



VAASAN AMMATTIKORKEAKOULU  
VASA YRKESHÖGSKOLA  
UNIVERSITY OF APPLIED SCIENCES

Min Chen

# NICHE MARKETS FOR TRADITIONAL TRAVEL AGENCIES IN CHINA

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## **Acknowledgment**

I started this research in May 2011. After 5 months of intensive work I went back to my hometown in China, where I got married at 2012. Before and right after my marriage I had a lot of international travels (Finland – China – Japan – China - USA). In 2013 my daughter was born in Pittsburgh, the United States of America.

Migration and life changes made this paper finishing much slower than I expect. So I would like to express my gratefulness to my supervisor, Mikko Peltola, not only for his help and guidance all through the process, which I learned so much things from, but also for supporting me all the time and understanding my situations.

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## ABSTRACT

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Social media is becoming more and more important in our daily life as it influences the ways people live and how they think. For example, people no longer just rely on traditional travel agencies for travelling. Thus, how traditional travel agencies survive in such transformation is crucial. In order to find connections between social media and travel agencies marketing strategies, quantitative research was introduced to encourage and help the traditional travel agencies to find their niche market by using social medias. The empirical part of deducting the research is to design a survey questionnaire, which was based on several important theory frameworks, such as the characteristics affecting consumer behavior and the big-five-personality model. By analyzing the results of our survey, we found the connection between social media and travel agencies, and that is the niche markets do exist. For instance, young people are more enthusiastic in finding new ways to travel, for example personal designed tourism products.

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Key words: niche markets, potential customers, social media

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*PART ONE: THESIS INTRODUCTION*

## 1 INTRODUCTION

Social media, which relates to the sharing of information, experiences, and perspectives throughout community-oriented websites, is becoming increasingly significant in our online world. Blogs, social networks like Facebook, and microblogging platforms like Twitter are simply technologies that foster communication, sharing, and collaboration. These highly networked technologies make massive, global online communication accessible to anyone with an Internet connection. (Barefoot & Szabo 2010:3) Thanks to social media, the geographic walls that divide individuals are crumbling, and new online communities are emerging and growing. (Weinberg 2009:1)

Modern technology has greatly increased the amount of information available to share, it has allowed everyone to participate in creating and delivering information to family, friends, and colleagues. Everyone has the ability to function as citizen journalists or market mavens. Social media is about enabling conversation. It is also about the ways that this conversation can be prompted, promoted, and monetized. (Safko & Brake 2009:4)

In the past, due to the lack of practical information about travelling and destinations, traveling decisions were highly depend on consulting useful information from the third parties, such as experienced friends, newspapers, medias, and typically, travel agencies, etc. However, the accumulation of people's travel experiences, and the easy accessibility of Internet based information searching gives people full competence for doing travel search by themselves today. Internet has changed how people's way of living. In tourism, people can planning their entire travel online, they can also choose the way they make payments. In addition, tourists can even get the latest information such as weather forecast and delivery in real time through Internet, which will provide great flexibility during their travel. (CNN 2012)

In China, there are tens of thousands of travel agencies, and the majority is still selling mass tourism products mainly. This makes the whole tourism market more competitive. Many travel agencies are facing a very pressured situation, and only

some well-established travel agencies can still get decent profit by their reputation or fixed share of regular customers, less well-known agencies need to work really hard to keep their business running regularly. This situation makes those travel agencies more cautious in choosing their products, many of them insist to sell and promote the most popular products instead of creating more optional ones for niche segments. It limits their future development a lot, and in the end, it will eventually affect the service quality and the business results of the companies.

Demand and supply relationship is very important in any market, as well as in tourism market. For a travel agency, it is very crucial to get aware of what is happening and what are the newest trends today, so that they can prepare better for future development. While, as the people's living standard is getting higher and higher, the simple demand and supply relationship between the companies and customers is becoming insufficient. The new market is becoming more diverse, mass tourism is still having the biggest share in the market, but the market also need more diversified products to satisfy other kinds of consumers.

In the age of new media, tourism industry, as one of the biggest industries in the world, needs to brand itself in a new way. Considering the huge influence of high technology and social media on people, this research is going to study deeper the connection between the social media and travel agency marketing, in order to develop niche markets for travel agencies in China.

## **1.1 Theoretical Framework**

In this paper, the theory part consists of four chapters. Firstly, in chapter 4, researcher will generally introduce what is Internet marketing, then will talk more about social media marketing, for example what is social media marketing, how it works in today's markets, later on will discuss the differences between social media marketing and traditional marketing in multiple aspects;

Chapter 5 will start with the basic theory of marketing and market segmentation, then talk about what is niche marketing, how it differ from market segmentation, the key points of niche marketing, finally will demonstrate niche market's traits;

Chapter 6 will present Philip Kotler's theory of characteristics affecting consumer behavior, which consists of the cultural factor, social factor, personal factor and psychological factor. The researcher will combine these with other theories to demonstrate how those four factors will affect consumer behavior.

In chapter 7, Digman's Big Five Personality Model will be introduced. The big five personalities are extraversion, agreeableness, conscientiousness, neuroticism and openness by separately. Those five personalities combined with its traits will be later used for composing the empirical research designing.

## **1.2 Research Problem**

The main research problem is to study how and to what extent customers interested in niche travel products use social media in their travel selection process. There are 3 sub-questions under the main research question: what kinds of customers belong to niche segment customers; what kinds of social media they prefer to use; what kinds of travel information/products they are looking for in social media.

The main objectives are to study how powerful different social media are as a marketing tool in the new media time and also to study the level of diversification in travel product offer needed to satisfy the niche segment customers.

## **1.3 Thesis Structure**

The thesis consists of 5 parts. See the chart below:

**Figure 1: Thesis Structure**

The first part is the introduction part, which started by thesis introduction, then introduced the theoretical framework, the goal of this thesis, and the thesis structure.

The second part of this thesis will talk about some background information about China. In this chapter, the researcher will explain the development of Chinese tourism industry, and the changes of Chinese peoples leisure life along with those developments. Later will use some secondary data to introduce the current situation of social media in China.

Then the third part is the theory framework. First the researcher will explain the marketing theory in general, then transfer to talk about social media marketing and how it function in markets. Then will talk more about niche marketing, and its traits. The two main chapters of this part is the theory of the characteristics affecting consumer behaviour from Kotler and the Big five personalities model from Digman, those two theories will support the empirical research later on.

The fourth part is the empirical research part, in this part, researcher will introduce the definition of research, the designing process in reality, what kind of research

method will be used, the limitations and hypothesis design, and finally the questionnaire modification process.

The thesis will end with the fifth part of results of the research and summary of the whole thesis. According to the theoretical framework, the research results will be composed by the personal aspects of the results, cultural aspects of the results, social aspects of the results and the psychological aspects of the result, as well as the opinions and suggestions of the respondents towards to the research problems. Finally there will be an analysis of the results by using hypothesis testing, and at the very end, there will be a summary of the whole thesis.

*PART TWO: TOURISM AND SOCIAL MEDIA IN  
CHINA*

## **2 DEVELOPMENT OF TOURISM INDUSTRY**

China has witnessed a rather different way of tourism development compared with many other countries in the world. With China's transition from a planned economy to a market economy, tourism has gradually changed from a political activity into an economic one. It has taken some two decades, beginning from an irregular start, to reach a normal state of development.

Tourism in China started with inbound tourists. For political and economic reasons, tourist services were first provided for visitors from abroad, either overseas Chinese or foreign tourists. Domestic tourism followed after international tourism. Frequent travel away from home is not a Chinese custom, and people who are fond of travel for leisure were considered as good for nothing. Domestic tourism was not recognized and encouraged as a normal consumption activity until the early 1990s.

Outbound travel was limited to officials, businesspeople, or individuals for private purposes. Due to the economic constraints and tight political control at home, as well as visa restriction by outside countries, outbound travel of Chinese residents for leisure did not happen until the mid-1980s. For a long period, outbound trips provided social status or privilege.

During the first three decades after the birth of China, international tourism was considered a diplomatic, rather than economic activity.

Therefore, tourism development was not considered a commercial profit-market business, but rather as a means to win understanding and build up a good image. This approach in the planned economy meant that the provision of tourism services, including hotels, transportation, travel arrangements, and shopping were monopolized by the government. Non-public involvement in any business did not occur before the implementation of the reform policy and openness to the outside world. (Zhang, Pine & Lam 2005:9)

## **2.1 Changes of people's leisure and social life**

After China opened the door to the outside world, as well as the develop of China's economic construction, people's leisure life and living habit changed a lot, especially for young people. Ten years ago, computer was not a daily necessity, people connecting together basically by telephone only, and the mobile phone was not commonly used by ordinary people, the function of that was also limited to calling people. People did not travel very much. The main information resource is from traditional media like TV, newspaper, broadcast. People travel outside have to rely on travel agencies.

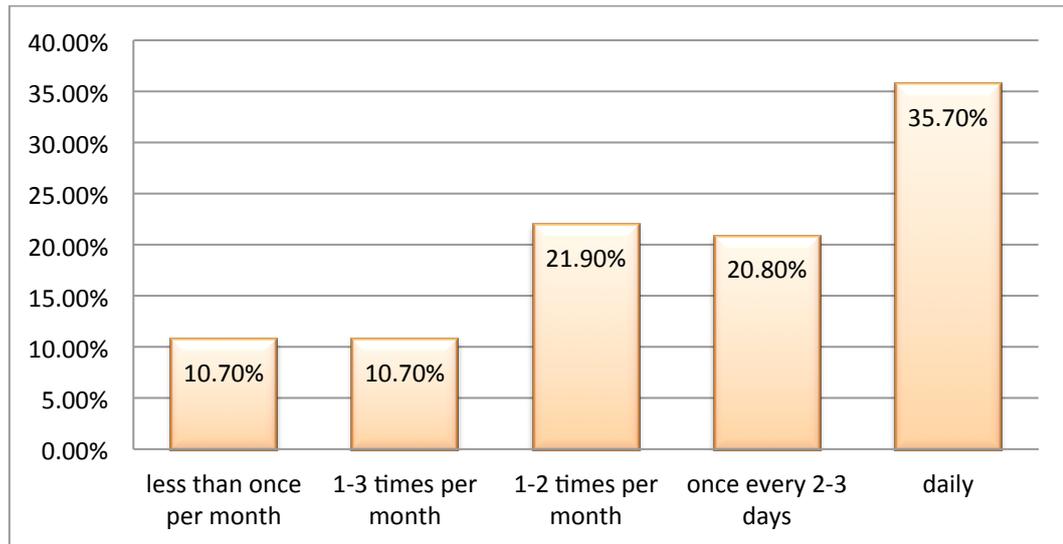
Today, the computer has become a requirement in people's daily lives, thanks to the development of computer technology, people's lives is becoming more and more convenient and easy, web and information development makes the information acquisition and exchange more efficient. It helps people diversify their leisure life, they no longer need to travel somewhere by only relying on travel agencies. More and more information exchanges are happening through Internet.

## **3 SOCIAL MEDIA IN CHINA**

Understanding social media is now an essential part in decision making process for companies operating in China. In the past, such analysis were considered to be a factor of increasing opportunity in business. However, in nowadays, failing to understand consumers' attitude of a company online will result business risks. (Thomas Crampton, Online)

According to DCCI (Date Center of China Internet), 35.7% Chinese netizens visit China social media networks daily. See figure 1 below: (Resonance China, Online)

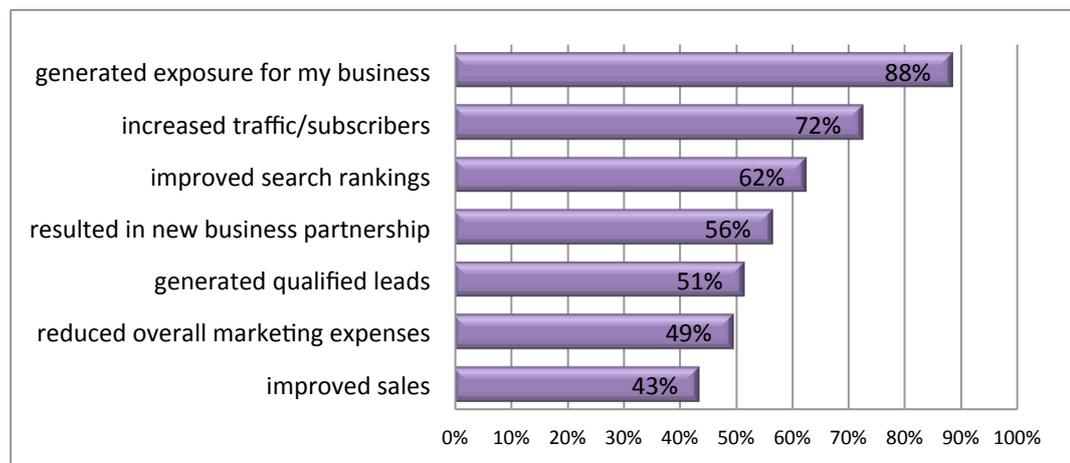
**Figure 2: Chinese Netizens' Social Media Using Frequency**



Netizens in China remain sticky to SNS (Social Networking Services). According to the graph from DCCI, the number of SNS daily users has reached 35.7% (of the whole SNS users). This number tends to keep increasing.

In today's Chinese market, 43% China's marketers use social media for improved sales. See the Figure 2 below:

**Figure 3: Roles of Social Media in Chinese Market**

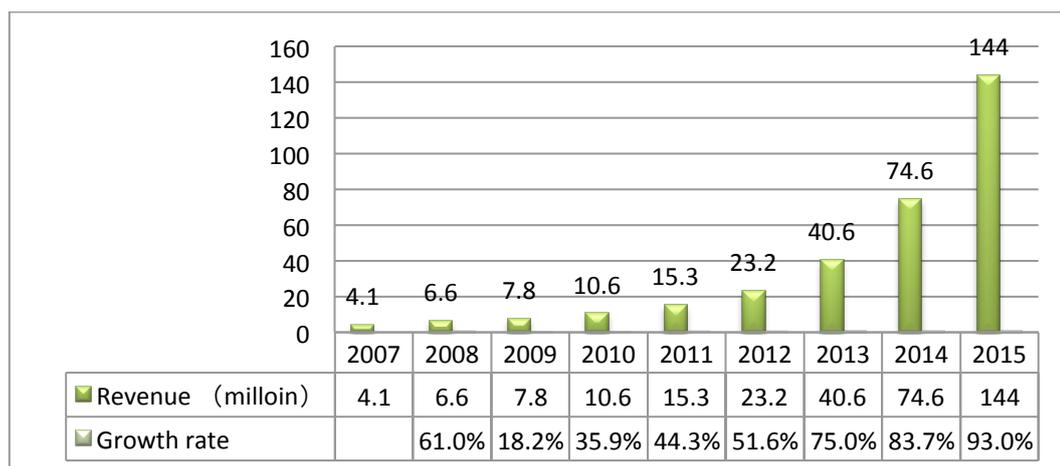


China's entrepreneur believe that social media marketing will greatly increase the exposure of an enterprise, but it will not boost the sales as much. In order to achieve higher revenue, controlling such conversion between these two factors

will become a challenging problem for companies. On the other hand, SMBs and mid-sized firms need to focus more on social media marketing since it can generate more effects than tradition channels and the cost is lower as well. (Resonance China, Online)

Up to 2010, China social media marketing revenue already have 1.06 billion. (Resonance China, Online)

**Figure 4: China Social Media Marketing Revenue in 2010**



According to DCCI, the yearly growth rate of the revenue of Internet community marketing (BBS, social media marketing) turns out to be 35.3% in 2010, and by estimate it will keep increasing in the next 5 years, while the revenue growth rate of search engine marketing, video marketing will decrease by 30%-40%.

*PART THREE: THEORETICAL FRAMEWORK*

## **4 SOCIAL MEDIA MARKETING**

E-marketing is any type of marketing activity that needs some form of interactive of technology for its implementation. (Dann & Dann, 2011) As the technology evolved, the amount of options increased, and more former techniques started to appears; and this was the initiation of Internet marketing. Internet marketing is the evolution of online advertising and e-commerce. The Internet offers a market of 1 billion users daily. (Todaro 2007:22-23)

Social media marketing is using social media channels to promote your company and its products. This type of marketing should be subset of your online marketing activities, complementing traditional web-based promotional strategies like email newsletters and online advertising campaigns. Social media marketing qualifies as a form of viral or word-of-mouth marketing. (Barefoot & Szabo 2010:13)

Communities exist in different shapes and sizes throughout the Internet, and people are talking among themselves. It is the job of social media marketers to leverage these communities properly in order to effectively communicate with the community participants about relevant product and service offerings. Social media marketing also involves listing to the communities and establishing relationships with them as a representative of your company. (Weinberg 2009:3)

### **4.1 Differences between Social Media Marketing and Marketing**

E-marketing is rapidly growing in significance and is having a direct impact upon traditional marketing strategy and operations. (Harris & Dennis 2008) Marketing's goals will remain the same as they have always been, to attract and retain customers. However, marketing's role has changed, and the social web is promoting that change. (Weber 2007:17)

Marketing to the social web is not about you getting your story out, it is about your customers. It is about being more transparent, earning trust, building credibility. It is about nurturing relationships and dialogue among customers, prospects, your company, and whoever else is active in the community. (Weber 2007:32)

## 5 NICHE MARKETING

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. (Kotler, Bowen & Makens, 2007:13)

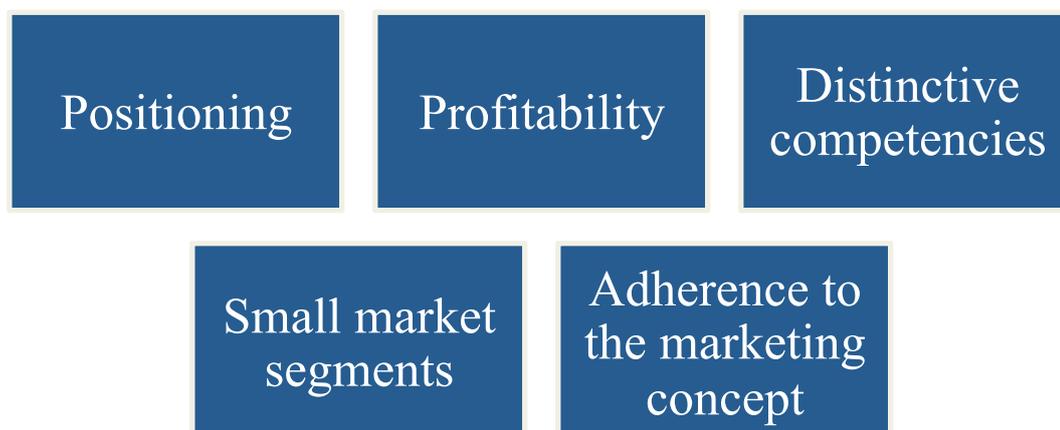
Markets consist of buyers, and buyers differ in one or more ways. They may differ in their wants, resources, locations, buying attitudes and buying practices. Through market segmentation, companies divide large, heterogeneous markets into smaller segments that can be reached more efficiently with products and services that match their unique needs. (Kotler, Wong, Saunders & Armstrong, 2005:391)

Market segmentation can be carried out at many different levels. For example, no segmentation, which is mass marketing, completes segmentation which is micromarketing or something in between which is segment marketing or niche marketing. (Kotler, Wong, Saunders & Armstrong, 2005:393)

According to Shani and Chalasani, segmentation is the process of breaking a large market into smaller pieces. It is a top-down approach. Niche marketing is a bottom-up approach where the marketer starts from the needs of a few customers and gradually builds up a larger customer base. (Shani & Chalasani, 1992)

Target marketing, focused marketing, concentrated marketing, and micromarketing are all used as synonyms for niche marketing. Niche marketing defined by Dalgic as positioning into small, profitable homogeneous market segments, which have been ignored or neglected by others. The definition addresses 5 essential elements of niche marketing, see figure below: (Dalgic, 2006:4-8)

**Figure 5: Five Essential Elements of Niche Marketing**



Niche marketing is totally different from mass marketing. With mass marketing, you appeal to multiple segments with one offering. But niche marketing requires keener understanding of the market. In niche marketing you're also looking for the lowest common denominator, but for a much smaller number of customers. The tolerance for error is much smaller. The need for information is much greater. (Linneman & Stanton, 1991:9) Stanton considers niche marketing as a method to meet customer needs through tailoring goods and services for small markets. (Stanton, Etzel & Walker, 1991)

Most large markets evolve from niche markets. Niche marketing depends on word-of-mouth references and infrastructure development, a broadening of people in related industries whose opinions are crucial to the product's success. (McKenna, 1988) A solid reputation in the minds of the customers is essential to be successful as a niche marketer. (Dalgic, 2006:9)

### **5.1 Niche and it's traits**

A niche is a small market that is not served by competing products. (Keegan, Moriarty & Duncan, 1992) While Kotler consider that a niche is a more narrowly defined group, usually identified by dividing a segment into sub segments or by

defying group with a distinctive set of traits who may seek a special combination of benefits. (Kotler, Wong, Saunders & Armstrong, 2005:393)

According to Kotler and Keller, attractive niche segmentation has some traits list below:

- The customers in a niche market have their specific needs and wants, and they willing pay a price premium to a company who can satisfy their needs and wants the most;
- Niche marketing won't attract other competitor's attention;
- Niche marketers gain economic benefit by specialize design services and products;
- Niche market has sufficient scope, benefit and market potential

(Kotler, Keller 2006:266)

Dalgic considers a niche to be a small market consisting of an individual customer or a small group of customer with similar characteristics of needs. Due to the intensification of competition a shakeout may take place in these markets, leaving only the strongest. Niche marketing may help companies to remain among the healthy survivors. Companies, which want to survive, grow, and to be profitable may be forced to find markets, which have, which may be termed niche characteristics.

- Sufficient size to be potentially profitable;
- No real competitors, or markets which have been ignored by other companies;
- Growth potential;
- Sufficient purchasing ability;
- A need for special treatment;
- Customer goodwill;
- Opportunities for an entrance company to exercise its superior competence.

(Dalgic 2006: 4-5; Kotler 1991: 11-47; LeeFlang 1990)

## 6 CHARACTERISTICS AFFECTING CONSUMER BEHAVIOUR

Consumer behavior includes all of the activities of buyers, ex-buyers and potential buyers from prepurchase deliberation to postpurchase evaluation, and from continued consumption to discontinuance. It extends from the awareness of a want, through the search for and evaluation of possible means of satisfying it, and the act of purchase itself, to the evaluation of the purchased item in use, which directly impacts upon the probability of repurchase. (Alba 1991), (Foxall 2005:15)

According to Kotler, customer consumer behaviours are influenced strongly by cultural, social, personal and psychological characteristics. See figure 7 below:

**Figure 6: Characteristics Affecting Consumer Behaviour**

Cultural	Social	Personal	Psychological	Buyer
Cultural	Reference groups	Age and life-cycle stage	Motivation	
Subcultural	Family	Occupation	Perception	
Social class	Roles and status	Economic environment	Learning	
		Lifestyle	Beliefs and attitudes	
		Personality and self-concept		

(Kotler, Wong, Saunders & Armstrong 2005:256)

### 6.1 Cultural Factor

Culture is the glue that binds groups together. Without cultural patterns--- organized systems of significant symbols--- people would have difficulty living together. (Mooij 2004:26) Culture influences behavior and explains how a group filters Information; In the process of social evolution, people find certain behaviors and values to be adaptive and helpful; others are found nonadaptive even harmful. Helpful practices are shared and rewarded; harmful practices are discarded and discouraged. Over a period of time, useful behaviors, values and artifacts become institutionalized and incorporated as part of culture traditions. (Herbig 1998:12)

Cultural factors exert the broadest and deepest influence on consumer behaviour. The marketer needs to understand the role played by the buyer's culture, subculture and social class. Subcultures include nationalities, religions, racial groups and geographic regions. Many subcultures make up important market segments and marketers often design products and marketing programmes tailored to their needs. (Kotler, Wong, Saunders & Armstrong 2005:256-257)

Nowadays, Chinese consumers get the chance to try out the goods and services around the world as well as experiencing the culture influences bought by the products, and Western products, services and their cultures had become more and more popular in China. As a result, "world shifting" tends to be easier for customers. (Mike Willi)

Along with China's economic development, Chinese people are facing more cultural affect from the outside world. Today, the Mainland Chinese consumer's 21st century value system is comprised of three salient parts: the traditional Chinese value system, the socialist Chinese value system (dominant), and the Western value system which is often regarded like a trend. (The world financial review, Online)

## **6.2 Social Factor**

Buying motives cannot be viewed as purely internal drives; they are strongly related to the social environment. People's behavior is not only determined by their needs and motivations but also by their surroundings and the context in which they make decisions. (Mooij 2004:138)

Reference group theory was promulgated in the 1940s to explain the influence of groups on members, nonmembers, and aspiring members. It suggests that group standards are used to judge individual behavior. (McNeal, 1982:188) Reference group are used by consumers to form their values, beliefs, and attitudes about the consumption process. It form a point of reference to which consumers can compare themselves with others in order to determine the correctness of their attitudes and behaviors. (Hyman 1942; Mowen 1990:464)

Family members can strongly influence buyer behaviour. The buyer's parents make up the family of orientation. Parents provide a person with an orientation towards religion, politics and economics, and a sense of personal ambition, self-worth and love. Even if the buyer no longer interacts very much with his or her parents, the latter can still significantly influence the buyer's behaviour. In countries where parents continue to live with their children, their influence can be crucial. (Kotler, Wong, Saunders & Armstrong 2005:261)

Sociology is a systematic way of looking at familiar institutions, customs, and social problems so as to understand what a society is composed of, how it is organized, and why it behaves as it does. (Myers, Reynolds 1967:196)

A person belongs to many groups – family, clubs, and organisations. The person's position in each group can be defined in terms of both role and status. Each role carries a status reflecting the general esteem given to it by society. People often choose products that show their status in society. (Kotler, Wong, Saunders & Armstrong, 2005:261) The importance of social roles in the buying situation has been pointed by Martineau, "Everything we buy helps us convey to others the kind of people we are, helps us identify ourselves to the world at large." (Martineau 1957:197)

### **6.3 Personal Factor**

A buyer's decisions are also influenced by personal characteristics such as the buyer's age and life-cycle stage, occupation, economic situation, lifestyle, and personality and self-concept. (Kotler, Wong, Saunders & Armstrong 2005:262)

A person's occupation affects the goods and services bought. A person's economic situation will affect product choice. Marketers of income-sensitive goods closely watch trends in personal income, savings and interest rates. If economic indicators point to a recession, marketers can take steps to redesign, reposition and re-price their products. (Kotler, Wong, Saunders & Armstrong 2005:262)

Lifestyle is described in terms of shared values or states or a tastes as reflected in consumption patterns. Personal characteristics are viewed as the “raw” ingredients to develop a unique lifestyle. (Mooij 2004:123) Lifestyle relates to how people live, how they spend their money, and how they allocate their time. Lifestyle concerns the overt actions and behaviors of consumers. (Mowen 1990:198)

According to McNeal, the personality is a collection of all our needs, knowledge, and attitudes. Two other important elements are constructed from these three essential elements, they are personality traits and self-concept. Personality gives direction to consumer behavior and regulates it. The attitudes and knowledge that form personality are records of past experience and representative of the individual's needs, its role as a controller of consumer behavior has caused marketers to become intensely interested in the personality-consuming relationship. (McNeal 1982:84 & 90)

#### **6.4 Psychological Factors**

A person's buying choices are further influenced by four important psychological factors: motivation, perception, learning, and beliefs and attitudes. A person has many needs at any given time. Some are biological, arising from states of tension such as hunger, thirst or discomfort. Others are psychological, arising from the need for recognition, esteem or belonging. Most of these needs will not be strong enough to motivate the person to act at a given point in time. A need becomes a motive when it is aroused to a sufficient level of intensity. A motive (or drive) is a need that is sufficiently pressing to direct the person to seek satisfaction. Psychologists have developed theories of human motivation. (Kotler, Wong, Saunders & Armstrong 2005:268 & 269)

Abraham Maslow, an American psychologist whose best-know works were published in the 1960s and 1970s, developed a theory of motivation based on a hierarchy of needs. A need is a personal requirement. Maslow assumed that humans are “waiting” beings who seek to fulfill a variety of needs. He observed that these needs can be arranged according to their importance in a sequence now known as Maslow hierarchy of needs. (Pride, Hughes, Kapoor 2009: 283)

He posited that the most basic human needs are physiological needs such as hunger and thirst. Freedom from danger is the next need to emerge. When both physiological and safety needs are gratified, the needs arise to love and to be loved and thus to belong. If needs for love and friendship are met the need for the esteem of others emerges. When all the lower deficiency needs are met, higher level growth needs become a concern. The first of these is the cognitive need to know, understand and explore. When this is met the aesthetic need arises for symmetry, order and beauty. Finally, an individual will seek self-actualization, the need to find self-fulfillment, and self-transcendence, the need to connect to something beyond the ego or to help others find self-fulfillment. (Merrick, Maher 2009: 38)

A motivated person is ready to act. How the person acts is influenced by his or her perception of the situation. Two people with the same motivation and in the same situation may act quite differently because they perceive the situation differently. (Taloo, 2007:167)

According to Learning theorists, most behavior of human being is learnt from experience which occurs through the interplay of drives, stimuli, cues, responses and reinforcement and they acquire their beliefs and attitudes during this process. Through doing and learning, people acquire their beliefs and attitudes. These, in turn, influence their buying behavior. A belief is a descriptive thought that a person has about something. These beliefs may be based on real knowledge, opinion or faith, and may or may not carry an emotional charge. (Kotler, Wong, Saunders & Armstrong, 2005:274)

## 7 THE BIG FIVE PERSONALITY MODEL

One of the more prominent models in contemporary psychology is the five-factor model (FFM) of personality. (Digman 1990). In a narrow sense, the five-factor model of personality is an empirical generalization about the covariation of personality traits. (John, Robins & Pervin 2008:159)

To clarify these factors, Tupes and Charistal reanalyzed correlation matrices from eight samples and found “five relatively strong and recurrent factors and nothing more of any consequence” (Tupes, Charistal 1961:14). This five-factor structure has been replicated by Norman (1963), Borgatta (1964), and Digman and Takemoto-Chock (1981), in lists derived from Cattell’s 35 variables. Following Norman (1963), the factors were initially labeled: (See figure below)

**Figure 7: Big Five Personality Model and its Traits**

**Extraversion** talkative , assertive, energetic

**Agreeableness** good-natured, cooperative , trustful

**Conscientiousness** responsible , orderly, dependable

**Neuroticism** anxious, prone to depression , worries alot

**Openness** imaginative, independent minded, has divergent thinking

These factors eventually became known as the “Big Five”, a name Goldberg (1981) chose not to reflect their intrinsic greatness but to emphasize that each of these factors is extremely broad. Thus, the Big Five structure does not imply that personality differences can be reduced to only five traits. Rather, these five dimensions represent personality at a very broad level of abstraction; each dimension summarizes a large number of distinct, more specific personality

characteristics. (John, Robins & Pervin 2008:119) The Big Five personality model was derived by carrying out factor analyses of large numbers of adjectives describing personality traits. (Rothbart 2011:193)

The five-factor theory is among the newest models developed for the description of personality, and this model shows promise to be among the most practical and applicable models available in the field of personality psychology (Digman 1990). Thorough critical attention is given to the proposal that the five-factor model is in fact a great theory. In 1992, Costa and McCrae published the 240-item NEO Personality Inventory---Revised (Costa & McCrae 1992), which permits differentiated measurement of each Big Five dimension in terms of six more specific facets per factor (Costa & McCrae 1995) According to Costa and McCrae, the six facets defining each of the factors can be shown in the figure below:

**Figure 8: Defining Facets for the Big Five Traits Domains, NEO-PI-R facets (30)**

<b>Extraversion (E) facets</b>	<b>Agreeableness (A) facets</b>	<b>Conscientiousness (C) facets</b>	<b>Neuroticism (N) facets</b>	<b>Openness (O) facets</b>
Gregariousness	Modesty	Order	Anxiety	Ideas
Assertiveness	Trust	Achievement Striving	Angry Hostility	Aesthetics
Activity	Tender-Mindedness	Dutifulness	Depression	Fantasy
Excitement-Seeking	Compliance	Self-Discipline	Self-Consciousness	Actions
Positive emotion	Straightforwardness	Competence	Vulnerability	Feelings
Warmth		Deliberation	Impulsiveness	Values

(Costa & McCrae, 1992) (John, Robins & Pervin, 2008:125&126)

Extraversion is characterized by positive emotions, surgency, and the tendency to seek out stimulation and the company of others. The trait is marked by pronounced engagement with the external world. Extraverts enjoy being with people, and are often perceived as full of energy. They tend to be enthusiastic, action-oriented individuals who are likely to say "Yes!" or "Let's go!" to opportunities for excitement. In groups they like to talk, assert themselves, and draw attention to themselves. (Wikipedia, Online) Costa and McCrae (1992) identify six facets that correspond to each trait or domain. For example, individuals who exhibit extraversion are gregarious, assertive, warm, positive, and active, as well as seek excitement.

Agreeableness is a tendency to be compassionate and cooperative rather than suspicious and antagonistic towards others. The trait reflects individual differences in general concern for social harmony. Agreeable individuals value getting along with others. They are generally considerate, friendly, generous, helpful, and willing to compromise their interests with others. Agreeable people also have an optimistic view of human nature. They believe people are basically honest, decent, and trustworthy. (Wikipedia, Online) Six facets defined the trait that is often referred to as agreeableness: trust in other individuals, straightforward and honest communication, altruistic and cooperative behaviour, compliance rather than defiance, modesty and humility, as well as tender, sympathetic attitudes (Costa & McCrae 1992).

Conscientiousness is a tendency to show self-discipline, act dutifully, and aim for achievement against measures or outside expectations. The trait shows a preference for planned rather than spontaneous behavior. It influences the way in which we control, regulate, and direct our impulses. (Wikipedia, Online) The six facets that correspond to conscientiousness relate to the degree to which individuals are competent, methodical--preferring order and structure, dutiful, motivated to achieve goals, disciplined, and deliberate or considered (Costa & McCrae 1992).

Neuroticism is the tendency to experience negative emotions, such as anger, anxiety, or depression. It is sometimes called emotional instability. Those who score high in neuroticism are more likely to be impacted by stress situations and their negative emotional reactions will happen more frequently and last longer than usual people. These problems in emotional regulation can diminish the ability of a person scoring high on neuroticism to think clearly, make decisions, and cope effectively with stress. (Wikipedia, Online) The six facets that underpin neuroticism, as defined by Costa and McCrae(1992), relate to the extent to which individuals exhibit anxiety, depression, and hostility as well as feel self conscious, act impulsively, and experience a sense of vulnerability, unable to accommodate aversive events.

Openness represents the general appreciation for different kinds of things. People have high score in Openness are tend to be more creative and curious, while people with low scores tend to have more conventional. People with low scores on openness tend to have more conventional, traditional interests. They prefer the plain, straightforward, and obvious over the complex, ambiguous, and subtle. They may regard the arts and sciences with suspicion or even view these endeavors as uninteresting. (Wikipedia, Online) Openness to experience is the final trait, which relates the extent to which individuals are open to fantasies, aesthetics, feelings, as well as novel actions, ideas, and values (Costa & McCrae 1992). Open individuals prefer novel, intense, diverse, and complex experiences (McCrae 1996). In contrast, closed individuals prefer familiar tasks and standardized routines (McCrae, 1996).

## **8 SUMMARY OF THE THEORETICAL FRAMWORK**

Strategy is about increasing the probability and frequency of buyer behaviour. Requirements for succeeding in doing this are to know the customer and understand the consumer's needs and wants. (Donal Rogan 2007) It makes the three factors even more important to work together as a whole, the three factors are the main aspects that have been introduced in the theory part of this paper, which are marketing, the consumer behaviour and the Big Five Personality Model.

In the theory part, firstly researcher introduced the basic information about marketing and its classifications, then an introduction of social media was given, and its position in the Chinese market, of which the most powerful social media will be used in the empirical research process due to its representativeness. The characteristics affecting consumer behaviour study is for later use for building customer profiles, the empirical research will use some indicators to classify different kinds of customers according to those characteristics, combined with other travel needs related questions, in order to find connection among them. By analyzing the empirical result, it is attempted to achieve the result of the people with specific characteristics prefer to use specific social media for satisfy themselves specific travel related needs. The results analysis will show whether different type of people belong to the niche markets.

*PART FOUR: EMPIRICAL RESEARCH*

## **9 EMPIRICAL RESEARCH**

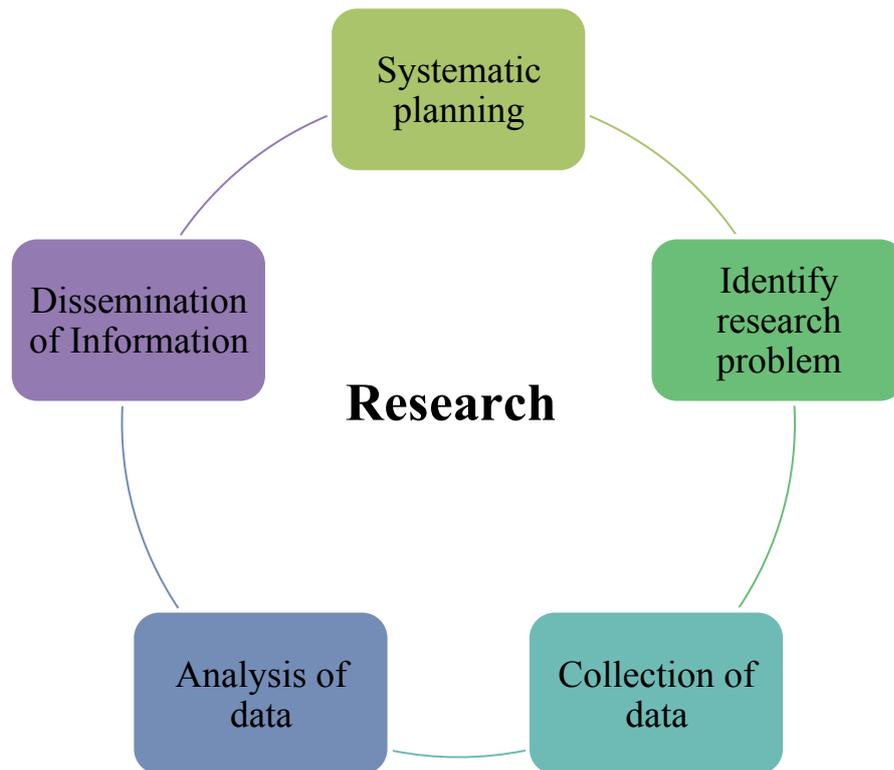
As mentioned in previous research introduction chapter, the research problem is trying to find out whether the niche segment customer prefers to use social media for travel purposes. In order to solve the problem properly, more detailed questions were created for solving, such as what kind of niche segment customers there are, what kind of social media they prefer to use, and what kind of tourism products or services they are looking for. This chapter will also introduce the empirical research method and limitations, empirical research design, questionnaire design and modification, and empirical problems solving details.

### **9.1 Research**

Research is the systematic process of collecting and analysing information to increase our understanding of the phenomenon under study. It is the function of the researcher to contribute to the understanding of the phenomenon and to communicate that understanding to others. (Pearson Prentice Hall, Online)

To be more specific, research is the systematic and objective identification, collection, analysis and dissemination of information for improving decision making related to the identification and solution of problems and opportunities. (Hamersveld & Bont 2007:60)

**Figure 9: Research Definition**



## 9.2 Research Design

Two different approaches can be identified which link theory, method and evidence. Theorising can take place before the research enquiry, and a deductive approach taken, or theorising can take place after the research, employing an inductive approach. The theory testing approach (deductive) is usually associated with quantitative data, whereas the theory construction approach (inductive) is more commonly associated with qualitative data. (Finn, Elliott-White & Walton 2000: 15)

This research is conducted with deductive approach. In the theory part of this paper, the researcher introduced Kotler's theory of characteristics affecting consumer behaviours; and the theory of consumer decision process; the Maslow's Hierarchy of Needs model, and the niche segmentation traits theory. In the empirical research process, the researcher will collect data according to those theories. More about research method and limitation, questionnaire design and modifications will be introduced in the following part.

### 9.3 Research Method and Limitations

Research method classifications, according to Finn, Elliott-White & Walton (2000: 8), are divided into three types: quantitative research method, qualitative method, and combined method, which is a combined method of quantitative method and qualitative method.

Quantitative research is "Explaining phenomena by collecting numerical data that are analysed using mathematically based methods (in particular statistics)". (Aliaga & Gunderson 2002)

Use quantitative research methods in market research when:

- You want to know “how many” and/or “how often”.
- You want to profile a target audience by determining what proportion of the audience has certain behaviours, behavioural intentions, attitudes, and knowledge related to the health concern, and whether specific determinants predict behaviours at a statistically significant level.

When conduct quantitative market research generally involves:

- Surveying a large group of people (usually several hundred), and
- Using a structured questionnaire that contains predominantly closed-ended, or forced-choice, questions.

(Quantitative Research Methods, Online)

This research is aimed for marketing purpose in the end, according to the research problem, the research is trying to get information about niche segment customers. Hence, in order to obtain the goal, the researcher chooses to conduct the empirical research by using the quantitative research method. This method is the best way to build a customer profile by surveying a large target group of people by using questionnaire.

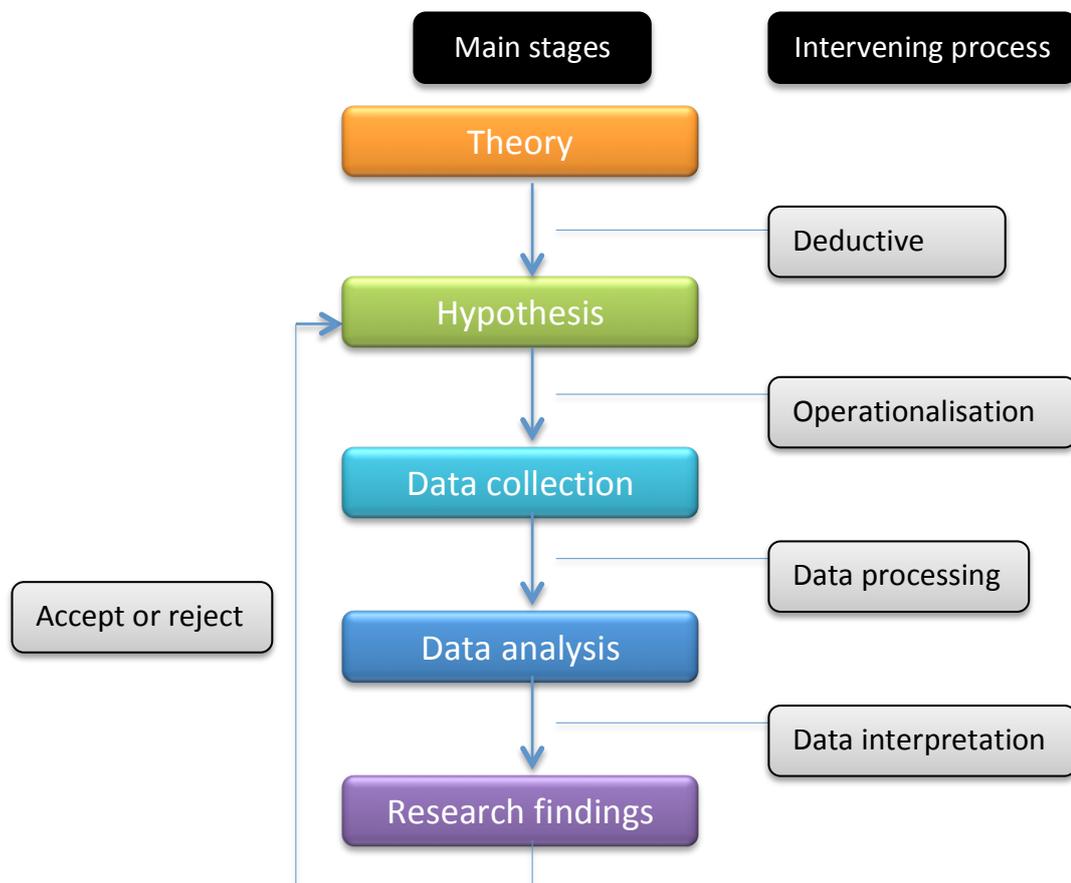
Due to the main object is for Chinese travel agencies to develop their niche markets, so the target group of this research will only focus on the netizens in

China. In another words, the research results maybe only valid in Chinese tourism markets.

#### 9.4 Hypothesis

A hypothesis is an explanation for a phenomenon, which can be tested in some way that ideally either proves or disproves the hypothesis. (Wise Geek, Online) According to Finn, Elliott-White & Walton (2000), the hypothesis is the key element in deductive research. The process of deductive can be seen in more detail in the figure below:

**Figure 10: The Process of Deductive Research Method**



Deductive research approach process starts with theory, and from that theory, a number of concepts are identified which form the basis of the research. The concepts identified are then set out as a series of hypotheses, which will be tested by collected data. Before the hypotheses can be tested the concepts are

operationalized into variables/indicators that can be measured in quantitative terms. Data are then collected, analysed and the hypotheses are either accepted or rejected. If accepted, then the theory is assumed to be corroborated by the empirical evidence as a valid explanation.

The hypothesis that will be tested is called the null hypothesis, and the only other possibility is the null hypothesis is not supported, then that hypothesis is called alternative hypothesis. (Downing & Clark 2010)

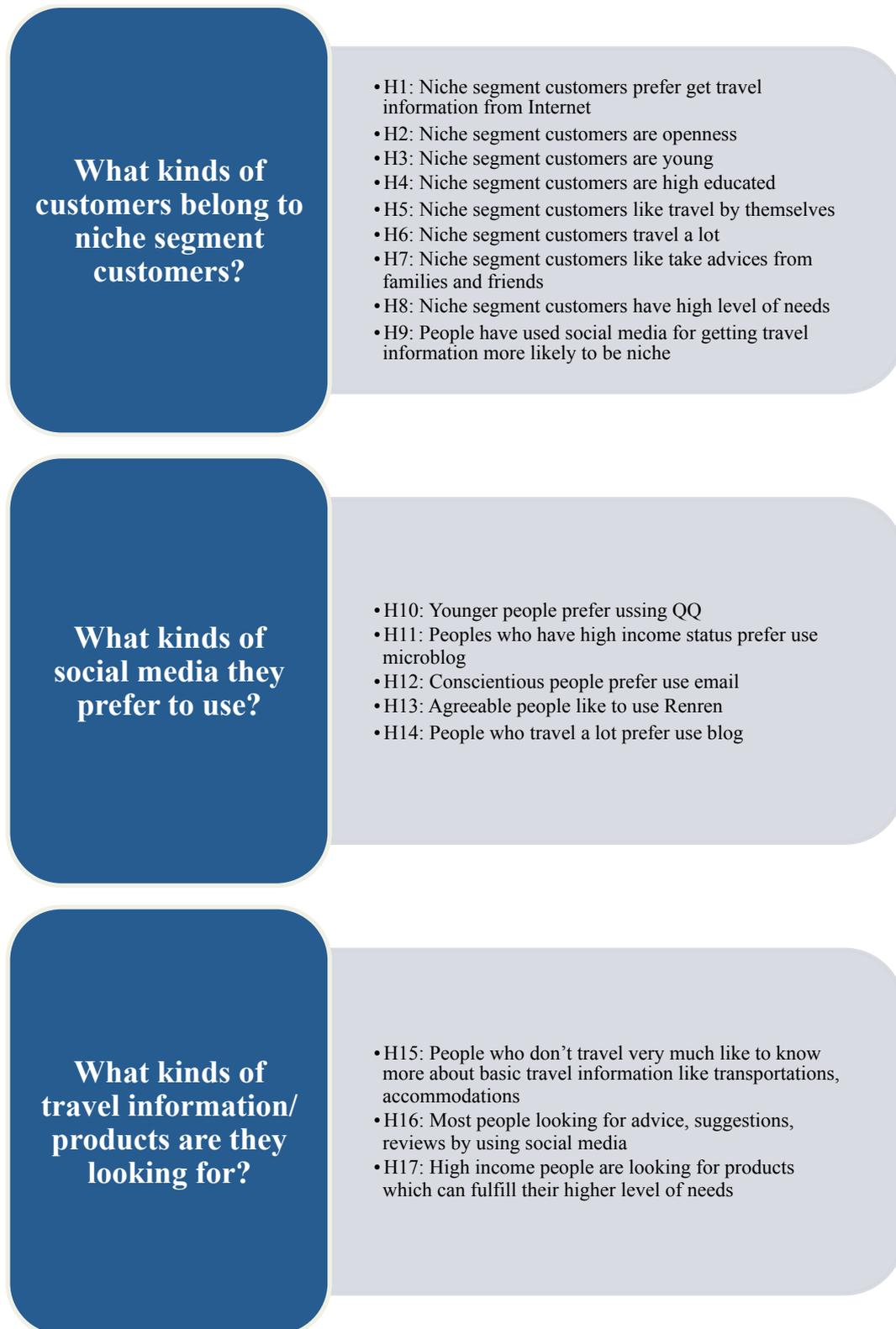
In this research, hypotheses were made according to the research problem, and there are three sub-questions of the research problem, they are listed below:

**Figure 11: Research Sub-questions**

- 1. What kinds of customers belong to niche segment customers?**
- 2. What kinds of social media they prefer to use?**
- 3. What kinds of travel information/products they are looking for?**

There are 17 hypotheses all together in this research, all the hypotheses are made for test the sub-questions of the research problem, so that can solve the research problem in the end.

**Figure 12: Research Hypotheses**



## 9.5 Survey Questionnaire Design

Survey research involves asking participants direct questions either as part of a face-to-face interview, by telephone interview or by post. The normal survey tool is a series of printed questions in the form of a questionnaire or interview schedule of some sort. The purpose of the questionnaire is to obtain reliable and valid data on the subject being researched. The key objective of survey research is to obtain data which is representative of the population. (Finn, Elliott-White & Walton 2000: 87)

The survey type used in this research is self-administered bilingual e-questionnaire. The questionnaire design platform is a Chinese survey website Ask Form. The finished e-questionnaire link was sent to chat rooms, tech forums, blog channels, microblog channels and by email.

There are 20 well-structured questions in total. According to the objective, the aim of the questionnaire is to collect respondents' profile about their travel consuming preferences, and their preferred social media types. In line with the characteristics affecting consuming behaviour theories, the final questionnaire was designed by 4 parts.

The first part is the personal information part. It consists of 7 single questions asked about the respondent's age, gender, education, marriage status, occupation, personality, and preferred travelling style. Question 6 is concerned about personality. According to the Big Five Personality theory, there are 15 variables for testing the degree to which the respondents belong to each type of personality.

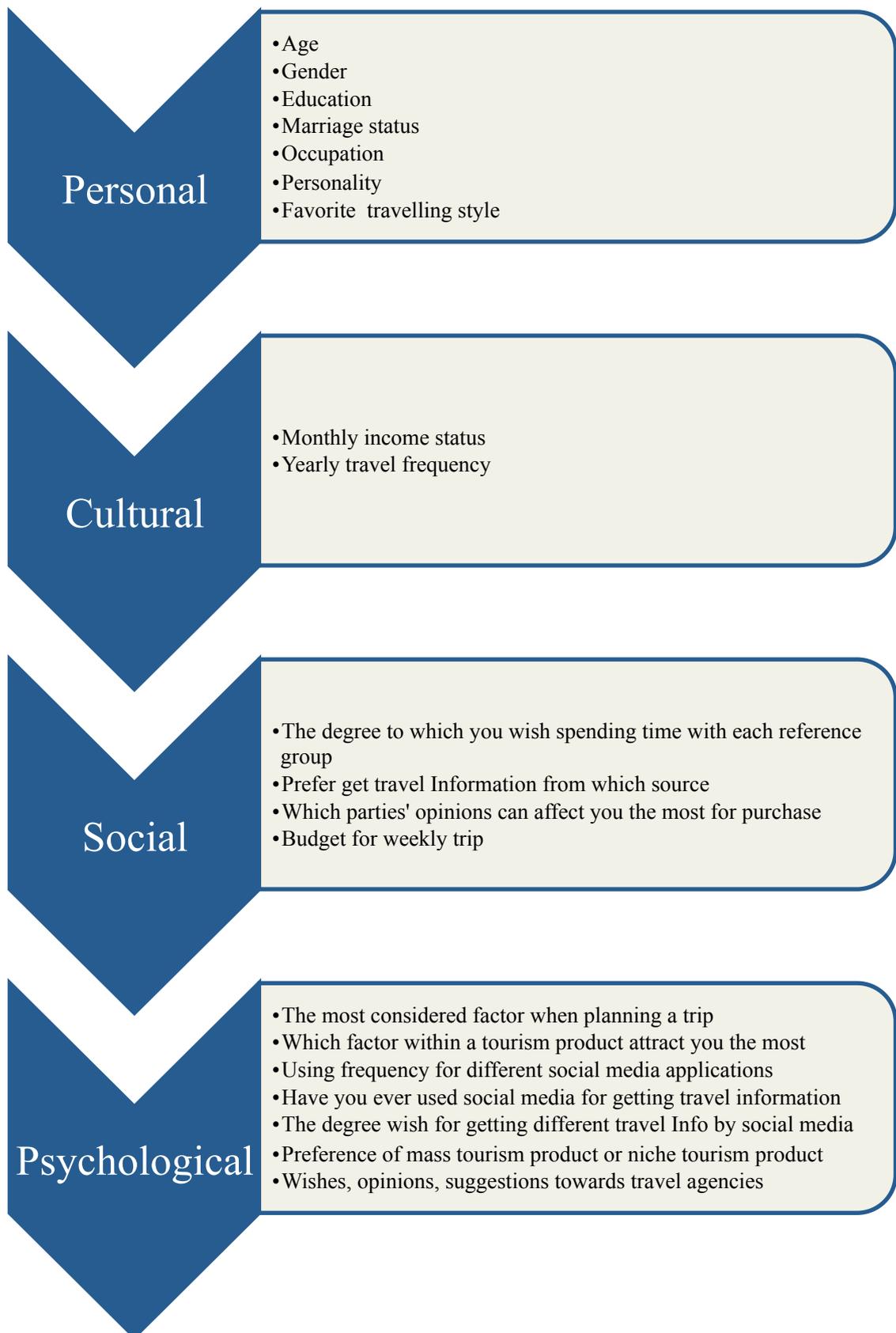
The second part is for getting information about respondents' cultural factor. Question 8 asks about the monthly income, and question 9 asks for the yearly travel frequency, both of them are designed for getting information about the social class of respondents.

The third part includes 4 questions, which reflect the social aspects of respondents. Question 10 is: To what extent do you wish to spend time on each group, which are family, friends, colleagues, and web friends. Question 12 asks about which

part can affect you for purchase, the options are family, friends, professional people, self-instinct, and others. Those two questions are for testing the degree of affection by each reference group, question 12 can also indicate their attitude towards travel professionals. Question 11 asked about the respondents' travel information source, the options include families, friends, TV advertisements, books, magazines, Internet, travel agencies, and others. This question indicates their information acquisition habits, this question also can indicate their attitude towards the travel agencies when they are planning for travel. Question 13 asked about their weekly travel budget, which is used for indicate respondent's roles and status.

The final part is for testing the psychological factor when they plan to consume tourism products or services. Question 14 asked about the most considered factor when planning a trip, options include money, time, climate, destination, body condition, mental condition and others. This shows their motivation for travel. Question 15 is according to Maslow's hierarchy of needs model, and asked which factors within a certain tourism product can stimulate you purchase the most, the results will show what kind of needs they have when planning a trip. Question 16 is asked for their social network application using frequency, from which can show their preference for using them. Options are designed based on China's most popular social network applications survey result. Question 17 asked about whether used social media for getting travel Information before. Continuing with question 18 asked about what kind Information they try to get by using social media. Question 19 is uses 2 examples for testing which they prefer from mass tourism products to niche tourism products. The questionnaire ends with an open question asked about their wishes, opinions, and suggestions towards to today's travel agencies.

**Figure 13: Research Survey Questionnaire Design**



## 9.6 Questionnaire Modification Process

The questionnaire development process included 4 modifications. The original questionnaire included 23 questions in total, some questions about for example age groups, marriage status, personalities, travel frequency per year, the most considered factors when plan a travel, were insufficient options. In the question asked about whether the respondents prefer mass tourism or niche tourism, the concepts were not clear enough for respondents.

In the second version of the questionnaire the problem of insufficient options for some questions was improved. Such as marriage status options rose from 3 options to 10 options, and the personality related question also added more options based on the Big Five Personality theory. Each option includes around 3 different personality traits. And the travel frequency per year, the most considered factors when planning a trip options were all modified to be more comprehensive. When asked about the preference of mass tourism product and niche tourism product, old version asked the concept directly, while in the second version by exempling two cases for better understanding. Some language check done as well.

The third time modification of questionnaire improved the question structure to be more logical according to the theory. Question 17 was added in order to indicate which factors can stimulate people for consuming the most according to the Maslow's theory. Question 20 was added also in order to indicate which kind of travel information people are looking for by using social media. The introduction and fishing words of the questionnaire were improved, which may help for motivate people to answer the questionnaire.

The final version was first tested by 5 respondents, by asking their opinions about the questionnaire design and language and the length, the researcher improved some language problems, and abandoned some irrelevant questions, such as the religion question, question about your attitude towards foreign culture, question about how social media is affecting your daily life, question about will you pay

extra for dreamed tourism product, question about your attitude towards travel agencies today altogether 5 questions. In order to get more accurate results, the researcher improved some questions to be more specific variables, such as the question asked about personality, question asked about preference in getting travel information, question asked about what party's opinion can affect you purchase the most, question asked about the most stimulating factor within a tourism product for you, question asked to what degree you wish get different travel information by using social networks. Another improvement is the frequency of using different social media applications, improved from scale question into rank-ordered question.

*PART FIVE: RESEARCH RESULTS AND SUMMARY  
OF THE THESIS*

## **10 EMPIRICAL FINDINGS**

The respondents of this research are Chinese netizens. The sampling technique used in this case is convenience sampling, which is non-probability sample. The sample unit is per person. The research had 158 respondents during 3 days in total. This will all be used for analysis, so the sample size is 158.

The analyzing tools used in this part are SPSS (Statistical Package for the Social Sciences) and Microsoft Excel. The e-questionnaire results are directly get from the Askform e-questionnaire design website, then the researcher first edits date from nominal variables into numbers with the help of Microsoft Excel, then feeds in all the data to SPSS.

### **10.1 Personal Aspect Results**

**Table 1: Personal Aspect Results**

Personal Information of the Respondents		
	Frequent (N=158)	
	N	%
Gender		
Male	83	52.53
Female	75	47.47
Age		
20 or younger	7	4.43
21 to 25	61	38.61
26 to 30	45	28.48
Above 30	45	28.48
Education		
High school and under	26	16.46
Junior college degree	36	22.78
Undergraduate degree	62	39.24
Master degree	34	21.52
Marriage Status		
Single	37	23.42
In love with someone	43	27.22
Engaged	28	17.72
Married without children	31	19.62
Married with children	18	11.39
Divorced with children	1	0.63
Favorite travelling style		
Backpacker	34	21.52
Self driving travel	46	29.11
Business travel	18	11.39
Group tour	30	18.99
Study tour	26	16.46
Other	4	2.53

The majority age group of respondents is between 21 to 25 year old people. The age range from 26 to 30 and the age group above 30 has the same respondent rate, which account for 28.48%, both of them account for nearly one-third of the total population. Only 4.43% of the respondents belong to the age group 20 or younger. All in all, two thirds of all the respondents are under 30 years old. The gender division between male and female is slightly different. The group of people with an undergraduate degree is the biggest group in, which accounts 39.24% out of the total respondents. The group people with junior college degree and the group

of master degree have very similar results, they are 22.78% and 21.52%, respectively. The smallest group is high school and under degree is only 16.46%. There is no doctor's degree among the respondents in this survey.

27.22% of the respondents are in a relationship, 23.42% of the respondents are single. 19.62% of the respondents are married without children. 17.72% of the respondents are engaged. 11.39% of the respondents are married with children. The group of divorced with children accounts for only 0.63% out of total population.

The most popular choice among all the respondents is self drive travel, which accounts for 29.11% out of total. The 21.52% people chose backpacker as their favorite travel style. Group tour ranks as the number 3 favorite travel style and accounts for 18.99% of the respondents. 16.46% of the respondents chose study tour, and 11.39% of the respondents liked business travel the most. 2.53% of the respondents, which are 4 respondents out of 158 respondents, prefer other travel styles.

## 10.2 Cultural Aspect Results

**Table 2: Cultural Aspect Results**

	Culture Aspect of Respondents	
	Frequent(N=158)	
	N	%
Monthly income status		
Under 1000 CNY (122 euros)	12	7.59
1000-2000 CNY (122-243 euros)	58	36.71
2001-5000 CNY (243.4-608 euros)	50	31.65
5001-10000 CNY (608.4-1216 euros)	37	23.42
Over 10000 CNY (over 1216 euros)	1	0.63
Travel frequency per year		
0 time	59	37.34
1-5 times	57	36.06
6-10 times	42	26.58

The majority respondents' monthly salary range is between 1,000 to 2,000 CNY, which accounts for 36.71% out of total. Then those who have salary range between 2,001 to 5,000 accounts for 31.65%. Nearly one-quarter of the respondents have a high monthly salary, it ranges from 5,001 to 10,000 CNY. Only 7.59% of the respondent have a monthly salary under 1000 CNY. Only one people's monthly salary is over 10,000 CNY.

About one fourth of the respondents travel very often, 36.08% of the respondents travel from once to 5 times every year, and 37.34% of the respondents don't travel.

### 10.3 Social Aspect Results

4 questions were designed for collecting respondents social aspect information. Question 10 is asked about to what degree respondents are willing to spend time with different reference groups. The results are below:

**Table 3: Respondents' degree of the preference for spending time with different reference groups**

		To what extent you'd like to spent time with each group below?				
		families	friends	classmates	colleagues	net friends
N	Valid	158	158	158	158	158
	Missing	0	0	0	0	0
Mean		4.13	4.04	3.79	3.65	3.49
Mode		5	4	3	4	3
Std. Deviation		.868	.789	.837	.923	1.133

The results indicate that the option "spend time with families" ranks the highest compared with other options mode 5. Then the willingness to spend with friends and colleagues are ranks the same. While the degree for their willingness to spend time with classmates and net friends have the lowest degree.

From the results above can be seen that the closer the person the more people would like to spend time with them. Most people feel more comfortable to spend time with the person they know the most, such as families, with the most unknown group of people, they would like to spend the least time with, such as net friends.

The table below shows how many times the respondents had mentioned the travel information source in question.

**Table 4: Preferred Ways of Getting Travel Information**

Preferred Ways of Getting Travel Information	
Sources	Frequent (N=158) Selected times
Internet	155
Friends	115
Books	95
Magazines	91
TV advertisements	49
Families	20
Travel Agencies	8
Others	0

The most chosen option, that is “Internet”, which only 3 respondents did not choose prefer to get travel information from the Internet. Inversely, only 8 respondents chose that they preferred to get travel information from travel agencies. Many respondents prefer to get travel information from friends, which have been chosen 115 times by the respondents. 95 people selected that they prefer to get travel information from books, source magazines has similar rates with option “books”, there are 91 people selected.

Most respondents prefer to believe the information from free resources, like the Internet and friends. Compared with the least important source, the travel agencies, people can gets bigger range of travel Information from the Internet and friends from the hotel types to specific attractions, they maybe feel more comfortable to

believe the word-of-mouth but not the travel agencies, because they do not get any benefit from the respondents but just state their travel experiences.

Question 12 asked about what party's opinions/suggestions can affect the purchase decision the most. The results indicate that the most chosen option is friends, it accounts for 30.38% out of total. The second most chosen option is professional peoples, with the rate 25.32%. Then 20.89% of respondents selected instinct. Only one respondent selected “others” option, and other person vote “Internet” as his/her answer for this question.

**Table 5: The Most Influential Opinion Resources of the Respondents**

The Most Influential Opinion Resources of the Respondents		
	Frequent (N=158)	
	N	%
Families	36	22.78
Friends	48	30.38
Professional people	40	25.32
Internet	33	20.89
Others	1	0.63

Compared to the result of the previous one, it is very interesting that most respondents prefer the most to get travel information from the Internet, while not the most influenced by it when they make their purchase decision. It may indicate that, they only consider the Internet as the perfect tool for gathering travel information, but not the most convincing aspect for them to make a purchase decision, they rather believe the person they know very well such as friends and families, or professional people.

Question 13 asked the budget for a week’s trip of the respondents.

**Table 6: Estimated Budget for a Short Trip of Respondents**

Estimated Budget for a Short Trip of Respondents		
	Frequent (N=158)	
	N	%
Under 1000 CNY (122 euros)	38	24.05

1000-2000 CNY (122-243 euros)	33	20.89
2001-5000 CNY (243.4-608 euros)	59	37.34
5001-10000 CNY (608.4-1216 euros)	28	17.72

The majority (37.34%) selected 2001 to 5,000 CNY as the most suitable choice for their one-week trip budget. Then 24.05% people selected less than 1,000 CNY, only 17.72% people chosen between 5,001 to 10000 CNY as their short trip budget.

#### 10.4 Psychological Aspect Results

Question 14 is designed for obtaining information about people's motivations for travel. The question is what the most considered factor is when you plan a travel. See the results from figure below:

**Table 7: The Most Considered Factor When Plan a Travel**

	The Most Considered Factor When Plan a Travel	
	Frequent (N=158)	
	N	%
Money	15	9.49
Time	30	18.99
Climate	17	10.76
Destination	36	22.78
Body condition	27	17.09
Mental condition	31	19.62
Others	2	1.27

The destination, mental condition, and time are the most chosen options among others. Among three options, the destination is most selected, 22.78%. While the option climate and the option money have lower selection rate. Two respondents selected other options, one of them says the company is the most considered factor, and another person says the most considered factor when planning a travel is depending on whether he or she can meets a surprise friend.

The most considered two factors the respondents are caring about are the destination and the mental condition, while they think money and climate are the

least important things. As mentioned before, more than 70% respondents are younger than 30 years old, which is the perfect age for exploring new things, young peoples take more consideration on their internal factors other than external factors, they tent to be more loyal to what they really want.

Question 15 is: Which factor can stimulate you to buy the corresponding tourism products/services the most? Results show in table below:

**Table 8: The Most Stimulating Factor within a Tourism Products/Services**

The Most Stimulating Factor within a Tourism Products/Services		
	Frequent (N=158)	
	N	%
Gourmet food	15	9.49
High-quality accommodation	17	10.76
Outdoor activities	21	13.29
Safe and reliable environment	23	14.56
Perfect trip for making new friends	15	9.49
Perfect trip for spending time with families	23	14.56
High-end/brand name tourism products	15	9.49
Meaningful travel	29	18.35

The last option, which is meaningful travel, ranks as number 1 as the most selected option (18.35%) among others. Then option “perfect trip for spending time with families” and option “safe and reliable environment” have the same selection rate, 14.56%. Then 10.76% respondents chose outdoor activities. The other 3 options also have the same selection rate 9.94% out of total. The results indicate the respondents require higher level needs other than the basic needs from a tourism product.

Question 16 is a rank order question, which is asked in order to rank the order of the frequency of social media application usage. 158 respondents rated each social media application listed on the score 1 to 5, 1 is the most used social media application, and score 5 is the least used one. So the one receiving the smallest sum is the most popular social media application.

Email is the most used social media application among the respondents, Blog ranks as the second most used social media tool, Microblog ranks in the middle, and the least used social media tools for travel purpose is QQ.

**Table 9: Rank Order of the Most Used Social Media Applications**

Rank Order of the Most Used Social Media Applications	
	Sum of score
Email	337
Blog	341
Microblog	542
Renren	553
QQ	596

Frequent (N=158)

Score range 1-5 (1 is the most used social media tool, 5 is the least used one)

Question 17 asked whether the respondents have used social media applications for getting travel information. The majority (94.94% see table below) have used social media applications for getting travel information. Only 8 respondents out of total of 158 respondents have not obtained travel information by social media before.

**Table 10: Have You Used Social Networks Applications for Getting Travel Info Before**

Whether Used Social Networks Applications to Get Travel Info Before		
	Frequent (N=158)	
	N	%
Yes	150	94.94
No	8	5.06

Question 18 is: to what extent you wish to get information by using social network, information option has: accommodation, transportation, gourmet food, local humanities, festivals, current events, discussions and comments, travel reviews, and advices. Within the question, the scale 1 to 5 were used as, 1 means the lowest score, 5 means the highest score. See table 3 below:

**Table 11: Degree of how the respondents wish to get different travel information by using social network**

**To what extent you wish to get different travel information by using social network**

	N	Minimum	Maximum	Mean	Std. Deviation
Accommodation	158	1	5	3.55	1.120
Transportation	158	1	5	3.59	1.195
Gourmet food	158	1	5	3.54	1.115
Local humanities	158	1	5	3.49	1.069
Festival	158	1	5	3.30	1.159
Current events	158	1	5	3.59	1.190
Discussion & comments	158	1	5	3.70	1.148
Travel reviews	158	1	5	3.56	1.142
Advice	158	1	5	3.78	1.114
Valid N (listwise)	158				

The table shows that option “Advice” has the highest mean 3.78, so, respondents are most interested in getting some advice by using social media. Discussions and comments also have 3.7 as a mean value. People also have high enthusiasm for looking for discussions and comments by using social media. Options of current events and transportations have the same mean value of 3.59, it ranks as the third high of the options. The lowest degree of information people want to get by using social media is the information about festival. (mean value is 3.30)

Question 19 gives two small cases for respondents to choose, two cases stand for mass tourism product and niche tourism product respectively. See the result below:

**Table 12: Preferences Between Mass Tourism products and Niche Tourism Products**

Preferences Between Mass Tourism products and Niche Tourism Products	Frequent (N=158)	
	N	%
Mass tourism products	77	46.73
Niche tourism products	81	51.27

The results indicate that two cases have slightly different voting number. The voting percentage of niche tourism product case has 2.54% more than the voting percentage of mass tourism product.

### **10.5 Opinions and Suggestions towards Travel Agencies**

In the questionnaire, the final question is an open question. The question is asked respondents' wishes, opinions and suggestions towards travel agencies in today. Since the final question is not a required question, there are only 13 respondents answered the question.

6 out of 13 respondents mentioned that they would like to have more choices, for example more humanized products and customized services; more options from working days tourism products; more theme tourism products and high-end products; unique tourism products etc. 5 respondents wish they can get honest information from the travel agencies, such as clear tourism package explanation, and charging standard. 3 respondents mentioned less the shopping centers, they prefer customer experiences more.

## **11 RESULT ANALYSIS**

### **11.1 General Analysis**

#### **11.1.1 General background of respondents**

This research had 158 respondents in total. More than 75% of the total sample is under 30 years of age, and the distribution of male respondents and female respondents are quite equal. Nearly 61% of the respondents have a undergraduate or a master's degree. The top 3 answers in question of marriage status of respondents are: the first one is "in love with boyfriend/girlfriend", the second one is "single" and the last one is "married without children", all three groups together account for nearly 70% out of the total sample. The favorite traveling style indicates that around 30% people like self-driving tour, and 21.52% people like to be a backpacker, those two groups account for approximately 50% of the total sample. So, based on the basic information above, the majority of the respondents of this research are well educated young people, many of them are still in a love relationship or single, or have just began their own family life. Therefore, they may have more energy and needs for social and travel.

#### **11.1.2 Attitude towards the Internet and travel agencies for obtaining information**

In the research, question 10 to 13 reflects the social aspect of respondents. The people they would most like to spend time with are their families, the second reference group they'd like to spend time with, is friends, and colleagues are the third reference group they wish to spend time with. There are 155 respondents out of total 158 respondents who chose that they prefer to get travel information from the Internet, 115 respondents chose that they prefer to get travel information from friends. In contrast, only 8 people selected that they prefer to get information from travel agencies. This result strongly shows their attitude towards the roles of Internet and travel agencies as the information sources in their mind. Which means that, the Internet is the most useful way for getting travel information,

while most people will take no account to get travel information from travel agencies.

The continuing results of question 12 shows that, 30.38% people chose that friends' opinions and suggestions can mostly stimulate them for purchasing a tourism product, while one quarter of the respondents say that professional peoples' opinions and suggestions can mostly affect them to consume a tourism product. Compared to the question 11, this result indicates, most people prefer to get travel information from professionals, but instead of the professionals from the travel agencies, they are more likely to trust the professionals from the other places.

### **11.1.3 High demand and positive attitude towards travel activities**

In China, people's monthly salary status is varying depending on occupation by region. The results of the cultural aspect in this research shows that 36.71% of the respondents selected monthly salary status between 1,000 to 2,000 CNY, 31.65% people selected 2,001 to 5,000 CNY. About one fifth of the respondents have a monthly salary status between 5,001 to 10,000 CNY. If taking no consideration of the variances of consuming status by different regions, the results indicate that, a majority of respondents only have a standard monthly income or a bit higher than standard monthly income. This situation may be due to the fact that most of the respondents are young, so they are in the very beginning of their careers in this stage. When asked about travel frequency per year, nearly 63% selected their travel frequency between 1 time to 10 times, less than half out of 63% respondents selected travel 6 to 10 times per year. The results are quite interesting in some way, it shows although the majority of the respondents have only a basic salary, they still have a high level of demand for travel, even though they are at a starting point of their career, they may still have potential to consume, because they are on the move, or they still can get financial support from their families.

The result of question 13 shows an estimation of the budget for a one-week trip for the respondents. Only 24.05% people chose the budget under 1,000 CNY, the most chosen option is "2,001 to 5,000 CNY" (37.34%) Take a comparison of this

result with the result of respondents' monthly salary status described above, 68.36% respondents have a monthly salary between 1,000 to 5,000 CNY, while 37.34% of the respondents would like to spend almost one month's salary for a short trip. This shows the importance of travel in their daily lives from their point of view, and their attitude to travel is very positive.

#### **11.1.4 Motivation for consuming tourism products**

Destination is the biggest motivator for people to travel (22.78%), mental condition (19.62%), time (18.99%) and body condition factor (17.09%) are the other three biggest motivators to stimulate people to travel. However people do not take much consideration about the money factor and the climate factor when planning their travel.

Question 15 refers to what kind of needs people are looking for from tourism products. Out of altogether 8 options, option "meaningful travel" ranks as the most selected option among others. Many respondents also believe travel with families in a safe and reliable environment is very important to them.

The results above indicate that most respondents want to fulfil their higher level of needs.

#### **11.2 Hypotheses Testing**

The first sub-question is looking for what kind of customers belong to niche segments, question 19 in the questionnaire of this research is related to solve this question, the question asked in the questionnaire is to figure out whether the respondents prefer mass tourism products or niche tourism products. 81 respondents out of totally 158 respondents selected niche tourism products. So the hypotheses will focus on this new sample.

The significant value is used as criteria for hypothesis testing, if the significant value is smaller than 0.05, it means the compared two groups have significance, which means the hypothesis will be approved. On the other hand, if the significant

value is bigger than 0.05, which means the groups do not differ from each other with regard to that variable, and the hypothesis are unacceptable.

Table 13 is used to test the first hypothesis that is that niche segment customers prefer get travel information from Internet. The significant value (0.32) shows the hypothesis cannot be approved.

While from table 14, 15 and 16, shown below, the significant values are 0.027, 0.000 and 0.001 respectively, which are all lower than 0.05, it proves the result of testing the 2<sup>nd</sup> hypothesis of niche segment customers are openness, the 3<sup>rd</sup> hypothesis which is the niche segment customers are young, and the 4<sup>th</sup> hypothesis which is niche segment customers are higher educated are right.

The hypothesis testing results shows the niche segment customers do not differ from others with regard to where they prefer to get travel information, but niche customers are more open, younger and better educated than others.

**Table 13: Hypothesis test result of niche segment customers that prefer to get travel information from Internet**

One-Sample Test						
	Test Value = 1					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Prefer get travel Infor from Internet	-1.000	80	.320	-.012	-.04	.01

**Table 14: Hypothesis test result of niche segment customers are openness**

One-Sample Test						
	Test Value = 2					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Degree of Openness in personality	-2.255	80	.027	-.136	-.26	-.02

**Table 15: Hypothesis result of niche segment customers are young**

One-Sample Test						
	Test Value = 2					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Age range	8.595	80	.000	.864	.66	1.06

**Table 16: Hypothesis result of niche segment customers are higher educated**

One-Sample Test						
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Education	-3.379	80	.001	-.383	-.61	-.16

**Table 17: Hypothesis result of niche segment customers prefer travel by themselves**

Your favorite travelling style				
	Frequency	Percent	Valid Percent	Cumulative Percent
Backpacker	20	24.7	24.7	24.7
Self driving travel	31	38.3	38.3	63.0
Business travel	5	6.2	6.2	69.1
Valid Group tour	14	17.3	17.3	86.4
Study tour	10	12.3	12.3	98.8
other	1	1.2	1.2	100.0
Total	81	100.0	100.0	

The figure above shows the that favorite travelling style is “Self driving travel” then the second most chosen one is “Backpacker” which indicate the 5<sup>th</sup> hypothesis: niche segment customers prefer travel by themselves is right.

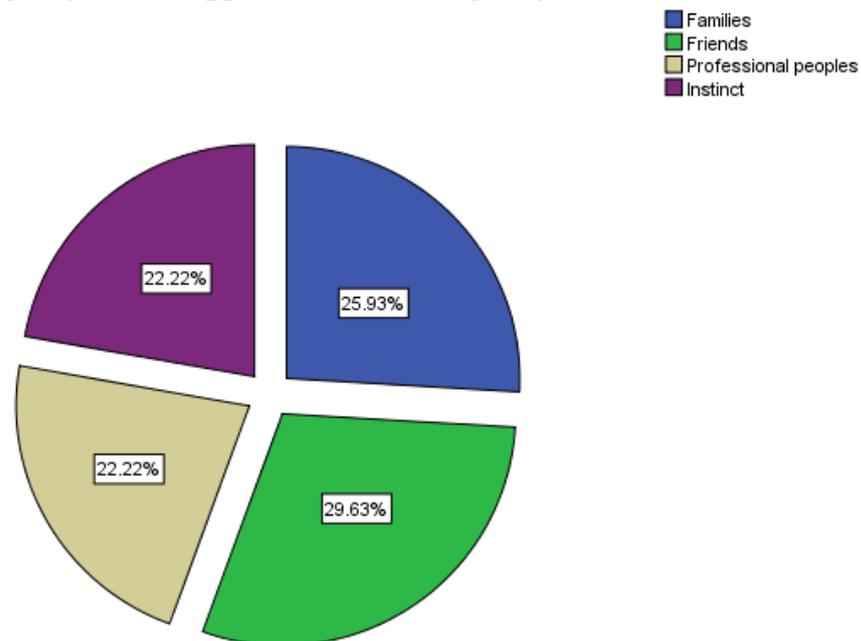
**Table 18: Hypothesis of “niche segment customers travel a lot”**

Your travel frequency per year				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 time	41	50.6	50.6
	1~5 times	24	29.6	80.2
	6~10 times	16	19.8	100.0
	Total	81	100.0	100.0

From the figure above, 50.6% niche segment customer never travel during one year period time, which is the biggest ratio in this result, it indicates that the hypothesis of “niche segment customers travel a lot” is wrong.

**Figure 14: Hypothesis result of niche segment customers like take advices from families and friends**

What party's opinions/suggestions can affect your purchase decision the most?



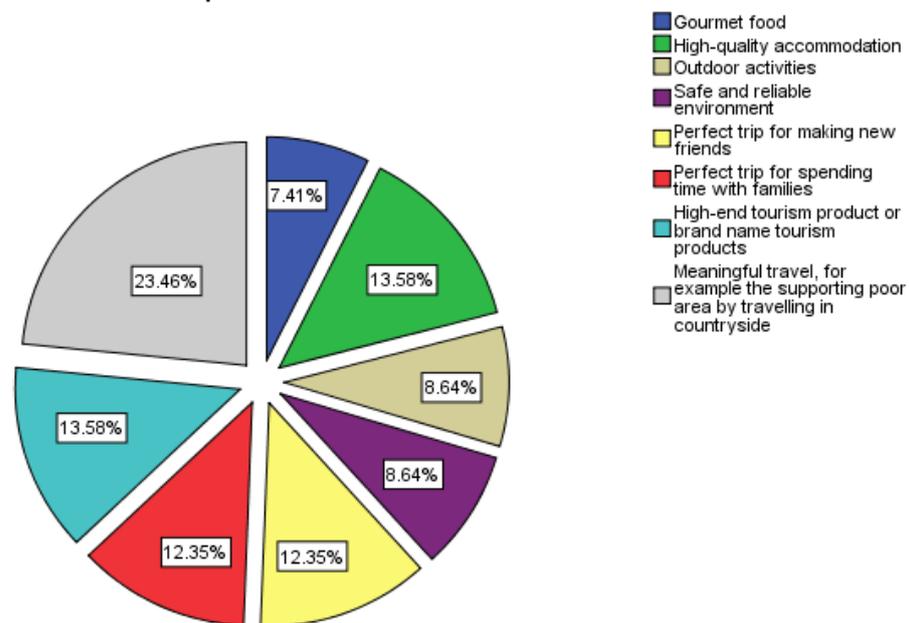
The pie chart above is for showing the result of testing the 7<sup>th</sup> hypothesis: “niche segment customers like to take advice from families and friends”. Compared to

the other options, people chose “families” and “friends” to up to nearly 56% out of total choices, is shows slightly correct of this hypothesis.

The below pie chart below is the result for testing the 8<sup>th</sup> hypothesis: “niche segment customers have high level of needs”. The most chosen options can be shown from the chart is the last two options, “meaningful travel” accounts for 23.46% and “high-end or brand name tourism products” accounts for 13.58%. The question in the questionnaire is formulated according to Maslow’s need hierarchy theory, those two represent higher level of needs, therefore, the 8<sup>th</sup> hypothesis is correct.

**Figure 15: Hypothesis result of niche segment customers have high level of needs**

**Which factor below can stimulate you to buy the corresponding tourism products/services the most?**



**Table 19: Hypothesis result of people who have used social media for travel purpose are more likely to be the niche segment customers**

One-Sample Test						
	Test Value = 1					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Have you ever used social network applications to get travel information	1.423	80	.159	.025	-.01	.06

The figure above tests the 9<sup>th</sup> hypothesis: “people who have used social media for travel purpose are more likely to be the niche segment customers”. The significant value is bigger than 0.05, it indicates the result is strongly positive.

The 10<sup>th</sup> hypothesis is “young people prefer use QQ”. By selecting the population who selected age range from 21 to 25, and younger than 21, there are 33 people belonging the group 21 to 25 years old or younger. The figure below is the result among those 33 populations. The most frequent used social media tool is QQ, which account 42.2 out of total.

**Table 20: Hypothesis result of young people prefer use QQ**

The most used social media tool				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid QQ	14	42.4	42.4	42.4
Blog	1	3.0	3.0	45.5
Microblog	10	30.3	30.3	75.8
Renren	4	12.1	12.1	87.9
Email	4	12.1	12.1	100.0
Total	33	100.0	100.0	

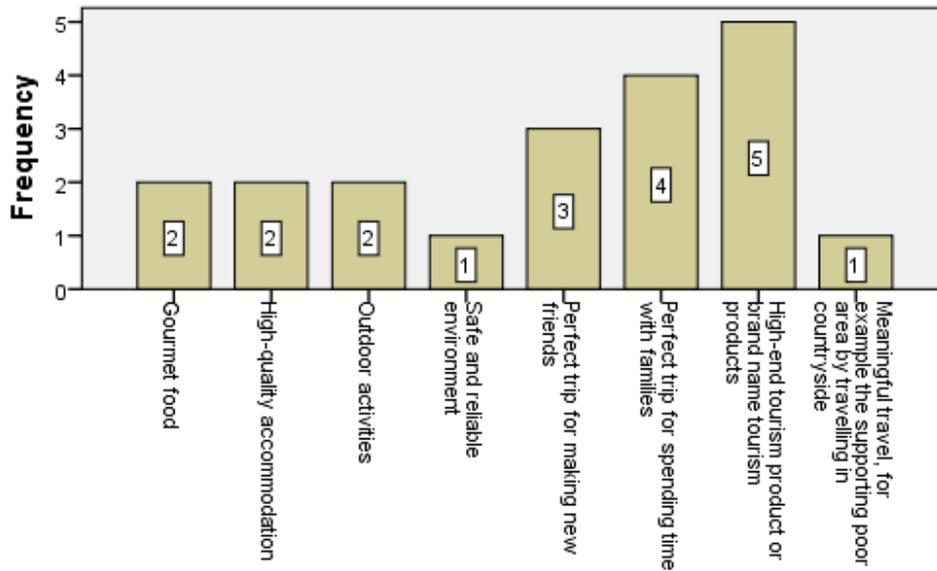
The researcher selected another new population out of the 81 niche segment population by income level for testing the 11<sup>th</sup> hypothesis: “people who has high

level of income prefer use microblog”, and the 17<sup>th</sup> hypothesis: “high income people are looking for the products which can fulfill their higher level of needs”. 20 people chose the income level higher than 5,000 CNY per month. For the 11<sup>th</sup> hypothesis, from the result below, the most used social tool among this new population is still QQ, not the microblog, while the “microblog” option is rank the second most used social media tool.

**Table 21: Hypothesis result of people who has high level of income prefer use microblog**

The most used social media tool				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	QQ	8	40.0	40.0
	Blog	3	15.0	55.0
	Microblog	5	25.0	80.0
	Renren	1	5.0	85.0
	Email	3	15.0	100.0
	Total	20	100.0	100.0

And for the 17<sup>th</sup> hypothesis, the most chosen option is “high-end or brand name tourism products” while just 1 person chose meaningful tourism products. It shows high-income people are quite prefer for fulfill their higher level of needs, but it is hard to say the hypothesis is correct but just few population.

**Figure 16: Hypothesis test result**

The question number 6 in the e-questionnaire is formulated to indicate the characteristics according to the Big Five Characteristics theory. There are 15 options, each 3 options stand for one different characteristic. The 12<sup>th</sup> hypothesis is “conscientious people prefer use email”. The researcher select another population from the total 81 population of niche segment customers, 64 out 81 people chosen they are conscientious people. See the figure below: QQ is again ranks the most used social media tool among conscientious people, only 11 of them prefer use email as their most used social media tool. Therefore the 12<sup>th</sup> hypothesis is wrong.

**Table 22: Hypothesis test result of conscientious people prefer use email**

The most used social media tool				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	QQ	24	37.5	37.5
	Blog	4	6.3	43.8
	Microblog	18	28.1	71.9
	Renren	7	10.9	82.8
	Email	11	17.2	100.0
	Total	64	100.0	100.0

The next hypothesis is “Agreeable people like to use Renren”. The researcher selected another population for testing this one. 72 respondents admit that they are agreeable people, see the figure below, there are only 6 people that chose Renren as their most used social media tool, while QQ ranks the number 1 again.

**Table 23: Hypothesis test result of Agreeable people like to use Renren**

The most used social media tool				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	QQ	31	43.1	43.1
	Blog	4	5.6	48.6
	Microblog	21	29.2	77.8
	Renren	6	8.3	86.1
	Email	10	13.9	100.0
	Total	72	100.0	100.0

The 14<sup>th</sup> hypothesis is “people who travel a lot prefer use blog”. Question 9 in the e-questionnaire is asked for the travel frequency per year of the respondents. The researcher selected a new population, which traveled more than 6 times per year as the test population. 16 people travel more than 6 times yearly. From the figure below, Microblog is ranked as the most used social media tool, while nobody choose blog as their most used social media tool. The 14<sup>th</sup> hypothesis is wrong.

**Table 24: Hypothesis test result of people who travel a lot prefer use blog**

The most used social media tool				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	QQ	5	31.3	31.3
	Microblog	6	37.5	68.8
	Renren	3	18.8	87.5
	Email	2	12.5	100.0
	Total	16	100.0	100.0

The next hypothesis is “people who do not travel very much prefer to know more about basic travel information like transportation and accommodation” Question 18 is respondent to this hypothesis. There are 65 people who travel 5 or under 5 times per year out of 81 respondents. The scale of grades from 1 to 5, 1 is the least and 5 is the highest grade to which they want to get the information. The figure below shows, the most chosen grade for getting accommodation information is grade 4, and the most chosen degree for getting transportation information is grade 5, both degree are quite high, for this grade, the hypothesis is correct.

**Table 25: Hypothesis result of Extent want know accommodation by SN**

Extent want know Accommodation by SN				
	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.5	1.5	1.5
2	13	20.0	20.0	21.5
3	16	24.6	24.6	46.2
Valid 4	20	30.8	30.8	76.9
5	15	23.1	23.1	100.0
Total	65	100.0	100.0	

**Table 26: Hypothesis result of Extent want to know transportation by SN**

Extent want know Transportation by SN				
	Frequency	Percent	Valid Percent	Cumulative Percent
2	17	26.2	26.2	26.2
3	15	23.1	23.1	49.2
Valid 4	12	18.5	18.5	67.7
5	21	32.3	32.3	100.0
Total	65	100.0	100.0	

## **12 SUMMARY AND CONCLUSION**

As shown from the results, most respondents are have their mind open for new things especially the social media networking connected travelling experiences, they have their expectation on how social media can improve their travel experience. At the same time, they still concerned about the current situation of the real travel agency market, they wish can get more reliable travelling experiences for getting more honest travel products and travel experiences.

The hypothesis testing results proves the niche segment customers are more open, younger and better educated than others, in another words, those personal factors will more likely to affect consuming behaviors, and this special group of people are having their eyes open for the special tourism products to satisfy their special needs.

The study is try to use the theory and research result to encourage the traditional travel agencies to diversify their products and services, as well as to estimate a possible and sustainable future for them. By reading this paper, readers can benefit by knowing that online social network applications can be well used in practice for their leisure time, travel and daily life, besides, it also helpful for some tourism companies to develop their on-line marketing strategies based on the research results. From this point of view, the results fulfilled the aim of this research. Social media is providing niche markets for the traditional travel agencies. The question behind the result is how the traditional travel agencies can take these advantages for their own purposes.

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## 调查问卷 Questionnaire

您好，这是一份关于中国网民旅游前期消费行为与互联网社交网络应用关系调查。该问卷采取不记名形式，您将只须花费几分钟时间来完成总共 20 道简单的问题。您的回答对我们非常重要。劳烦您认真回答以下问题。谢谢。

Hello, this survey is for researching the relationship between Chinese netizens' pre-travel consuming behavior and the Internet based social network applications. This survey is anonymous. There are 20 simple questions in total, which will only take a few minutes of your time. Your answers are very important to us. Please kindly answer the following questions, thank you.

**\*必填 required**

**1. 年龄 Age \***

- 20 岁或以下 20 or younger
- 21 岁至 25 岁 21 to 25
- 26 岁至 30 岁 26 to 30
- 30 岁以上 Above 30

**2. 性别 Gender \***

- 男 Male
- 女 Female

**3. 学历 Education \***

- 高中及以下 High school and under
- 大专 Junior college degree

- 本科 Undergraduate degree
- 硕士 Master degree
- 博士及以上 Doctor degree and above

**4. 婚姻状况 Marriage status \***

- 单身 Single
- 恋爱中 In love with boyfriend/girlfriend
- 已订婚 Engaged
- 已婚没小孩 Married without children
- 已婚有小孩 Married with children
- 离婚没小孩 Divorced without children
- 离婚有小孩 Divorced with children
- 再婚没小孩 Remarried without children
- 再婚有小孩 Remarried with children
- 鳏夫/寡妇 Widower/ Widow

**5. 职业 Occupation \***

**6. 从多大程度上您赞同/不赞同以下说法**

**To what extent do you agree or disagree with the statements below \***

	非常赞同 Strongly agree	有点赞同 Somewhat agree	有点不赞同 Somewhat disagree	非常不赞同 Strongly disagree
我健谈 I'm talkative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我善于社交 I'm good at social	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我相当自信 I'm assertive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我和善 I'm good natured	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我善于合作 I'm co-operative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我信任人 I trusting people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我责任心强 I'm responsible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我有条不紊 I'm orderly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我很可靠 I'm dependable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我性子急 I'm anxious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我容易抑郁 I'm prone to depression	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我烦恼很多 I worries alot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我有创造力 I'm imaginative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	非 常 赞 同 Strongly agree	有 点 赞 同 Somewhat agree	有 点 不 赞 同 Somewhat disagree	非 常 不 赞 同 Strongly disagree
我思想独立 I have independent minded	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我具发散性思维 I have divergent thinking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 7. 请选择一项您最喜爱的旅行方式

Please mark ONE of your favorite travelling style \*

- 背包客 Backpacker
- 自驾游 Self-driving travel
- 商务旅游 Business travel
- 团队游 Group tour
- 游学 Study tour
- 其他:

### 8. 请选择您的月收入情况

Please mark your monthly income status \*

- 1000 元以下 Under 1000 CNY
- 1000 元到 2000 元 1000~2000 CNY
- 2001 元到 5000 元 2001~5000 CNY
- 5001 元到 10000 元 5001~10000 CNY

10000 元以上 Over 10000 CNY

9. 您的年旅游频率

Your travel frequency per year \*

0 次 0 time

1 到 5 次 1~5 times

6 到 10 次 6~10 times

10 次以上 More than 10 times

10. 您分别愿意在以下各群体上花多大精力?

To what extent you'd like to spent time with each group below? \*

程度 1 到 5, 1 表示最少精力, 5 表示最多精力。

Scale 1 to 5, 1 means the shortest time, 5 means the longest time.

	1	2	3	4	5
家人 Families	<input type="radio"/>				
朋友 Friends	<input type="radio"/>				
同学 Classmates	<input type="radio"/>				
同事 Colleagues	<input type="radio"/>				
网友 Net friends	<input type="radio"/>				

11. 您更偏向从以下哪方获得旅游信息? (多选)

Which side listed below do you prefer to get travel information? (MultiSelect) \*

家人 Families

- 朋友 Friends
- 电视广告 TV advertisements
- 书籍 Books
- 杂志 Magazines
- 网络 Internet
- 旅行社 Travel agencies
- 其他:

12. 消费前您更容易受哪方意见与建议的影响? (单选)

What party's opinions/suggestions can affect your purchase decision the most? (Choose ONE) \*

- 家人 Families
- 朋友 Friends
- 专业人士 Professional peoples
- 自我直觉 Instinct
- 其他:

13. 请选择以下预算选项中最贴近您短期旅行预算的一项

Please choose ONE price range which is closer to your own short trip budget \*

假设旅行时长为一周

Assume travel within 1 week

- 1000 元以下 Under 1000 CNY
- 1000 元到 2000 元 1000~2000 CNY
- 2001 元到 5000 元 2001~5000 CNY
- 5001 元到 10000 元 5001~10000 CNY
- 10000 元以上 Above 10000 CNY

14. 您在计划旅行考虑得最多的因素是什么？（单选）

**What is the most considered factor when you plan a travel? (Choose ONE) \***

- 花销 Money
- 时间 Time
- 天气 Climate
- 旅游地点 Destination
- 身体状况 Body condition
- 精神状况（减压）Mental condition (pressure release)
- 其他:

15. 旅游产品或服务中的以下哪项因素最能刺激您购买？（单选）

**Which factor below can stimulate you to buy the corresponding tourism products/services the most?(Choose ONE) \***

- 美食 Gourmet food
- 优质的住宿 High-quality accommodation

- 户外运动 Outdoor activities
- 安全，可靠的环境 Safe and reliable environment
- 适合扩大朋友圈的旅行 Perfect trip for making new friends
- 适合与家人相处的旅行 Perfect trip for spending time with families
- 高端旅游或品牌旅游 High-end tourism product or brand name tourism products
- 有特殊意义的旅游（例如下乡扶贫旅游） Meaningful travel, for example the supporting poor area by travelling in countryside

16. 请根据您的使用频率对以下所列网络社交工具进行排序。

Please mark down the frequency you spend on each social networking service listed below in rank order. \*

数字 1 到 5，每个数字限选择一次，1 表示最不常用，5 表示最常用。

Number 1 to 5, each number can ONLY be chosen ONCE, 1 means do not often use, 5 means used very often

	腾讯 QQ	博客 Blog	微 博 Microblog	人 人 Renren	网 邮 件 Email
1	<input type="radio"/>				
2	<input type="radio"/>				
3	<input type="radio"/>				
4	<input type="radio"/>				
5	<input type="radio"/>				

17. 您从前是否利用社交网络应用获得过旅游信息？

**Have you ever used social network applications to get travel information? \***

**18. 从多大程度上您希望通过社交网络应用分别获得以下列出的旅游信息？**

**To what extent you wish to get the travel information listed below by using social network application? \***

程度 1 到 5, 1 表示最小程度, 5 表示最大程度。

Scale 1 to 5, 1 means the less degree, 5 means the most degree

	1	2	3	4	5
住宿 Accommodation	<input type="radio"/>				
交通 Transportation	<input type="radio"/>				
美食 Gourmet food	<input type="radio"/>				
风土人文 Natural conditions and social customs and cultural	<input type="radio"/>				
节庆 Festivals	<input type="radio"/>				
时事 Current events	<input type="radio"/>				
讨论和评论 Discussion and comments	<input type="radio"/>				
游记 Travel reviews	<input type="radio"/>				
参考建议 Advice	<input type="radio"/>				

**19. 您更喜欢以下两种旅行中的哪一种？（单选）**

**Which travel case you prefer? (Choose ONE) \***

较多人经历过的热门经典的低风险之旅

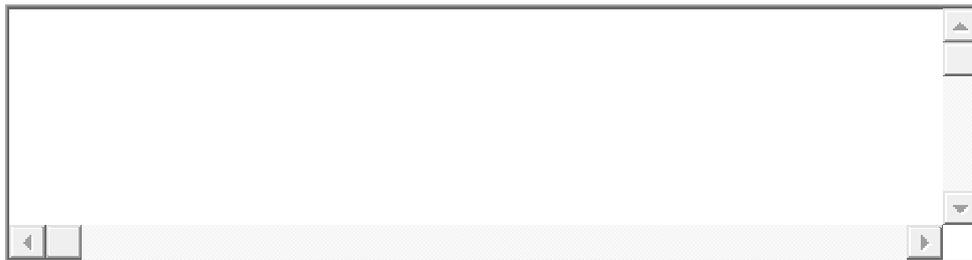
A popular and classic low risk travel which many travelers have the same travel experiences

少数人经历过的冷门独特的探索之旅

An unpopular but unique exploration travel which have not many people have the same experiences

## 20. 您对当今旅行社的意见与期望

**Do you have any wishes, suggestions or opinions about today's travel agencies?**



非常感谢您的配合与支持! =)

Thank you very much for your cooperation and support! =)