

Study on the influencing factors of rural tourism behavior intention in China based on the theory of planned behavior

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계획행동이론을 바탕으로 한 중국 농촌관광 행동의도 영향요인에 관한 연구

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Abstract With the gradual improvement of China's residents' economic level, the continuous improvement of the holiday system, and the main purpose of relaxing mood and experiencing life, rural tourism has developed rapidly. In order to further achieve the goals of farmers' entrepreneurship, agricultural income increase, rural prosperity, and tourism management departments and tourism enterprises' management and operation objectives, this paper puts forward research hypotheses on the basis of relevant literature review and references. Based on the previous research results, this paper designs a questionnaire on Residents' rural tourism behavior intention, and uses SPSS23.0 to conduct correlation analysis and hypothesis test on the sample data, and draws the following conclusions: (1) rural tourism attitude, subjective norms, and perceived behavior control have a significant positive impact on rural tourism behavior intention; (2) policy system and resource conditions have a significant positive impact on rural tourism behavior intention; (3) policy system has a significant positive impact on subjective norms and perceived behavior control, and resource conditions have a significant positive impact on rural tourism attitude, subjective norms, and perceived behavior control.

Key Words : Theory of planned behavior, Rural tourism, Behavioral intention, Resource conditions, Perceived behavior control

요약 중국 국민의 경제 수준이 점진적으로 향상되고, 명절과 공휴일제도가 지속적으로 개선되면서, 마음을 안정시키는 생활체험이 주요 목적으로 부각되면서 농촌 관광이 급속도로 발전하였다. 농업인의 기업가정신, 농가소득 증대, 농촌 번영 및 관광경영학과, 관광기업의 경영 및 운영목표 달성을 위하여, 본 연구는 관련 문헌 검토와 참고자료에 기초하여 연구 가설을 제시하였다. 본 논문은 앞선 연구결과를 바탕으로 주민의 농촌관광 행동 의도에 대한 설문조사를 하였고, SPSS23.0을 이용하여 표본 데이터에 대한 상관분석과 가설검증을 통하여 다음과 같은 결론을 도출하였다. (1) 시골 관광 태도, 주관적인 규범과 지각 행위 통제가 농촌 관광 행위의 방향에 긍정적인 영향을 미친다는 것이다. (2) 정책 시스템과 자원 조건은 농촌 관광 행동 의도에 상당히 긍정적인 영향을 미친다는 것이다. (3) 정책 시스템은 주관적 규범과 인식된 행동 통제에 상당히 긍정적인 영향을 미치고, 자원 조건은 농촌 관광 태도, 주관적 규범, 인식된 행동 통제에 모두 상당히 긍정적인 영향을 미친 것으로 나타났다.

주제어 : 계획 행동 이론, 농촌 관광, 행동 의도, 자원 조건, 인식적 행동 통제

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1. Introduction

Since the reform and opening up, with the continuous growth of the national economy and the gradual adjustment of the national legal holiday system, the material living standard of Chinese people has been steadily improved, the disposable income has been increasing, and the leisure time has been gradually increased. Tourism has gradually become a lifestyle of urban residents, and the demand for tourism is growing. At the same time, with the pressure of urban fast-paced life and the deterioration of the ecological environment, the experiential rural tourism, which is based on getting close to nature, relaxing pressure, and cultivating oneself, is gradually popular among urban residents. China's rural tourism sprouted in the 1950s and began to develop rapidly in 1990. In the 21st century, with the increase of tourist attractions, the expansion of scale, function, and distribution, rural tourism presents a new trend of vigorous development and is entering a period of comprehensive development. In order to further realize the management and management objectives of farmers' entrepreneurship, agricultural income increase, rural prosperity, and tourism management departments and tourism enterprises, and to promote the construction of "beautiful countryside" and "leisure city", it is necessary to fully understand and understand the influencing factors of rural tourism behavior intention. Through consulting and sorting out the mature research results of rural tourism in China, this paper finds that most of the research literature is on the macro qualitative research of rural tourism managers or operators. The research content mainly focuses on rural tourism planning, development mode, development strategy, and dynamic mechanism. Few scholars study rural tourism behavior, but use planning behavior. There is little literature on the theoretical study of rural tourism

behavior, and there is no research on the social support factors of rural tourism development into the theory of planned behavior to study the behavior intention of rural tourism. Therefore, the innovation of this paper is to apply the theory of planned behavior to the study of rural tourism behavior intention and construct the influencing factor model of rural tourism behavior intention, which expands the application field of the theory.

2. Literature review and theoretical basis

2.1 Review of the research on Rural Tourism

The definition of rural tourism by foreign scholars is typical: Gilbert & Tung regards the destination of rural tourism as rural or pasture and thinks that rural tourists can enjoy various leisure activities in rural areas[1]. During the activities, rural residents or ranchers provide them with basic living conditions such as food and accommodation. Adrienne E Sweeney comprehensively elaborated on the concept of rural tourism[2]. He believed that rural tourism has different types due to different countries and regions, but it has common characteristics: it is carried out in rural areas; tourism activities are rural; the scale is small; it has traditional cultural and social structure; tourism activities are closely linked with local residents' families. Arie, Oded, and Ady analyzed the development prospect and direction of rural tourism in South Korea, believing that rural tourism is experienced tourism integrating traditional agriculture with modern agriculture, traditional rural life, and contemporary rural life, and the sightseeing experience of rural production and lifestyle is its unique selling point[3]. Many Chinese scholars have interpreted the definition of rural tourism, and the representative ones are: in 2004, at the

International Forum on rural tourism held in Guizhou, scholars, and experts reached a consensus on the elements that should be included in China's Rural Tourism: first of all, the soul of rural tourism is the distinctive rural folk nationality. Secondly, rural tourism should take farmers as the main business body to show the folk characteristics of "rural"; finally, the main goal of rural tourism is to meet the desire of urban residents to return to the pastoral natural scenery and enjoy the simple folk customs. Ge Xiaohong pointed out that the main resources of rural tourism are natural scenery and agricultural production forms[4]. It is a new tourism form integrating natural tourism and cultural landscape tourism, which can not only drive economic development but also an important way to promote rural regional development. Chinese and foreign scholars mainly define rural tourism from the perspective of supply or demand. This paper mainly defines rural tourism from the perspective of its function. It is considered that rural tourism is a new type of tourism that meets the psychological needs of tourists(mainly for urban tourists) such as leisure and entertainment, learning and learning, returning to nature, and can also produce economic, social, and ecological benefits.

2.2 Review of social support research

At present, scholars hold different opinions on the measurement of social support. Foreign scholar William C. Gartner divides social support into five categories based on factor analysis method: including minor service, emotional support, bulk service, company support and economic support[5]. Based on the sources of social support, Cutronafe Russell divided social support into five types, namely social integration or network support, emotional support, self-esteem satisfaction support, information support, and material support. However, Chinese scholars Cheng Hongjuan et al. believe that in

the Chinese context, social support should include material support(giving cash and materials), information support(countermeasures, suggestions, and guidance for the problems faced), emotional support(spiritual care, comfort and encouragement), and companion support(helping individuals in trouble to improve their sense of self-worth with language and behavior). Based on the research background of this paper, from the perspective of the source and role of social support, this paper divides social support into two dimensions: policy system and resource conditions. The policy system defined in this paper refers to the national macro policy, material expenditure(paid vacation policy, social security, etc.), and organizational policy of enterprises (implementation of national paid vacation policy, employee welfare, loose working environment, etc.); Resource conditions refer to the core elements(transportation system, service level, supporting facilities, etc.) that can make tourists go to rural tourism destinations.

2.3 Review of research on behavioral intention

The related research on behavioral intention has been relatively mature. Due to different research perspectives and emphases, different scholars have different definitions of behavioral intention. The typical ones are as follows:

Most foreign scholars study behavioral intention from the perspective of psychology and sociology. As early as 1996, Hwang pointed out that individual behavior intention is closely related to future behavior. The strength of individual behavior intention directly determines the possibility of taking a certain behavior in the future[6]. Fishbein & Ajzen proposed that behavioral intention is a direct method to effectively predict whether consumers will take a certain behavior, and it is the individual response to this behavior[7]. Other scholars believe that in the absence of specific environmental factors,

the possibility of an individual to engage in a certain behavior is directly proportional to its intention intensity, that is, the stronger the intention, the greater the possibility of engaging in the behavior. According to Claudia Smarkola, behavioral intention can be abbreviated as intention, which refers to the subjective judgment about what we will do in the future[8]. In Chinese research, Xiao youxing believes that behavioral intention refers to various intentions that consumers may take for the related products and services they experience[9]. Yi Ying believes that behavioral intention is the intensity of spontaneous planning to engage in a specific behavior. Bai Lin believes that behavioral intention is an effective method to predict the behavior of customers towards suppliers after purchase, which reflects the possibility of customers taking such behavior. By summarizing the relevant research conclusions of domestic and foreign scholars, this paper believes that the rural tourism behavior intention reflects the subjective probability judgment of the individual for rural tourism behavior, and reflects the degree of individual willing to pay money, time, and energy for participating in rural tourism.

2.4 Review of related research on planned behavior theory

The theory of planned behavior was proposed by Ajzen. It was Ajzen and Fishbein(1975), The successor of the theory of rational action(TRA) proposed by Ajzen because they found that human behavior is not 100% voluntary, but under control. Therefore, he extended TRA and added a new concept of "perceived behavior control". Thus, it has developed into a new research model of behavior theory of planned behavior (TPB). Referring to the previous research results and combining with the research background, this paper takes rural tourism attitude, subjective norms, and perceptual behavior control as the

influencing factors of rural tourism behavior intention in this paper. Since these factors are all the individual's own perception and evaluation of rural tourism behavior, they are all unpredictable variables. In order to facilitate the later model construction and empirical analysis, this paper takes rural tourism attitude (RTA), subjective norms(SN), and perceived behavior control(PBC) as influencing factors of rural tourism behavior intention(TBI). In this paper, the three variables of rural tourism attitude, subjective norms, and perceived behavior control are collectively referred to as behavioral perception factors.

3. Research design

3.1 Construction of the theoretical model

Rational behavior theory and planned behavior theory agree that intention is the direct factor determining behavior, and other factors indirectly affect behavior through intention. A large number of scholars predict tourists' behavior according to their travel behavior intention[10]. Generally speaking, the more obvious the belief or tendency of an individual to perceive tourism behavior and take tourism action, the stronger his tourism intention is and the greater the possibility of taking such action. Therefore, rural tourism behavior intention is a strong predictor of rural tourism behavior, the best prediction index to decide whether to participate in rural tourism, and the central point to understand rural tourism behavior. Only when individuals have a strong rural tourism behavior intention can they transform it into practical action, so as to truly carry out rural tourism activities[11]. Therefore, this study selects rural tourism behavior intention as the dependent variable to predict individual rural tourism behavior. In this paper, social support factors are introduced into the theoretical model of planned behavior, This paper constructs a model of social

support (SS), individual behavior perception (IBP), and tourism behavior intention (TBI) of rural tourism, trying to reveal the internal mechanism of influencing factors of rural tourism behavior intention, so as to further enrich the theory of planned behavior and rural tourism research, and provide a relevant reference for rural tourism managers and operators Suggestions. The research model of this paper is shown in Fig. 1. This model is mainly composed of two parts: the first part is the three key behavior perception factors of planned behavior theory, namely rural tourism attitude(RTA), subjective norms(SN), and perceived behavior control(PBC); the second part is social support, which mainly includes two aspects: policy system(PS) and resource conditions(RC). The theoretical basis of this division comes from the social support of rural tourism The policy-making of national macro policy, the policy system of enterprise organization, and the resource conditions of the destination. This paper mainly discusses (1) the influence of behavior perception factors such as rural tourism attitude, subjective norms, and perceived behavior control on rural tourism behavior intention; (2) the influence of social support factors such as policy system and resource conditions on rural tourism behavior

intention; (3) the influence of social support factors on behavior perception factors.

3.2 Research hypothesis

3.2.1 the relationship between behavior perception factors and rural tourism behavior intention

Behavior perception factors include rural tourism attitude(RTA), subjective norms(SN), and perceived behavior control(PBC).

(1) Rural tourism attitude

In the theory of planned behavior, behavior attitude is the positive or negative view of an individual towards certain behavior, which reflects the individual's preference for and dislike of the behavior. Emotional attitude and instrumental attitude are the main influencing factors. The attitude towards a certain thing is gradually formed in the process of long-term observation and contact, and will not be changed easily after formation. According to the theory of planned behavior, the attitude of an individual towards an action directly affects his behavior intention[12]. The greater the positive attitude towards a certain behavior, the stronger the intention to take the action, and the weaker the intention to take the action. Therefore, this paper proposes hypothesis 1

H1: Rural Tourism attitude has a significant positive impact on rural tourism behavior intention.

(2) Subjective norm

Subjective norms refer to the influence of important people or organizations on individual behavior decisions when they decide whether to carry out a certain behavior. The greater the support of important people or organizations is, the less social pressure individuals feel, and the greater the intention to carry out the behavior. People are not independent individuals and have

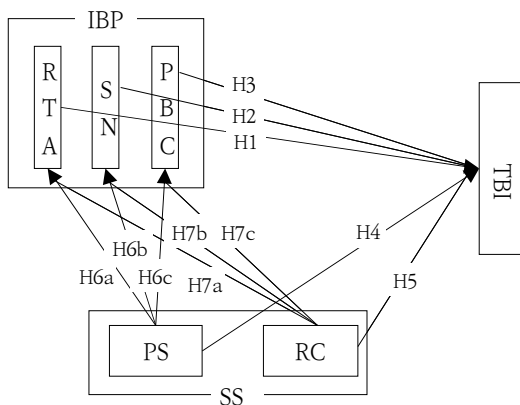


Fig. 1. Research Model

certain sociality. When deciding whether to perform a certain behavior, they will refer to the views of their relatives and friends around them and may change their behavior intention. According to the theory of planned behavior, there is a direct relationship between an individual's subjective norms and behavioral intentions. The stronger the subjective norms are, the stronger the behavioral intentions are; on the contrary, the weaker the subjective norms, the weaker the individual's behavioral intentions. Therefore, this paper proposes hypothesis 2.

H2: the subjective norms of rural tourism have a significant positive impact on rural tourism behavior intention.

(3) Perceptual behavior control

Perceptual behavior control refers to the perception and expectation of the difficulty of implementing a certain behavior, which is influenced by its own factors and external factors, of which the self factors mainly include the knowledge and skills accumulated in the process of individual growth; the external factors refer to the time, money, and other resources owned by individuals. Through empirical research, most scholars have proved that the planned behavior theory with the perceptual behavior control variable has a better explanation for intention. Some scholars pointed out that the higher the perceived behavior control, the stronger the behavioral intention. The more opportunities and abilities are, the fewer obstacles they will feel and the more enthusiasm they will have to carry out the behavior; if the fewer resources, opportunities, and abilities an individual perceives, the more obstacles they will feel, and the less enthusiasm they will have to carry out the behavior. Therefore, this paper proposes hypothesis 3

H3: perceived behavior control has a significant positive impact on rural tourism behavior intention.

3.2.2 the relationship between social support factors and rural tourism behavior intention

From the perspective of tourists' needs, tourists need time and money to carry out tourism activities. In order to meet these needs, various social departments (including the government) provide spiritual and material support to meet these needs, which constitute a huge and complex social support system, which can be divided into policy system from the source and role of social support Degree and rural tourism conditions. On the contrary, the more perfect the rural tourism policy, the stronger the intention of rural tourism is. It can be assumed that:

H4: policy system has a positive and significant impact on rural tourism behavior intention

The conditions of rural tourism resources refer to various tangible or intangible resources and convenient conditions that affect tourists to go to rural tourism destinations, such as the tourism transportation system, service level, and facilities, rural environment and products, public security situation, etc. In recent years, the urban ecological environment is deteriorating day by day and the pace of urban life is speeding up, which makes more and more urban residents yearn for the rural flavor close to nature and the simple and peaceful living environment. The rural resource conditions are the carrier of rural tourism market demand. The more perfect the resource conditions, the stronger the individual rural tourism behavior intention; on the contrary, the individual rural tourism behavior intention is weak. It can be assumed that:

H5: resource conditions have a significant positive impact on rural tourism behavior intention.

3.2.3 hypothesis of the relationship between social support factors and behavior perception factors

Referring to the perceived variables of social support system proposed by H. H. Kim, and combined with the actual characteristics of rural tourism, the social support of rural tourism in this paper mainly includes two factors: national or enterprise policy system and rural tourism resource conditions. H. H. Kim has confirmed in the study of leisure tourism behavior intention that customers' perception of the social support system of leisure tourism has a positive and significant impact on leisure tourism attitude, behavior control perception, and subjective norms[13].

Therefore, this study believes that the sound status of the policy system has a certain impact on the formation of individual rural tourism attitude, subjective norms and perceived behavior control. The following assumptions are put forward.

H6a: policy system has a positive and significant impact on rural tourism

attitude

H6b: policy system has a positive and significant impact on subjective norms

H6c: policy system has a significant positive impact on perceived behavior control

The conditions of rural tourism resources include tourism traffic conditions, tourism facilities, tourism services, and the stable and harmonious social environment in which rural tourism develops. The quality of resources will affect the individual's evaluation and cognition of rural tourism, as well as the attitude and view of surrounding groups towards rural tourism. The better the traffic conditions, service facilities and level, and public security conditions of rural tourism destination, the more positive the individual and the surrounding groups have on rural tourism; the greater the publicity and promotion of rural tourism destination, the more convenient it is for individuals to collect relevant information of rural tourism destination. Therefore, this study believes that the quality of resources has a certain impact on the formation of individual rural tourism attitude, subjective norms and perceived behavior control. The

Table 1. Rural Tourism Attitude Measurement Scale

Factor	Variable	source
RTA	Q1 Rural tourism can relieve the pressure and make people happy	Guo qianqian (2013) ; Shi xiaoning (2013)
	Q2 Rural tourism is a kind of life interest	Wu zhonghong,Fan liwen (2003)
	Q3 I'm very interested in rural tourism	Guo qianqian (2013)
	Q4 Rural tourism is conducive to the development of rural tourism	Guo qianqian (2013)
	Q5 Choosing rural tourism can experience the culture and lifestyle of different places	Xu juan(2014)

Table 2. Subjective norm measurement scale

Factor	Variable	source
SN	Q1 My family supports my participation in rural tourism	Wu zhonghong,Fan liwen(2003) ; Li huamin(2007) ;
	Q2 My friends supported my participation in rural tourism	Wu zhonghong,Fan liwen(2003) ;
	Q3 My classmates (colleagues) supported my participation in rural tourism	Li huamin(2007);Hong zhen(2013)
	Q4 My teacher (leader) supports my participation in rural tourism	Wu zhonghong,Fan liwen(2003) ;
	Q5 My family often take part in rural tourism	Li huamin(2007) ; Hong zhen(2013)
	Q6 My friends often take part in rural tourism	Wu zhonghong,Fan liwen(2003)
	Q7My colleagues (classmates) often take part in rural tourism	Wu zhonghong,Fan liwen(2003)
	Q8My leaders (teachers) often take part in rural tourism	Wu zhonghong,Fan liwen(2003)

following assumptions are put forward.

- H7a: resource conditions have a significant positive impact on rural tourism attitude
- H7b: resource conditions have a significant positive impact on subjective norms
- H7c: resource conditions have a significant positive effect on perceptual behavior control

3.3 Questionnaire and variable measurement

In order to obtain high quality empirical data, this paper on the basis of a large number of literature research to determine the clear concept and meaning of the research object, this paper draw lessons from domestic and foreign relevant maturity scale, according to the actual requirements and combined with expert (3 professors, 2 associate professor) the opinions of the modification and initially formed suitable for residents of the rural tourism behavior intention factors affecting the measurement scale.

3.3.1 Rural Tourism Attitude Measurement Scale

Rural tourism attitude refers to people's views and attitudes towards rural tourism activities.

Current behavior at home and abroad

The measurement methods of attitude are still inconsistent. Most scholars measure behavioral attitude with the concept of a single dimension, while some others measure it from the two dimensions of cognitive component and emotional component. In this study, the latter variable of rural tourism attitude was designed and measured, as shown in Table 1.

3.3.2 Subjective norm measurement scale

Subjective norms refer to the social pressure perceived by tourists when they participate in rural tourism, which reflects the influence of the behavior and attitude of important reference objects on tourists' participation in rural tourism, among which important reference objects mainly include family members, friends, colleagues (classmates), leaders (teachers) and so on. This study will measure subjective normative variables from the behaviors and attitudes of the above important reference objects, as shown in Table 2.

3.3.3 Perceptual behavior control measurement scale

Table 3. Perceptual behavior control measurement scale

Factor	Variable	source
PBC	Q1 I have the ability to deal with the problems in rural tourism	Cao renming(2013)
	Q2 I can decide whether to participate in rural tourism	Li huamin(2007) ; Cao wuling(2011)
	Q3 I have good physical conditions to participate in rural tourism	Xu juan(2014)
	Q4 I have enough income to participate in rural tourism	Li huamin(2007) ; Guo qianqian(2013)
	Q5 I have enough time to take part in rural tourism	Li huamin(2007) ; Guo qianqian(2013)
	Q6 I can easily access the relevant information of rural tourism	Zeng wuling(2011) ; Shi xiaoning(2007)

Table 4. Exploratory factor analysis of social support

Factor	Variable	source
SS	Q1 The national paid vacation policy has been implemented in place	Hong zhen(2013)
	Q2 The social security system is sound and there is no need to save too much for the future	Hong zhen(2013)
	Q3 Study (work) time is more standardized and can be distinguished from spare time	Li huamin(2017),Hong zhen(2013)
	Q4 The tourism transportation system is developed	Fan song(2011),Shi xiaoning(2013)
	Q5There are abundant rural tourism routes and products to choose from	Wu zhonghong, Fan liwen(2003)
	Q6 The service level of rural tourism practitioners is high	Fan song(2011),Shi xiaoning(2013)
	Q7 The service facilities of rural tourist areas are complete	Hong zhen(2013)
	Q8 The social security of leisure tourist areas is good	Fan song(2011),Shi xiaoning(2013)

Perceived behavior control is refers to the individual's expectations of degree of difficulty involved in rural tourism and perception, the current domestic and foreign about the perceived behavior control variable measurement in two cases: one is based on the concept of dimensions of a single measure of perceived behavioral control, the other is a convenient by controlling the beliefs and cognitive two dimensions to measure perceived behavior control variables. This paper measures the control variables of perceived behavior mainly from two aspects of controlling belief and facilitating cognition. See Table 3 for the specific measurement items.

3.3.4 Social Support measurement Scale

The social support system mainly refers to the macro environment, laws and policies, industrial factors and infrastructure factors on which rural tourism depends for survival, including policy

system and resource conditions. Previous articles rarely measure social support variables. This paper refers to the research design of social support scale by Wu Zhonghong, Fan Liwen (2003), Li Huamin (2007), Hong Zhen (2013) and others, and the specific items are shown in the Table 4.

3.3.5 Behavioral intention Measurement Scale

Behavioral intention refers to the subjective probability that an individual intends to engage in a certain behavior, which reflects how much effort and time an individual is willing to spend to perform a certain behavior. In this study, willingness and possibility to participate in rural tourism are used as measurement indicators of behavioral intention of rural tourism, as shown in Table 5.

3.4 Data collection and description statistics

From the beginning of July 2020 to the end of

Table 5. Behavioral intention Measurement Scale

Factor	Variable	source
TBI	Q1 Under the existing conditions, I am willing to carry out rural tourism	Fan song(2011), Wu lin(2013)
	Q2 At present, I have plans for rural tourism	Hong zhen(2013)
	Q3 I will try to travel in the countryside in the next year	Wu hongzhong, Fan liwen(2003)

Table 6. Demographic characteristics

category		quantity	%	category	quantity	%	
gender	male	96	45.1	income	0-3000	58	27.2
	female	117	54.9		3000-6000	68	31.9
professional	public institution	31	14.6		6000-10000	51	23.9
	staff and workers of enterprise	74	34.7		10000--	36	16.9
	Private owners	20	9.4	0--24	43	20.2	
	student	62	29.1	25--34	77	36.2	
	professional	9	4.2	age	35--44	29	13.6
retiree	17	8.0	45--54		34	16.0	
			55--		30	14.1	
Marital status	married	264	76.5	educational background	High school and below	22	10.3
	unmarried	81	23.5		junior college	44	20.7
					undergraduate	86	40.4
					Master degree or above	61	28.6
		213	100		213	100	

August 2020, a total of 235 questionnaires were sent out to Chinese residents through online questionnaires and on-site interviews. 22 unqualified questionnaires were excluded, and the effective recovery rate was 85.2%. There are three criteria for rejecting the questionnaire: (1) the time for filling in the questionnaire is too short. Before the formal questionnaire was sent out, the questionnaire of 10 graduate students was recorded. It was found that it took 2.5-4 minutes to fill in the questionnaire, and those less than 2 minutes were excluded; (2) most of the questions were deleted with the same score; (3) incomplete questionnaires were deleted. In this study, SPSS was used 23.0 software to make a descriptive statistical analysis on the basic information of Hangzhou residents, such as gender, age, occupation, education level, average monthly income, and marital status, as shown in Table 6.

The proportion of females (54.9%) was slightly higher than that of males (45.1%). According to the age distribution of the survey sample, there were 43 and 77 residents aged 24 and below and

25-34 years old respectively, accounting for 20.2% and 36.2% of the effective questionnaire respectively, mainly young and middle-aged people. From the perspective of occupation, the occupation composition is relatively comprehensive, in which the proportion of enterprise staff and students is relatively large, accounting for 34.7% and 29.1% respectively; followed by the staff of state organs or institutions, accounting for 14.6%. Among the subjects, the educational level of the subjects mainly concentrated on undergraduate and master's degrees or above, accounting for 40.4% and 28.6% respectively. According to the monthly average income distribution of the survey samples, there are 68 respondents with an income between 3000 and 6000, accounting for the largest proportion of 31.9%. There is also distribution at other levels, and the distribution is relatively balanced and reasonable. From the perspective of marital status, the largest distributor of unmarried people, a total of 99 people, accounting for 46.5% of the total sample number; therefore, the characteristics of the

Table 7. Exploratory factor analysis of rural tourism attitude

Factor	Variable	λ	C	EV	VE	α
RTA	Q1 Rural tourism can relieve the pressure and make people happy	0.787	0.777	3.179	76.476	0.821
	Q2 Rural tourism is a kind of life interest	0.837	0.739			
	Q3 I'm very interested in rural tourism	0.872	0.842			
	Q4 Rural tourism is conducive to the development of rural tourism	0.811	0.792			
	Q5 Choosing rural tourism can experience the culture and lifestyle of different places	0.871	0.890			
KMO:0.803, Bartlett's test of sphericity: $X^2=138.871(p<.001)$, $df=6$, Total variance explained:76.476						

Table 8. Exploratory factor analysis of subjective norms

Factor	Variable	λ	C	EV	VE	α
SN	Q1 My family supports my participation in rural tourism	0.761	0.842	3.914	70.404	0.857
	Q2 My friends supported my participation in rural tourism	0.843	0.714			
	Q3 My classmates (colleagues) supported my participation in rural tourism	0.861	0.716			
	Q4 My teacher (leader) supports my participation in rural tourism	0.810	0.780			
	Q5 My family often take part in rural tourism	0.627	0.894			
	Q6 My friends often take part in rural tourism	0.857	0.852			
	Q7 My colleagues (classmates) often take part in rural tourism	0.873	0.833			
	Q8 My leaders (teachers) often take part in rural tourism	0.850	0.845			
KMO:0.862, Bartlett's test of sphericity: $X^2=171.751(p<.001)$, $df=6$, Total variance explained:70.404						

overall sample is mainly the unmarried group of enterprise employees and students under the age of 35 who have received higher education.

4. Empirical analysis

4.1 Exploratory factor analysis

4.1.1 Exploratory factor analysis of rural tourism attitude

The results of exploratory factor analysis of rural tourism attitude are shown in Table 7. The results of the exploratory factor analysis show that KMO is 0.803, which is much higher than the standard value of 0.5. Moreover, Bartlett's test of sphericity $\chi^2 = 138.871$ ($P < 0.001$), the significant result is .000, The results of the exploratory factor analysis showed that the factor load value is .787 ~. 872 ($\geq .4$), the common value is .739 ~. 890 ($\geq .4$), the characteristic value is 3.179 (≥ 1.0), the

reliability was .821, and the explanatory force was 76.476%. Therefore, the structure validity of rural tourism attitude is good.

4.1.2 Exploratory factor analysis of subjective norms

Exploratory factor analysis of subjective norms is conducted, and the results are shown in Table 8. The results of exploratory factor analysis showed that KMO is 0.862, higher than the standard value of 0.5. Bartlett's test of sphericity $\chi^2 = 171.751$ ($P < 0.001$), significant results reached .000, which is suitable for factor analysis, The characteristic value is 3.914 (≥ 1.0), the reliability is .857, indicating that the force is 70.404%. Therefore, the construct validity of the subjective norm is good.

4.1.3 Exploratory factor analysis of perceptual behavior control

Exploratory factor analysis was conducted on

Table 9. Exploratory factor analysis of perceptual behavior control

Factor	Variable	λ	C	EV	VE	α
PBC	Q1 I have the ability to deal with the problems in rural tourism	0.644	0.761	3.216	64.855	0.898
	Q2 I can decide whether to participate in rural tourism	0.809	0.781			
	Q3 I have good physical conditions to participate in rural tourism	0.840	0.793			
	Q4 I have enough income to participate in rural tourism	0.718	0.865			
	Q5 I have enough time to take part in rural tourism	0.836	0.956			
	Q6 I can easily access the relevant information of rural tourism	0.630	0.826			
KMO:0.826, Bartlett's test of sphericity: $\chi^2 = 180.784$ ($p < .001$), $df=7$, Total variance explained:64.855						

Table 10. Exploratory factor analysis of social support

Factor	Variable	λ	C	EV	VE	α
SS	Q1 The national paid vacation policy has been implemented in place	0.800	0.934	3.156	60.643	0.826
	Q2 The social security system is sound and there is no need to save too much for the future	0.815	0.851			
	Q3 Study (work) time is more standardized and can be distinguished from spare time	0.760	0.846			
	Q4 The tourism transportation system is developed	0.682	0.757			
	Q5 There are abundant rural tourism routes and products to choose from	0.757	0.724			
	Q6 The service level of rural tourism practitioners is high	0.770	0.700			
	Q7 The service facilities of rural tourist areas are complete	0.817	0.712			
	Q8 The social security of leisure tourist areas is good	0.821	0.675			
KMO:0.734, Bartlett's test of sphericity: $\chi^2 = 160.962$ ($p < .001$), $df=15$, Total variance explained:60.643						

perceptual behavior control, and the results were shown in Table 9. The results of exploratory factor analysis showed that KMO is 0.826, higher than the standard value of 0.5, Bartlett's test of sphericity $\chi^2 = 180.784$ ($P < 0.001$), significant results reached. 000, suitable for factor analysis. Exploratory factor analysis results showed that factor load value is .630 ~ .840 ($\geq .4$), commonality value is .761 ~ .956 ($\geq .4$), The characteristic value is 3.216 (≥ 1.0), the reliability was .898, indicating that the force is 64.855%. Therefore, the construct validity of perceptual behavior control is good.

4.1.4 Exploratory factor analysis of social support

Exploratory factor analysis of social support was conducted, and the results were shown in Table 10. The results of exploratory factor analysis on social support showed that KMO is 0.734, higher than the standard value of 0.5. Bartlett's test of sphericity: $\chi^2 = 160.962$ ($P < 0.001$), the significant result reached. 000, which was suitable for factor analysis. The results of exploratory factor analysis showed that the

factor load value is .682 ~ .821 ($\geq .4$), and the common value is .675 ~ .934 ($\geq .4$), The characteristic value is 3.156 (≥ 1.0), the reliability is .826, indicating that the force is 60.643%. Therefore, the structure validity of the social support variables set in this paper is good.

4.1.5 Exploratory factor analysis of behavioral intention

Exploratory factor analysis was conducted on residents' behavioral intention, and the results were shown in Table 11. The results of exploratory factor analysis showed that KMO is 0.705, higher than the standard value of 0.5, Bartlett's test of sphericity: $\chi^2 = 90.890$ ($P < 0.001$), significant results reached. 000, suitable for factor analysis. Exploratory factor analysis results showed that factor load value is .843 ~ .894 ($\geq .4$), commonality value is .811 ~ .902 ($\geq .4$), The characteristic value is 2.087 (≥ 1.0), the reliability is .827, indicating that the force was 74.342%. Therefore, the structure validity of the proposed variables is good.

Table 11. Exploratory factor analysis of behavioral intention

Factor	Variable	λ	C	EV	VE	α
TBI	Q1 Under the existing conditions, I am willing to carry out rural tourism	0.849	0.811	2.087	74.342	0.827
	Q2 At present, I have plans for rural tourism	0.843	0.861			
	Q3 I will try to travel in the countryside in the next year	0.894	0.902			

KMO:0.705, Bartlett's test of sphericity: $\chi^2 = 90.890$ ($p < .001$), $df=15$, Total variance explained:74.342

Table 12. Correlation analysis results

RTA	1					
SN	.427**	1				
PBC	.570**	.520**	1			
PS	.150**	.366**	.296**	1		
RC	.295**	.382**	.368**	.282**	1	
PBI	.552**	.584**	.519**	.442**	.485**	1
The mean	3.8507	3.4149	3.5563	2.9167	3.3883	3.3146
standard deviation	.63041	.58431	.59541	.69519	.52609	.74512
	RTA	SN	PBC	PS	RC	PBI

4.2 correlation analysis

Based on the bivariate correlation analysis method, SPSS23.0 software was used to analyze the pair relationship between each variable. In order to verify the rationality of the theoretical framework, this study on the relationship between the rural tourism behavioral intention and influencing factors of the Person correlation analysis, the test of double end result as shown in table 12: rural tourism attitude ($r = 0.552$, $P < 0.01$), subjective norms ($r = 0.584$, $p < 0.01$), perceived behavioral control ($r = 0.519$, $p < 0.01$) and there is significant positive correlation between rural tourism behavioral intention; National policy (0.442 , $P < 0.01$) and resource conditions ($r = 0.485$, $P < 0.01$) was significantly positively correlated with the behavioral intention of rural tourism; There was a significant positive correlation between policy system ($r = 0.150$, $P < 0.05$) and resource conditions

($r = 0.295$, $P < 0.01$) and rural tourism attitude. There was a significant positive correlation between policy system ($r = 0.366$, $P < 0.01$) and resource conditions ($r = 0.382$, $P < 0.01$) and subjective norms. There was a significant positive correlation between policy system ($r = 0.296$, $P < 0.05$) and resource conditions ($r = 0.368$, $P < 0.01$) and perceived behavior control. The results of correlation analysis preliminarily explain the dependence relationship between behavioral intention of rural tourism and its influencing factors, but the dependent variable and independent variable cannot be distinguished.

4.3 Regression analysis test hypothesis

In this study, regression analysis was used for hypothesis testing. First, the influence of variables of behavioral perception factors on behavioral intention of rural tourism was tested. Secondly, the influence of the variables of social

Table 13. Results of regression analysis

Hypothesis	Model		Unstandardized coefficients		Standardized coefficients	t-value	Sig	VIF	D-W
	Independent variable	Dependent variable	B	Std.error	β				
H1	RTA	TBI	0.362	0.067	0.370	6.547	0.000	1.534	
F=86.743(p<.001), R2 =.447, Adj. R2 =.438									
H2	SN	TBI	0.478	0.071	0.584	10.440	0.000	1.420	2.136
F=108.993(p<.001), R2 =.337, Adj. R2=.328									
H3	PBC	TBI	0.188	0.083	0.150	2.265	0.000	1.718	
F=84.593(p<.05), R2 =.373, Adj. R2=.375									
H4	PS	TBI	0.355	0.128	0.410	4.279	0.000	1.086	2.009
F=60.677(p<.001), R2 =.458, Adj. R2=.407									
H5	RC	TBI	0.554	0.085	0.485	8.046	0.000	1.086	
F=64.739(p<.001), R2 =.231, Adj. R2=.230									
H7a	RC	RTA	0.353	0.079	0.295	4.480	0.000	1.000	1.730
F=20.067(p<.001), R2 =.211, Adj. R2=.208									
H6b	PS	SN	0.236	0.053	0.281	4.413	0.000	1.086	1.932
F=29.375(p<.001), R2 =.211, Adj. R2=.208									
H7b	RC	SN	0.337	0.071	0.382	6.010	0.000	1.086	
F=36.116(p<.001), R2 =.142, Adj. R2=.141									
H6c	PS	PBC	0.179	0.056	0.209	3.202	0.000	1.086	1.521
F=22.377(p<.001), R2 =.168, Adj. R2=.163									
H7c	RC	PBC	0.350	0.072	0.368	3.202	0.000	1.086	
F=33.042 (p<.001), R2 =.131, Adj. R2=.129									

support factors on the behavioral intention of rural tourism was examined. Finally, the influence of social support factors on behavioral perception factors is examined. In this study, SPSS23.0 was used to conduct regression analysis on the model and test whether collinearity and sequence correlation existed. See Table 13 and Fig. 2 for details.

The maximum value of variance inflation factor (VIF) is 1.718, and durbin-Watson value is 2.136, so there is no multicollinearity, serial correlation and other problems. At the same time, the regression analysis results of behavioral perception factors and behavioral intention of rural tourism show that the subjective norms, rural tourism attitude and perceived behavioral control are significant at the corresponding significance level. Therefore, the regression equation can be established:

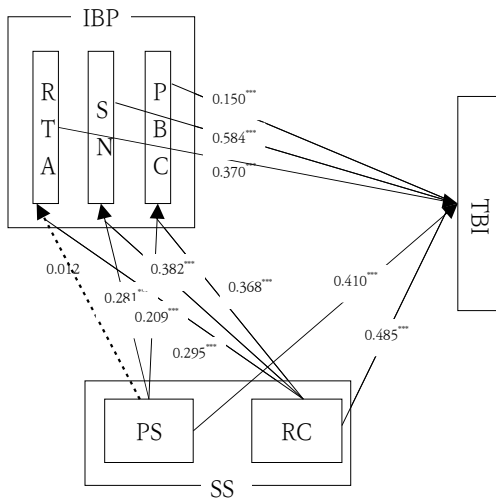


Fig. 2. Model test results
 * indicates P(0.05); ** indicates P <0.01; *** indicates P<0.001.

$$TBI = -0.375 + 0.478 * SN + 0.362 * RTA + 0.188 * PBC$$

From the regression equation, it can be seen that the subjective norms, rural tourism attitude and perceived behavior control positively affect the rural tourism parade as the intention, and the regression coefficients are 0.478, 0.362 and 0.188

respectively. Hypothesis 1, hypothesis 2 and hypothesis 3 pass the test.

Stepwise regression method is used to analyze independent variables (policy system, resource conditions) and dependent variables (rural tourism industry is the intention). The maximum value of variance inflation factor (VIF) is 1.086, and durbin-Watson value is 2.009, so there is no multicollinearity, serial correlation and other problems. At the same time, the regression analysis results of social support factors and behavioral intention of rural tourism show that resource conditions and policy system are significant at corresponding significance level. Therefore, the regression equation can be established:

$$TBI = 0.402 + 0.554 * RC + 0.355 * PS$$

From the regression equation, it can be seen that resource conditions and policy institutions have a significant positive impact on rural tourism behavioral intention, and the regression coefficient is 0.554 and 0.355, respectively. The promotion effect of resource conditions on rural tourism behavioral intention is more obvious than that of policy system. So hypothesis 4 and hypothesis 5 pass the test.

Stepwise regression method was used to analyze independent variables (policy system, resource conditions) and dependent variables (rural tourism status). The maximum value of variance inflation factor (VIF) was 1.000, and durbin-Watson value was 1.730. Therefore, problems such as multicollinearity and serial correlation were excluded. At the same time, the regression analysis results of social support factors and rural tourism attitudes show that resource conditions are significant at their corresponding significance level and enter the regression model. The policy system does not enter the regression model. Therefore, the regression equation can be established:

$$RTA = 2.654 + 0.353 * RC$$

From the regression equation, it can be seen

that resource conditions have a significant positive impact on rural tourism attitude, with a regression coefficient of 0.353, while policy and system are not included in the regression equation, indicating that policy and system have an insignificant promoting effect on rural tourism attitude. So, hypothesis 7a passes the test, and hypothesis 6a fails the test.

Independent variables (policy institutions, resource conditions) and dependent variables (subjective norms) were analyzed using a stepwise regression approach. The maximum value of variance inflation factor (VIF) is 1.086, and Durbin-Watson value is 1.932, so there is no multicollinearity, serial correlation and other problems. At the same time, the regression analysis results of social support factors and subjective norms show that resource conditions and policy institutions are significant at corresponding significance level. Therefore, the regression equation can be established:

$$SN = 1.586 + 0.337 * RC + 0.236 * PS$$

It can be seen from the regression equation that the variables of social support factors have a significant positive impact on the subjective norms of rural tourism, and the regression coefficients are 0.337 and 0.236, respectively. The influence of resource conditions on the subjective norms is greater than that of the policy system. Therefore, both hypothesis 6b and hypothesis 7b pass the test.

The independent variables (policy institutions, resource conditions) and dependent variables (perceived behavior control) were controlled by stepwise regression method

Make an analysis. The maximum value of variance inflation factor (VIF) is 1.086, Durbin-Watson

The value is 1.521, so there is no multicollinearity, sequence correlation and other problems. At the same time, the regression analysis results of social support factors and perceived behavior control show that resource

conditions and policy institutions are significant at corresponding significance level. Therefore, the regression equation can be established:

$$PBC = 1.849 + 0.350 * RC + 0.179 * PS$$

It can be seen from the regression equation that resource conditions and policy institutions have a significant positive influence on perceived behavior control, and the regression coefficient is 0.350 and 0.179 respectively, indicating that resource conditions have a deeper influence on perceived behavior control than policy institutions. So hypothesis 6c and hypothesis 6c pass the test.

5. Conclusions and implications

5.1 Research conclusion

The results show that: Rural Tourism attitude, subjective norms and perceived behavior control significantly affect Chinese residents' rural tourism behavior intention. Subjective norms have the most significant influence on rural tourism behavior intention, followed by rural tourism attitude and perceived behavior control. Y. Wang, J. y. Sim believes that subjective norms focus on the positive guidance of public opinion pressure and related groups, and have a weak influence on behavior intention[14]. Most researchers' empirical studies have proved that behavioral attitude is the most important factor influencing the formation of behavioral intention. This is related to China's national conditions and the actual situation of rural tourism development. Due to the influence of collectivism, the surrounding people can easily affect the individual behavior of residents, so the subjective norms have the most profound impact on individual behavior intention. Resource conditions and policy systems have a profound impact on rural tourism behavior. The positive effect of resource condition on rural tourism behavior intention is more obvious than that of

the policy system. It shows that the extended model of planned behavior theory with new variable factors has higher prediction and explanation power for rural tourism behavior, which is consistent with the research conclusions of some scholars. Social support has a positive and significant impact on rural tourism attitude, subjective norms, and perceived behavior control, which is consistent with the conclusion of Hong Zhen on customer leisure tourism behavior intention. Y. Wang, J. y. Sim introduced the perceived variables of customer support system for leisure tourism in the study of customer's leisure tourism behavior intention and found that the new variables directly affect the customer's leisure tourism attitude, behavior control perception, and subjective norms, and the effect is positive.[15] Through the above analysis, rural tourism managers and operators should establish a positive concept of tourism consumption, build a sound social support system, and create a dynamic market demand analysis.

5.2 Research contributions

5.2.1 Conducive to tourism destination marketing

The content of this study is conducive to people's understanding of the relationship between the variables that influence rural tourism behavior, and provides reference for rural tourism destinations to choose marketing means. From the research results, the formation of behavioral intention is the result of the joint action of rural tourism destinations and rural tourists. Rural tourism marketing should give consideration to both tourists and tourism destinations to maximize the overall social benefits.

5.2.2 Promote the formation of behavioral intention to provide some basis

This paper discusses the influencing mechanism of behavioral intention of rural tourism and provides a basis for rural tourism destinations

and other similar tourism destinations to promote the formation of behavioral intention of rural tourism. On the one hand, rural tourism destinations should pay attention to external factors of tourists, such as core attraction of scenic spots and service quality, which requires tourism destinations to take different development measures with specific targets. On the other hand, rural tourism destinations should first attach importance to tourists' subjective feeling factors, such as group pressure, etc., which can stimulate tourists' tourism motivation from within.

5.2.3 Conducive to rural development

The analysis results of this paper show that different variables have different effects on the formation of behavioral intention. From the perspective of tourism destination image, tourism destinations should make full use of the resources owned by rural scenic spots, consider the tourism location and the competitiveness of surrounding alternative scenic spots, and carry out the development and construction of rural tourism destinations, which is ultimately conducive to the development of rural areas.

5.3 Research limitations and Prospects

Due to the limited economic conditions, personal energy, knowledge level, and research ability of this paper, there are still many problems in this study, such as the single research method, the sample data is not rich, and so on, which need more in-depth exploration in the follow-up research.

(1) Due to the limitation of funds, energy, and knowledge, the future research can expand the research object and scope, reduce the differences in income level, resources and environment, tourism planning and government measures, take the rural tourism behavior intention of domestic residents as the research object, improve the research level and collect more abundant sample

data.

(2) This paper uses SPSS23.0 statistical software and questionnaire survey method to introduce social support factors into the theoretical model of planned behavior to study the influencing factors of residents' rural tourism behavior intention. The research and analysis method is relatively simple, and the scientific and reasonable selection and measurement of social support variables need to be discussed. The future research can use a variety of analysis methods to further adjust and optimize the research model and questionnaire items, so as to make the research more in-depth and perfect and draw more convincing and representative research conclusions.

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