

# **A Study on the Current Situation of Tourist Attraction Marketing Targeting Women in Chinese Tiktok**

**Shanshan Li, Qi Yang\*, Yulian Lu, Dingyin Xia, Yixian Liu**

*School of Geographic Science and Tourism, Zhaotong College, Zhaotong, Yunnan, China*

*\*Corresponding Author.*

**Abstract:** Chinese Tiktok plays the characteristics of image audio-visual elements, helps tourist attractions to shape a new image, and stimulates the travelers' desire to travel through various ways, which brings new opportunities for the development of tourist attractions. Nowadays, women have become the main body of tourism in society, so by studying the current situation of women's marketing in Chinese Tiktok attractions, we can cause tourism enterprises to pay attention to women's tourism market and strengthen the development of women's tourism market. In this context, this paper is based on the AISAS model to divide the study of the impact of Tiktok attractions marketing on women's consumption intention into five segments, Attention (Tiktok marketing content) - Interest (image perception) - Search (search willingness) -Behavior (consumption intention) -Sharing (sharing behavior), as a way to design the questionnaire and put forward the corresponding hypotheses. The results of the study show that: Tiktok marketing with strong emotional content has a significant and positive effect on female consumers' image perception; positive image perception has a significant and positive effect on female consumers' search willingness; information searched for with strong emotional content has a significant and positive effect on female consumption intention; positive consumption experience has a significant and positive effect on sharing behavior. Finally, corresponding suggestions are made for the Chinese Tiktok marketing of attractions.

**Keywords:** Female Consumption Characteristics; Attraction Marketing; Aisas Model; Chinese Tiktok; Female Consumption Psychology

## **1. Introduction**

In recent years, Chinese Tiktok has become one of the most popular social media in the world, and its popularity on mobile makes it an ideal channel for marketing. In the tourism industry, attraction marketing is a common strategy designed to attract tourists to visit. However, responses to attraction marketing may vary across gender and age groups. As a new social media platform, Chinese Tiktok is growing in popularity and influence among young female users. Young female users are usually more fashionable and trendy, as well as more social, and Chinese Tiktok attraction marketing may be more appealing to them. On the other hand, female consumers are becoming increasingly influential in the travel market. Female consumers' demand for tourism consumption is increasing, and they usually consider more factors, such as travel safety, environmental quality, and cultural identity, and thus may react differently to tourism marketing strategies than men. Although the application of Chinese Tiktok in tourism marketing is becoming more and more widespread, there is still limited research on its influence and effect among female consumers, so it is necessary to conduct an in-depth study on it. The purpose of this paper is to study the current situation of women's marketing in Chinese Tiktok attractions, and utilized the AISAS model to explore the changes in women's consumption intention in order to put forward relevant suggestions to promote the development of attraction marketing in Chinese Tiktok in the future. At the same time, this paper will also promote the improvement of the research on the impact of women's consumption intention, and provide theoretical reference for the

development of related fields.

## 2. Conceptualization and Theoretical Introduction

### 2.1 Chinese Tiktok

Chinese Tiktok, a music creative short video production social software that allows you to make short videos, is an all-ages short video community platform. Chinese Tiktok has a powerful algorithmic recommendation system, which can recommend short videos that meet users' preferences based on their interests, preferences, geographic location and other factors. Chinese Tiktok has a powerful algorithmic recommendation system<sup>[1]</sup>.

### 2.2 Chinese Tiktok Marketing Content

Chinese Tiktok platform marketing content is mainly a promotional way for companies to convey valuable content information to consumers, which inspire them to buy and thus achieve the final goal<sup>[2]</sup>.

### 2.3 AISAS Modeling Theory

AISAS model is a brand-new consumer behavior analysis model proposed by Dentsu in response to changes in consumer life patterns in the era of Internet applications. The model intuitively shows the whole process of consumers from the generation of consumer motivation, information collection, consumer decision formation, behavioral realization and post-purchase evaluation, through the research and analysis of the model data, we can study the needs of consumers in order to formulate the corresponding marketing strategy<sup>[3]</sup>. The model is divided into five stages:

**Attention:** Customers are aware of the existence of the product or service, which is the first step of marketing activities.

**Interest:** After the awareness stage, customers begin to take an interest in the product or service.

**Search:** After the consumer interest in the product information into the spontaneous collection of behavioral patterns, consumers obtain enough product information.

**Action:** Customers begin to take action to buy products or services.

**Share:** After experiencing a product or service, customers evaluate whether the product or service they purchased meets their expectations and share it on social platforms.

The model structure relationship is as follows:

Attention--Interest--Search--Action--Share

## 3. Research Design

### 3.1 Research Hypothesis

Based on the structure of the AISAS model, the characteristics of the consumption process of female consumers are hypothesized as follows:

Han Zhen et al., Liu Wenxia and Dong Yin all believe that content marketing is to stimulate consumers through the dissemination of information that is functional, entertaining, unique, and emotional, and in particular, the strong emotional content contained in the information has a strong attraction to consumers, and it can be connected to consumers' emotions and feelings<sup>[4,5]</sup>. Because female consumers usually pay more attention to emotions and emotional resonance, and the strong emotional content of Chinese Tiktok marketing content can trigger the empathy and emotional resonance of female consumers, so that they are more likely to have emotional identification, and thus have a stronger goodwill towards the product or brand. From this, the following hypothesis can be inferred:

H1: Chinese Tiktok marketing with strong emotional content has a significant positive effect on consumer image perception.

There are not many studies on positive image perception and search willingness, but some scholars have put forward similar ideas, for example, Wang Chenguang elaborated on the concept of tourism destination image, and he believed that tourism destination image refers to the comprehensive embodiment of people's various perceived impressions, perceptions, feelings and awareness of the tourism destination in a certain period of time and under a certain environment<sup>[6]</sup>. Guo Hui argued that brand image has a significant positive effect on the purchase intention of

female college students; compared to men, female consumers usually consider the credibility of the brand or product during the purchase process, and when the content of Joyo's marketing meets a certain value expected by female consumers, which makes the consumers' perception of the product's image very positive, they will have more trust in the brand or product and consider them to be reliable and trustworthy.<sup>[7]</sup> They will trust the brand or product more and think they are reliable and trustworthy. At the same time, it stimulates consumers' interest level and curiosity, which makes them want to know more about the brand or product, and this positive image can motivate consumers to actively search for relevant information on search engines to satisfy their curiosity and needs. That is, if the level of image perception is higher, it means that consumers' willingness to search is also higher. From this, the following hypothesis can be inferred:

H2: Positive image perception has a significant positive effect on search intention.

Hill R J believes that female consumers' behavior and attitudes are greatly influenced by fun. Because female consumers pay more attention to the emotional factors in the information than men, the majority of women in the material conditions have been satisfied at the same time began to pursue more spiritual enjoyment.<sup>[8]</sup> The information is easy to be attracted by emotional information, and cause women's emotional resonance, so that female consumers have a deeper impression of the goods or services. Therefore, when the searched information has strong emotional content, it can better resonate with women, thus enhancing their consumption intention. From this, the following hypothesis can be inferred:

H3: Searching for information with strong emotional content has a significant positive effect on women's consumption intention.

Yu Yunqi argued that women's emotional thinking is more than rational thinking, as well as their tendency to share their purchases with others and their willingness to buy are easily influenced by others.<sup>[9]</sup> In a study conducted by Zhang, Xiaoxu, and

Chen, Su Bai found that female audiences are more willing to share relevant information than male audiences.<sup>[10]</sup> and women are more likely to share relevant information than men. Since female consumers usually pay more attention to socialization and interaction, positive consumption experiences can satisfy their social needs and make them more willing to share their consumption experiences with others, and through sharing their consumption experiences, they can express their emotions and attitudes and increase their sense of identity. From this, the following hypothesis can be inferred and output:

H4: Women's positive consumption experience has a significant positive effect on sharing behavior.

### 3.2 Questionnaire Design and Distribution

#### 3.2.1 Questionnaire structure design

The main body of the questionnaire of this study contains two parts: personal information, and questionnaire preparation for each session under the AISAS model containing the characteristics of attention, interest, search, action, and sharing (see Appendix for details).

The variables involved in this paper are Chinese Tiktok marketing content, image perception, search intention, consumption intention, and sharing behavior. It aims to study which contents in Chinese Tiktok marketing can attract women's attention in terms of functionality, entertainment, uniqueness and emotionality through the theory of AISAS model; Then to study the relationship between image perception and search intention in terms of positive and negative image perception; Third, to study which information searched will make female consumers have consumption intention in terms of authenticity, timeliness, uniqueness, evaluation, emotionality and economy; Lastly, study the factors affecting women's sharing behavior after traveling from five aspects: satisfaction, herd mentality, community, helping others, and emotion, and explore the changes of Chinese Tiktok's short-video tourism marketing on women's consumption intention.

#### 3.2.2 Questionnaire distribution

In order to facilitate the production of questionnaires, data collection, and to break through geographical restrictions and time constraints, this paper utilized "Questionnaire Star" to produce questionnaires, and called on female students, female friends and relatives to fill out the questionnaire link and actively forward it. The respondents of this questionnaire were mainly female consumers who have the habit of using Jittery Voice. A total of 205 questionnaires were returned in this study, and 204 questionnaires were valid, with a validity rate of 99.5%.

#### 4. Data Analysis

##### 4.1 Significant Difference Analysis of Demographic Characteristics

When exploring the actual difference between different types of groups for multiple choice choices, it can be analyzed using multiple response analysis combined with cross-tab chi-square test, mainly to

see whether the p-value is less than 0.05, and less than is statistically significant. Therefore, multiple response analysis combined with cross-tab chi-square test was used to analyze significant differences in demographic characteristics.

After analyzing the multiple response analysis combined with the cross-tab chi-square test, it concludes that there is no significant difference between women's education level, disposable income, and occupation type in the choice of (1) what content in the marketing of Chinese Tiktok attractions is more likely to attract your attention, (2) the factors in the marketing of Chinese Tiktok attractions that will make you willing to search, (3) the information searched for that will make you intend to consume, and (4) the factors that will influence the sharing behaviors that you will carry out after the trip. There is no significant difference in terms of But age differences in women do have an impact on choices, as shown in Table1:

**Table 1. Multiple Response Analysis for Age Combined with Cross-Tab Chi-Square Test Summary Table**

sports event	chi-square value	P	Is there a significant difference
(1) What content in Tiktok attraction marketing is more likely to get your attention	Chi-Square value = 30.636	p=0.333 > 0.05	non-existent
(2) Factors in Tiktok attraction marketing that will make you want to search for them	Chi-Square value = 25.849	p=0.579 > 0.05	non-existent
(3) Factors that make you intend to spend money on the information you search for	Chi-Square value = 86.642	p=0.000 < 0.05	remain
(4) Factors that influence you to engage in sharing behaviors after the tour	Chi-Square value = 77.328	p=0.013 < 0.05	remain

Cross-tabulation analysis was used to study the cross-tabulation relationship between age and the factors of searching for information that will give you the intention to spend. The chi-square value of the chi-square test = 86.642,  $p = 0.000 < 0.05$ , which indicates the existence of statistical significance, i.e., there is a significant difference between age in the selection of the factors that the information searched for will give you the intention to spend.

The primary factor that female consumers under 20 years old can generate consumption intention is that the price of goods is within the budget, which shows

that female consumers at this age stage are more concerned about economy; the first ranking of women in the age stage of 20-30 years old is the formality of the platform, which is more important to the quality and quality of the products; and the primary factor that female consumers in the age stages of 30-40 years old, 40-50 years old and 50 years old and above can generate consumption intention is that the information of the products they choose to search is true and credible. The primary factor of consumer intention is to choose the product information searched is real and credible, it can be seen that female

consumers in this age stage are more concerned about whether there is false propaganda, shopping is more simple.

Cross-tabulation analysis was used to study the cross-tabulation relationship between age and the factors that influence you to perform sharing behavior after traveling. The chi-square value of the chi-square test = 77.328,  $p = 0.013 < 0.05$  indicates that there is a statistical significance, i.e., there is a significant difference between age in the selection of factors affecting your behavior of sharing after traveling.

Female consumers aged 20-30 will share because the tour program is novel and exceeds expectations; female consumers aged 30-40 will share negatively because the actual attraction is inconsistent with the marketing content; female consumers aged 40-50 and over 50 have the mentality of following young people's trends and will share because it is the attraction's Internet celebrity place.

#### 4.2 AISAS model analysis

Multiple response analysis is mainly designed for multiple choice questions, including frequency analysis and cross-tabulation analysis, which can produce the frequency of each of the

multiple options as well as the relationship between each option and other variables, and this item can be used to compare the differences through the response rate and the prevalence rate. The questionnaire was conducted in the form of multiple choice questions, therefore, the method of multiple response analysis was used for the analysis.

##### 4.2.1 Analysis of factors causing interest (Attention→Interest)

As can be seen from Table 2, the goodness-of-fit test presents significance ( $\chi^2=48.869$ ,  $p=0.000<0.05$ ), implying that the selection proportion of each item is significantly different, and the differences can be specifically compared through the response rate or popularity rate. Specifically, the response rate and prevalence rate of the 2 items of Tiktok attraction marketing that provide product and brand information with practical value and the content of Tiktok attraction marketing that is interesting are significantly higher, indicating that functional and entertaining content in attraction marketing is more likely to arouse women's interest. The emotional content did not arouse women's interest more strongly, negating H1.

**Table 2. What Content in Tiktok Attraction Marketing Is More Likely to Get Your Attention**

perspective	classifier for principles, items, clauses, tasks, research projects etc	responsive		Prevalence (n=204)
		n	response rate	
functional	Provide product and brand information of practical value	98	15.24%	48.04%
	Great discounts on products	79	12.29%	38.73%
entertainment	The content is interesting	123	19.13%	60.29%
	Have my favorite celebrity endorsement or recommendation	43	6.69%	21.08%
distinctiveness	The content is new and exciting	83	12.91%	40.69%
	The content fills me with imagination and curiosity	82	12.75%	40.20%
emotional	Content that resonates with me emotionally	73	11.35%	35.78%
	Have storytelling in your marketing content	62	9.64%	30.39%
	aggregate	643	100%	315.20%
Goodness of fit test: $\chi^2 = 48.869$ $p=0.000$				

##### 4.2.2. Search willingness factor analysis (Interest→Search)

As can be seen from Table 3, the goodness-of-fit test presents significance ( $\chi^2=219.514$ ,  $p=0.000<0.05$ ), implying that the selection ratio of each item is significantly different, and the differences

can be specifically compared through the response rate or popularity rate. Specifically, the response rate and popularity rate of a total of three items, namely, the content of Tiktok attraction marketing is trustworthy, the Tiktok account has a large number of followers

and a large influence, and the product of Tiktok attraction marketing has a good reputation, are significantly higher, which indicates that a positive image perception

of women in Tiktok attraction marketing will lead women to have a willingness to search for the attraction, thus validating H2.

**Table 3 Effect of Positive Image Perception on Search Intention**

perspective	term (in a mathematical formula)	responsive		Prevalence (n=204)
		n	response rate	
Positive image perception	Trustworthy content	131	23.39%	64.22%
	Chinese Tiktok accounts have a high number of followers and influence	88	15.71%	43.14%
	A famous person posted or retweeted a short video recommending the Chinese Tiktok marketing video	77	13.75%	37.75%
	Good product reputation	140	25.00%	68.63%
Negative image perception	Poor ratings and bad word-of-mouth on the product line	27	4.82%	13.24%
	Product or marketing approach has been negatively reported in the official media	39	6.96%	19.12%
	Travel destinations feel unknown, dangerous	39	6.96%	19.12%
	The content or wording is harsh, radical, or intense.	19	3.39%	9.31%
	aggregate	560	100%	274.51%
Goodness of fit test: $\chi^2=219.514$ p=0.000				

4.2.3. Consumption willingness factor analysis (Search→Action)

**Table 4. Factors of the Searched Information that would Make You Intend to Spend Money**

perspective	term (in a mathematical formula)	responsive		Prevalence (n=204)
		n	response rate	
validity	Product information is true and reliable	132	16.92%	64.71%
	Product purchase platforms are formalized	134	17.18%	65.69%
timeliness	Attraction information is recent	60	7.69%	29.41%
distinctiveness	The product is innovative and unique	109	13.97%	53.43%
estimation	Good product buyer reviews	78	10.00%	38.24%
emotional	Information on attractions that will satisfy your need for entertainment and relaxation	77	9.87%	37.75%
	The information about the attraction satisfies your emotional needs such as feelings and sentiments	54	6.92%	26.47%
economics	Good products at a good price	70	8.97%	34.31%
	The product is within your budget	64	8.21%	31.37%
	(sth. or sb) else	2	0.26%	0.98%
	aggregate	780	100%	382.35%
Goodness of fit test: $\chi^2=178.846$ p=0.000				

As can be seen from Table 4, the goodness-of-fit test shows significance (chi=178.846, p=0.000<0.05), implying that the selection proportion of each item is significantly different, and the differences can be specifically compared through the response rate or popularity rate. Specifically, the response rate and prevalence rate of a total of three items, namely, the authenticity of the searched product information as well as the formalization of the purchasing platform, and the searched product is innovative and

unique, are significantly higher. This indicates that the authenticity and uniqueness of the searched information has a greater impact on women's consumption intention, thus also negating H3.

4.2.4. Sharing behavior factor analysis (Action→Share)

As can be seen from Table 5, the goodness-of-fit test presents significance (chi=194.822, p=0.000<0.05), implying that the proportion of choices for each item is significantly different, and the differences can be specifically compared

by response rate or popularity rate. Specifically, the response rate and prevalence rate of the total of 5 items, namely, the tourism destination is consistent with the marketing content of the Chinese Tiktok attractions, the tourism destination is lower than my expectations, the tourism destination meets my expectations, the tourism program of the tourism destination is novel and exceeds my expectations, and the sharing of this

tour will make me feel happy and satisfied, are significantly higher. It indicates that women's satisfaction with marketing content as well as attractions in the process of tourism consumption has a greater impact on whether they engage in sharing behaviors after the tour, in addition to the emotion of making women feel happy and satisfied during the tour, which also influences women to engage in sharing behaviors, thus validating H4.

**Table 5. Factors Influencing Your Sharing Behavior after Traveling**

perspective	term (in a mathematical formula)	responsive		Prevalence (n=204)
		n	response rate	
job satisfaction	Consistent with Chinese Tiktok attraction marketing content	95	12.84%	46.57%
	Inconsistent marketing content with Tiktok attractions	61	8.24%	29.90%
	Destination was below my expectations	73	9.86%	35.78%
	The destination met my expectations	107	14.46%	52.45%
	The tour program is innovative and exceeds expectations	70	9.46%	34.31%
herd mentality	It's a Internet celebrity spot, I want to share it too!	57	7.70%	27.94%
social grouping	Want to create a good impression in the minds of others	29	3.92%	14.22%
	Helps me make new, like-minded friends.	34	4.59%	16.67%
Helping others	Being able to give others real and valid information	37	5.00%	18.14%
	Uniqueness gives me value to share	42	5.68%	20.59%
state of mind	It makes me feel happy and satisfied.	66	8.92%	32.35%
	I had a bad travel experience and I wanted to spit it out to others	32	4.32%	15.69%
	Reflects one's own tastes, aesthetics, and preferences	35	4.73%	17.16%
	(sth. or sb) else	2	0.27%	0.98%
	aggregate	740	100%	362.75%
Goodness of fit test: $\chi^2 = 194.822$ p=0.000				

**5. Conclusions and Recommendations**

**5.1 Conclusion**

Generate interest stage: functional and entertaining content in Tiktok attraction marketing is more likely to get women's attention.

Search Willingness Stage: The trustworthy content of Tiktok attraction marketing, the large number of followers and influence of this Tiktok account as well as the good reputation of the products marketed by Tiktok attraction marketing bring a sense of trust to the female consumers and shape a positive image perception, which will make the women have a search willingness for the attraction.

Consumption intention stage: there is a significant difference between age in the

choice of the information searched for consumption. Specifically, female consumers under 20 years old can generate consumption intention is that the price of goods is within the budget; Women in the age stage of 20-30 years old cares about the formality of the platform; Age stages of 30-40 years old, 40-50 years old and 50 years old and above can generate consumption intention is that the information of the products is true and credible. And women of all ages are more concerned about the authenticity of the product information, and high authenticity is more likely to make women have the intention to consume. Uniqueness has a higher response rate and popularity rate, which has a greater impact on women's consumption intention.

Stage of Sharing Behavior: age differences

are significant in the selection of this stage. Female consumers aged 20-30 will share because the tour program is novel and exceeds expectations; female consumers aged 30-40 will share negatively because the actual attraction is inconsistent with the marketing content; female consumers aged 40-50 and over 50 have the mentality of following young people's trends and will share because it is the attraction's Internet celebrity place. In addition, satisfaction is an important factor for women to engage in sharing behavior and the emotion of satisfaction motivates female consumers to engage in sharing behavior.

## 5.2 Recommendations

5.2.1 Focus on functional as well as entertaining content distribution during the attention-grabbing phase

When attractions use Chinese Tiktok for marketing, they should focus on the release of functional and entertaining content, introduce more products with practical value and brand information, and utilize current topics or methods of interest to women to produce short marketing videos, so as to make their content interesting and improve entertainment, thus attracting women's attention and increasing women's attention to the attractions or products.

5.2.2 Improve account influence and control product quality at the information search stage Attractions should make every effort to operate the account well when marketing with the help of Jittery Voice, attract more users to pay attention to the account, and improve the influence of the account. And when posting marketing videos, the content should be real and persuasive, and the marketing products should control the quality and improve the reputation of the products, so that women can have a positive image perception of the scenic spots, which can improve women's willingness to search for the attractions.

5.2.3 At the stage of purchasing behavior, understand female consumers of different ages's travel preferences, accurately position products, and carry out product innovation Attractions should pay attention to the differences between women of all ages when using Chinese Tiktok for marketing,

especially the "90" and "00" female groups. At the same time, do a good job of market research to understand the travel preferences of all ages, develop targeted marketing strategies for women of different ages, do a good job of product positioning, and carry out accurate push flow. At the same time, the information released should focus on the authenticity of the information and build a professional and formal platform for women to buy products, so as to attract consumers to buy.

5.2.4 In the stage of sharing with people, marketing should be aligned with the product to increase satisfaction

Attractions should also pay attention to the differences between women of all ages, products should focus on the needs of women of all ages, the products and services provided should be consistent with the marketing content, and the promotional stage should not be overly publicized and over-packaged. Improve women's satisfaction, meet women's emotional needs, so that women feel happy and satisfied in the process of tourism. Promote spontaneous promotion by female consumers to further expand the scope and value of female consumers and attract more female consumers.

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