

Investigate How Social Media Influencer Marketing Impacts Customers' Purchase Intention on Choosing Hotels for Staycations in Hong Kong

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— Background —

Social media is the major tool of marketing for hotels as influencers can guide, change and redirect potential customers' decisions through their social media platforms. To further develop the usage of influencer marketing in the hotel industry, it is crucial to investigate how influencer marketing plays a part in the customers' decision-making process so as to increase competitiveness. **This study attempts to contribute to a greater realization of influencer marketing's role and influence on the consumer decision-making process (DMP) in the hospitality market.**

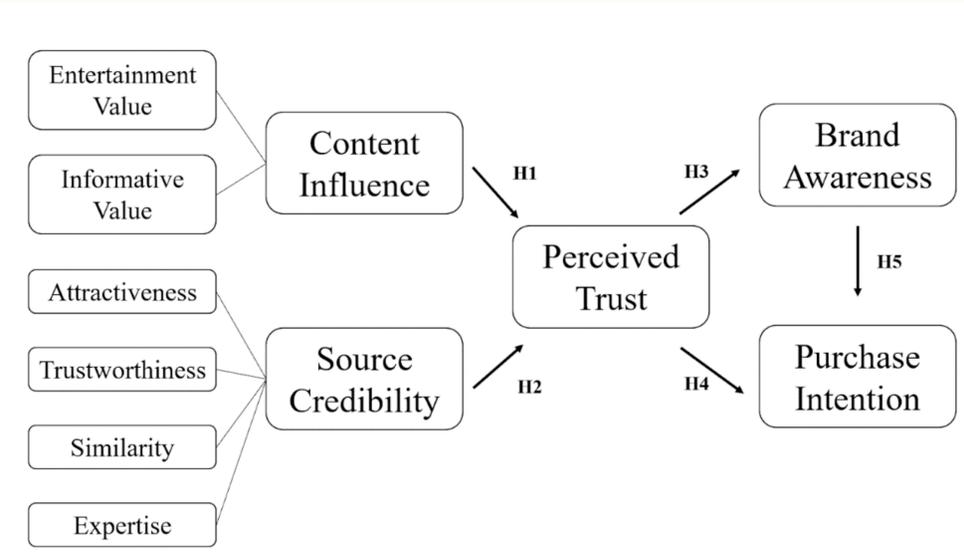
— Research Objective —

- To investigate the main criteria of customers choosing a hotel
- To indicate how influencer marketing impacts the customer purchase intention of hotels
- To provide suggestions to the hotel industry on using influencer marketing

— Methodology —

- Convenience sampling
- N = 158, age ≥18, Hong Kong residents
- Self-administered online questionnaire
- Data Analysed using SPSS
- Descriptive Statistics; Correlation; Regression Analysis

— Conceptual Model —



— Hypothesis —

- H1: Content influence will significantly affect the customer's trust in hotel-branded posts by influencers
- H2: Source credibility will significantly affect the customer's trust in hotel-branded posts by influencers
- H3: Higher trust in hotel-branded posts of influencers will indicate a higher brand awareness of the hotel
- H4: Higher trust in hotel-branded posts of influencers will indicate a higher customer purchase intention to the hotel
- H5: Higher brand awareness of the hotel will indicate a higher customer purchase intention to the hotel.

— Conclusion —

To conclude, valuable contributions of this study were created to both the academic and hospitality industry in Hong Kong. The research model hypothesized the correlation between the 5 variables in the social media influencer value model. The result revealed that Source credibility significantly affects the perceived trust of customers towards the hotel-branded posts by influencers, and also there is a positive relationship between perceived trust, brand awareness and also purchase intention. It also delivered the managerial implications encompass the relevant knowledge and implementation of influencer marketing practices for the Hong Kong hotel brands. Deciding the appropriate types of influencers for the marketing practices is one of the solutions to intensify the brand awareness and ultimately enhance the purchase intention of customers to the staycation packages. Meanwhile, the promotion mix should include the information of the value for money and quality standards in order to drive customer purchase decision to staycation.

— Findings —

Regression Model	H1 – Rejected
Adjusted R-square (0.483)	H2 – Supported
Correlation Model	H3 – Supported
	H4 – Supported
	H5 – Supported