

**INTI INTERNATIONAL UNIVERSITY**

**MASTER OF BUSINESS ADMINISTRATION**

**Dissertation Title:**

**Consumer Purchase Intention on Outbound Tours in  
Beijing, China**

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**Submission Date: April 29<sup>th</sup>, 2019**

**Final Word Count: 13,407**

## **Abstract**

This study investigated the relationship between consumer purchase intention on outbound tours in Beijing, China, and the influencing factors like price, service reliability as well as country image. This study contributes to both the marketing activities of the outbound tourism industry, and future academic research in China.

In this study, the author reviewed the literature related to consumer purchase intention, and found that the price, service reliability, and country image are effective influencing factors on consumer purchase intention. In the literature review, the researcher examined previous studies on consumer purchase intention, price of outbound tours, service reliability, and country image. This study adopted the Theory of Planned Behavior (TPB) as its theoretical foundation. At the same time, this research collected primary data by distributing questionnaires. The analysis of the relationship was based on the TPB model, and the results of collected questionnaires.

According to the results of the statistical analysis, all the three influencing factors involved in this study had significant relationships with consumer purchase intention on outbound tours in Beijing, China. Based on the findings, this study provided recommendations to the industry and future studies.

**Key words:** Outbound tours, Consumer purchase intention, Price of outbound tours, Service reliability, Country image, Theory of planned behavior.

## **ACKNOWLEDGMENTS**

I am very grateful to all the people who have helped me throughout this study. Without your kind support, it would be impossible for me to accomplish this master's thesis.

First and foremost, I would like to thank my supervisor Dr. NG Hou Hong for his kind supervision, and invaluable advice and guidance throughout this study.

I am fortunate to say that, with inspiration from him, I not only enjoyed and learned quite a lot about how to perform a marketing research, but also began to feel interested in doing research. Besides that, I am very grateful for his prompt replies to my emails and messages during the process of conducting this study. I cannot imagine how anxious I would be without his timely guidance. Moreover, I would like to thank him for meeting me whenever I needed to make an appointment.

Last but not the least; I would like to thank my family who supported me during my whole MBA studies, and all my friends who helped me during this time.

## DECLARATION

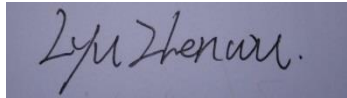
I hereby declare that I understand the meaning of “Plagiarism” and “Intellectual Property Rights”. This thesis is hereby acknowledged as my own work and effort, which has not been submitted anywhere for any award. Where other sources of information have been used, they have been duly acknowledged.

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A rectangular box containing a handwritten signature in black ink. The signature appears to read "Lyu Zhenwu." with a period at the end.

Date: 29<sup>th</sup> April, 2019.

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## **Chapter 1: Introduction**

### **1.0 Overview**

This is a survey research which investigates the relationship between consumer purchase intention on outbound tours, and its influencing factors. In this chapter, an overview of the research is given with an explanation about the background of the study, and the problem statement. In the problem statement, the research direction, and the problems that will be focused on will be presented. The aforementioned sections are followed by the research objectives and research questions. Subsequently, the significance of the study, its scope and limitations, and the operational definitions of the key terms in the study are presented.

## 1.1 Background of Research

This research focuses on the area of consumer purchase intention on outbound tours. According to Jørgensen, Law & King (2017), outbound tours are a kind of travel, which usually refers to travels to countries or regions outside of one's own country for vacation. It is the most direct way to appreciate exotic customs and civilization, and can be subdivided into various destinations, such as European tourism, Australian tourism, and American tourism (Jin & Wang, 2016).

The main purpose of the present research is to investigate the relationship between the related variables, namely price, service reliability, and country image, and consumer purchase intention on outbound tours in Beijing. The reason why this is imperative is the rapid expansion of China's outbound tourism, which is accompanied by rapid economic development (Dai, Jiang & Yang et al., 2017). Meanwhile consumer consumption behaviors are also changing dramatically (Yuan, Ren & Chen, 2015). More and more relevant academic research and outbound tourism practitioners are beginning to focus on influencing factors affecting consumer purchase intention in the industry (Rachmat, Thahir & Gummert, 2016).

China's outbound tourism started in 1984. At the time, Chinese tourists were only allowed to go to Hong Kong and Macau. However, the Chinese government had recommended 115 destinations for its citizens by the year 2012 (Dai et al., 2017). Then, in the first half year of 2015, according to the China Tourism Research Institute (2015), there were 61.9 million Chinese outbound tourists, an increase of 12.1% compared to the same period in 2014. So, although the world's outbound tourism market was dominated by North American and European tourists twenty five years ago, it is a different

circumstance today – Chinese tourists are the main engine of the world's outbound tourism market (Jørgensen, Law & King, 2017).

The report by the United Nations World Tourism Organization (UNWTO) in 2014 demonstrated similar findings; the number of outbound Chinese tourists reached a record high of 70.25 million in 2014, five times the number of tourists from Japan and the United States combined. In the meantime, a study by Jin & Wang (2016) predicts that the number of Chinese outbound tourists will exceed 100 million in 2020.

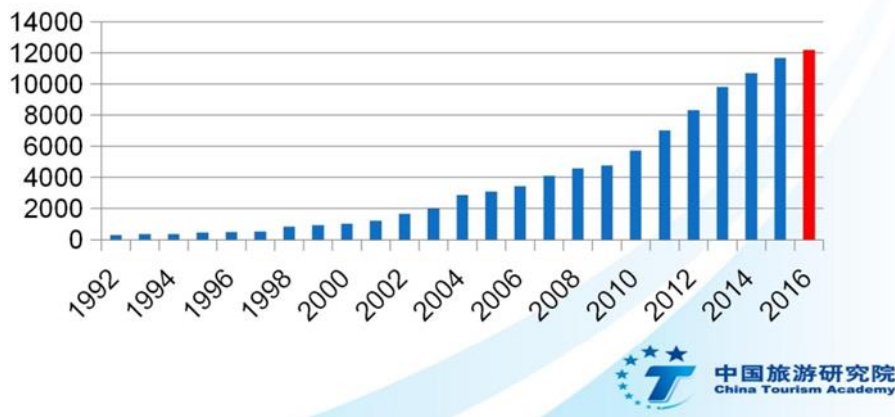
The rapid growth in the number of outbound tourists is bringing huge business opportunities to the tourist industry (Yuan et al., 2015). Therefore, this study aims to provide evidence and suggestions for the outbound tourism industry and relevant academic researchers in Beijing, China by studying the factors which influence consumers' purchase intention on outbound tours.

## 1.2 Problem Statement

Rising incomes, good government policies, and reduced passport restrictions have boosted outbound tourism in China drastically, and it is considered as one of the industries with great potential (Yang, Jing & Nguyen, 2016).

The study by Yang et al. (2017) proposed that the number of Chinese outbound tourists increased from 2,988,700 in 1992 to 70,250,000 in 2011. As a result, China has become the leading source of new tourists in the global outbound tourism market (Jin & Wang, 2016).

According to the data from the China Tourism Academy (2018), the number of outbound tourists in China is 130 million while the total amount of expenditure is \$115.3 billion. Figure 1.1 shows the number of Chinese outbound tourists from 1992 to 2016.



**Figure 1.2: The Number of Outbound Tourists of China (in ten thousands)**

Source: China Tourism Academy (2018)

By the end of 2009, the State Council issued “the Options on Accelerating the Development of Tourism Industry” as the “strategic pillar industry, and the modern service industry satisfied by the masses”, in which the tourist industry began to bear economic and social functions (Tang, 2017).

The encouraging policy and commercial potential in the tourist industry is attracting vast investment in China. Thus, it is critical to understand the consumers' purchase behavior well and subsequently further promote the performance of this emerging industry (Yang et al., 2016).

In the review of previous studies, it was found that many scholars hold different stand-points on the influencing factors of consumer purchase intention on outbound tours. Shahrudin, Mansor & Hassan et al. (2017) stated that the service quality, price, and image of the destination country are the influencing factors on consumer purchase intention in tourism. On the other hand, Ye, Li & Wang et al. (2015) asserted that price plays a vital role in influencing consumer buying behavior. However, it was also indicated by Manhas, Manrai & Manrai (2016) that in tourism the service reliability is the most influencing factor in motivating consumer purchase intention. Apart from that, Wang, Li & Barnes et al. (2012) pointed out that country image could directly influence consumers' purchase intention, for the consumers' image of the destination country could effectively influence their evaluation of an outbound tourism product or service.

In this study, the survey and analysis focuses on the three most important factors which could significantly influence consumer purchase intention on outbound tours in Beijing. Thus, to further understand this phenomenon, this study analyzes the relationship between Beijing's consumer purchase intention on outbound tours, and its influencing factors, such as the price, service reliability, and country image.

In conclusion, the problem statement of this study can be structured as follows:

***What is the relationship between the influencing factors and consumer purchase intention on outbound tours in Beijing, China?***

### **1.3 Research Objectives**

It was asserted by McCusker & Gunaydin (2015) that the proper setting of research objectives is vital as they guide and support the study. At the same time, well-organized and well-written research objectives give the study direction, which accelerate the progress of the research. The following section presents the three objectives of this research:

RO1: To determine the relationship between price of outbound tours, and consumer purchase intention on outbound tours in Beijing, China.

RO2: To determine the relationship between service quality, and consumer purchase intention on outbound tours in Beijing, China.

RO3: To determine the relationship between country image, and consumer purchase intention on outbound tours in Beijing China.

RO4: To determine the degree that consumer purchase intention on outbound tours is influenced by the price of outbound tours, service reliability, and country image in Beijing, China.

## 1.4 Research Questions

According to Creswell (2014), the research questions are considered as a vital component of a study, for it clearly states the purpose of a study, and restates the specific problems which give a clear direction to the research.

Moreover, it was indicated by Cooper & Schindler (2014) that the setting of research questions is closely related to the research objectives, where appropriate research questions would accelerate and facilitate the study in achieving its research objectives.

Therefore, based on the research objectives, the research questions are set. The following is the research questions for the present study:

RQ1: Does price of outbound tour have a signal relationship with consumer purchase intention on outbound tours in Beijing, China?

RQ2: Does service quality have a signal relationship with consumer purchase intention on outbound tours in Beijing, China?

RQ3: Does country image have a signal relationship with consumer purchase intention on outbound tours in Beijing, China?

RQ4: To what extent is consumer purchase intention on outbound tours influenced by price of outbound tour, service reliability, and country image in Beijing, China?

## **1.5 Significance of the Study**

The purpose of this study is to reveal the effect of influencing factors, such as price, service reliability, and country image of destination, which affect consumer purchase intention on outbound tourism in Beijing. The findings and the results of this research would contribute to both academic study and outbound tourism in Beijing, China.

For academic studies, this study focuses on the specific market segment of outbound tourism products in Beijing, China, which will add to the academic body of knowledge on China's outbound tourism. Previous marketing research studies on Beijing's outbound tourism market are relatively few, with most being not in English (Tse, 2015). Thus, the findings of this study will offer a significant contribution to this field of study.

For the practitioners of outbound tourism, the findings will help them really understand to what extent the aforementioned three factors influence consumer purchase intention. This study will benefit the industry through improvement of the tourism products as it provides better awareness of their potential customers, and thus facilitates providing more favorable products of outbound tourism in the future. As a result, the customers will benefit from the improved products and service in the outbound tourism industry in Beijing, China. Finally, the customers' demands of outbound tours could be better satisfied in the tourist industry.



## **1.6 Scope and Limitations**

In order to investigate the relationship between the influencing factors, such as the price of outbound tour, service reliability, image of destination country, and consumer purchase intention on outbound tours in Beijing, China, the scope of the survey in this study is very extensive, which is all the adult residents of the city of Beijing. The purpose for this scope setting is to obtain findings that are truly representative of the outbound tourism market in Beijing. This will further benefit both the customers and the tourist industry.

Nevertheless, there are several limitations that exist in the study. First of all is the time constraints of this study, whereby the researcher had only less than three months to complete the survey. Thus, the limited time made it impossible to conduct a more specific survey.

The second limitation is the small sample size of the survey. Although the sample of respondents was 384, this number is relatively small compared to the huge population of Beijing, China. Due to the rapid growth of the Beijing economy in recent decades, the proportion of floating population is very large. Therefore, it is difficult to ensure that these questionnaires are properly distributed to the respective groups, which may lead to observation results that do not accurately reflect the purchase intention of all groups.

The third limitation is that the data from the completed questionnaires may not be accurate enough since the attitude and patience of the questionnaire respondents when completing it are factors which are difficult to be controlled.

Lastly, consumers' purchasing intentions, and the related influencing factors, continually change over time. Therefore, the results and findings may only be applicable to a specific time and region.

## 1.7 Operational Definitions

### 1. Outbound tour

According to Jørgensen, Law & King (2017), outbound tours are a kind of travel, which usually refers to travels to countries or regions outside one's own country for vacation. It is the most direct way to appreciate exotic customs and civilization, and can be subdivided into various destinations, such as European tourism, Australian tourism, and American tourism (Rachmat, Thahir & Gummert, 2016).

### 2. Consumer purchase intention

Consumer purchase intention refers to consumers' attitudes and preferences towards purchasing certain goods and services, which are based on the evaluation of the characteristics of the products or services (Bubphapant, 2017).

### 3. Price of outbound tours

Price is the scale to measure the value of goods or services. At the same time, price determines the revenue of suppliers, and the purchase cost of consumers (Bai, 2015). Specifically, in this study, the price of the outbound tourism product is focused on.

### 4. Service reliability

Service reliability is one of the five dimensions of the SERVQUAL model for evaluating the service satisfaction of customers. Service reliability in tourism, particularly, emphasizes the reliable delivery of the promised service or product in the contract (Țițu, Țițu & Răulea, 2016). Service reliability reflects the function and characteristics of the service, where higher service reliability would better satisfy consumers. Therefore, consumers' assessment of service

reliability directly influences consumers' purchase intention (Manhas et al.2016).

## 5. Country image

The country image is the direct cognition and impression of consumers on the country of origin of a target product or service. In past market studies, most scholars believe that the national image is a cognitive construct that directly affects the consumers' assessment of a product or service, and the intention of purchase (Wang, Li & Barnes et al., 2012).

## **1.8 Organization of Chapters**

This study consists of the following five chapters:

Chapter 1 is the general introduction to the study. In this study, the research topic and its related concepts are discussed and defined. The background of the research, the problem statement, the research objectives, the research questions, the significance of the study, the scope and the limitations, and the operational definitions are the components of this chapter.

Chapter 2 generally reviews the related literature study, and concepts of previous research from various academic journals in the global and local perspectives. The literature includes the influencing factors related to the chosen topic, consumer purchase intention, such as price, service reliability, and country image. The adopted conceptual framework for this study, and the fundamental theory, the Theory of Planned Behavior (TPB) are also discussed. Finally, the research hypotheses are described in the end part of this chapter.

Chapter 3 is the chapter on research methodology and methods, in which the details of the adopted methods of this study are discussed specifically. It consists of the general research design, the design of the questionnaire, the methods to collect data, the sample size, the tools used to conduct the survey, and the procedures of data processing and analysis, such as the pilot test, the preliminary test and the hypothesis test.

Chapter 4 focuses on the process of data analysis while at the same time, the results of the study are presented in this section as well. The process of data analysis takes advantage of the IBM-SPSS 22.0 software, which gives quality estimation of the data collected. Ultimately, the results of the statistical data analysis are used to justify the hypotheses.

Chapter 5 is the last chapter for this study, where the findings of this study are discussed, and recommendations are proposed to the academic researchers and the practitioners of outbound tourism in Beijing, China.

## **Chapter 2: Literature Review**

### **2.0 Overview**

In this chapter, previous related literatures on consumer purchase intention are reviewed. The content consists of literature on consumer purchase intention through global and local perspectives as well as the influencing factors such as price of outbound tours, service reliability, and country image. The literature review also contains a discussion on the dependent variable (consumer purchase intention) and independent variables (price of outbound tours, service reliability, and country image), and their relationships. Subsequently, a discussion of previous fundamental theories and the conceptual research framework follows. The chapter moves on to assert the research hypotheses, and then closes with the chapter conclusion.

## 2.1 Consumer Purchase Intention

Mirabi, Akbariyeh & Tahmasebifard (2015) asserted that consumer purchase intention is a vital aspect in marketing, and frequently appears in academic marketing studies. Guachalla (2018) explained that purchase intention is related to consumer behavior, which focuses on the consumers' preference, attitude, and perception.

In addition, Yunus & Rashid (2016) defined consumer purchase intention as the possibility of the consumers' wish to perform the buying action in the marketplace. During this process, awareness, comparison and evaluation procedures are involved, with the purchase intention being affected by many external factors (Alexandra, 2014).

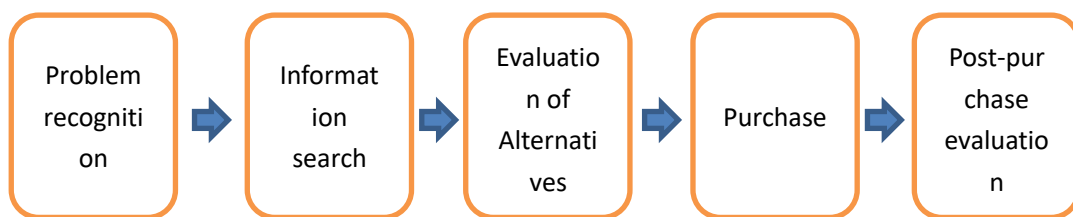
More specifically, Adnan (2017) proposed that there are several factors that affect and determine the shape of consumer purchase intention. Mainly, the three factors that play a role in the marketing are situational factors, psychological factors, and societal factors, for instance, the purchase reason, perception of the product, and occupation.

Furthermore, Alexandra (2014) asserted that consumer purchase intention on the service industry is affected by many determinants. These determinants are divided into two main categories: internal determinants like personality, attitude, and perception, and external determinants such as natural conditions, service quality, and marketing activities. A study conducted by He, Zhan & Hu (2018) indicated similar results, where in the marketing of electric vehicles (EV), the consumers' perception and personality are vital, with personality revealed to have a critical influence on purchase intention.

### 2.1.1 The Global Perspective of Consumer Purchase Intention

Bubphapant (2017) defined purchase intention in his study, stating that purchase intention is considered a predictor of the consumers' purchase decision. More specifically, this intention is related to the customers' attitude, preference, and favor for a certain product or service that is desired to satisfy the demand.

According to Pride & Ferrell (2014), the consumers' buying decision process consists of five correlated steps, which are problem recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluation. Figure 2.1 shows the process of consumer purchase decision.



**Figure 2.1.1: Consumer Purchase Decision Process**

Source: Pride & Ferrell (2014)

Apart from that, Adenan, Ali & Rahman et al. (2018) explained that success of a company in the market depends on the products' positive image. One of the essential tasks in the business world is fostering a positive image, which is coherent with the analysis by Lu, Li & Barnes et al. (2012), where an effective country image was demonstrated to be important in enhancing consumer purchase intention.

In addition, the consumer behaves reasonably, with the purchasing goals being to find the exact products which would most realize their needs at a certain period of time. Thus, consumer purchase intention is formed on the



foundation of the expectation that a product can satisfy his or her desire (Kalia, Arora & Kumalo, 2016).

According to Isaac, Lan & Johan (2015), consumers' perceived value can be used to forecast their purchase intention, and attitude has the greatest influence on consumer purchase intention.

At the same time, Lee & Liaw (2017) pointed out that economists, when establishing an economic model, believe that consumers' behavior is rational. Under such an assumption, consumers always make the optimal purchase decision rationally. This means that consumers tend to spend their limited money on products that give them the most satisfaction (Chi, 2018).

One study found that trust and risk factors had the greatest impact on consumers' purchase intention by analyzing the linkage between different variables using regression analysis (Dachyar & Banjarnahor, 2014).

Asshidin, Abidin & Borhan (2016) found in their research that shopping intention is widely used in business to predict the sales of existing products and services, while previous studies have also similarly pointed out that purchase intention is an effective parameter that can be used to predict sales.

### **2.1.2 The Chinese Perspective of Consumer Purchase Intention**

In general, Chinese consumer behaviors have changed in recent decades due to the economic development (Yuan et al., 2015). It is clear that industrialized coastal residents prefer Western values, and have become more personalized and individualistic in consumption. Meanwhile, China's inland residents are relatively more accepting of traditional Chinese cultural values, and more conservative (Zhang, Grigoriou & Li, 2008).

As an emerging economy with the fastest growth and greatest potential in the past several decades, China has attracted investments from many multinational companies for its huge commercial opportunities. However, this market has its own characteristics, whereby consumers in different regions have significant differences in consumption attitude and intention, and thus, market segmentation is crucial (Gui & Liu, 2000).

This change was captured by Cheng & Li (2016) in the political field as well, whereby China's political elites had decided to radically change their economic growth model by replacing the previous export-driven economic growth model with a domestic consumption-driven model. The core of this policy is to encourage consumption, and this reform is bringing huge business opportunities to domestic businesses.

Lee, Hsiao & Hsu et al. (2015) conducted a marketing study on the consumption behavior of the rich in China. This study found that the consumption habits of those in the Chinese wealthy class were influenced by Western culture, and they paid more attention to high quality, fair prices, healthfulness, convenient purchase channels, and the guarantee of safety when making a purchase decision.

A study conducted by Gao, Waechter & Bai (2015) asserted that the service quality, information quality, and privacy and security concerns are the main influences which determine the consumers' continued purchase intention on e-commerce. The finding from Lee et al. (2015) also indicated that the businesses should provide high quality and reliable products for the purpose of being competitive in the market.

Affluent citizens are more willing to consume in the areas of higher quality life, entertainment, and recreation (Yuan et al., 2015). Consumers pay more attention to consumptions that can improve the quality of life (Meng, Xu & Hu et al., 2017).

Zeng & Chen (2017) had the same opinion in a study in China; they found that the growth of residents' income has changed the form of consumer consumption. The content of consumption changed from the pursuit of life necessities to the pursuit of life quality, which is reflected in the evolution from commodity consumption to service consumption.

Lee, Wan & Cheng et al. (2017) explained the influencing factors of consumer purchase intention on medical products in China. The study demonstrated that product information, product price, product involvement, and word-of-mouth contribute positively to purchase intention. Similarly, a study conducted by Lee & Lee (2015) showed that service quality had no significant effects on buying intention compared to the image of the brand, which further pointed to country image as a powerful influencing factor.

Chen, Shang & Li (2014) gave the same idea that the image of a country determines the consumers' perceived quality and satisfaction, which further affects purchase intention. As a matter of fact, the products and services from a country with a good country image are more easily accepted by consumers in the purchase decision process (Lee & Lee, 2015).

## **2.2 Factors Influencing Consumer Purchase Intention**

Shaharudin, Mansor & Hassan et al. (2013) asserted that there are three factors, the price of products, service quality, and image of products, which collectively influence customers' perception and purchase intention.

However, consumers' consumption behavior changes from time to time, which is mainly influenced by the following factors: social customs, industrialization, and globalization, which will affect consumers' shopping demand and intention (Sanlier, Aybuke & Gulsah et al., 2018). In addition, according to Asshidin et al. (2016), in marketing, purchase intention is considered an important factor in predicting consumer buying behavior.

In a new study, Zubcsek, Katona & Sarvary (2017) proposed that market personnel should pay more attention to whether the product conforms to the personalized preference of customers because the research found that consumers' consumption intentions and decisions are directly reflected in their preference for products.

It was pointed out by Shen (2015) that the increasing mobile shopping population is not only because people have become accustomed to the manner of mobile shopping, but also because other factors, such as attitudes, subjective norms, and perceived behavioral control, often contribute to consumers' purchase intention, and are considered necessary influencing factors.

Besides that, from the perspective of consumers, the design of the products, and the quality of services constitute the image of a specific product; consequently, in turn, the product image will affect consumer behavior (Chen et al., 2014). Another previous study pointed out that the country image of a product affects consumer satisfaction, evaluation, purchase intention, and

purchase decision. As a result of the finding, taking actions to improve the image and perception of the products is necessary in order to strengthen consumer purchase intention (Park, Morrison & Wu et al., 2018).

With the rapid economic development in China, the consumption level shows an upward trend, and consumers are very concerned about the characteristics of the products and services, such as the security, environmental protection, and self-realization (Zhang, 2015).

Asshidin, Abidin & Borhan et al. (2016) pointed out that, according to the previous academic studies, the perceived quality of a service is widely accepted as the main driving force that determines consumers' consumption intention. This is because perceived quality is based on the reflection of service quality in past experiences, which gives consumers a pre-buy assessment, and further determines the consumers' purchase intention (Shaharudin et al., 2013).

### **2.2.1 Price of Outbound Tours**

According to the explanation by Muralidharan, Yoon & Sung et al. (2014), in marketing, the role of price is considered to be vital since it is the key to forecast consumers' decision. As a matter of fact, the price is used to measure how much money you have to pay for a specific product or service (Pappas, 2017).

In addition, previous studies indicated that there is a positive relationship between price and service quality (Rachmat et al., 2016). The higher the price, the better the quality, while lower quality tends to be accompanied by low prices (Chioveanu, 2012).

The research shows that price is a complex concept, which possesses a positive relationship with consumer buying intention in some cases, for instance, in the situation of prestige products and scarcity (Bai, 2015). In the value perspective, on the other hand, the exchange value is directly determined by the price, while the expected satisfaction and wellbeing is reflected by the price at the pre-purchase stage (Oosthuizen, Spowart & Meyer, 2015).

Moreover, the perception on value varies with different consumers; some people believe that high prices relate to high quality, while some do not (Rachmat et al., 2016).

However, consumer behavior shows that the price plays a vital role in influencing consumer perception on the quality of product. Nevertheless, the degree of influence varies from consumer to consumer due to their various backgrounds and personalities (Ye, Li & Wang et al., 2015).

Oosthuizen et al. (2015) asserted that, according to research on the economic behaviors of consumers, consumers will make two decisions in order to realize

certain personal interests: one is to take actions to increase their own interests, and the other is to reduce their economic expense.

Apart from that, price is an effective tool in marketing campaigns to boost sales and increase competitiveness. In marketing practice, changes in price have been shown to have a direct effect on consumers' perceived attitudes (Khare, Ahtani & Khattar, 2014).

Setting appropriate price strategies is an important process of marketing activities since an appropriate price can increase the competitiveness of products, attract new customers, and improve the profitability of enterprises (Banciu & Ødegaard, 2016). On the contrary, an inappropriate price may negatively affect consumers' purchase intention, and cause business failure.

From the perspective of the consumer, the price is the most important foundation in making a purchase decision (Oosthuizen et al., 2015). Consumers often do not know well the quality and value of the products at the pre-purchase stage. Hence, the price is one of the few available means of comparison and assessment on the product (Rachmat et al., 2016). A competitive price tends to increase the competitiveness of the products, thus influencing consumer purchase intention (Lu, Wang & Wu et al., 2017).

In general, according to the above findings, the price is a relevant factor which affects consumers' purchase intention. Thus, the price of outbound tours is considered one of the vital influencing factors which could impact consumers' purchase intention.

### **2.2.2 Service Reliability**

Reliability means that the service provider keeps its promises to customers (Titu et al., 2016). In the service industry, reliability consists of reasonable prices of service, correct products being provided by staff, catalogs being easily understood by customers, and promised service and products being provided on time (Rahman, Osman-Gani & Raman, 2017).

According to Akroush, Jraisat & Kurdieh et al. (2016), in tourism, service reliability refers to the service provider providing safe, reliable, and timely products and services which should properly meet their commitments, and customers' expectations or needs.

Service reliability is one of the five dimensions of the SERVQUAL model on evaluating the service satisfaction of customers. Specifically, it emphasizes the reliable delivery of promised services or products in the contract (Țîțu et al., 2016). Service reliability reflects the function and characteristics of the service, where a higher service reliability would better satisfy consumers; therefore, consumers' assessment of service reliability directly influences their satisfaction and purchase intention (Manhas et al., 2016).

There are plenty of marketing studies that have reviewed the relationship between service quality and consumer purchase behavior. Many scholars indicated that service quality is essential to help companies win competition advantages (Akroush et al., 2016). Thus, service quality is vital to the survival and development of organizations in the marketplace.

It was asserted by Li (2019) that improving service quality tends to be an effective way to help the company in increasing market shares and revenue in the tourism industry. When a company focuses on improving their service



quality, like the service reliability, the improvement in delivery and fulfillment of service and products will improve their customers' satisfaction as well.

According to Țîțu et al. (2016), the most widely applied model for measuring service quality is the SERVQUAL model, which divides service quality into five dimensions, namely reliability, assurance, empathy, tangibles, and responsiveness. These dimensions were proven to have an effective influence on consumers' satisfaction and re-purchase intention.

In practice, these five dimensions do not always appear at the same time when measuring service quality; the number of dimensions could vary according to service categories since they differ according to the characteristics of the industry (Fan, Gao & Liu et al., 2017).

Li (2019) asserted that it is necessary to make adjustments in the adoption of the five service dimensions for the different service categories. In fact, even the same service category may also adopt different dimensions to measure service quality.

According to Song, Wang & Sparks (2018), the statistics show that most of the Chinese tourists choose to travel in groups rather than travel individually when they are on outbound tours. On the outbound tours, they rely on the services of travel agencies for group travel, visa application, airplane ticket purchase, and overseas residence and transportation. Under this circumstance, the service reliability of travel agencies is very important, which is often an important factor influencing consumers' purchase intention on outbound tours (Chen, Weiler & Young, 2018).

Kuo, Wu & Deng (2009) found that the perceived service quality and customer satisfaction are affected by service reliability, and perceived service quality influences consumers' purchase intention. Thus, the relationship is such that

service reliability indirectly influences consumers' purchase intention in the tourism industry.

According to Manhas et al. (2016), in tourism, the travelers' experience is often influenced by whether the travel agency can deliver the promised service properly and timely. Therefore, marketing personnel and organizations should take actions to improve service reliability so as to create satisfied and unforgettable experiences for tourists, and thus encourage them to repurchase (Rachmat et al., 2016).

Flanagin, Andrew & Metzger et al. (2014) asserted the same opinion, that both perceived service quality and purchase intention improve with positive comments on the product from actual consumers.

The perception process runs through the whole process of consumption behavior in the service industry, from the perception of marketing stimulus in the pre-consumption stage, to the perception of service activities and various service facilities during consumption, to the evaluation of the service experience in the post-consumption stage. These procedures are related to consumers' perception and purchase intention (Guachalla, 2018).

In general, Chen et al. (2018) concluded that the reliability of services from travel agencies plays a vital role in influencing consumer purchase intention on outbound tours, especially in China, due to the characteristics of Chinese outbound tourists.

### **2.2.3 Country Image**

The country image is the direct cognition and impression of consumers on the country of origin of a target product or service. In past market studies, most scholars believed that the national image is a cognitive construct that directly affects the consumer's assessment of a product, and the intent to buy it (Wang, Li & Barnes et al., 2012).

As a matter of fact, the country image effectively influences consumers' attitude towards a product or brand. This is why, in marketing, country image is regarded as a visible means to attract customers (Connell et al., 2014). Meanwhile Jeng (2011) indicated that a positive country image can help an organization build awareness and reputation, which could alter consumers' attitude towards the organization itself, and its products.

In addition, Matins, Costa & Oliverira et al. (2018) explained that there are three aspects of country image which affect consumers' shopping intention, namely information, irritation, and cognitive construction. The first aspect provides an initial impression on the benefit of a product or service while the second, irritation, results in a negative country image in potential customers (annoying, offensive). The final one is cognitive construction, where a positive country image could be a positive influence on the customer.

Hashim & Normalini (2018) explained that the image of the country, and the general product image are closely related, which could directly influence consumer evaluation of a product or service.

These findings from Matins et al. (2018), and Hashim & Normalini (2018) revealed that it was widely accepted by consumers that when the country image is seen as credible and enjoyable, it could be a good reference of information for purchasing products and services, and offers the possibility of

reaping rewards in the form of expected good experience.

Another research focused on the reputation of the country of origin. Adenan et al. (2018) affirmed that country image significantly affected the purchase intention of students. Therefore, when implementing a marketing strategy, it is necessary to consider more elements, such as good country image, which can be a positive factor for achieving the desired marketing campaign (Jeng, 2011).

Research shows that the country of origin could promote sales through the country's credibility, reputation, and acceptance, which make the products more attractive to customers than those without a positive country image (Patrick, Ayo & Olushola et al., 2018). A good country image is believed to be able to increase the acceptance level of products among consumers. Consumers consider products or service with a good country image to be more reliable and attractive, which further improves their perception of the products (Adenan et al., 2018).

Apart from the above, Li, Lu & Jiang et al. (2014) indicated that country image determines both the cognitive and affective dimensions in the buying decision of consumers even though most of the previous marketing studies believed that country image played merely a cognitive construction as it mainly affects the quality estimation of a service or product.

It was also confirmed by Manhas et al. (2016) that a clear and powerful country image can directly appeal to consumers' buying intention.

Balakrishnan et al. (2014) also asserted the role of country image in marketing, supported by Richins & Shaffer (1998) who stated that the country image has a great influence on consumers' buying decision.

Purchase intention reflects the probability that a customer intends to buy a product or service in the future (Bubphapant, 2017). Matins et al. (2018) had

proven this as well through a research showing that purchase intention is positively correlated with the possibility of customers taking purchase actions as well. Thus, the positive country image of a product will change consumers' purchase intention, and consequently promote sales.

According to Ahenkora & Adarkwa (2018), in a survey conducted in a chocolate business in Ghana, the low purchase intention on the Ghanaian chocolate brand is largely due to the local consumers' negative attitudes towards the image of Ghana, which proves that it is vital to build a positive country image among consumers due to its critical influence on their attitude and further purchase intention.

It was pointed out by Li et al. (2014) that, particularly for Chinese consumers, the country image tends to directly influence consumers' quality evaluation of a product and service. For instance, Chinese consumers tend to have an extremely high quality estimation for German-origin cars, which is closely connected to their positive country image of Germany.

Generally, country image is considered to play a vital role in cognitive construction in the evaluation of a product and its related purchase intention. Thus, it is necessary to consider it as an influencing factor in marketing research (Wang et al., 2012).

## 2.3 Gaps in the Literature

According to the literature review, it was found that numerous marketing researches have explored the factors affecting consumer purchase intention, and the relationships among them (Guachalla, 2018). These researches indicate that influences like price, service reliability, and country image could significantly affect consumers' purchase intention on certain products or services (Asshidin et al., 2016; Jørgensen et al., 2017). However, current marketing research frequently refers to the theme of consumer behavior in developed countries (Tse, 2015). Furthermore, most of the studies' objectives focus on daily products (Schroeder, Borgerson & Wu, 2017). At the same time, most of the previous studies consider the Chinese tourist market as a whole for analysis (Tse, 2015). It is necessary to consider the diversity of the outbound tourism market in China. This diversity should be recognized in subsequent studies to examine the tourists in the market segment (Jørgensen et al., 2017). On the other hand, previous studies focusing on Beijing's Chinese consumer behavior are relatively limited, with the English academic research on consumer purchase intention on outbound tourism in Beijing city being especially so (Huang & Chen, 2016). This limitation is obvious, and hence, further academic research is required.

Therefore, this present study focuses on determining the relationship between the influencing factors and consumer purchase intention on outbound tourism in Beijing, China.

## **2.4 Theory of Planned Behavior (TPB)**

The Theory of Reasoned Action (TRA) and its extension, the Theory of Planned Behavior (TPB), have been widely used in consumer behavior investigation, including consumer behavioral analysis in the tourism industry (Halpenny, Kono & Moghimehfar, 2018).

For both models, the intention is considered as the most effective indicator, and is determined by the individual's attitude toward a behavior, and by the subjective norm (Bianchi, Milberg & Cúneo, 2017). The two models are different in that the TPB model makes an improvement by introducing an additional factor, namely perceived behavioral control (Ajzen & Madden, 1986).

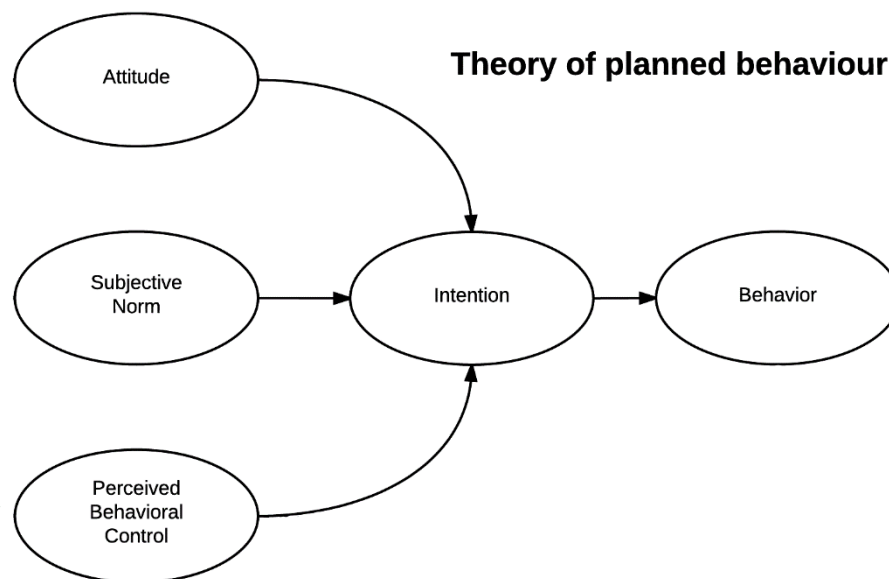
Alexandra and Maria (2018) stated that the TPB was originally proposed by Ajzen in 1986. This theory believes that human behavior is determined based on three factors: attitude, subjective norm, and perceived behavioral control. The TPB is actually based on the TRA, but with a more practical improvement made as the latter only emphasized attitude and subjective norm as influences on human behavior (Halpenny et al., 2018).

Since the TPB was proposed by Ajzen in 1986, the theory has become one of the most influential models in the study of analyzing and predicting human behavior. Today, it is still widely accepted in the study of sociological sciences (Park, Hsieh & Lee, 2017).

Unlike the TRA, the improved TPB model introduces the factor of perceived behavioral control (Ajzen & Madden, 1986). The TPB argues that human behavior is the result of deliberate planning. Since Ajzen found that human behavior is not completely voluntary, but under control, he extended the TRA and added the new concept of perceived behavioral control, thus further

developing it into a new research model for behavioral theory – the Theory of Planned Behavior (Halpenny et al., 2018).

Bianchi et al. (2017) in their study gave the same view, that is, the biggest difference between the TPB and TRA is that the TPB successfully overcomes the limitation of the TRA which cannot reasonably explain the behaviors that are not completely controlled by people’s will. Subsequently, perceived behavior control variables, representing other irrational factors, were added into the original theoretical framework to form TPB (Alexandra & Maria, 2018). Therefore, when analyzing behavioral intention and actual behavior, the TPB is not only influenced by “attitude” and “subjective norms”, but also by “behavioral control perception”. The research framework for this theory is shown in the figure below:



**Figure 2.4: Theory of Planned Behavior (TPB)**

Source: Ajzen & Madden (1986)

Mishra, Mishra & Akman (2014) defined attitude as a set of beliefs which may evolve into the major influences that determine a certain individual’s intention



to perform an action. Specifically, attitude is an emotional willingness to motivate an individual into executing a decision. This decision is based on the evaluation of the consequences. Meanwhile, subjective norm refers to the social pressure individuals will feel from salient individuals or groups on whether or not to take a specific behavior (Dewi & Zein, 2017).

In addition, academic studies have found that attitudes have long been deemed as having both positive and negative effects on human preference, and these attitudes ultimately determine the people's intentions of behavior (Ackermann & Palmer, 2014; Asshidin et al., 2016; Mishra et al., 2014).

According to Paul, Modi & Patel (2016), perceived behavioral control refers to the obstacles reflecting an individual's past experience and expectation. Halpenny et al. (2018) explained that the more resources and opportunities an individual has, and the fewer obstacles he expects, the stronger his or her perceived behavioral control will be.

Mishra et al. (2014) gave the definition of behavior intention, which refers to the individual's subjective probability of taking a certain behavior, and which reflects the individual's willingness to take a certain behavior.

In conclusion, TPB considers that attitude, subjective norms, and perceived behavioral control jointly determine an individual's behavioral intention (Dewi & Zein, 2017). In the way of action, behavioral intention determines individual behavior, which is determined by attitude, subjective norms, and perceived behavioral control (Halpenny et al., 2018). Therefore, the more positive an individual's attitude towards a particular behavior, or the more his or her subjective norms support the behavior, and the stronger his or her perceived behavioral control over the behavior, the higher his intention to engage in the behavior will be. According to Alexandra & Maria (2018), the Theory of Planned Behavior (TPB) can be reduced to three simple considerations:

No. 1 is whether I want to (Attitude);

No. 2 is what others think (Subjective Norms);

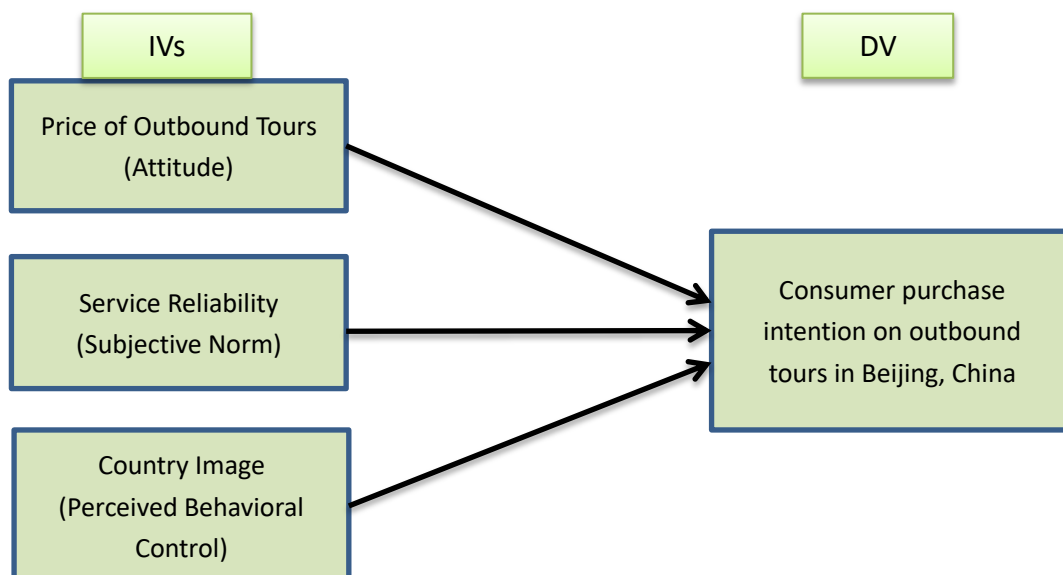
No. 3 is whether I can do it (Perceived Behavioral Control).

The TPB model is widely used to analyze unconventional thinking decisions for behaviors that require critical thinking. In other words, the TPB model can effectively explain psychological/cognitive processes to understand consumers' contextual decisions in the marketing field, such as consumer behavior in the tourism industry (Paul et al., 2016).

## 2.5 Conceptual Framework

A conceptual framework is adopted in this research. According to Kheng, Rahim and Safin (2015), and as partly asserted by previous studies, a conceptual framework is suitable to be adopted particularly in the explanation and analysis of the logical relationship between a certain phenomenon and its influences. It helps the researcher in building a logical framework between the variables, and facilitates the research process. In view of this, it has been widely applied in numerous social academic studies (Schafer, 2016).

This present study focuses on consumer purchase intention on outbound tours in Beijing, China. Based on the findings from previous research, the framework is designed to determine the causal relationships between the independent variables (IVs), and the dependent variable (DV). This model shows the relationship between the price of outbound tours, service reliability as well as country image, and consumer purchase intention. Figure 2.3 shows the conceptual framework for this study.



**Figure 2.5: The Conceptual Framework**

## **2.6 Hypotheses**

According to the literature, there are three hypotheses to be determined. The present research tests these hypotheses using quantitative methods.

Hypothesis 1: There is a significant relationship between price of outbound tours and consumer purchase intention on outbound tours in Beijing, China.

Hypothesis 2: There is a significant relationship between service reliability and consumer purchase intention on outbound tours in Beijing, China.

Hypothesis 3: There is a significant relationship between country image and consumer purchase intention on outbound tours in Beijing, China.

## **2.7 Chapter Conclusion**

In this chapter, by reviewing the literatures on consumers' buying intention, it was found that factors such as price, service reliability, and country image are powerful factors in this study. Therefore, the literatures related to these factors were reviewed as well. From the review, it was found that most of the research merely focused on a specific product, with research on Chinese consumer purchase intention in the tourist industry being relatively few. At the same time, the literature review concluded that the fundamental theory, the Theory of Planned Behavior (TPB), was suitable to be applied in this study. Therefore, based on the TPB model, this present research explores the relationship between the dependent variable: consumer purchase intention, and the other three independent variables: the price of outbound tours, service reliability, and country image.

From the previous studies, this study proposes three hypotheses on the relationships between the variables mentioned above, which is verified in the subsequent data analysis.

## **Chapter 3: Research Methodology and Methods**

### **3.0 Overview**

This chapter is the research methodology of the study, which deals with defining the process of the research, including the research design, sampling procedure as well as the questionnaire design. This chapter aims to present detailed information regarding the research methods, statistical research techniques, the method of data collection as well as the design of the questionnaire, based on which the researcher proceeds to the process of data analysis in the next chapter.

### **3.1 Research Design**

The main function of the research design is to provide a feasible framework for the preset problems, and the type and subtype of the study are defined by the research design (Creswell & Creswell, 2017).

This study is a descriptive study, which aimed to describe and verify the nature of the relationship between the dependent variable and independent variables (Bougie & Sekaran 2016). Rahi (2017) defined descriptive research as referring to the study that focuses on extracting information from an existing phenomenon. At the same time, this kind of research aims to evaluate events and human behavior under natural conditions.

Descriptive research is used in sociological research to describe the behavior and phenomenon of the population of the object under study (Cooper & Schindler, 2014). This description focuses on what phenomenon occurred rather than on why the phenomenon occurred (Bougie & Sekaran, 2016). Thus, in view of the research objectives, research questions, and the findings from previous studies, the descriptive research design was selected.

Furthermore, this study is also a quantitative-based correlation design which aimed to fill the gap between price, service quality as well as country image and consumer purchase intention on outbound tours in Beijing, China (Rahi, 2017).

According to Creswell & Creswell (2017), it is effective to use statistical correlation tests to determine whether there is an existing relationship between the variables in a correlation study, which also means that the researcher is not able to manipulate the variables in the investigation.

The extent of researcher interference in this research was minimal because the researcher was involved only in distributing the questionnaires to be

completed, which did not interfere with the respondents' work or life as they could respond to the questionnaires at their leisure and convenience (Looi & Khoo-Lattimore, 2015). This investigation required merely distributing the questionnaires to potential consumers in Beijing, which was a quantitative correlation study (Rahi, 2017).

In a non-contrived setting, the researcher does not manipulate the environment in which the survey is conducted, and the collection of the data is in the natural setting (Tomar & Upadhyay, 2017).

Sekaran (2010) stated that a cross-sectional study refers to the method of collecting data in a research in which the data is collected at one particular point in time. Specifically, this point in time can be days, weeks, and months which are used to collect the questionnaires, and analyze the primary sources of data. In this study, the distribution and collection of questionnaires was conducted within three months; thus, this research is a cross-sectional study (Rahi, 2017).



## **3.2 Sampling Design**

The purpose of selecting a sampling design is to choose a representative sample to conduct further data analysis (Rahi, 2017). In this section, the population of the study, the sampling procedure, and the sample size are discussed.

This research focused on the group of people who have purchase intention on outbound tours in Beijing, China in order to determine the influencing factors which affect consumer purchase intention. According to Krejcie & Morgan (1970), there must be at least 384 available questionnaires for a study for which the population exceeds 1 million. Meanwhile, Hair, Ringle & Sarstedt (2013) also indicated that, only when the data exceeds 250 data points is the data considered statistically significant. Therefore, in view of these guidelines, 400 questionnaires were collected for the analysis of this study.

### **3.2.1 Population of the Study**

The population of the study is defined as the group of people who have the same characteristics that meet the requirements of the study (Bougie & Sekaran, 2016). In this study, the population is consumers who have potential purchase intention on outbound tours in Beijing. According to the National Bureau of Statistics of China (2016), the population of Beijing was 21.73 million in 2016. Thus, the estimated population of this study is 21.73 million. However, because the study population tends to be very large, it is necessary to utilize statistical methods to set the appropriate sample size based on the population of study as it is impossible to investigate the entire population (Hair, Ringle & Sarstedt, 2013).

### **3.2.2 The Sampling Plan**

According to the statistical data provided in the previous section, the population of this study is too large to conduct an investigation. For the sake of convenience, this research selected the non-probability sampling technique to meet the requirement of an acceptable sample (Bougie & Sekaran, 2016). Speak, Escobedo & Russo et al. (2018) asserted that one of the most common methods used in social behavior research is the convenience non-probability sampling technique. Based on this method, the sampling of the study population offers convenience in the collection of valid data.

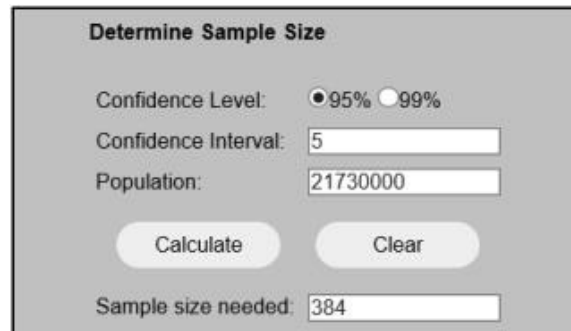
### **3.2.3 Sample Size**

This study aimed to determine the influencing factors of consumer purchase intention on outbound tours in Beijing. There are 21.73 million potential consumers in Beijing, China (National Bureau of Statistics of China, 2016). However, because there were time constraints on this study (only 11 weeks), it was impossible to conduct the research on the whole population of Beijing. Therefore, it is necessary to utilize a sampling technique to represent the whole population of Beijing for this very tight schedule of three months.

When the population exceeds 1 million, the minimum number of the sample size should be 384 (Krejcie & Morgan, 1970). Thus, based on this, this research set 400 questionnaires to be distributed to potential respondents in Beijing, with an assumption that the response rate is 80%. If the number of collected questionnaires exceeds 250, there will be statistical significance for the research data (Hair et. al., 2013).

Krejcie & Morgan (1970) had built a widely accepted formula to determine sample size. According to this formula, when the population of a research is over 1 million, the minimum sample size should be 384. This sample size is

based on  $p = 0.05$ , which means that the confidence level of the survey result is 95%. The figure below shows the calculation for the appropriate sample size.



The image shows a software interface titled "Determine Sample Size". It includes the following elements:

- Confidence Level:** Two radio buttons are present, with "95%" selected and "99%" unselected.
- Confidence Interval:** A text input field containing the value "5".
- Population:** A text input field containing the value "21730000".
- Buttons:** Two buttons labeled "Calculate" and "Clear" are positioned below the input fields.
- Output:** A text input field at the bottom labeled "Sample size needed:" containing the value "384".

**Figure 3.2.3: Sample Size**

### 3.2.4 The Number of Questionnaires

Although the calculation formula by Krejcie & Morgan (1970) gave no less than 384 samples, Sekaran & Bougie (2010) pointed out that the data collected must exceed 250 to have statistical significance. Considering the collection rate of questionnaires, this study set the release rate of 400 questionnaires.

### 3.2.5 Unit of Analysis

The unit of analysis refers to the specific research object in a study, such as individuals and the organization. It reflects the relationship between the research object and the individual, organization, and the whole society (Zikmund et al., 2010).

This study aimed to analyze consumers' purchase intention on outbound tours, so the specific analysis unit is Beijing residents with potential purchase intention on outbound tours.

Respondents in this study included students, office workers, and retirees. There was no restriction on gender and age, which meant that all men and

women from different age groups were equally selected to collect first-hand data.

For the respondents, the participants of this questionnaire survey were local residents between the ages of 18 and 65. The setting of this group was appropriate for the survey as people in this age group are psychologically mature, good at understanding problems, and able to use the Internet.

### **3.2.6 Data Collection Method**

Cooper & Schindler (2014) explained that data collection method refers to the procedure of collecting the relevant information that reflects the situation of the phenomenon to be researched.

This study adopted the method of collecting primary sources of data through distribution of questionnaires. These primary sources of data in investigations refer to first-hand data (Zikmund, Babin & Carr et al., 2013).

Neuman (2012) asserted that the principle of quantitative methods is applying statistical methods to analyze the collected numerical data to obtain findings like relationships of variables. This is in line with the method of data collection in this study, which is the quantitative method.

### 3.3 Questionnaire Design

The questionnaire refers to the survey method where surveyors use appropriately designed questionnaires to collect and understand the opinion or attitude of the selected respondents (Bee & Murdoch, 2016).

In academic research, the questionnaire is considered as an effective, low-cost and time-saving means to collect information when the research population is large (Bougie & Sekaran, 2016).

A proper questionnaire contributes to collecting relevant information, which gives the researcher a deeper understanding of the surveyed phenomenon or problem (Bolarinwa, 2015).

The questionnaire design is a very important process of this research as it is used as a data collection tool in the investigation, specifically to collect data and reduce the workload of the survey (Bougie & Sekaran 2016). In the design of a questionnaire, the core steps are: defining the key concepts, selecting the model of investigation, determining the assumptions of the hypotheses and the relationships between variables, setting the questions, distributing and collecting the questionnaires, and analyzing the data (Lavrakas, 2008).

In the data collection process of the study, the questionnaire is considered to be an effective and convenient data collection tool, and a valid questionnaire is believed to help researchers obtain reliable and high-quality data (Song, Wong & Chon, 2013).

According to Joshi, Kale & Chandel (2015), in social and educational research, the Likert scale is one of the measurements most widely applied in measuring respondents' attitudes and views on specific research phenomena.

Apart from that, Boone & Boone (2012) indicated that a Likert scale routinely

defines each question with 4 or 5 Likert-type items as a numerical scale for facilitating the data analysis. The most frequently stated form is from 5 indicating strongly agree to 1 being strongly disagree, and with 3 to mean neutral.

This study chose a 5-point Likert scale as the measure of respondents' attitude in the investigation. This is because the researcher believed that its features could improve the convenience of respondents, such as quickening the response, and reducing the tiredness of answering, while also enhancing the quality of data collection (Bishop & Roberty, 2015).

1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

**Table 3.3.1: Five-Point Likert Scale**

Bishop & Roberty (2015)

Compared with non-parametric statistics, the Likert scale provides a more reliable and convenient method for statistical analysis. At the same time, it also provides accurate and effective statistical results which meet the needs of researchers. These are the reasons why the Likert scale is widely applied in academic and non-academic research (Bishop & Herron, 2015).

According to Bougie & Sekaran (2016), the researcher should have a strong awareness of the key concepts and objectives of the research, which is the foundation for designing an acceptable and valid questionnaire for research. Proper question setting will be extremely helpful in generating reliable and highly valid data from the respondents (Bolarinwa, 2015).

Zohrabi (2013) stated that one of the available ways to improve the validity and

reliability of a designed questionnaire is to adopt relevant questions from previous studies. Thus, in this research, a large proportion of the questions were adopted from previous studies in related research fields. The questionnaire for this study consisted of three main sections: (A) the demographic information of respondents, (B) the independent variables, including price, service reliability, and country image as well as (C) the dependent variable, the consumer purchase intention on outbound tours. The following table presents the sections in the questionnaire designed for this research which were adopted from previous studies.

A. Demographic profile	6	Bilal & Ali (2013)
B. IV1. Price of outbound tours	5	Degirmenci & Breitner (2017)
IV2. Service reliability	3	Baksi (2014)
IV3. Country image	3	Vijaranakorn & Shannon (2017)
C. DV. Consumer purchase intention	5	Degirmenci & Breitner (2017)

**Table 3.3.2: Questionnaire Design**

The first section's six demographic questions were adopted from the previous study by Bilal & Ali (2013), which were confirmed as reliable in that study. Thus, they were adopted for this study, with a change in context to Beijing, China.

Apart from that, the questions about the price of outbound tours and consumer purchase intention were adopted from the study conducted by Degirmenci & Breitner (2017), which were about the influence of price on purchase decision.

On the other hand, from the research by Baksi (2014), the questions related to service reliability were taken and adopted in this study.

Lastly, in choosing the questions related to country image, the research of Vijaranakorn & Shannon (2017) was adopted by changing the context to that of outbound tours in Beijing, China.



### **3.4 Measures of Study**

The measurements of this study consisted of the following components, namely the pilot test, demographic profile, preliminary test, hypothesis testing, and Pearson correlation test.

#### **3.4.1 Pilot Test**

In this study, a pilot test was executed to examine the validity and suitability of the questionnaire design. According to Matthews & Ross (2014), in the process of data analysis, the pilot test is very important. It mainly conducts preliminary research on a small part of the planned sample. The purpose of this test is to determine the accuracy and validity of the collected questionnaire and its data through analysis of validity and feasibility (Cooper & Schindler, 2014).

Bolarinwa (2015) asserted that, when a study uses questionnaires to collect data, the pilot test is a must, with the purpose of improving the questionnaire, and making it convenient for respondents to understand, and thus provide more effective and relevant data.

According to Zohrabi (2013), the tested sample size for the pilot test should be set to 10% of the whole planned sample size, which in this study roughly equals to 40.

##### **3.4.1.1 Factor Analysis**

In statistical practice, factor analysis is widely used to analyze the relationship between complex factors, whose purpose is to make this kind of analyses easier to understand, and to facilitate the study of those complex concepts (Eijk & Rose, 2015). Besides that, it was indicated by Bryman & Bell (2015) that factor analysis can effectively reduce the number of analyzed data, which

uses fewer factors that reflect most of the information from the original data. In other words, several closely related variables are classified into the same class, and each type of variable becomes a factor.

It was affirmed by Yong & Pearce (2013) that factor analysis is useful for reducing similar variables, and thus helping the research focus on the key factors. Consequently, factor analysis effectively helps researchers to reduce irrelevant items, and to improve the efficiency of conducting a research.

This research applied the Kaiser Meyer-Olkin (KMO) test to examine the sampling adequacy, which is the most widely used statistical test. If the value of KMO is close to 1, that means the relationship among the variables is very strong (Zohrabi, 2013). In this study, it is assumed that the KMO value must exceed 0.6.

#### **3.4.1.2 Reliability Test**

In order to obtain better analyzed results, it is necessary to evaluate the reliability of the collected data. Thus, a research cannot ignore the significance of a reliability test (Zohrabi, 2013).

Reliability testing is a statistical tool used to evaluate the internal consistency of variables. The purpose of this test is to detect the quality of the data collected, and whether the research data is reliable and effective (Rovia, Baker & Poton, 2013).

Moreover, Ursachi, Horodnic & Zait (2015) asserted that, in the reliability test, an important indicator is the Cronbach's alpha value, which must be greater than 0.7, with the reliability of data being positively correlated to this value.

This research is in line with the previous studies' opinions. As reliability is considered a vital indicator to evaluate the reliability of the data collected in this research, the research variables went through a reliability test.

### **3.4.2 Demographic Profile**

The demographic profile describes the characteristics and background of the participants, which is composed of such elements as population, gender, age, and income level. The demographic profile could help researchers understand the characteristics of the target population (Elsayed, 2016).

As stated before, the target population in this study is the consumers of outbound tours in Beijing, China. There is no doubt that it is necessary to obtain a clear awareness of the characteristics of the consumers in Beijing. These characteristics include gender, age, the income level, and other social aspects.

### 3.4.3 Preliminary Test

In this study, the preliminary test was used to test the collected questionnaires and data, and aimed to evaluate the acceptability, feasibility, and reliability of the data (Ruiterkamp & Sieberling, 2013). The above mentioned factor analysis and reliability test were retested. The retesting of the factor analysis and reliability test was for the purpose of improving and enhancing the statistical results (Austin & Sutton, 2015).

### 3.4.4 Hypothesis Testing

Hypothesis testing is a widely used method in statistics to test whether the hypothesis is true, whereby it concludes the hypothesis for the entire target population by testing the hypothesis for the statistical sample data (Kirchner & Pfister, 2017). Multiple linear regression was the statistical tool used in this study.

Multiple regression analysis is the most widely applied form of linear regression analysis in statistics, which is used to establish the linear mathematical relationship between the dependent variable and two or more independent variables (Sekaran & Bougie, 2013). The following formula was adopted in this research:

$$Y = a + B_1 \cdot X_1 + B_2 \cdot X_2 + B_3 \cdot X_3$$

whereby Dependent Variable (Y): Consumer purchase intention, and Independent Variables (X): Price of outbound tours, service reliability, and country image.

Researchers can make a conclusion about whether the hypothesis is accepted through the output of the estimated parameters, and there is statistical significance for the predicted relationship between the dependent variable (DV)

and independent variables (IVs) only when the p-value is less than 0.05, t-value is greater than 1.96 and absolute value for  $\beta$  is greater than 0.1 (Wiley & Pace, 2015).

The selection of multiple linear regression analysis was because there were three independent variables that collectively affect the dependent variable, consumer purchase intention, in this study. Thus, it would help the researcher to examine the statistical relationship between the DV and IVs (Kirchner & Pfister, 2017).

It was indicated by Ross & Willson (2017) that the value of  $R^2$  in multiple regression analysis can be used to determine the degree of linear correlation between IVs and DV. Meanwhile, the closer the absolute value of  $R^2$  is to 1, the stronger the correlation, but a value of 0 denotes no linear correlation (Sari, Lúcio & Santana et al., 2017).

### **3.5 Chapter Conclusion**

In this chapter, an overall introduction to the research methodology was presented, in which the components of the research design of this study, consisting of the research design, sampling procedure, and questionnaire design were detailed. This was a descriptive research which utilized questionnaires as the main tool to collect primary data, with 400 questionnaires distributed in this study. The population of the study was all residents in Beijing, China. Several statistical tools were utilized in this study to analyze the reliability and validity of the collected data and the questionnaire, after which the testing of hypotheses was conducted.

## **Chapter 4: Results and Discussion**

### **4.0 Overview**

The data analysis and the findings of the research are presented in this chapter. To ensure the validity and reliability of the questionnaire design, a pilot test with 10% of the sample number was done first. When all the requirements of the statistical tests were met, the questionnaires were then distributed to the population. There were about 400 respondents' opinions collected through the questionnaires that were randomly distributed in Beijing for the purpose of data analysis in this study.

In the following data analysis procedure, there were three statistical tests conducted, which were the preliminary test to determine the validity and reliability of the data, and hypothesis test to verify if significant relationships exist between the influencing factors and consumer purchase intention on outbound tours in Beijing, China.

## 4.1 Pilot Test

According to Zohrabi (2013), in this study the tested sample size for the Pilot test is set at 10% of the whole planned sample size, which is roughly equal to 50.

### 4.1.1 KMO Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.871
Bartlett's Test of Sphericity	Approx. Chi-Square	794.844
	df	120
	Sig.	.000

**Table 4.1.1: KMO and Bartlett's Test (Pilot Test)**

Source: SPSS outcomes of KMO test

This research applies the Kaiser Meyer-Olkin (KMO) test to exam the sampling adequacy. The Kaiser Meyer-Olkin (KMO) test is the most widely used statistical test, if the value of KMO is closed to 1, which means the relationship among variables is very strong (Zohrabi, 2013). In this study, it is assumed that the KMO value must exceed 0.6.

According to the above table of KMO and Bartlett's Test, it shows the KMO value is 0.871, and the p-value of Bartlett's test is 0.000 which is less than 0.05, thus it can be concluded that the sampling adequacy is good and is suited for further analysis.

### 4.1.2 Reliability Test

The following reliability test will be used to test whether the internal consistency of the questionnaire exists through the Cronbach's Alpha value. Ursachi et al. (2015) asserted that in the reliability test, an important indicator



is the Cronbach's alpha value, which must be greater than 0.7, and the reliability of data is positively correlated with the Cronbach's alpha value.

<b>Factors</b>	<b>Cronbach's Alpha</b>	<b>No. of Items</b>
<b>Price of outbound tour</b>	0.965	5
<b>Service reliability</b>	0.902	3
<b>Country Image</b>	0.738	3
<b>Consumer Purchase Intention</b>	0.958	5

**Table 4.1.2: Summary of Reliability Test (Pilot Test)**

Source: SPSS outcomes of reliability test

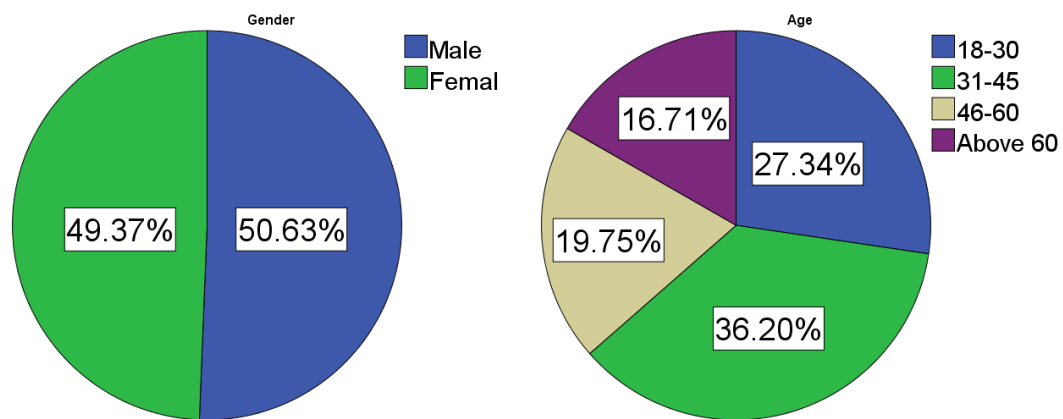
According to the above table of reliability measurement, it shows all the values of Cronbach's Alpha of the three IVs and DV are greater than 0.7. Based on the table the conclusion can be got, there is a signal consistency within all the factors. Thus the data collected is reliable for further statistical analysis and research.

## 4.2 Analysis of Demographic Profile of Respondents

Statistics							
		Gender	Age	Experience	Monthly income	Source of information	Impersonal source of information
N	Valid	395	395	395	395	395	395
	Missing	0	0	0	0	0	0
Mean		1.49367	2.2582	1.9975	1.8937	2.8861	2.8759
Median		1.00000	2.0000	2.0000	2.0000	2.0000	2.0000
Mode		1.000	2.00	2.00	2.00	2.00	2.00
Variance		.251	1.075	.586	.730	2.918	2.647

**Table 4.2: Summary of Demographic Information**

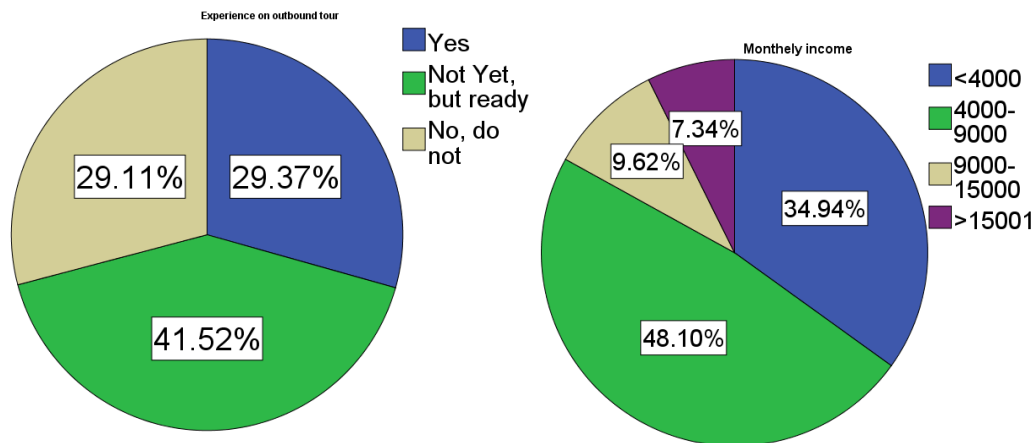
Source: SPSS descriptive analysis



**Figure 4.2.1: Distribution of Gender and Age**

Source: SPSS descriptive analysis

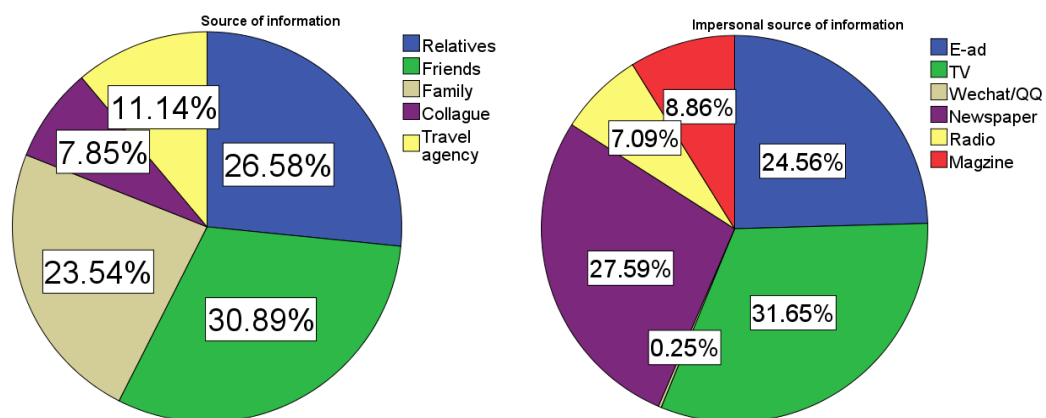
The above figure shows distributions of respondents' genders and age.



**Figure 4.2-2: Distribution of Experience on Outbound Tours and Monthly income**

Source: SPSS descriptive analysis

According to the above figure, it can be found that there are only 29.11% of the respondents have outbound tourist experience, and meanwhile as many as 41.52% of respondents have a plan to buy the outbound tour in the future, which confirms that the outbound tourism still has a great commercial potential to develop. Regarding the monthly incomes, most of the respondents' incomes are below CNY9000.



**Figure 4.2-3: Distribution of Source of Information and Media**

Source: SPSS descriptive analysis

The figure above shows the sources of respondents' information and the media of information. It shows 88.86% of respondents' source of information is from significant others (relatives, friends, family members and colleagues), thus the judgment of significant others is relevant to consumers' decisions.

## 4.3 Preliminary Test

### 4.3.1 Measure of Sample Adequacy

This research applies the Kaiser Meyer-Olkin (KMO) test to exam the sampling adequacy. The Kaiser Meyer-Olkin (KMO) test is the most widely used statistical test. If the value of KMO is closed to 1, that means the relationship among variables is very strong (Zohrabi, 2013). In this study, this is assumed that the KMO value must exceed 0.6.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.917
Bartlett's Test of Sphericity	Approx. Chi-Square	4510.655
	df	120
	Sig.	.000

**Table 4.3.1: KMO and Bartlett's test (Preliminary Test)**

Source: SPSS outcomes of reliability test

The KMO and Bartlett's test above shows the KMO value is 0.917 in this study, which is  $> 0.6$  and meets the requirement of sample adequacy. The p-value is 0.000, which is less than 0.05, and is good as well. Thus the questionnaire design and data collection in this study are valid and acceptable for further statistical analysis.

### 4.3.2 Reliability Test

The above KMO analysis demonstrates the questionnaire adopted in this study is valid and acceptable. Thus the reliability test will go forward to check in what degree the internal consistency of each variable is in, or in other words, the reliability of the collected data in this study. The measure of the reliability will base on the Cronbach's Alpha score. Only and when the score is greater than 0.7 (or  $>0.7$ ), the data will be considered having sufficient reliability

(Ursachi et al., 2015). The following results of reliability show that there is signal consistency within each construction. Thus the data collected is reliable for further hypothesis analysis.

**Case Processing Summary**

		N	%
Cases	Valid	395	100.0
	Excluded <sup>a</sup>	0	.0
	Total	395	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.926	16

**Table 4.3.2.1: Measure of Reliability (Preliminary Test)**

Source: SPSS outcomes of reliability test

Factors	Cronbach's Alpha	No. of Items
Price of outbound tour	0.900	5
Service reliability	0.883	3
Country Image	0.884	3
Consumer Purchase Intention	0.923	5

**Table 4.3.2-2: Summary of Reliability Test (Preliminary Test)**

Source: SPSS outcomes of reliability test

According to the above results, this study got a conclusion that the TPB model is available for testing the three potential influencing factors. It indicates a clear guide map to predict the consumer purchase intention on outbound tours in Beijing.

Based on the principle of TPB and the results from above tables, it can be concluded that the attitude (price), the subjective norms (service reliability) and the perceived behavioral control (country image) have account for 77.254% of the total variance in the criterion variable of the consumer purchase on

outbound tours in Beijing, China.

#### 4.4 Multiple Regression Analysis

In this study, the multiple regression analysis was chosen to examine the hypotheses proposed in the previous section of this research. The choosing of multiple regression analysis is that three independent variables could affect the consumer purchase intention in this study, which will help the researcher to determine and establish the statistical relationship between DV and IVs (Kirchner & Pfister, 2017).

The researcher can make a conclusion about whether the hypothesis is accepted by the output of the estimated parameters, in line with this, there was a statistical significance of the predicted relationships between the DV and IVs only if the p-value is less than 0.05, t-value greater than 1.96 and  $\beta$ -value greater than 0.1 (Wiley & Pace, 2015).

	Unstandardized Coefficients		Standardized Coefficients	t-value	Sig.
	B	Std. Error	Beta		
<b>Constant</b>	0.237	0.153		1.546	0.123
<b>Price of outbound tour</b>	0.473	0.039	0.486	12.111	0.000
<b>Service reliability</b>	0.229	0.044	0.226	5.172	0.000
<b>Country image</b>	0.165	0.038	0.175	4.300	0.000
<b>R value</b>	0.710				
<b>R Square</b>	0.504				
<b>Adjusted R<sup>2</sup></b>	0.500				
<b>Durbin-Watson</b>	2.002				
<b>F test</b>	132.578				

**Table 4.4-1: Multiple Regression Analysis**

Source: SPSS outcomes

According to the table 4.4.1 above, it shows that the R-value is 0.710, is  $>0.7$  which means the level of predictive relationship is acceptable between the influencing factors and consumer purchase intention. At the same time, the value of R-Square is 0.504; which shows about 50.4% of the variance of DV



are be explained by the IVs. In addition, the value of Durbin Watson is 2.002, which meets the acceptable range (1.5-2.5).

Through the results of table 4.4.1 above, it can be seen that the 3 p-values of Price of outbound tours, Service reliability, and Country image are all below 0.05, the t-values for the all three factors are greater than 1.96 and all the three  $\beta$ -values are greater than 0.1, all of which indicates that all the three influencing factors were confirmed have influences on consumer purchase intention with statistical significance (Wiley & Pace, 2015). Thus, it concluded that the hypotheses of these three influencing factors should be accepted. The following table 4.4.2 shows a summary of the results of hypothesis analysis.

Hypot heses	Description	$\beta$ -value	t-value	p-value	Result
H1	There is a significant relationship between price of outbound tours and Consumer Purchase Intention on Outbound Tours in Beijing, China.	0.486	12.111	Sig=0.000	Supported
H2	There is a significant relationship between service reliability and Consumer Purchase Intention on Outbound Tours in Beijing, China.	0.226	5.172	Sig=0.000	Supported
H3	There is a significant relationship between country image and Consumer Purchase Intention on Outbound Tours in Beijing, China.	0.175	4.300	Sig=0.000	Supported

**Table 4.4-2: Summary of Results of Hypothesis Analysis**

Source: SPSS outcomes

Through the results in table 4.4.1 above, it shows the value of  $R^2$  is 0.504, which means the consumer purchase intention on outbound tours in Beijing can be explained by the three influencing factors in the degree of 50.4%. In other words, these three influencing factors collectively contribute 50.4% of statistical variance of consumer purchase intention on outbound tours in Beijing.

## **4.5 Chapter Conclusion**

In this chapter, the statistical tests were conducted to test the relationships between the influencing factors and consumer purchase intention based on the Theory of Planned Behavior (TPB). The results of this study show that all these three factors have significant influences on consumer purchase intention, and these three hypotheses proposed in this study are supported by the results of statistical data analyses.

The degree and extent of how the influencing factors influence consumer purchase intention was also verified in this study. The results show that the three influencing factors have collectively contributed 50.4% of statistical variance to consumer purchase intention on the outbound tours in Beijing, China.

Lastly, the demographic descriptive analysis showed that only 29.37% of respondents had bought the outbound tours before, meanwhile 41.525% of the respondents didn't have the experience of outbound tour, but they have plans and are ready to buy an outbound tour in future. Thus it confirms that more and more Chinese people want to purchase an outbound tour in Beijing, which also confirmed the great commercial potential of this industry. The findings of this study can help travel agencies on making proper and effective marketing strategies.

## **Chapter 5: Recommendations**

### **5.0 Overview**

In this chapter, a summary of the first 4 chapters will be presented. The results of the survey and statistical findings are going to be discussed as well. The recommendations to outbound tourism and future studies will follow the results discussions. Finally, this chapter will close with the conclusion of this chapter.

## 5.1 Results Discussion

Through this study, the following findings and results were gained.

In this study, the general conditions of consumer purchase intention on outbound tours in Beijing, China were discussed.

The influencing factors to consumer purchase intention on outbound tours were reviewed through the previous studies in Chapter 2.

In the survey of this study, about 400 respondents' opinions about outbound tours were collected through the distribution of questionnaires in Beijing, China.

Based on the data of collected questionnaires, the descriptive analysis, the reliability test, factor analysis, and multiple regression analysis were executed in this study through the SPSS platform. The purpose of these statistical analyses is to figure out relationships between the three influencing factors and consumer purchase intention on outbound tours in Beijing, China.

The demographic profiles of the survey show there are only 29.3% of our respondents who have experience on outbound tours before, at the same time there are as many as 41% of our respondents have plans to buy an outbound tour in the future in Beijing, China. The finding reconfirms the great commercial potential of outbound tourism in China.

According to the results of statistical analysis, the following hypotheses had been proposed in chapter 2 were supported.

Hypothesis 1: There is a significant relationship between the price of outbound tours and consumer purchase intention on outbound tours in Beijing, China.

Hypothesis 2: There is a significant relationship between service reliability and

consumer purchase intention on outbound tours in Beijing, China.

Hypothesis 3: There is a significant relationship between country image and consumer purchase intention on outbound tours in Beijing, China.

Besides, this result of multiple regression analysis shows the three influencing factors collectively contributed to 50.4% of statistical variance to consumer purchase intention on outbound tours. This also indicated that there is still about 50% of the statistical variance of consumer purchase intention from other potential influencing factors that could not be determined by this study, thus there is a need to conduct further studies in the future.

The above results confirm that the previous studies' assertions on the three influencing factors, the factor of price, the factor of service reliability and the factor of country image about tourist destination, all of which have significant influence to consumer purchase intention on outbound tours (Huang & Chen, 2016; Akroush et al., 2016; Chen et al., 2014).

## **5.2 Recommendations to the industry**

### **Price:**

For the travel agencies of outbound tours in Beijing, they can use strategies in terms of price, for instance, the coupons and discounts, this kind of strategy can be effective on inciting people's purchase intentions on outbound tours.

The supported hypothesis about the price of outbound tours demonstrates that it is necessary to improve their operational efficiency in order to form a competitive price for the companies of outbound tourism.

### **Service Reliability:**

For the travel agencies, it is necessary to improve their service quality and reliability, to make sure that the promised products and services could be delivered properly and timely. Only when the service reliability is recognized and trusted by customers, can it be possible to attract new customers and gain greater market share.

### **Country Image:**

For the outbound tourism in Beijing, it is necessary to consider more elements when designing their new products, service and marketing strategies, like involving the country image of tourist destinations into the design. Since the country image plays a vital role in influencing consumer purchase intention and behavior in this industry.

### **5.3 Recommendations for Further Researches**

There are limitations in this study, such as the sample size of this study is relatively small to the huge population of China, and the three influencing factors in this study only reflect about 50% of the statistical variance of consumer purchase intention on outbound tours in Beijing. Thus the results of this study may not be perfect to reflect all the factors of the topic, and there should still have other influencing factors that need to be determined in future researches.

The following recommendations are given in this study for future researchers.

1. To conduct further studies on this field, for the tastes of Chinese consumers are changing dramatically due to the rapid growth of the economy in China.
2. Targeting on more respondents and focusing on particular market segmentation of outbound tourism, such as ASEAN tourism and European tourism.
3. Conducting further researches to determine more other factors that may influence consumer purchase intention and repurchase intention on outbound tours.

## **5.4 Chapter Conclusion**

In conclusion, the findings and results of this study gave support to all the three hypotheses proposed in this study: there is a significant relationship between price of outbound tours and consumer purchase intention on outbound tours in Beijing, China, there is a significant relationship between service reliability and consumer purchase intention on outbound tours in Beijing, China and there is a significant relationship between country image and consumer purchase intention on outbound tours in Beijing, China.

The recommendations were given by this study for the outbound tourism and its practitioners, which are to improve their competitive advantages in price, gain consumers' trust through the improvements of service quality and reliability in their operations and involve more elements, such as the country image of tourist destination into designing new marketing strategies. All of the above recommendations are aimed to improve consumer purchase intention on outbound tours in Beijing, China.



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### Chapter 1: Introduction

#### 1.1 Overview

This is a survey research which investigates the relationship between consumer purchase intention on outbound tours, and its influencing factors. In this chapter, an overview of the research is given with an explanation about the background of the study, and the problem statement. In the problem statement, the research direction, and the problems that will be focused on will be presented. The aforementioned sections are followed by the research objectives and research questions. Subsequently, the significance of the study, its scope and limitations, and the operational definitions of the key terms in the study are presented.

## Appendix 2: Record of meeting


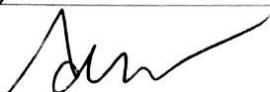
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Supervisor's Name	Dr. NG HOU HONG
Dissertation Topic:  Consumer Purchase Intention on Outbound Tours in Beijing, China	

## Section A: MBA PROJECT PAPER LOG



### Meeting 1

Date of meeting	18 <sup>th</sup> Feb, 2019
Progress Made	Topic & Problem statement
Agreed Action	Chapter 1
Students Signature	
Supervisor's signature	


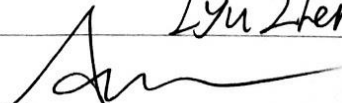
### Meeting 2

Date of meeting	25 <sup>th</sup> Feb, 2019
Progress Made	IVs, DV & UH EC forms.
Agreed Action	Chapter 2
Students Signature	
Supervisor's signature	


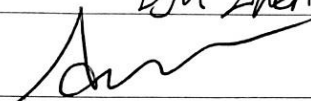
### Meeting 3

Date of meeting	6 <sup>th</sup> March, 2019
Progress Made	Conceptual framework, fundamental theory and questionnaire
Agreed Action	Strengthen the Chapter 1 & 2
Students Signature	
Supervisor's signature	


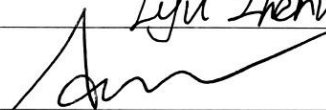
### Meeting 4

Date of meeting	13 <sup>th</sup> March, 2019
Progress Made	Methodology discussion and prepare Pilot test
Agreed Action	Start Chapter 3.
Students Signature	
Supervisor's signature	


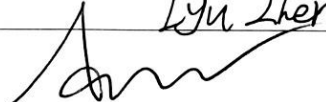
Meeting 5

Date of meeting	20 <sup>th</sup> March, 2019
Progress Made	Prepare for proposal defense
Agreed Action	To finish and strengthen Chapter 3
Students Signature	
Supervisor's signature	

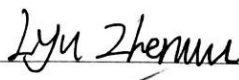
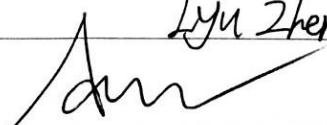
Meeting 6

Date of meeting	25 <sup>th</sup> March 2019
Progress Made	Discussion on propose defense and PPT
Agreed Action	Strength PPT
Students Signature	
Supervisor's signature	


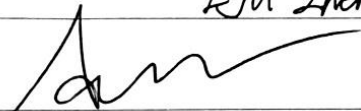
Meeting 7

Date of meeting	29 <sup>th</sup> March, 2019
Progress Made	Research methods and survey
Agreed Action	Start survey
Students Signature	
Supervisor's signature	


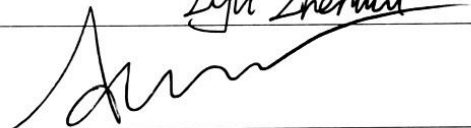
Meeting 8

Date of meeting	1 <sup>st</sup> April, 2019
Progress Made	SPSS analysis, and prepare for final defense
Agreed Action	To finish the data analysis and finish Chapter 4 & 5
Students Signature	
Supervisor's signature	

Meeting 9

Date of meeting	8 <sup>st</sup> April, 2019
Progress Made	The findings of results in the study and PPT for final defense.
Agreed Action	To enhance Chapter 4 & 5
Students Signature	
Supervisor's signature	

Meeting 10

Date of meeting	20 <sup>th</sup> April, 2019
Progress Made	Review the study
Agreed Action	Enhance and prepare to submit the final paper.
Students Signature	
Supervisor's signature	

Section B. Comments on Management of Project

(To be completed at the end of the dissertation process)

Student Comments:

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Supervisor Comments

The student has shown his  
commitment to complete this  
research project.

Signature of student		22 April, 2019
Signature of Supervisor		22 April, 2019
Ethics Confirmed	Yes	

## Appendix 3: Questionnaire



### Questionnaire

*Dear Respondents*

*I am a student of Master of Business Administration (MBA), INTI International University, Nilai Campus. I am conducting a research regarding the consumer purchase intention on Outbound Tours in Beijing, China. I would invite you to participate and complete in this survey. Your answers and information that you fill in this questionnaire are confidential and used in this research purpose only. This questionnaire consists of 5 sections and will only take approximately 5 minutes to complete this survey. Please read the instructions before answering the questions.*

*Your participation will greatly contribute to the success of the survey. I deeply appreciate your assistance in participating in this survey and your responses will remain private and confidential. The sources of this survey will be used for academic purposes only. Your cooperation will be appreciated.*

*Thank You.*

Protocol number: **BUS/PGT/CP/04041**

**Social Sciences, Arts and Humanities ECDA, UH**

**Section A - Demographic Information and Awareness** 关于“个人信息”和“信息认知”

Please tick (√) in the appropriated box and fill in the blank. 请在您认为最贴切的选项前打 √

1. Gender 性别

Male 男

Female 女



2. Age 年龄

- 18-30 years old (18-30 岁)
- 31-45 years old
- 46-60 years old
- Above 60 years old (60 岁以上)

3. Have you ever experienced an outbound tour before? 过去参加过出境游吗?

- Yes 是的.
- Not Yet, but ready to take part in outbound tour. 还没有, 但是准备好了.
- No, do not consider an outbound tourism now. 不, 还没有考虑出境游.

4. What's your gross monthly income level? 您的月收入?

- Below RMB 4000 (人民币 4000 元以下)
- RMB 4,001-9,000
- RMB 9,001-15,000
- Above RMB 15,001 (人民币 15001 以上)

5. Please indicate from which source, you get your information about outbound tour and Personal source of information (please indicate the most influential one) 您通过何种渠道获得了关于出境游的信息, 请选出最贴切的一个。

- Relatives 亲戚
- Friends 朋友
- Neighbors 邻居
- Family 家人
- Colleague 同事
- Travel agency 旅行社

6. Impersonal source of information (please indicate the most influential one) 媒体来源, 请选出最贴切的一个。

- E-ad 电子广告
- Television 电视
- Wechat/QQ 微信/QQ
- Newspaper 报纸
- Radio 无线电广播
- Magazine 杂志

## Section B

### Part 1: Price of outbound tour 关于“出境游服务的价格”

Please choose the item that describes your opinion best.

Please tick (√) in the appropriated box and fill in the blank. 请在您认为最贴切的选项前打√; 如: 您的选项是”strongly disagree”, 则在 1 处打勾。

1	2	3	4	5
Strongly disagree 强烈不同意	Disagree 不同 意	Neither agree or disagree 持中	Agree 同 意	Strongly agree 强烈同意

N o.	Statement	1	2	3	4	5
1.	In Beijing, the price of outbound tours provided by the travel agency is reasonable. 在北京, 旅行社提供的出境游产品的价格是合理的。					
2.	In Beijing, the price of outbound tours determines whether I make a purchase decision. 在北京, 出境游产品的价格决定我是否做出购买决定。					
3.	If the travel agency gives me a discount on the price of outbound tours, I will be encouraged. 如果旅行社给我价格上的折扣关于出境游产品, 我将会受到鼓励。					
4	I believe the price of outbound tours in Beijing is acceptable, and I am considering my outbound tour plan. 我觉得北京的出境游价格可以接受, 我正在考虑我的出境游计划。					
5	If the price of the outbound tours goes down in Beijing, I will purchase and start the outbound tour now. 如果现在北京的出境游价格下降, 我将会购买和开始我的出境游。					

### Part 2: Service Reliability 关于“服务的可靠性”

Please choose the item that describes your opinion best.

Please tick (√) in the appropriated box and fill in the blank. 请在您认为最贴切的选项前打√; 如: 您的选项是”strongly disagree”, 则在 1 处打勾。

1	2	3	4	5
Strongly disagree 强烈不同意	Disagree 不同 意	Neither agree or disagree 持中	Agree 同 意	Strongly agree 强烈同意

No.	Statement	1	2	3	4	5
1.	The travel agencies provide me with reliable outbound tour information and reliable contracts, which are my important considerations. 旅行社向我提供可靠的出境游的信息和可靠的合同是我的重要考虑因素.					
2.	When I looking for a travel agency to purchase an outbound tour, whether the travel agency can provide reliable outbound travel services will directly affect my consumption decisions. 当我寻求旅行社购买出境游产品时, 这个旅行社能否提供可靠的出境游服务会直接影响我的消费决定.					
3.	The service reliability of travel agency is mainly reflected in their ability to reliably provide promised products and services, as well as their ability to deal with various potential accidents and events in an outbound tour. 旅行社的服务可靠性主要体现在他们能不能可靠的履行承诺的产品和服务, 以及能否处理好出境游过程中的各种潜在的事故和事件.					

### Part 3: Country Image 关于“目的地国家形象”

Please choose the item that describes your opinion best.

Please tick (✓) in the appropriated box and fill in the blank. 请在您认为最贴切的选项前打 ✓; 如: 您的选项是”strongly disagree”, 则在 1 处打勾。

1	2	3	4	5
Strongly disagree 强烈不同意	Disagree 不同 意	Neither agree or disagree 持中	Agree 同意	Strongly agree 强烈同意

No.	Statement	1	2	3	4	5
1.	To me, a good country image is an important factor that motivates me to choose an outbound tour destination. 对我来说, 良好的国家形象是激励我做出出境游目的地选择的重要因素。					
2.	To me, traveling to advanced countries, countries with profound culture and outstanding natural landscapes will bring me a favorite experience 对我来说, 去先进国家, 文化底蕴深厚和自然景观杰出的国家旅行会给我带来难忘的经历。					
3.	To me, choosing a country with a good reputation or country image often means a good outbound tour experience, such as safety, convenience, and satisfaction. 对我来说选择一个拥有良好的口碑的国家往往意味着良好的出境游经历, 例如安全, 便利和满足。					

#### Part 4: Customer Purchase Intention 关于“消费者意向”

Please choose the item that describes your opinion best.

Please tick (√) in the appropriated box and fill in the blank. 请在您认为最贴切的选项前打√; 如: 您的选项是”strongly disagree”, 则在 1 处打勾。

1	2	3	4	5
Strongly disagree 强烈不同意	Disagree 不同意 意	Neither agree or disagree 持中	Agree 同意	Strongly agree 强烈同意

No.	Statement	1	2	3	4	5
1.	I intend to purchase an outbound tour because it is more beneficial. 我有购买出境游产品意图, 因为出境游会给我带来好处。					
2.	I plan to purchase an outbound tour, mainly in order to experience the exotic culture, natural environment, and social condition. 我打算参加出境游活动, 主要是为了体验异国的文化, 自然环境和社情。					
3.	I have not bought an outbound tour in the past and I am thinking about buying the outbound tour now or sometimes in the future. 虽然我尚未购买出境游产品和服务, 但是我正在考虑现在买或者是未来买。					
4.	Although I want to take an outbound tour, but I can't afford the price of outbound tours in Beijing. 尽管我想参加出境游, 但是北京的出境游的价格使我无法承受。					
5.	If Beijing's outbound tour is reasonably priced, I will definitely buy an outbound tour in Beijing. 如果北京的出境游产品定价合理, 我一定会在北京购买出境游产品。					

**THANK YOU FOR YOUR CO-OPERATION**

**谢谢参与!**

## Appendix 4: Results for SPSS

### Pilot Test

#### -KMO Test

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.871
Bartlett's Test of Sphericity	Approx. Chi-Square	794.844
	df	120
	Sig.	.000

#### -Reliability Test for Variables (Price of outbound tours)

**Case Processing Summary**

		N	%
Cases	Valid	50	100.0
	Excluded <sup>a</sup>	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.965	5

#### - Reliability Test for Variables (Service Reliability)

**Case Processing Summary**

		N	%
Cases	Valid	50	100.0
	Excluded <sup>a</sup>	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.902	3

## - Reliability Test for Variables (Country Image)

### Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded <sup>a</sup>	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.738	3

## - Reliability Test for Variables (Consumer purchase intention on outbound tours in Beijing, China)

### Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded <sup>a</sup>	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

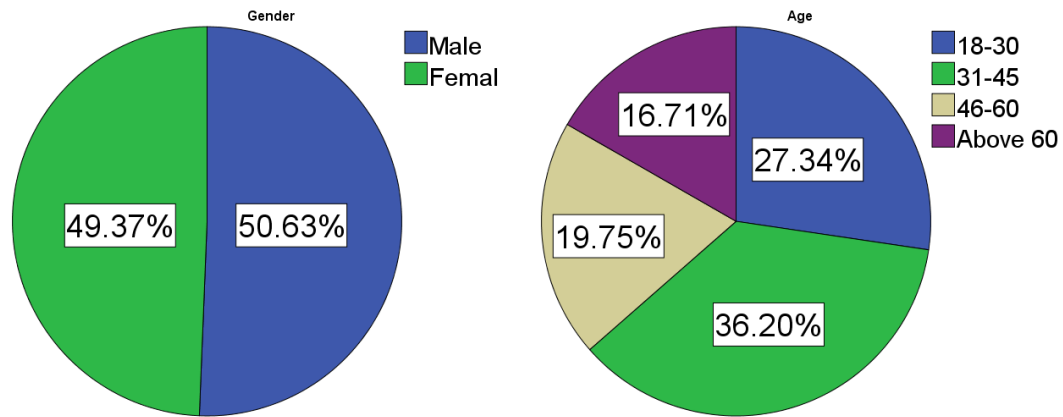
Cronbach's Alpha	N of Items
.958	5

## Descriptive Analysis (Demographic Profile)

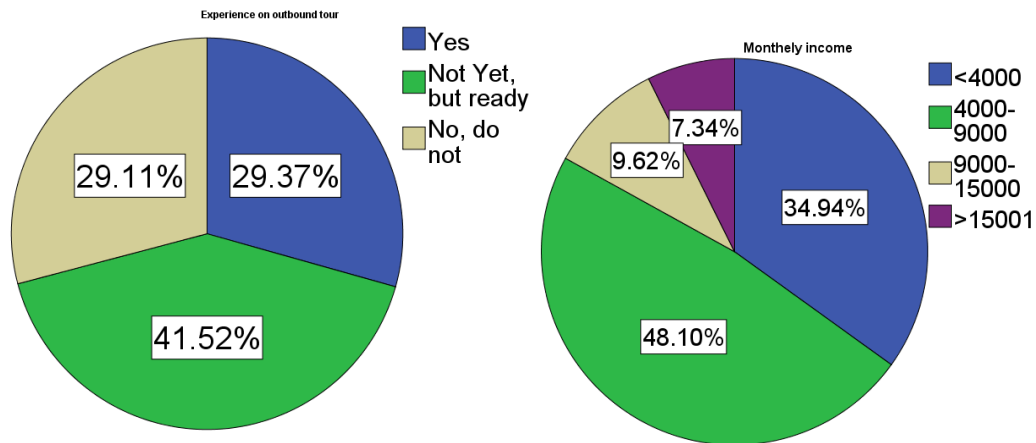
### Statistics

		Gender	Age	Experience	Monthly income	Source of information	Impersonal source of information
N	Valid	395	395	395	395	395	395
	Missing	0	0	0	0	0	0
Mean		1.49367	2.2582	1.9975	1.8937	2.8861	2.8759
Median		1.00000	2.0000	2.0000	2.0000	2.0000	2.0000
Mode		1.000	2.00	2.00	2.00	2.00	2.00
Variance		.251	1.075	.586	.730	2.918	2.647

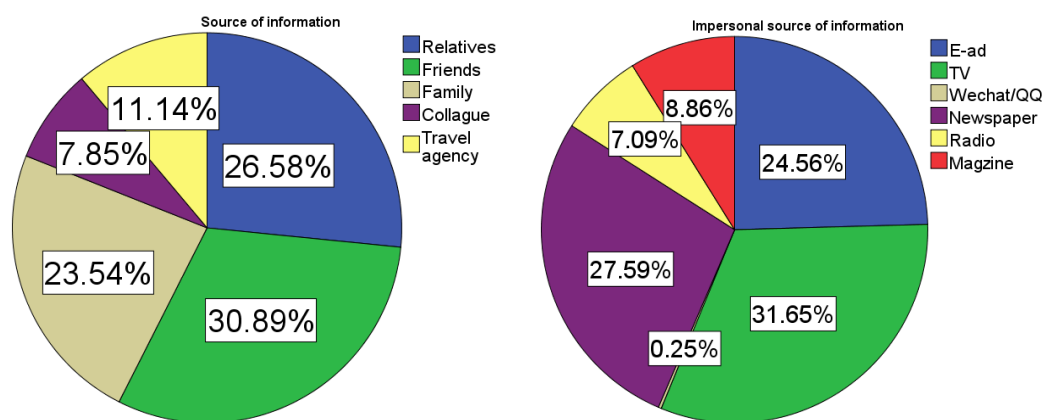
### Descriptive Analysis for Respondents' gender and age



### Descriptive Analysis for Respondents' experience on outbound tours and monthly income



### Descriptive Analysis for Respondents' source of information and media



## Preliminary Test

### -Measure of Sampling Adequacy

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.917
Bartlett's Test of Sphericity	Approx. Chi-Square	4510.655
	df	120
	Sig.	.000

## Reliability Test

### - Reliability Test for All Respondents` Data

#### Case Processing Summary

		N	%
Cases	Valid	395	100.0
	Excluded <sup>a</sup>	0	.0
	Total	395	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.926	16

### - Reliability Test for Each Variable (Price of outbound tours)

#### Case Processing Summary

		N	%
Cases	Valid	395	100.0
	Excluded <sup>a</sup>	0	.0
	Total	395	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.900	5



**- Reliability Test for Each Variable (Service reliability)**

**Case Processing Summary**

		N	%
Cases	Valid	395	100.0
	Excluded <sup>a</sup>	0	.0
	Total	395	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.883	3

**- Reliability Test for Each Variable (Country image)**

**Case Processing Summary**

		N	%
Cases	Valid	395	100.0
	Excluded <sup>a</sup>	0	.0
	Total	395	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.884	3

**- Reliability Test for Each Variable (Consumer purchase intention)**

**Case Processing Summary**

		N	%
Cases	Valid	395	100.0
	Excluded <sup>a</sup>	0	.0
	Total	395	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.923	5

## Multiple Regression Analysis

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.237	.153		1.546	.123		
	Price of Outbound Tour	.473	.039	.486	12.111	.000	.789	1.268
	Service Reliability	.229	.044	.226	5.172	.000	.664	1.507
	Country Image	.165	.038	.175	4.300	.000	.763	1.310

a. Dependent Variable: Consumer Purchase Intention

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.710 <sup>a</sup>	.504	.500	.63284	2.002

a. Predictors: (Constant), Country Image, Price of Outbound Tour, Service Reliability

b. Dependent Variable: Consumer Purchase Intention

## Appendix 5: Form EC1A

UNIVERSITY OF HERTFORDSHIRE

### FORM EC1A: APPLICATION FOR ETHICS APPROVAL OF A STUDY INVOLVING HUMAN PARTICIPANTS

#### (Individual or Group Applications)

Please complete this form if you wish to undertake a study involving human participants.

Applicants are advised to refer to the Ethics Approval StudyNet Site and read the Guidance Notes (GN) before completing this form.

<http://www.studynet2.herts.ac.uk/ptl/common/ethics.nsf/Homepage?ReadForm>

Applicants are also advised to read the FAQ General Data Protection Regulation (GDPR) before completing this form.

<http://www.studynet2.herts.ac.uk/ptl/common/ethics.nsf/Frequently+Asked+Questions/4AD88CD88D0F3F2D8025829800300621>

Use of this form is mandatory [see UPR RE01, 'Studies Involving Human Participants', Sections 7.1-7.3]

Approval must be sought **and granted** before any investigation involving human participants begins [UPR RE01, S 4.4 (iii)]

If you require any further guidance, please contact either [hsetecda@herts.ac.uk](mailto:hsetecda@herts.ac.uk) or [ssahecda@herts.ac.uk](mailto:ssahecda@herts.ac.uk)

Abbreviations: GN = Guidance Notes UPR = University Policies and Regulations

---

### THE STUDY

Q1 Please give the title of the proposed study

Consumer Purchase Intention on Outbound Tourism in Beijing, China

### THE APPLICANT

Q2 Name of applicant/(principal) investigator (person undertaking this study)

LYU ZHENWU

Student registration number/Staff number

I17013593

Email address

I17013593@student.newinti.edu.my

Status:

- Undergraduate (Foundation)                       Undergraduate (BSc, BA)
- Postgraduate (taught)                               Postgraduate (research)
- Staff     Other

If other, please provide details here:

[Click here to enter text.](#)

School/Department:

Faculty of Business, Communications and Law

If application is from a student NOT based at University of Hertfordshire, please give the name of the partner institution: INTI International University

Name of Programme (eg BSc (Hons) Computer Science): MAMS

Module name and module code: MGT7998

Name of Supervisor: Dr. NG HOU HONG

Supervisor's email: houhong.ng@newinti.edu.my

Name of Module Leader if applicant is undertaking a taught programme/module:

Dr Syriac Nelikunnel

Names and student/staff numbers for any additional investigators involved in this study (students should read GN Sections 1.5 and 2.2.1 concerning responsibilities of all members of the group)

[Click here to enter text.](#)

Is this study being conducted in collaboration with another university or institution and/or does it involve working with colleagues from another institution?

Yes                       No

If yes, provide details here:

[Click here to enter text.](#)

---

## DETAILS OF THE PROPOSED STUDY

Q3 Please give a short synopsis of your proposed study, stating its aims and highlighting where these aims relate to the use of human participants (See GN 2.2.3)

Outbound tourism has developed rapidly in China in the past decades. China has become the world's largest source of outbound tourists. The prosperity of this business sector is creating a large number of employment and business opportunities. The following objectives should be achieved:

- To investigate the key influencing factors toward consumer purchase intention on outbound tourism in Beijing
- To determine a relationship between the relative factors and consumer purchase intention on outbound tourism
- To identify the relationship between the outbound tourist products and consumer buying behaviours in outbound tourism in Beijing

For this study, human participants are needed to get feedback on the factors influencing their purchase intention on outbound tourism products in Beijing in order to collect data to set and prove the hypotheses.

Q4 Please give a brief explanation of the design of the study and the methods and procedures used. You should clearly state the nature of the involvement the human participants will have in your proposed study and the extent of their commitment. Ensure you provide sufficient detail for the Committee to, particularly in relation to the human participants. Refer to any Standard Operating Procedures SOPs under which you are operating here. (See GN 2.2.4).

The design of the study is quantitative research whereby the data gathered are all primary data. Research strategy that will adopt for this study is survey. Questionnaire will be used in obtaining the feedback form the participants. The total sample size required is 200-400 whereby the unit of analysis are individual consumer of outbound tourism in Beijing.

Q5 Does the study involve the administration of substances?

Yes       No

PLEASE NOTE: If you have answered yes to this question you must ensure that the study would not be considered a clinical trial of an investigational medical product. To help you, please refer to the link below from the Medicines and Healthcare Products Regulatory Agency:

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/317952/Algothrim.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/317952/Algothrim.pdf)

To help you determine whether NHS REC approval is required, you may wish to consult the Health Research Authority (HRA) decision tool: <http://www.hra-decisiontools.org.uk/ethics/>

If your study is considered a clinical trial and it is decided that ethical approval will be sought from the HRA, please stop completing this form and use Form EC1D, 'NHS Protocol Registration Request'; you should also seek guidance from Research Sponsorship.

I confirm that I have referred to the Medicines and Healthcare Products Regulatory Agency information and confirm that that my study is not considered a clinical trial of a medicinal product.

Please type your name here: Click here to enter text.

Date: Click here to enter a date.

Q6.1 Please give the starting date for your recruitment and data collection: it will start as soon as ethics approval is received.

Q6.2 Please give the finishing date for your data collection: 8th April, 2019  
(For meaning of 'starting date' and 'finishing date', see GN 2.2.6)

Q7.1 Where will the study take place?

The study will take place in Beijing, China. The method used for carrying out data collection will be mainly through questionnaires that are prepared and also through the use of email, social networking apps, which will then be followed up by another email to get back the response. The use of questionnaires will be distributed in public areas such as transportation hubs, such as the rail way stations and airports. Participants will be approached with a brief intro about the study letting them know what the questionnaire is about and also the estimated time of completing the questionnaires. Furthermore areas such as busy malls would also be a good target for distributing the questionnaires however it would only be carried out at the outskirts of the mall so as not to interfere with the quality of the shoppers. E-mails would be used when the respondents are interested in taking part to the survey but have no time in hand or need to take their time in answering the questions carefully. The questionnaires will be sent out through email are in the form of a word document. These E-mail addresses that will receive the questionnaire are all acquaintances or friends of the investigator who meet the category of the survey. These E-mail addresses and information will not be disclosed to a third party or abused.

In the procedure of distributing questionnaires through the email I will not make

use of surreptitious (i.e. sly or sneaky), misleading or unsolicited data collection techniques – such as obtaining email addresses from websites, using agents to collect personal information without the respondent’s explicit awareness, spamming, scamming or baiting respondents. In this study the anonymity of respondents must be preserved. A respondent’s email address is personal data and must therefore be preserved.

I ensure that when emails are sent in batches the email addresses of the respondents are not revealed to other respondents. This can be achieved by entering the addresses in the bcc (blind carbon copy) address box. If I am going to contact people using a list of names, I will explain where you obtained this list to my respondents.

All personal data that is collected must be protected properly in this study.

Please refer to the Guidance Notes (GN 2.2.7) which set out clearly what permissions are required;

**Please tick all the statements below which apply to this study**

**Q7.2 Permissions**

This question is about two types of permission you may need to obtain. Depending on the study you may need more than one of each of these:

- i Permission to access a particular group or groups of participants to respond to your study
- ii Permission to use a particular premises or location in which you wish to conduct your study

**If your study involves minors/vulnerable participants, please refer to Q18 to ensure you comply with the University's requirement regarding Disclosure and Barring Service clearance.**

**TICK THE APPROPRIATE BOXES IN EACH COLUMN**

	<b>(i) Permission to access participants</b> (tick)		<b>(ii) Permission to use premises/location</b> (tick)
	I confirm that I have obtained permission to access my intended group of participants and that the permission is attached to this application		Permission has been obtained to carry out the study on University premises in areas outside the Schools and the agreement is attached to this application.
X	I have yet to obtain permission but I understand that this will be necessary before I commence my study. <u>For student applicants only:</u> I understand that the original copies of the permission letters must be verified by		Permission has been obtained from an off-campus location to carry out the study on their premises and the agreement is attached to this application

	my supervisor before data collection commences		
	This study involves working with minors/vulnerable participants. I/we have obtained permission from the organisation (including UH/UH Partner Institutions when appropriate) in which the study is to take place and which is responsible for the minors/vulnerable participants. The permission states the DBS requirements of the organisation for this study and confirms I/we have satisfied their DBS requirements where necessary		I have yet to obtain permission but I understand that this will be necessary before I commence my study. <u>For student applicants only</u> : I understand that the original copies of the permission must be verified by my supervisor before data collection commences
	Permission is not required for my study. <b>Please explain why:</b>	X	Permission is not required for my study. <b>Please explain why:</b> The survey and the distribution of questionnaires will be conducted in the public area, and there will be no impact on the public order.

## HARMS, HAZARDS AND RISKS

- Q8.1 It might be appropriate to conduct a risk assessment (in respect of the hazards/risks affecting both the participants and/or investigators). **Please use form EC5, Harms, Hazards and Risks, if the answer to any of the questions below is 'yes'.**

If you are required to complete and submit a School-specific risk assessment (in accordance with the requirements of the originating School) it is acceptable to make a cross-reference from this document to Form EC5 in order not to have to repeat the information twice.

### Will this study involve any of the following?

Invasive Procedures/administration of any substance/s?

YES  NO

**IF 'YES' TO THE ABOVE PLEASE COMPLETE EC1 APPENDIX 1 AS WELL AND INCLUDE IT WITH YOUR APPLICATION**

Are there potential hazards to participant/investigator(s)

YES  NO

from the proposed study? (Physical/Emotional or other non-physical harm)



Will or could aftercare and/or support be needed by participants?

YES       NO

Q8.2 Is the study being conducted off-campus (i.e. not at UH/UH Partner?)

YES       NO

It might be appropriate to conduct a risk assessment of the proposed location for your study (in respect of the hazards/risks affecting both the participants and/or investigators) (this might be relevant for on-campus locations as well). Please use Form EC5 and, if required, a School-specific risk assessment (See GN 2.2.8 of the Guidance Notes).

If you do not consider it necessary to submit a risk assessment, please give your reasons:

Questionnaires will be distributed in public area places, such as outside of shopping malls, transportation hubs, airports and so on.

The choosing of location of this survey will be considered in terms of security. Generally, the public security situation in China is good and the crime rate is very low, so the overall safety risk of questionnaire participants and investigators is very small. Specifically, when selecting the location and place to collect the questionnaire, the location with good public security will be selected, meanwhile it should not cause negative effect on the traffic and incur traffic risk. In addition, the management of public places will be informed in the procedure of questionnaire collection to seek their support and cooperation.

While approaching the potential participants, a brief introduction will be explained to them letting them know the type of research I will carrying out and they will only participate if they fit the category of being 18 year and above and resident in Beijing.

---

## ABOUT YOUR PARTICIPANTS

Q9 Please give a brief description of the kind of people you hope/intend to have as participants, for instance, a sample of the general population, University students, people affected by a particular medical condition, children within a given age group, employees of a particular firm, people who support a particular political party, and state whether there are any upper or lower age restrictions.

Respondents who will take part in this study will be those residents in Beijing.

The respondents participating in this survey will be above the age of 18 years.

Q10 Please state here the maximum number of participants you hope will participate

in your study. Please indicate the maximum numbers of participants for **each** method of data collection.

The maximum number of participants that I am aiming for is 400. Data collection of a about 300 to 400 will make the research successful. The sample size was determined by the use of a software that estimates the total population of the areas needed to be studied, the error margin I should accept which is about 5%, and a confidence level of 90%. The reason I believe a maximum of 400 participants will be sufficient to carry out my research is also because of the time constrain. Since there is a time limit and a due date to hand in my work, it would only be reasonable to target 400 respondents.

**Q11** By completing this form, you are indicating that you are reasonably sure that you will be successful in obtaining the number of participants which you hope/intend to recruit. Please outline here your recruitment (sampling) method and how you will advertise your study. (See GN 2.2.9).

In order to successfully complete this research, participants from Beijing shall be approached. The participants will be approached and upon receiving their consent to take part in the survey, each individual will be informed and thoroughly explained the purpose of the research and how to take part in the survey. The language that shall be used in the questionnaire will be English and Chinese that shall be enable the respondent to clearly understand the questions. To achieve the target of 400 respondents, convenience sampling will be applied.

---

## **CONFIDENTIALITY AND CONSENT**

(For guidance on issues relating to consent, see GN 2.2.10, GN 3.1 and UPR RE01, SS 2.3 and 2.4 and the Ethics Approval StudyNet Site FAQs)

**Q12** How will you obtain consent from the participants? Please explain the consent process for each method of data collection identified in Q4

- Express/explicit consent using an EC3 Consent Form and an EC6 Participant Information Sheet (or equivalent documentation)
- Implied consent (participant information will be provided, for example, at the start of the questionnaire/survey etc)
- Consent by proxy (for example, given by parent/guardian)

Use this space to describe how consent is to be obtained and recorded for each method of data collection. The information you give must be sufficient to enable the Committee to understand exactly what it is that prospective participants are being asked to agree to.

Participant information will be provided at the start of the questionnaire/survey. For every participant that agreed to participate in this study will need to read the declaration at the start of the questionnaire indicating that they understand the content of the questionnaire. The content of participant information basically indicates that the participant agrees on giving their information such as gender, age and income level in this study.

In addition, Participant Information sheet is also given to the participants explaining particulars of the study, including its aim(s), methods and designs, the names and contact details of key people and, as appropriate, the risks and potential benefits, and any plans for follow-up studies that might involve further approaches to participants. Participant will also be informed that their information will be kept confidential. Upon agreeing to all these, only then the participant will sign the consent form. After the participants finish the consent form, the data will entered and stored in a computer and no one can access it and meanwhile the data file will be encrypted.

If you do not intend to obtain consent from participants please explain why it is considered unnecessary or impossible or otherwise inappropriate to seek consent.

Click here to enter text.

**Q13** If the participant is a minor (under 18 years of age) or is unable for any reason to give full consent on their own, state here whose consent will be obtained and how? (See especially GN 3.6 and 3.7)

The research is focusing on Chinese that shall be answering the questionnaires are more likely to be living in Beijing. All participants for this study will be selected form individuals above 18 years old.

**Q14.1** Will anyone other than yourself and the participants be present with you when conducting this study? (See GN 2.2.10)

YES  NO

If YES, please state the relationship between anyone else who is present other than the applicant and/or participants (eg health professional,

parent/guardian of the participant)

[Click here to enter text.](#)

Q14.2 Will the proposed study be conducted in private?

YES  NO

If 'No', what steps will be taken to ensure confidentiality of the participants' information. (See GN 2.2.10):

The collection of questionnaire will be conducted in public place, but the content of the questionnaire including personal information will be keep in security, the procedure of filling up the questionnaire will be conducted in private, the investigator will provide means to prevent the security of questionnaire be interfered by accident of irrelevant people in this study. The personal information will be addressed only it is relevant to the study. The respondents' personal information will be secured with the researcher and used for this study only, it will not be revealed to any other parties for any purpose other than this study. After the study the data will be deleted permanently in order to prevent the leakage in data to the third parties.

Q15.1 Are personal data of any sort (such as name, age, gender, occupation, contact details or images) to be obtained from or in respect of any participant? (See GN 2.2.11) (You will be required to adhere to the arrangements declared in this application concerning confidentiality of data and its storage. The Participant Information Sheet (Form EC6 or equivalent) must explain the arrangements clearly.)

YES  NO

If YES, give details of personal data to be gathered and indicate how it will be stored.

In this study, there are three sorts of detailed personal data will be gathered. The following list is the personal data will be gathered in the survey:

- The gender of participant
- The age of participant
- The income level of participant

The personal data will be gathered through a questionnaire in this study. The personal information will be addressed only it is relevant to the study. The respondents' personal information will be secured with the researcher and used for this study only, it will not be revealed to any other parties for any purpose

other than this study.

Will you be making audio-visual recordings?

YES                       NO

If YES, give details of the types recording to be made and indicate how they will be stored.

[Click here to enter text.](#)

**Q15.2** If you have made a YES response to any part of Q15.1, please state what steps will be taken to prevent or regulate access to personal data and/or audio-visual recordings beyond the immediate investigative team, as indicated in the Participant Information Sheet.

Indicate what assurances will be given to participants about the security of, and access to, personal data and/or audio-visual recordings, as indicated in the Participant Information Sheet.

The data will be entered and saved by SPSS software and the file recording will be encrypted by the researcher. No one else will have any kind of access to it. After the study the data will be deleted permanently in order to prevent the leakage in data to the third parties. In between the collecting period and data analysis, researcher's laptop is shield with antivirus to prevent attack from interested parties and spams. Password will be in the document file, to increase the protection level. Therefore, the security level should be enough to ensure the respondents' information.

State as far as you are able to do so how long personal data and/or audio-visual recordings collected/made during the study will be retained and what arrangements have been made for its/their secure storage and destruction, as indicated in the Participant Information Sheet.

Data retain period will be for 2 year period in offline environment and erased after. Reason for this is because examiners might request to show proof of the data in order to confirm that the data accurate and not self-filled results.

**Q15.3** Will data be anonymised prior to storage?

YES                       NO

**Q16** Is it intended (or possible) that data might be used beyond the present study?

(See GN 2.2.10)

YES    NO

If YES, please indicate the kind of further use that is intended (or which may be possible).

[Click here to enter text.](#)

If NO, will the data be kept for a set period and then destroyed under secure conditions?

YES    NO

If NO, please explain why not:

[Click here to enter text.](#)

**Q17**   Consent Forms: what arrangements have been made for the storage of Consent Forms and for how long?

Data retain period will be for 2 year period in offline environment. Reason for this is because examiners might request to show proof of the data in order to confirm that the data is accurate and not of self-filled results. The data will be password protected.

**Q18**   If the activity/activities involve work with children and/or vulnerable adults satisfactory Disclosure and Barring Service (DBS) clearance may be required by investigators. You are required to check with the organisation (including UH/UH Partners where appropriate) responsible for the minors/vulnerable participants whether or not they require DBS clearance.

Any permission from the organisation confirming their approval for you to undertake the activities with the children/vulnerable group for which they are responsible should make specific reference to any DBS requirements they impose and their permission letter/email must be included with your application.

More information is available via the DBS website -

<https://www.gov.uk/government/organisations/disclosure-and-barring-service>

## **REWARDS**

**Q19.1**   Are you receiving any financial or other reward connected with this study?  
(See GN 2.2.14 and UPR RE01, S 2.3)

YES    NO

If YES, give details here:

[Click here to enter text.](#)

**Q19.2**   Are participants going to receive any financial or other reward connected with the study? (Please note that the University does not allow participants to be given a financial inducement.) (See UPR RE01,

S 2.3)

YES

NO

If YES, provide details here:

[Click here to enter text.](#)

Q19.3 Will anybody else (including any other members of the investigative team) receive any financial or other reward connected with this study?

YES

NO

If YES, provide details here:

[Click here to enter text.](#)

---

## OTHER RELEVANT MATTERS

Q20 Enter here anything else you want to say in support of your application, or which you believe may assist the Committee in reaching its decision.

China is now as the world's largest source of outbound tourists in terms of country. This huge market is creating huge business opportunities. Beijing is the capital of China. The purchase intention of Beijing residents for outbound tourism products is considered to be representative of the whole Chinese market.

This study is dedicated to investigating and analysing the factors that influence consumers' consumption behaviours and purchase intention, as well as the relationship between them. This study will provide an opportunity for the outbound tourism industry in Beijing to better understand consumers, and also provide a useful reference for future studies in this field.

## DOCUMENTS TO BE ATTACHED

Please indicate below which documents are attached to this application:

Permission to access groups of participants from student body

Permission to use University premises beyond areas of School

Permission from off-campus location(s) to be used to conduct this study

Form EC5 (Harms, Hazards and Risks: assessment and mitigation)

Consent Form (See Form EC3/EC4)

Form EC6 (Participant Info Sheet)

A copy of the proposed questionnaire and/or interview schedule (if appropriate for this study). For unstructured methods, please provide details of the subject areas that will be covered and any boundaries that have been agreed with your Supervisor

Any other relevant documents, such as a debrief, meeting report. Please provide details here:

[Click here to enter text.](#)

## DECLARATIONS

### 1 DECLARATION BY APPLICANT

1.1 I undertake, to the best of my ability, to abide by UPR RE01, 'Studies Involving the Use of Human Participants', in carrying out the study.

1.2 I undertake to explain the nature of the study and all possible risks to potential participants,

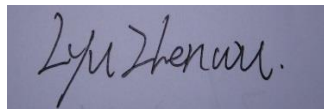
1.3 Data relating to participants will be handled with great care. No data relating to named or identifiable participants will be passed on to others without the written consent of the participants concerned, unless they have already consented to such sharing of data when they agreed to take part in the study.

1.4 All participants will be informed **(a)** that they are not obliged to take part in the study, and **(b)** that they may withdraw at any time without disadvantage or having to give a reason.

**(NOTE:** Where the participant is a minor or is otherwise unable, for any reason, to give full consent on their own, references here to participants being given an explanation or information, or being asked to give their consent, are to be understood as referring to the person giving consent on their behalf. (See Q 12; also GN Pt. 3, and especially 3.6 & 3.7))

Enter your name here: LYU ZHENWU

Date 12/03/2019





## 2 GROUP APPLICATION

(If you are making this application on behalf of a group of students/staff, please complete this section as well)

I confirm that I have agreement of the other members of the group to sign this declaration on their behalf

Enter your name here: [Click here to enter text.](#) Date [Click here to enter a date.](#)

---

### **DECLARATION BY SUPERVISOR** (see GN 2.1.6)

I confirm that the proposed study has been appropriately vetted within the School in respect of its aims and methods; that I have discussed this application for Ethics Committee approval with the applicant and approve its submission; that I accept responsibility for guiding the applicant so as to ensure compliance with the terms of the protocol and with any applicable ethical code(s); and that if there are conditions of the approval, they have been met.

Enter your name here: Dr. NG HOU HONG

Date 12/03/2019

## Appendix 6: Form EC3

UNIVERSITY OF HERTFORDSHIRE  
ETHICS COMMITTEE FOR STUDIES INVOLVING THE USE OF HUMAN PARTICIPANTS  
(‘ETHICS COMMITTEE’)

### FORM EC3 CONSENT FORM FOR STUDIES INVOLVING HUMAN PARTICIPANTS

I, the undersigned [*please give your name here, in BLOCK CAPITALS*]

.....  
Of [*please give contact details here, sufficient to enable the investigator to get in touch with you, such as a postal or email address*]

.....  
hereby freely agree to take part in the study entitled **Consumer Purchase Intention on Outbound Tours in Beijing, China**

.....  
(UH Protocol number: **BUS/PGT/CP/04041**)

**1 I confirm that I have been given a Participant Information Sheet (a copy of which is attached to this form) giving particulars of the study, including its aim(s), methods and design, the names and contact details of key people and, as appropriate, the risks and potential benefits, how the information collected will be stored and for how long, and any plans for follow-up studies that might involve further approaches to participants. I have also been informed of how my personal information on this form will be stored and for how long. I have been given details of my involvement in the study. I have been told that in the event of any significant change to the aim(s) or design of the study I will be informed, and asked to renew my consent to participate in it.**

**2 I have been assured that I may withdraw from the study at any time without disadvantage or having to give a reason.**

**3 In giving my consent to participate in this study, I understand that voice, video or photo-recording will take place and I have been informed of how/whether this recording will be transmitted/displayed.**

**4 I have been given information about the risks of my suffering harm or adverse effects. I have been told about the aftercare and support that will be offered to me in the event of this happening, and I have been assured that all such aftercare or support would be provided at no cost to myself. In signing this consent form I accept that medical attention might be sought for me, should circumstances require this.**

**5 I have been told how information relating to me (data obtained in the course of the study, and data provided by me about myself) will be handled: how it will be kept secure, who will have access to it, and how it will or may be used.**

**6 I understand that my participation in this study may reveal findings that could indicate that I might require medical advice. In that event, I will be informed and advised to**

consult my GP. If, during the study, evidence comes to light that I may have a pre-existing medical condition that may put others at risk, I understand that the University will refer me to the appropriate authorities and that I will not be allowed to take any further part in the study.

7 I understand that if there is any revelation of unlawful activity or any indication of non-medical circumstances that would or has put others at risk, the University may refer the matter to the appropriate authorities.

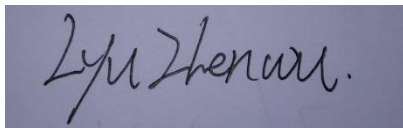
8 I have been told that I may at some time in the future be contacted again in connection with this or another study.

Signature of participant.....Date.....

Signature of (principal)  
investigator.....Date.....

Name of (principal) investigator *[in BLOCK CAPITALS please]*

LYU ZHENWU

A rectangular box containing a handwritten signature in black ink. The signature appears to read 'Lyu Zhenwu' in a cursive script.

## Appendix 7: Form EC6

### UNIVERSITY OF HERTFORDSHIRE ETHICS COMMITTEE FOR STUDIES INVOLVING THE USE OF HUMAN PARTICIPANTS (‘ETHICS COMMITTEE’)

#### FORM EC6: PARTICIPANT INFORMATION SHEET

##### 1 Title of study

*Consumer Purchase Intention on Outbound Tours in Beijing, China*

##### 2 Introduction

You are being invited to take part in a study. Before you decide whether to do so, it is important that you understand the study that is being undertaken and what your involvement will include. Please take the time to read the following information carefully and discuss it with others if you wish. Do not hesitate to ask us anything that is not clear or for any further information you would like to help you make your decision. Please do take your time to decide whether or not you wish to take part. The University’s regulations governing the conduct of studies involving human participants can be accessed via this link:

<http://sitem.herts.ac.uk/secreg/upr/RE01.htm>

Thank you for reading this.

##### 3 What is the purpose of this study?

*Outbound tourism has developed rapidly in China in the past decades. China has become the world's largest source of outbound tourists. The prosperity of this business sector is creating a large number of employment and business opportunities. At the end of the study, the following objectives should be achieved:*

- To investigate the key influencing factors toward consumer purchase intention on outbound tours in Beijing*
- To determine a relationship between the relative factors and consumer purchase intention on outbound tourism*
- To identify the relationship between the outbound tourist products and consumer buying behaviors in outbound tours in Beijing*

*For this study, human participants are needed to get feedback on the factors influencing their purchase intention on outbound tourism products in Beijing in order to collect data to set and prove the hypotheses.*

**4 Do I have to take part?**

It is completely up to you whether or not you decide to take part in this study. If you do decide to take part you will be given this information sheet to keep and be asked to sign a consent form. Agreeing to join the study does not mean that you have to complete it. You are free to withdraw at any stage without giving a reason. A decision to withdraw at any time, or a decision not to take part at all, will not affect any treatment/care that you may receive (should this be relevant).

**5 Are there any age or other restrictions that may prevent me from participating?**

*Respondents must be residents of Beijing over the age of 18.*

**6 How long will my part in the study take?**

If you decide to take part in this study, you will be involved in it for 15 minutes to 30 minutes.

**7 What will happen to me if I take part?**

The first thing to happen will be that is the finding of this study will benefit to the academic, the outbound industry and the policy maker. For the academic contribution is to provide further research references in the current study area to further investigate the solution of waste management and to provide the knowledge can create awareness for the public and youth. For the outbound tourism industry, the contribution is which gives a new prospective on better understanding the consumer purchase behavior and intention, and further helping on the marketing plan and promotion. For the policy maker, it will be used to improve the existing regulation and guidance, further to modify the applied strategy to current practices.

**8 What are the possible disadvantages, risks or side effects of taking part?**

*The only thing that will cost you is your time, because the time it takes to complete the questionnaire is estimated to be 15 minutes to 30 minutes. The questionnaire questions mainly related to consumer purchase intention and its related influencing factors. Thus the process of participation will not be risky and will not have any side effects.*

9 **What are the possible benefits of taking part?**

*The research is significant for the industry and its related consumer; it will help on improve more attracting outbound tourism and the improving of service quality. The consumer will be benefit on the improving products and services. The industry will benefit on the better understand of their consumers.*

10 **How will my taking part in this study be kept confidential?**

*The questionnaire were collected and saved by researchers themselves. Third parties are not allowed to access the questionnaire detail and the questionnaire detail will be stored via encryption method with password.*

11 **Audio-visual material**

*The questionnaire was the main data collection tool for this study, so there was no audio-visual material.*

12 **What will happen to the data collected within this study?**

*The result of the research shall be used as the interview derail for my MBA thesis only and shall not be used for any other purchase. The results shall be disposed of permanently in the future one the MBA thesis has been graded and finalized. The data collected will be stored electronically, a password-protected environment, for 24 months (2 years), after which time it will be destroyed under secure conditions.*

13 **Will the data be required for use in further studies?**

The data will not be used in any further studies;

The data collected will be stored electronically, in a password-protected environment, for 24 months, after which time it will be destroyed under secure conditions;

14 **Who has reviewed this study?**

This study has been reviewed by my supervisor Dr. Ng Hou Hong. He is currently stationed in INTI International University, Malaysia. Besides, this research has reviewed by The University of Hertfordshire Social Sciences, Arts and Humanities Ethics Committee with Delegated Authority

The UH protocol number is < **BUS/PGT/CP/04041** >

**15 Factors that might put others at risk**

Please note that if, during the study, any medical conditions or non-medical circumstances such as unlawful activity become apparent that might or had put others at risk, the University may refer the matter to the appropriate authorities.

**16 Who can I contact if I have any questions?**

If you would like further information or would like to discuss any details personally, please get in touch with me, in writing, by phone or by email: LYU ZHENWU: +60 136202925; [i17013593@student.newinti.edu.my](mailto:i17013593@student.newinti.edu.my)

**Although we hope it is not the case, if you have any complaints or concerns about any aspect of the way you have been approached or treated during the course of this study, please write to the University's Secretary and Registrar at the following address:**

Secretary and Registrar  
University of Hertfordshire  
College Lane  
Hatfield  
Herts  
AL10 9AB

**Thank you very much for reading this information and giving consideration to taking part in this study.**

## Appendix 8: Form EC7

### UNIVERSITY OF HERTFORDSHIRE FORM EC7 – PROTOCOL MONITORING FORM

Ethics Committee with Delegated Authority (ECDA) .....

Name of Principal Investigator **LYU ZHENWU**

Student/Staff ID **I17013593**

Programme of Study or Module Name **MAMS**  
Title of study **Consumer Purchase Intention on  
Outbound Tours in Beijing, China**

UH Protocol Approval Number **BUS/PGT/CP/04041**

Date **19<sup>th</sup> April, 2019**

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Has data collection for this project been completed? **YES**

If NO, please explain why:

If an extension is required, a Form EC2 will need to be completed and submitted.

Have any of the participants within the study experienced or reported any of the following: (if you answer YES to any of these, you must provide the details)

Physical reaction/harm **NO**

Mental/emotional harm **NO**

Intrusion of privacy **NO**

Breach of confidentiality **NO**

If the UH Protocol Approval you were originally sent included any conditions (for example supervisor to approve interview schedule prior to data collection), were all conditions complied with? **YES**

If NO please include any documents and/or information with this form"

---



**DECLARATION (overleaf)**

**DECLARATION**

**TICK THE APPROPRIATE BOXES IN EACH COLUMN**

<b>(i) Declaration by staff applicant</b>		<b>(ii) Declaration by student applicant</b>	
(tick)		(tick)	
	I confirm that I have followed the approved Protocol for this study and, where appropriate, the relevant code(s) and/or practice(s) that apply	<b>X</b>	I confirm that I have followed the approved Protocol for this study and, where appropriate, the relevant code(s) and/or practice(s) that apply
	Signed ..... (staff applicant)  Date .....		Signed Lyu Zhenwu (student applicant)  Date 19 <sup>th</sup> April, 2019
		<b>(iii) Declaration by student's supervisor</b>	
		(tick)	
		<b>X</b>	As far as I can ascertain, the student has followed the approved Protocol for this study and, where appropriate, the relevant code(s) and/or practice(s) that apply
			Signed Dr. Ng Hou Hong (student's supervisor)  Date 19th April, 2019

This completed form, together with any relevant documents (where applicable) must be returned to the relevant ECDA ([ssahecda@herts.ac.uk](mailto:ssahecda@herts.ac.uk) [hsetecda@herts.ac.uk](mailto:hsetecda@herts.ac.uk) ) when you submit your project/dissertation. Failure to submit this Form may result in a breach of the University's regulations (UPR RE01, 'Studies Involving Human Participants', refers)

## Appendix 9: Ethics Approval Notification



SOCIAL SCIENCES, ARTS AND HUMANITIES ECDA

### ETHICS APPROVAL NOTIFICATION

**TO:** Lyu Zhenwu  
**CC:** Dr. NG HOU HONG  
**FROM:** Dr Brendan Larvor, Social Sciences, Arts and Humanities ECDA Vice-Chair  
**DATE:** 18/03/2019

---

Protocol number: **BUS/PGT/CP/04041**

Title of study: Consumer Purchase Intention on Outbound Tourism in Beijing, China

Your application for ethics approval has been accepted and approved by the ECDA for your School and includes work undertaken for this study by the named additional workers below:

This approval is valid:

From: 18/03/2019

To: 28/03/2019

**Additional workers: no additional workers named**

**Please note:**

**If your research involves invasive procedures you are required to complete and submit an EC7 Protocol Monitoring Form, and your completed consent paperwork to this ECDA once your study is complete. You are also required to complete and submit an EC7 Protocol Monitoring Form if you are a member of staff. This form is available via the Ethics Approval StudyNet Site via the 'Application Forms' page <http://www.studynet1.herts.ac.uk/ptl/common/ethics.nsf/Teaching+Documents?Openview&count=9999&restrictcategory=Application+Forms>**

**Any necessary permissions for the use of premises/location and accessing participants for your study must be obtained in writing prior to any data collection commencing. Failure to obtain adequate permissions may be considered a breach of this protocol.**

**Approval applies specifically to the research study/methodology and timings as detailed in your Form EC1A. Should you amend any aspect of your research, or wish to apply for an extension to your study, you will need your supervisor's approval (if you are a student) and must complete and submit form EC2. In cases where the amendments to the original study are deemed to be substantial, a new Form EC1A may need to be completed prior to the study being undertaken.**

**Should adverse circumstances arise during this study such as physical reaction/harm, mental/emotional harm, intrusion of privacy or breach of confidentiality this must be reported to the approving Committee immediately. Failure to report adverse circumstance/s would be considered misconduct.**