

**UNDERSTANDING NEW ZEALAND'S
ONLINE MARKETING STRATEGY
FROM THE PERSPECTIVE OF THE
POTENTIAL CHINESE YOUTH
MARKET-A CASE STUDY OF
DALIAN**

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**A DISSERTATION SUBMITTED TO:
AUCKLAND UNIVERSITY OF TECHNOLOGY
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE DEGREE
OF
MASTER OF INTERNATIONAL TOURISM
MANAGEMENT**

2017

School of Hospitality and Tourism

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ABSTRACT

This research illustrates New Zealand's online marketing strategy with respect to the potential Chinese youth market. The research aims to analyse the impact of New Zealand's online strategies on the Chinese youth market's decision making in relation to travelling to New Zealand. The researcher with this topic through the background of the rapid development of New Zealand's tourism industry in recent years, with a large number of Chinese tourists choosing New Zealand as their destination. Also, with the development of Web 2.0 in the 21st century, online applications have significantly changed not only tourist organisations' marketing strategies and but also tourists' travel behaviour. Tourist organisations worldwide take advantage of online strategies as tools to promote destinations. Travellers are also starting to adopt online applications during the periods of pre-trip, during-trip, and post-trip. The youth market is actively involved in this process because they are more familiar with online applications. As a result, the researcher designed this topic to analyse how the New Zealand tourism industry's online strategies affect the potential Chinese youth market's decision making, and to examine the usefulness of the New Zealand tourism industry's online marketing strategies to the potential Chinese youth market. At the end, this research is expected to contribute to the New Zealand tourism industry with more effective online marketing strategies for the potential Chinese youth market.

The research conducted a quantitative study undertaken in one of China's biggest cities, Dalian. The city of Dalian was chosen because it is the researcher's hometown, which is more convenient for the data collection process. Two hundred questionnaires were obtained during the period of 10th April to 8th May 2017. The sample was selected in the age group of 20-35, and it is divided into three groups for the research. Descriptive analysis, cross-tabulation, one-way ANOVA tests and chi-square were adopted for the analysis after the data collection.

The results show that the age group of 25-29 is more likely to be interested in travelling to New Zealand. Young Chinese tourists are more educated and experienced travellers. Most young Chinese tourists aged 20-30 are employed by others and earn lower incomes, while the respondents in the age group of 30-35 earn higher incomes. Also, the results indicate that respondents consider families

and friends as their most trustworthy reference groups.

The results show that age and employment status can affect the frequency with which the respondents use social media websites and how trustworthy they consider the social media websites to be. But age and employment status cannot affect how useful they consider the social media websites to be. Then, different age groups can influence which social media sites are the most important for the respondents. All age groups agree that Weibo is the most important social media site. And then, most of the respondents will choose a mixed pattern for their trips but the group whose income is over 20,000 RMB would like to travel by FIT.

Keywords: China outbound tourism; Chinese youth market; Online marketing strategies; New Zealand tourist

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ATTESTATION OF AUTHORSHIP

“I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), no material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or their institution of higher learning.”

Signature of Candidate:.....

ACKNOWLEDGEMENTS

I would first like to thank my dissertation advisor, Dr Charles Johnston of the Society and Culture Faculty at Auckland University of Technology. The door to Prof. Johnston's office was always open whenever I ran into a trouble spot or had a question about my research or writing. I really appreciate that my supervisor, Prof. Johnston, supports me with his kindness, patience and guidance. He consistently allowed this paper to be my own work, but steered me in the right direction whenever he thought I needed it. He inspired me to be more creative and independent in my research, which offered me precious study experience in New Zealand.

I would also like to thank the experts who were involved in the validation survey for this research project: Dr Claire Liu and Dr Bart Neuts. Without their passionate participation and input, the validation survey could not have been successfully conducted.

Finally, I want to show my appreciation to my parents, and thank them for offering me encouragement and the courage to finish my Master degree in New Zealand. Also, I want to thank my classmates in Auckland University of Technology for providing me with useful suggestions for my research. And then, thank you, my friends, for the understanding and endless support during my research.

CHAPTER 1: INTRODUCTION

1.1 Background

China, officially called the People's Republic of China, has a population of 1.381 billion (World Population Review, 2016). Since 1999, New Zealand has been permitted by the ADS agreement to be a destination for travel from China (Becken, 2003; Tourism New Zealand, 2016). Chinese tourists travelling to all destinations have grown rapidly from 10 million in 2000 to a total of 83 million in 2012 (Risi, 2013: Travel China Guide, 2013). Since 2012, China has accounted for 83.2 million citizens travelling abroad, and spending a total of NZ\$102 billion. Based on Statistics New Zealand data, 400,000 Chinese visitors came to New Zealand in the year ended December 2016. This makes New Zealand the second-biggest market for Chinese tourism after Australia.

At the same time, the development of the Internet in the last 20 years has changed tourist behaviour by accelerating the growth potential of the industry (Buhalis & Law, 2008; Nusair, Bilgihan, Okumus, & Cobanoglu, 2013). The younger generation of Chinese, born since the 1980s, is considered more confident, independent and determined to travel overseas and seek new experiences. It is this generation who use the Internet to make their travel plans (Trivett, 2013). Tourism New Zealand (2013) statistics showed that 58.2% of Chinese holiday visitors travelled to New Zealand with organised tours in 2013 but that there was also a growing number of independent travellers who chose self-drive and individual itineraries. This change in preference is a consequence of social media that makes the pre-booking of tickets, accommodation and tours easier and faster.

In order to attract more Chinese tourists to travel to New Zealand, Tourism New Zealand has developed a campaign entitled: "100% Pure New Zealand" in 1999 (Tourism New Zealand, 2016). It is active on media sites and apps such as China's Sina Weibo, Instagram, Youtube, and Facebook. At the same time, information about New Zealand is available at New Zealand's official tourism website, which is designed to encourage certain groups of tourists to visit New Zealand by utilising digital marketing (Tourism New Zealand, 2016). However, one of the most important issues facing the New Zealand tourism industry's development is

whether the Chinese youth market understands the New Zealand tourism industry's online marketing strategies effectively and efficiently. In this research I will study how the Chinese youth market is influenced by the New Zealand tourism industry's online marketing strategies.

1.2 Literature Review

1.2.1 Consumer Behaviour

Based on Morrison (2001), customer behaviour is about how customers select, use and behave after they have purchased products or services. The behaviours of individual customers are affected by personal and interpersonal factors. Personal factors are psychological characteristics of an individual, which include: needs, wants and motivation, perception, learning, personality, lifestyle, and self-concept. Interpersonal factors refer to outside influences from other people, which include: culture and subcultures, reference groups, social classes, opinion leaders, and family. Kotler and Keller (1996) also stated that there are five types of factors affecting consumer behaviours: cultural factors, social factors, personal factors, and psychological factors. Additionally, the buyer decision process includes five stages, which are: problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase behavior (Engl, Kollat, & Blackwell, 1968).

1.2.2 Online Marketing Strategies in the Tourism Industry

Online marketing strategy is defined as the process of delivering marketing messages by using digital media, information and communication technologies (ICT). The Internet has significantly changed the way business is done by eliminating geographical barriers and providing new forms of interactive media (Gay, Charlesworth & Esen, 2007). Information and communication technology have not only accelerated the growth of the tourism industry but also facilitated tourism marketing (Buhalis & Law, 2008). Howison, Finger and Hauschka (2014) stated that tourism products and services were generally intangible for potential consumers in the past, whereas, with the Internet, potential consumers can review travel products and services by using the new media. Internet users can watch

videos, read online reviews, or even take virtual tours to gain insights into what is on offer.

1.2.3 The Impact of Social Media on Consumer Behaviour

Based on Tuten (2008), social media encourages interaction and stimulates conversation between business providers and consumers, which is essential for developing loyalty, generating interesting content and increasing public awareness. During this process, consumers become active parties in supplying and circulating information, which affects the success or failure of tourist organisations (Tussyadiah & Zach, 2013). Fotis, Rossides and Buhalis (2011) pointed out that the experiential nature of tourism products enables potential clients to depend on shared experiences available on social media in their decision-making process. Generally, online marketing's effectiveness helps businesses understand their target market better, and can assist in their evaluation of their marketing strategy. Howison et al. (2014) claimed that online access and the quality of web functionalities influence tourists' decision making, providing virtual experiences to potential customers for viewing travel products and services. Internet users can search views of destinations, take virtual tours of tourism products, and read online reviews written by previous consumers. Research shows that 84% of leisure travellers used the Internet as a planning resource (Torres 2010, as cited in Leung et al., 2013). The study referred to research relating to trends in user-generated content (UGC) in the during-trip phase, and the post-trip phase of the planning process.

The literature review indicates that, in recent years, the adoption of online marketing is the dominant trend affecting consumer behaviour in the tourism industry; therefore, online marketing in the tourism industry is a new and trending topic for both academics and practitioners. The manipulation and management of online marketing in the tourism industry still remains unfamiliar to practitioners and scholars (Leung et al., 2013; Zheng & Gretzel, 2010).

1.3 Aims and Objectives of the Study

Based on the context, with the background of increasing numbers of Chinese tourists coming to New Zealand and the literature review of consumer behaviour, online marketing strategies and the impact of social media on consumer behaviour, this study aims to understand the effectiveness of New Zealand's online tourism strategies in relation to the potential Chinese youth market. In order to achieve this aim, the objectives of this study are:

1. To understand the use of social media websites by the potential Chinese youth tourist market.
2. To discover how the New Zealand tourism industry's online strategies effect the potential Chinese youth market's decision making.
3. To examine the usefulness and trustworthiness of the New Zealand tourism industry's online marketing strategies to the potential Chinese youth market.

1.4 Methodology

A quantitative method is adopted for the survey to investigate how the Chinese youth market understands the New Zealand tourism industry's online marketing strategies. This research uses a questionnaire as an instrument to collect the primary data. The target respondents are potential Chinese tourists between the ages of 20-35 in Dalian. The valid sample number of this research is 199 potential Chinese tourists. The sample is randomly selected at three travel agencies in Dalian. The questionnaire was designed in Chinese and translated into English for the data collection and data analysis. For the data analysis, a statistical computer software package (SPSS, version 19.0) was used. SPSS is a program based on Windows, which used to perform data entry and analysis and to create tables and graphs (IBM, 2017). Descriptive analysis, factor analysis, and one-way ANOVA analysis were the methods employed for the analysis.

1.5 Significance of the Study

Certain gaps have appeared in current research showing that New Zealand marketing strategies cater for all generations rather than specifically for the Chinese youth market who are likely to be more independent with their trip-planning and more familiar with the internet (Trivett, 2013). This as-yet limited research on

Chinese tourists has targeted New Zealand's online strategies. Chinese tourists usually research their destinations before they travel, and filter the information through their own perceptions and values. The differences in language and culture between Chinese tourists and New Zealanders can make it harder for both tourists and providers to understand each other. As a consequence, from tourism providers' perspectives, understanding Chinese tourists' perceptions about their products and services during and after consumption is necessary to allow them to cater well to tourists. This research will investigate the factors that affect Chinese tourists' decision making about their destinations and analyse the usefulness of New Zealand's online marketing strategies towards Chinese tourists. This research will support the New Zealand's tourism industry to target its Chinese youth market more effectively and promote its tourism products in a more effective way.

1.6 Contents of the Study

The study contains five chapters. The background chapter will introduce the New Zealand tourism industry, its marketing strategies, the Chinese market and Generation Y. The third chapter of the study is a literature review. This chapter analyses the theories and concepts from other scholars about consumer behaviour, online marketing strategies, the impact of social media on consumer behaviour in the tourism industry, and the impact of social media on the Chinese market in the tourism industry. Then, the methodology chapter discusses the details of the process of conducting the research, which contains the selection of research instrument, the questionnaire design, the sample selection, how the survey was conducted, the treatment of data and data analysis. In chapter five, the study shows the results of the questionnaire. The findings of the research will be discussed from three aspects: the descriptive characteristics of the respondents, the use of social media, and New Zealand marketing strategies.

CHAPTER 2: BACKGROUND

New Zealand's economic development relies on its tourism industry's contribution to GDP; therefore, New Zealand has developed a variety of marketing strategies such as "100% pure New Zealand" to expand its tourism industry. At the same time, the Chinese market is increasingly important to global tourism and "Generation Y" is becoming a major source of visitors for some destinations and attractions. In this chapter, the background information mentioned above will be outlined. Firstly, general information on the New Zealand tourism industry will be introduced. Then, this chapter will discuss New Zealand's marketing strategies for its tourism industry. After that, the background of the Chinese tourism market will be outlined. Lastly, the concept and features of "Generation Y" will be outlined.

2.1 New Zealand Tourism Industry

As New Zealand's largest export industry, the tourism industry significantly improves the economies of communities around the country, which account for 7.5% of the New Zealand workforce (Tourism New Zealand, 2016). For the year ended 2016, total tourism expenditure was \$34.7 billion, which created a direct contribution of \$12.9 billion (5.6% of GDP) and an indirect contribution of \$9.8 billion (4.3% of GDP) (Tourism Satellite Account, 2016). Domestic tourism expenditure increased \$1.4 billion (7.4%) to \$20.2 billion while international tourism expenditure increased \$1.7 billion (17.1%) to \$11.8 billion (Tourism Satellite Account, 2016). It is obvious that international tourism expenditure raised by much bigger percentages than domestic expenditure. There are a number of organisations that are involved in the tourism industry in New Zealand, such as government departments, regional and Maori tourism organisations, and marketing networks usually created by private operators and industry associations across the different sectors of the tourism industry. After the global financial crisis in 2008, the number of tourists from Western Europe, the US and Japan declined. The inbound tourism market from China has increased from a small base to 411,000 tourists 2017 November ended (MIBE, 2017). Tourism New Zealand (2016) pointed out that this growth will continue and is changing from coach-based mass tourism to free and independent travellers (FIT). New Zealand's economic development is heavily reliant on tourism, indicated by the sector *Tourism Satellite Account* (Statistics New Zealand, 2016). Zhang and Shelton (2015) noted that this form of tourism to New Zealand is increasing and the nature of the experience is

accordingly changing from group coach travel to FIT.

The Maori culture is one of New Zealand's unique tourist attractions. Maori tourism businesses have contributed considerably to New Zealand's regional economies. Tourism New Zealand (2016) aims to build awareness and capability for Maori cultural developments. There are three key areas: Firstly, Tourism New Zealand builds the organisation's own internal capacity and understanding of Maori culture. Secondly, Tourism New Zealand helps build the capability of Maori tourism businesses. Thirdly, Tourism New Zealand works with international travel sellers to raise awareness of Maori tourism products (Tourism New Zealand, 2016).

2.2 New Zealand Marketing Strategies

The "100% pure New Zealand" and the China brief are the two main strategies of the New Zealand tourism industry's development. The "100% Pure New Zealand" campaign has been used since 1999 by Tourism New Zealand to market New Zealand internationally as a visitor destination. The campaign is multi-dimensional and has proved very adaptable across all media and markets. The latest adaption is "100% Middle-earth, 100% Pure New Zealand", connecting the huge exposure *The Hobbit* trilogy is getting around the world with New Zealand (Tourism New Zealand, 2016). "100% Middle-earth, 100% Pure New Zealand" was named the best destination marketing campaign at the 2012 World Travel Awards. "100% Pure New Zealand" tells the story of how New Zealand's landscape, its people, and its activities combine to deliver a visitor experience that is unique to New Zealand. It works, has wide industry support and will continue to be the foundation of Tourism New Zealand's marketing work. Campaigns will be localised to ensure messaging is most relevant to the target audience, i.e. backpackers, active boomers (Tourism New Zealand, 2016). Layers will also be built into the campaign to deliver messaging around special interest activities, travel styles or experiences such as food and wine.

New Zealand's international visitor mix is being expanded by the rising demand and appeal for New Zealand in Asia, as personal spending power grows as these countries' economies expand. China leads this charge and the implications are significant for the industry in New Zealand, requiring more culturally appropriate

tourism products that showcase New Zealand to these emerging markets. The age profile of New Zealand's international visitors is also changing due to extended life expectancy and the retirement of baby boomers, creating a new wealthy and active travel segment.

A China Brief was created by the Tourism Industry Association New Zealand (TIANZ, 2012). The brief highlighted the need to achieve the specific expectations of Chinese visitors, for example, the importance of food and the expectation of haggling over prices. It is said that China should not be treated as only one market. This is because different regions have different levels of economic development and different consumer behaviour. This attention indicates increasing international interest and the efforts of outbound tourism from China since 2005 (Jiang, Scott, Ding, & Zou, 2012; Tse, 2011; Tse & Hobson, 2008; Xiang, 2013; Xie & Li, 2009).

New Zealand has considered Chinese outbound tourists as an important emerging inbound tourism market. If New Zealand wants to repeat the success of the Western-focused interactive traveller then New Zealand must produce compelling subject positions that engage with Chineseness. This is because New Zealand's tourism industry relies heavily on inbound tourists and must make available a product range that "shows respect to *all* Chinese and to China in general," for example, providing Chinese language information and signage by New Zealand is considered as "not only helpful to the individual Chinese traveller, but shows respect to *all* Chinese and to China in general by acknowledging its importance in the world" (Arlt, 2006).

2.3 The Chinese Tourism Market

Chinese tourists rank first in the global outbound tourism market, and they spent \$292 billion on overseas travel in 2015 (UNWTO, 2016). The rapid growth of the Chinese outbound tourism market has attracted the worldwide attention of international travel markets (Hsu & Song, 2012; Keating & Kriz, 2008; Li, Harrill, Uysal, Burnett, & Zhan, 2010; Sparks & Pan, 2009). The size of Chinese outbound travel is quite impressive. UNWTO (2017) stated that the number of outbound travellers rose 6% to 135million in 2016. And Chinese outbound tourism development remains at an early stage, with tremendous growth potential (Lim &

Wang, 2008). The first move by the Chinese tourism market was to Hong Kong, usually for visiting friends and relatives in 1980s. After that, the Chinese tourism market has stepped into the second phase (Dai, 2013). The Chinese Government made 146 Approved Destination Status (ADS) destinations available to its people in December 2012. New Zealand was one of the first countries with ADS. The policy is based on bilateral tourism agreements that China signed with other foreign countries. As a consequence, the Chinese outbound travel market expanded rapidly with larger tourist numbers and higher trip frequency numbers. According to World Tourism Barometer (2013), China ranked third in international tourist arrivals (58 million) and fourth in receipts (US\$50 billion). Also, in 2012, China ranked as the first source market in the world with US\$102 billion spent on international tourism.

The China Tourism Academy (CTA, 2010) forecasted that China would export 100-110 million outbound tourists by 2020. China's international tourism expenditure grew by US\$ 11 billion to US\$ 261 billion, an increase by 12% (UNWTO, 2017). Arlt (2013) also pointed out that the "second wave of Chinese outbound tourism" (starting from the 21st century) would have significant impacts on the future of tourism destinations. China's outbound tourist market shows the ripple effect described by Zhang, Jenkins, and Qu (2002), which is that "the growth of outbound travel over time becomes more geographically distant". The addition of New Zealand and Australia demonstrates the beginning of the fourth ripple, in which the high demand in China for travel beyond Asia will gradually expand to encompass the entire globe.

Based on MBIE information (2016), China has now become the second-largest visitor source for New Zealand after Australia, with non-group tours representing over 50% of revenue. The top five destinations in 2016 were South Korea, Thailand, Japan, Hong Kong and Macau. A recent study (MBIE, 2016) shows that 40% of Chinese tourists are over 40. They usually like to travel with groups. 35% were "semi-independent" travellers, who travel several times per year; this group is usually between the ages of 25-35. The remaining 25% of Chinese tourists are the "independent" tourists who travel alone or in small and organised groups, and are usually 20-25. This group is more likely to research and plan their trip through specialist websites and relying on social media reviews and blogs.

As a result of the development of the Chinese tourism market, the way Chinese tourists choose their trips has changed. China's first batch of outbound tourists liked to travel on package tour for political and business purposes, while the new Chinese tourists are more likely to travel individually (Arlt, 2006). The reason behind this phenomenon is the new Chinese tourists have more linguistic competency and technological capability. They prefer to avoid rushed trips and intense itineraries with tour groups, and instead enjoy more specific regions and activities. The other reason is the rising cost of family and education in China significantly reduced the income of older Chinese people abroad. But younger travellers are looking for experiences rather than goods. Thraenhart (2012) pointed out that the new Chinese market likes self-organised travelling to niche and less-known destinations by searching the information and educating themselves about destinations online. At the same time, they are fascinated with sharing their travelling diaries via a variety of social media. Another growing group in China is family travel. Family trips for Chinese tourists tended to be internal or to neighbouring countries because of cost concerns. There are a rising number of families going on self-organised trips. These independent trips of younger travellers are self-booked and self-researched.

By the end of 2016, 400,000 Chinese tourists travelled from Mainland China to New Zealand (Tourism New Zealand, 2017). As a result of the rapidly growing number of Chinese tourists and the potential for even more growth, New Zealand now targets China as one of its main markets. Chinese tourists are a very important market for the New Zealand tourism industry. The landscape, hospitality and lifestyle attract a large number of Chinese tourists. As stated by the Ministry of Business, Innovation and Employment (MBIE, 2016), NZ\$912 million had been spent by Chinese tourists in New Zealand by the end of 2015. Therefore, if the New Zealand tourism industry can target its Chinese market more efficiently, tourism products and related businesses can develop even further.

2.4 Generation Y

The term "Generation Y" comes from the United States. The concept of "Generation Y" arose because of the shift in generational dominance, which is displacing the "baby boomer" and "Generation X" cohorts in the workforce. In the tourism industry, "Generation Y" has become the major source of visitors for some destinations and tourism attractions (Benckendorff, Moscardo, & Pendergast,

2010). This generation is also considered an important segment in the marketing fields because of its substantial purchasing power. “Generation Y” refers to individuals born between 1980 and 2000. By 2020, this age group is expected to become the most important tourism consumption cohort economically (Benckendorff, Moscardo, & Pendergast, 2010). As members in the same generation are likely to share a unique social character due to coming of age together, “Generation Y” is likely to share common values, attitudes and behaviours (Benckendorff et al., 2010; Leask, Fyall, & Barron, 2013; Schewe & Meredith, 2006).

“Generation Y” is classified as the generation who are native in digital arenas, therefore, it is also characterised as the “net generation”. This generation is consumption-oriented, identifies heavily with social groups, seeks instant gratification, has high discretionary income and travels frequently (Leask et al., 2013; Nusair et al., 2013). “Generation Y” is a unique group, globalised and mono-cultural (Leask et al., 2013). The study by Ong and du Cros (2012) of Chinese backpackers showed that the post-Mao generation comprising this group has been collectively dubbed the “Generation Y” of Chinese society.

Online social networks show the nature of interactive online media, which strongly affects “Generation Y” members’ lives. Lester, Forman, and Loyd (2006) pointed out that “Generation Y” has the characteristic of being technologically savvy and more active in online behaviour. “Generation Y” is usually involved in online activities such as social networks, podcasts, text messaging and blogs (Consumer Behavior Report, 2008). “Generation Y” is also an economically robust cohort with \$200 billion in annual expenditure (Djamasbi, Siegel, & Tullis, 2010). Based on the study of American Express Business Insights (2011), “Generation Y” spent 31% more in 2011 than 2010 and spent \$136 billion on global travel (Petra, 2011). In 2011, the “Generation Y” cohort accounted for 22% of the online leisure travellers in the US (Forrester Research, 2011).

The rise of online social networks and the impact they have on the travel industry is connected to the growth and impact of “Generation Y”, therefore, it is suggested online social networks build up a long-term relationship with “Generation Y” customers by developing marketing strategies. There are a growing number of

travellers using online social network websites for different purposes, which challenges the existing marketing strategies of related travel businesses. At this point, online marketing networks are used as an innovative relationship-building tool between travel-related businesses and travellers (Kwon & Wen, 2010). The importance and multiple influence of the youth market on the global tourist market started to be attractive to governments around the world, therefore, they began to actively develop youth travel policies, products and marketing campaigns. The WTO report also mentioned that *“youth travel includes all independent trips for periods of less than one year by people aged 16-29 which are motivated, in part or in full, by a desire to experience other cultures, build life experience and/or benefit from formal and informal learning opportunities outside one’s usual environment”*.

2.5 Dalian

Dalian was selected as the city for data collection because of its convenience for the researcher and the growing trend of outbound tourists to New Zealand. Dalian is located in northeast China, and is a major city and seaport in Liaoning Province. The population of Dalian was approximately 5.043 million in 2014. Dalian is one of the most developed industrial areas of China. As a famous seaside tourism city and summer resort, compared to other seaside cities, the economic development is impressive and outstanding. As a second-layer city in China, Dalian has developed rapidly in its economic activity, which encourages outbound travel from Dalian.

Census (2017) mentioned that nearly two-thirds of the Chinese population is under the age of 35. Dalian has a population of 5.043 million people in total; therefore, there are approximately 4 million people who are under the age of 35 in Dalian. Dalian Statistical Information Net (2017) stated that there is 14.2% of the population whose age is under 14 years in Dalian, which equals approximately 1 million people. As a result, it can be inferred that there are approximately 3 million people in Dalian who are between 14-35. Based on Dalian Statistical Information Net (2017), the genders in Dalian are nearly equal (49% male and 51% female). The average income in Dalian is around 60 thousand Chinese dollars per year, which is a little bit higher than the average income in China. Also, Dalian Statistical Information Net (2017) showed that the people in Dalian meet the average education level and employment status with China’s average education level and

employment status. Thus, Dalian is a representative Chinese city as it meets China's average level of all demographic factors. Two hundred samples were taken in Dalian to represent the Chinese tourists (199 valid samples) .

2.6 Summary

There is no doubt that the tourism industry is important to New Zealand. The economic development of New Zealand heavily relies on its tourism industry. The Maori culture is a significant part of New Zealand's tourism culture. New Zealand has developed its "100% Pure New Zealand" campaign and adapted it across all media and markets. New Zealand's tourism industry concentrates on the Chinese market in all aspects. At the same time, the Chinese market ranks first in the global market and the way Chinese travel changes. The group of "Generation Y" becomes major source of visitors for some destinations and attractions. It is also called "net generation" as it is native in Internet and social media. The chapter significantly presented the background of New Zealand's tourism industry and showed the importance of Chinese youth market to New Zealand's tourism industry, which are the basis of this research.

CHAPTER 3: LITERATURE REVIEW

The literature review illustrates four aspects of previous literature, which are related to this research. First, the literature review outlines the theories of consumer behaviour. Then, it discusses online marketing strategies, including information communication technology, social media, and e-WOM. After that, the impact of social media on consumer behaviour in the tourism industry is explained. The last section talks about the impact of social media on the Chinese market in the tourism industry.

3.1 Consumer Behaviour

Consumer behaviour is the study of how consumers make decisions about what they buy, or the way they act towards a product, service, or company. Taken from a marketing perspective, it is essential to understand consumer behaviour to know how potential customers will respond to a new product or service. Plus, the company can identify the opportunities for economic development. In this part, the literature review shows different concepts and dimensions of consumer behaviour analysed from previous literature.

3.1.1 Concepts of Consumer Behaviour

According to Blackwell, Miniard and Engel (2006), offline consumer behaviour and online consumer behaviour are different. Offline consumer behaviour is “activities people undertake when obtaining, consuming and disposing of products and services”. Whereas an online consumer has more control of the environment. There is a direct interaction between consumers and marketers due to the interactive nature of the online environment. Online consumer behaviours emphasis communication and informational experiences, especially the consequence of online consumers’ exposure to web-based communication messages to include a more complete informational experience. The information-seeking and message consumption action of online consumers is the key for online consumer behaviour. The internal psychological behavioural processes approach considers the behavioural processes of online consumers at an internal psychological level (Martinez-Lopez, Cabal and Gazquez-Abad et al. 2009).

In 1966, Nicosia (1966) created a model of consumer behaviour that concentrated on the company's efforts to communicate with current and potential customers through communicational messages. This model was built on the relationship between a company and its actual or potential customers. The model shows that the organisation communicates with its actual or potential customers by communicational messages, and then, in reaction, consumers buy the product or service. From this model, it can be seen that the company and consumer are connected to each other. The company tries to influence consumer-purchasing decisions while the consumers influence the company through their decisions. Fill (2005) stated that the communicational messages transmitted to the target audience can change consumer attitude and keep their interest constant about the product or service offered by a company.

The classifications of determinants of consumer behaviour in the market vary between different researchers. Based on Szwacka-Salmonowicz (1991), Marciniak (1994), Garbarski (2001), and Zelazna et al. (2002), economic factors, social factors and marketing factors are always the keys to shaping consumer behaviour in the market. Kall (1992) defined the determinants of consumer behaviour slightly differently as psychological, personality-related and social factors. Duliniec (2011) classified the determinants into two groups: internal and external. Internal factors include: needs, motives, perceptual processes, attitudes and preferences, personality and learning, and memory process. External factors include economic, social and cultural factors, as well as marketing activities. Similarly, Żelazna (2000) defined internal determinants as directly characterising the consumer or his/her household, while external determinants are those which constitute the macro-environment of the consumer. For Marek (2014), the development of consumption remains under the influence of demographic, cultural, economic and technological factors.

From the perspective of the tourism industry, it is said that travellers' main purposes are exchanging experiences, searching different cultures, communicating with citizens of new environment and seeking experiences. Culture is considered to be the major attraction for a tourist. Labanauskaite, Kiyak, and Bagociute (2014) stated that tourists from developed countries prefer to experience smaller countries' traditions, customs, language, crafts, food, music, art and architecture. In self-planned trips, tourists prefer to relax, enjoy nature and experience some long-lasting

emotions. As the importance of alternative tourism keeps growing, electronic tourism arises as a progressive, new type of tourism.

Marketing strategies concentrated on getting more attention from customers, but now they focus on building trust and maintaining customer commitment. Most of the online social networks are free for travellers and they attract attention of travellers to certain products and services. In the process of relationship development, trust and relationship commitment are the key roles (Morgan & Hunt, 1994). Trust and relationship commitment need to be present to gain efficiency, productivity, and effectiveness of relational outcomes. During the relationship development process, trust and relationship commitment are substantial and desirable outcomes (Mohr & Nevin, 1990). Loyalty is considered to be a positive attitude to a brand, which leads to consistent purchases over time (Keller, 1993). E-loyalty is a customer's positive attitude to an electronic business, which leads to repeat buying behaviour (Anderson & Srinivasan, 2003). The online social network loyalty is a user's positive attitude to a website which predisposes the customer to repeat usage behaviour (Chang & Chen, 2009). Online social networks are useful for identifying, understanding, nurturing, and keeping profitable existing customers (Anderson & Srinivasan, 2003).

3.1.2 Dimensions of Consumer Behaviour

Based on Solomon (1996), consumer behaviour includes activities, decisions, ideas or experiences that satisfy consumers' needs and wants. Engel, Blackwell and Miniard (1995) also defined consumer behaviour as "all activities which happen in obtaining, consuming and disposing of products and services, which includes the decision process that precede and follow these actions." According to Cohen, Prayag and Moital (2013), in the marketing and tourism area, consumer behaviour is one of the most important fields. For consumer behaviour in the tourism industry, the most important conceptual dimensions are: decision-making, values, motivations, self-concepts and personality, expectations, attitudes, perceptions, satisfaction and trust and loyalty. The concept of consumption refers to both the direct action of satisfying individual needs, and also to human behaviour through the process of production, exchange and consumption of goods and services (Cohen, Prayag & Moital, 2013).

3.1.2.1 Decision making

Consumer decision making is considered as the key point of the marketing strategy. Most models show that the decision-making process should follow a sequence from attitude to intention to behaviour (Decrop, 2010: Decrop & Snelders, 2004). According to Kotler and Keller (2006), the decision-making process contains five predictable steps: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase decision.

The need recognition is the first stage of the decision-making process. The decision-making process is initiated when the consumer realises a problem or need. The need can be stimulated by both internal and external factors. Internal stimuli point to an individual's average need, while external stimuli come from the environment.

After a consumer's interest is triggered by stimuli, they usually start to search for the information they need. From a marketer's perspective, there are four types of information sources:

- Personal: family, friends, neighbours, acquaintances
- Commercial: advertising, websites, sales persons, dealers, packaging, displays
- Public: mass media, consumer rating organisations
- Experimental: handling, examining, using the product (Kotler & Keller, 2006).

During the stage of evaluation of alternatives, consumers normally compare products based on their various features and benefits, using the information from the previous stage. Consumers usually assess goods and services by the features or benefits that are important to them (Kotler & Keller, 2006).

The purchase decision means a consumer chooses the product that resolves the need. During this process, the consumer will consider the perceived risk of purchasing the product, which is a belief held by the consumer that he or she will have to face negative consequences by purchasing a particular product.

The involvement of marketing in the decision-making process continues even after the purchase. After buying a product, consumers may observe negative features or hear of a good product review that justifies the purchase. The marketer has to ensure that the consumer feels good about the brand in the post-purchase phase. The post-purchase behaviour refers to: post-purchase satisfaction, post-purchase actions, post-purchase use, and disposal.

3.1.2.2 Values

Rokeach (1973) defined a value as “an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode”. Taken from a marketing perspective, values are considered as factors that affect consumer behaviour in terms of the choice of product categories, brands and product attributes (Vinson, Scott, & Lamont, 1977). In the tourism industry, motivations, choice of tourist destinations and the experiential value of a holiday are connected to consumer values in tourism (Crick-Furman & Prentice, 2000). Actions, attitudes, emotions, judgments and behaviour are led by consumer behaviours. There are two types of values: external and internal. External values are directed by object and based on knowledge of the object, such as goal, experience or situation (Prentice, 1987). Internal values are guided by classes of objects rather than specific objects themselves (Gnoth, 1997). Apart from personal values, cultural and environmental values draw some attention in the tourism industry (Crick-Furman & Prentice, 2000; Lopez-Masquera & Sanchez, 2011; Money & Crofts, 2003).

The Sheth-Newman-Gross model (1991) pointed out five values that influence consumer behaviour: a) functional value, which is about the attributes or characteristics of a product (durability, price etc); b) social value - consumers have certain positive or negative stereotypes regarding purchasing a product based on the association with demographic variables: age, sex, religion; socio-economics: income level, occupation etc.; cultural: race, religion; political; c) the emotional value, which is required for an alternative when it associated with certain feelings; d) epistemic value - such as curiosity, novelty and desire for knowledge; e) the conditional value – which is about past physical and social experiences.

3.1.2.3 Motivation

Motivation draws much attention in the tourism industry because of its importance in marketing decisions, which include segmentation, product development, advertising and positioning (Bieger & Laesser, 2002). Motivation is classified as “Psychological/biological needs and wants, which include integral forces that arouse, direct and integrate a person’s behavior and activity” (Yoon & Uysal, 2005). For the marketing segmentation, the push-pull approach is adopted with the aim of profiling visitors. There has also been a growing amount of research in recent years about how motivation affects pre-visit factors such as expectation and attitudes (Hsu, 2010) and post-visit factors such as loyalty (Yoon & Uysal, 2005). There are four factors influencing motivation: personal seeking, personal escape, and intrapersonal escape.

3.1.2.4 Self-concept personality

The self-concept or personality of an individual is described as the cognitive beliefs about the individual (Brehm, Kassin, & Fein, 1999). Self-concept is also considered as a multi-dimensional construct integrating self-identity with social and aspirational aspects in the individual’s self-description, which is measured by four areas: real self-image, ideal self-image, social self-image and ideal social self-image (Sirgy, 1982). Personality is the persistent quality in human behaviour that results in consistent responses to the world of stimuli surrounding the individual (Kassarjian, 1971). Personality is part of an individual’s self-concept (Stokburger-Sauer, 2011). In the tourism industry, personality is an essential factor for a tourist’s motivations, perceptions and behaviour (Swarbrooke & Horner, 2004).

3.1.2.5 Expectations

In determining satisfaction, loyalty and other post-purchase behaviour, expectations play an important role (Zeithaml, Berry, & Parasuraman, 1993). Expectations are defined as desires or wants of consumers and relate to how consumers feel a service provider should offer rather than what they would offer (Parasuraman, Zeithaml, & Berry, 1988). Teas (1993) pointed out that expectations show the standard that consumers expect when evaluating attributes of the product/ service on offer. The concept of the SERVQUAL method of determining service quality generates from expectations as well (Fluker & Turner, 2000). Expectations are formed by previous experience, personal and non-personal communication sources, personal

characteristics, attitudes and motivations (Gnoth, 1997; Sheng & Chen, 2012; Zeithaml et al., 1993).

3.1.2.6 Attitudes

As an integral part of the marketing environment, consumer attitudes can strengthen or curtail marketing activities (Schiffman & Kanuk, 2007). Ajzen and Fishbein (2000) considered attitudes as a “person’s degree of favorableness or unfavorableness with respect to a psychological object”. Attitudes are central to the theory on consumer decision making, which predicts consumer behaviour (Newholm & Shaw, 2007).

3.1.2.7 Perceptions

Perception is defined by Moutinho (1993) as “the process by which an individual selects, organises and interprets stimuli in a meaningful and coherent way”. What consumers perceive is typically what they expect, which is based on familiarity, previous experience, values and motivation (Schiffman & Kanuk, 2007). An individual’s senses (auditory, visual, tactile, olfactory and taste) are affected by stimuli. An individual always selects and organises perceptions into meaningful relationships. During this process, the interpretation is influenced by social and personal factors (Moutinho, 1993). The theory of perception is connected to consumer behaviour as cognitive psychology. Research about the cognitive elements in the perceptual process is a trend for consumer perceptions (Axelsen & Swan, 2010). In the tourism industry, perceptions, such as attitudes, destination image, satisfaction and service quality are important for visitor involvement. The concept of perception also relates to the perceived service quality. There is a difference between consumers’ expected and perceived service quality (Parasuraman, Zeithaml, & Berry, 1985). The expected service quality is service that the consumer want to receive and the perceived service quality is what the consumer actually receive.

3.1.2.8 Satisfaction

Consumers’ satisfaction can heavily influence future organisational performance in its profits, market image and market share (Anderson, Fornell, & Lehmann, 1994). Marketers can obtain valuable information they can use in their attempt to influence

satisfaction through strategic decisions such as segmentation and targeting or through manipulation of the marketing mix by researching satisfaction and its mechanisms. There are three mental processes, which are also called heuristics or antecedents of satisfaction: disconfirmation of expectations, performance and equity (Bowen, 2001).

3.1.2.9 Trust

Trust is considered as the most useful tool for marketers to build up relationships with customers (Berry, 1996; Morgan & Hunt, 1994). Customer loyalty is based on trust as well (Sirdeshmukh, Singh, & Sabol, 2002). From a marketing point of view, trust consists of two main components: confidence and reliability, which are significantly influenced by customer satisfaction (Morgan & Hunt, 1994). Trust is gained during the process of exceeding consumer expectations and repeated satisfaction (Fam et al., 2004). As consumer' purchasing behaviour largely relies on the degree of trust in the product and service (Kim et al., 2009), trust is viewed as an attitude or a behavioural intention. Taken from a psychological perspective, trust can successfully eliminate customer anxiety when the customer makes decisions, which results in a reduction in transaction costs by information search and inspection (Kramer, 1999). Gwinner et al. (1998) outlined that psychological benefits and trust are more significant than special treatments or social benefits in relationships between service firms and customers.

3.1.2.10 Loyalty

Loyalty is defined as “a deeply held commitment to rebuy or re-patronise a preferred product/service consistently in the future, even though situational influences and marketing efforts might cause switching behavior” (Oliver, 1997). Loyalty can be measured by a composite of behavioural and attitudinal measures (Oppermann, 2000).

There are three types of loyalty in the tourism industry: vertical, horizontal and experiential loyalty (McKercher, 2012). Vertical loyalty is when tourists have loyalty to different tiers in the tourism system (i.e. to a travel agent and an airline). Horizontal loyalty is when tourists are loyal to more than one provider on the same tier of the tourism system. Experiential loyalty refers to certain holiday styles.

3.2 Online Marketing Strategies

Online marketing is defined as a powerful tool and methodology adopted by the organisation to promote products and services through the Internet. Online marketing has a wider range of marketing elements than traditional marketing strategies because of extra channels and marketing mechanisms on the Internet. This section illustrates three major parts of online marketing strategies: Information Communication Technology in the tourism industry, social media, and e-WOM.

3.2.1 Information Communication Technology in the Tourism Industry

Web 2.0 is the second generation of Web-based services that highlight online collaboration and sharing information among users. The main characteristics of Web 2.0 are encouraging and enabling of user-generated content (UGC). The development of technology provides new ways to communicate and work through digital devices. The affordability and effectiveness of technology makes the online market increasingly important nowadays (Fernandes, Belo & Castela, 2015). The challenge of the organisation is to make the unstructured data into valuable information for firms, customers and policy makers. It is undeniable that Web 2.0 opens new opportunities for small and medium-sized enterprises as it provides a platform for millions of individuals from any place at any time. Consumers take advantage of the Internet to search information about products, purchases and consumption. At the same time, they like to communicate with others about their experiences. By 2017, about one-third of global companies are advertising themselves in digital channels (Clark & Doyle, 2015). According to Dinner, Van Heerde and Neslin (2014), the way that digital display and search ads online and offline purchasing the retailers think that digital advertisements are more effective than traditional advertisements in driving online behaviour.

The usage of the Internet, social media, mobile apps and other communication tools plays a key role in billions of people's everyday lives. According to the Pew Research Center (2015), there are about 87% of American adults using the Internet, among which nearly 100% are college-educated and higher-income adults and young generation. Also, the number using the Internet keeps rising. For example, the number of hours spent online by adults has doubled in the UK for the last

decade. Now the average is 20.5 hours per week. Taken from a global perspective, there are more than 2 billion people using social media (Kemp, 2014).

The development of computer reservation systems in the 1970s, global distribution systems in the late 1980s, and the Internet in the late 1990s have transformed the tourism industry into the e-tourism concept (Buhalis & Law, 2008). E-tourism enables the interactivity between tourism enterprises and consumers during the process of developing, managing and marketing tourism products. The ICT has changed the operational and strategic management in the hospitality and tourism industries. At the same time, ICT develops the way that suppliers interact with information-rich consumers in the marketplace (Law, Buhalis, & Cobanoglu, 2014). Mavri and Angelis (2009) also stated that the tourism industry has been empowered by ICT with more possibilities and opportunities for earning foreign exchange, increasing employment, optimizing operating costs and supporting the delivery of customized products and services. The proper management of tourism business knowledge and ICT techniques effectively maintains market share and differentiates tourism products and services, as well as satisfying customers' needs and requirements (Werthner & Klein, 1999).

ICT is widely used by consumers for searching information, buying, sharing opinions and experiences, and entertainment purposes. So, an effective tourism marketing strategy should understand how technology develops and shapes tourism consumer behaviour. Nowadays, many tourists can easily access travel information and share travel experiences through different technology-mediated outlets of companies and destinations, social networking websites and blogging and micro-blogging sharing websites. Because of rising creativity and user friendliness, tourists' reliance on online sources grows as well. Vogt and Fesenmaier (1998) stated that tourists' needs include functional, hedonic, innovational, aesthetic, and sign needs (which are related to society, symbols, and advice). Compared to other traditional sources of information, online information has the advantage of saving users' time and energy, providing reliable and up-to-date tourism information, and saving costs. The improvement of travel and tourism products and services takes advantage of large-scale utilization of ICTs (Mavri & Angelis, 2009), which counts for over 10% of global GDP and creates 200 million jobs (WTTC, 2011). Both tourist behaviour and business strategies are changed by the developments in ICT

(Porter, 2001). The tourism industry expands its business activities because of ICT, domestically and globally.

3.2.2 Social Media

Weinberg (2009) and Lai (2010) stated that as social media keeps developing as time goes by, there is no formal definition of social media as technology. The creation of social media is facilitated by the development of Web 2.0 (Michaelidou, Siamagka and Christodoulides, 2011). The main concept of social media is about facilitating users to generate and share content, and interact with others on the Internet (Bruhn, Schoenmueller & Schafer, 2012; Berthon et al., 2012). So, Lai (2010) and Kirtis and Karahan (2011) concluded that social media are Internet applications that facilitate Users Generated Content and social interaction online. This new social mode by Web 2.0 is widely adopted by consumers and businesses, social media and user-generated content (UGC). Based on the ideology and technology of Web 2.0, social media are a group of internet-based applications with the creation and exchange of UGC (Kaplan and Haenlein, 2010). Web 2.0 started a new social mode for humans to interact with each other on the Internet using convenient and innovative applications. The development of social media also changed the nature of communication between travellers (Litvin, Goldsmith, & Pan, 2008). Social media are internet-based applications, based on the Web 2.0 platform. Such applications provide Internet users opportunities to interact, communicate, and build up relationships (Kaplan & Haenlein, 2010).

Kaplan and Haenlein (2010) classified social media into two groups: social presence/media richness and self-presentation/self-disclosure. There are various forms of social media: firstly, the blogs, micro blogs and social networking sites arise because of social media. Then, the feeling of being socially connected is a central element of social media sites. So, sites such as Facebook, Instagram, Tripadvisor and Twitter rise up on foundations of real-life social interactions (Nusair et al., 2013). The similarity between all the social networking sites is that users can communicate or share content, create profiles, communicate, exchange pictures and movies, and share interests, creating communities there.

Many researchers such as Heidemann, Klier and Probst (2012) pointed out that social networking is based on links between individuals, which support the creation

of communities through social networking sites (Laroche, 2012). It is said that social media is an effective tool because of its potential empowerment, engagement and education to consumers about a product, service or tourism destination. It is obvious that social media has a positive impact on businesses promoting themselves and providing important information sources. Social media is commonly used as a marketing strategy in the tourism industry. For example, the use of Facebook sites helps tourism organisations identify the demographics of their users and use advertisements to target their audience more efficiently (Lillington, 2013). Because of the functional effect of social media on the tourist market, Tourism New Zealand (2014) has invested in growing its social media platforms and engaging with potential customers to sell their countries as attractive tourism destinations. As the Internet has changed the way information is searched, travellers become clearer about their needs and more active in social media to search information about destinations and attractions, and amenities within them (Wu, Zhang, & Chikaraishi, 2013).

Knowledge sharing encourages an individual to share his/her experiences, insights or knowledge with other individuals. So, the recipient of the knowledge might use it to develop his/her performance. Or, it can be explained that knowledge sharing is an exchange activity where individuals, groups and communities share their knowledge, experience, skills and interests (Wasko & Faraj, 2005). There are usually two groups of people: the first group includes people who look for information assistance. The second group refers to the people who want to share their knowledge with other individuals (Qu & Lee, 2011). Torres (2010) showed that 84% of leisure travellers globally used the Internet for planning sources, for information about flights, costs and destinations. The increased adoption of social media brings electronic word-of-mouth closer to traditional word-of-mouth communication, which is still considered as an important information source in the travel planning and decision-making process (Jacobsen & Munar, 2014).

The concerns for the consumer purchase decision-making process while using social media are:

- Trustworthiness and reliability
- Lack of relevance to user
- Extreme opinions

- Security and privacy concerns (Burgess, Sellitto, Cox, & Buultjens, 2009)

3.2.3 E-WOM

WOM refers to Word-of-Mouth. WOM communication is a general concept of marketplace interpersonal interaction (Mitchell & Walsh, 2010). Keller (2007) stated that WOM communication is perceived as an important means for influencing consumer-buying decisions. As WOM is considered more credible and flexible, it is more effective than advertising or direct personal sales (Engel, Kottlat, & Blackwell, 1968; Herr, Kardes, & Kim, 1991; East, Hammond, Lomax, & Robinson, 2005). The definition of WOM was “informal person-to-person communication between a perceived noncommercial communicator and a receiver regarding a brand, a product, an organisation or a service” (Harrison Walker, 2001).

WOM is seen as an important vehicle for message delivery by both marketers and market researchers. The Internet and technology revolution encourages WOM communication and gives consumers an innovative method to connect with one another, which includes online forums, blogs, wikis, e-mail, recommendation sites, social- networking sites and virtual-reality community sites (Libai et al, 2010; Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004). Litvin, Goldsmith, and Pan (2008) explored the impact from both positive and negative WOM in tourism products, and found out traditional WOM acts as an information source in the field of travel and tourism.

E-WOM is defined by Hennig-Thurau et al. (2004) as “any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the internet.” Like traditional WOM, e-WOM has the advantage of credibility and trustworthiness. Additionally, e-WOM has a low cost, target marketing, and a high and rapid response rate (Okazaki, 2008). As well, e-WOM marketing has the ability to connect individuals domestically and internationally. In general, e-WOM marketing is considered as an effective and trustworthy marketing strategy that can informally influence consumers’ brand awareness (Ferguson, 2008), brand attitudes (Herr et al., 1991), brand loyalty (Sung, Kim, & Moon, 2008), purchase intentions, and decisions (Riegner, 2007; Söderlund & Rosengren, 2007). Marketing research

has explored different factors that encourage consumers to engage in WOM marketing activities such as recommendations and referrals (de Matos & Rossi, 2008).

The Internet enables e-WOM (Hennig-Thurau et al., 2004; Weiss, Lurie, MacInnis, 2008), by strengthening one-to-one and group communication. Online communication channels build up a bridge for individuals and marketers to share information and electronic word of mouth (e-WOM). Hennig-Thurau, Gwinner, Walsh, & Gremler (2004) also defined e-WOM as “any positive or negative statement made by potential, actual or former consumers about a product or company, which is made available to a multitude of people and institutions via the internet.” There are variety of interactive media platforms, such as social media, emails, web forums, blogs and digital-virtual worlds (Dobele, Toleman, and Beverland, 2005; Singh, Veron-Jackson, and Cullinane, 2008).

Social media is used as a new platform to enable potential customers to communicate with each other, which is a developed way of traditional word-of-mouth communication. Compared with traditional word-of-mouth, e-WOM can influence a greater number of consumers at one time. Plus, different forms of platforms can spread e-WOM. The third difference is acquaintanceship between message sender and receiver. Geography is not an issue as a communication barrier and anonymity with e-WOM. Dellarocas (2003) stated that e-WOM is less immediate and intimate but more influential and flexible than traditional WOM.

Online Word of mouth generally shows how perceptions of reviews influence the consumer and the importance of relying on subtitle language-based properties. Hamilton et al. (2014) considered that responding to negative WOM by using softening language increases a reviewer’s credibility and likability. Mixed positive and negative reviews show that neutral WOM builds up the direct effects of positive and negative WOM on purchasing.

The receivers of traditional WOM communication usually know the source and easily assess its credibility, however, e-WOM minimizes the receiver’s ability to judge the credibility of both sender and message. Nabi and Hendriks (2003) defined e-WOM credibility as “the extent to which one perceives other consumers’

recommendations or reviews as believable, true, or factual”. So, credibility is a major antecedent of e-WOM adoption (McKnight and Kacmar, 2006). Also, the credibility of e-WOM increases responsiveness of purchasing behaviors (Kozinets, 1999; Fox and Roberts, 1999).

Digital communication channels have the function of building up trust relationships between senders and their targeted audiences (Hung and Li, 2007), which indicates the closeness of the connection between participants, and forms a long-lasting community and a trust-based relationship. Secondly, digital channels provide a flow of detailed and rich e-WOM information and offer better opportunities for targeted audiences to judge the message and its source. For example, some social-networking sites and forums show the sender’s history or posted opinions to allow receivers to judge senders’ consistency and message potential reliability. Most websites employ moderators who oversee the communication activity and enforce rules of conduct. These capabilities of e-WOM channels increase their potential perceived credibility (Yang et al, 2012; Keller, 2007; Bampo et al, 2008).

E-WOM also shows its weaknesses: firstly, consumers will find it hard to evaluate and determine the credibility of the e-WOM message as some e-WOM messages are influenced and manipulated by the marketer (Nekmat and Gower, 2012; Kulmala, Mesiranta, and Tuominen, 2013). Secondly, the sources of e-WOM are not constrained by the audience’s social circle (Villanueva, Yoo, & Hanssens, 2008). For judging the credibility of the sender and the message, the recipients of e-WOM communications may face hurdles. There is a high possibility of misinformation (Steffes and Burgee, 2009; Schindler and Bickart, 2005).

Nielsen (2013) highlighted that e-WOM is heavily relied on by consumers for their purchases, and considered as the most trusted source of information after advice from friends. Many companies commonly use the power of e-WOM. For example, Kia Motors (2014) hosted reviews on their own websites to encourage customers to discuss the quality of their products, and the reviews are used in their TV advertisements. Most websites show mean evaluations from consumer reviews, such as overall product rankings and product feature ratings, to help consumers assess product quality. As well, there is another concept called “informational influences”, which are based on the receiver’s judgment of the relevant content of

a message and covers elements such as information quality dimensions, while normative influences indicate the social pressure on individuals to conform to the opinions and expectations of others and include elements such as crowd opinions.

Lovett et al. (2013) pointed out that offline WOM is usually driven by emotional brand characteristics. Compared to offline WOM, online WOM is driven by social and functional brand characteristics. Eisingerich et al. (2015) studied the idea that transmitting WOM in social media versus offline shows that consumers are less inclined to transmit WOM in social media because of a higher perceived social risk.

Park et al. (2007) stated that whether consumers' purchase intentions are in high involvement conditions or not is influenced by the quality of information in online reviews. The high-quality information from online reviews has a positive impact on sources' reliability, while the poor-quality information has a negative impact on the information's reliability. Also, a study by Fillieri (2014) found that the more information is relevant to consumer' needs, based on facts, credible, detailed and complete, the more credible the source of communication will be perceived to be. Yacouel and Fleischer (2012) pointed out that the reputation arising from eWOM behaviour affects important organizational performance variables such as price. If the tourist organisation understands how social media influences the way it is perceived by consumers and how perceptions affect tourists' choices and behaviour, it can benefit from greater profits and reputation.

3.3 The Impact of Social Media on Consumer Behaviour in the Tourism Industry

Based on Cohen, Prayag and Moital (2013), the model of tourism consumer behaviour is built by an individual's character, attitudes, values, social-demographic factors, experience and information. Cooper et al. (2003) highlighted that tourism is meaningful for people as a direct result of social, cultural, educational and economic spheres of human and international relations. Or, it can be said that tourism measures population and the development of international cooperation between countries through tourists. Travelling abroad was considered to be for the acquisition of goods but it has changed to associate with signs, symbols

and culture (Vosyliute, 2008: 397). According to Pearce (1989), tourism industry changes because people's lifestyles change. Reduced working hours, higher incomes from owning businesses, the higher value of leisure, nature conservation and other consumer behaviour have led opposition to mass tourism and the emergence of new tourism industries. According to Marek (2014), the concept change from "consumption for consumption" to "consumption causes experiences" indicates that a product or service is purchased because its consumption enables tourists to experience new impressions and helps them to gain new individual experiences.

Changing consumer behaviour has led to a new understanding of tourist groups; they are seen as very educated, knowledgeable, experienced, and with high expectations (Moutinho, Ballantyne, & Shirley, 2009). This group usually travels frequently with lots of technologies skills; and they are able to pay and adapt to different cultural environments. Social media offers the tourism industry the opportunity to understand and satisfy travellers' demands. The tourism industry can understand people's desires, demands, and interests better when they analyse the comments on online communities such as virtual tourist and tripadvisor.

Taken from a consumer's point of view, it is hard to evaluate the quality of tourism and hospitality products and the perceived benefits before the product is consumed. Tourism and hospitality products are usually highly price sensitive and require high involvement. Travellers need to review online travel information in the early phases of their decision-making process to minimize the risk of making wrong decisions (Cox, Burgess, Sellitto, & Buultjens, 2009; Leung et al., 2013). Therefore, this motivates consumers to use the Internet to get enough information, especially the public review in social media, for their travelling (Zheng & Gretzel, 2010).

There are five key stages for the traditional consumer decision-making process: need recognition, information search, evaluation of alternatives, purchase decision and post-purchase evaluation (Cox et al., 2009; Kotler & Keller, 2006; Law et al., 2014). For the travel period, there are three stages: pre-travel, during-travel, and post-travel stages (Cox et al., 2009; Fotis, Buhalis, & Rossides, 2012; Leung et al., 2013; MacKay et al., 2002; MacKay and Vogt, 2012; Woodside and King, 2001). In the early phases, travellers access and review travel information online to

minimize the risk. At this stage, the Internet is used for the information search, which is an essential part of consumers' purchase decision-making processes. Social media can effectively reduce the uncertainty and perceived risks and enhance the quality of trips (Buhalis & Law, 2008; Zeng & Gerritsen, 2014). According to O'Connor (2010), over 80% of consumers think it had at least some influence on their final purchase decisions.

However, as there are many choices on the Internet, information reliability is really an issue in consumers' decision-making processes. The reviews from previous consumers are considered more trustworthy and credible than information provided by suppliers of products and services (Akehurst, 2009; Burgess et al., 2009; Lange-Faria and Elliot, 2012). The reason behind this is that the writer of the feedback is not related to the company and does not gain directly from advocating the product or service (Dellarocas et al., 2010; O'Connor, 2010; Zeng & Gerritsen, 2014).

Xiang and Gretzel (2010) stated that tourists could search massive amounts of information online. For the tourism industry, the Internet is one of the most crucial marketing communication channels; therefore, tourism is considered as the foremost industry in terms of volume of online transactions (Akehurst, 2009; Werthner & Ricci, 2004). Because of the strong bind between information technologies and the tourism industry, travel-related topics are the most common issues in social media.

Social media is widely used, not only for the pre-travel stage; it is used at any stage of travel periods (Fotis et al., 2012; Leung et al., 2013). This trend is also defined as Travel 2.0 (Miguéns et al., 2008; Muñoz-Leiva et al., 2012). For tourism companies, social media creates more unprecedented opportunities to understand and respond to consumer preferences (Law et al., 2014). Presently, social media is used in-the pre, during and post stages of the travel experience, as well as in every consumer decision-making point. Such points for the travel and tourism industry include travel dates, destinations, hotel reviews, tourist guides and suggestions for restaurants or exhibitions (Buhalis & Law, 2008; Miguéns et al., 2008). Travel-specified social media sites focus on hotels and other information elements concerning sightseeing, renting cars, tour guides, transportation, restaurants/bars or prices and weather conditions (Miguéns et al., 2008).

Tourists commonly use social network and review sites such as Tripadvisor and Virtual Tourist. Munar (2012) noted that tourists like to discuss with previous tourists their trip plans as they are buying unfamiliar, intangible experiences. By doing this, tourists feel there is less risk in their decisions as they have communicated with previous experienced tourists in the region. Tourists use the information they obtain to make decisions about their holiday plans, which include destinations, activities, accommodation and transport. Their decisions are guided by the information and reviews shared on social media channels (O'Connor, Cowhey, O'Leary, 2016).

The new media introduces new possibilities and provides new opportunities and challenges for those who are involved in the tourism sector. Tour operators, potential consumers, producers and active travellers brainstorm, criticize, ask and provide advice, make proposals, evaluate products and services and a range of other activities that take place in the world of social networking and new technologies. For the first time, the consumer-traveller participates actively, not only as a tourist who makes use of tourist products, but is also given the opportunity to report his opinion or express a need or a desire. This can lead to the creation of new products and/or improve the current situation. The business makes an effort to use and develop new technology tools efficiently so that they can access the traveller in the most effective way possible and ask for informal cooperation. This cooperation results in the travel industry cutting down costs for promoting and advertising products and also satisfies consumers' needs and provides a benefit from it.

Compared to other tourism markets, youth tourism is gradually being considered an important segment of the global tourism industry and the relationship between young people and travel is developing. Also, relevant surveys show that the development and involvement of young people in social media is increasing (Facebook shows a 200% average annual increase of users' registration during the year of 2013).

In terms of a reference group, Ayeh et al. (2013) said that tourists usually review and share their experiences to guide another's holiday planning. Choi and Han (2013) pointed out that information from family and friends is considered more

reliable when it comes to planning a holiday. The survey results from O'Connor, Cowhey, and O'Leary (2016) showed that tourists like considering social media review sites and engaging in conversations with other tourists about their holiday plans.

The identification of the types of customer value perceived by travellers using social media for trip planning purposes is very important, which offers essential guidelines about designing the information sources, the structure and the functionality of social media. This process develops an organisation's web traffic, usage and competitiveness. The predisposition to use social media when the users organise and take trips is connected to a user's perception of the benefit that social media provides (Wang, Yu & Fesenmaier, 2002). Because travellers' demographic characteristics and technology skills are different, the benefits of using the technologies on vacation trips are varied and dynamic. Previous studies show that tourists are motivated to obtain information for their trips, and the relationship between functional benefits and participation is seen as the major factor for travellers deciding how to use social media for organising and taking their vacations. The concept of "community web-enhancement activities" was explained by Andersen (2005), which showed how to manage the involvement of customers in product or service development activities by communicating these possibilities to a wider audience, after which, customer's involvement in product or service activities can support brand involvement. This can be explained as customer involvement allowing customers to affect product development and discuss possible product modifications with related brand community members in a direct and interactive way.

The major social benefits of communicating with other members are: constructing the relationships, exchanging the ideas and opinions, and visitors involving in the exchange of information. The social benefits are connected with the level of participation in the use of social media when organising and taking vacation trips (Chung & Buhalis, 2008). The psychological and hedonic benefits are two factors that lead to great benefits by using social media when organising and taking vacations, which strongly influence the visitor's participation in those technologies (Wang & Fesenmaier, 2004b). Some literature outlined the importance of both monetary and non-monetary sacrifices in the relationship and the costs of changing

suppliers. The costs refer to finding another supplier, and establishing a new relationship - the need to explain preferences and provide information to the new supplier, the functional risk of a new supplier not being as good as the previous one and the benefits of special treatment and social connections (Brady, Robertson, & Cronin, 2001; Jones, Mothersbaugh, & Beatty, 2000; Lewis & Soureli, 2006; Patterson & Smith, 2003).

The basic aim of using social media as a system oriented to the exchange of information is to facilitate relationships between individuals. As a result, the time cost for the process is an important variable (Meroño Cerdán, 2005). The studies by Yoo, Lee and Gretzel (2007) and Yoo and Gretzel (2008) showed the importance of the cost of contributing content in tourism social networks and of monitoring other contributions during the planning of a trip.

Online social networks include blogs, virtual communities, wikis, collaborative tagging, and media file sharing sites. Facebook and TripAdvisor are two typical popular examples (Pan, MacLaurin, & Crotts, 2007). Boyd and Ellison (2007) provided different web-based services to individuals: construction of a public or semi-public profile within a bounded system, articulation of connections with the people they share information with, viewing their connections with others within the system. Since late 1990s (Xiang & Gretzel, 2010), travel-specific virtual communities have started up for tourists to exchange opinions and experiences about their common interests. There are a number of different online communities for travel purposes. TripAdvisor specializes in hotel reviews and provides an open platform for visitors to post questions, reviews and answers (Keates, 2007). Facebook fan pages are widely adopted by many tourism and hospitality companies for the applications that allow viewers to make reservations, post comments and meet with other viewers (Sinha, 2011).

The tourism and hospitality industries, as service businesses, have a unique feature associated with intangibility and inseparability of production and consumption. This unique feature leads to the need to build and maintain strong relationships with customers (Bendapudi & Berry, 1997; McCole, 2002). Also, due to the intense competition in the market on the supply side, business operations are facing the challenge that consumers' switching costs are greatly lowered (Álvarez, Casielles,

& Martín, 2009). Tourism organisations give more attention to relationship marketing and use it as a strategic tool, for example, airlines' frequent flyer programs (Cooper, Gilbert, Fletcher, & Wanhill, 1996), hotels' frequent guest programs (Palmer, McMahon-Beattie, & Beggs, 2000), and car rental firms' consumer preference schemes (Chadee & Mattsson, 1996).

3.4 The Impact of Social Media on the Chinese Market in the Tourism Industry

Microblogs became immensely popular in China after 2009. The Chinese Xinhuanet reported on August 7, 2012, that official government microblogs are rapidly developing with the concept "Microblog for all people". Guangzhou city, the capital city of Guangdong Province, firstly started "Microblow-Governance". Hangzhou City, the capital city of Zhejiang Province, proves the interaction between city government and customers by an official microblog (Jiang, 2012). Nanjing City, the capital city of Jiangsu Province, integrates microblog, microfilms and an online mobile App for city branding (Ifeng, 2013). The widespread popularity of social media leads to an increasing number of Chinese cities using social media to establish city brands and promote city images.

There are currently 626 million people using social media in China. The registration rate of Chinese urban residents using social media is approximately 95% (eMarketer, 2017). In 2012, a survey indicated that 91% of Chinese interviewees had used social media in the last six months, compared to 30% in Japan, 67% in the USA and 70% in South Korea (Li, 2012). China has become the largest social media network in the world because of these social media users (Chen, 2012). Ogilvy (2011) stated that there are three new categories of social media in China. The first is "Groupon", such as Meituan and Manzuo websites. The second is "Q&A", such as Tianya and Baidu, and the third is "Tencent", which is one of the most powerful social media companies in China that owns popular social media software like "Wechat" (Chen, 2012). All these social media applications are capable of handling the development of social media in China. Chen also highlighted that the coverage rate of microblogs is up to 97%, followed by 70% for SNS (Social Network Site) and 10% for LBS (Location Based Service) in China. This shows that the microblog is the most popular type of social media in China.

As a result of the fast development of the Internet and e-commerce in the tourism industry, how tourists search information has changed dramatically: online information has become the major information source for Chinese tourists (Lehto, Kim, & Morrison, 2006; Li & Yang, 2010; Zhang, Liang, Shi, & Zhong, 2007). eMarketer (2012) showed that \$7.72 billion will be spent by global marketers on social networking websites, which is a 48.5% increase from \$5.2 billion in 2011. With an increasing tide of social media, Tencent's social networking site, Qzone, boasted 637 million registered accounts in China, which ranks as the world's third Internet company after Google and Amazon. By the end of 2011, there were 244 million Chinese users of SNS, which means 47.6% of Chinese Internet users (China Internet Network Information Center [CNNIC], 2012). Li and Yang (2010) pointed out that compared to other countries, the development of e-commerce in China is relatively slower than other countries.

Word of mouth is a crucial part of marketing in China. The informal written and relatable information from a friend is more important for the tourist. China's Internet user usually takes advantage of platforms as Weibo, Qzone, Wechat and Kaixin001 to research travel information. 80% of China's population has a social media profile and exchanges experiences and opinions on potential destinations and tourist attractions.

Chinese Internet users are heavily affected by friends and relatives and they are eager to share information with them in return. Approximately 74.6% stated that friends, classmates, and coworker's recommendations are useful for them to select social networking sites. Additionally, 37.5% of Chinese Internet users choose SNS to share web links, documents, and music with friends (CNNIC, 2009), which boosts e-WOM or viral marketing in Chinese social media. In China, the influence of opinion leaders in e-WOM marketing is seen as important by marketing scholars and practitioners (Dai, 2008; Ding & Wang, 2010; W. Xue, 2009; Zhou, 2006). Marketers in China like to ask for guidance and recommendations when it comes to market mavens in social media or e-WOM marketing.

Chinese opinion leaders are attractive to some scholars in the field of social media marketing (Ding & Wang, 2010; Ding et al., 2010; Hu et al., 2008; Li & Du, 2011).

The important role of opinion leaders in e-WOM marketing is acknowledged by Chinese academia and industry as well (Dai, 2008; Ding & Wang, 2010; Kong, 2003; Peng & Mao, 2004; Xue, 2009; Zhou, 2006). Young Chinese consumers are expected to show a strong market mavenism tendency. Goldsmith, Clark, and Goldsmith (2006) stated that psychological factors such as global innovativeness, status consumption, and creative choice counter conformity explained more variance in market mavenism than did demographics.

Chinese tourists consider search engines or online travel agencies as their main information search route for their trip planning. The first level is the general search engine as hubs for Chinese tourists' navigational paths. The OTA websites (such as Qunar and Cncn) are the second level of hubs for Chinese tourists. These sites occupy important positions and high input and output for the whole clickstream. Online travel agencies are clearly shown on search engine result pages when tourists search for information for their trips. The ranking of online travel agencies on general search engines relates to their dominant power, which echoes the findings from other research that small and medium-sized businesses are hardly shown in search engine space (Xiang, Wober, & Fesenmaier, 2008). As a consequence, most individual businesses choose to work with online travel agencies for their high visibility on search engines and wide adoption by tourists' online navigational path networks. Thus, online travel agencies have great power in dealing with commissions and relationships with hotels and attractions.

After the second decade of the twenty-first century, contemporary China will provide more opportunities for exploring how social media transforms everyday consumption situations. The rapid growth of social media is reshaping traditional Chinese values and interpersonal patterns of interaction. According to Chu and Ju (1993), there is an increasing number of Chinese consumers, especially the younger generation, engaging in consumption for hedonic reasons rather than utilitarian needs. Dou, Wang and Zhou (2006) stated that the young generation, who were born during China's economic reform years, grew up with the development of the market economy and explosion of western culture, and therefore, they tend to hold materialistic values. There is a consistent and persistent increase in conspicuous consumption (Thompson, 2011). In this situation, social media is widely used via mobile devices and plays important roles, especially Chinese Weibo and Wechat.

According to Zhang and Negro (2013), it is noted that Sina Weibo accounts for 57% of the microblogging market in China, which attracts 10 million new registered users every month. Each day, about 100 million Weibo messages are posted online. Compared to other less featured and less popular platforms, Weibo messages are more comprehensive for analysing and interpreting consumers' value in social media. The electronic word-of-mouth from Weibo is very powerful. The use of mobile technologies accelerates this value-reshaping process. Nakao (2014) stated that there were more than 500 million mobile Internet users in China and 196 million Weibo mobile users in 2014. When tourists use Weibo while travelling, they are encouraged to upload pictures, information and comments on that location.

Wechat is another social application which has both messaging and microblogging functions together. There is no such social media platform in western countries. Wsawa (2014) pointed out that Wechat is developing globally and it may replace Facebook some time (Rapoza, 2013).

As Lee, Kozar, and Larsen (2003) pointed out, two basic conditions are necessary for the adoption of any technology: the perception of utility and ease of use. On the same lines, Gefen and Straub (2000) argued that if the conditions of ease of use, ease of learning, flexibility, and clarity of its interface in the case of information technologies are not met internally, or it is not shown how IT helps users achieve task-related objectives, such as task efficiency and effectiveness externally, ease of use and the adoption of the technology will not take place.

3.5 Summary

The literature review illustrated that different authors define consumer behaviours differently and this is affected by a variety of factors. Online marketing strategies are generated by the development of ICT. Social media is one of the most effective tools as a marketing strategy. The e-WOM is a faster way to promote products and services to consumers. The impact of social media on consumer behaviours is

significant. For the Chinese tourist market, typical social media platforms such as Weibo, Wechat, and Qiongyou are used for their trips. Based on the literature review, a quantitative research will be carried out to understand the use of social media websites by the potential Chinese tourist market, discover how the New Zealand tourism industry's online strategies affect the potential Chinese youth market's decision making and exam the usefulness and trustworthiness of the New Zealand tourism industry's online marketing strategies to the potential Chinese market.

CHAPTER 4: METHODOLOGY

This study aims to analyse how the potential Chinese youth market understands the New Zealand tourism industry's online marketing strategies. The research was conducted during the period of 10th April to 8th May 2017 in Dalian. The research instrument, sampling selection, development of the questionnaire and the treatment of data are described in detail in this Chapter. Also, the methods used for conducting the research and statistical analysis are presented as well.

4.1 Selection of Research Instrument and Questionnaire design

The research instrument is defined as the research method used for recoding and gathering information during a study, which facilitates variable observations and measurements. The type of instrument used by the researcher depends on the data collection method selected. The selection of the data collection method should be based on the identified hypothesis or research problem, the research design, and the information gathered about the variables. The basic methods include a questionnaire, checklist, distribution, interview, observation, records, survey approach and experimental approach.

According to Burgess (2001), there are three key steps to designing a questionnaire. Firstly, the research needs to determine what questions need to be asked. Secondly, the researcher has to choose the question type for each question and the words used for the question. Thirdly, the research has to design the question sequence and overall questionnaire layout. During the question design process, the most important point is to link the research aims and individual questions via the research issues. In terms of the question types, open vs. closed, single vs. multiple responses, ranking and rating are different types of questions. The layout and sequence of the questions should be consistent in aspects such as wording and trying to standardize by using as few question types as possible. Over all, the questionnaire needs to be logical and simple.

The questionnaire was adopted as the form of the research instrument to explore the Chinese youth market's understanding of New Zealand's online marketing strategy. Popper (2004) stated that the questionnaire is a convenient tool for the

researcher to collect large amounts of information from a large number of people in a short period of time. Questionnaires cost less in terms of time and money than interviews (Popper, 2004). Also, data collection and analysis is regarded as easier than interview analysis (Gillham, 2000). Due to the time constraint and limited fund of the research, the questionnaire is considered as the most appropriate instrument for this research.

The questionnaire for the research was designed in English and translated into Chinese for Chinese respondents' convenience. The questionnaire consists of three sections, which include 25 questions. The first section is about the social platform. There are seven questions in this section. The first question asks how different reference groups affect respondents' travel intentions. Then, the questionnaire asks how frequently and how they use the websites/ social media for their trip. Question 4 and Question 5 ask what travel information the respondents see and expect to see online. Question 6 and Question 7 ask about the trustworthiness and usefulness of the websites/social media applications to the respondents.

The second section is about their understanding of the New Zealand tourism industry's online marketing strategies. There are 10 questions in this section. The first question asks how familiar the respondent is with different New Zealand destinations. The second and third questions are about the importance of different information sources and social media applications to the respondent. Question 4 asks how respondents take advantage of different websites for their trips. Question 5 and Question 6 ask about respondents' awareness of campaigns, activities, and social media applications. Question 7 and Question 8 ask how effective respondents' think campaigns, activities, and social media applications are. Finally, the questionnaire asks how and how long the respondent wants to travel in New Zealand.

The third section is about personal travel information of the respondents. The first six questions concentrate on the demographic information of the respondents by multiple choice questions such as age, gender, education level, occupation, income, and marriage status. Then, the questionnaire asks how many trips the respondents have taken and where have they visited in the past 12 months.

This research aims to find out how the Tourism New Zealand's online marketing strategy affects the potential Chinese youth market. The research covers the relationship between the New Zealand tourism industry's mobile marketing strategies and potential Chinese tourists' decision-making. So, the first section focuses on how respondents use websites and social media applications, the second section concentrates on how respondents understand New Zealand's marketing strategies. Demographic factors that usually affect consumer behaviour - affordability and demographic characteristics such as gender, age, education level, health condition, occupation, and income - are all considered in the third section. Also, respondents' travel patterns are questioned as well.

4.2 Sample Selection

Sampling is the process of selecting a number of individuals for a study in such a way that the individuals represent the larger group from which they were selected (Ogula, 2005). The purpose of sampling is to gather data about the population to make an inference that can be generalised to the population.

The target respondents are the potential Chinese tourists who are between the ages of 20-35. World Tourism Cities Federation (2014) findings showed that over half of Chinese outbound tourists are born after 1980. The target respondents chosen are between the ages of 20-35. This group are called Millennials or "Generation Y", which is the generation born between the 1980s and 2000s. According to Gulickx (2014), "Generation Y" is the generation of travel, who constantly look out for something cheaper and faster and, more importantly, they are always online. According to MBIE (2014), with the development of technology, "Generation Y" search information online and explore the world by themselves. This group is also more likely to absorb online marketing information for their trips. As a result, this age group is chosen as the youth market to gain an understanding of New Zealand's online marketing strategies.

The research adopted convenience sampling techniques as a sampling strategy because the sample is taken from a group of people easy to contact or to reach (Saunders, Lewis & Thornhill, 2012). As the sample is randomly selected between the age of 20-35, the sample is reasonably representative of the youth market in

Dalian. It is easy for the researcher to approach travel agents, who can target the customers who are planning to visit New Zealand. As a result of time constraints and the sample size, the convenience-sampling technique is more appropriate for the research.

4.3 Conducting the Survey

While conducting the survey, there are three key steps: identifying respondents and keeping track of status, numbering each questionnaire, and delivering the questionnaire (Burgess, 2001). Two hundred questionnaires designed by the researcher were physically placed in travel agencies in Dalian for administration. The managers of three travel agencies in Dalian helped the researcher to communicate with the respondents, and asked them to complete the questionnaire on site. This allowed the travel managers to target the people who are interested in travelling to New Zealand and ensure a good response rate. In the end, 199 questionnaires are valid for the research. One questionnaire is not valid as some data is missing.

4.4 Treatment of Data

The data collection began in April and finished in June 2017. The managers of the three travel agencies helped the researcher to hand out the questionnaires to the potential respondents who met the criteria and was explained the purpose of this survey. The respondents were given 10-15 minutes to fill out the questionnaire straight away. After the respondents completed the questionnaire, the managers of the travel agencies collected the answers for the researcher. As the questionnaires are designed in Chinese, the researcher translated the questionnaires into English for data analysis.

4.5 Data Analysis Methods

The data analysis process includes entry, coding and tabulation. Editing of data is to impose minimum quality standards on the raw data. Coding means transforming raw data into symbols for tabulating, counting and analysing. Tabulation is counting the number of cases that fall into each category (Jambwa, 2003).

To analyse the collected data, this was entered on an Excel spreadsheet and then imported into SPSS for analysis. Descriptive statistics was adopted to explore the general pattern of respondents, which illustrated the main features of the questionnaire. Tables or graphs summarising the findings will be shown. As they are all close-ended questions, no content analysis was needed.

The mean and frequency of respondents' demographic characteristics, understanding of social media platforms and understanding of New Zealand online marketing strategies were analysed in SPSS, which showed the general information of the respondents.

After that, bi-variate analysis such as simple correlations, t-tests, and chi-square tests, were used for analysing the relationship between the extent of 1) the relationship between respondents' demographic information and their understanding of social media platform, 2) the relationship between respondents' demographic information and their understanding of New Zealand's online marketing strategies, 3) the relationship between respondents' understanding of social media and their understanding of New Zealand online marketing strategies.

In order to meet the objectives, the ANOVA analysis is adopted to discover the relationship between respondents' age groups and employment status with their frequency of use, trust in and usefulness of using social media. Analysis of Variance (ANOVA) is a hypothesis-testing technique used to test the equality of two or more population means by examining the variances of samples that are taken (Algina & Olejnik, 2003). ANOVA allows one to determine whether the differences between the samples are simply due to random error or whether there are systematic treatment effects that cause the mean in one group to differ from the mean in another. ANOVA is based on comparing the variance (or variation) between the data samples to variations within each particular sample. If the between variation is

much larger than the within variation, the means of different samples will not be equal. If the between and within variations are approximately the same size, then there will be no significant difference between sample means. An ANOVA test is a way to find out if survey or experiment results are significant. It is about testing groups to see if there's a difference between them. A one-way ANOVA is used to compare two means from two independent groups using the F-distribution. The null hypothesis for the test is that the two means are equal, therefore, a significant result means that the two means are unequal.

To discover the degree of effectiveness of the New Zealand tourism industry's online presence in influencing the Chinese youth market to visit NZ, the cross-tab and chi-square are used to investigate the relationship between age groups and importance of different social networks, and the relationship between income level and respondents' preferred travel patterns. Both t-test and chi-square tests are statistical tests, designed to test, and possibly reject, a null hypothesis. A t-test tests a null hypothesis about two means; A chi-square test tests a null hypothesis about the relationship between two variables (Pearson, 1900). A t-test requires two variables; one must be categorical and have exactly two levels, and the other must be quantitative and be estimable by a mean. A chi-square test requires categorical variables, usually only two, but each may have any number of levels. In terms of the chi-square, this will show if the relationship between two variables was significant. If the P value is 0.05 or smaller than 0.05, then there is a significant association between two variables. If the P value is bigger than 0.05, then there is no significant association between two variables.

4.6 Limitations

This study adopted a convenience sampling method due to time and budget constraint. So the results of the study findings may contain some bias. Firstly, the survey was conducted in approximately one month, which is too short for the analysis. Secondly, there are only 200 samples for the analysis, therefore, the size is too small to give an accurate result. Lastly, Dalian is not a major city in China, so the result from Dalian is not general enough to represent the Chinese market.

4.7 Summary

In order to collect large amounts of information from a large number of people within limited time range, the researched was based on a quantitative method and adopted questionnaire as a convenient tool. The questionnaire was designed in English and translated into Chinese for the respondents in Dalian. There are three sections in the questionnaire. The first section is about the social platform, the second section is about understanding the New Zealand tourism industry's online marketing strategies, and the third section is about personal travel information of the respondents.

The target market are the potential Chinese tourists who are between the ages of 20-35, who are more likely to absorb online marketing information for their trip. 200 questionnaires were placed in travel agencies in Dalian. The managers of three travel agencies in Dalian helped the researcher to ask the respondents to complete the questionnaire in 10-15 minutes.

The Descriptive statistics was adopted to explore the general travel pattern of respondents. Firstly, the mean and frequency of respondents' demographic characteristics, understanding of social media platforms and understanding of New Zealand online marketing strategies showed the general information of the respondents. And then, to understand the use of social media websites by the potential Chinese tourist market, the ANOVA analysis is adopted to discover the relationship between respondents' age groups and employment status with their frequency of use, trust in and usefulness of using social media.

After that, to discover how the New Zealand tourism industry's online strategies affect the potential Chinese youth market's decision making, the cross-tab and chi-square are used to investigate the relationship between age groups and importance of different social networks, and the relationship between income level and respondents' preferred travel patterns. Lastly, to examine the usefulness and trustworthiness of the New Zealand tourism industry's online marketing strategies to the potential Chinese market, the chi-square were used to discover the relationship between social media website's usefulness and respondents' trust in the social media websites.

CHAPTER 5: FINDINGS & DISCUSSION

5.1 Introduction

The findings and discussion chapter describes the results from a sample of 199 valid responses. As all questions in the survey are close-ended, the Software Package for Statistics and Simulation (SPSS 19.0) was adopted in order to present descriptive ratios and ANOVA, bivariate correlations and chi-square. The sample is selected in Dalian, which represents the youth market in China. Firstly, respondents' personal information characteristics will be discussed as demographic factors for the further analysis. After that, the chapter presents how the respondents use social media platforms for their trips to meet the objective of understanding the use of social media websites by the potential Chinese market. Thirdly, how the respondents understand New Zealand online marketing strategies will be illustrated. This also shows how the New Zealand tourism industry's online strategies affect the potential Chinese youth market's decision making and examines the usefulness and trustworthiness of the New Zealand tourism industry's online marketing strategies to the potential Chinese market.

5.2 Respondents' Personal Information Characteristics

A demographic section exists to understand the sample. From this, the objectives can be achieved. The demographic information included age, gender, education level, occupation, monthly income and marital status. In terms of the travel information, the survey asks who the respondent usually travels with, how many overseas trips the respondent had in the past 12 months, and where has he/she been for a holiday. For the descriptive analysis, the frequencies and percentages of respondents' answers for some questions will be calculated. The demographic data from this section will be utilized as independent variables for further analysis.

Table 1 presents the frequencies and percentages of respondents' demographic information. These Chinese respondents are divided into three groups by age. It can be seen from the table above that 52.3% of the respondents are in the age group of 25-29, 26.6% of the respondents are in the age group of 30-35, and 21.2% of the respondents are in the age group of 20-24. In other words, more than half of the

respondents are in the age group of 25-29. The age group from 25-35 makes up the largest proportion of the sample (78.9%). It can be inferred from the results of my sample that the age group of 25-29 is more likely interested in travelling to New Zealand.

Table 1 Demographic information of Chinese respondents

Variable	Subgroups	N (199)	(%)
Age	20-24	42	21.1
	25-29	104	52.3
	30-35	53	26.6
Gender	Male	96	48.2
	Female	103	52.3
Highest education	Middle School	2	1.0
	High School	17	8.5
	Undergraduate	139	69.8
	Postgraduate	41	20.6
Occupation status	Student	24	12.1
	Employed	127	63.8
	Unemployed	1	0.5
	Self-employed	41	20.6
	Other	6	3.0
Average monthly Income	Less than 5,000	77	38.7
	10,000-14,999	51	25.6
	15,000-19,999	41	20.6
	20,000 or above	29	14.6
Numbers of trips In last 12 months	Zero	12	6.0
	One	38	19.1
	Two	63	31.7
	More than two times	86	43.2

In terms of respondents' gender, 52.3% of the respondents are female while 48.2% of the respondents are male. There is no significant difference between the genders of the respondents. Gender has little influence on respondents' interests in travelling to New Zealand. The number of male tourists to New Zealand should be almost same as female tourists coming to New Zealand.

Among the sample, 69.8% of the respondents' highest level of education is undergraduate, 20.6% of the respondents' highest level of education is postgraduate, 8.5% are at high school and 1.0% are at middle school. It can be concluded that most of the young Chinese respondents are graduates, from undergraduate school

or above (90.4%). As a result, Chinese tourists who are in the age group of 20-35 are mostly educated in universities. It was also mentioned in the background chapter that young Chinese tourists nowadays are more educated and familiar with the Internet.

The group was asked for their employment status: 63.8% of the respondents are employed, 20.6% of the respondents are self-employed, 12.1% are full-time students, 3.0% are other and 0.5% are unemployed. So, most of the respondents are currently working (84.4%). Approximately less than 16% respondents are not employed. It also shows that young Chinese tourists are more likely employed by others, with comparably less flexible time and a fixed income.

As for averagely month income, it was found that 38.7% of the respondents earn less than 5,000RMB, 25.6% earn 10,000-14,999RMB, 20.6% earn 15,000-19,999RMB and 14.6% earn more than 20,000 RMB. Interestingly, it was also found that when the income goes higher, the number of respondents decreases. The 38.7% of respondents who earn less than 5,000RMB account for the largest proportion, therefore, it implies that there are a number of young Chinese tourists who travel to New Zealand with a limited budget. The cost for travelling will be a big concern for this group.

Lastly, 43.2% travelled more than two times in the last year, 31.7% travelled two times in the last year, 19.1% traveled only one time and 6.0% traveled zero times. It is obvious that most of the respondents travelled aboard two or more than two times. It implies that the young Chinese group travels more frequently nowadays. Most of them are experienced travellers and they have stable group potential in the tourism market.

Table 2 is the cross-tabulation of respondents' different age groups and their highest education, occupation status, average monthly income and overseas trips in the past

12 months. The cross-tabulation is used for analysing the relationship between two or more variables as a quantitative research method.

Table 2 Cross-tabulation based on Chinese respondents' age

Variable	Subgroups	20-24	25-29	30-35	Total
Highest education	Middle School	1	0	1	2
	High School	5	2	10	17
	Undergraduate	34	78	27	139
	Postgraduate or over	2	24	15	41
Occupation Status	Full-time student	21	0	3	24
	Employed	13	91	23	127
	Unemployed	0	0	1	1
	Self-employed	8	11	22	41
	Other	0	2	4	6
Average monthly income	Less than 5,000RMB	27	45	5	77
	10,000-14,999RMB	5	38	8	51
	15,000-19,999RMB	7	13	21	41
	Over 20,000RMB	2	8	19	29
Overseas trips in the past 12 months	Zero	10	1	1	12
	One time	5	23	10	38
	Two times	18	22	23	63
	More than two times	9	58	19	86

The table shows that in the age group of 20-24, 34 (80%) of respondents' highest education level is undergraduate. In the age group of 25-29, 78 (75%) of respondents' highest education level is undergraduate. But, there are only 4.7% of 20-24 respondents, 23% of 25-29 respondents, and 28.3% of 30-35 respondents who are postgraduate or over. The trend shows that young Chinese tourists' education level gets higher as their age increases. In other words, when the young Chinese tourists' age is higher, possibly their education level is higher as well.

When it comes to occupation status, the age group of 20-24, not unexpectedly, has most people who are still full-time students (50%). Then, 87.5% of the respondents whose age is 25-29, are currently employed, while approximately half of the respondents whose age group of 30-35 are self-employed. Based on the result from Table 1.2, the age group 25-29 is mostly employed by others. After they save sufficient funds for themselves, they are more likely to start their own businesses in the 30-35 year age group. It is reasonable to infer that Chinese tourists aged 30-35 are possibly running their own businesses rather than working for others.

It also can be seen that the age group of 20-24 has most respondents who earn less than 5,000RMB (41%). Most 25-29 year respondents earn less than 5000RMB-14,999 RMB (79.8%). But most in the group from 30-35 years earn 15,000RMB-over 20,000RMB (approximately 75.5%). In other words, as the respondents' ages increase, their average monthly income is higher. Taken from a tourism perspective, younger tourists have less purchasing power than older tourists.

The respondents were asked how many overseas trips they had in the past 12 months. There were only 12 respondents who didn't travel in the past 12 months, and 10 of the 12 respondents (83.3%) were in the age group of 20-24. However, it also shows that there are 27 of 42 (64.3%) respondents in the age group of 20-24 who travelled two times or more in the past 12 months, which is more than half of the total respondents in this group. For the age group of 24-29, the number of respondents who travelled more than two times is double the number who only travelled one or two times. It also shows that the same number of respondents travelled two times as travelled more than two times. In total, there are 53 respondents in the age group of 30-35 but 42 (79.25%) of them stated that they travelled two times or more. The number indicates that Chinese tourists are frequent travellers, and older tourists usually travel more than younger tourists.

Table 3 Cross-tabulation based on Chinese respondents' gender

Variable	Subgroups	Male	Female	Total
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Highest education	Middle School	2	0	2
	High School	15	3	18
	Undergraduate	59	80	139
	Postgraduate or above	19	21	41
Occupation Status	Full-time student	11	13	24
	Employed	55	72	127
	Unemployed	0	1	1
	Self-employed	23	18	41
	Other	6	1	6
Average monthly income	Less than 5,000RMB	31	46	77
	10,000-14,999RMB	26	25	51
	15,000-19,999RMB	24	17	41
	Over 20,000RMB	14	16	30
Overseas trips in the past 12 months	Zero	7	6	13
	One	22	16	38
	Two	43	19	63
	More than two times	23	63	86

Table 3 describes the cross-tabulation of Chinese respondents' gender and their highest education, occupation status, average monthly income and overseas trips in the past 12 months. As mentioned in Table 1.1, there are approximately the same number of male respondents and female respondents. Table 1.3 presents 78 male respondents whose highest education is undergraduate and over, while 101 female respondents whose highest education is undergraduate and over. The difference between male and female respondents is 23 (22.3%). This implies that generally the female Chinese respondents' education level is much higher than male Chinese respondents. There are approximately the same number of male respondents and female respondents, which means that even if female respondents have a higher education level, they still have the same power to make decisions.

Secondly, the number of female employed respondents is 17 (16.3%) higher than male respondents. So, female tourists are more likely to be working than male tourists.

In terms of average monthly income, there are 15 more female respondents' whose average monthly income is 5,000 RMB less than than male respondents; however, there are seven male respondents' whose average income is 15,000-19,999RMB more than female respondents. It shows that male respondents' average income is slightly higher than female respondents.

Next, the number of male respondents who travelled one or two times overseas in the past 12 months is 65 compared to 35 female respondents, but there are 63 female respondents but only 23 male respondents who travelled more than two times. It means that the number of female respondents who travelled more than two times is almost triple that of the male respondents. The number shows that female respondents are more frequent travellers than male respondents. It implies that female tourists are usually more experienced travellers than male tourists.

Table 4 is the cross-tabulation of respondents' highest education levels with their occupation status, average monthly income, and overseas trips in the past 12 months. Almost all the respondents whose highest level is undergraduate (which means currently studying in University or graduated from University) are full-time students.

Table 4 Cross-tabulation based on Chinese respondents' education level

Variable	Subgroups	Middle School	High School	Under-graduate	Postgraduate or above	Total
Occupation Status	Full-time student	0	0	23	1	24
	Employed	1	7	95	24	127
	Unemployed	0	0	0	1	1
	Self-Employed	1	10	15	15	41
	Other	0	0	6	0	6
Average monthly income	Less than 5,000RMB	1	7	67	2	77
	10,000-14,999RMB	0	3	34	15	52
	15,000-19,999RMB	1	5	25	10	41
	Over 20,000RMB	0	3	13	13	29
Overseas trips in the past 12 months	Zero	1	2	8	1	12
	One	0	6	26	6	38
	Two	0	9	46	8	63
	More than two times	1	0	59	26	86

Most employed respondents' highest education level is undergraduate (74.8%), and 24 respondents are graduates with postgraduate or higher (18.9%). Interestingly, the self-employed respondents' highest education level shows a similar number in high school, undergraduate and postgraduate or above. This means that whether the tourists have their own business is not related to their education level.

The respondents who earn less than 5000RMB – 19,999RMB are usually undergraduates. But there are the same number of graduated respondents who earn over 20,000RMB as undergraduate and postgraduate or over. In terms of overseas trips in the past 12 months, there are 63.4% postgraduate or above respondents who travelled more than two times in the past 12 months. This indicates that most postgraduate students are frequent and experienced travellers.

5.3 The Use of Social Media

The first section asks how the respondents use social media platforms for their trips. There are seven questions in the first section of my questionnaire.

- Q1: the relevance group for the respondents
- Q2: the frequency respondents use different social media websites
- Q3: the purpose for which respondents adopt these social media websites
- Q4: what information (Accommodation, Transport, Activities, Food) does the respondent want to see on the social media websites
- Q5: what additional information (Accommodation, Transport, Activities, Food) does the respondent want to see on the social media websites
- Q6 & Q7: the trustworthiness and usefulness of each social media website from the respondent's perspective

The seven questions in this section are designed as a matrix. Firstly, the descriptive analysis will be adopted for the frequencies and percentages of the results. The frequencies and percentages of respondents' reference groups, frequencies of using different social media websites, respondents' purposes in adopting social media websites, and social media websites' trustworthiness and usefulness for respondents will be shown below. Then the ANOVA one-way analysis is used to explore the

relationship between the demographic variables from the third section and scale variables from the first section. The relationship between respondents' age and respondents' frequencies of use, the trustworthiness, and usefulness of different social media websites will be analysed. After that, the research will illustrate the relationship between respondents' different employment status and their perceptions about the frequencies of use, trustworthiness and usefulness of different social media websites.

5.3.1 Descriptive analysis of the use of social media

The descriptive analysis about respondents' attitudes toward reference groups, respondents' frequencies and purposes in using different social media websites, and social media websites' trustworthiness and usefulness for respondents.

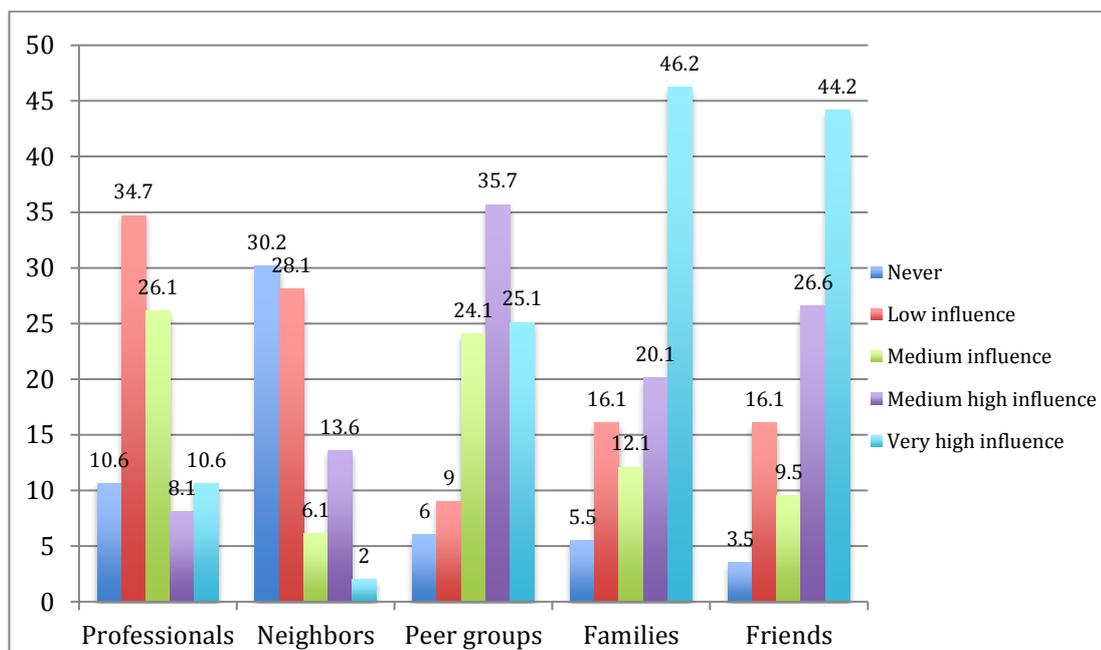


Figure 1 Respondents' Attitudes Toward Reference Groups

As Figure 1 above shows, most of the respondents (34.7%) think professionals have a low influence on their decisions, and 26.1% of the respondents think professionals have a medium influence on their decisions. 30.2% never think neighbours have an influence on their decisions, 28.1% think neighbours have a low influence on their decisions, and 26.1% think neighbours have a medium influence on their decisions. 35.7% consider peer groups have a medium high influence, 25.1% chose very high

influence and 24.1% think peer groups have a medium influence. 46.2% respondents consider families have a very high influence, 20.1% respondents consider families have a medium high influence, while 16.1% respondents think families have a low influence. 44.2% of respondents show that friends have a very high influence, 26.6% of respondents show that friends have a medium high influence on their decisions.

As the results above described, most of the respondents consider families and friends as their important reference groups. The peer groups, neighbours, and professionals are less important as their reference group. This result is consistent with the point of view from Choi and Han (2013). The most important personal information sources are: family, friends, neighbours and acquaintances (Kotler & Keller, 2006). Tourists are likely to review and share their experiences to guide another's holiday planning. And the information from family and friends is more reliable for tourists who are planning trips. It can be inferred that the Chinese youth market is more likely to be influenced by their families' and friends' reviews or recommendations shared on social media websites.

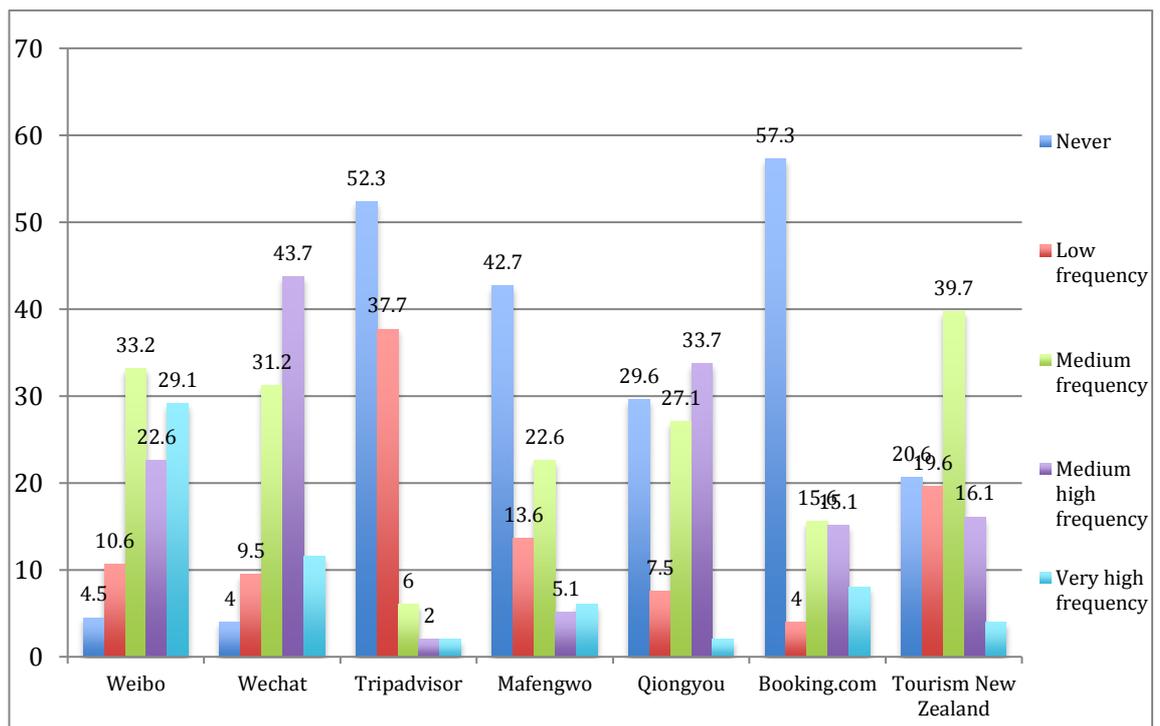


Figure 2 Respondents' frequencies of using different social media websites

Figure 2 shows how frequently respondents use different social media websites. 33.2% of respondents use Weibo with medium frequency and 29.1% with very high

frequency. For Wechat, 43.7% of respondents use it with medium high frequency and 31.2% with medium frequency. 52.3% of respondents stated that they never use Tripadvisor and 37.7% said they use Tripadvisor with low frequency only. Similar to Tripadvisor, 42.7% never use Mafengwo and 22.6% use Mafengwo with medium frequency. In terms of Qiongyou, 33.7% use it with medium high frequency, 29.6% never use Qiongyou. 57.3% stated that they never use booking.com. 39.7% use Tourism New Zealand with medium frequency.

It can be concluded that generally Weibo and Wechat are used with high frequency. Qiongyou and Tourism New Zealand are used with medium frequency. Tripadvisor, Mafengwo and Booking.com are used with low frequency by the respondents. The results from the research clearly show the significance of Weibo and Wechat to the Chinese youth market. The background chapter discussed how social media is widely used by Chinese tourists, especially Chinese Weibo and Wechat. It is said that Weibo accounts for more than half of the microblogging market in China. The message from Weibo is considered as more comprehensive and valuable. Wsawa (2014) stated that Wechat has both messaging and microblogging functions, which develop rapidly over the world. The result of the questionnaire is consistent with the information in the background chapter.

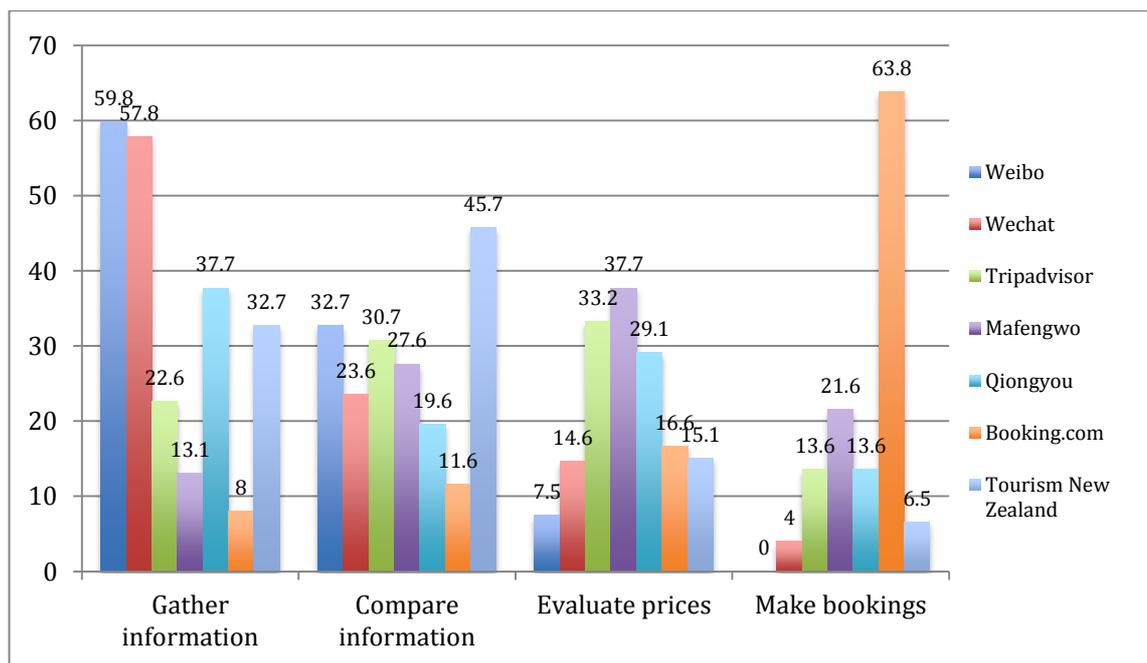


Figure 3 Respondents' purposes in using social media websites

Figure 3 illustrates respondents' purposes in adopting social media websites. When it comes to gathering information, 59.8% of respondents use Weibo and 57.8% of respondents use Wechat. 45.7% of respondents adopt Qiongyou to compare information. Mafengwo, Tripadvisor, and Qiongyou are commonly used by 37.7%, 33.2% and 29.1% of respondents for evaluating prices. Lastly, most respondents use Booking.com to make bookings.

It can be seen from Figure 3 that respondents like to use different social media websites for different purposes. Weibo and Wechat are more likely to be adopted for information gathering. This is because Chinese people usually take Weibo and Wechat as a platform to share their experiences. Qiongyou is a Chinese tourist blogging website which includes general information about a number of destinations and tourists' personal blogs, and provides a useful platform for tourists to compare information. As Tripadvisor, Mafengwo, and Qiongyou discuss the cost of trips, Chinese tourists commonly use them for evaluating prices. Compared with other social media websites, the main feature of Booking.com is to make hotel bookings. Consequently, most Chinese tourists use Booking.com as a tool to make bookings for their trips.

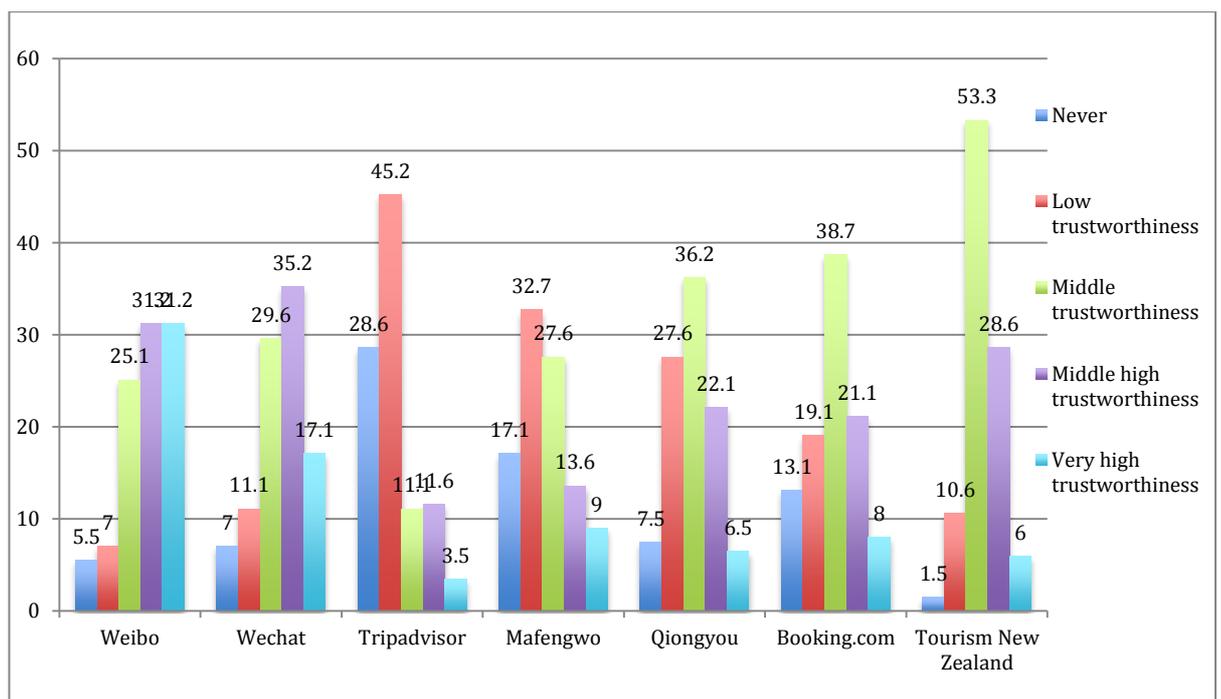


Figure 4 Social media websites' trustworthiness for respondents

Figure 4 shows that 31.2% of respondents think of Weibo as middle high in trustworthiness and 31.2% as having very high trustworthiness. 35.2% respondents think Wechat has middle high trustworthiness and 29.6% of respondents consider Wechat to have middle trustworthiness. 45.2% of respondents consider Tripadvisor has low trustworthiness and 28.6% of respondents think Tripadvisor is not trustworthy at all. 32.7% of respondents think Mafengwo has low trustworthiness and 27.6% rated it at middle trustworthiness. 36.2% of respondents consider Qiongyou has middle trustworthiness. 38.7% of respondents think Booking.com has middle trustworthiness. More than half of respondents think Tourism New Zealand has middle trustworthiness.

Generally, Weibo and Wechat are seen as rating middle or high trustworthiness by most respondents. Most respondents think Tripadvisor is not trustworthy or has a low trustworthy rating. For Mafengwo and Qiongyou, most respondents consider it to have low and middle trustworthiness. For Booking.com and Tourism New Zealand, most respondents consider it to rate as middle trustworthiness.

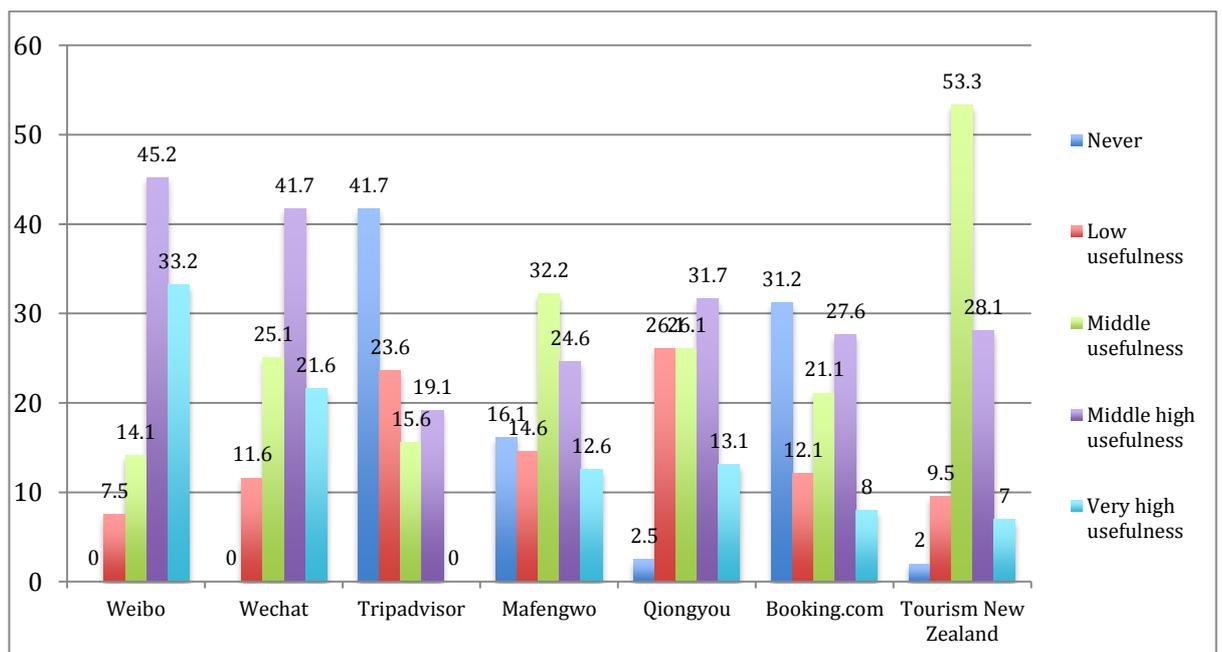


Figure 5 Social media websites' usefulness for respondents

Figure 5 shows that 45.2% respondents think Weibo rates at middle high usefulness and 33.2% with very high usefulness. 41.7% respondents think Wechat has middle high usefulness. 41.7% of respondents never think Tripadvisor is useful. 32.2% of respondents think Mafengwo has middle trustworthiness and 24.6% of respondents

rated it with middle high usefulness. 31.7% of respondents consider Qiongyou offers middle high usefulness. 31.2% of respondents never think Booking.com is useful but 27.6% of respondents think Booking.com rates for middle high usefulness. For Tourism New Zealand, 53.3% of respondents think it rates for middle trustworthiness.

Overall, Weibo is considered very useful by respondents. Wechat is middle useful. More than half the respondents think Tripadvisor is not useful or low useful. Mafengwo and Qiongyou are generally middle useful for the respondents. Interestingly, the number of people who never think booking.com is useful is similar to the number of people who think booking.com rates at middle high useful. More than half of the respondents consider Tourism New Zealand to have middle high usefulness.

5.3.2 Respondents' demographic information and their understanding of using social media

In order to meet the objectives, the ANOVA analysis is adopted to discover the relationship between respondents' age groups and employment status with their frequency of use, trust in and usefulness of using social media. Q2 stands for the frequency a respondent uses different social media websites. Q6 and Q7 stands for the trustworthiness and usefulness of each social media website from the respondent's perspective.

In Table 5, the age group of the respondents is taken as an independent variable, and Q2, Q6, Q7 are taken as the dependent variables. The descriptive analysis and ANOVA analysis is adopted for the analysis. The table shows the ANOVA analysis of different age groups and Q2, Q2, and Q7. The results indicate that there is a significant difference between different age groups and Q2, Q6 ($F=7.251$, $p < 0.01$), which means different age groups have influence on Q2, Q6. The result of Q2, Q6 changes when the age group changes. In terms of the relationship of different age groups and Q7, the ANOVA analysis shows that there is no significant difference between different age groups and Q7 ($F=1.081$, $p > 0.05$), which means

different age groups don't have influence on how useful they consider social media websites. The result of usefulness won't change because of different age groups.

In the literature review chapter, it is illustrated that age influences tourists' understanding of social media sites. After the analysis, it can be concluded that the different age groups of the potential Chinese youth market have an impact on the frequency they use social media sites, and how trustworthy they consider social media sites. But different age groups of the potential Chinese market do not have impact on how useful they consider social media websites. The results indicate that New Zealand's tourism industry can develop its social application's trustworthiness based on tourists' ages. But tourists' age won't affect their views of how useful social media sites are.

Table 5 The relationship between age group and their frequency (Q2) trust in social media (Q6), and usefulness (Q7) of using social media

Descriptives										
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	Lower Bound	Upper Bound	Minimum	Maximum
Q2	20-24	42	2.8810	.48667	.07510	2.7293	3.0326	1.71	3.57	
	25-29	105	2.4884	.67728	.06610	2.3574	2.6195	1.00	3.43	
	30-35	52	2.7500	.57134	.07923	2.5909	2.9091	1.57	3.86	
	Total	199	2.6396	.63383	.04493	2.5510	2.7282	1.00	3.86	
Q6	20-24	42	3.1973	.35128	.05420	3.0878	3.3067	2.43	3.86	
	25-29	105	2.9810	.58099	.05670	2.8685	3.0934	1.71	4.00	
	30-35	52	2.9423	.45287	.06280	2.8162	3.0684	2.00	3.86	
	Total	199	3.0165	.51451	.03647	2.9446	3.0884	1.71	4.00	
Q7	20-24	42	3.0782	.35585	.05491	2.9673	3.1891	2.00	3.57	
	25-29	105	3.2082	.57894	.05650	3.0961	3.3202	1.57	4.29	
	30-35	52	3.1511	.37681	.05225	3.0462	3.2560	2.29	4.00	
	Total	199	3.1658	.49141	.03483	3.0971	3.2345	1.57	4.29	

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Q2	Between Groups	5.480	2	2.740	7.251	.001
	Within Groups	74.064	196	.378		
	Total	79.544	198			
Q6	Between Groups	1.792	2	.896	3.468	.033
	Within Groups	50.624	196	.258		
	Total	52.415	198			
Q7	Between Groups	.522	2	.261	1.081	.341
	Within Groups	47.292	196	.241		
	Total	47.813	198			

As Table 6. shows above, the employment status of the respondents is taken as an independent variable, and the Q2, Q6, Q7 are taken as the dependent variable. The descriptive analysis and ANOVA analysis are adopted for the analysis. The table describes the ANOVA analysis of respondents' employment status and Q2, Q6, and Q7. The results indicate that there is a significant difference between the group who are employed and Q2, Q6 ($F=5.58$, $p < 0.01$), which means employment situation has an influence on Q2, Q6. The result of Q2, Q6 changes when the age groups change. In terms of the relationship of the group in employment and Q7, the ANOVA analysis shows that there is no significant difference between the group in employment and Q7 ($F=1.825$, $p > 0.05$), which means the group in employment doesn't have an influence on Q7. The result of Q7 won't change because of the group in employment. The result is the same as for age.

Table 6 The relationship between employment status and their frequency (Q2) trust in social media (Q6), and usefulness (Q7) of using social media

Descriptive

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Student	24	2.9524	.55355	.11299	2.7186	3.1861	1.71	3.57
Employed	128	2.5469	.69133	.06111	2.4260	2.6678	1.00	3.86
Unemployed	1	2.4286	2.43	2.43
Q2 Self-employed	40	2.8571	.27259	.04310	2.7700	2.9443	2.29	3.29
Other	6	1.9524	.36886	.15058	1.5653	2.3395	1.71	2.43
Total	199	2.6396	.63383	.04493	2.5510	2.7282	1.00	3.86
Student	24	3.3571	.31242	.06377	3.2252	3.4891	2.86	3.86
Q6 Employed	128	2.9967	.55905	.04941	2.8989	3.0944	1.71	4.00
Unemployed	1	3.1429	3.14	3.14

	Self-employed	40	2.9893	.29005	.04586	2.8965	3.0820	2.43	4.00
	Other	6	2.2381	.36886	.15058	1.8510	2.6252	2.00	2.71
	Total	199	3.0165	.51451	.03647	2.9446	3.0884	1.71	4.00
	Student	24	3.1071	.41756	.08523	2.9308	3.2835	2.00	3.57
	Employed	128	3.1842	.53125	.04696	3.0912	3.2771	1.57	4.00
	Unemployed	1	2.8571	2.86	2.86
Q7	Self-employed	40	3.0821	.33912	.05362	2.9737	3.1906	2.57	4.29
	Other	6	3.6190	.59017	.24094	2.9997	4.2384	2.86	4.00
	Total	199	3.1658	.49141	.03483	3.0971	3.2345	1.57	4.29

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Q2	Between Groups	8.220	4	2.055	5.589	.000
	Within Groups	71.324	194	.368		
	Total	79.544	198			
Q6	Between Groups	6.516	4	1.629	6.886	.000
	Within Groups	45.899	194	.237		
	Total	52.415	198			
Q7	Between Groups	1.733	4	.433	1.825	.126
	Within Groups	46.080	194	.238		
	Total	47.813	198			

Based on the literature review chapter, the employment status can affect tourists' decision-making about their destinations. The result from the analysis illustrated that the respondents' employment status has an influence on the frequency they use social media sites and how trustworthy they consider social media sites to be. But the employment status has no influence on how useful they consider social media sites to be. This result is similar to the result from Table 2.1. It can be concluded that both age and employment status can affect the frequency and trustworthiness of social media sites. However, potential tourists' understanding of the usefulness of social media is not affected by age and employment status.

This section investigates the use of social media websites by the potential Chinese market by doing a descriptive analysis of the use of social media and analysing respondents' demographic information and their understanding of using social media. The descriptive analysis results show that the Chinese youth market is more likely to be influenced by families' and friends' reviews or recommendations. Weibo and Wechat are the most frequently used, trustworthy and useful social

media. Also, respondents use different social media applications for different purposes. The ANOVA analysis indicates that frequency and trustworthiness can be affected by respondents' age and employment status but usefulness cannot be affected.

5.4 New Zealand Marketing Strategy

The second section of the questionnaire contains nine questions about New Zealand's online marketing strategy. R1-R10 represents the ten questions in the second section of the questionnaire.

- R1: the popularity of different tourist destinations from the respondent's perspective
- R2: how does the respondent know about New Zealand
- R3: how important are the different social media websites for respondents
- R4: how does the information provided by social networks affect a respondent's travel decisions
- R5: whether the respondents know the campaigns and activities carried out by Tourism New Zealand
- R6: how frequently are these campaigns and activities used by the respondents
- R7: how attractive to the respondents are the campaigns and activities carried out by Tourism New Zealand
- R8: what kind of information do they expect to see online
- R9 & R10: how do the respondents want to travel in New Zealand and how long do the respondents want to stay in New Zealand

5.4.1 Descriptive analysis of New Zealand marketing strategies

Firstly, the descriptive analysis is presented below to show the importance of social media websites, the travel pattern and the stay period, which will be used for the cross-tab and chi-square analysis in the next stage.

Table 7 describes the descriptive analysis of the importance of each social media platform to the respondents, the frequency of different travel patterns that the respondents prefer, and how long the respondents want to stay in New Zealand. Weibo ranks first as the most important social media to the respondents. Wechat

comes next, with 32.7%. Only 1.0% and 3.5% of respondents think Tripadvisor and Qiongyou are important. In terms of the travel pattern, the number of respondents who want to travel independently is almost same as the respondents who want to travel with groups, which accounts for 22.6% and 25.6%. Nearly half of the respondents prefer a mixed group, which accounts for 45.2%. 41.2% of respondents prefer to stay in New Zealand for two weeks, 22.6% of respondents prefer to stay in New Zealand for only one week. In summary, Weibo and Wechat are the two most important social media platforms to the respondents. There are a growing number of Chinese tourists who prefer to travel in New Zealand with a FIT pattern. Nearly half of the respondents would like to stay for two weeks rather than for a short period.

Table 7 The importance of social media websites, the travel pattern and the stay period.

Variable	Subgroups	N(199)	(%)	
Importance	Weibo	96	48.2	
	Wechat	65	32.7	
	Tripadvisor	2	1.0	
	Qiongyou	7	3.5	
	Booking.com	16	8.0	
	Tourism	New	13	6.5
	Zealand			
Travel pattern	Independently	45	22.6	
	With Group	51	25.6	
	Mix	90	45.2	
	Don't know	13	6.5	
How long staying in New Zealand	1 week	45	22.6	
	2 weeks	82	41.2	
	1 month	39	19.6	
	Working holiday (3 months)	33	16.6	

In the next section, cross-tabulation and Chi-Square will be used to analyse the relationship between respondents' demographic factors and their perception of New Zealand's marketing strategy. The different age groups will be cross-tabulated with the importance of different social media to the respondent. And the income level

will be cross-tabulated with how the respondent wants to use social media for travelling in New Zealand.

5.4.2 Respondents' demographic information and their understanding of New Zealand's online marketing strategies

The aim is to discover the degree of effectiveness of the New Zealand tourism industry's online presence in influencing the Chinese youth market to visit NZ. The cross-tab and chi-square are used to investigate the relationship between age groups and importance of different social networks, and the relationship between income level and respondents' preferred travel patterns. In the survey instrument, R3 stands for how important the different social media websites are for respondents. R6 stands for how frequently these campaigns and activities are seen by the respondents. R9 stands for how the respondent wants to travel in New Zealand.

Table 8 The relationship between age group and which social network is most important to the respondents (R3)

Crosstab

Age		R3						Total
		Weibo	Wechat	Trip advisor	Qiong you	Booking.com	Tourism New Zealand	
20-24	Count	23	16	0	1	2	0	42
	%	54.8	38.1	0.0	2.4	4.8	0.0	100.0
25-29	Count	54	34	0	5	8	4	105
	%	51.4	32.4	0.0	4.8	7.6	3.8	100.0
30-35	Count	20	15	2	1	6	8	52
	%	38.5	28.8	3.8	1.9	11.5	15.4	100.0
Total	Count	97	65	2	7	16	12	199
	%	48.7	32.7	1.0	3.5	8.0	6.0	100.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.169 ^a	10	.020
Likelihood Ratio	21.372	10	.019
Linear-by-Linear	10.269	1	.001
Association			
N of Valid Cases	199		

a. 10 cells (55.6%) have expected count of less than 5. The minimum expected count is .42.

The table above is the Chi-Square Tests for S1 and R3. The result shows that the significant difference is obvious ($p=0.02<0.05$), therefore, S1 and R3 are not independent of each other. As a result, the age of the respondent has an influence on which social applications they think are important. In other words, which social applications the respondent thinks are important is different in different age groups.

The cross-tab above describes that the age group of 20-24 has the most people who consider Weibo is the most important social media application, which accounts for 53.8%. The least number of people in the age group of 20-24 think Tripadvisor and Tourism New Zealand are important, which accounts for 0%. A similar result shows in the age group of 25-29. The age group of 25-29 has most people who consider Weibo is the most important social network, which accounts for 51.4%, while 0% of respondents think Tripadvisor is important. In terms of the age group of 30-35, most of the respondents consider Weibo is the most important social network, which accounts for 38.5%, and the least number of people think Qiongyou is important, which only accounts for 1.9%.

The result from Table 8 indicates that different age groups have influence on which social media site is the most important for the respondents. Furthermore, Weibo is most popular for younger people and the most popular for all age groups. This result shows that the most important social media site for the potential youth market is Weibo. Tripadvisor, Tourism New Zealand, and Qiongyou are the least important sources for the potential youth market.

The table below is the Chi-Square Test for S5 and R9. The result shows that the significant difference is obvious ($p=0.0024<0.05$), therefore, S5 and R9 are not independent of each other. As a result, the level of income has an influence on the travel pattern that the respondents will adopt. In other words, the adoption of a travel pattern is different when the income group is different.

The cross-tab below (Table 9) shows that the income group with less than 5,000 RMB has most respondents who consider a mix (SIT) as their travel patterns, which accounts for 43.6%. There are the least number of people in the income group of less than 5,000RMB who don't know about their travel patterns and 16.7% respondents want to travel with groups. A similar result shows in the income group

of 10,000-14,999 RMB. They have the most respondents who prefer a mix (SIT) as their travel pattern, which accounts for 57.7%. There are the least people in the income group of 10,000-14,999 RMB who don't know about their travel patterns, which accounts for 3.8%, and only 9.6% stated that they will travel independently (FIT). For the income group of 15,000-19,999 RMB, the same number of respondents will take group tours or mixed patterns for their trips, which accounts for 41.5%. There are least people in the income group of 15,000-19,999 RMB who don't know about their travel patterns, which accounts for 7.3%, and 9.8% will travel independently (FIT). For the income group of 20,000 RMB or above, most respondents will travel independently, which accounts for 39.3%. There are least people in the income group of over 20,000 RMB who don't know about their travel patterns, which accounts for 3.6%, and 25% of respondents state that they will travel with a group (GIT).

Table 9 The relationship between income level (S5) and respondents' preferred travel pattern (R9)

Crosstab

		R9				Total
		Independently (FIT)	With group (GIT)	Mix (SIT)	Don't know	
Less than 5,000	Count	24	13	34	7	78
	%	30.8%	16.7%	43.6%	9.0%	100.0%
10,000-14,999	Count	5	15	30	2	52
	%	9.6%	28.8%	57.7%	3.8%	100.0%
15,000-19,999	Count	4	17	17	3	41
	%	9.8%	41.5%	41.5%	7.3%	100.0%
20,000 or above	Count	11	7	9	1	28
	%	39.3%	25.0%	32.1%	3.6%	100.0%
Total	Count	44	52	90	13	199
	%	22.1%	26.1%	45.2%	6.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.127 ^a	9	.004
Likelihood Ratio	24.788	9	.003
Linear-by-Linear	.762	1	.383
Association			
N of Valid Cases	199		

- a. 3 cells (18.8%) have expected count of less than 5. The minimum expected count is 1.83.

In conclusion, the respondents whose monthly income is less than 5,000 RMB and 10,000-14,999 RMB prefer the mixed travel pattern and the income group of 15,000-19,999 RMB prefers the group tour or mixed travel pattern. The income group over 20,000 RMB or above is more likely to travel independently. As mentioned in the background chapter, the experience of travelling to New Zealand is changing from group coach travel to FIT. The analysis shows that most of the potential Chinese youth market likes to travel in a mixed group. Only the high-income group who earn incomes over 20,000 RMB would like to travel by FIT.

5.4.3 *The relationship of respondents' trustworthiness and frequency of using social media for collecting information*

Correlation between sets of data is a measure of how well they are related. In other words, it is a tool for exploring relationships between two quantitative, continuous variables. The Pearson correlation coefficient is a measure of the strength of the linear relationship between two variables. In this section, the Pearson correlation is adopted for investigating the relationship between Q6 and R6.

Table 10 The relationship between respondents' trustworthiness and frequency of using social media for their trip

Descriptive Statistics

	Mean	Std. Deviation	N
Q6	3.0165	.51451	199
R6	2.7150	.66983	199

Correlations

		Q6	R6
Q6	Pearson Correlation	1	.629**
	Sig. (2-tailed)		.000
	N	199	199
R6	Pearson Correlation	.629**	1
	Sig. (2-tailed)	.000	
	N	199	199

** . Correlation is significant at the 0.01 level (2-tailed).

The descriptive statistics table above shows the average and standard deviation of Q6 and R6. Each group scores the results using a scale of one to five points. Three represents the middle level of each group. As we can see from the above table, the average points for the Q6 group is over three, which means the average points of the Q6 group are higher than the middle level. The average points for the R6 group are below three, which means the average points of the R6 group are lower than the middle level.

The table above is about the correlations between the Q6 group and R6 group. As the result above shows, Q6 and R6 have a statistically significant linear relationship. The direction of the relationship is positive ($r=0.629$, $p<0.01$), meaning that these variables tend to increase or decrease together. This means that when respondents' trust in the tourist social network increases, the frequency of respondents' adoption of tourist social networks increases. When the trust decreases, the frequency decreases as well.

Berry (1996), Morgan and Hunt (1994) stated that trust is the most effective tool for marketers building up relationships with customers. Trust is also the basis of a customer's loyalty (Sirdeshmukh, Singh, & Sabol, 2002). Trust is gained by exceeding consumer expectations and repeated satisfaction (Fam et al., 2004). After that, customer loyalty increases, which means the frequency that the customer consumes the product or service increases. The theory is consistent with the result from Table 10. The respondents' frequency of using social media websites depends on how much they trust the social media websites. From the analysis above, it is clear that Weibo and Wechat are the most popular social media websites for the respondents, which means that they are considered as the most trustworthy social media platforms for respondents planning trips.

5.5 Summary

The age group of 25-29 is more likely to be interested in travelling to New Zealand (Table 1). They are the most powerful group in the Chinese youth market. Young Chinese tourists are more educated and experienced travellers, which is very different from other generations. They have grown up with the development of the Internet. Most young Chinese tourists aged 20-30 are employed by others and earn

fixed incomes, while the respondents in the age group of 30-35 are possibly running their own businesses and earning higher incomes (Table 2).

In terms of how respondents use social media platforms, respondents consider families and friends as their most trustworthy reference groups. The reviews and feedback they share online about their travel experiences are important to the respondents for their trip-planning. Age and employment status can affect the frequency with which the respondents use social media websites and how trustworthy they consider the social media websites to be. But age and employment status cannot affect how useful they consider the social media websites to be.

Different age groups influence which social media sites are the most important for the respondents. All age groups agree Weibo is the most important social media site (48%), followed by Wechat (33%). In terms of preferred travel patterns, most of the respondents will choose a mixed pattern for their trips but the group whose income is over 20,000 RMB would like to travel by FIT. Lastly, the results indicate that respondents' trust of social media sites has a positive impact on the frequency the respondents adopt the social media site.

The research contributes to the New Zealand tourism industry for developing its Chinese youth market. As the age group of 25-29 is the most powerful group, the New Zealand tourism industry can develop its online strategies targeting at the age group of 25-29. For example, the New Zealand tourism industry can design advertisements for its activities, accommodations, food and beverage, and transport to this group. The age group of 20-30 has less purchasing power than 30-35, so the products for the age group of 20-35 could be cheaper than the age group of 30-35. As the families and friends are the most trustworthy reference groups, the E-WOM is significantly important for the New Zealand tourism industry's development. And then, the results suggest the New Zealand tourism industry to consider age and employment status as important factors that affecting the frequency with which the respondents use social media websites and how trustworthy they consider the social media websites to be. The results also showed that Weibo is the most important social media site which needs the New Zealand tourism industry to focus on. Then, the FIT products should be designed to focus more on the tourists who has high income.

CHAPTER 6: CONCLUSION

The aim of this research is to understand the effectiveness of New Zealand's online tourism strategies in relation to the potential Chinese youth market. Firstly, the study illustrated the objectives and background of the research. Then, a literature review of previous studies, related to this project, was provided in the third chapter. After that, the research process and the instrument adopted for the research were presented in the methodology chapter. Lastly, the results from the research were discussed. The research was based on a quantitative study undertaken in Dalian. The results showed that there are several factors affecting the Chinese youth market's decisions based on New Zealand's marketing strategies.

6.1 Summary of Results

The results of this research present a perspective which relates to the Chinese youth market's understanding of New Zealand's online marketing strategies. As discussed in the background chapter, the sample was selected in Dalian. The demographic factors such as: population, age groups, genders, average income, and education level in Dalian all meets China's average standard. As a result, Dalian is a representative Chinese city to be selected for the research. The study divided the results into three aspects: respondents' personal information characteristics, the use of social media, and New Zealand marketing strategies.

First of all, the age group of 25-29 accounts for the largest proportion of this study. There are a similar number of male respondents and female respondents who are interested in travelling to New Zealand. Compared to other generations, the young generation aged between 20-35 is more educated and familiar with the Internet. Young Chinese tourists are more likely to be employed by others and earn fixed incomes. This Chinese generation has stable group potential in the tourism market, as they are experienced frequent and well educated travellers.

More specifically, the study presents that when young Chinese tourists' age is higher, possibly their education level is higher as well. Also, younger tourists have less purchasing power than older tourists and Chinese tourists, whose age is 30-35, are more likely to be running their own businesses rather than working for others.

Moreover, Chinese tourists are frequent travellers, and older tourists usually travel more often than younger tourists. Female respondents have higher education levels but their income is slightly lower than male respondents. Young Chinese tourists who are full-time students are undergraduate students. And most postgraduate students are frequent and experienced travellers. The results illustrated above show the general travel information of the New Zealand Chinese youth market, which help the analysis of how the potential Chinese tourist market use social media websites and how they are affected by the New Zealand tourism industry's online strategies.

Secondly, most of the respondents consider families and friends as important reference groups. In terms of social media sites, Weibo and Wechat are used with the highest frequency by the respondents. Weibo and Wechat are more likely to be adopted for information gathering, while Qiongyou is usually used for comparing information. Tripadvisor, Mafengwo, and Qiongyou are commonly used for evaluating prices. And Booking.com is adopted as a tool to make bookings for trips. In addition, Weibo and Wechat are seen as the most trustworthy and useful social media sites for respondents. Next, the ANOVA analysis showed that age and employment status impact on frequency of use, and how trustworthy respondents consider social media sites. But the usefulness of social media is not affected by age and employment status. These findings from the research clearly discovered how the potential Chinese tourist market takes advantage of social media websites for their trip planning.

Thirdly, In terms of how the New Zealand tourism industry's online strategies affect the potential Chinese youth market's decision making, Weibo and Wechat are the two most important social media platforms for the respondents. And, there are a growing number of Chinese tourists who prefer to travel to New Zealand in a mixed group and stay for a longer period. The results indicate that different age groups have different views on which social media sites are the most important for the respondents. The analysis shows that most of the potential Chinese youth market likes to travel in a mixed group. Only the high-income group who earn incomes over 20,000 RMB would like to travel by FIT. Lastly, the respondents' frequency of using social media websites depends on how much they trust the social media websites. For the usefulness and trustworthiness of the New Zealand tourism

industry's online marketing strategies, Weibo and Wechat are the most popular social media websites for the respondents, which means that they are considered as the most trustworthy social media platforms for respondents' trips.

6.2 Limitations of this study

This study was limited to the New Zealand's tourism industry's potential Chinese youth market. Only the age group of 20-35 was eligible to participate in the survey. The target sample group was selected from one Chinese city – Dalian - during the period of 10th April to 8th May 2017. The Participant Information Sheets and questionnaires were translated into Chinese to make sure all the respondents could completely understand the research instrument. The survey was conducted in Dalian in the three travel agencies for potential Chinese tourists.

6.3 Implications for Future Studies

There is no previous empirical study on the potential Chinese youth market's perspective of New Zealand's online marketing strategies in the tourism industry. The study discussed the results of the Chinese youth market's demographic characteristics, the use of social media, and New Zealand marketing strategies. In future, a confirmatory factor analysis could be adopted to examine the factors that affect the potential Chinese youth market's decisions regarding New Zealand's marketing strategies. This research was a case study of the Chinese market for New Zealand's tourism industry, which can be referenced to other related research. Also, this research could be an example for the research for other industries in New Zealand, such as the Chinese market for New Zealand's hospitality industry. Other studies could adopt similar methods to examine the Chinese market in other destinations, or other tourist markets relationship to New Zealand. For example, the research of the Chinese market to Australia and the research of the Australian market to New Zealand could adopt the similar methods of this research. In terms of the demographics and travel characteristics that affect the potential Chinese market's decisions, these could be used for other tourism market segmentation studies.

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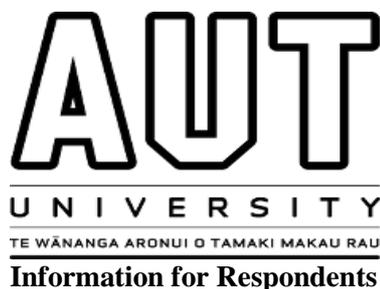
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APPENDIX A: SURVEY INSTRUMENT



My name is Emily Du and I am a student of Master of International Tourism at the Auckland University of Technology. I am working on a research project for my dissertation, examining how the potential Chinese youth market understands New Zealand's online marketing strategies. This survey is designed to help me understand your perceptions about New Zealand's online marketing strategies.

Participation in this study is voluntary, and your name will not be required, so your responses will be anonymous. Aggregated results will be used for my Master's qualification in Tourism Management, as well as journal and conference publications to inform industry operators and other tourism and hospitality researchers of what we find.

By taking the survey you are giving consent to be part of this research. Participation is voluntary to participate, simply answer the questions below. I would appreciate it if you could complete this as accurately as possible. All questions are optional. The survey will take around 15 minutes to complete.

The results of the research will be published on AUT's Scholarly Commons when the dissertation is completed. The URL is: <https://aut.researchgateway.ac.nz/>

Concerns regarding the conduct of the research should be notified to be the Executive Secretary of AUTECH, Kate O'Connor, ethics@aut.ac.nz, 9219999 ext 6038.

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PART 1: Social

1. How influential have the following groups been regarding your intention to travel? Circle one number for each group (A-E).

	Never	Low influence	Medium influence	Medium high influence	Very high influence
A. Professionals	1	2	3	4	5
B. Neighbors	1	2	3	4	5
C. Peer groups	1	2	3	4	5
D. Families	1	2	3	4	5
E. Friends	1	2	3	4	5

2. During the past year, how frequently have you used the following websites/social media applications to plan your trip/s? For example, if you never use the social media site then circle 1 in the rating scale below.

	Never	Low frequency	Medium frequency	Medium high frequency	Very high frequency
A. Weibo	1	2	3	4	5
B. Wechat	1	2	3	4	5
C. Tripadvisor	1	2	3	4	5
D. Mafengwo	1	2	3	4	5
E. Qiongyou	1	2	3	4	5
F. Booking.com	1	2	3	4	5
G. Tourism New Zealand	1	2	3	4	5

Other (please specify _____)

3. How do you use the following websites/social media applications? Please tick each of them in the table.

	Gather information	Compare destinations	Evaluate prices	Make Bookings
A.Weibo				
B.Wechat				
C.Tripadvisor				
D.Mafengwo				
E.Qiongyou				
F.Booking.com				
G.Tourism New Zealand				

Other (please specify _____)

4. What types of travel information you can see on which websites? Please tick each of them in the table.

	Accommodation	Transport	Activities	Food
A.Weibo				
B.Wechat				
C.Tripadvisor				
D.Mafengwo				
E.Qiongyou				
F.Booking.com				
G.Tourism New Zealand				

Other (please specify _____)

5. What additional types of travel information would you like to see on which websites? Please tick each of them in the table.

	Accommodation	Transport	Activities	Food
A.Weibo				
B.Wechat				
C.Tripadvisor				
D.Mafengwo				
E.Qiongyou				
F.Booking.com				
G.Tourism New Zealand				

Other (please specify _____)

6. Do you find the information placed on the websites/social media applications to be trustworthy? Please circle the number beside the websites/social media applications that matches your opinion. For example, if you never find the tourism website trustworthy then circle 1.

	Never	Low trustworthiness	Middle trustworthiness	Middle high trustworthiness	Very high trustworthiness
A.Weibo	1	2	3	4	5
B.Wechat	1	2	3	4	5
C.Tripadvisor	1	2	3	4	5
D.Mafengwo	1	2	3	4	5
E.Qiongyou	1	2	3	4	5
F.Booking.co	1	2	3	4	5
G.Tourism New Zealand	1	2	3	4	5

Other (please specify _____)

7. How useful do you think the information provided by the websites/social media applications in promoting New Zealand as a destination below? Please circle the number beside the websites/social media applications that matches your opinion. For example, if you never find the tourism website useful then circle 1.

	Never	Low usefulness	Middle usefulness	Middle high usefulness	Very high usefulness
A.Weibo	1	2	3	4	5
B.Wechat	1	2	3	4	5
C.Tripadvisor	1	2	3	4	5
D.Mafengwo	1	2	3	4	5
E.Qiongyou	1	2	3	4	5
F.Booking.com	1	2	3	4	5
G.Tourism New Zealand	1	2	3	4	5

Other (please specify _____)

PART 2: Understanding of New Zealand Tourism Industry’s Online Marketing Strategy

1. Are you familiar with the following New Zealand destinations? Please circle the number beside the destinations. For example, if you are unfamiliar with the destination familiar then circle 1.

	Unfamiliar	Low familiarity	Middle familiarity	Middle high familiarity	Very high familiarity
A.Auckland	1	2	3	4	5
B.Rotorua	1	2	3	4	5
C.Taupo	1	2	3	4	5
D.Tauranga	1	2	3	4	5
E.Coromandel	1	2	3	4	5
F.Wellington	1	2	3	4	5
G.Queenstown	1	2	3	4	5
H.Wanaka	1	2	3	4	5
I.Lake Tekapo	1	2	3	4	5

2. Where did you learn about New Zealand as a tourist destination? Please rank from 1-7, 1 is the least important source, 7 is the most important information source.

A.TV	
B.Internet	
C.Newspaper	
D.Magazines	
E.Travel agents	
F.Families	
G.Friends	

Other (please specify _____)

3. Which of the following websites/social media applications is your most important source for obtaining information about travelling? Please circle your answer.

- A. Weibo B. Wechat C. Tripadvisor D. Mafengwo
- E. Qiongyou F. Booking.com G. Tourism New Zealand

4. How often does the following information about New Zealand in different websites make you want to visit? Please write the most appropriate number in the box.

1. Not at all 2. Sometimes 3. Most of the time 4. All the time

	Accommodation	Transport	Activities	Food
A. Weibo				
B. Wechat				
C. Tripadvisor				
D. Mafengwo				
E. Qiongyou				
F.Booking.com				
G. Tourism New Zealand				

Other (please specify _____)

5. Are you aware of the campaigns and activities carried out by Tourism New Zealand listed below? Please tick.

	You are aware of	You are not aware of
100% Pure New Zealand		
Advertisements in print, television, cinema and billboard		
www. newzealand.com		
www. media.newzealand.com		
Trade events and industry travel expos		

6. For the Internet, how frequently do you use the following online websites to collect information about New Zealand? Please circle the number beside the website/social media application that matches your opinion. For example, if you never use the tourism website to collect information then circle 1.

	Never	Seldom	Sometime	Often	Always
A. Weibo	1	2	3	4	5
B. Wechat	1	2	3	4	5
C. Tripadvisor	1	2	3	4	5
D. Mafengwo	1	2	3	4	5
E. Qiongyou	1	2	3	4	5
F.Booking.com	1	2	3	4	5
G. Tourism New Zealand	1	2	3	4	5

Other (please specify _____)

7. Please use 1-5 to rank the effectiveness of the campaigns or activities carried out by Tourism New Zealand shown below to make you want to visit New

Zealand? For example, use 5 for the campaign or activity you feel most effective, and use 1 for the campaign or activity you feel least effective.

100% Pure New Zealand	
Advertisements in print, television, cinema and billboard	
www. newzealand.com	
www. media.newzealand.com	
Trade events and industry travel expos	

8. Do you find there is adequate information about New Zealand online? Please circle the number beside the website/social media application that matches your opinion. For example, if you never find the tourism website/social media application has adequate information then please circle 1.

	Never	Low adequateness	Middle adequateness	Middle high adequateness	Very high adequateness
A. Weibo	1	2	3	4	5
B. Wechat	1	2	3	4	5
C. Tripadvisor	1	2	3	4	5
D. Mafengwo	1	2	3	4	5
E. Qiongyou	1	2	3	4	5
F.Booking.com	1	2	3	4	5
G. Tourism New Zealand	1	2	3	4	5

9. How do you want to travel New Zealand? Please circle.

A. Independently (FIT) B. With group (GIT) C. Mix (SIT) D. Don't know

10. How long would you like to stay in New Zealand? Please circle.

- A. 1 Week B. 2 Weeks C. 1 Month D. Working
holiday (3 months)

PART 3: Personal Travel Information

1. What is your age? Please circle.

- A. 20-24 B. 25-29 C. 30-35

2. What is your gender? Please circle.

- A. Male B. Female

3. What is your highest level of education? Please circle.

- A. Primary school B. Middle school C. High school
D. Undergraduate E. Postgraduate or above

4. What is your occupation status? Please circle.

- A. Full-time Student B. Employed C. Unemployed
D. Self-employed E. Other (please
specify_____)

5. What is your average monthly income in RMB? Please circle.

- A. Less than 5,000 B. 10,000-14,999 C. 15,000-19,999 D. 20,000 or
above

6. What is your marital status and with whom did you usually travel for your last 12 months? Please tick the most appropriate answer in the box.

	A. Myself only	B. Family	C. Friends	D. Tour Group
a. Single				
b. In relationship				
c. Married				
d. Divorced				

7. How many overseas trips have you taken in the past 12 months? Please circle.

- A. 0 B. 1 C. 2 D. More than 2

8. In the last 12 months, where have you visited on your holiday? Please circle.

Select up to 3 destinations.

- A. Europe B. Asia C. South Pacific

- D. Australia & New Zealand E. South America F. United States

Thanks for participating in the survey!

APPENDIX B: PARTICIPANT INFORMATION SHEET

Participant Information Sheet

Date Information Sheet Produced:

30 April 2017

Project Title

The understanding of New Zealand's Online Marketing Strategy From the Perspective of Potential Chinese Youth Market- A Case Study of Dalian

An Invitation

My name is Emily Du. I am currently a postgraduate student in the school of Hospitality and Tourism at AUT University. My research project focuses on evaluating the effectiveness of New Zealand's online marketing strategy from the perspective of potential Chinese youth market. You are invited to participate in this project by completing a survey about the understanding of New Zealand's Online Marketing Strategy from your point of view.

What is the purpose of this research?

This research is expected to contribute to the study of the impact of New Zealand's tourism industry's online strategy on potential Chinese youth market. Also, the findings of the research are expected to evaluate New Zealand's current online strategies and provide suggestions for the development of New Zealand's tourism industry. The community in China and New Zealand will have better understanding of New Zealand as a destination. After the research, I will be able to complete my degree of Master of International Tourism Management.

How was I identified and why am I being invited to participate in this research?

The participants will be selected from three travel agencies. You are invited to participate in this research to represent the potential Chinese youth market.

How do I agree to participate in this research?

Your participation in this research is voluntary (it is your choice). You do not have to answer a question if they do not wish to.

What will happen in this research?

You are asked to complete a survey questionnaire, which will take around 10 to 15 minutes. You can answer the questions anytime at your convenience. You are required to return the completed questionnaire to the travel agency.

What are the discomforts and risks?

There are no foreseeable risks from participating in this study.

What are the benefits?

The project aims to provide information on the understanding of New Zealand's online marketing strategies in tourism industry from the perspective of potential Chinese youth market. By participating in this project, you will have the opportunity to reflect on your understanding and experiences regarding the effectiveness of New Zealand's online marketing strategies in tourism industry to meet the expectation of the Chinese market.

How will my privacy be protected?

No personal information is asked in the survey.

What are the costs of participating in this research?

There will be no financial costs to you. The survey should take no longer than 15 minutes to complete.

What opportunity do I have to consider this invitation?

Your participation is voluntary. You can consider your potential involvement as a participant. If you are interested in participating in this project, please return the questionnaire to the travel agency.

Will I receive feedback on the results of this research?

The report will be available at AUT's "Scholarly Commons". The URL is:
<http://aut.researchgateway.ac.nz/>

What do I do if I have concerns about this research?

Any concerns regarding the nature of this project should be notified in the first instance to the Project Supervisor *Charles Johnston*, charles.johnston@aut.ac.nz,
Phone: 09-9219999 ext 5120.

Concerns regarding the conduct of the research should be notified to the Executive Secretary of AUTEK, Kate O'Connor, ethics@aut.ac.nz , 921 9999 ext 6038.

Whom do I contact for further information about this research?

Please keep this Information Sheet and a copy of the Consent Form for your future reference. You are also able to contact the research team as follows:

Researcher Contact Details:

Name: Emily Du

Email address: Emilydu_0307@hotmail.com