

## Ecological Research on China Forest Therapy Purchasing Behavior Based on SEM

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### Abstract

This study examines data collected from 462 informants in 10 provinces in Southern China to understand how changes in attitudes toward ecological protection behavior occur. In order to fully understand the characteristics of Forest Therapy consumption behavior in China and further promote the healthy development of Forest Therapy industry, this paper reviews the theoretical achievements of Forest Therapy consumption behavior at home and abroad, constructs a structural equation model guided by the theory of planned behavior, and distributes 2745 questionnaires through field and network channels. Then the paper makes an empirical analysis on the influencing factors of consumption intention, which is the demand side of Forest Therapy industry in China. The results show that: (1) The residents' behavior and attitude have the greatest impact on the consumption intention of Forest Therapy and. The clearer the residents' positive cognition of Forest Therapy, the more active their behavior and attitude are, the stronger their willingness to participate in Forest Therapy; (2) the greater the external support for residents to participate in forest health, indicating that the more positive their subjective norms, the stronger their intention to consume forest health; the more active the subjective norms of residents, the stronger their own forest health consumption behavior; (3) the subjective norms of forest health have no significant impact on forest health consumption intention. (4) The stronger the residents' consumption intention of Forest Therapy, the more likely they are to change their consumption intention into consumption behavior.

**Keywords:** forest therapy, consumption behavior, theory of planned behavior, structural equation modeling, ecological protection behavior

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### INTRODUCTION

Forest Therapy, taking advantages of multiple favourable factors, like the moderate climate, the high-quality atmosphere, the rich water resource, the fragrance gas, the enriched anions, the phytoncide and so on, accompanied by some medical equipment and/or methods, provides human with forest medical service and health care to reach their requirement for a relaxing and healthy life. As the new mode, new type of business, and new idea of China big health industry, Forest Therapy and is a diversified commercial complex whose main idea is forest resource development, integrated by the new concept of health service such as tourism, relaxation, medical service, vacation, entertainment, sporting, health care, old-age care service and the like. In that, the research on and the promotion of the Forest Therapy and industry are of great social practical significance. On the one hand, Forest Therapy and could meet the health care demands of population aging and sub-healthy status, and improve people's awareness for health. On the other, Forest Therapy and could marketize the forest ecological value. In detail,

establishing the forestry self-development system instead of industry support, Forest Therapy and facilitates the forestry economic development, drives the regional economic development, increases farmers' income and finally realizes poverty alleviation through industrial development (Ban 2009, Bushell and Sheldon 2009, Casado-diaz et al. 2007). Besides, Forest Therapy and is an organic part of the ecological civilization construction, and is the effective way to implement the conviction put forward by President Xi that "lucid waters and lush mountains are invaluable assets". It embodies the scientific outlook of development and the green development concept for a circular economy and a resource-conserving and environment-friendly society.

In view of the acceleration of aging process and the austere sub-healthy status, the increase of spare time and disposable income and the awakening of health care traveling awareness (Hanqin et al. 2008, Gibson 1998), the traditional quick-looking tourism mode is no longer able to satisfy people's increasing demands for traveling.

**Table 1.** Selected Indicators and Their Meaning

Latent Variable	Meaning	Latent Variable	Meaning
PUR1	Resident consumption intention for Forest Therapy and	OBJ1	Forest Therapy and has already been or will be a highly-populated leisure activity.
PUR2	Resident expected yearly experience times	OBJ2	Friends and families are strongly willing to attend Forest Therapy and activities.
PUR3	Resident expected single staying time	OBJ3	Important people around like colleagues or customers are strongly willing to attend Forest Therapy and activities.
PUR4	Resident expected single consumption amount per capita	OBJ4	Both government departments and public organizations advocate the attendance of Forest Therapy and activities.
PUR5	Resident expected the farthest basement	OBJ5	Friends and colleagues have once attended Forest Therapy and activities and had a good feedback.
CON1	Easy to find related information about Forest Therapy and	BHE1	Forest Therapy and activities are needed for improving physical health.
CON2	Healthy enough for attending Forest Therapy and activities	BHE2	Forest entertainment sporting events are regarded more effective than traditional city fitness.
CON3	Economically affordable to attend Forest Therapy and activities	BHE3	Forest Therapy and is supposed to help local farmers overcome poverty and increase income.
CON4	Willing to spend time attending Forest Therapy and activities	BHE4	Forest Therapy and is more helpful for the sustainable development of forest.
APU1	Resident yearly Forest Therapy and experiencing times	BHE5	Forest Therapy and would be a good choice in the near future.
APU2	Resident staying time for single Forest Therapy and	BHE6	Families should live in an environment with something like forest park around.
APU3	Resident consumption amount for single Forest Therapy and	BHE7	Forest Therapy and tourism would be the important trend for tourism.

Forest Therapy and is now becoming more and more popular and highly-regarded among all walks of life. On 21 Dec, 2017, it was reported by <People's Daily> that in 2018, the number of forest tourist was estimated to exceed 1.4billion, accounting for 28% of the total tourist amount, and nearly 30% of the domestic tourist amount. with the social comprehensive output value reaching to 1.15trillion yuan. Forest tourism has already developed into a sunrise forest industry with the most growth potentiality, and is now the 3<sup>rd</sup> forest pillar industry with the yearly output value on the point of exceeding trillion yuan after the planting & collecting industry of economic forest products and processing & manufacturing industry of wood and bamboo products.

Studying from the point of demands and analyzing the Forest Therapy and behavior features based on the purchasing status of China Forest Therapy and are beneficial for the targeted reformation of Forest Therapy and from the point of supply, and eventually contribute to the healthy development of Forest Therapy and market and industry, This essay, based on the summary for the theoretical achievements about Forest Therapy and purchasing behavior both at home and abroad and guided by the Theory of Planned Behavior (TPB), is an empirical analysis of China Forest Therapy and purchasing behavior and its influencing factors via the establishment of Structural Equation Modeling (SEM) and the 2745pcs questionnaires both online and offline, and therefore is of great theoretical meaning and practical value.

## THEORY AND RESEARCH MODEL

### Variable Confirmation and Data Sources for China Forest Therapy and Purchasing Intention

This essay is designated to study the influencing factors of Forest Therapy and purchasing intention and the capability for such intention turning into corresponding behavior, and then to put forward methods and suggestions on how to improve Forest Therapy and service on such a basis. And the specific studying methods adopted here is Structural Equation Modeling (SEM). SEM deals with the theoretical model of complicated phenomenon via certain statistical analysis methods, evaluates the theoretical model according to its consistency with the practical data relationship (Kim et al. 2011), and then finally reaches the purpose of quantitative research on practical issues. This essay mainly adopts AMOS which is the analysis software for SEM to construct the structural equation model, and SPSS majorly used for analysis on regression, factors, correlation, correspondence, clustering and so on to make exploratory factor analysis on validity and reliability analysis.

The observation indicators for Forest Therapy and purchasing intention and behavior are divided into five levels, and the testing indicators for the latent variables, namely, action attitude, subjective norm, perceived behavior control, are expressed through Likert Scale by five points: strongly agree, relatively agree, normally agree, relatively disagree and strongly disagree. **Table 1**

shows the selected indicators and their relative meaning, among which PUR refers to the latent variable as Forest Therapy and purchasing intention with the observation indicator as  $PUR_i$  ( $i=1, 2...5$ ), BHE to action attitude as  $BHE_j$  ( $j=1, 2...7$ ), OBJ to subjective norm as  $OBJ_n$  ( $n=1, 2...5$ ), CON to perceived behavior control as  $CON_m$  ( $m=1, 2...4$ ), and APU to Forest Therapy and purchasing behavior as  $APU_q$  ( $q=1, 2, 3$ ).

This essay designed the questionnaires, and totally issued and collected 3017 pieces both on the spot and via the internet, among which 2745 pieces were effective. Before the research, the writer compared and analyzed the on-site data and the online data, and found no obvious difference. Hence, all effective data were combined for the analysis in this essay.

### Construction of the Conceptual Structural Equation Modeling

Whether the resident would like to attend the Forest Therapy and program or not, it is in nature a individual production decision behavior whose target was regarded as simple pursuing for the profit maximation by some traditional theories. But from the point of modern researches, it is more likely that the individual production decision target could be multilateral. In other words, simply analyzing the individual economic rationality through cost-benefit analysis is not enough. Some others facets should also be taken into consideration like others approval, risk avoidance, individual assets and so on. Fortunately, the Theory of Planned Behavior (TPB) mentioned in this essay exactly provides a typical research framework for explaining the normal decision progress of the individual behavior and studying the influencing factors for behavioral intention as well as the relationship between behavior and intention.

The Theory of Planned Behavior (TPB) is said that the individual behavioral intention is decided by three factors as the individual action attitude, subjective norm and perceived behavior control whose meanings are respectively as below (Loverseed 1998): (1) action attitude is the individual cognition and assessment for executing the certain behavioral decision, and is decided by the estimation of the belief and importance of the behavioral results. (2) external "subjective norm" is the code of conduct existing in human minds. It is the social pressure on the individual whether to execute this behavior or not, which reflecting the influence of the important others and regulations on the individual decisions. (3) perceived behavior control is the individual consideration and examination of the factors

facilitating or suspending certain behavioral decisions, namely, the complexity perceived by the individual when executing certain behavior. The more positive the attitude, the more support would be offered from the important external factors, the stronger would the individual perceived behavior control ability be, the greater the behavioral intention would be, and vice versa. Owing to the good predictive ability on behavior, TPB is widely used for the study and research on various behavioral intention.

As this essay adopts TPB to study the influencing factors of Forest Therapy and purchasing intention and behavior, the SEM is constructed with external latent variables (independent variables) as action attitude, subjective norm and perceived behavior control, and internal latent variables (dependent variables) as the purchasing intention and behavior of the consumers (Mueller and Kaufmann 2001). Each two of the external latent variables should be connected by the double sided arrows, and the external latent variables unilaterally point to the internal latent variables, which means that the purchasing intention is decided by the action attitude, subjective norm and perceived behavior control. The purchasing intention directly decides the purchasing behavior. Given that the purchasing behavior would to some extent be directly influenced by action attitude and subjective norm, BHE and OBJ is designed to point to APU by one-way arrow, as shown in **Fig. 1**.

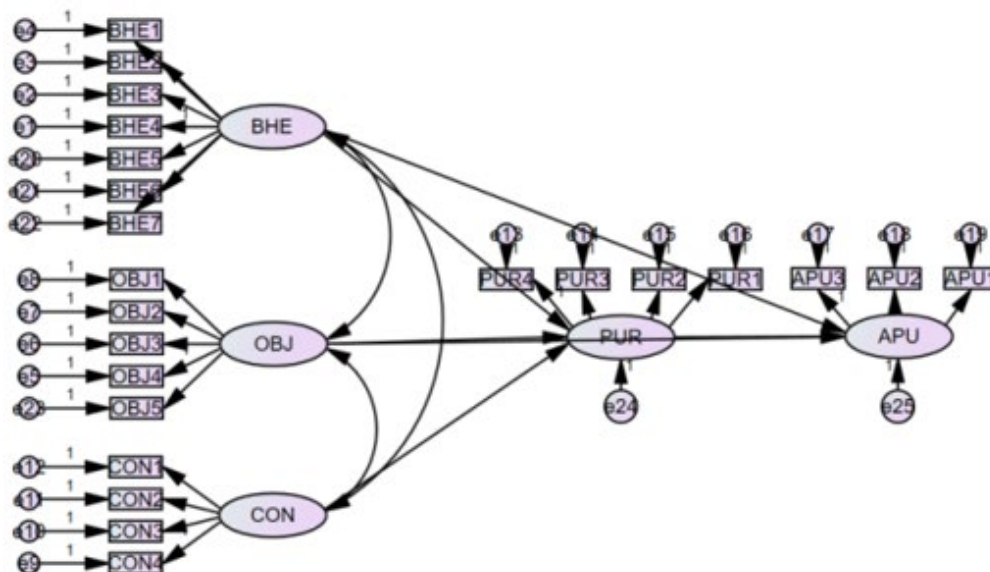


Fig. 1. Structure Equation Modeling Image

This essay on the basis of TPB and considering the research objectives puts forward the theoretical assumptions as below:

**H1** Assumption on the influence of action attitude and its effect route: if the resident has a more clear positive cognition on Forest Therapy and, he or she would have a more positive attitude, which means that he or she has a stronger intention to attending Forest Therapy and.

**H2** Assumption on the influence of subjective norm and its effect route: the greater support from the outside world on the resident to attend the Forest Therapy and shows a more positive subjective norm which results to a stronger purchasing intention of Forest Therapy and the more positive the subjective norm of the resident is, the stronger his or her Forest Therapy and purchasing behavior would be.

**H3** Assumption on the influence of perceived behavior and its effect route: when the resident believes that he or she enjoys more resources and opportunities and undertakes fewer difficulties to attend Forest Therapy and, his or her perceived behavior control ability would be much stronger, turning into a greater purchasing intention of Forest Therapy and.

**H4** Assumption on the influence of purchasing intention on purchasing behavior and its effect route: only when the purchasing intention of Forest Therapy and is more and more strong, it is more likely to transfer into the purchasing behavior.

### Empirical Analysis on Forest Therapy and Purchasing Intention

#### Reliability analysis and validity analysis

Reliability Analysis. **Table 2** shows the reliability analysis on the latent variables named as “Forest Therapy and purchasing intention”, “Forest Therapy and purchasing behavior”, “Forest Therapy and action attitude”, “Forest Therapy and subjective norm”, and “Forest Therapy and perceived behavior control” and their observation indicators.

**Table 2** shows that based on the reliability analysis for PUR1-5, it turns out that the CITC value of PUR5 is lower than 0.5. Hence, the indicator PUR5 is deleted for a modified reliability analysis on the Forest Therapy and purchasing intention. After the modification, the value of Cronbach’s  $\alpha$  is 0.812, showing a relatively good inner consistency. Meanwhile, it reads that the purchasing behavior overall value of Cronbach’s  $\alpha$  is 0.858, the action attitude 0.941, the subjective norm 0.935, and the perceived behavior control 0.906. It is obvious that the overall value of Cronbach’s  $\alpha$  for all the latent variables enjoys a relatively high reliability, and as the CITC value for each observation indicators exceeds 0.5, the requirement for the reliability analysis of the single indicator is also met. Hence, the study data shows high reliability.

**Table 2.** Reliability Analysis on Forest Therapy

Latent Variable	Observation Indicator	Deleted scale average	Deleted scale variance	Relativity between corrected item and the total	Cronbach's $\alpha$ after item deleting	Overall Cronbach's $\alpha$
Purchasing intention	PUR1	8.40	8.745	0.577	0.788	0.812
	PUR2	7.80	7.796	0.659	0.749	
	PUR3	7.98	8.053	0.672	0.744	
	PUR4	7.51	7.896	0.616	0.771	
Purchasing behavior	APU1	6.19	5.660	0.702	0.828	0.858
	APU2	6.42	5.501	0.780	0.756	
	APU3	6.34	5.647	0.714	0.817	
Action attitude	BHE1	11.82	25.137	0.813	0.932	0.941
	BHE2	11.78	25.119	0.813	0.932	
	BHE3	11.75	24.994	0.814	0.932	
	BHE4	11.71	24.681	0.807	0.933	
	BHE5	11.81	25.078	0.832	0.931	
	BHE6	11.82	25.190	0.811	0.932	
	BHE7	11.81	25.149	0.821	0.927	
Subjective norm	OBJ1	8.24	12.303	0.781	0.929	0.935
	OBJ2	8.17	12.048	0.843	0.918	
	OBJ3	8.22	12.144	0.853	0.916	
	OBJ4	8.21	12.240	0.823	0.921	
	OBJ5	8.26	12.313	0.839	0.918	
Perceived behavior control	CON1	6.12	6.706	0.765	0.886	0.906
	CON2	6.34	7.021	0.777	0.882	
	CON3	6.19	6.626	0.797	0.874	
	CON4	6.25	6.738	0.812	0.869	

**Validity Analysis** .Validity analysis refers to the accuracy of the testing result, namely the consistency between the testing result and the expected testing target. It is divided into two types as content validity and structure validity. Content validity is the consistency between the questionnaire and the research theme. It is a subjective indicator and is generally examined based on the specialists and scholars discussion. This research, owing to lots of literature both at home and abroad discussing Forest Therapy and and the matching modification based on the five-point scale, shows a relatively good content validity (Seoho et al. 2006 Taylor et al. 1997). When coming to structure validity, it refers to the degree on how could the questionnaire or the testing results reflect the theoretical structure and traits. It is the consistency between the test and the theory, namely whether the test could truly test the assumptive theory. And here the purpose for exploratory factor analysis (EFA) is to conclude various observable variables into several factors. Before the EFA, the suitability of the testing data for doing factor analysis should be checked by KMO sample measure and Bartlett test of sphericity, which are two normally used testing indicators. The nearer the value of KMO to 1, the more consistency among variables. Generally speaking, when  $KMO \geq 0.5$  and the Bartlett test value is obviously less than 0.05, it shows that there is apparent consistency among the variables, and the testing data is suitable for factor analysis.

(1) Analysis on purchasing intention and purchasing behavior: principal component analysis (PCA) is used here to get the validity analysis result of purchasing intention as  $KMO=0.787 \geq 0.5$ , showing that only one principle component expressed by purchasing intention is chosen from the observation indicators, consistent with the TPB. The validity analysis result of purchasing behavior is  $KMO=0.721 \geq 0.5$ , and the one principle component chose is expressed by purchasing behavior.

(2) The validity analysis result of action attitude is  $KMO=0.944 \geq 0.5$ , showing that only one principle component expressed by action attitude, the latent variable, is chosen, consistent with the TPB.

(3) The validity analysis result of subjective norm is  $KMO=0.908 \geq 0.5$ , showing that only one principle component expressed by subjective norm, the latent variable, is chosen, consistent with the TPB.

(4) The validity analysis result of perceived behavior control is  $KMO=0.944 \geq 0.5$ , showing that only one principle component expressed by perceived behavior control, the latent variable, is chosen, consistent with the TPB.

#### **Confirmatory factor analysis**

**Fig. 2** shows the results of confirmatory factor analysis (CFA).

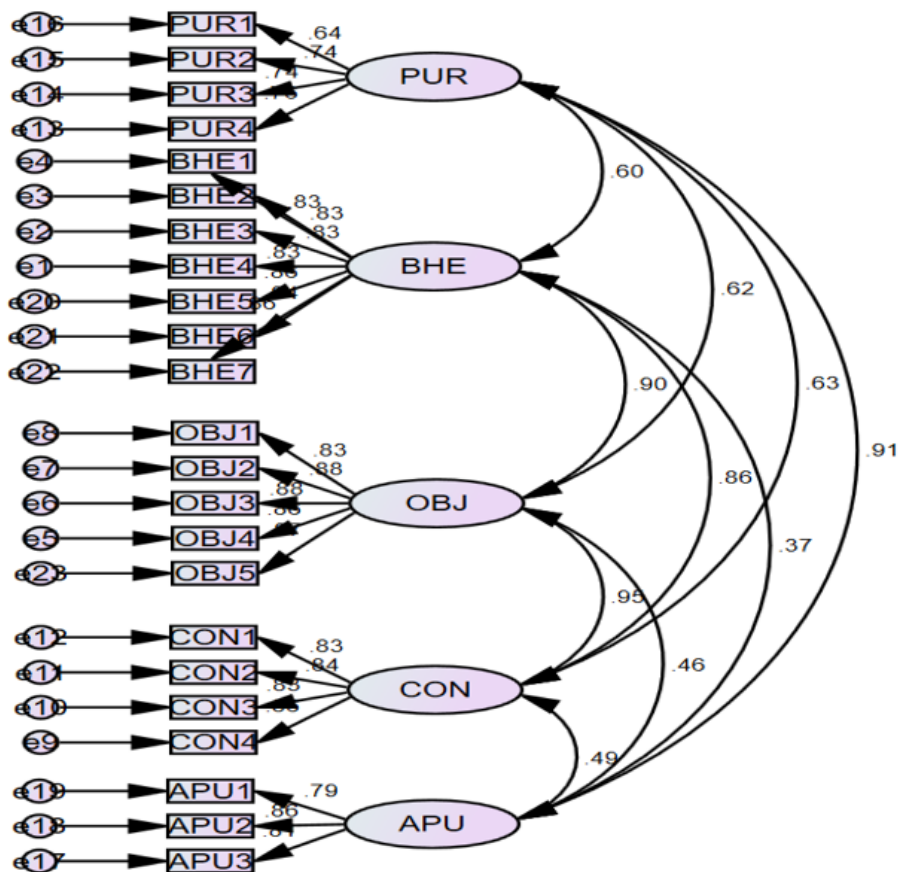


Fig. 2. Confirmatory Factor Analysis of SEM

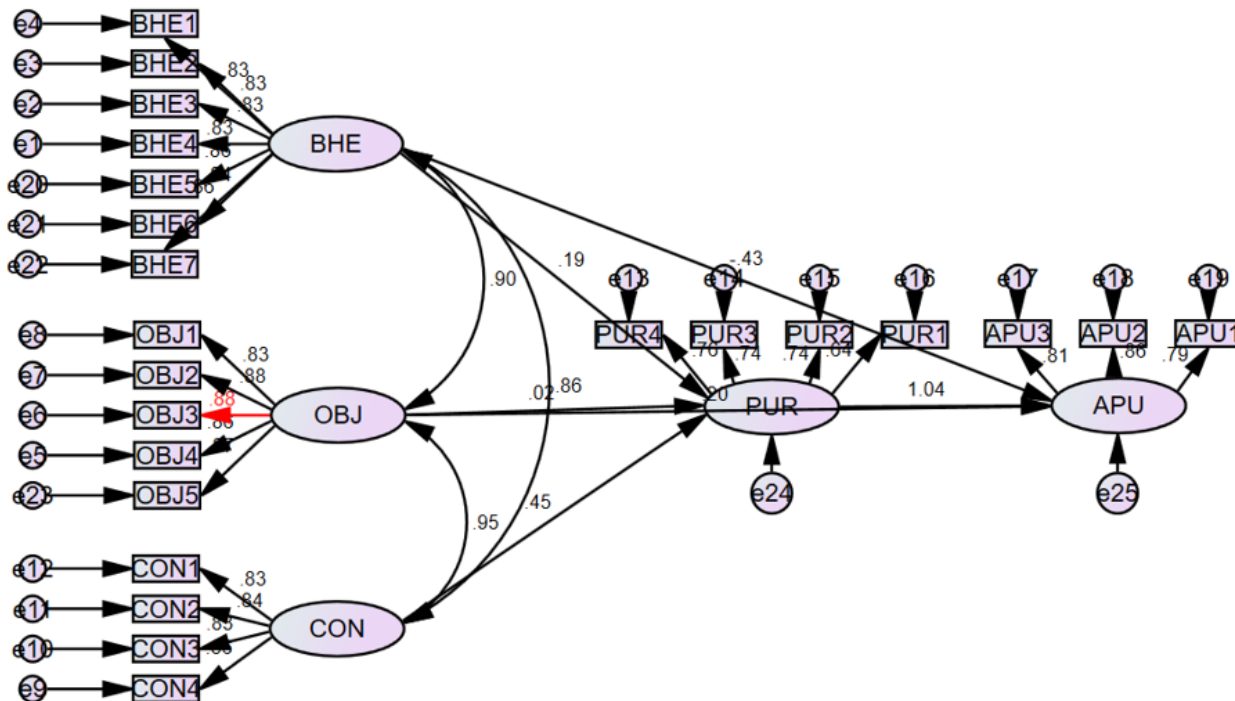


Fig. 3. Preliminary Fit of SEM

According to **Fig. 2** and on the basis of the specific results from CFA, here comes out **Table 3**.

**Table 3** shows that the each load factor value of the standard factors for the latent variables which are relative to each observation indicators are larger than

**Table 3.** Regression Weights: (Group number 1 - Default model)

Model			Estimate	S.E.	C.R.	P	Label
PUR	<---	CON	.508	.105	4.832	***	par_22
PUR	<---	BHE	.213	.055	3.885	***	par_24
PUR	<---	OBJ	.018	.122	.145	.885	par_27
APU	<---	PUR	1.191	.035	34.233	***	par_23
APU	<---	BHE	-.542	.051	-10.559	***	par_25
APU	<---	OBJ	.256	.052	4.895	***	par_26
BHE4	<---	BHE	1.000				
BHE3	<---	BHE	.960	.018	54.521	***	par_1
BHE2	<---	BHE	.941	.017	53.940	***	par_2
BHE1	<---	BHE	.940	.017	53.849	***	par_3
OBJ4	<---	OBJ	1.000				
OBJ3	<---	OBJ	1.019	.016	62.969	***	par_4
OBJ2	<---	OBJ	1.042	.017	62.712	***	par_5
OBJ1	<---	OBJ	.993	.018	55.732	***	par_6
CON4	<---	CON	1.000				
CON3	<---	CON	1.007	.018	56.419	***	par_7
CON2	<---	CON	.949	.017	57.491	***	par_8
CON1	<---	CON	1.013	.018	55.436	***	par_9
PUR4	<---	PUR	1.000				
PUR3	<---	PUR	.898	.023	38.480	***	par_10
PUR2	<---	PUR	.947	.025	37.621	***	par_11
PUR1	<---	PUR	.749	.023	32.374	***	par_12
APU3	<---	APU	1.000				
APU2	<---	APU	1.035	.021	50.088	***	par_13
APU1	<---	APU	.974	.022	44.010	***	par_14
BHE5	<---	BHE	.966	.017	57.329	***	par_15
BHE6	<---	BHE	.947	.017	54.976	***	par_16
BHE7	<---	BHE	.967	.017	57.164	***	par_17
OBJ5	<---	OBJ	.995	.016	62.090	***	par_18

0.5, each composite reliability (CR) value of each variable is larger than 0.7, and each average variance extracted (VAE) value is larger than 0.5, satisfying the standard requirement of convergent validity. Hence, tables and data in this essay enjoy a relatively good convergent validity.

#### *Preliminary fit and assessment of SEM*

As shown in **Fig. 3**, the preliminary assumptive SEM is able to recognize the convergence, and the path coefficient of each standard estimated value modeling is positive, showing that the influence among the latent variables is positive. Such result is in line with the literature results of TPB.

As shown in the outcome, the estimated path coefficient (the influence of external latent variable on the internal latent variable) value from OBJ to PUR is 0.018, the estimated standard value is 0.112, and the P value of the significance is 0.885, larger than 0.05. Hence, it turns out that the direct effect of path does not reach the obvious level, resulting to the deletion of this path in the first modeling modification.

#### *Gradual modification and conformation of SEM*

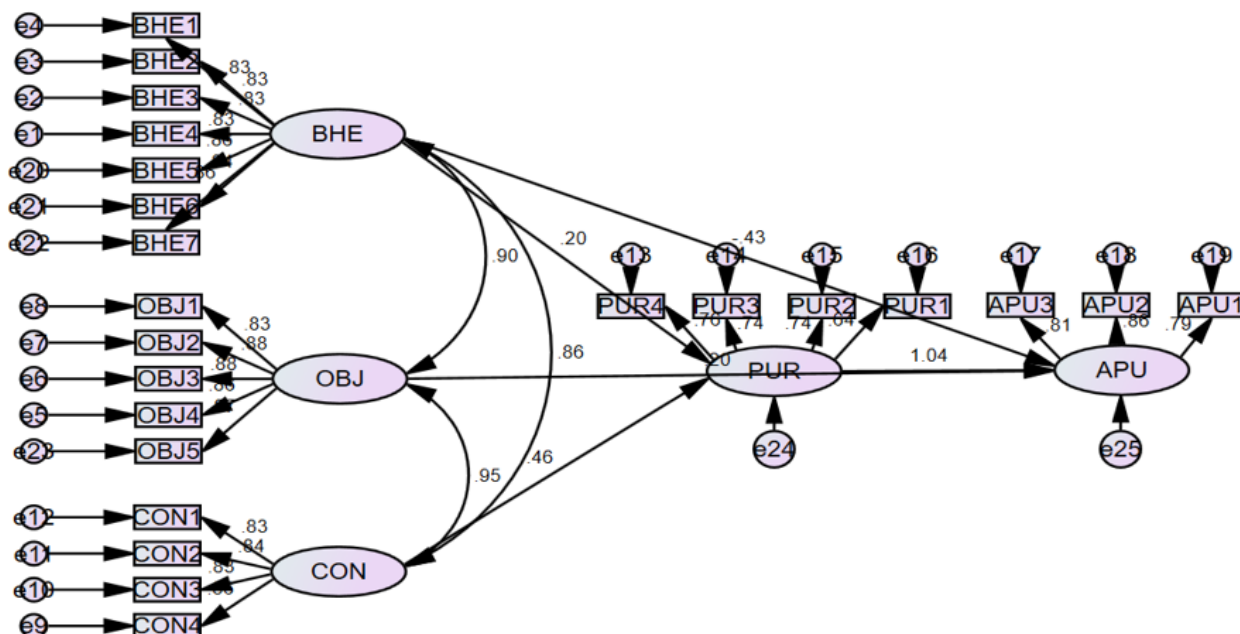
After the first modification, deleting the path from the external latent variable OBJ to the internal latent

variable PUR, the modified modeling is shown as **Table 4**.

It is said from **Table 4** that the modeling is capable of recognizing the convergence. The ration between the overall GFI and the Chi-square DOF is 14.498, failing to satisfying the ideal standard less than 3. Besides, the GFI value is 0.910, consistent with the fit standard larger than 0.90; RMSEA value is 0.07, consistent with the ideal standard less than 0.08; CFI value is 0.946, consistent with fit standard larger than 0.90; TLI value is 0.939, consistent with the fit standard larger than 0.90; IFI value is 0.946, consistent with the fit standard larger than 0.90; RFI value is 0.934, consistent with the fit standard larger than 0.9; NFI value is 0.942, consistent with the fit standard larger than 0.90; PGFI value is 0.732, consistent with the fit standard larger than 0.5; PNFI value is 0.872, consistent with the fit standard larger than 0.5; PCFI value is 0.83, consistent with the fit standard larger than 0.5. From the above, the overall assessment standard is in consistence with the fit standard of SEM. The Model is passed, shown as **Fig. 4**.

**Table 4.** Gradual Modification and Confirmation of SEM

Model		Estimate	S.E.	C.R.	P	Label	
PUR	<---	CON	.198	.048	10.893	***	par_22
PUR	<---	BHE	.463	.045	4.794	***	par_24
APU	<---	PUR	1.040	.035	34.250	***	par_23
APU	<---	BHE	-.431	.051	-10.696	***	par_25
APU	<---	OBJ	.202	.052	4.974	***	par_26
BHE4	<---	BHE	.833				
BHE3	<---	BHE	.835	.018	54.521	***	par_1
BHE2	<---	BHE	.830	.017	53.940	***	par_2
BHE1	<---	BHE	.831	.017	53.849	***	par_3
OBJ4	<---	OBJ	.855				
OBJ3	<---	OBJ	.881	.016	62.968	***	par_4
OBJ2	<---	OBJ	.880	.017	62.712	***	par_5
OBJ1	<---	OBJ	.826	.018	55.731	***	par_6
CON4	<---	CON	.858				
CON3	<---	CON	.834	.018	56.423	***	par_7
CON2	<---	CON	.843	.017	57.481	***	par_8
CON1	<---	CON	.830	.018	55.484	***	par_9
PUR4	<---	PUR	.760				
PUR3	<---	PUR	.740	.023	38.481	***	par_10
PUR2	<---	PUR	.736	.025	37.621	***	par_11
PUR1	<---	PUR	.642	.023	32.374	***	par_12
APU3	<---	APU	.812				
APU2	<---	APU	.862	.021	50.089	***	par_13
APU1	<---	APU	.786	.022	44.010	***	par_14
BHE5	<---	BHE	.864	.017	57.329	***	par_15
BHE6	<---	BHE	.841	.017	54.977	***	par_16
BHE7	<---	BHE	.863	.017	57.165	***	par_17
OBJ5	<---	OBJ	.875	.016	62.093	***	par_18



**Fig. 4.** Confirmed SEM

**CONCLUSION**

Factors influencing the ecological behaviors of farmers are not independent of each other but rather influence each other, and there is a mutual association between them.

**Table 5** shows the analysis on the identification results of the key influencing factors.

As shown in **Table 5**, the path coefficient of BHE (action attitude) on Forest Therapy and purchasing intention is 0.11. In other words, should the consumers' action attitude on Forest Therapy and be positively improved, its directly effect value on consumers' Forest Therapy and purchasing intention is 0.11, which is relatively little. Around the whole country, the overall



**Table 5.** Analysis on the Key Influencing Factors

Standard Model			Estimate	S.E.	C.R.	P	Label
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APU3	<---	APU	.812				
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BHE7	<---	BHE	.863	.017	57.165	***	par_17
OBJ5	<---	OBJ	.875	.016	62.093	***	par_18

effect of the consumers' purchasing intention on their purchasing behavior is regarded as:  $1.04 \times 0.198 - 0.431 = -0.22$ , namely, the action attitude would to some degree repress consumers' behavior. The path coefficient of OBJ (subject norm) on Forest Therapy and purchasing behavior is 0.202, showing that the direct effect value of positive improvement of consumers' subjective norm on Forest Therapy and is 0.202, relatively larger. Hence, given that Forest Therapy and is now at the primary stage, and is a personally-experiencing product whose promotion and popularity is majorly depended on the consumers' friends and colleagues around, expanse on promotion among friends and enhancement on new media publicity are relatively beneficial for Forest Therapy and industry. The path coefficient of CON (perceived behavior control) on Forest Therapy and purchasing behavior is 0.463. It reads that the direct effect value on consumers' Forest Therapy and purchasing intention would be 0.463, a relatively large ratio, giving positive improvement on consumers' perceived behavior control. As mentioned before, Forest Therapy and is now at an early stage, and is an experiencing product. Thus, accompanied by the upgrading of consuming and the increasing of service

consumption, it would be more helpful for the Forest Therapy and industry when the consumers experience less obstacles and more convenience transportation. The path coefficient of PUR (purchasing intention) on Forest Therapy and purchasing behavior is 1.040, showing that the greater the purchasing intention is, the more likely it turns into the purchasing behavior. In a word, as the Forest Therapy and is an experiencing product which is still at its early stage, and together with the upgrading consuming as well as more service consumption, expanding among friends, enhancing publicity via new media, and strengthening the infrastructure investment like transportation and accommodation would provide the consumers with less obstacles and more convenience transports, which finally would to a large extent benefit the development of Forest Therapy and industry.

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