

# A Study on the Influence of Filial Piety on the Behavioral Intention of Family Tourism

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## 효도관념이 가족관광 행위의도에 미치는 영향에 관한 연구

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**Abstract** With the advent of the era of mass tourism in China and people's yearning for a better life, the demand for family tourism is increasing. This paper adds the filial piety concept variable to the original model based on the theory of planned behavior (TPB). It tests the influence mechanism of attitude, subjective norm, perceived behavior control and filial piety on the intention of family tourism behavior. The results show that ; Attitude and subjective norms have significant influence on the intention of family tourism behavior; Perceptual behavior control has no significant influence on the intention of family tourism behavior; Mutual filial piety has a significant impact on family tourism behavior and authoritative filial piety has no significant effect on family tourism decision-making behavior. This conclusion expands the application boundary of the theory of planned behavior in the study of family tourism behavior intentions, and provides application reference for tourists and tourism enterprises.

**Key Words** : Filial piety concept, Family tourism, Plan behavior theory, Behavior intention, Influence factor

**요 약** 중국은 대중관광시대가 도래하여 아름다운 가정생활에 대한 사람들의 동경과 더불어 가족관광의 수요가 날로 증가되고 있다. 본 논문은 계획행위이론(TPB)에 근거하여, 가족관광 행위의도에 효도관념을 추가 변인으로 확장하여 연구하였다. 실증분석에는 태도, 주관적 규범, 지각행동제어와 효도관념 등의 4가지 잠재변수를 사용하였다. SPSS 23.0을 이용한 통계분석결과는 태도와 주관적 규범은 가족관광 행위의도에 상당한 영향이 있는 것으로 나타났다. 지각 행동제어는 가족관광의 행위의도에 대한 영향이 뚜렷하지 않았다. 효도관념 중 상호성 효도에서는 가족관광에 대한 행위의도에 현저한 영향을 주지만, 권위성 효도에서는 가족관광에 대한 행위의도에 현저한 영향을 주지 못한 것으로 나타났다. 결론적으로 본 연구는 가족관광의 행위의도에 계획행위이론의 응용범위를 확장하였으며, 관광객과 관광업에 유의미한 연구결과를 제공하였다.

**주제어** : 효도관념, 가족관광, 계획행동이론, 행위의도, 영향요소

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## 1. Introduction

Recently, in China Jiangsu Satellite TV's "The Most Beautiful Time", Jiangxi Satellite TV's "Bringing Parents to Travel", Hunan Satellite TV's "The Whirl wind Filial Piety" and other kinds of tourism-like reality show programs related to "filial piety" continue to emerge. Against the background of family travels by celebrities and parents, the variety show that promotes family filial piety and parent-child intergenerational shows not only reflects the value and potential of family travel consumption, but also reflects the people's yearning for a better life and the promotion of Chinese filial piety culture.

"Filial piety", as the core of traditional ethical thoughts, is the foundation for China to maintain family harmony for thousands of years, and provides basic guidelines for children's daily psychological and behavioral interactions with parents[1]. In the family field, even in the process of modernization in contemporary China, the concept of filial piety still has a positive effect in promoting children's economic and emotional support to their parents[2]. Filial piety is not just an "attitude and behavior of grudging support for one's parents", but also an "important means and approach of self-realization"[3]. Then, when faced with family tourism consumption that is non-essential, economically and emotionally supported, and has a certain enjoyment nature, does the concept of filial piety also play an equal role? Relevant research did not give a clear conclusion.

Based on this, this paper focuses on the phenomenon of family tourism, and uses the theory of planned behavior (TPB) to explore the role of filial piety in the intention of family tourism decision-making behavior. The conclusion of the study can provide a theoretical reference for tourists and enterprises to develop family tourism products, and can appropriately expand the research horizon of localization of

Chinese family tourism behavior.

## 2. Theoretical basis and research hypothesis

### 2.1 The theory of planned behavior

The theory of planned behavior (TPB), proposed by American psychologist I. Ajzen, in 1985. The theory of planned behavior has a good ability to interpret and predict behavioral intentions and actual behavior. Three independent influencing factors of behavioral intention are proposed, namely Attitude (AT), Subjective Norm (SN) and Perceived Behavior Control (PBC). These three variables affect the generation of behavior through the mediating role of behavioral intentions, and the behavior is highly correlated with the intention of behavior, that is, the stronger the individual's willingness to act, the greater the probability of occurrence of this behavior[4,5]. However, not in all cases, the individual's behavioral intentions can be explained by these three variables, and it can also increase the theoretical explanatory power by increasing the variables[6]. Therefore, this paper expands the original model by increasing the filial piety concept, and analyzes the four subliminal variables based on behavioral attitude, subjective norms, perceptual behavior control and filial piety theory, proposes research hypotheses, and constructs the theoretical framework of family tourism behavior intentional influence mechanism.

In the TPB theory, attitude is the positive or negative view of the behavioral subject on specific behaviors, reflecting the degree of preference of the behavioral subject to implement the behavior, which has an important impact on the behavioral intention[7]. In this paper, attitude reflects the individual's feelings or psychological experience on all aspects of family

tourism. The attitude or preference for family tourism is mainly influenced by factors such as tourists' perception, expectation value and family travel emotion. Therefore, this paper proposes the following assumptions:

H1: Attitude has a positive effect on family travel behavior intentions.

In the theory of planned behavior, subjective norms refer to the social pressures that individuals perceive when they do a particular behavior. They are manifested by the influence of important people or organizations around them on individual behavioral decisions. The more often they receive the support, the more specific the greater the intention of behavior, the effective predictor of driving behavioral intentions[8]. In this study, subjective norms refer to the pressure of individuals from the reference group when deciding whether to decide on family tourism. When important people around you participate in family tourism or support their family tourism, individuals tend to be more inclined to family travel behavior intentions. Therefore, this study proposes the following assumptions:

H2: Subjective norms have a positive effect on family travel behavior intentions.

In the theory of planned behavior, individual behavior is not completely controlled by individual will, but also subject to external actual control conditions such as individual ability, opportunity, resources, etc. and perceptual behavior control can reflect the actual control conditions and directly predict the possibility of behavior. the stronger the general perceived behavior control, the greater the intention of behavior[9,10]. In this study, perceptual behavioral control refers to the individual's perception of the resources, time, physical conditions, information and other resources that are dominated. Individuals feel that the easier it is to complete family travel, the higher the intention of family travel behavior. Therefore,

the following assumptions are made:

H3: Perceptual behavior control has a positive effect on family travel behavior intentions.

## 2.2 Filial piety concept

The concept of filial piety is an important part of Chinese excellent traditional culture, a fundamental value belief and a basic cultural stand that constitutes the Chinese, and the basis for maintaining family relations and stability[11]. In the contemporary Chinese society, the concept of filial piety presents two basic dimensions, namely, mutual filial piety and authoritative filial piety. Mutual filial piety is based on the "report" and "parent" in Confucian ethics. Emphasis on interpersonal interaction in the family context, emphasizing the return of children's parental guidance, based on the parents' needs and preferences, emphasizing the mutual care of parents and children, and the emotional interaction between parents and children, and equality in emotional interaction. The authoritative filial piety is based on "respect" and emphasizes the regulation of social roles and the return of class institutions. Under the influence of traditional authoritative filial piety, in the family situation, children will constrain their own psychology and behavior according to the traditional filial piety norms, and make individual or collective decisions based on the parents' needs and preferences[12]. As the core of Chinese ethical culture, both the mutual filial piety and the authoritative filial piety are fundamental and profound to the Chinese society, the Chinese family and even the Chinese[13]. Based on this, the following assumptions are made:

H4a: The concept of mutual filial piety has a positive effect on family travel behavior intentions.

H4b: The concept of authoritative filial piety has a positive effect on family travel behavior intentions.

### 3. Research design

#### 3.1 Questionnaire and variable measurement

The questionnaire consists of three parts: (1) factors influencing family travel behavior intentions, (2) family travel behavior intentions (3) statistical characteristics of sample population. The first two parts of the questionnaire were measured using the Likert 5-point scale, with a corresponding value of 1 to 5 (very disapproving of 1, very much agreeing with 5). The third part of the questionnaire is asked by a single choice. In the scale, attitude (AT) refers to the scale designed by relevant scholars. Four questions were drawn from two dimensions: emotional attitude and cognitive attitude. The subjective specification (SN) scale. Four questions were drawn from two dimensions: personal norms and social pressure. Perceptual behavioral control (PBC) is based on scales designed by relevant studies. Four questions were drawn from two dimensions: self-efficacy and convenience. The concept of filial piety is a scale designed with reference to relevant research. Six questions were drawn from the two dimensions of mutual filial piety and authoritative filial piety. Behavioral intention (BI) is a scale designed with reference to relevant studies. Four questions were drawn from the two dimensions of motivation and willingness.

Therefore, we have prepared the initial questionnaire for this article. In order to make the scale more reliable and effective, the questionnaire was pre-investigated, 100 questionnaires were distributed, and 79 valid questionnaires were obtained. SPSS23.0 was used for project analysis. The KMO value was 0.699 and the Bartlett spherical test value was 722.463. The degree of freedom  $df$  is 231, and the significance level  $p$  is 0.000 (less than 0.05) in accordance with the relevant index requirements, but for a question with a load value greater than

0.4, it should be eliminated. Finally, 20 core questions were identified.

#### 3.2 Data collection and description statistics

The official questionnaire distributed 400 questionnaires through the network, 367 questionnaires were collected, and the invalid questionnaires were eliminated. A total of 340 valid questionnaires were obtained, with an effective rate of 85%. In this study, the number of gauges is 20, and the sample size (340) has reached 10 times the prescribed standard, which can be used to explore the relationship between variables in the model. Among the valid questionnaires, the number of male and female samples was 106 and 234, respectively, of which the proportion of females was higher, accounting for 68.8%. The age distribution is 20.6% for 20–29 years old, 41.2% for 30–39 years old, 32.4% for 40–49 years old, and 5.9% for 50–69 years old. The proportion of samples from 30–39 years old is the highest. This group is also the main force of filial piety. In terms of marital status, 23.5% are unmarried, 70.6% are married, the other 5.9% , have the highest is proportion of married samples. In terms of income level, 11.8% of the sample with monthly income below 3,000 yuan, 32.4% of the sample with 3,000 yuan to 4999 yuan, 35.3% of the sample with 5,000 yuan to 6999 yuan, 14.7% of the sample with 7,000 yuan to 9999 yuan, More than 10,000 yuan accounts for 5.9%, among which the proportion of monthly income is 5,000–6,999 yuan is the highest. In terms of education level, the degree of junior high school, high school and below is 10%, the bachelor's degree is 55.9%, and the graduate degree is 34.1%. The respondents generally have higher education level. In terms of occupational characteristics, 11.8% of public institutions, 2.9% of private enterprises, 2.9% of self-employed persons, 23.5% of professional and technical personnel, 20.6% of students, 35.3% of teachers,

and 2.9% of freelancers. The coverage of this study is extensive. Relatively speaking, the sample data is reasonable.

### 4. Empirical analysis

#### 4.1 Exploratory factor analysis

Based on the prior research of various factors, this study extracted the measured variables. In order to verify the rationality and credibility of the extracted variables, exploratory factor analysis and reliability analysis were implemented. The results of the analysis are as shown in Table 1.

Exploratory factor analysis To avoid multiple commonalities, the main factor analysis was performed using Varimax. The exploratory factor analysis of the first factor attitude showed that KMO was 0.801, which was higher than the standard value of 0.5, Bartlett’s test of sphericity  $X^2=80.567(p<.001)$ , the significant result reaches

.000, suitable for factor analysis, exploratory factor analysis results, attitude is divided into AT1, AT2, AT3, AT4 four scales, wherein the factor load value is .790~.941 ( $\geq.4$ ), the common value is .625~.885 ( $\geq.4$ ), the initial eigenvalue is 3.035 ( $\geq 1.0$ ), and the total difference indicates that the force is 75.866%, indicating a higher power. The attitude consists of four questions, with a credibility of .893 ( $\geq.7$ ), indicating that the data is trustworthy.

The exploratory factor analysis of the second subjective analysis showed that KMO was 0.821, higher than the standard value of 0.5, Bartlett’s test of sphericity  $X^2=160.080 (p<.001)$ , and the significant result reached .000. Therefore, it is Suitable for factor analysis. Exploratory factor analysis results, subjective normative elements are divided into four scales: SN1, SN2, SN3, and SN4. The factor load value is .911~.955 ( $\geq.4$ ), the common value is .829~.912 ( $\geq.4$ ), and the eigenvalue is 3.574 ( $\geq 1.0$ ). In addition, the total

Table 1. Results of exploratory factor analysis

Factor	Variable	$\lambda$	C	EV	VE	$\alpha$
AT	AT1 Family travel is a pleasure to enjoy	0.941	0.885	3.035	75.866	0.893
	AT2 Family travel is one of my favorite things	0.875	0.766			
	AT3 Family travel is a meaningful thing	0.871	0.759			
	AT4 Family travel is a wonderful time to spend together	0.790	0.625			
KMO:0.801,Bartlett's test of sphericity: $X^2=80.567(p<.001)$ , $df=6$ , Total variance explained:75.866						
SN	SN1 Someone important to me would approve of my family trip	0.955	0.912	3.574	89.338	0.958
	SN2 My significant others will support my family's travel	0.911	0.829			
	SN3 People who are important to me will understand my family travel	0.978	0.956			
	SN4 Someone important to me would approve of my family trip	0.936	0.877			
KMO:0.821,Bartlett's test of sphericity: $X^2=160.080(p<.001)$ , $df=6$ , Total variance explained:89.338						
PBC	PBC1 I have enough money to travel with my family	0.875	0.765	1.936	64.543	0.725
	PBC3 My family and I are in good physical condition	0.780	0.609			
	PBC4 I can easily get relevant travel information	0.750	0.562			
KMO:0.622,Bartlett's test of sphericity: $X^2=21.180(p<.001)$ , $df=3$ , Total variance explained:64.543						
FP1	FP1 I will take my parents to travel to appreciate their upbringing	0.833	0.773	3.234	47.439	0.864
	FP2 I want to make my parents' life happier and take them to travel	0.846	0.730			
	FP3 I will take my parents to travel because of their physical and mental health	0.903	0.834			
FP2	FP6 I will travel with my parents for family harmony	0.756	0.591	1.087	24.584	0.562
	FP4 I will obey my parents' opinions when I disagree with them	0.833	0.722			
	FP5 I will give up my personal working time to fulfill my parents' travel wish	0.806	0.671			
KMO:0.677,Bartlett's test of sphericity: $X^2=88.663(p<.001)$ , $df=15$ , Total variance explained:72.024						
BI	BI1 I plan to travel with my family in the near future	0.952	0.907	2.709	90.289	0.944
	BI2 I intend to have a family tour in the near future	0.942	0.888			
	BI3 I would like to do family travel activities in the near future	0.956	0.913			
KMO:0.771,Bartlett's test of sphericity: $X^2=89.697(p<.001)$ , $df=3$ , Total variance explained:90.289						

difference indicates that the force is 89.338%. The explanation is higher. The subjective norm consists of four questions, with a credibility of .958 ( $\geq .7$ ), indicating that the data is trustworthy.

An exploratory factor analysis of the third subject's perceptual behavioral control showed a KMO of 0.622, which was higher than the standard value of 0.5 and a Bartlett's test of sphericity  $X^2 = 21.180$  ( $p < .001$ ). According to the results of exploratory factor analysis, perceptual behavior control is divided into three scales: PBC1, PBC2, and PBC3. The factor load value is .750~.875 ( $\geq .4$ ), the common value is .562~.765 ( $\geq .4$ ), the characteristic value is 1.936 ( $\geq 1.0$ ), and the total difference indicates that the force is 64.543%, indicating the force higher. Perceptual behavior control consists of three questions, with a confidence of .725 ( $\geq .7$ ), indicating that the data is credible.

The results of exploratory factor analysis of the fourth factor of filial piety showed that KMO was 0.677, which was higher than the standard value of 0.5, and Bartlett's test of sphericity  $X^2 = 88.663$  ( $p < .001$ ). According to the results of exploratory factor analysis, filial piety is divided into two dimensions: mutual filial piety and authoritative filial piety FPI, FP2. The factor load value is .756~.903 ( $\geq .4$ ), the commonality is .591~.834 ( $\geq .4$ ), and the initial eigenvalue is 1.087~3.234 ( $\geq 1.0$ ). In addition, the total difference indicates a force of 72.024%, indicating a higher power. The specific project of mutual filial piety consists of four questions, the credibility is .864 ( $\geq .7$ ), and the difference is 47.439%. The data is trusted. The authoritative filial piety consists of two questions, with a credibility of .562 ( $\geq .7$ ) and a difference of 24.584%. The value is less than the standard value and the data is not trusted.

The fifth factor of exploratory factor analysis based on behavioral intentions showed that KMO was 0.771, higher than the standard value of 0.5, Bartlett's test of sphericity = 89.697 ( $p < .001$ ), and

the significant result reached .000, suitable for Do factor analysis. Exploratory factor analysis results, behavioral intentions are divided into three scales BI1, BI2, BI3. The factor load value is .942~.956 ( $\geq .4$ ), the common value is .888~.913 ( $\geq .4$ ), the initial eigenvalue is 2.790 ( $\geq 1.0$ ), and the total difference indicates that the force is 90.289%. The explanatory force is higher. The behavioral intention consists of three questions, with a credibility of .944 ( $\geq .7$ ), indicating that the data is trustworthy.

#### 4.2 Regression analysis test hypothesis

Based on the theory of planned behavior, this study demonstrates the influence of filial piety on the intention of family tourism decision-making behavior, and carries out multiple regression analysis and single regression analysis. The results of the analysis are as shown in Table 2. H1 hypothesis: The relationship between attitude (AT) and family travel behavior intention (BI) analysis shows that  $F = 18.456$  ( $p < 0.001$ ), which is very significant in terms of generalization,  $R^2 = .366$ , Adj.  $R^2 = .346$ . AT has a significant effect on BI ( $\beta_{AT \rightarrow BI} = .605$ ,  $t = 4.296$ ,  $p < .001$ ), and H1 is verified, and the assumption is true. H2 hypothesis: Subjective normative (SN) analysis of the impact of family travel behavioral intent (BI) correlation analysis showed that  $F = 19.143$  ( $p < 0.001$ ), statistically significant,  $R^2 = .374$ , Adj.  $R^2 = .355$ . SN has a significant impact on BI ( $\beta_{SN \rightarrow BI} = .612$ ,  $t = 4.375$ ,  $p < .001$ ), and H2 is validated, assuming that it is true. H3 hypothesis: Perceptual behavior control (PBC) analysis of the relationship between family travel behavior intention (BI) and correlation analysis showed that  $F = 0.113$  ( $p < .001$ ), statistically did not reach the standard value, the impact was not significant,  $R^2 = .004$ , Adj.  $R^2 = .028$ . The P value of PBC to BI ( $\beta_{PBC \rightarrow BI} = .059$ ,  $t = 0.336$ ,  $p < .001$ ) does not meet the standard value, the effect is not significant, and the H3 hypothesis does not hold. Finally, H4 hypothesis: the correlation analysis of

Table 2. Results of regression analysis

Hypothesis	Model		Unstandardized coefficients		Standardized coefficients	t-value	Sig
	Independent t-value Sig variable	Dependent variable	$\beta$	Std.error	$\beta$		
H1	AT	BI	0.605	0.141	0.605	4.296	0.000
			F=18.456(p<.001), $R^2$ =.366, Adj. $R^2$ =.346				
H2	SN	BI	0.612	0.140	0.612	4.375	0.000
			F=19.143(p<.001), $R^2$ =.374, Adj. $R^2$ =.355				
H3	PBC	BI	0.059	0.176	0.059	0.336	0.739
			F=0.113(p>.05), $R^2$ =.004, Adj. $R^2$ =.028				
H4	FP4a	BI	0.672	0.128	0.672	5.232	0.000
	FP4b	BI	0.193	0.128	0.193	1.507	0.142
	F=14.824(p<.001), $R^2$ =.489, Adj. $R^2$ =.456						

the influence of filial piety concept (FP) on family travel behavior intention (BI) shows that F=14.824 (p<0.001), statistically very significant,  $R^2$  =.489, Adj.  $R^2$  =.456. FP4a, FP4a in FP4b had an effective effect on BI ( $\beta$ FP4a→BI=.672, t=5.232, p<.001), FP4b in FP4a, FP4b vs. BI ( $\beta$ FP4b→BI=.193, t=1.507), p=0.142 (p<.001)) The p value does not meet the standard value, the effect is not significant, and the H4b assumption does not hold.

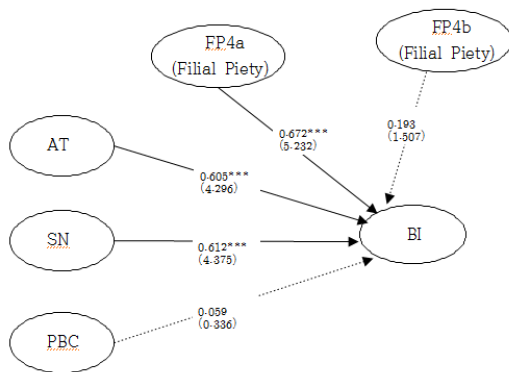


Fig. 1. The effect of filial piety on the intention of family travel behavior  
 \* indicates P < 0.05; \*\* indicates P < 0.01; \*\*\* indicates P < 0.001.

### 5. Conclusions

Through the theoretical combing and empirical

test attitude, subjective norms, perceived behavior control, and the influence of filial piety on family travel behavior intentions, the paper draws the following conclusions:

First, attitudes and subjective norms have a significant impact on family travel behavior intentions. The effect of subjective norms is greater than the role of attitude. That is to say, from the perspective of internal personal beliefs, the more positive the individual's cognitive attitudes and emotional attitudes towards family travel, the greater the willingness to generate family travel behaviors; from the perspective of external social pressure, from important individuals or social groups around them The opinions are one of the most important factors in the generation of family travel behavior intentions.

Second, perceptual behavior control has no significant effect on family travel behavior intentions. Explain that the time, money, physical condition, and information acquired by the individual do not significantly affect the behavioral intention of family travel. The generation of family travel behavior intentions is less constrained by time, money, body and environment.

Third, mutual filial piety has a significant

impact on family travel behavior intentions. Mutual filial piety emphasizes the emotional interaction between children and parents, and pays attention to the emotional affinity between parents and children. Therefore, children travel with their parents for filial piety, so that parents and children can get along with each other with more real emotions, so that they can enjoy the sense of pleasure and construct the meaning of “home” in the process of tourism interaction.

Fourth, the influence of authoritative filial piety on family tourism behavior is not significant. Authoritative filial piety emphasizes the norms of social roles and the reconciliation of class institutions. However, as the process of social democratization continues to accelerate, authoritative filial piety continues to decline due to the reduction of resources and power by parents. In modern society, when children travel with their parents to “make parents happy” and “enhance family interaction”, they are separated from the previous “authority-obeyer” relationship, emphasizing the affinity and equality of parent-child relationships. Pay attention to the construction of family emotions in the process of tourism.

This paper explains the influence of filial piety concept on family travel intentions, and the research conclusions have certain reference significance for the application field of tourism practice.

From the perspective of tourists, this article can guide children to better travel with their parents to improve the overall satisfaction of family travel. The results show that mutual filial piety has a significant positive impact on the intention of family tourism decision-making behaviors with parental tourism. Therefore, when children clarify that mutual filial piety is more fundamental and key to parent-child interaction, they will participate in the family tourism process with their parents in a more intimate and equal state when they travel with their

parents to enhance the overall satisfaction of family travel.

From the perspective of tourism enterprises, this paper can guide tourism enterprises to develop family tourism products in a targeted manner[14]. The results show that mutual filial piety, subjective norms and attitudes have a significant impact on family travel behavior intentions. In other words, when developing a family travel product, the company should: First, understand that “Chinese family travel is not to go to a destination, but to travel with whom.” Therefore, according to the Chinese family structure, the company launches family tourism products with different family structures such as “Parents+Children” core family, “Grandparents+Parents+Children” main family[15]; Second, Returning to the traditional Chinese culture to build family tourism products, That is to say, “filial piety” is the premise of product portfolio, “family interaction” runs through the product experience process, and “family affection” is the core attraction of the product, and family tourism products which suitable for different family needs are launched.

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