The Influence of Hotel Brand Image in Social Media Marketing on Consumer Purchase Behavior

Jingjia Luo

Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macau, China

2220014615@student.must.edu.mo

Abstract. In the post-epidemic era, many hotels want to win a high market share. And with the development of the times and the enhancement of consumers' brand awareness, the power of hotel brands is becoming more and more important. There are many ways for hotels to enhance their brand image. In addition to traditional ways, social media is currently a popular way. At present, more and more hotels are opening all over the country, and various brands emerge endlessly. In the frenziedly competitive hotel market, exploring the purchasing behavior of consumers and seeing how consumers choose is basically the brand image establishment process of a hotel. Through literature review, this article identified two attitudinal variables that have an important impact on consumer purchasing behavior, namely social media marketing and hotel brand image. Through understanding relevant cases and relevant data analysis, the study found that social media marketing is an important window for hotel brand display, and brand-related advertisements and third-party evaluations will affect consumers' purchasing behavior.

Keywords: Brand Image, social media, customer purchasing behavior.

1. Introduction

The most recent Global Digital Report for October 2021 from Hootsuite states that the number of social media users worldwide crossed the 4.5 billion mark. This is more than the 4 billion reported in the same period last year and corresponds to an increase of nearly 10% year-on-year. The change in this figure means that the number of social media users is growing steadily, with an average of 13 new users starting to use social media every second. This shows that the influence of social media is currently tending to increase. The benefits of social media as a window into digital marketing are low-cost and effective promotional materials. According to a 2020 survey, 63% of consumers say individuals are more inclined to purchase a commodity or service that a social media influencer has suggested [1]. Social media marketing has a positive impact on brand image [2]. Users of social media use the brand of the social media page they browse as a reference standard. In the selection of products from different brands with the same attributes, consumers will choose their favorite brands for consumption and purchase. How social media conducts operational propaganda to gain consumer trust is worthy of research and discussion.

One of the three major factors that directly influence consumers' buying intention is brand image [3]. Age often affects consumers' purchasing behavior, so compared with brand image, teenagers are more inclined to be affected by the brand image [4]. Correctly dividing the age stage of the market is something that every brand needs to do. Since the hotel industry is a service-centric industry, most of them are based on the intangible perception of consumers. Some tangible perceptions, such as the hotel brand name, logo and on-site infrastructure, have an important shaping and impact on customers' purchasing behavior. Therefore, in order to increase market share and build a powerful brand, the hotel should establish its own distinctive image and convey the main benefits to the target customers.

In today's society, convenience, cost and time are taken into consideration. Most consumers plan travel destinations before travelling and book air tickets and hotels in advance. Especially when choosing a hotel, in addition to considering the time and price when buying an air ticket, the hotel reservation needs to consider the location, infrastructure inside and outside the room, etc. This

requires the hotel's social media webpage to reflect the brand characteristics of its own hotel, so as to attract consumers to book.

In the post-epidemic era, many hotel brands are using different marketing methods to attract consumers. This paper's goal is to examine how consumers behave when it comes to consumption so that hotels can establish and transmit the hotel's brand image through developed and diverse social media channels and enhance consumers' purchasing behavior.

2. Analysis

2.1. Brand Image is the First Impression Given to Consumers

Brand image is the embodiment of the brand's own personality characteristics. A good brand image is conducive to improving the sales force of products and expanding new consumer market areas. A strong brand image is a major factor that influences consumers' intentions to make purchases. A good corporate brand image will invisibly leave a good impression on consumption and increase consumers' purchasing behavior. The depiction of a brand's image is the general cognition it has helped to create. The brand image helps consumers identify their needs and desires for a brand and differentiates a brand from other competitors [5]. When consumers buy the same type of product from different brands at the same price, they will choose a brand with a good brand image and a familiar brand.

Brand image has multiple functions and effects. Brand reputation influences brand image, and there is a positive correlation between brand reputation and brand image [6]. Simply put a hotel with a good brand image will have a good brand reputation. Consumers feel at ease during their purchases that their brand is trustworthy. After a certain amount of consumption, it becomes a consumer in order to become its loyal customer group. Establishing a good brand image will improve the reputation of the enterprise and play a role in publicity and promotion invisibly. Research found that the stronger a company's brand image is, the more influential its brand image is in the minds of consumers [6]. A good brand image has a favorable effect on the development of the hotel's follow-up products and the improvement of its added value. Brand image is not only the epitome of consumers' experience with products, but also can change their subsequent consumption experience. Consumers may be interested in and form a certain loyalty to the brand itself. If the brand develops follow-up product brands, consumers will also maintain a certain degree of favorability for its sub-brands. Therefore, generally speaking, establishing a good brand image for an enterprise is conducive to the development of the enterprise.

2.2. Social Media is an Important Window for Hotel Marketing

The Internet is recognized as an effective tool that has completely changed how corporations conduct themselves and the way consumers interact [7]. As an important Internet communication platform, social media has a certain impact on brand image. Internet distribution is a crucial route in the hotel sector that also offers unique chances to develop a brand online. Compared with traditional media, the unique value provided by the Internet is the ability to interact with consumers. In short, the Internet provides hotel brands with many opportunities for promotion and consumption. Consumers will develop brand knowledge and form positive brand images by identifying brands in different situations. The study found that there is a strong positive causal link between the hotel website's user control and booking behavior (system interactivity) and the hotel brand image; the hotel website's two-way communication has a very strong positive causal relationship (social interaction) and the hotel brand image. Causal relationship. The more active the hotel website interacts with consumers, the more positive it is to establish the hotel’s brand image. So, Internet usage and its interactive elements provide fresh possibilities for hotels to perceive the value of the brand based on their experience in the interactive website. The hotel conducts two-way communication with consumers through the Internet platform and establishes a certain sticky emotional connection through its emotional interaction. The relevant content can be published on the

Internet site. For example, the release of enterprise-related information is used to guide consumers' emotions. In the end, they choose both ways. Social media influence has a profoundly favorable effect on brand image [2]. Consumers may form a certain tendency to favor the brand during a certain period of time while browsing the website. There will be a certain desire to consume, and they will choose to make certain consumption in its brand. Moreover, after consumers purchase a certain brand, they will share relevant content on social media, describe their consumption experience, and share and disseminate relevant medical examination photos. In the process of sharing and dissemination, it will horizontally enhance the promotion of its brand image [8]. Therefore, attaching importance to social media marketing and promotion can enhance the brand image.

2.3. Understanding Consumer Buying Behavior is the Foundation of Hotel Marketing

The focuses of current market research are customer preferences, information-gathering channels and purchase intention. It is important for brands to give accurate details about the products they sell and create an intent to influence consumer behavior [9]. Consumption behavior has five paths, namely germination, scope locking, decision-making, ordering, and after-sales evaluation. In the embryonic stage, when encountering certain problems, there will be shopping needs, and consumers will have the emotion of longing for something in their hearts; the scope will lock the demand, and according to their own consumption preferences and the degree of love for certain brands, use their own past consumer experience to choose, or through the recommendation and communication of friends around, to generate a new understanding of a new brand; decision support stage is to evaluate the selection of products of various brands, through price, quality, brand image, brand reputation and other dimensions; in the stage of order purchase, customers will choose a favorite platform, suitable time, and acceptable price to make the final purchase; in the stage of after-sales evaluation and dissemination, customers will have a certain degree of praise for the products they are satisfied with. Products that are far from their ideal state may be chosen to be returned and given a bad review. There are internal factors and external factors that affect consumer purchasing behavior. Internal factors are related to consumers themselves, such as their personality preferences, whether they are urgently needed, and related emotional attitudes; external factors are the current social culture, popular elements, and whether the time environment is suitable for the current situation, and whether the quality and price of products in the past and future will change. Relevant studies have found that in the process of purchasing, the quality of the brand image and the rendering of brand emotion have a certain impact on consumers' purchasing behavior [4]. Consumers will have a certain preference for brand products that have a prominent brand image, and the emotions conveyed by the brand match the emotions of consumers themselves. In the final choice of purchase, consumers will give priority to consideration of purchase. Advertising is an effective window for brand image establishment and transmission. It was found in the research that the advertisement of the consumer's buying intention is greatly influenced by the brand [10]. The advertising language, advertising background, advertising characters and the choice of advertising positions in the advertisement will affect the purchasing behavior of consumers virtually. Enterprises integrate their own brand culture into their advertisements, and the output of cultural value will make consumers understand their brands better. In the end, the consumer preference it harvests may be even higher. Therefore, it is very important to pay attention to the intention of consumers during the brand-building process.

3. Suggestions

3.1. Strengthen Multi-Channel Competitive Advantages and Establish a Good Brand Image

The study found that the brand image conveys management information such as product/service quality and service quality recall. Therefore, its brand products have formed a unique understanding and cognition of the brand's perception in consumers' thoughts [11]. A good brand association will generate a good brand image and enhance consumers' purchase intention. Brand association is an effective way to let consumers form a certain projection about the brand in their minds, thereby

potentially affecting consumers' purchase preferences. Brand associations are divided into physical associations and virtual associations. Physical associations are things that can be seen, such as packaging and products. Designing brand names, logos and the only practical method for showcasing brand individuality is through packaging, raising awareness of brand, an important stage in creating the company's image, and representing the elegance of the brand form. But there are also virtual associations that cannot be seen, such as brand reputation and service experience, these things are invisible, but these are ultimately formed by corporate behavior projected into consumers' minds. Enterprises can understand the real situation of brand building through research on consumer groups, which can help provide decision-making and guidance for brand building; build a competitive advantage in the minds of consumers, and consumers have limited awareness of the same type of brand when a company's brand has established strong and complex brand associations in the minds of consumers, the brand will definitely have a more competitive advantage. This advantage can directly prompt consumers to make decisions. They must be inclined to associate beautiful and satisfying brands in their decision-making. In terms of virtual association, the study found that brand image is positively correlated with brand value [1], businesses should set up a reliable quality assurance system to improve product and service quality. A superb quality assurance system will enhance the brand's reputation and reinforce its image. In this process, its brand value has also been effectively enhanced. A popular strategy to enhance a brand image is through brand alliance [6]. Enterprises can carry out strong alliances with their own type of enterprises, develop alliances with enterprises whose own corporate brand contrasts greatly, and develop together as a cross-border alliance.

3.2. Conduct Efficient Use of Interactive Features of the Internet

The findings demonstrate the user control and two-way communication aspects of website interaction, have a positive impact on brand image [7]. It will help to build positive brand awareness and presence online and create a site where users feel in control. Focusing on social media web design and hotel product development, it is also important to build a network of partnerships. Appropriate forms of marketing campaigns can generally create positive brand associations and reinforce consumer buying behavior [4]. Therefore, enterprises can carry out multi-channel promotion. SEO promotion is an effective method to obtain natural traffic and to make internal and exterior website adjustments and optimizations based on knowledge of search engines' natural ranking mechanisms. forward. Ranking at the top can increase its page views and exposure. WeChat is currently the largest social promotion channel in China. With high coverage, enterprises can gain their trust and enhance brand loyalty by sharing relevant brand industry information and having dialogues with customers. Through content product planting and drainage, "planting grass" is based on others' intentional or unintentional opinion influence or experience sharing. It is not easy to be disgusted by users, and it is easy for users to accept. For example, the Zhihu platform allows users to plant grass through content. Understand the brand and related information, trigger users to actively search, increase product exposure, and finally help the product realize the transformation of promotion effect, or join the brand to carry out influential marketing activities or joint marketing activities with influential people or related brands.

3.3. Pay Attention to Market Dynamics and Adjust Marketing Strategies in Time

The success of a business is largely determined by its strategic response to modify to customer behavior. Individual differences in consumers' consumption behavior tend to be quite constant over time, and there are certain requirements for their shopping environment in the future [12]. Therefore, enterprises can change the consumption environment of consumers by displaying products and services, such as the setting of store windows, the display of goods, the lighting of the store, the work clothes of service personnel. The quantity purchased decreases as the price increases, indicated by a negative elasticity [13]. For price-sensitive consumers, the quantity they purchase decreases as prices rise. Therefore, enterprises should integrate multiple pricing methods and strategies to carry out brand

pricing. Especially in the hotel industry, the room price is effectively adjusted according to the fluctuation range of the market in off-season and peak-season. Consumers hope that they are the core users of the brand. Therefore, providing an effective way to collect visitor feedback on the website makes consumers feel that the brand wants and is willing to provide visitors with numerous contact opportunities, listens to visitors, and encourages visitors to offer feedback.

4. Conclusion

The advent of the new media era has brought diversified marketing methods to market development, such as WeChat official account, Weibo, Xiaohongshu, TikTok and other online social platforms. At present, hotel companies are in the prime time of development, and the marketing of online social platforms is in the window period. How to effectively use network marketing channels to increase the popularity of hotels, establish a good brand image, and improve the economic development of hotel companies is an important issue that must be studied in depth in the current hotel industry. The hotel must firmly grasp the low-cost, high-efficiency, huge user group, and rapid information dissemination platform of online marketing, carry out suitable online marketing activities, enhance the awareness of the hotel's brand image, increase the brand awareness of the hotel, and attract more customers. Those practices will enhance consumer purchasing behavior.

The study found that network marketing has the advantages of the strong interaction, large circulation and globalization. These advantages can not only increase the exposure of the hotel, satisfy the dissemination and communication of a large amount of information within a short time, and have a wide audience but also effectively help the hotel to form private domain traffic, and then develop its own loyal customers. Therefore, the hotel can combine its own corporate culture, brand image and market positioning to carry out diversified online marketing methods, such as marketing on social networking platforms Weibo and TikTok, and marketing on OTA live broadcast platforms Ctrip, which can enhance the hotel’s brand awareness and lay a solid foundation for the development of hotel companies.

Of course, online marketing is also a double-edged sword. Due to the fast speed and wide range of Internet marketing information dissemination, once negative news occurs, it will have a great influence and destructive power to the hotel’s image. In this case, no matter how much manpower, material and financial resources the hotel invests, it will be difficult to quickly restore the brand image, and it may even bring about a downgrade of the hotel’s brand image. The hotel should pay attention to the authenticity and transparency of information released and be consistent with words and deeds. At the same time, it is necessary to do a good job in public relations filing to ensure the timeliness of problem handling. Think ahead about the outcome, make a plan, and plan ahead to minimize losses.

After studying and reading related literature, it can be seen that there are many factors that affect consumers' purchasing behavior, such as hotel prices and services, which can be discussed in more depth in future research.

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