

7-28-2014

# An Empirical Study on use of Social Media in the Hotel Industry in China: A Study of Customers' Preferences and Attitudes

Ruolin Wang

*Johnson & Wales University - Providence, RWang01@wildcats.jwu.edu*

Tianyue Chen

*Johnson & Wales University - Providence, TChen03@wildcats.jwu.edu*

Follow this and additional works at: [https://scholarsarchive.jwu.edu/mba\\_student](https://scholarsarchive.jwu.edu/mba_student)



Part of the [Business Commons](#)

## Repository Citation

Wang, Ruolin and Chen, Tianyue, "An Empirical Study on use of Social Media in the Hotel Industry in China: A Study of Customers' Preferences and Attitudes" (2014). *MBA Student Scholarship*. 33.

[https://scholarsarchive.jwu.edu/mba\\_student/33](https://scholarsarchive.jwu.edu/mba_student/33)

This Research Paper is brought to you for free and open access by the Graduate Studies at ScholarsArchive@JWU. It has been accepted for inclusion in MBA Student Scholarship by an authorized administrator of ScholarsArchive@JWU. For more information, please contact [jcastel@jwu.edu](mailto:jcastel@jwu.edu).

An Empirical Study on use of Social Media in the Hotel Industry in China:

A Study of Customers' Preferences and Attitudes

Ruolin Wang and Tianyue Chen

Johnson & Wales University

Authors Note

This paper is submitted in partial fulfillment of the course requirements for

RSCH 5500

Martin W. Sivula, Ph.D

July 28<sup>th</sup>, 2014

### Abstract

With the development of the technology, business corporations start to use social media to promote their businesses. This study focuses on the preferences and attitudes of travelers' in China with the relationship between usage of social media (based on WeChat and Sina Weibo) with the option of hotel choice in the hospitality industry. There are two instruments used in this study: (1) sending out online surveys and (2) scheduled interviews with people who are working in the hotel industry. From our survey data (N=245) were participants who completed questionnaires located all over China. However, the results of the study indicate that participating hotels and online tickets firms prefer to use social media to attract guests and even potential consumers. The top about three elements that influence decision making of hotel choice are: price (71.84%); location (68.16%); and online rating (33.06%).

*Keywords:* social media, hotel, China, customer choice behavior, customer preference, WeChat, Sina Weibo

An Empirical Study on use of Social Media in the Hotel Industry in China:

A Study of Customers' Preferences and Attitudes

Unlike the traditional form of media such as newspapers, television and film, social media can not only deliver information to their readers, viewers, or listeners, but it can also make them participate in the content by either developing it or disseminated it (Noone, McGuire, & Rohlf, 2011). For the reason that traditional form of media is no longer enough to fulfill business needs of marketing, and the use of social media is becoming more widespread. More and more business firms are starting to use it to attract more customers and get higher revenue. At this time, social media creates a wonderful opportunity to make future business strategy for revenue managers by provide them a platform to closer communicate to the customers, and increase the variety of sources of data (Chan & Guillet, 2011; Bhanot, 2012). Bhanot (2012) explained that the highly accessible and scalable communication techniques may also be one of the reasons that social media has become so popular.

As the country that has the largest number in population, China now has one of the largest overall hotel industries in the world, and has become a country that shows incredible development. According to the Yearbook of China Tourism Statistics (CNTA, 2010), between the years of 1978 and 2009 the total number of hotels in China increased from 137 to 14,237. The China National Tourism Administration also indicated that there was 2.1 billion domestic tourists by the end of the year 2010. With the continuing development of the hotel industry in China, the question becomes of how to properly market hotels effectively while reaching specific target markets consequently creating a highly competitive industry overall. Failure to properly

utilize social media channels will result in overall missed opportunities to reach a specific customer clientele and lost revenue for the hotel.

There are so many forms of social media that provide a platform for people and business to share information (Hajli, 2014). This study focused on two of the most popular social media in China, WeChat, and Sina Weibo. WeChat is a mobile phone instant message application made by Tencent. According to the latest data released by Tencent in 2014, this 3-year-old social network site has reached 600 million of users. As an instant message application, WeChat can not only one-to-one and group chat with friends, but also follow public accounts, post moments with pictures or messages to their "Circle of Friends" (Lin & Li, 2014; Hou, 2014). Sina Weibo, is a Chinese microblog founded by Sina, which has more than 556 million (as of the end of March 2013) of users, with more than 50 millions of daily active uses (Sina, 2014). The huge number of users makes them effective and the high-speed signal propagation. Companies, organizations, and even government offices start to use this kind of social media to create their own official account to get easier and faster information release, and promote quicker issue solutions (Gu, 2014).

### **Review of Related Literature**

Nyoryung and Kannan (2014) concluded that the relationship of social media and customer activities are positive with social media. Customers are more willing to participate in branding, product reviewing, online rating, and/or interacting. In addition, customers are influenced by social media though their emotional changes, and this change may connected to their friends, relatives, business, and even other online users when making decisions (Sema, 2013). However, social media marketing may not be the only aspect that increases business value. A suitable market size, appropriate business environment, various mega events can also make a

significant difference. For hotel industry, where the hotel located and the number of tourists has a great impact (Zhang, Guillet, & Gao, 2012) on overall business performance.

According to the studies examined, involvement in the relationship of online rating system in choosing a hotel states that a good online rating system does affect the hotel substantially by retaining customers for a long time and also attracting new customers (Zhang, Yang, & Ye, 2012). Chan and Guillet (2011) indicate that in general, the hospital industry does not having good performance in using social media as a marketing tool. The major issue for hotels in doing social media marketing is about communication between hotel's business aspect and their customers (Chan, & Guillet, 2011). They also suggest that people who work in the hotel industry should fully understand the use of social media not only in order to use it as a promotional tool, and to get better profile of customers, but can also use it to learn more from their competitors. Thus, social media can be the main part of the marketing elements for business (Backer, 2012). In addition, there will be significant change of needs by changing customers' preference of choice behaviors (Fan, & Gordon, 2014).

With the development of technology, numbers of companies start to create and focus on their public account on social media. Their intention is to attract customers' satisfaction and new productions' promotion (Li, An, & Yang, 2008). Social Media offers a huge number of opportunities for hoteliers, as one of the variety kinds of social media, online reviews are playing an important role in hotel selections (Noone, McGuire, & Rohlfs, 2011). It provides real person feelings of the products or services to the customers who may never have experienced them before. This helps them in making decisions on hotel choice, which may get the same results as of advertising (Rosman, & Stuhura, 2013). As a type of promotional activity, the role of social

media is like a channel that can influence and drive customer's behavior of buying and image of hotel branding (Noone, MacGuire, & Rohlf, 2011).

When compared with the 30% for Japan, 67% for United States, and 70% for South Korea, 91% of Chinese survey respondents said that they had visited social media site in the past six months (Millward, 2012). As the most-represented social media and social networking sites in China, Sina Weibo and WeChat have attracted numbers of corporations, organizations, and even government offices to join. Since Tencent released the function of public account platform in August, 2012, there are 2 million subscription accounts users, and it keeps increasing at a rate of about 8,000 new public accounts created every day (Tencent, 2013). This new kind of social media is opening and leading Chinese people and businesses to a new information revolution (Hou, 2014). Unlike WeChat, which is a kind of Mobile Instant Messaging application, Sina Weibo is more like a Chinese style of Twitter that allows users uploading messages, reposting, posting comments to others. According to the research did by Zhang and Rentina (2012), young people in China are more willing to communicate with each other through social media, and around 54.7% of Internet users in China own or visit blogs. They conclude that person's behavior and motivation may significantly be influenced by Weibo usage.

## **Method**

### **Research Instrument**

The researchers wanted to get a more personalized result so there are two instruments involved in this research, one is collecting data from the survey questionnaire, and another is interviews with people who come from the hotel and tourism industry.

Since the target population is basically all the people in China, this survey was built upon a Chinese professional questionnaire website written in Chinese and posted on the Internet. The

sample data was collected from the Chinese population (N=245). In general, the sample data were collected in two ways: either from the people who the researchers sent the questionnaire to or clicked into the survey by chance and/or volunteered to be involved in the study. The survey can be split into three parts, the first part are about basic questions related to the hotel, such as participants' hotel preference. The second part asks about the social media's influence when making decisions of hotel choice. The researchers wanted to observe whether people used social media as a reference for hotel choice or not. The last part of the survey are demographic features of the participants, which include gender and their age group.

### **Sampling and Data Collection**

In total, the sample data that was collected by the questionnaire N = 245. Since the survey was posted online, all the samples are collected electronically. About 18% percent of the sample (n = 44) who volunteered to be involved in the study (click into the survey website by chance), and 82% of total sample (n = 201) were made by the people who received the link to the survey. Depending on their IP address, the participants were located all over China, most of them came from Anhui and Henan Provinces. Since this data was not collected randomly, there is more sample error and possible bias in the survey results.

### **Interview**

For this research paper, five people who are working from different positions in hotel industry were invited for a personal interview. The main point of this interview was to find out the connection between social media and hospitality. This interview include five questions: Does their hotel or online tickets company own public account on Weibo or WeChat in China; how do they introduce new promotions to new customers; from the viewpoint of profit, how does the company use their public account in China; how do they handle the complaints which customers



post on their social media; and which part of the feedback that people chose a hotel by using social media would they prefer (before customers check-in/check-out)?

Throughout the interview, all of companies were focused on their account's developing social media at different degrees. This survey found out whether hotels or online tickets firms... all of them had created their public accounts on social media such as Weibo or WeChat in China. For example, Marriott, created their Weibo account and through the information they posted on it, some of them celebrate that they have new hotel that will be opening soon, or when some is festivals coming, like Valentine's Day, they will draw a lottery to give some rooms for free. Due to the conclusion of this interview, all interviewees said their companies have more than one public account on social media in China. They added their companies would like to post promotions on social media because it is inexpensive, direct, and can disseminate quickly. However, there are different viewpoints for different firms, where the emphasis on social media is different. For example, Ya Fan, an associate who is working in an online tickets firm: Yilong.com for department that handles complaints, said the firm will more focus on the guests' feedback after they check-out. The reason is that sometimes a guest's complaint will not inform them directly when it is the first time they learn to post it on the social media. Due to the "butterfly effect", it will spread out rapidly and the loss that brings to the firm is difficult to repair it. In addition, Tan Zhang, an associate who is working in Hilton, Wuhu, China, infers that different department in hotels will focus on different parts about guests' satisfaction. The department of reservation will more care about guests' impression and want to build a high reputation for the brand equity. J.D. Power, a global marketing information services company, which provides for performance improvement, social media and customer satisfaction insights and solutions completed a study about North America Hotel Guest Satisfaction from 2012 to

2013 where the overall guest satisfaction have improved to 777 up 20 points. This study also found hotels should focus on guest's satisfaction for their quality and popularity.

In summary, researchers expect that this interview will really help this paper, specifically to show the importance for firm's public accounts on usage of social media. Moreover, the interviewee was able to give the preference and attitudes about guests for choosing a hotel.

### **Analysis and Results**

Overall, from all the samples that researcher collected (N= 245), the demographic profile of the respondents' shows below as Table 1. There are 75 males (around 30.61% of the total samples) and 170 females (around 69.39% of the total samples) were participated in the study. In addition, most of people were come from the group of 21-30 years old (69.39%), about 7.35% of the participants are younger than 20 years old, 12.24% of sample belongs to 31-40 years old group, and 21 people come from the group of 41-50 years old which is 8.57% of total sample and only 2.45% of the respondents were older than 51 years old.

Table 1

#### *Demographic Profile of the Respondents*

| <b>Variable</b>           | <b>Frequency</b> | <b>Percent</b> |
|---------------------------|------------------|----------------|
| <b>Gender</b>             |                  |                |
| Male                      | 75               | 30.61%         |
| Female                    | 170              | 69.39%         |
| <b>Age group</b>          |                  |                |
| Younger than 20 years old | 18               | 7.35%          |
| 21-30 years old           | 170              | 69.39%         |

|                         |    |        |
|-------------------------|----|--------|
| 31-40 years old         | 30 | 12.24% |
| 41-50 years old         | 21 | 8.57%  |
| Older than 51 years old | 6  | 2.45%  |

---

The first section of the survey talks about the past hotel consumption, researchers wanted to know how frequently participants go to a hotel and what is the purpose for them to reside in a hotel. Table 2 below shows the result of the past hotel consumption. Following frequencies were always (16.33%), sometimes (80.82%), and never (2.86%). Within all 245 samples, 43 people (17.55%) lived in hotels because of business purpose, and 82.45% of total samples (202 people) chose to live in hotels for the entertainment reasons, such as traveling.

Table 2

*Past hotel consumption*

| <b>Variable</b>                                | <b>Frequency</b> | <b>Percent</b> |
|--|------------------|----------------|
| <b>Frequency of hotel consumption</b>          |                  |                |
| Always   | 40               | 16.33%         |
| Sometimes                                      | 198              | 80.82%         |
| Never  | 7                | 2.86%          |
| <b>Propose of hotel consumption in general</b> |                  |                |
| Business                                       | 43               | 17.55%         |
| Entertainment                                  | 202              | 82.45%         |

---

Table 3 shows below displays the hotel preference, such as the type of hotel that people prefer and the elements that people believe influenced them the most. Both of these two questions are available to choose at most three of three answers. The type of hotel that most people are interested in are the economical hotel, which have 171 participants chose, which occupies 69.92% of the total sample. Since the large number of the people were interested in the economical hotel, the price of the hotel also become the most popular element that people felt influenced them when making hotel decision, which 71.84% of people to choose. Other than the economical hotel, special theme hotels had 42.04%, star hotels got 32.24%, and youth hotels had 17.96%. In addition, four people (1.63%) choose other hotels, and they indicated “other” as homestays. *The top about three elements that influence decision making of hotel choice are: price (71.84%); location (68.16%); and online rating (33.06%).*

Table 3

*Hotel Preference*

| <b>Variable</b>                         | <b>Frequency</b> | <b>Percent</b> |
|---|------------------|----------------|
| <b>Hotel Type Preference</b>            |                  |                |
| Economical hotel                        | 171              | 69.8%          |
| Special theme hotel                     | 103              | 42.04%         |
| Star hotel                              | 79               | 32.24%         |
| Youth hotel                             | 44               | 17.96%         |
| Other                                   | 4                | 1.63%          |
| <b>Elements that influence decision</b> |                  |                |
| Price                                   | 176              | 71.84%         |

|                         |     |        |
|-------------------------|-----|--------|
| Location                | 167 | 68.16% |
| Online rating           | 81  | 33.06% |
| Hotel reputation        | 73  | 29.8%  |
| Past experience         | 65  | 26.53% |
| Friends' recommendation | 40  | 16.33% |
| Promotion/discount      | 11  | 4.49%  |
| Loyalty Rewards         | 7   | 2.86%  |
| Other                   | 5   | 2.04%  |

Hotel booking is one of the best ways to show whether a hotel is popular or not. According to the result of the survey past hotel experience displays as Table 4. Online website booking (64.49%) is the most popular choice for people, and other ways related to social media have high percentages as well: such as book through official website (29.8%), and mobile phone applications (29.8%). From the media that people got hotel information from, most of them got information from a web booking agency (72.65%), such as Yilong (one of the booking agency online, similar to the Expedia in United States). Moreover, other social media such as the official website (33.47%), mobile phone applications (19.18%), and Sina Weibo/aWeChat official account (15.1%) also play important rolls in transferring hotel information to customers.

Table 4

*Past hotel experience*

| <b>Variable</b>                     | <b>Frequency</b> | <b>Percent</b> |
|-------------------------------------|------------------|----------------|
| <b>Booking through (in general)</b> |                  |                |

|   |     |        |
|---|-----|--------|
| Online website                                    | 158 | 64.49% |
| Call  | 81  | 33.06% |
| Official website                                  | 73  | 29.8%  |
| Mobile phone APPs                                 | 73  | 29.8%  |
| No booking, directly go to hotel                  | 63  | 25.71% |
| Travel Agency                                     | 30  | 12.24% |
| Other   | 3   | 1.22%  |
| <b>Ways to get hotel information (in general)</b> |     |        |
| Booking web agency (Eg: Yilong)                   | 178 | 72.65% |
| Friends   | 103 | 42.04% |
| Official website                                  | 82  | 33.47% |
| Mobile phone APPs                                 | 47  | 19.18% |
| Weibo/WeChat official account                     | 37  | 15.1%  |
| Others  | 17  | 6.94%  |

---

Since this study is focused on the relationship between social media and the hotel industry, the most important section in the questionnaire survey is about the social media background of the participants. Table 5 reveals that almost all the participants use Weibo/WeChat, the most common durations that people spent on Weibo/WeChat are 1-3 hours per day (42.45%), and only 1.63% of them neither use Weibo nor WeChat. However, almost half of the participants never followed a hotel official account or downloaded hotel mobile applications on their phone (46.12%). Other than that, people who followed official hotel

accounts or downloaded hotel applications are mostly by friends' recommendation (23.27%), hotel events (20.82%), and past experiences of check-in (20%).

Table 5

*Social media background (focus on Sina Weibo and WeChat)*

| <b>Variable</b>   | <b>Frequency</b> | <b>Percent</b> |
|---|------------------|----------------|
| <b>Duration on Weibo/WeChat per day</b>   |                  |                |
| Less than 1 hour  | 45               | 18.37%         |
| 1-3 hours   | 104              | 42.45%         |
| 3-5 hours   | 53               | 21.63%         |
| More than 5 hours   | 39               | 15.92%         |
| Never use before  | 4                | 1.63%          |
| <b>If follow/download an official Weibo/WeChat account of hotel/official hotel apps on mobile phone, and how long have you followed</b> |                  |                |
| Yes, less than 6 months   | 42               | 17.14%         |
| Yes, 6 months-1 year  | 49               | 20%            |
| Yes, 1-2 years  | 22               | 8.98%          |
| Yes, more than 2 years  | 19               | 7.76%          |
| No, never follow/download   | 113              | 46.12%         |
| <b>Reason of follow/download hotel's official social media account/APPs</b>   |                  |                |
| Friends recommendation  | 57               | 23.27%         |
| Hotel event s   | 51               | 20.82%         |

|                               |     |        |
|-------------------------------|-----|--------|
| Last time check-in experience | 49  | 20%    |
| Directly search               | 44  | 17.96% |
| Online blog                   | 40  | 16.33% |
| Hotel posters/flyers          | 14  | 5.71%  |
| Never follow/download         | 113 | 46.12% |
| Other                         | 12  | 4.9%   |

---

From all the results above, we found that the social media does play an important role in the hotel industry by sending out hotel information before people booked it, and then helped people to book it. However, this study is focused on the hotel industry in China, which means the population is basically all the Chinese, which is around 1.3 billion people. The huge number of the population makes this study became extremely difficult to be properly surveyed. As “infinity” number of the population, and non-random sample size of 245 makes this study got around  $\pm 6.3\%$  sample error.

### **Recommendations and Conclusions**

From the study of the relationship between social media and the hotel industry in China, (although this study does not prove a positive relationship between them), we can still notice that social media does play an important roll in hotel industry in China. From the survey results, Table 6 below, about 71.02% of the participants are interested in the “push promotion” and discount from the hotel’s official social media account or mobile applications. Also, the hotel booking function (60.41%) and product’s introduction (35.1%) show more interest from respondents.



Table 6

*Interest of hotel's official social media account/mobile apps functions*

| <b>Variable</b>  | <b>Frequency</b> | <b>Percent</b> |
|--|------------------|----------------|
| <b>Most interested function of hotel's official social media account/mobile APPs</b> |                  |                |
| Push promotion/discount  | 174              | 71.02%         |
| Hotel booking  | 148              | 60.41%         |
| Product's introduction   | 86               | 35.1%          |
| Membership information search  | 33               | 13.47%         |
| Members registration   | 30               | 12.24%         |
| Other  | 5                | 2.04%          |

In the future, if hotel companies in China want to promote their firm, they should not only put advertisement on media, but also pay attention on the social medias such as Sina Weibo, WeChat, and mobile phone applications that people regularly use, and pay attention to the functions that people care about (see Table 6).

The results of this survey indicates there is not a large difference in the performance of guest choice in hotel industry. The research in this study focused on how's guests' preferences and attitudes for choosing a hotel, and what is the key point that can influence a traveler to make the choice about a hotel in which to stay. Although, the survey failed to reject the significance between the relationship with optional hotels and customer's feedback, however, using social media is also important during people's lives due the development of a living standard in the hotel industry. Most of hotel and online tickets firms have already created their public accounts on social media, and focus on handling guest complaints in order to get high guest satisfaction.

In summary, this study may have many limitations, such as “infinity” number of population (large target population); flaws of the survey makes the 245 sample have much sample error, some of the questions are available for multiple answers, which may confound the survey data since some people may choose only one response and some other participant may choose multiple responses. Another element that may affect the accuracy of the study in this survey is online posts, which means the people who participated in this survey defaulted as people who use the Internet, but there are still a large number in the population who do not use the Internet. Social Media is naturally based on Internet, but online marketing could not represent all the social media (Chan, & Guillet, 2011). If there is a chance to make this study more accurate, the first thing that researcher needs to do is increase the sample size and have more variety in the sample (heterogeneous sampling). Then, try to be more rigorous and unambiguous in the questionnaire content, possibly employ experts in the hotel industry to establish the content validity.

### References

- Backer, E. (2012). Social Media in Travel, Tourism and Hospitality: Theory, Practice and Cases. *Annals Of Leisure Research, 15*(4), 434-435.
- Bhanot, S. (2012). Use of Social Media by Companies to Reach their Customers. *SIES Journal Of Management, 8*(1), 47-55.
- Chan, N. L., & Guillet, B. D. (2011). Investigation of Social Media Marketing: How Does the Hotel Industry in Hong Kong Perform in Marketing on Social Media Websites?. *Journal of Travel & Tourism Marketing, 28*(4), 345-368.
- CNTA. (2010). *The yearbook of China Tourism Statistics*. Peking, China: China Travel and Tourism Press.
- Fan, W., & Gordon, M.D. (2014). The Power of Social Media Analytics. *Communications of The ACM, 57*(6), 74-81.
- Gu, Q. (2014). Sina Weibo: A Mutual Communication Apparatus Between the Chinese Government and Chinese Citizens. *China Media Research, 10*(2), 72-85.
- Hajli, M. (2014). A Study of the Impact of Social Media on Consumers. *International Journal of Market Research, 56*(3), 387-404.
- Hou, E. (2014). Government WeChat, Expired "Old Ticket". *China Media Report Overseas, 10*(1), 1-7.

Hyoryung, N., & Kannan, P. K. (2014). The Informational Value of Social Tagging Networks.

*Journal of Marketing*, 78,21-40.

InterContinental Hotels Group: Building a presence in China's booming hotel market. (2012).

*InterContinental Hotels Group Case Study: Building a Presence in China's Booming Hotel Market*, 1-20.

Li, D., An, S., & Yang, K. (2008). Exploring Chinese Consumer Repurchasing Intention for

Services: An Empirical Investigation. *Journal of Consumer Behavior*, 7(6), 448-460.

Lin, T.C.,& Li, L. (2014). Perceived Characteristics, Perceived Popularity, and Playfulness:

Youth Adoption of Mobile Instant Messaging in China. *China Media Research*, 10(2), 60-71.

Millward, S. (2012). The Rise of Social Media in China with All-new User Numbers. *Tech in*

*Asia*. Retrieved from <http://www.techinasia.com/rise-of-china-social-media-infographic-2012/>

Noone, B. M., McGuire, K. A., & Rohlf, K. V. (2011). Social Media Meets Hotel Revenue

Management: Opportunities, Issues and Unanswered Questions. *Journal of Revenue & Pricing Management*, 10(4), 293-305.

Reamy, L. (2005). The Boom in Beijing. *Institutional Investor*, 39(4), 87-88.

Rosman, R., & Stuhura, K. (2013). The Implications of Social Media on Customer Relationship

Management and the Hospitality Industry. *Journal of Management Policy & Practice*, 14(3), 18-26.

Sema, P. (2013). Does Social Media Affect Consumer Decision-making? Johnson & Wales

University, Providence, RI.

Sina. (2014). Introduction. Retrieved from Sina Open Platform website

<http://open.weibo.com/wiki/%E6%A6%82%E8%BF%B0>

Tencent. (2013). 2 Millions of WeChat Public Account with 8000 created each day in average.

Retrieved from Tencent Tech website <http://tech.qq.com/a/20131118/013814.htm>

Zhang, H. Q., Guillet, B. D., & Gao, W. (2011). What Determines Multinational Hotel Groups'

Locational Investment Choice in China? *International Journal of Hospitality*

*Management*, 31(2), 350-359.

Zhang, L., & Pentina, I. (2012). Motivations and Usage Patterns of Weibo. *Cyberpsychology,*

*Behavior & Social Networking*, 15(6), 312-317.

Zhang, M., Yang, Y., & Ye, Z. (2012). Impact of Hotel Online Reviews Referring to Alternative

Customer Benefits on Purchase Intention Experiments Based on Temporal Distance and

Social Distance Scenarios. *Tourism Tribune/Lyyou Xuekan*, 27(11), 97-104.