

Analyze the Behavioral Process of Consumers Choosing Cultural and Creative Hotels by Using Multiple Regression Analysis: From the Perspective of AIDA Theory

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Abstract—This research explores the behavioral process of consumers choosing cultural and creative hotels based on AIDA theory. The research subject were the potential consumers of cultural and creative hotels, using snowball sampling to collect data, a total of 372 questionnaires distributed, and a total of 362 valid questionnaires, with an effective rate of 97.3%. The results are as follows: 1. Consumers' cognition of cultural and creative hotels can be divided into three major factors: the aesthetic feeling of cultural and creative hotels is the strongest, the cultural connotation is the second, and the price is the third. 2. Consumers are more interested in the cultural and creative hotels they prefer, and the atmosphere brought by the cultural and creative hotels relatively will have a higher desire to stay. Consumers are often affected by event promotions in their final choice of accommodation. 3. Through AIDA theory, this study verified that consumers' cognition of cultural and creative hotels could positively increase their interest in accommodation, thereby increasing their desire for accommodation and influencing consumers to take positive actions towards cultural and creative hotels. Finally, according to the findings, the study provides relevant suggestions for the management of cultural and creative hotel operators.

Keywords— *cultural and creative hotel* , *AIDA Theory* , *Accommodation behavior*
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I. Introduction

With the rise of tourism and tourism, people are more willing to accept leisure travel and tourism accommodation has become an indispensable part of people's lives. Therefore, the study explores what factors people choose to travel abroad as the first consideration and discusses the process of selecting accommodation.

The advent of the era of the knowledge-based economy means the diversified development of the creative market. Nowadays, developed countries are actively developing the cultural and artistic industries, and the "soft power" has become an indispensable foundation. The cultural and creative industry is the fastest-growing industrial economy in the world.

Its values and market mechanisms will continue to transform as time passes. Market factors and cultural values will have different impacts in different stages, especially the cultural and creative goods in cultural and creative industry [1].

United Nations Educational, Scientific and Cultural Organization proposed that cultural industry is an industry with intangible and cultural content that combines creation, production and commercialization and is protected by intellectual property rights and expressed in the form of products or services.

Since Taiwan's economic and social conditions had reached a certain level of stability, it began to promote the cultural industry. The development and promotion of the cultural and creative industry have become an important policy for economic development in Taiwan and many other countries. The core of the cultural and creative industry includes the combination of "(Culture)" and "(Creative)", using culture as the foundation and creativity as the means to integrate the cultural industry into creativity and open up new horizons. To nurture an overall environment with a national cultural and creative background and improve national cultural literacy, it is necessary to actively cultivate talents in cultural and creative industries, strengthen cultural preservation, promote artistic creation, and create a high-quality environment for both production and education [2].

Cultural and creative industries transform local characteristics, historical and cultural backgrounds into physical commodities and industries. Nowadays, public life mode is oriented toward delicacy, happiness, texture, knowledge, beauty and aesthetic experience. However, cultural and creative industry operators have stories behind them in starting a business. The ups and downs of the process and people's cognition and understanding of cultural creativity all have a profound impact on people's purchasing behavior. Most of the cultural and creative hotels will combine the characteristics of local culture to decorate related products in the room and display the history, which makes the overall hotel more traditional and cultural. Also, is often used in hotel

amenities, which is the cultural and creative products are combined to make the hotel more unique.

With the rise of the tourism accommodation industry, consumer choices have become more diverse, and the public's willingness to accept leisure travel has become higher. A creative new type of cultural and creative hotel has developed to stand out from the hotel industry. Many scholars study what kind of travel, accommodation, and factors people will choose as the first consideration when traveling.

From around the world, cultural and creative accommodation and related industries are developing rapidly. Many countries have also integrated cultural and creative into the policies to strengthen commercial capabilities, expand the promotion of creative content and services, and accelerate the development of cultural and creative industries. Taiwan is also gradually promoting the expansion of cultural industries into the international market, enhancing domestic and international exchanges and promoting economic development, thus enhancing international visibility and opening up more business opportunities for international cooperation.

AIDA is the earliest model in the advertising communication model. It describes the four stages of advertising messages to the target audience and is an important formula in Western marketing. [3] first proposed this model in 1898. At that time, it was used to describe the four stages in which a person must guide the concept transfer of potential target customers to complete a transaction, which is Awareness, Interest, Desire and Action, referred to as AIDA.

Cognition is an inner psychological perceptual process acquired by the individual through interaction with the environment, education, behavior, experience, etc., to acquire and transform into a clear concept. Through the correct cognition and obtaining the correct life value. Interested is the instinct of human beings to seek happiness to choose their favorite leisure activities, as preference is also to choose the goods they like. Both psychologically represent happiness, so the study chose preference instead of interest as one of the main factors. Desire can be defined into "Volitive desire" and "Appetitive desire". "Volitive desire" is a motivational explanation of attitudes, subjective norms, and perceived behavior during decision making. "Appetitive desire" is an unexplained motivation on attitudes, subjective norms, and perceptual behaviors that stimulate the organism to release hidden or latent desires.

"Action" means the actual actions taken by consumers to achieve their goals, which are composed of a series of links and elements. Its specific meaning is that success must attract or transform customer's attention to the product. The customer is interested in the product promoted by the salesman yet generates the customer's desire, then promotes adoption and concludes a transaction. The ideal advertising goal is to get the attention of all potential target customers who notice the advertising message and become customers [4.5]. Therefore, this study will also use the AIDA model to explore the behavioral process of tourists who choose cultural and creative hotels.

With creativity as the core, the added value of a high knowledge economy is created and developed "cultural and creative industry". From the perspective of Taiwan's history of

development, life craftsmanship exists in daily life to convey the beauty and creativity of ordinary people's life. Through the dialogue between sculptors and artists in "tradition and modernity" and "craftsmanship and creativeness", they gradually present fashionable cultural creativity with novelty and creativity [6]. The development of cultural creativity requires the ability to tell a story. The richer and more exciting the content of the story, the strongest sense of emotional resonance amongst the consumers will create and touch the depths of consumers, thus marketing the cultural and creative industries [7.8].

Cultural and creative industries are the transformation of local characteristics, historical and cultural backgrounds into physical commodities and industries. Nowadays, public life mode is oriented toward delicacy, happiness, texture, knowledge, beauty and aesthetic experience. However, the employed of cultural and creative industry have stories behind them. The pain and suffering when starting a business and the public's cognition and understanding of cultural creativity, all these factors deeply affect the purchasing behavior of the public [6]. According to the previous literature, few related studies on cultural and creative hotels exist. This study uses the AIDA model to understand the process of cultural tourists choosing cultural and creative hotels and puts forward practical and academic suggestions for the future.

Based on the above theoretical and previous research, to explore the behavior of consumers choosing cultural and creative hotels, the main purposes of this research are as follows:

- (1) To understand the current situation of consumers' cognition, accommodation interest, desire and actions towards cultural and creative hotels.
- (2) To understand the influencing factors of consumers' accommodation actions in cultural and creative hotels by applying AIDA theory.
- (3) Based on the results, the study proposes the relevant suggestions.

II. Research Methodology

This research uses AIDA theory to explore consumers' willingness to stay in cultural and creative hotels. Through literature research, measurement and design the variables and questionnaire, then verify the hypothesis through data analysis.

The subject of this study is the Taiwanese people who have a basic concept of cultural and creative hotels. Snowball sampling distributed the questionnaire from November 18, 2018 to December 2, 2018 on the Internet. After deducting 10 invalid questionnaires, a total of 362 questionnaires were collected, with an effective rate of 97.3%.

The questionnaire is divided into five parts. The first part is basic personal information, the rest were 1. Cultural and creative hotel Cognition [9] 2. The Interest in accommodation [10] 3. The Desire for accommodation [10.11] 4. Accommodation Action [13]. Each scale was measured Likert five-point scale. In this study, SPSS was used for data statistics and analysis.

Through factor analysis, Bartlett's Sphericity Test, the scale of this study was significant; the KMO value of each scale was Cultural and creative hotel Cognition(.92), Interest in accommodation(.840), Desire for accommodation(.844) and Accommodation Action(.879). In addition, there are three factors extracted from the Cultural and Creative Hotel Cognition: cultural connotation, aesthetic perception, and price perception. To construct scale validity, questionnaires No.1, 9, and 11 were deleted due to unclear affiliations. However, No. 10 and 12 will be retained because include in the cultural cognition factor.

All data will be analyzed with the statistical software SPSS 18.0. The methods used include reliability and validity analysis, descriptive statistics, T-test, One-way ANOVA, Pearson correlation analysis and multiple regression analysis.

III. Results

In this study, the gender of the subjects are female (64.7%), males (35.3%). Most are 21-30 years old (54.3%); under 20 years old, accounting for 8.5%; 31-40 years old, accounting for 13.5%; 41-50 years old, accounting for 23.7%. Marital status is primarily unmarried (69.1%); 30.9% were married. On the other hand, subject with a university degree is 78.2%; 8% with a master's degree or above; 13.8% was below high school. For the average monthly income falls below TWD 20,000 (38.3%).

From the data, it can be seen that the proportion is mostly female, in age is 21-30 years old, mostly unmarried with a university degree. Therefore because most subjects are students, the average monthly income falls below TWD 20,000.

TABLE I: Pearson Analysis

Variables	Cultural and creative hotel Cognition	Interest in accommodation	Desire for accommodation	Accommodation Action
Cultural and creative hotel Cognition	1.			
Interest in accommodation	.505	1.		
Desire for accommodation	.641	.687	1.	
Accommodation Action	.600	.666	.831	1.

According to the Cultural and creative hotel Cognition, the overall average is 3.90, the highest factor is "aesthetics" (M=4.23), "Do you think the cultural and creative hotel design is innovative" had the highest score (M=4.29) and the "Do you think Cultural and creative hotel is unique" had the lowest score (M=4.18), which shows that consumers had higher emotion on the designation of cultural and creative hotels.

The second factor is "cultural connotation" (M=3.81), "do you think cultural and creative hotels have local characteristics" had the highest score (M=3.98), and the "Do

you think the cultural and creative hotels are creative in appearance" had the lowest score (M=3.72), indicating that consumers believe that the cultural connotations of the cultural and creative hotels have local characteristics.

The third factor is "Price" (M=3.66), "Do you think the high price of cultural and creative hotels is due to the integration of design elements" and "Do you think the price of a creative hotel relatively reflects the quality of the hotel" has the highest score (M=3.81) and "Do you think the high price of the cultural and creative hotel is reasonable" had the lowest score (M=3.25), which shows that consumers believe that the high price of the cultural and creative hotel is due to the integration of design elements and the price relatively reflect the quality of the hotel.

The overall average of Interest in accommodation is 3.35, "I like cultural and creative hotels" had the highest score (M=3.72) and "I will actively search for bloggers related to cultural and creative industries" had the lowest score (M=3.02), indicating that consumers are more interested in their favorite hotels.

The overall average of Desire for accommodation is 3.78, "I want to experience the atmosphere that cultural and creative hotels brings to me" had the highest score (M=3.96) and the "I have the urge to stay at the cultural and creative hotels" had the lowest score (M=3.48), indicating consumers eager to experience the atmosphere brought by cultural and creative hotels.

The overall average of accommodation action is 3.85, "If there is a promotion, I am willing to stay at the Cultural and creative hotels" had the highest score (M=4.15) and the "There is a high possibility that I will stay at the Cultural and creative hotels in the future" had the lowest score (M=3.17), indicating that event promotions have the highest impact on consumers' decision of accommodation in cultural and creative hotels.

Based on results, it is found that in cultural and creative hotel cognition, consumers are most affected by the aesthetic factor; Interest in accommodation is consumers are affected by favorite hotel; Desire for accommodation is affected by the experiencing the cultural and creative hotels atmosphere; Accommodation action is affected by the promotion of the event.

Pearson analysis was used before multiple regression analysis to understand the correlation between cultural and creative hotel Cognition, Interest in accommodation, desire and action. The results are shown in table 1, all variables' correlation is between .505 to .831, which is significantly correlated. Especially the correlation between Desire for accommodation and accommodation action is highly correlated. In contrast, the relationship between Desire for accommodation and Accommodation Action is less significant than Cultural and creative hotel Cognition and Interest in accommodation.

The study takes Cultural and creative hotel Cognition as the independent variable and takes the interest in accommodation as the dependent variable for multiple regression analysis. The results show that the model reaches a significant level ($F=123.558$, $P<.5$, R^2 is .255), T-value is 11.1, p-value is .000, indicating no collinearity. The standardized regression equation is

$$\text{Interest in accommodation} = .505 * \text{Cultural and creative hotel Cognition}$$

Cultural and creative hotel cognition includes cultural connotation, aesthetic cognition, functional cognition and price cognition. This result is consistent with the cognition of gift products proposed by [9], which is Cultural and creative hotel cognition has a significant impact on interest in accommodation.

The study takes interest in accommodation as the independent variable and takes the desire for accommodation as the dependent variable for multiple regression analysis. The results show that the model reaches a significant level ($F=322.078$, $P<.05$, R^2 is .472), T-value is 17.9, p-value is .000, indicating no collinearity. The standardized regression equation is

$$\text{Desire for accommodation} = .687 * \text{Interest in accommodation}$$

Based on the results, it is found that when making a decision, consumer preferences are positive, which proves that when people make choices, most of their preferences are the key points that will affect their decisions. [10] divides consumer preference into three dimensions: emotional impact, related advertisement curiosity and related information interest, and its emotional impact is further connected to [12] rational motivation and emotional motivation to measure consumers' purchasing desire. Through theories and research results, interest in accommodation has a significant impact on desire for accommodation.

The study takes cultural and creative hotel cognition, Interest and Desire for accommodation as the independent variable and the accommodation action as the dependent variable for multiple regression analysis. The results show that the model reaches a significant level ($F=297.329$, $P<.05$, R^2 is .713), T-value are 2.56, 4.29 and 14.8, p-value is .01, .00, and .00, indicating that no collinearity. The standardized regression equation is

$$\text{Accommodation Action} = .095 * \text{Cultural and creative hotel Cognition} + .168 * \text{Interest in accommodation} + .654 * \text{Desire for accommodation}$$

TABLE II: The multiple regression of Cultural and creative hotel Cognition, Interest and Desire for accommodation on Accommodation Action

Independent Variables	Regression Coefficients B	SE	Standardized Regression Coefficients β	t value	p value
Constant	.287	.157		1.836	.067
Cultural and creative hotel Cognition	.133	.052	.095	2.567*	.011
Interest in accommodation	.159	.037	.168	4.297*	.000
Desire for accommodation	.665	.045	.654	14.859*	.000

* $p < .05$

The study concluded that Cultural and creative hotel Cognition has a significant impact on Interest in accommodation, and Interest in accommodation also has a significant impact on desire for accommodation. This proved that consumers would make choices based on their own cognition of cultural and creative hotels and their personal accommodation preferences and desire for accommodation before the Accommodation Action. The results of this study showed that consumer cognition will significantly affect consumers' interest, and significantly affects consumers' desires; desires can significantly affect consumers' actions [14], indicating that cultural and creative hotel cognition, interest and desire for accommodation have a significant impact on accommodation action.

IV. Discussion

1. Conclusion

Among the three major factors of Cultural and creative hotel Cognition, which are aesthetic, cultural connotation, and price in order, most consumers are generally interested in cultural and creative hotels in the current situation of interest in accommodation.

The main interest comes from the Favorable impressions of cultural and creative hotels. in the analysis of the current situation of desire, the desire mainly comes from the atmosphere created by the hotel and the desire for accommodation; the analysis of the current situation of action shows that the most important source is the promotion of activities and online evaluation, thus form consumer behavior intention.

There is a significant difference in gender for Cultural and creative hotel Cognition. Females had higher cognitive performance on accommodation, which is significantly higher than men, indicating that women have higher cultural and creative cognition. Still, there is no significant difference in marriage, age, education level and monthly income, indicating that among these background variables, only gender has a significant impact on Cultural and creative hotels.

The analysis results of this research show that consumers' will follow the traditional path of the AIDA model while choosing a cultural and creative hotel. The cognition of cultural and creative hotels creates interest and arouses their desire for accommodation in cultural and creative hotels. Yet Affects the occurrence of willingness to stay; that is, consumers will become aware of the cultural and creative hotels due to the innovation and uniqueness and then become interested. This drive consumer actively searches for relevant information about the cultural and creative hotels' desire to have accommodation. After going through the steps of the AIDA model, consumers will finally be willing to stay, improve the probability of staying in a cultural and creative hotel, and willing to recommend others.

According to the data analysis results, consumers' cognition and interest will directly affect their willingness to stay. Consumers' desire will significantly and positively influence their willingness to stay in cultural and creative hotels. When consumers think that cultural and creative hotels can fit their needs and are worthy, it will be an ideal accommodation to choose. Through the intermediary power of desire, consumers will be willing to stay in cultural and creative hotels.

2. Suggestion

This study found that women are more aware of cultural and creative tourism than men, so it is suggested that operators launch marketing plans for different genders, such as launching theme rooms with cartoons for women or launching event discounts on Valentine's Day. For men can do marketing on pricing, such as issuing accommodation discount coupons at tourism exhibition venues and forming cross-industry alliances with car auto shows. In addition, in the Cultural and creative hotel Cognition, the influence of "aesthetics" is the strongest. It is suggested that when operating a cultural and creative hotel, the industry can prioritize the appearance design of the cultural and creative hotel.

According to the analysis of the current situation of Accommodation Action, it can be seen that event promotions can most promote consumers to stay in cultural and creative hotels. It is suggested that operators can often launch event promotions to attract consumers, and increase exposure and popularity on official websites, online media and advertisements. This research suggests that operators can strengthen story marketing to increase consumers' awareness in cultural and creative hotels; and use the emotions, thinking and associations of experiential marketing to deepen consumers' understanding of their products at the stage of interest and desire, and finally adopt promotional methods then stimulate the impulse of consumers to go to accommodation.

3. Suggestion for future study

This research distributed the questionnaire to obtain data and transform quantitative statistical data into research results. It is suggested that qualitative research can be added, including in-depth interviews and field investigations to understand the principles and key points that cannot be disclosed or presented within the industry.

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