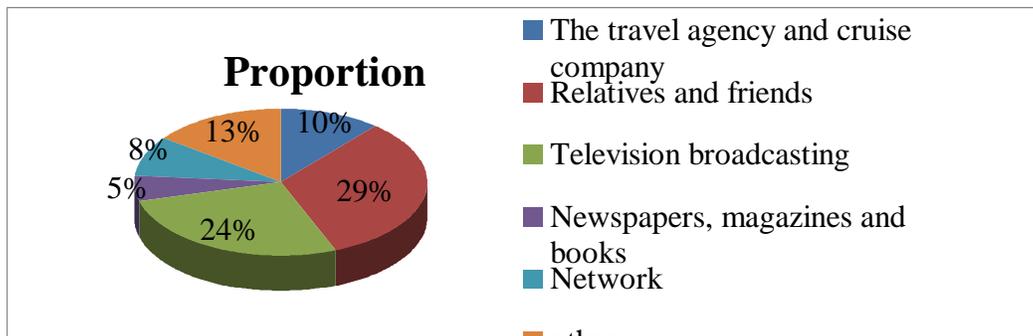
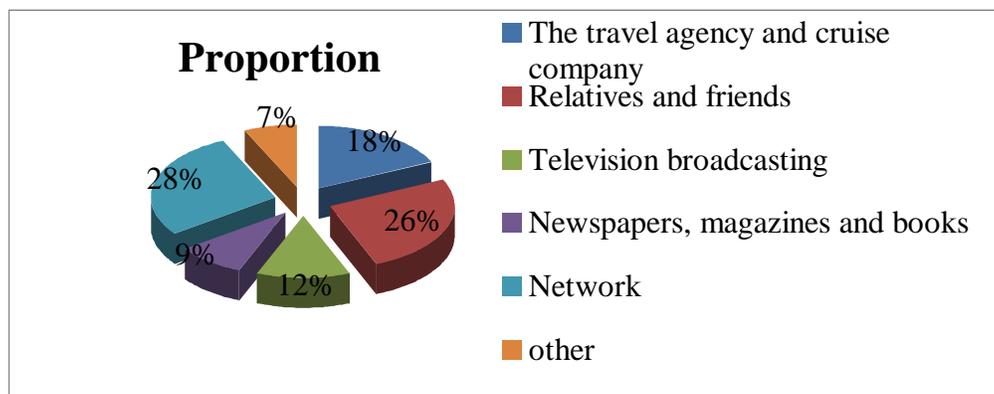


Chart 5 the foreign passenger information acquisition way

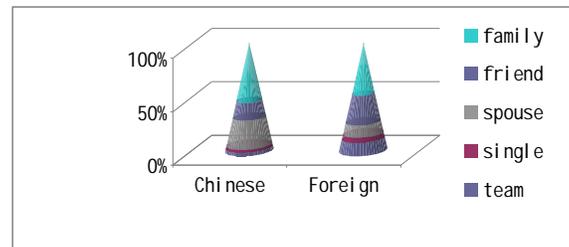


About the way to obtain information, the majority of domestic tourists receive it from friends and family, but foreign tourists obtain the information from the network, which also accounted for a relatively large proportion. In this respect, Chinese tourists' proportion is obviously smaller.

The electronic commerce is increasing perfect today and the vast majority of consumers are spending more and more time on line. Since network information spreads very quick and wide, the function of network, playing in the propaganda of cruise tourism's role, needs to be strengthened.

2.6 Cruise tourism in the form of analysis

Chart 6 Cruise tourism in the form of analysis



According to the above chart, the majority of the domestic and foreign visitors will choose cruise tour with their families. Foreign tourists who would with friends to take a cruise tourism account for 26.33%, and 24.51% of Chinese tourists will participate in cruise tourism with their spouses. Therefore, the development of family travel market, honeymoon travel market and other segments markets has a very great potential in the cruise tourism market in china.

3. Conclusion

3.1. Position

In Europe and the United States cruise tourism is relatively mature, and it is a kind of relatively high-end tourism. But China's cruise tourism is still at the initial stage of development, thus, at present, the position of China's cruise tourism is in the low-end. Experiencing a visit to South Korea for 5 days and 4 nights of travel, at the price of around 3000 yuan, can be accepted by the most tourists in China. Cruise tourism is so popular that it can quickly occupied the Chinese mass market. However, in order to meet the cruise high-end tourism image, in terms of pricing, the cruise company should open a few more high-end cruise-line or thematic cruise, to meet the needs of people in different levels.

3.2. Route

Most of the cruise ship tourists will choose 6-8 day's journey, and 6-8 days' journey is more favored by consumers in Europe and the United States. Therefore, in the design of the route, we should not only take the docked of voyage into account, but also consider the question of flight time. Such as Shanghai -South Korea - Japan - Shanghai route is popular among Chinese tourists. Currently opened Shanghai - Taiwan - Shanghai route increases people's travel choice, and greatly promotes the development of Shanghai cruise tourism. At the same time, cruise company also can rely on the unique geographical advantage of China's Yangtze Rivers to develop inland route, which can meet the needs of the tourists' time. So tourists can join in the nature and enjoy the magnificent scenery of the great mountains and rivers of our motherland.

3.3 Propaganda way

The problems of China's development of cruise tourism great lies in its publicity marketing. Most Chinese tourists' perception of cruise tourism still stays in the diversity food and the appearance of luxury accommodation, and the idea that cruise in nature is a kind of tourist destination and mobile resort is not very clear. In the existing tourists, there are many people carrying fruit or other forbidden food, when they board on the ship. This phenomenon not only reveals the tourists cognitive deficiencies but also illustrates that the public propaganda has to be improved.

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