

Research on the Influencing Factors of Consumption Intention of Psychological Tourism Products and Marketing Strategies

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Abstract:

In response to the growing mental health challenges faced by individuals in modern society, psychological tourism products have emerged as a significant area of interest. This paper aims to define the concept of psychological tourism products, highlighting their critical importance in the contemporary market. It explores the factors influencing consumer purchase intentions regarding these products, focusing on cognitive aspects, pricing strategies, precise customer identification, and innovative product design. Additionally, the paper delves into the corresponding marketing strategies that can effectively enhance consumer engagement and satisfaction. By examining these factors, the study offers valuable insights for the tourism industry, providing targeted directions for marketing optimization. The goal is to facilitate the successful positioning and promotion of psychological tourism products in a competitive market. This paper holds both theoretical and practical significance, contributing to the ongoing innovation and development of marketing strategies within the tourism sector. By addressing the nuanced needs of consumers seeking psychological benefits from their travel experiences, it aims to foster a deeper understanding and better implementation of effective marketing approaches. The findings can ultimately support the industry in creating meaningful and impactful tourism products that resonate with consumers' psychological well-being.

Keywords: Psychological Tourism Products; Consumer Behavior; Product Design; Marketing Strategy

1. Introduction

It has taken China more than a few decades to go through the path of industrialization, which has taken Western countries more than 300 years, and the country will inevitably encounter problems in the course of its rapid development, and so will its people. At the material level, there is national planning as well as the hard work and wisdom of the people; however, at the spiritual level, the resources and attention invested are limited. Surveys show that mental illnesses among Chinese residents now exceed cardiovascular diseases by as much as 20.8 percent [1]. About 200 million people in China are in need of psychotherapy or psychological counseling, but the status quo is that psychological counselors face a serious shortage to match the number of patients [2]. Since 2002, when "psychotourism" first appeared in Beijing and achieved good results, more than twenty years have passed, but psychotourism products have not been promoted in the market. In view of the data released by the WTO, 80% of people have psychological disorders or problems, so there is a huge market demand for psychological services in China and

the world, which has become a consensus [3]. However, a large number of scholars also agree that the marketing and development of psychological tourism products have not achieved the expected results.

Psychological tourism products use tourism as a carrier, actually in the form of one-to-many, to achieve the purpose of physical and mental relaxation and spiritual growth. Psychological-related projects are added to tourism planning, such as meditation, self-confidence training, salons, and so on. Due to the current vacancy of such products in the market, it can be combined with the knowledge of marketing plus promotion to improve social awareness and expand the supply and demand market to achieve the purpose of allowing more people to obtain psychological growth. Psychological tourism products have unique consumer characteristics. Unlike traditional tourism products, it pays more attention to the psychological experience and feelings of consumers. In the current context of consumer upgrading, people's demand for tourism products is no longer satisfied with basic services and attraction viewing but more concerned about whether the product can bring pleasure and relaxation and meet

the needs of the spiritual level. Therefore, the marketing of psychological tourism products needs to deeply explore the psychological needs of consumers so as to develop corresponding marketing strategies.

The marketing influences of psychological tourism products involve a number of aspects, such as product design, publicity and promotion, pricing strategy, and so on. Among them, product design is one of the key factors affecting the marketing effect of products. Good product design not only meets the actual needs of consumers but also triggers the emotional resonance of consumers and stimulates their desire to buy. At the same time, publicity and promotion are also important links that affect product sales. Through accurate publicity and advertising, more potential consumers can understand the features and advantages of the product, thus increasing product awareness and reputation. In addition, the price strategy is also one of the key factors affecting product sales. Reasonable price setting can not only protect the profits of enterprises but also attract more consumers to buy.

This paper will combine the knowledge of psychology from the perspective of marketing to study psychological tourism products to promote the public. This paper will first introduce the meaning and history of psychotourism products so that readers have a clear concept of psychotourism products, and then this paper will illustrate the role and advantages of psychotourism from the level of psychological products and tourism products and discuss the importance of its research. In the third part, the paper will try to identify the real obstacles encountered in the promotion of psychotourism products, such as consumer perception, price factors, product design, and customer identification, and propose corresponding marketing strategies. Finally, the analysis concludes that the paper can be used as a reference for providers of psychotourism products to study how to make psychotourism products enhance their influence, achieve a win-win effect for both product providers and consumers and improve the mental health of society.

2. Overview of Psychological Tourism Products

Psychological tourism products are tourism programs that improve people's mental health and mental state through traveling and participating in various activities. Its core concept is to meet people's psychological needs and improve their mental health through various specific tourism activities. The development and marketing of psychotourism products is a hot issue in the current tourism industry that has attracted much attention.

Psychological tourism products include a variety of forms,

such as yoga trips, meditation trips, temple visits, and spiritual growth camps. All of these products are centered on meeting people's psychological needs and incorporate elements of mental health and psychological healing. Through these specific tourism activities, people can relax their bodies and minds, reduce stress, and improve their psychological resilience [4]. Therefore, the design of psychological tourism products needs to give full consideration to the combination of tourism activities and mental health and provide a characteristic experience that meets people's psychological needs.

The role of the psychotourism product focuses on helping people enhance their mental health, relieve stress, and achieve personal growth through travel experiences. Here are some of its key roles:

1. Stress reduction: Fast-paced life and work are often exhausting and stressful, and psychotourism products provide an opportunity to escape from stressful daily routines. It helps reduce stress and anxiety by engaging people in specific activities such as yoga, meditation, and nature walks.
2. Promoting self-awareness: Many psychotourism programs are designed with self-exploration and inner growth components, such as counseling sessions, personal reflection time, and even participation in cultural immersion experiences that help travelers understand themselves better and discover new interests and potentials.
3. Building social networks: Traveling often provides a platform for connecting with people who have similar psychological needs, and participants can support each other in building long-term friendships and psychological support networks.
4. Mental health healing: Some specialized psychotourism activities may include specialized psychological treatments or therapies, such as art therapy or animal therapy, aimed at improving or dealing with psychological problems that travelers may have.
5. Naturopathy: The natural environment is recognized as having a positive impact on improving mental health. Psychotourism products often combine outdoor experiences with natural landscapes, utilizing the healing power of nature to help people restore inner peace and balance.
6. Healthy lifestyle practices: Psychotourism products sometimes also promote healthy eating and rest habits, encouraging participants to develop more active and healthy lifestyles.

Overall, psychotourism products are an innovative approach to modern life, using travel as a vehicle, integrating the concepts of mental health care and self-development, and providing people with new solutions for physical and mental health. Therefore, vigorously promoting the

marketing of tourism products helps to help more people improve their mental health and achieve healthy personal growth in body and mind.

3. Influencing Factors of Psychological Tourism Products on Consumers' Purchase Intention

3.1 Cognitive Factors

The marketing of psychotourism products is significantly influenced by public perception. Although it has been more than twenty years since the birth of psychotourism in China in 2002, the public's understanding of psychotourism is still very limited. The lack of awareness makes it difficult for potential consumers to generate motivation to participate, which in turn affects the market demand for the product.

The reasons for the lack of cognition are manifold. Firstly, as a cross-discipline, psychotourism has not yet formed a unified and authoritative definition and theoretical system in the academic world, and the dissemination and application of research results have been restricted [5]. Secondly, the publicity and promotion of psychotourism in the industry are not strong enough, and media reports and public education activities with clear themes are rare, thus failing to attract extensive attention from society. In addition, due to the specificity and sensitivity of mental health topics, some groups may have cognitive bias and participation concerns, believing that psychotourism is a rehabilitation program designed for patients and has nothing to do with their own needs [6].

Cognitive limitations not only affect the willingness to consume but also may lead to blindness in product design. Some tourism enterprises blindly follow the trend of developing psychological tourism products without fully understanding the market demand, making it difficult to meet the differentiated needs of market segments. The lack of attractiveness of the products will, in turn, affect the consumers' experience and word-of-mouth, forming a vicious circle.

Therefore, raising public awareness of psychotourism is a key link in promoting the development of the industry. Multi-channel and multi-form publicity for psychotourism products can be adopted to raise the public's awareness of the importance of psychotourism. On the one hand, relevant government departments should increase publicity efforts, popularize mental health knowledge through TV, newspapers, the internet, and other media, and emphasize the positive role of psychotourism in relieving psychological pressure and enhancing the sense of well-being of modern people. On the other hand, tourism enterprises can

make use of new media, such as social platforms and short videos, to vividly display psychological tourism programs and attract more people to participate in the experience. At the same time, enterprises can also organize mental health-themed activities and invite authoritative experts to give on-site explanations to enhance the attractiveness and credibility of their products.

3.2 Price Factors

Price is one of the most important factors affecting the marketing of psychological tourism products. Reasonable pricing strategy is not only related to the market competitiveness of the product but also directly affects the consumers' willingness to buy and the profitability of the product.

Pricing of psychotourism products requires comprehensive consideration of a number of factors. First of all, the cost of the product is the basis of pricing. Psychological tourism products usually involve professional psychological counseling services, personalized tourism design, comfortable tourism environment, etc., all of which require a lot of manpower, material, and financial resources, so the cost of the product is high. Secondly, the psychological price of consumers is also a factor to be considered in pricing. Too high pricing may cause consumers' psychological rejection, while too low pricing may affect the perceived quality of the product [7]. In this section, it should be noted that psychotourism products have a unique psychological healing effect due to their specificity. In addition, according to Maslow's hierarchy of needs theory, human needs are physiological needs, safety needs, social needs, respect needs, and self-actualization needs. The design of psychological tourism products should be aimed at middle and high-level needs, i.e., social needs, respect needs, and self-actualization needs for in-depth exploration and satisfaction. Therefore, the customer groups for psychological tourism products are middle- and high-income groups. Therefore, this should be taken into full consideration when marketing and it is not appropriate to use a price strategy that is too low to attract the target customer groups. Specifically, in the design process, through market research, user interviews, etc., in-depth understanding of the psychological demands of the target group, and around these demands to design the product elements, such as itinerary, activities, interactive experience, etc., and strive to provide tourists with an immersive experience that meets their psychological expectations in the process of tourism. At the same time, the product design should also pay attention to the quality of details through humanized service design and emotional experience design to maximize the tourists' sense

of access and happiness and guide the tourists' emotional experience to continue to be good. In short, psychological tourism products should pay attention to the quality of the product so that consumers have the feeling of value for money, but also conducive to the promotion of the product to others.

In conclusion, price is a key factor in the design and marketing of psychotourism products, which largely determines the market performance and profitability of the products. Therefore, designers and marketers of psychotourism products need to pay great attention to pricing strategy based on in-depth market research, comprehensively consider the cost, demand, competition, and other factors, and coordinate with the overall marketing strategy, to formulate scientific and reasonable pricing strategy, to continuously improve the market competitiveness of the product, and to promote the healthy development of the psychotourism industry.

4. Marketing Strategies of Psychological Tourism Products on Consumers' Purchase Intention

4.1 Accurate Customer Identification

The customer groups of psychological tourism products are relatively niche. Therefore, accurate identification of target customers is a key link in the design and marketing of psychotourism products. In view of the characteristics of psychotourism products, potential customers can be identified in three aspects: demographic characteristics, psychological characteristics, and behavioral characteristics.

From the point of view of demographic characteristics, the target customers of psychotourism products are working people who have a certain economic base and time security, have greater life and work pressure, and have a strong demand for mental health. In view of these characteristics, psychological tourism products can be publicized more vigorously in specific areas (such as commercial districts, office buildings, and subway stations) and among specific groups of people (working people).

From the point of view of psychological characteristics, the target customers of psychological tourism products usually have the following characteristics: strong self-consciousness, hoping to realize self-exploration and enhancement through tourism; the pursuit of novelty experience, like to try a different way of life; emotional fluctuations, hoping to relieve stress and regulate emotions through tourism. In view of these psychological characteristics, psychological tourism products can emphasize the elements of self-exploration, novelty experience, and

emotional healing in the design to attract the attention of target customers.

From the perspective of behavioral characteristics, the target customers of psychological tourism products usually have the following behaviors: they like to share their life and travel experiences on social media; they pay attention to health and wellness topics and are willing to invest in their health; they attach importance to the quality of travel, and are willing to pay a premium for high-quality tourism products and services. In view of these behavioral characteristics, psychological tourism products can make use of social media to carry out precise marketing, emphasize the health and wellness attributes of the products, and provide a high-quality service experience to meet the needs of target customers. Target customer information can be obtained for specific customer identification methods.

4.1.1 Online channels

User behavior analysis uses search engines, social media, and travel websites to identify potential customers interested in mental health topics [8]. Most psychotourism consumers will collect destination information through social media and short videos before traveling [9]. Therefore, psychotourism product providers can use the cell phone positioning function to release psychotourism products in areas closer to consumers. Enterprises should also strengthen content marketing in microblogging, Xiaohongshu, Shake Voice, and other platforms to continue to output high-quality content to enhance brand awareness and reputation. At the same time, they can cooperate with KOLs to expand their influence.

4.1.2 Offline channels

cooperation with psychological counseling agencies, health management centers, yoga studios, meditation centers, etc., to obtain potential customer information. The target customers of psychological tourism products are relatively niche, mostly middle and high-end people who pursue spiritual growth and emotional healing. Therefore, the matching marketing channels should be more verticalized, and these channels converge with the potential consumers of psychological tourism products. Cooperating with them can achieve precise reach.

Accurate identification of target customers is the basis for the design and promotion of psychotourism products. Through in-depth analysis of the demographic, psychological, and behavioral characteristics of the target customers, the use of multiple channels to obtain customer information, and the construction of user profiles can realize the precise marketing of psychotourism products and improve the market competitiveness of the products.

4.2 Product design

Product design is the core element of psychological tourism products. In the whole process of tourism activities, product design to bring positive effects on the emotional, cognitive, behavioral, and other levels of the experience needs to take into account a variety of factors.

Product design should follow the basic principles of tourism psychology and fully consider the psychological needs and experiences of tourists. According to Maslow's hierarchy of needs theory, the needs of tourists can be divided into five levels: physiological needs, safety needs, belonging and love needs, respect needs, and self-actualization needs. Psychological tourism product design should be differentiated for different levels of needs. Physiological needs should pay attention to the basic protection of food, accommodation, transportation, tourism, shopping, entertainment, and other elements in the process of tourism; Safety needs should ensure the safety of personnel and property in the process of tourism, and provide emergency plans and insurance services; The needs of belonging and love can design thematic products such as parent-child tours, honeymoon tours, etc., and satisfy the emotional needs of family, friendship, and love; Respect needs should pay attention to the sense of participation and fulfillment of tourists, and provide personalized, customized products and services to meet the needs for self-actualization. For the demand of respect, it is necessary to pay attention to the sense of participation and achievement of tourists and provide personalized and customized services; for the demand of self-realization, it is possible to develop in-depth experience products such as study tours and research tours to satisfy the pursuit of knowledge and skills of tourists.

Specifically, the design of psychotourism products needs to consider the following aspects.

First, the content of the product should emphasize psychological experience. Unlike general tourism products that focus on sightseeing, psychological tourism products should focus on the inner feelings of individuals and guide tourists to self-exploration and reflection through reasonably designed activities. For example, meditation, positive thinking, and other exercises can be designed to help tourists cultivate awareness and self-awareness; group counseling, art therapy, and other activities can also be carried out to promote interpersonal communication and emotional expression.

Second, the product form should be rich and diverse. A single didactic course may make it difficult to mobilize the enthusiasm of tourists to participate, while an immersion, interactive experience is more likely to bring the inner

touch [10]. Therefore, in addition to traditional classroom training, psychological tourism products can also use role-playing, case studies, outdoor development, and other forms to create a relaxed and pleasant atmosphere and improve the teaching effect.

Third, the difficulty of the product should be gradual. Psychological tourism for the group has diversity, and product design should take into account the acceptability of different groups [11]. Tourists with a weak foundation in psychology should start from shallow concepts through vivid cases to help them understand. Students with a certain degree of experience can appropriately increase the theoretical depth of the introduction of cutting-edge research results. In short, the gradient of difficulty should be reasonable so as to avoid losing attraction because it is too difficult or superficial.

Fourthly, the product venue should be in the scenery. Psychological tourism products can not be carried out without a specific physical environment, and a reasonable site layout helps to emphasize the theme of the atmosphere to evoke emotional resonance. For example, in relaxation training, you can choose a quiet and comfortable indoor space to create a quiet and peaceful feeling, and to carry out group building activities, it is suitable to choose the pleasant scenery of the wilderness. The natural scenery itself has the power to heal.

In short, psychological tourism product design can not copy the traditional model of tourism or psychological counseling but should be based on the innovation of both, not only to pay attention to the uniqueness of the tourism experience but also to follow the professionalism of psychology. Only by balancing the relationship between the two and developing marketable products according to local conditions can customers maximize product value and market potential. This requires practitioners to have a complex knowledge structure of tourism management and psychology, an in-depth understanding of the needs of tourists, insight into the tourism market trends, and constantly innovate so that high-quality product design can help the prosperous development of the psychological tourism industry.

5. Conclusion

The design and marketing of psychotourism products are closely related, and this paper attempts to provide some insights into the development and marketing of psychotourism products by discussing the meaning, role, influencing factors, and promotion countermeasures of psychotourism products.

As an emerging form of tourism, the essence of psychological tourism products is to meet the psychologi-

cal needs of tourists through tourism activities, helping tourists to release pressure, regulate their emotions, and improve their mental health. The development of such products requires in-depth insight into the psychological demands of tourists and skillfully integrates the psychological experience into all aspects of tourism activities.

However, the promotion of psychotourism products still faces many challenges. First, public awareness of psychotourism needs to be improved, and many people still have ambiguity or misunderstanding of the concept. Secondly, the pricing strategy of psychotourism products needs to balance the professionalism of psychological services with the acceptability of public consumption. Moreover, it is a big problem to identify the target customers and choose the right marketing channels. Finally, the design of the product itself is also crucial, as it needs to satisfy psychological needs while taking into account the richness and attractiveness of the tourism experience.

In the face of these challenges, the promotion of psychotourism products requires a multi-pronged approach. Strengthen public education, popularize mental health knowledge, and enhance public awareness and acceptance of psychotourism. Differentiate pricing strategies for different target groups, reflecting both the value of the product and the affordability of consumers. Utilize big data technology to realize customer profiling and precise marketing. Broaden marketing channels and improve product exposure through new media platforms. Product design should be based on the needs of tourists, innovate the form of experience, and provide personalized and diversified psychological tourism services.

In conclusion, as a new industry, psychotourism products have a bright future. However, the successful promotion of the product cannot be separated from scientific design and precise marketing. Only by understanding the market demand and grasping the promotion strategy can promote the healthy development of psychotourism products and let more people benefit from them. This study has made a preliminary discussion on the relationship between the design and promotion of psychotourism products, which provides some ideas for future research and practice. However, due to the limitation of space and data, the dis-

ussion in this paper is not comprehensive enough, and some ideas need to be further verified. More empirical studies are needed in the future to provide more theoretical support and practical guidance for the development of the psychological tourism industry.

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