

AN EMPIRICAL STUDY ON THE LOHAS TRAVEL BEHAVIOUR OF STUDENTS IN YUNNAN'S UNIVERSITIES: FOCUSING ON THE AISAS MODEL

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Abstract: Against the backdrop of the increasing popularity of sustainable consumption and healthy living, LOHAS has emerged as a key value shaping tourist consumption. This study adopts the AISAS model as its analytical framework and targets university students in Yunnan as the sample population. By collecting 410 valid responses through a questionnaire and employing a combination of regression analysis and qualitative coding, we examine the chain transmission mechanism by which LOHAS lifestyle attitudes influence students' tourism behavior. The findings indicate that LOHAS lifestyle attitudes exert an indirect effect on students' tourism behavior through the sequential pathway from Information Attention to Participation Interest to Information Search to Consumption Action to Experience Sharing within the AISAS framework; among the entire chain, Information Search and Action serve as the most critical conversion hubs. Qualitative data further reveal that homogenized experiences and promotional distortion constitute the core impediments to student participation, while students' suggestions concentrate on new media promotion and price discounts, revealing a structural misalignment between advice and complaints. This study broadens the application boundary of the AISAS model to value-driven travel behavior and provides empirical evidence for targeted marketing of ecotourism in Yunnan and market penetration among university students.

Keywords: LOHAS tourism; AISAS model; Chain transmission; LOHAS lifestyle attitudes

1 INTRODUCTION

Since the 21st century, global climate change, biodiversity loss, and environmental pollution have become the most severe challenges facing human society. In his opening address at the "Stockholm+50" International Conference in 2022, UN Secretary-General António Guterres pointed out that the Earth is facing three interconnected planetary crises: climate destruction, loss of nature and biodiversity, and pollution and waste. Against this backdrop, Target 12 of the United Nations Sustainable Development Goals prioritizes sustainable consumption and production as a core objective, while calling on countries worldwide to adhere to sustainable management and utilization of resources. The ultimate goal is to cultivate awareness of sustainable lifestyles among all people globally by 2030.

China plays an important role in strengthening global calls for sustainable lifestyles. In January 2026, nine ministries and commissions including the Ministry of Commerce jointly issued the "Notice on Implementing Green Consumption Promotion Actions", proposing the supply of green agricultural products during the "15th Five-Year Plan" period. Business objectives in various fields such as green accommodation facilities, green consumption bases, etc. are outlined. This move aims to accelerate the transformation and upgrading of green consumption patterns among Chinese citizens, and ultimately promote the widespread popularization of sustainable lifestyles [1]. This shows that China's sustainable development efforts have moved from the conceptual stage to institutionalized practice.

LOHAS (Lifestyles of Health and Sustainability) refers to "lifestyles that value health and sustainable development". Under this concept, consumers consider not only commodity prices but also personal health and environmental responsibility when making purchasing decisions. These consumers assess whether their consumption behaviors pose risks to sustainable development. The LOHAS concept first emerged in the research of American sociologist Paul Ray and psychologist Sherry Anderson in 1988 and was formally proposed by the Natural Marketing Institute (NMI) in 2000. It is estimated that there are more than 100 million LOHAS consumers worldwide, 20% of which are from Europe [2]. The most important characteristic of LOHAS consumers is that values play an important role in daily consumption. Demographic factors such as age and occupation are not the main considerations when making purchases, but their values guide them to prefer products that are healthy, environmentally friendly and support sustainable development [3].

From a tourism perspective, existing research shows that consumers with LOHAS values are more motivated to choose healthy and sustainable travel options and are willing to pay extra for them. A study specifically investigated tourists in the Xitou Forest Recreation Area in Taiwan region and found that LOHAS tourists who originally valued health were more willing to pay higher prices for tourism products, and the confirmed payment intention amount was NT\$263 [4]. However, LOHAS tourism does not only refer to ecotourism. Looking at a deeper level, LOHAS tourism is actually a tourism behavior that takes health experience and social responsibility as its core and is rooted in values.

As the main consumer group in the future, Chinese college students occupy a highly potential part of the LOHAS market. According to data from the seventh national census in 2020, there are more than 218 million college students in China, of which more than 40 million are now attending college. As the mainstream consumer in the future, Chinese college

students have actively chosen green and low-carbon hotels when choosing travel products [5]. However, the question of why more and more Chinese college students choose low-carbon and environmentally friendly hotels, and whether there is a correlation between their attitudes and behaviors, and if so, remains to be solved [6]. Previous research has shown that based on the "theory of planned behavior", college students' understanding of "green", "low carbon" and "environmental protection" still remains at the common sense level, and the formation of the final attitude depends on the relevant green and environmental protection knowledge they possess [7]. University students are at a critical stage of value formation and behavioral pattern development; the cultivation of their LOHAS tourism behaviors not only concerns individual consumption choices but may also influence broader peer groups through social dissemination.

Yunnan Province represents one of the most representative destinations for ecotourism in China. The province possesses a complete ecosystem ranging from tropical rainforests to alpine meadows, along with rich cultural resources from 25 ethnic minority groups. In 2023, the Yunnan Provincial Department of Culture and Tourism and the Provincial Forestry and Grassland Bureau jointly proposed 15 measures to promote eco-tourism products such as study tours, hiking adventures, and scientific observations, as well as forest wellness products such as forest bathing, healthy retirement, and sub-health restoration [8]. Then, in 2025, Yunnan Province further emphasized that tourism activities need to form a positive interaction with ecological protection, and tourism activities must not destroy the ecological environment at will. It can be seen that the development of eco-tourism in Yunnan is highly consistent with the LOHAS concept. Relevant studies have pointed out that Yunnan's eco-tourism should adapt to the development requirements of the times and need to adhere to the concept of sustainable development [9]. Although existing research has raised warnings about ecotourism in Yunnan, there are still deficiencies. First of all, there are relatively few LOHAS studies in China. The main research focuses on food consumption and general health consumption. Research that combines LOHAS with tourism is relatively insufficient. Secondly, consumer behavior research theories are constantly being studied in different fields, especially its behavioral models, which are constantly changing from the AIDMA model to the AISAS model in the current digital era. However, the research that uses the AISAS model in LOHAS tourism situations and takes college students as the research object is currently very limited in China, so this study is necessary.

Based on the above research background, this study takes Yunnan college students as the research object, hoping to explore how LOHAS life attitude affects college students' travel behavior through the chain transmission mechanism of AISAS. Therefore, the theoretical significance of this study lies in the following aspects: First, expand the application scenarios of the AISAS model. AISAS model research is mainly used in consumer behavior research on general consumer goods and electronic products [10-11]. This study will test its explanatory power in values-driven tourism behavior and expand its application scenarios. Secondly, this study uses the five-stage chain of the AISAS model as an intermediary mechanism to provide a process explanation for understanding how LOHAS values are gradually transformed into tourism behaviors, so as to supplement the deficiencies in empirical research on LOHAS tourism behaviors of Chinese college students.

Similarly, the practical significance of this study is mainly to understand whether and how college students' LOHAS life attitudes affect their tourism behavior, thereby providing empirical basis for university policymakers and scenic spot managers to provide sustainable consumption education and sustainable tourism projects for college students.

2 THEORETICAL BACKGROUND AND HYPOTHESES

2.1 LOHAS

2.1.1 LOHAS concept

LOHAS "Lifestyles of Health and Sustainability", generally translated as "Lehuo" in Chinese, refers to a lifestyle with health and sustainable development as its core values. Therefore, some studies refer to consumers with this healthy and sustainable lifestyle as "LOHAS consumers" when purchasing. Products and services with lifestyle values. The study found that LOHAS consumers are also willing to pay higher prices as long as they are environmentally friendly, healthy and sustainable products. In other words, LOHAS consumers integrate LOHAS values into all aspects of their daily lives [3, 12]. Their purchasing decisions are based on the values of social and environmental responsibility, and they tend to purchase products and services from companies that are consistent with their values [13].

Certainly, research on LOHAS began early in Western European countries. Before LOHAS was formally proposed, the most representative research focused on "Well-Being" and "Wellness." However, Well-Being focuses on an individual's current physical and mental health status, while Wellness emphasizes achieving health goals through proactive behaviors. In contrast, LOHAS expands health concerns from the individual level to environmental and social levels, incorporating a sense of responsibility for sustainable development for future generations [14]. Therefore, researching LOHAS is highly necessary, which also aligns with the Chinese government's positioning of tourism as a happiness industry aimed at meeting people's needs for a better life.

2.1.2 LOHAS tourism behavior

In recent years, in addition to Western European countries, Asian countries have also begun to continue to study LOHAS tourism. A survey of tourists visiting Jeju Island in South Korea showed that tourists with different levels of LOHAS awareness showed significant behavioral differences in health awareness and environmental awareness. Therefore, it is recommended that local governments and tourism operators provide a variety of healthy or environmentally friendly ecotourism experiences when formulating tourism development strategies [15].

In the field of forest tourism, a study based on Xitou Forest Recreation Area in Taiwan region found that the three factors of LOHAS: environmental consciousness, intrinsic health, and extrinsic health—indirectly promoted tourists' environmental responsibility behaviors through leisure benefits [4]. The study also found that the health-conscious LOHAS segment exhibited significantly higher willingness to pay compared to other segments, indicating that LOHAS market segments possess considerable commercial value.

In the Chinese context, a study with ecotourism as the entry point found that consumers' LOHAS consciousness has a significant impact on their consumption behavior. Additionally, research on Chinese university students' green hotel selection intentions indicates that altruistic values, biospheric values, and collectivistic values positively influence ecocentric attitude, which in turn affect personal norms and behavioral intentions through consequence awareness and responsibility attribution [6].

2.1.3 LOHAS lifestyle attitude measurement tools

In empirical research, LOHAS is typically operationalized as multi-dimensional attitude constructs. Drawing on existing literature, the core dimensions of LOHAS lifestyle attitude can be categorized into three: health consciousness, environmental consciousness, and sustainability consciousness [16]. Health consciousness reflects an individual's level of concern for their own physical and mental well-being as well as their tendency to prioritize health-oriented products in daily consumption. Environmental consciousness reflects an individual's degree of emphasis on environmental protection and the extent to which they consider the environmental impact of products in purchasing decisions. Sustainability consciousness, in turn, reflects an individual's concern for sustainable resource utilization and intergenerational equity. This study was produced with reference to the scale of Tam et al. [12], and in order to comply with the theme of this research, the items were slightly modified and finally a LOHAS life attitude measurement tool scale suitable for college students was compiled. The scale uses a 5-point Likert scale and contains a total of 6 items.

2.2 AISAS Model Concept

2.2.1 Origin and evolution of the AISAS model

The AISAS model was proposed by the Japanese advertising company Dentsu in 2004. Its predecessor is AIDMA, a traditional consumer model in the traditional media era. With the changes of the times, especially the popularization of web2.0 technology, the traditional media era has transformed into the digital media era. In the digital media era, consumers have transformed from passive information receivers to active information retrievers and content creators. On this basis, Dentsu introduced “Search” and “Share” into the traditional AIDMA model, and finally built the AISAS model [17].

The five stages of the AISAS model are Attention, Interest, Search, Action and Share. The main difference between this model and the traditional model is the addition of "Search" and "Share", and consumers become the protagonists of information dissemination. Consumers change from passive acceptance to active participation, and information flow changes from linear dissemination to automatic dissemination.

2.2.2 Connotations of the AISAS stages

Attention is the starting point of the AISAS model. In modern society, especially in the information age, social media and short videos dominate the information environment. Consumers are exposed to a large amount of complex and diverse information every day. Therefore, attention refers to a psychological state where consumers need to focus on and pay attention to information that interests them amidst the vast amount of information. Xue et al. conducted research on tourists in Taiwan region and found that attention can significantly stimulate consumers' perception of fun, thereby driving subsequent search behaviors [10].

Interest refers to the consumer's curiosity about specific information, and the desire to learn more about the information driven by curiosity. The conversion of attention into interest does not happen automatically. It depends on the quality of information content, presentation method, and even consumers' existing values, which will also affect the conversion rate of interest. Interest is the transitional link between attention and search, so information needs to satisfy multiple elements at the same time before it can be transformed into consumers' real search behavior through interest.

Search is the key factor that distinguishes the AISAS model from traditional models. It mainly refers to consumers' active behaviors such as information retrieval, comparison, and screening to obtain information related to products or services driven by their interests. In the current Internet environment, search behavior mainly refers to consumers checking user review information, comparing evaluation information between different platforms, and deciding whether to purchase products or services based on this. Xue et al. found that information search is an important behavioral variable during travel [10].

Action refers to consumers' actual purchase of products or services, triggered by searching for products or services. In tourism activities, "Action" not only includes transactional behaviors such as booking and traveling, but also includes experiential behaviors and behaviors that comply with ecological norms throughout the entire tourism process.

Sharing is the final stage of the AISAS model, and it is also the starting point of the new information dissemination cycle in the AISAS model. In the new media era, consumers share their consumption experiences with others through social media, short video platforms or word-of-mouth, thereby attracting their information attention and becoming the basis for others' consumption decisions, ultimately realizing a closed loop of information dissemination.

2.2.3 Application of the AISAS model in the tourism field

In recent years, the application of the AISAS model in tourism research has gradually increased. Domestic researchers combine the AISAS model and SIVA model to analyze the consumption needs and behavioral characteristics of tourism

consumers in the Internet era, and formulate online marketing strategies for provincial tourism brands accordingly [18]. Xue et al., taking Taiwan region people online-generation tourists as the research object, found that information search is a key behavioral factor in the travel process, and post-travel sharing reconnects to the Attention stage of the model [10]. Javed et al., using Instagram users in Pakistan as the sample, confirmed the pathway through which digital influencers drive consumer behavior by attracting attention, stimulating interest, and facilitating search [11]. Suhud and Allan applied the AISAS model to evaluate the tourism decision-making process and found that information posted by chat room friends can sequentially activate Attention, Interest, Search, Action, and Share [19]. Abdurrahim et al. further confirmed that tourism destination promotion on social media can effectively attract attention and influence information search [20]. Additionally, some scholars conducted research on online marketing strategies for tourist attractions based on the AISAS model, pointing out that consumers complete their consumption and purchasing behaviors through the five stages of Attention, Interest, Search, Action, and Share, with Search and Share representing new breakthroughs for online marketing [21].

The above studies collectively indicate that the AISAS model demonstrates good applicability in tourism behavior research, but existing research predominantly focuses on general tourism behaviors, and systematic application of the AISAS model in LOHAS tourism contexts remains considerably insufficient.

2.3 Research Hypotheses

Drawing on the above theoretical review, this study constructs a research model with LOHAS lifestyle attitude as the starting point and the five stages of AISAS as a chain-like transmission pathway. The research hypotheses are proposed below item by item.

2.3.1 LOHAS lifestyle attitudes and attention

Individuals holding a strong LOHAS attitude have already developed high sensitivity to environmental and health information in their daily lives. According to cognitive filtering theory, an individual's values and pre-existing attitude guide the allocation of attention. Therefore, when college students encounter LOHAS-related tourism content on social media or campus promotional materials, individuals holding strong LOHAS lifestyle attitudes are more likely to pay attention to it. A study by Buerke et al. confirmed that consumer consciousness and values based on sustainability have a positive influence on responsible consumer behaviors [22]. Based on this, the following hypothesis is proposed: H1: LOHAS lifestyle attitudes have a significant positive effect on information attention.

2.3.2 Information attention and participation interest

Attention is the prerequisite for information to enter the cognitive processing system, but mere attention does not necessarily translate into interest. The generation of interest requires resonance between information content and an individual's pre-existing knowledge structure or emotional needs. In the tourism context, when college students notice LOHAS tourism information, if the information content presents attractive elements related to health, nature, or sustainable lifestyles, it is likely to stimulate a willingness to learn more. A study by Xue et al. confirmed that attention has a significant positive effect on perceived fun [10]. Based on this, the following hypothesis is proposed: H2: Information attention has a significant positive effect on participation interest.

2.3.3 Participation interest and information search

After interest is stimulated, consumers often develop a motivation to acquire more information. In the digital environment, this motivation is most directly expressed through active search. A study by Javed et al. indicates that perceived fun has a significant positive effect on search behaviors [11]. Suhud and Allan also found that interest plays an important bridging role between information exposure and actual action [19]. Based on this, the following hypothesis is proposed: H3: Participation interest has a significant positive effect on information search.

2.3.4 Information search and consumption action

Search provides the decision-making basis for action [23]. Consumers are more likely to translate intentions into actual behaviors after fully acquiring and evaluating information. A study by Xue et al. confirmed that search not only directly influences action but also serves a mediating function between attention, interest, and final consumption behaviors [10]. A study by Yoon also found that information search significantly promotes actual tourism behaviors among tourists. Based on this, the following hypothesis is proposed: H4: Information search has a significant positive effect on consumption action.

2.3.5 Consumption action and experiential sharing

After action is completed, consumers often extend their consumption experiences through sharing. A study by Abdurrahim et al. indicates that tourism behaviors have a significant positive effect on travel experience sharing [20]. Xue et al. also pointed out that there is a positive association between action and sharing, and post-travel sharing behaviors reconnect to the Attention stage of the AISAS model [10]. Based on this, the following hypothesis is proposed: H5: Consumption action has a significant positive effect on experiential sharing.

3 METHODS

3.1 Sample Characteristics

This study targeted college students from universities in Yunnan Province, distributing questionnaires both online and offline. Data collection was conducted from April 7, 2026 to April 20, 2026, spanning 14 days. A total of 433

questionnaires were collected, and 33 invalid questionnaires with abnormal completion times or highly similar responses were excluded. The final valid sample size was 410, with an effective response rate of 94.7%.

The demographic profile of the sample is as follows: Gender distribution shows 154 males (37.6%) and 256 females (62.4%); Academic year distribution includes 102 freshmen (24.9%), 181 sophomores (44.1%), 125 juniors (30.5%), and 2 seniors (0.5%); Place of origin indicates 362 students from within Yunnan Province (88.3%) and 48 students from outside Yunnan Province (11.7%); Monthly living expenses are distributed as follows: 66 students with 1,000 RMB or less (16.1%), 225 students with 1,001-1,500 RMB (54.9%), 100 students with 1,501-2,000 RMB (24.4%), and 19 students with 2,000 RMB or more (4.6%); Average number of recreational trips per semester shows 101 students with 0 trips (24.6%), 243 students with 1-2 trips (59.3%), 45 students with 3-4 trips (11.0%), and 21 students with 5 or more trips (5.1%).

3.2 Measurement

LOHAS lifestyle attitudes represent a set of life values integrating health, environmental protection, and social sustainability. They influence information processing and consumption decisions through individuals' self-concept and prompt consumers to actively search for product information that aligns with their value orientations. Literature indicates that LOHAS values have a positive influence on environmental attitudes and green purchasing behaviors, and lifestyle attitudes are closely associated with consumption behaviors. This study developed the measurement scale based on research by Tam et al., Jeon et al., and other related studies [12, 24]. The measurement items were adapted according to the research theme, and a 5-point Likert scale was adopted. Sample items include: I would actively promote environmentally friendly and healthy sustainable lifestyles to friends and family around me and I believe individual behaviors can have significant impacts on the natural environment.

The measurement instrument for the chain transmission model in the AISAS model is as follows. First, Information Attention refers to the psychological state in which consumers pay attention to and focus on specific LOHAS tourism-related content when exposed to a large amount of online information, and it is the starting point of the information processing chain in the AISAS model. A study by Xue et al. indicates that attention can significantly stimulate consumers' perception of fun, thereby driving subsequent search behaviors [10]. Abdurr29ahim et al. confirmed through empirical research that tourism destination promotion on social media can effectively attract people's attention and further influence information search behaviors [20]. Additionally, Huang Gang conducted research on the influence of WeChat official accounts based on the AISAS model and found that attention-level indicators such as article reading counts have a significant association with information sharing behaviors [25]. This study developed the measurement scale based on the above-mentioned prior research, adapted the items according to the research theme, and adopted a 5-point Likert scale. Sample items include: Campus promotional activities and peer sharing sessions make me pay attention to LOHAS tourism-related content and Travel content on short-video platforms and social media, especially environmentally friendly, healthy, and sustainable tourism approaches, easily attract my attention.

Second, participation interest. Interest refers to the psychological state in which consumers develop curiosity, positive feelings, and a willingness to learn more about LOHAS tourism information, and it is the key transitional stage connecting attention and in-depth information processing. A study by Xue et al. confirmed that attention has a significant positive effect on perceived fun, and perceived fun further promotes information search before and during travel [10]. Empirical research by Amalia et al. with Indonesian tourists as the research object found that the consumption behaviors of most tourists can meet the expectations of the AISAS model, and interest plays an important bridging role between information exposure and actual action [26]. Abdurrahim et al. verified the effectiveness of tourism destination promotion on social media through the AISAS model and pointed out that the influence relationships among variables are relatively positive, with interest being a key psychological variable that drives subsequent search and action [20]. This study developed the measurement scale based on the above-mentioned prior research, adapted the items according to the research theme, and adopted a 5-point Likert scale. Sample items include: The health and environmental characteristics of LOHAS tourism can stimulate my desire to travel and When classmates around me participate in LOHAS tourism, it increases my interest in this type of travel.

Third, Information Search. Search refers to the querying, comparing, and filtering behaviors that consumers actively conduct to obtain LOHAS tourism-related information, and it is the key node in the information processing process where psychological activities transition to actual actions. A study by Xue et al. applied the AISAS model to research the online consumption behaviors of online-generation tourists in Taiwan region and found that information search is a key behavioral factor in the travel process, and post-travel sharing reconnects to the Attention stage of the AISAS model, forming a cycle [10]. Zhang Junjie based on the AISAS model, conducted classification of integrated elements of online marketing channels through structural equation modeling and analysis, and regarded search behavior as the core mediating link connecting consumer interest and actual purchase decisions [27]. Abdurrahim et al. further confirmed that social media promotion can effectively stimulate consumers' interest and information search behaviors, and search plays an irreplaceable role in the tourism decision-making process [20]. This study developed the measurement scale based on the above-mentioned prior research, adapted the items according to the research theme, and adopted a 5-point Likert scale. Sample items include: After developing interest in LOHAS tourism, I will actively search for relevant information online and I will focus on querying transportation, accommodation, and ticket information for LOHAS tourism destinations.

Fourth is consumption action. Action refers to the extent to which consumers actually participate in LOHAS tourism activities or engage in corresponding consumption behaviors after completing information search and evaluation. It is one

of the important endpoints in the AISAS model where information processing transforms into actual conversion. Xue et al. confirmed that both fun and search behavior have significant positive effects on actual action [10]. Abdurrahim et al. verified the impact of tourist destination promotion on social media through the AISAS model. The results showed that there are positive influence relationships among all variables, and action is sequentially driven by attention, interest, and search [20]. Amalia et al. analyzed the consumption behavior of Indonesian tourists and found that most tourists' information processing paths basically conform to the expectations of the AISAS model, and the action stage can effectively build on the cumulative effects of the preceding stages [26]. This study refers to the above research to develop the scale, made modifications according to the research theme, and adopted a 5-point Likert scale. Sample items include: When conditions permit, I will actively travel to various places in Yunnan to participate in LOHAS tourism. and During the travel process, I will strictly comply with the relevant regulations on ecological protection of scenic spots.

Fifth is experience sharing. Sharing refers to the behavior where consumers pass on their LOHAS tourism experiences, evaluations, or recommendation information to others. It is the final stage of the AISAS model and may also become the starting point for a new round of information dissemination. Xue et al. specifically pointed out that sharing behavior after travel reconnects to the attention stage of the AISAS model, forming a closed loop of information dissemination [10]. Abdurrahim et al.'s empirical results showed that social media promotion influences consumers' attention and information search, thereby driving tourism behavior and ultimately promoting the willingness to share tourism experiences [20]. Huang Gang, based on the AISAS model, conducted research on WeChat official accounts and found that there is a significant correlation between the number of article reads and shared information, indicating that sharing behavior has a close linkage relationship with the front-end attention stage [25]. In addition, this study refers to the above research to develop the scale, made modifications according to the research theme, and adopted a 5-point Likert scale. Sample items include: After completing the LOHAS tourism experience, I am willing to share my travel experiences with others. and I will publish travel content through online channels such as WeChat Moments and short videos.

3.3 Statistical Analysis

Statistical analysis was conducted in a stepwise manner: First, demographic descriptions were performed; second, exploratory factor analysis (EFA) was conducted along with reliability testing; third, descriptive statistics and correlation analysis were carried out; finally, multiple linear regression was used to test the research hypotheses. Demographic description, exploratory factor analysis, reliability testing, descriptive statistics, correlation analysis, and multiple linear regression analysis were all completed using SPSS 26.0.

This study employed a cross-sectional questionnaire survey, therefore strictly adopting an association analysis framework to interpret variable relationships. Cross-sectional data cannot determine the temporal sequence of variables, and the causal inference of traditional regression analysis has limitations at both mathematical and theoretical levels. Therefore, this study does not claim strict causal conclusions, but instead adopts robust statistical methods to examine the chain-like associative structure among LOHAS lifestyle attitudes, information attention, participation interest, information search, consumption action, and experience sharing, following the theoretical framework of the AISAS model.

In addition, this study also set two open questions during the questionnaire survey, one is about the shortcomings of Yunnan LOHAS tourism products, and the other is the improvement content of Yunnan LOHAS tourism products. The content of the returned questionnaires was coded and analyzed. The coding results were presented in the form of percentages based on the frequency of mentions of each dimension, which were mutually verified with the quantitative analysis results to enhance the depth of explanation.

4 RESULTS

4.1 Reliability Analysis

Reliability assessment verifies the reliability and consistency of measurement tools and assessment indicators and ensures that participants' responses show consistent trends across time and situations [12]. From this perspective, this study adopted Cronbach's alpha coefficient to evaluate the reliability of each variable. A summary of the reliability analysis results is as follows.

First, in order to evaluate attitudes toward LOHAS lifestyle, a 6-item 5-point Likert scale was used to measure Yunnan college students' understanding of LOHAS. As a result, the Cronbach alpha coefficient of this construction concept is 0.949. Secondly, five indicators are used to measure students' attention information and evaluate the sensitivity of college students in Yunnan Province to information. As a result, Cronbach's alpha coefficient on information attention was 0.947. Third, five indicators of willingness to participate were used to evaluate the enthusiasm of Yunnan college students to participate in LOHAS tourism. As a result, Cronbach's alpha coefficient for willingness to participate was 0.941. Fourth, a 5-item scale was used to evaluate information search to evaluate the extent to which Yunnan college students actually search for LOHAS tourism information. As a result, Cronbach's alpha coefficient for information search was 0.942. Fifth, five scales are used to measure consumption behavior and evaluate the specific actions taken by Yunnan college students in tourism consumption. The result is that the Cronbach alpha coefficient of consumer behavior is 0.941. Finally, the same 5-item scale was used to measure the degree of information sharing, and the result was that the Cronbach's alpha coefficient of experience sharing was 0.946. All Cronbach's alpha coefficients were confirmed to be higher than 0.7, thus indicating that each variable has significant and valid reliability. The results of reliability analysis are shown in Table 1.

Table 1 Reliability Analysis Results

Variables	Item	Cronbach's Alpha
LOHAS Lifestyle Attitudes	1. In daily life, I prioritize choosing environmentally friendly materials and recyclable products.	0.949
	2. I pay attention to personal physical and mental health and actively cultivate healthy eating and lifestyle habits.	
	3. Even if some environmentally friendly products are priced higher, I am willing to choose and purchase them.	
	4. I will actively promote environmentally friendly and healthy sustainable lifestyles to friends and family around me.	
	5. I believe that individual behavior can have a significant impact on the natural environment.	
	6. I am willing to proactively change my own consumption and lifestyle habits to protect the ecological environment.	
Information Attention	1. I often come across LOHAS tourism-related information such as eco-tourism, rural tourism, and low-carbon travel on social media.	0.947
	2. Campus promotions and classmate sharing sessions make me pay attention to LOHAS tourism-related content.	
	3. Short videos and tourism content on social platforms, especially environmentally friendly, health-focused, and sustainable travel methods, easily attract my attention.	
	4. When I see tourism promotions featuring environmental protection and wellness, I actively stop to check them out.	
	5. Health and sustainability-focused tourism apps and official account push notifications catch my attention.	
Participation Interest	1. After being exposed to LOHAS tourism information, I develop a strong interest in traveling.	0.941
	2. I am full of interest in local ecological hiking and rural leisure travel in Yunnan.	
	3. The health and environmental protection characteristics of LOHAS tourism can stimulate my desire to travel.	
	4. When classmates around me participate in LOHAS tourism, it increases my interest in this type of travel.	
	5. I have long aspired to the nature-connected, slow-paced LOHAS travel mode.	
Information Search	1. After developing interest in LOHAS tourism, I actively search for relevant information online.	0.942
	2. I focus on querying transportation, accommodation, and ticket information for LOHAS tourism destinations.	
	3. I check reviews and travel guides from other tourists as references for my trip.	
	4. I consult classmates and friends with relevant travel experience for travel advice.	
	5. I compare multiple platforms to filter out high cost-performance LOHAS tourism products.	
Consumption Action	1. After gathering information, I will include LOHAS tourism in my travel plans.	0.941
	2. When conditions permit, I will actively travel to various places in Yunnan to participate in LOHAS tourism.	
	3. During the travel process, I will strictly comply with the relevant regulations on ecological protection of scenic spots.	
	4. When traveling, I will choose low-carbon transportation methods such as public transport.	
	5. I will reasonably plan my consumption expenditure for LOHAS tourism according to my own budget.	
Experience Sharing	1. After completing the LOHAS tourism experience, I am willing to share my travel experiences with others.	0.946
	2. I will publish travel content through online channels such as WeChat Moments and short videos.	
	3. I will recommend high-quality LOHAS tourism destinations to classmates and friends.	
	4. I will share environmental and health experiences and insights gained during my travels.	
	5. My sharing behavior will influence the travel choices of people around me.	

4.2 Exploratory Factor Analysis

Exploratory factor analysis is a statistical technique used to evaluate whether variables to be measured can be grouped into latent factors through appropriate assessment methods and tools. In this study, exploratory factor analysis (EFA) was conducted separately on the scales of each dimension of the LOHAS lifestyle attitude and AISAS model to test the unidimensionality of each variable. KMO test and Bartlett sphericity test were first conducted to determine whether the data was suitable for factor analysis. The results showed that the KMO values of each dimension ranged from 0.855 to 0.884, both higher than the recommended standard of 0.7; the Bartlett sphericity tests all reached a significant level ($p < 0.001$), indicating that the data was suitable for factor analysis. Then, principal component analysis was used to extract factors, with the criterion that the eigenvalue was greater than 1. The results showed that only one factor with an

eigenvalue greater than 1 was extracted from each of the six dimensions, indicating that each scale had good unidimensionality. The cumulative variance explanation rate of each dimension ranged from 61.812% to 73.241%, and the factor loadings of each item ranged from 0.602 to 0.881, both higher than 0.5, indicating that all items could effectively measure their respective constructs. The results of exploratory factor analysis are shown in Table 2.

Exploratory factor analysis was conducted separately on the six scales in this study: LOHAS lifestyle attitudes, information attention, participation interest, information search, consumption action, and experience sharing. Each dimension extracted only one factor, indicating that all scales possess good unidimensionality. LOHAS lifestyle attitudes consists of 6 items, with factor loadings for each measurement item ranging from 0.602 to 0.842; information attention consists of 5 items, with factor loadings ranging from 0.824 to 0.853; participation interest consists of 5 items, with factor loadings ranging from 0.827 to 0.881; information search consists of 5 items, with factor loadings ranging from 0.805 to 0.860; consumption action consists of 5 items, with factor loadings ranging from 0.795 to 0.853; and experience sharing consists of 5 items, with factor loadings ranging from 0.822 to 0.869. All factor loadings exceed 0.5.

Table 2 The Result of Exploratory Factor Analysis

Variable	Item	Component	Variable	Item	Component	Variable	Item	Component
LOHAS Lifestyle Attitudes	1	.793	Information Attention	1	.826	Participation Interest	1	.849
	2	.792		2	.824		2	.855
	3	.602		3	.852		3	.881
	4	.825		4	.863		4	.866
	5	.842		5	.836		5	.827
	6	.837						
Eigenvalues		3.709	Eigenvalues		3.533	Eigenvalues		3.662
Dispersion(%)		61.812	Dispersion(%)		70.661	Dispersion(%)		73.241
Cumulative(%)		61.812	Cumulative(%)		70.661	Cumulative(%)		73.241
KMO=.878(sig=.000)			KMO=.871(sig=.000)			KMO=.881(sig=.000)		
Variable	Item	Component	Variable	Item	Component	Variable	Item	Component
Information Search	1	.819	Consumption Action	1	.818	Experience Sharing	1	.863
	2	.806		2	.840		2	.822
	3	.857		3	.848		3	.869
	4	.805		4	.795		4	.861
	5	.860		5	.853		5	.840
Eigenvalues		3.441	Eigenvalues		3.454	Eigenvalues		3.624
Dispersion(%)		68.820	Dispersion(%)		69.089	Dispersion(%)		72.474
Cumulative(%)		68.820	Cumulative(%)		69.089	Cumulative(%)		72.474
KMO=.855(sig=.000)			KMO=.857(sig=.000)			KMO=.884(sig=.000)		

4.3 Descriptive Statistics and Correlation Analysis

Before conducting regression analysis, this study performed Pearson correlation analysis on LOHAS Lifestyle Attitudes and each dimension of the AISAS model: Information Attention, Participation Interest, Information Search, Consumption Action, and Experience Sharing—to preliminarily examine the direction and strength of associations among variables and provide a basis for subsequent regression analysis.

Table 3 presents the results of descriptive statistics and correlation analysis. Descriptive statistical analysis includes means and standard deviations (SD). The mean for LOHAS Lifestyle Attitudes is 3.530 with a standard deviation of 0.615; Information Attention has a mean of 3.454 with a standard deviation of 0.612; Participation Interest has a mean of 3.537 with a standard deviation of 0.619; Information Search has a mean of 3.646 with a standard deviation of 0.560; Consumption Action has a mean of 3.696 with a standard deviation of 0.595; and Experience Sharing has a mean of 3.653 with a standard deviation of 0.620.

To examine the correlations among variables, this study conducted correlation analysis. The results showed that all variables were significantly positively correlated ($p < 0.01$). Among them, the correlation coefficient between LOHAS life attitude and each dimension of the AISAS model ranges from 0.734 to 0.804, indicating that college students with stronger LOHAS life attitude are more likely to pay attention to and participate in LOHAS tourism-related activities. This is consistent with the expected hypothesis.

Within the AISAS model, the correlation coefficients between adjacent links are particularly prominent: the correlation coefficient between attention and interest is $r = 0.823$, the correlation coefficient between interest and search is $r = 0.827$, the correlation coefficient between search and action is $r = 0.859$, and the correlation coefficient between action and sharing is $r = 0.823$, the correlation coefficients all show strong positive correlation, and the correlation coefficients of adjacent links are higher than the correlation coefficients of non-adjacent links. This shows that the coherent conduction structure presented by the AISAS model among Yunnan college students is not an incoherent or jumping conduction relationship.

However, as shown in Table 3, among all the correlation coefficients, the correlation between Search and Action is the highest at $r = 0.859$, which indicates that Search plays the most critical role before LOHAS tourism becomes actual action. However, the correlation coefficient between LOHAS lifestyle attitude and Experience Sharing is $r = 0.734$, which is the lowest value. This suggests that LOHAS lifestyle attitude has a weaker influence on the final Share behavior in the AISAS model, and needs to be transmitted sequentially through each stage of the AISAS model before ultimately converting into

sharing intention. Additionally, the correlation coefficient levels among various variables belong to the medium-to-high range, indicating that there are theoretical connections between the variables, making them suitable for subsequent regression analysis. Although some variables have relatively high correlation coefficients, such as $r > 0.8$, this is consistent with the theoretical expectations of the connected stages in the AISAS model. Furthermore, the VIF values in the subsequent multiple regression analysis are all less than 5, indicating that there is no multicollinearity problem among the variables.

Table 3 The Results of Descriptive Statistics and Correlation Analysis

Variables	Mean	SD	LOHAS Lifestyle Attitudes	Information Attention	Participation Interest	Information Search	Consumption Action	Experience Sharing
LOHAS Lifestyle Attitudes	3.530	.615	1					
Information Attention	3.454	.612	.804**	1				
Participation Interest	3.537	.619	.796**	.823**	1			
Information Search	3.646	.560	.774**	.727**	.827**	1		
Consumption Action	3.696	.595	.780**	.740**	.808**	.859**	1	
Experience Sharing	3.653	.620	.734**	.708**	.770**	.805**	.823**	1

Note: * is $p < .05$; ** is $p < .01$; *** is $p < .001$.

4.4 Hypothesis Test

4.4.1 Simple linear regression analysis

This study first conducted a simple linear regression analysis on the collected data to examine the direct effects between each connected stage.

The results in Table 4 show that all five adjacent paths reached significant levels ($p < 0.001$), with standardized regression coefficients Beta ranging from 0.767 to 0.859, indicating significant positive transmission effects between LOHAS Lifestyle Attitudes and each adjacent stage of the AISAS model. Among them, the effect of Information Search on Consumption Action was the strongest (Beta=0.859, $R^2=0.738$), while the effect of LOHAS Lifestyle Attitudes on Information Attention was relatively the weakest (Beta=0.767, $R^2=0.589$). R^2 gradually increased from 0.589 to 0.738, indicating that the explanatory power of the backend stages in the chain is higher than that of the frontend stages.

Table 4 Simple Linear Regression Analysis

Direct effect	Beta	t	p	R^2
LOHAS Lifestyle Attitudes → Information Attention	.767	24.165	.000	.589
Information Attention → Participation Interest	.823	29.311	.000	.678
Participation Interest → Information Search	.827	29.687	.000	.684
Information Search → Consumption Action	.859	33.874	.000	.738
Consumption Action → Experience Sharing	.823	29.274	.000	.677

4.4.2 Multiple regression analysis: chain transmission effect testing

Building on the simple linear regression analysis, to further examine the net effects of preceding variables after adding subsequent variables in the AISAS model, this study conducted multiple linear regression analysis with Participation Interest, Information Search, Consumption Action, and Experience Sharing as dependent variables, progressively incorporating their preceding variables. The VIF values in all models ranged from 2.431 to 4.935, below the critical threshold of 5, indicating no serious multicollinearity issues. The results of the multiple regression analysis are detailed in Table 5.

Table 5 Multiple Regression Analysis

Dependent Variable	Independent Variable	Beta	t	p	VIF	Adjusted Model R^2	Model F-value
Participation Interest	LOHAS Lifestyle Attitudes	0.269	6.427	0.000	2.431	0.708	492.66***
	Information Attention	0.617	14.774	0.000	2.431		
Information Search	LOHAS Lifestyle Attitudes	0.247	5.683	0.000	2.678	0.713	336.13***
	Information Attention	0.023	0.447	0.655	3.735		
	Participation Interest	0.624	12.694	0.000	3.421		
Consumption Action	LOHAS Lifestyle Attitudes	0.193	4.954	0.000	2.891	0.788	376.00***
	Information Attention	0.062	1.391	0.165	3.737		
	Participation Interest	0.182	3.633	0.000	4.779		
Experience Sharing	Information Search	0.523	12.254	0.000	3.484	0.730	218.39***
	LOHAS Lifestyle Attitudes	0.073	1.612	0.108	3.066		

Dependent Variable	Independent Variable	Beta	t	p	VIF	Adjusted Model R ²	Model F-value
	Information Attention	0.067	1.339	0.181	3.755		
	Participation Interest	0.131	2.283	0.023	4.935		
	Information Search	0.264	4.668	0.000	4.775		
	Consumption Action	0.386	6.872	0.000	4.714		

Note: * is $p < .05$; ** is $p < .01$; *** is $p < .001$.

First, in the regression analysis for Participation Interest, Participation Interest was used as the dependent variable, with LOHAS Lifestyle Attitudes and Information Attention as independent variables for multiple regression. The results showed that the model was overall significant ($F = 492.66$, $p < 0.001$), with an adjusted $R^2 = 0.708$, indicating that LOHAS Lifestyle Attitudes and Information Attention together explained approximately 70.8% of the variance in Participation Interest. After controlling for the effect of LOHAS Lifestyle Attitudes, the effect of Information Attention on Participation Interest was the strongest ($\beta = 0.617$, $p < 0.001$); LOHAS Lifestyle Attitudes also remained significant ($\beta = 0.269$, $p < 0.001$). This result indicates that information exposure (Information Attention) is more effective than value internalization (LOHAS Lifestyle Attitudes) in stimulating university students' immediate interest in LOHAS tourism, and also validates the establishment of the core link from Attention to Interest in the AISAS model.

Second, in the regression analysis for Information Search, Information Search was used as the dependent variable, with LOHAS Lifestyle Attitudes, Information Attention, and Participation Interest as independent variables for multiple regression. The results showed that the model was overall significant ($F = 336.13$, $p < 0.001$), with an adjusted $R^2 = 0.713$. Among the three independent variables, Participation Interest had the strongest effect ($\beta = 0.624$, $p < 0.001$); LOHAS Lifestyle Attitudes remained significant ($\beta = 0.247$, $p < 0.001$); while the effect of Information Attention dropped to non-significant ($\beta = 0.023$, $p = 0.655$). This indicates that the influence of Information Attention on Information Search is fully mediated by Participation Interest, meaning that university students must pass through the psychological threshold of developing interest to move from seeing information to actively searching for information. Merely seeing is not enough; they need to find it interesting before searching. This finding fully validates the sequential transmission logic from Attention through Interest to Search in the AISAS model.

Third, in the regression analysis for Consumption Action, Consumption Action was used as the dependent variable, with LOHAS Lifestyle Attitudes, Information Attention, Participation Interest, and Information Search as independent variables for multiple regression. The results showed that the model was overall significant ($F = 376.00$, $p < 0.001$), with an adjusted $R^2 = 0.788$. The effect of Information Search on Consumption Action was the strongest ($\beta = 0.523$, $p < 0.001$); LOHAS Lifestyle Attitudes remained significant ($\beta = 0.193$, $p < 0.001$); Participation Interest was also significant ($\beta = 0.182$, $p < 0.001$); while the effect of Information Attention was not significant ($\beta = 0.062$, $p = 0.165$). This indicates that the influence of Information Attention on Consumption Action has been fully realized indirectly through the chain path from Participation Interest to Information Search. Information Search, as the key bridge from heartfelt desire to action, has been fully confirmed in importance in this model.

Fourth, in the regression analysis for Experience Sharing, Experience Sharing was used as the dependent variable, with LOHAS Lifestyle Attitudes, Information Attention, Participation Interest, Information Search, and Consumption Action as independent variables for multiple regression. The results showed that the model was overall significant ($F = 218.39$, $p < 0.001$), with an adjusted R^2 of 0.730. The effect of Consumption Action on Experience Sharing was the strongest ($\beta = 0.386$, $p < 0.001$); Information Search remained significant ($\beta = 0.264$, $p < 0.001$); Participation Interest was marginally significant ($\beta = 0.131$, $p = 0.023$); while the effects of LOHAS Lifestyle Attitudes ($\beta = 0.073$, $p = 0.108$) and Information Attention ($\beta = 0.067$, $p = 0.181$) were both not significant. This indicates that the influence of frontend variables on Experience Sharing has been fully mediated by Consumption Action and Information Search. In addition, the independent significant effect of Information Search on Experience Sharing ($\beta = 0.264$) suggests that sharing behavior not only stems from spontaneous dissemination after personal experience but may also originate from content accumulation during the information search process, some university students are willing to share collected guides or reviews with others even before traveling.

4.4.3 Summary

Integrating the results from both simple and multiple regression analyses, the chain transmission characteristics of the AISAS model among the Yunnan university student population were fully validated: simple regression confirmed that significant positive relationships exist between all adjacent stages; multiple regression further revealed that the effects of frontend variables significantly decreased or completely disappeared after adding backend variables, indicating that their influence is primarily transmitted indirectly through subsequent stages rather than directly affecting final behavior.

From the perspective of the complete chain, Information Search serves as the key hub connecting psychological involvement (Participation Interest) with behavioral output (Consumption Action or Experience Sharing), while Consumption Action is the strongest direct antecedent driving Experience Sharing. This finding provides empirical basis for the subsequent presentation of managerial implications.

4.5 Qualitative Coding Analysis

To further understand Yunnan university students' cognition and attitudes toward LOHAS tourism, and to provide richer explanatory basis for the quantitative results of this study, two open-ended questions were set in the questionnaire, asking respondents for suggestions on attracting more university students to participate in LOHAS tourism and shortcomings of

current LOHAS tourism products in Yunnan. A total of 410 valid responses were collected, and after content analysis, they were coded and categorized in Table 6.

Table 6 Coding Results of LOHAS Tourism Product Shortcomings

Dimension	Mention Frequency	Typical Response Examples
Homogenization, Experience	50	No Different from Ordinary Attractions, Over-commercialization, Not Authentic Enough
High Price	35	Tickets Too Expensive, Unaffordable for Students, Low Cost-Performance Ratio
Misleading Promotion	34	Looks Beautiful on Xiaohongshu, Exaggerated Promotion
Insufficient Service Facilities	11	Poor Accommodation Conditions, Poor WiFi Signal, Unclean Toilets
Inconvenient Transportation	6	Inconvenient Transportation, Too Far from City Center, No Direct Bus Service
No Complaints	308	No Response or No Specific Opinions

From the coding results, the most concentrated complaints from respondents were Homogenization or Poor Experience (50 mentions). University students believe that current LOHAS tourism products are no different from ordinary attractions and over-commercialized, lacking genuine ecological and health characteristics. Second are High Price (35 mentions) and Misleading Promotion (34 mentions), with proportions close to each other, both pointing to a core contradiction: the gap between what is promoted and what is actually experienced.

Notably, only 6 respondents mentioned Inconvenient Transportation, far lower than the common conclusion in traditional tourism research that transportation is a major obstacle. This indicates that local Yunnan university students already have a psychological expectation of long distances, and transportation is not the main factor constraining their participation in LOHAS tourism. The real pain point lies in: after arriving, they found it was just so-so, or even misled, suggesting that the product core cannot support the promises made in frontend promotion.

308 respondents No Complaints again confirms the Silent Majority phenomenon. This group may not have yet encountered LOHAS tourism products, and therefore has no basis for evaluating their shortcomings. This finding suggests: the market penetration of LOHAS tourism among university students in Yunnan remains limited, and current promotional efforts have not effectively reached this group, see Table 7.

Table 7 Coding Results of LOHAS Tourism Product Attraction Strategies

Dimension	Mention Frequency	Typical Response Examples
New media publicity and promotion	115	Promotion on Douyin and Xiaohongshu, Short Video Promotion, Increase Advertising
Campus cooperation and publicity	30	Cooperation with School Clubs, On-campus Presentations, Add Credits, Second-class Activities
Experience innovation	31	Innovative Gameplay, Immersive Experience, Add Interactive Elements like Script Murder Games
Cultural and tourism integration	5	Experience Ethnic Culture, Intangible Cultural Heritage, Local Customs
Convenient transportation and travel	7	Open Tourism Direct Shuttle Service, Carpooling, Public Bus
Excellent price	48	Launch Student LOHAS Discount Packages, Discounts with Student ID, Half Price, Free Admission
Facilities, environment and service quality	11	Improve Accommodation Quality, Perfect Infrastructure, Transparent Consumption
Social companionship, check-in and sharing	19	Group Formation, Group Buying, Travel Together, Peer Recommendations, Check-in and Sharing
No comments	223	None, Don't Know, Never Thought About It

From the coding results of attraction strategies, it can be observed that respondent suggestions are highly concentrated on New Media Promotion (115 mentions) and Price Discounts (48 mentions), collectively accounting for more than half of all valid suggestions. This indicates that university students generally perceive awareness-building and affordability as the most direct mechanisms for attracting their participation in LOHAS tourism. Suggestions involving Experience Innovation (31 mentions) and Ethnic Characteristics (5 mentions) are relatively limited, suggesting that students have not yet developed clear demands for the deep experiential value of LOHAS tourism. Their primary concerns center on accessibility and cost rather than specific activity content.

It should be noted that approximately 54% of the respondents in the collected questionnaires had no opinion or were unaware of the attraction strategies for LOHAS tourism products in Yunnan. This indicates that half of the college students in Yunnan are silent groups who have no idea about a healthy and sustainable lifestyle. They either have little knowledge of LOHAS tourism or are completely uninterested in it. This precisely indicates that relevant strategists need to formulate strategies for such a large group with cognitive gaps.

4.6 Preliminary Comparison of Quantitative and Qualitative Results

Based on the results of the qualitative coding described above and the quantitative research, the following preliminary discussion of Yunnan college students' attitudes toward LOHAS tourism can be presented.

First, the quantitative results reveal that the AISAS model exhibits a chain-like transmission structure regarding Yunnan college students' attitudes toward LOHAS tourism, in which the direct effect of information attention on information search is fully mediated by interest in participation—that is, attention must pass through interest to influence search behavior. The qualitative data coding provides context for the quantitative study; the qualitative coding of issues with LOHAS tourism products shows that homogenization and misleading advertising are the most frequently criticized pain points. Consequently, even if college students are attracted by promotional messages about LOHAS tourism, if their past travel experiences have largely failed to live up to the hype, they are unlikely to immediately translate this attraction into search behavior. Therefore, promotional messages must be sufficiently compelling to generate genuine interest among Yunnan university students.

Second, the Silent Majority warrants attention. Specifically, 223 respondents and 308 respondents did not respond or provided no opinion to the two open-ended questions, respectively. This proportion of silence contrasts with the explanatory power of Attitude on Share in the quantitative results ($R^2 = 0.730$): while LOHAS attitude can effectively explain the behavior chain of the already interested group, a substantial proportion of university students remain in a state of cognitive gap or indifference within the full sample. This indicates that the current market penetration of Yunnan LOHAS tourism among university students remains limited. In the future, besides optimizing the conversion efficiency from Attitude to Behavior, priority must be given to addressing the prerequisite question of how to enable more university students to become aware and develop initial interest.

Third, from the data of quantitative research and qualitative coding, it can be seen that the suggestions and teasing contents of college students are out of place. The suggestions of the college students mainly focused on the promotion of new media and the need for price discounts. However, the problems they raised were that LOHAS tourism products were highly homogeneous, the experience was relatively poor, and the promotion was distorted. This misalignment precisely reflects the suggestion made by college students for LOHAS tourism products, which is to advertise more and lower prices at the same time. However, if the authenticity of the actual LOHAS tourism scenarios is problematic, then the potential online college student consumers will be difficult to continuously and truly convert into offline LOHAS tourism consumers.

5 DISCUSSION

5.1 Conclusions

This study focuses on college students in Yunnan and uses the AISAS model as its analytical framework to explore how the LOHAS lifestyle attitude influences college students' tourism behavior through a chain of mechanisms involving information attention, interest in participation, information search, consumption action, and experience sharing. Through quantitative and qualitative research, the study ultimately found that the LOHAS lifestyle attitude can indirectly influence college students' tourism behavior through the transmission mechanism of the AISAS model. Furthermore, information search and consumption action serve as the most critical conversion hubs in the entire chain.

5.2 Theoretical Significance

First, the LOHAS attitude towards life is an effective front-end variable that drives college students' travel behavior. The results of the univariate regression show that LOHAS attitude towards life has an explanatory power of 58.9% for information attention, and this influence is continuously transmitted backward through the AISAS chain. This result is consistent with the research conclusion of Buerke et al. on the positive impact of sustainable values on consumer behavior [22]. However, in multiple regression, the direct effect of information attention on experience sharing is significantly mediated by information search and consumption behavior. This indicates that the LOHAS values of college students themselves are insufficient to drive experience sharing behavior. It is necessary to rely on information search to make college students actively search for and obtain information, and only then can it influence their actual consumption behavior and experience sharing. This also directly confirms the difference between the AISAS model and the traditional linear marketing model.

Second, another theoretical contribution of this study lies in the confirmation of the sequential transmission characteristics of the AISAS model. The results of the simple regression analysis showed that all five adjacent paths were significant; the results of the multiple regression analysis indicate that the effects of the front-end variables in the AISAS model—particularly the effect of information attention—decrease significantly when back-end variables are included. Notably, information attention must be mediated by engagement interest to influence information search, suggesting that the AISAS model as a whole is primarily back-end driven. These results support the theoretical expectation proposed by Sugiyama & Andree that stages in the AISAS model cannot be simply skipped [17]. Furthermore, the findings indicate that information search exerts the strongest influence on tourism consumption behavior, suggesting that information search is an indispensable step in the entire AISAS chain for consumers to ultimately engage in tourism behavior. This finding further supports the conclusion of Suhud & Allan, namely that search not only directly influences action but also serves as a crucial mediator between interest and final consumption behavior [19].

Third, the data results from qualitative coding can support the "Service Marketing Triangle" theory. This is mainly reflected in the misalignment between Yunnan college students' complaints and suggestions regarding LOHAS tourism products. As mentioned earlier, the most frequent complaints from college students about LOHAS tourism products are product homogenization and misleading publicity. However, their suggestions focus on strengthening new media promotion and addressing the issue of high tourism product prices. Yet, the quantitative results show that simple initial information attention, i.e., new media promotion, if it cannot be converted into interest to drive search behavior, will ultimately fail to drive actual tourism consumption actions. This actually resonates with the "Service Marketing Triangle" theory. In fact, the promotional commitments made by enterprises to customers should remain consistent with the actual delivered product experience. If this consistency cannot be maintained, the greater the investment in traffic attraction during the early stage, the higher the risk of word-of-mouth backlash will be.

5.3 Practical Significance

The practical significance of this study is mainly reflected in the following three points. First, quantitative results show that information search has the strongest impact effect on final consumer behavior, but qualitative coding results indicate that college students have not fully realized the importance of the search stage. Therefore, it is recommended that relevant tourism enterprises or tourism destination managers should integrate the Yunnan LOHAS tourism information platform, providing students with exclusive guide aggregation, authentic reviews, and price comparison functions. A Yunnan college student LOHAS tourism mini-program can be developed and operated to provide integrated ecological scenic area information, authentic user reviews, and route recommendations, etc., transforming information that college students accidentally come across into valuable information that they specifically search for, thereby reducing search costs.

Second, there has been significant criticism regarding issues such as promotional distortion and homogenization in qualitative coding, indicating that the current LOHAS market tends to prioritize marketing over product quality. Therefore, it is recommended that scenic spots and operators focus on the actual product delivery experience and, ideally, adopt content strategies—such as visitor-taken photos and authentic reviews—to rebuild trust in the information provided. They could invite college students to post authentic content from the field, replacing overly idealized commercial promotion models.

Third, the analysis results from qualitative coding show that most LOHAS consumers are a sunk population. Specifically, 223 people and 308 people did not answer or answered unintentionally to the two open-ended questions, which contrasts with the regression analysis. Although LOHAS attitudes can better explain the behavior chain of groups already interested in LOHAS, there is still a large number of students in the full sample who exist in a state of cognitive blankness. This indicates that the current market penetration rate of LOHAS tourism among all college students in Yunnan still needs to be improved. Therefore, relevant policy makers should pay attention to this group and activate this sunk population using campus scenarios and social communication tools. It is recommended to cooperate with the Yunnan University Student Clubs Federation to incorporate LOHAS tourism experiences into the credit system of the second classroom, and at the same time leverage college students' social sharing characteristics to design a participation, sharing, and re-attracting circular diffusion mechanism.

5.4 Limitations and Future Research

This study has the following limitations. First, the causal inference limitation of cross-sectional design. This study adopted cross-sectional questionnaire surveys and conducted path analysis based on the theoretical sequence of the AISAS model, but it cannot strictly infer causal relationships between variables. In the future, longitudinal tracking designs could be adopted to further verify the dynamic causal relationships between variables.

Second, the representativeness of the samples in this study is limited. The samples of this study are mainly college students in Yunnan. Therefore, the conclusions of this study are mainly applicable to LOHAS tourism in Yunnan. It is still unknown whether it can be expanded to other regions or other groups. Therefore, future research can expand the age range of the samples, break through geographical limitations, and enhance the application scope of the research conclusions.

6 CONCLUSIONS

In summary, this study primarily investigated the impact of LOHAS lifestyle attitudes on the travel behaviors of Yunnan University students, based mainly on the AISAS theoretical model. It verified the chain-like transmission effects of "attention to information," "interest in participation," "information search," "consumption behavior," and "sharing of experiences" within the AISAS model. At the same time, this study combined qualitative data coding to reveal the factors behind the quantitative results. Just as hypothesized, the research results confirm that the five links of the AISAS model play a sequential mediating role between LOHAS life attitude and college students' travel behavior, with particular emphasis on the most important transformational role of information search and consumption actions throughout the entire chain. The qualitative coding analysis results also reveal that if scenic area managers merely rely on the front-end promotion and traffic diversion without paying attention to the consistency between the delivered tourism products and the promotion, they may eventually be backfired by the traffic and find it difficult to achieve a sustained conversion effect. Finally, this study confirmed the applicability of the chain path of the AISAS model among college students, especially the crucial role of information search in the entire AISAS model. From a practical perspective, it is suggested that the

operators of LOHAS tourism in Yunnan should optimize the information search path for college students, correct the gap in experience between the front-end promotion and the actual consumption behavior at the back end, use campus scenarios to activate the silent campus crowd, and ultimately enhance the participation and sharing willingness of college students in Yunnan in LOHAS tourism.

COMPETING INTERESTS

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AUTHOR CONTRIBUTION

YuLi Zhang and YaHui Zhu designed the whole study; YuLi Zhang, YaHui Zhu, Jing He conducted data collection, modeling and results analysis; YuLi Zhang wrote the paper; YuSong Liu is responsible for the final English language check.

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