

A Study on Hotel Brand Adoption Willingness of Customers in the Context of Social Networks: a Peer Influence Perspective

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Abstract: With the development of social networks, human interaction has become more extensive and deeply. Based on the perspective of peer influence, this paper selected perceived similarity and empathy as mediating variables, combined with environmental psychology model, and established a theoretical model of peer influence, empathy and consumer adoption. A total of 228 valid questionnaires were collected, and the data were analyzed by structural equation modeling. The research confirms that informational influence and normative influence are positively correlated with consumers' adoption intention. And empathy is positively correlated with consumer adoption intention. Peer influence affects the consumer adoption option intention through the mediating effect of perceived similarity and empathy.

1. Introduction

With the development and popularization of social network, the interpersonal interaction becomes more frequent and the interpersonal influence becomes more extensive and deep. Social networks based on Web 2.0 technologies, such as Wechat, Twitter and Facebook, have revolutionized the way people interact with each other Relationships that are fragmented, or even disconnected, become freely interactive. According to a de-individuated society, According to the identity theory, the anonymity of social networks amplifies the salience of shared social identities among individuals [1], and therefore new Social interactions (i.e. , interpersonal or communication) between individuals in a context also become more egalitarian, emotionally, and socially Opinions and behavior are also more contagious. And relationships based on shared social identity or perceived equality. The social interaction of others is, in fact, a kind of peer-to-peer social interaction, and the resulting interaction Peer influence is the process.

This research applies the perspective of peer influence to the field of hotel product marketing, using SOR environmental psychology model of peer influence, perceived similarity, empathy and willingness to adopt were established and analyzed empirically. How to improve the social network context of hotel customers will to adopt, and then promote the hotel product marketing Make specific suggestions.

In the field of hotel brand marketing, explore the mechanism of peer influence on hotel customers' adoption intention.

2. Research Hypothesis and Model Construction

2.1 Peer Influence and Customer Willingness to Adopt

When users of the same social network share information about the experience of staying in a hotel brand on the platform, that information is shared as well step to other users [2]. Compared with the hotel brand's own propaganda information, the real check-in experience information published by peers is easier adoption by users. When choosing a hotel brand, social network users are more eager to acquire it than other users get other people's respect, more hope to obtain the approval and acceptance of peers. Therefore, in order to avoid the bad check-in experience, its tend

to get more information to understand, fully understand the hotel brand and the status of their peers degree and adoption behavior.

2.2 The Mediating Effect of Perceived Similarity and Empathy

In the context of social network, the virtuality of interactive environment and the absence of others make the individual dominant and visible individual identities and interpersonal differences become blurred, while shared social identities are amplified so that individuals are no longer to focus on the dominant individual traits of others, but instead on perceived similarities, perceived aspects of each other. The more similar they are, the more likely they are to use the information they provide on social networking platforms as an important reference according to, and then affect the customer's willingness to adopt. As a result, individuals based on social networks can be much broader, continuous, easy observation of a peer's mood, opinion, behavior, or related changes that affect how he or she thinks and acts and bring about a change in the individual's own view or behavior.

Empathy reflects an individual's interest and interest in the evaluation of a hotel brand or the sharing of hotel brand information. In the process of obtaining information, social network users perceive the similarity of each other and can reason with each other understanding each other's feelings, and then absorb the internalized peer hotel brand information, create the hotel brand evaluation price or adopt the suggestion of the hotel brand provided by his peers, which will influence his willingness to adopt. Above all, Peer Shadow impact influences social network users' willingness to adopt hotel brands through perceived similarity and empathy.

2.3 Perceived Similarity, Empathy and Customers' Adoption

Social networks allow more direct access to individual emotions, opinions, or behaviors that are not visible in traditional contexts observed and understood by his peers. Research by Hu et al. (2016) and Lu et al. (2010) found that, in the context of social network, perceived similarity and empathy can effectively strengthen trust between individuals [3]. The higher the perceived similarity between users, the stronger the ability to feel and understand each other's emotions be able to trust other users' opinions or comments about the hotel brand posted on social networking platforms. And so, when choosing a hotel brand, they tend to choose the hotel with the highest degree of perceived similarity and empathy.

2.4 Model Construction

There are four classic and widely used theories in the field of user adoption behavior on the model: one is the rational behavior theory (Tra) , but the planned behavior theory (TPB) , and the third is the technology connection tam, the fourth is Sor environmental psychology model. Among them, domestic scholars generally adopt the first three kinds theoretical models, while most foreign scholars use SOR environmental psychology model to explore social networks consumer willingness to adopt or purchase in context. SOR model has a wide range of applicability to the outside world stimulation (s) is considered as the first factor to influence consumers' purchasing decision, and organism (O) is called consumption. The person's own mood changes after being stimulated, and then produced by the interaction of the environment

should (R). So this paper chooses Sor environmental psychology model as the basic model to study consumer adoption intention type, S (stimulus) is informational and normative, O (organism) is informational the customer's perceived similarity and empathy, R (response) shows the customer's willingness to adopt [4]. The concept that comes out of this model is shown in Figure 1:

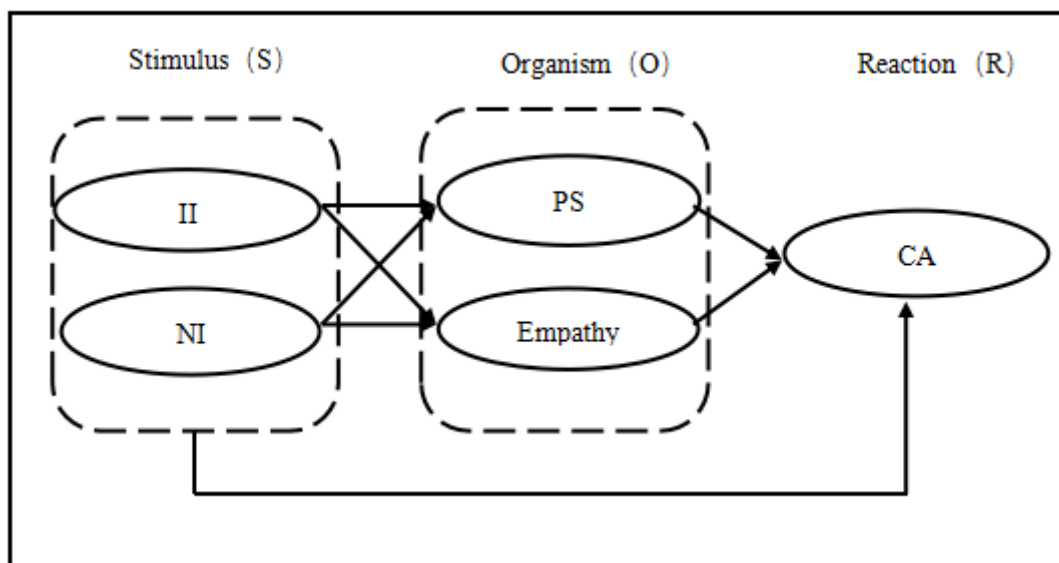


Fig.1 Theoretical Model Building Diagram

3. Research Design

3.1 Variable Metrics

The data were collected by means of questionnaire survey. Firstly, we determine the variables of this study, which are peer influence, peer influence, peer influence perceived similarity, empathy and willingness to adopt. For the two variables of peer influence in this paper, the measurement items come separately Roman et al. (2008) , Jung et al. (2016) and Mangleburg et al. (2004) have classic studies carding and induction. Second, there were three measures of perceived similarity, derived from Mi Zhou's 2018 study. Three measures of empathy were screened from the Davis (1983) study. It has been verified and used many times by previous scholars, and it has high validity. Finally, adopt the intention to set a total of 3 items. Studies by Baker Eveleth et al. (2015) and Casaló et al. (2011) [5]. Based on the above literature, the basic measurement items of the questionnaire were determined. Through small-scale research and evaluation, modifications and deletions were made to arrive at the final version.

3.2 Questionnaire Design

According to the existing maturity scale, the first part is the questions of hotel brand, the five variables were selected as the second part of the questionnaire, and the demographic characteristics of consumer sociology were included in the third part minutes. Specifically, the background information (education level, income, occupation) and physiological characteristics of the subjects were involved (gender, age) and hotel check-in (check-in frequency) and so on, according to the completion of the questionnaire distribution income set. Finally, the author will analyze the mediating mechanism through the data, and examine the similarity of perception and empathy dimensions, peer influence and model fit of consumer adoption intention. Sources of consumer willingness questionnaire research on the Likert scale.

4. Empirical Analysis

SPSS26.0 statistical software was used to analyze 228 valid samples and delete the indicators of adoption intention. The normalized factor load is less than 0.6 for one index and the normalized factor load range for the other variables. From 0.624 to 0.837, the reliability, validity and fit of the model were analyzed.

4.1 Reliability and Validity Analysis

For the reliability coefficient, the high reliability value is 0.80. The data analysis shows that the reliability of this questionnaire is high. The research reliability, the value is 0.94, exceeds the standard value, the combination reliability (CR) is all higher than 0.7, therefore explains the research. The data is reliable and of high quality. The average extraction variance (Ave) values were all greater than 0.5, which explained the model established in this paper. It has good validity. All questions pass the test, the alpha coefficient of one item will be deleted after the rest of the question item letter. There is no significant increase in the degree coefficient, so the reliability of the questionnaire designed in this study is very good.

The results show that the items of the questionnaire are selected successfully. Factor load coefficient, etc. The index synthesis, the comprehensive examination, the data has achieved the anticipated estimate value, the factor and the research each question item presents the reciprocal arrangement. As for the validity of the questionnaire, 0.4 is an index to evaluate the validity. The common value of each item in this study exceeded 0.4, which proved that the validity of this questionnaire was up to standard. Second, a value below 0.05 is the standard for Bartlett sphericity. The present analysis shows that Bartlett's sphericity is 0.000, which is within the reasonable range of less than 0.05. Furthermore, the reported KMO value of 0.903 far exceeds the standard value of 0.6, further confirming the high level of validity of this set of data.

4.2 Model Checking

4.2.1 Goodness of Fit Test

Chi square value of the model was $\chi^2 = 155.754$, $p = 0.000$; $X^2/df = 2.325$, small 3; comparison, adaptation index CFI = 0.930; IFI = 0.931; non-standard adaptation index tli = 0.918, both of them were large 0.900 standard, and approximate root mean square error rmsea = 0.089, less than 0.10, it shows that the fitting degree of this model is good.

4.2.2 Model Estimates

The structural equation model was used to test the hypothesis. The results are shown in the following table. In the test of informational influence and willingness to adopt, the standard coefficient of informational influence is 0.746, $p < 0.001$, the standard coefficient of the normative effect was 0.855, $p < 0.001$, that is, the normative effect had a positive effect on the adoption intention, and the standard coefficient of the normative effect was 0.855, $p < 0.001$. The standard coefficient of perceived similarity was 0.633, $p < 0.001$, that is, perceived similarity had a positive effect on the willingness to adopt, assuming that H3a was true, and the standard coefficient of empathy was 0.759, $p < 0.001$, that is, empathy had a positive effect on the willingness to adopt, suppose H3B holds.

4.2.3 Test for Intermediate Variables

The results of the mediating effect test are shown in table 7. From table 4, informative influence → perceptual similarity → adoption, The total effect of wish is 0.595 and the direct effect is 0.474, so the perceived similarity affects the adoption intention in the informational effect, There are some mediating effects in the relationship of wish, namely, H2A is established, normative influence → perceptual similarity → adoption, The total effect of na-will is 0.636 and the direct effect is 0.542, so the perceived similarity has normative effect on the adoption, There is a part of mediating effect in the influence of intention, i. e. H2B is established, informative influence → empathy → adoption, The total effect of intention is 0.595, and the direct effect is 0.391, so empathy has a significant effect on the There are some mediating effects in the influence relationship, namely, H2C is established, normative influence → empathy → the total effect of willingness to adopt Should be 0.636 and the direct effect 0.477, so empathy is in the relationship between normative influence and willingness to adopt There is a partial mediated effect, i. e. H2D formation.

5. Conclusions and Implications

5.1 Conclusions

From the perspective of peer influence, this study adopts informational and normative effects as independent variables. As a dependent variable, the SOR environmental psychology model was used to explore the influence of peer on customer's willingness to adopt. The influence mechanism of perceived similarity and empathy on peer influence and customer adoption intention was investigated. The conclusions are as follows:

(1) peer influence is positively correlated with customer's willingness to adopt. Research shows that teenagers like to shop with their peers. Buy the same product or brand. In the context of social networks, the personal sharing of the hotel brand experience can be. As other users see it, the actual experience of staying in a hotel adds something to the brand's own message. User Trust. At the same time, in order to gain the recognition and respect of peers, they are more inclined to choose peers. Hotel brand check-in.

(2) perceived similarity and empathy are positively correlated with customers' willingness to adopt. It turns out that social networks. In the context, the more similar the users perceived the information about hotel brand experience published by their peers. High, able to perceive and understand the emotional intensity of their peers, the more able they are to make consumption decisions. The more willing you are to take into account what your peers have to say.

(3) perceived similarity and empathy play an important role in the mechanism of peer influence on customer's willingness to adopt. The role of the mediator. This study shows that perceived similarity and empathy as organisms (O) are under peer influence.

To some extent, the changes of the inner activities of individuals reflect the subjective initiative of individuals. As a result, Peer influence not only directly influences customers' willingness to adopt, but also influences consumers' behavior through perceived similarity and empathy. Influence purchase decision behavior.

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