



Exploring the Combined Elements of Hotel Short Video Marketing Influencing Consumers' Purchasing Decisions

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ABSTRACT

With the development of the Internet and electricity industries, short video drainage pattern emerging in disguised forms, and also caused the attention of many academics and industry. How to use the short novel video marketing to attract consumers, to achieve product sales become a new trend in the development of hotel industry. Articles will collect existing theoretical results, try using the qualitative comparative analysis method to the hotel a short video marketing study. The study found that the combination of five kinds of condition variables path, help explain why the multiple concurrent consumers make buying decisions, open a new situation of the hotel marketing.

Keywords: Hotel marketing; Short video marketing; Purchase decision; The qualitative analysis

1. INTRODUCTION

With the development of digital technology, the change trend of consumption patterns from offline to online already apparent, marketing also will change. Short video as a popular mode of drainage, in each big businesses in order to attract consumers, use the short video for media video marketing also arises at the historic moment. [1] Under the impact of outbreak of nearly two years, making the development of the hotel industry is huge impact, expand emerging short video marketing methods, is a good development opportunity. [2] At present most of the hotel marketing research is the use of mediation or adjust the variables of the empirical analysis, and qualitative analysis methods of this study is through, around a short video. In the path of the composite elements under help hospitality industry to improve the way of marketing, and enrich the research in this field.

2. LITERATURE REVIEW

2.1 A short video marketing

Short video marketing is the Internet as the background, in a short video shot content, on the basis of businesses use the platform for product publicity, guide consumption. Short video marketing based on the earliest short video, and the rise of the birth of comparing with the traditional graphic form, the spread of short video not only has the strong force, and provide a more stimulating sensory experience marketing platform. [3] Headed by trill short video platform, can provide accurate content, based on user preferences, qualitative content creation will users sensory experience to achieve the best effect,

will be a short video marketing content accurate output, enhance the marketability of the product and user acceptance. [5] Marketing to have very good value-added effect, Therefore, predicted audience preferences and guide the audience to choose can better satisfy the audience's preferences and needs. [7] Short video users is not only paid for knowledge, has strengthened the emotional value, promote new pattern of electricity. Under the action of emotional marketing to further expand, make consumers produce perceptual cognition, stimulate the potential customers. [4]

The current related research has certain limitations, such as the short video marketing single element or multiple elements impact on the marketing strategy of independent, rarely involved in portfolio analysis. This study based on hotel short video marketing content and form, the premium content, information interaction, appetite, opinion leaders and emotional value to relevant variables, to explore the correlation between composite elements and results.

2.2 Consumers purchase decisions

Consumer behavior in purchase decision-making stage is the collection of target product information to consumers, to meet the demand of their own preferences and the independent purchase behavior. [8] Consumers' positive influence on purchase intention in the study of network evaluation, contradictoriness network evaluation form the perceived usefulness of more help to improve the purchase intention. [9] Brand short video story more strong, easy to struck a chord with consumers, in the video content of brand "myself", to help consumers access to valuable information, widely to improve

purchasing desire. [10] In conclusion, the main purpose of business is to purchase behavior, still less, the discussions of the short video marketing factors, and most of the point of view based on consumer perspective,

research results of the single, how to use the short video to stimulate consumer purchasing behavior is voluntary, active take place. Therefore, this article puts forward the theoretical model is shown in figure 1.

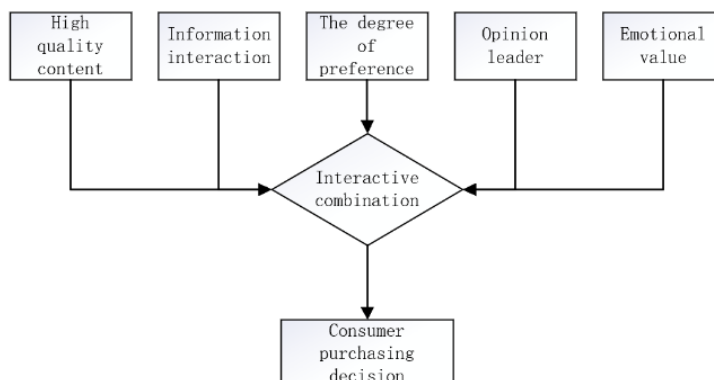


Figure 1: Theory model

3. RESEARCH METHODS

3.1 Fuzzy-Set Qualitative Comparative Analysis

Namely fsQCA fuzzy qualitative comparative analysis method, considering the interaction of multiple factors and multiple paths resulting results together.[12] Based on the holistic perspective, combining the advantages of qualitative and quantitative analysis, the condition variable combinations of different paths, to explore the existence and lack of the result variable, this is can't fully explain the traditional quantitative analysis method. This paper will analyze the data of the necessary conditions that affect the outcome variables, and explore

the influence of the combination factor path of hotel short video marketing on consumers' purchasing decisions.

3.2 Sample statistics

Rely on third-party data monitoring platform for the use of check (Dou Chacha), the trill hotel account information collection, according to the amount of fans, comments, amount, thumb up, work quantity, volume, a comprehensive evaluation before selecting 20 accounts as the analysis object. Follow the principle of random, timeliness, fairness, hotel product evaluation extracted from 20 account user for online questionnaire. The investigation, a total of 265 questionnaires, 242 valid questionnaires, the questionnaire recovery rate was 91.3%.

Table 1: Statistical questionnaire sample(N=242)

Variable	Characteristics	Sample	Accounted for
Gender	Male	117	48.35
	Female	125	51.65
Age	Under 18 years old	9	3.72
	18-25 years old	105	43.39
	26-35 years old	77	31.82
	36-45 years old	42	17.36
	Over 46 years old	9	3.72
Education background	High school and the following	24	9.92
	College	66	27.27
	Undergraduate course	116	47.93
	Master degree or above	36	14.88
Disposable income	Less than 3000 yuan	54	22.31
	3001-5000yuan	61	25.21
	5001-8000yuan	76	31.4

	More than 800 yuan	51	21.07
Internet booking frequency (monthly)	1 to 2 times	61	25.21
	3 to 4 times	64	26.45
	5 to 6 times	72	29.75
	6 times or more	45	18.6
Internet booking consumption (monthly)	Less than 300 yuan	55	22.73
	301-600 yuan	88	36.36
	601-900 yuan	43	17.77
	More than 900 yuan	56	23.14

From table 2, through the test reliability and validity of the questionnaire, the reliability coefficient of variable value of 0.856, shows that the questionnaire reliability high. In the factor analysis method to the validity of the questionnaire structure, according to the analysis of KMO value of 0.789, is greater than 0.7, indicates that the questionnaire item correlation is better.

Table 2. Reliability and validity analysis

Name	Cronbach α	KMO
High quality content	0.856	0.789
Information interaction		
The degree of preference		
Opinion leader		
Emotional value		
Consumer purchasing decision		

3.3 Measurement and calibration

Before analyzing fsQCA configuration, the most important step is the measurement and calibration of the

Table 3 A necessary condition for analysis

Condition variables	Consumer purchasing decision		~ Consumer purchasing decision	
	Consistency	Coverage	Consistency	Coverage
High quality content	0.640	0.775	0.770	0.623
~ High quality content	0.689	0.817	0.722	0.573
Information interaction	0.638	0.830	0.743	0.646
~ Information interaction	0.728	0.809	0.805	0.598
The degree of preference	0.667	0.812	0.791	0.645

original data, the purpose of which is a collection of 0 and 1 case data can be converted to membership. Calibration standard is: the intersection 0.5 loci, completely not belonging to 0.05 loci, completely under 0.95 loci. [6] In this study, according to item Richter scale will cross the threshold value is set to 3, 1 for incomplete part, calculate the transformation value of Calibrate function from the original data through fsQCA software.

4. THE RESULTS OF THE ANALYSIS

4.1 A necessary condition for analysis

The necessity of the condition of a single test is the first step in analyzing the configuration, the purpose is to verify a single factor condition variables can prompt the result of purchase decision. When testing the consistency level of more than 0.9, so the condition variables can be as a result of the necessary conditions. [11] Test results of this study data as shown in table 3, all level of consistency condition variables are less than 0.9, so there is no necessary conditions affect the purchase decision and purchase decisions.

~ The degree of preference	0.708	0.835	0.770	0.607
Opinion leader	0.568	0.806	0.673	0.639
~ Opinion leader	0.746	0.773	0.796	0.552
Emotional value	0.653	0.779	0.778	0.621
~ Emotional value	0.683	0.821	0.723	0.582

4.2 Configuration analysis conditions

Necessary analysis of the conditions different from the configuration analysis is caused by the different configuration of multiple conditions constitute the adequacy of the result, clear adequacy level of consistency and should not be less than 0.75. Frequency based on the determination of threshold should be

according to the sample size, small sample of the threshold value is 1, large sample threshold can choose 2 or 3. [13] It can be seen from Table 4 that the consistency of the five configurations is 0.946, 0.971, 0.994, 0.960 and 0.993, respectively. The overall consistency is 0.904, the overall coverage of 0.671. Show that the five kinds of condition variable configuration can make better explanation to consumer purchase decisions.

Table 4 Configuration analysis conditions

Condition variables	Results				
	1	2	3	4	5
High quality content	●	⊗	●	●	⊗
Information interaction		●	●	⊗	●
The degree of preference	●	●	●	●	●
Opinion leader	⊗		⊗	●	●
Emotional value		⊗		⊗	●
Consistency	0.946	0.971	0.994	0.960	0.993
The initial coverage	0.409	0.360	0.376	0.394	0.319
The only coverage	0.063	0.007	0.007	0.013	0.014
Solution coverage	0.904				
Solution consistency	0.671				

Note: ● or ● said core conditions or edge conditions exist, ⊗ or ⊗ said core condition or edge does not exist. Blank said dispensable.

- Configuration 1: High quality content * The degree of preference * ~ Opinion leaders (" * "say" and ";"~" said "no", the same below), if the contents of the hotel is a short video quality, and meet consumer preferences.
- Configuration 2: ~High quality content*Information interaction*The degree of preference*~Emotional value.

- Configuration 3: High quality content*Information interaction*The degree of preference*~Opinion leader.
- Configuration 4: High quality content* Information interaction* The degree of preference*Opinion leader*~Emotional value.
- Configuration 5: ~High quality content*Information interaction*The degree of preference*Opinion leader* Emotional value.

5. CONCLUSIONS AND RECOMMENDATIONS

Hotel is a short video marketing influence consumer purchase decision five paths, appetite in five configuration, high quality content is also one of the four configuration. So preference degree and high quality content as a condition of the core, in the process of consumers to make purchase decision plays an important role.

This article research significance mainly lies in the fact that short video marketing is often through a variety of means to attract consumers, visual display, to provide comprehensive make up for the hotel operators and hotel information span between households delayed, reduce the distance between businesses and consumers. In the follow-up research will combine market star hotel, medium and low user evaluation was improved. For the different needs of customers with reasonable hotel marketing products and services, reasonable flow specification live hotel resources.

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