



НАЦИОНАЛЬНЫЙ ИССЛЕДОВАТЕЛЬСКИЙ  
УНИВЕРСИТЕТ

# UGC application in consumer behavior studies of Chinese tourists

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Program:

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## Consumer behavior



- one of the most discussed topic
- “travel behavior”/ “tourist behavior
- influenced by cultural factor



## Chinese market:

← Fastest growing tourism market (UNWTO)

← Leading country in expenses (US\$129 billion)

← 1<sup>st</sup> country in Russian incoming tourism (1.29 million people )

# Research target and objectives

## Target

specify consumer behavior of Chinese tourists while travelling to Moscow on the basis of UGC

### Object

consumer behavior of tourists

### Subject

consumer behavior of Chinese tourists in Moscow during their trip

## Objectives

To analyze theoretical concepts of :

- 1. tourist consumer behavior and UGC assumption;
- 2. differences between Chinese tourists and tourists from other countries;

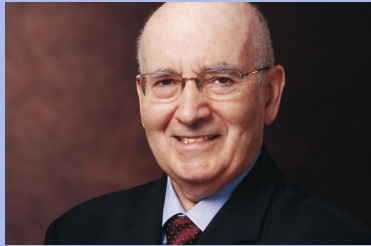
To conduct:

- 3. interviews with experts working with Chinese
- 4. UGC visual and sentiment analyses for factors of Chinese tourist behavior;
- 5. sentiment Comparison of Chinese post and created by others



# Theoretical implications

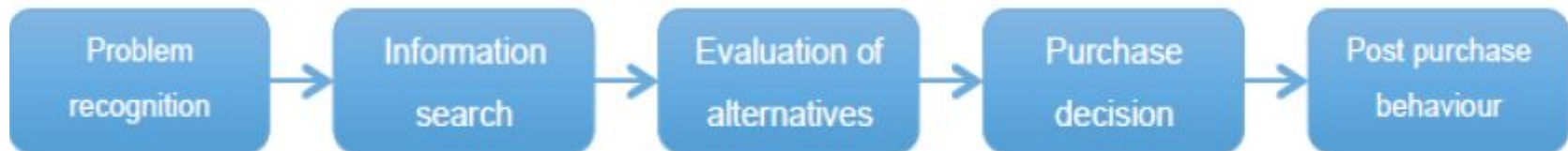
## Consumer behavior



### **Philip Kotler:**

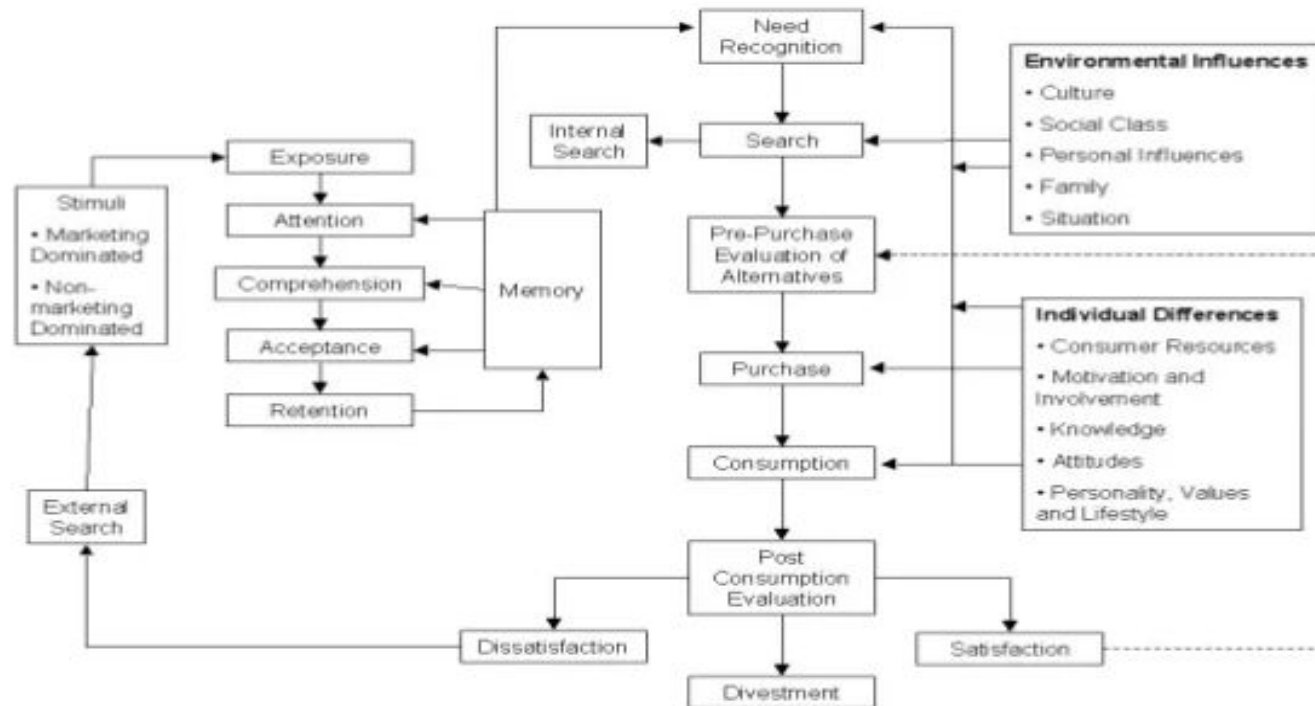
Consumer behavior- the study of how people (either individually or in groups) acquire, use, experience, discard, and make decisions about goods, services.

### **Five-stage model of the consumer buying process:**



Blackwell R.D., Miniard P.W. , Engel J.F. (2007):

- 2 possible outcomes: satisfaction or dissatisfaction
- Stages are influenced by different internal forces





# Theoretical implications

## Chinese tourist behavior

"You can safely sit at home for a thousand days - or go out and find trouble."



### Pre visit

**Chen (2017):** Chinese are attracted by sights and shopping

**Lin et al. (2017):** freedom, devaluation of the local currency can be motives to travel

**Andreu (2014):** budget flights is a reason

### On site

**Gao (2017):** are more attracted to sights connected with the political orientation of China

**Kim et al (2016):** signs affect on tourism

### Post visit

**Dong et al. (2014):** attributes of satisfaction

**Schuckert (2015):** evaluate hotel services lower than the counterparts from other countries



# Theoretical implications

## UGC in studies of Chinese tourists

Without official access to the social media platforms popular in the rest of the world, China has created its own diverse social networks like Facebook, Instagram, Twitter, MySpace or YouTube.



**Wang et al. (2017):** open platform for discussion

**McCartney and Pao Cheng Pek (2018):** commercial value post and reposts

**Kim et al (2017):** formation of destination image



**Zao et al. (2018):** the destination image with WeChat Moments

**Lou and Ming (2017):** the marketing strategy of official account in WeChat



## Methods

Expert interview  
Pre screening content analysis  
Sentiment analysis

## Consumer behavior stage

On site

## Sample

Photos:  
n = 696

Posts:  
n = 490

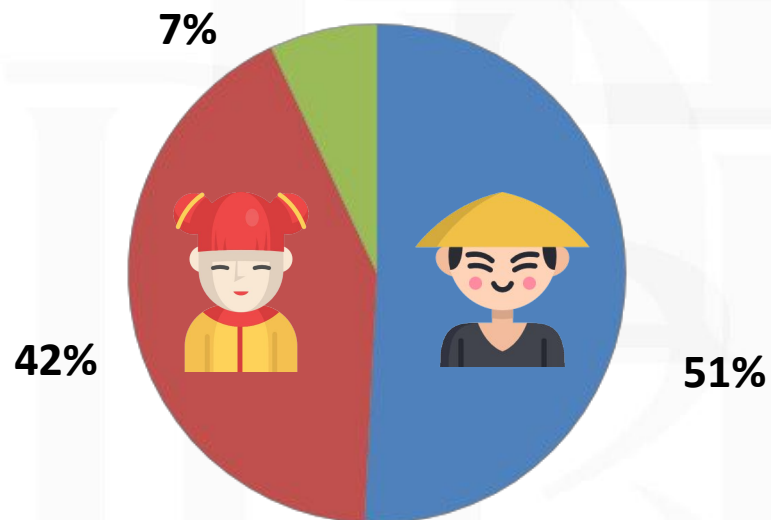
L-Luck\_小高姐

#莫斯科# 真的是说走就走的旅行 经过数十个小时的辗转, 超级漫长的入境..... 终于熬到了一俄罗斯联邦 莫斯科。 争了5个小时的时间差便宜, 在北京时间凌晨2点差不多 去了超市了解了一下行情, 没有语言环境, 自己秤了3个西红柿 耐思~ 晚安莫斯科, 早安北京。 [俄罗斯联邦...](#)

4月29日04:04 来自 iPhone客户端

收藏 | 转发 | 评论 3 | 1

## Users sex

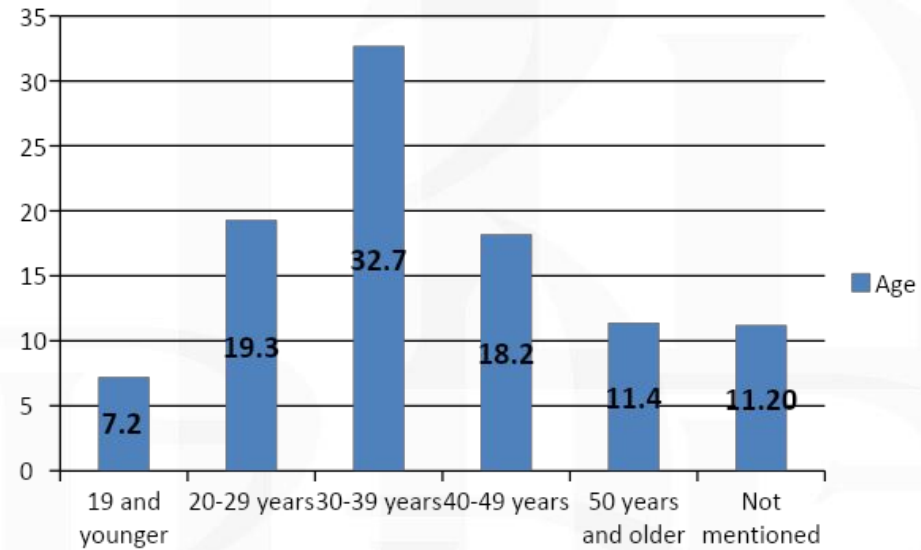
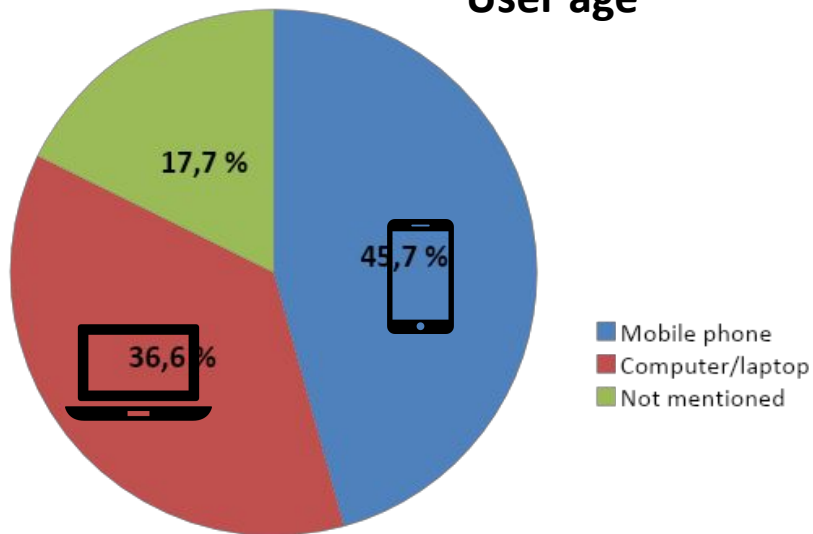




## User device

## User age

### User age



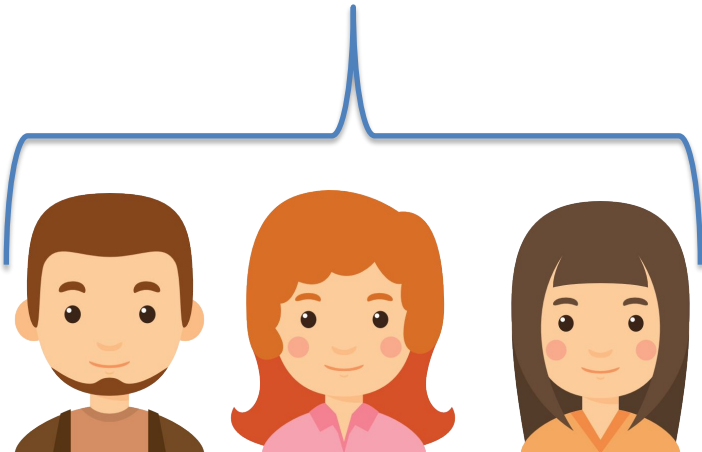
## Expert interview (n=3)

# UTS

- Red tourism
- Chinese restaurants
- Shopping



PRADIZ<sup>®</sup>  
*travel lounge*



**H1:** The main motives of travelling for Chinese like visiting sights connected to China's history and shopping are reflected on social network Sina Weibo.

**H2:** Chinese tourists like post photos with new purchases on Sina Weibo

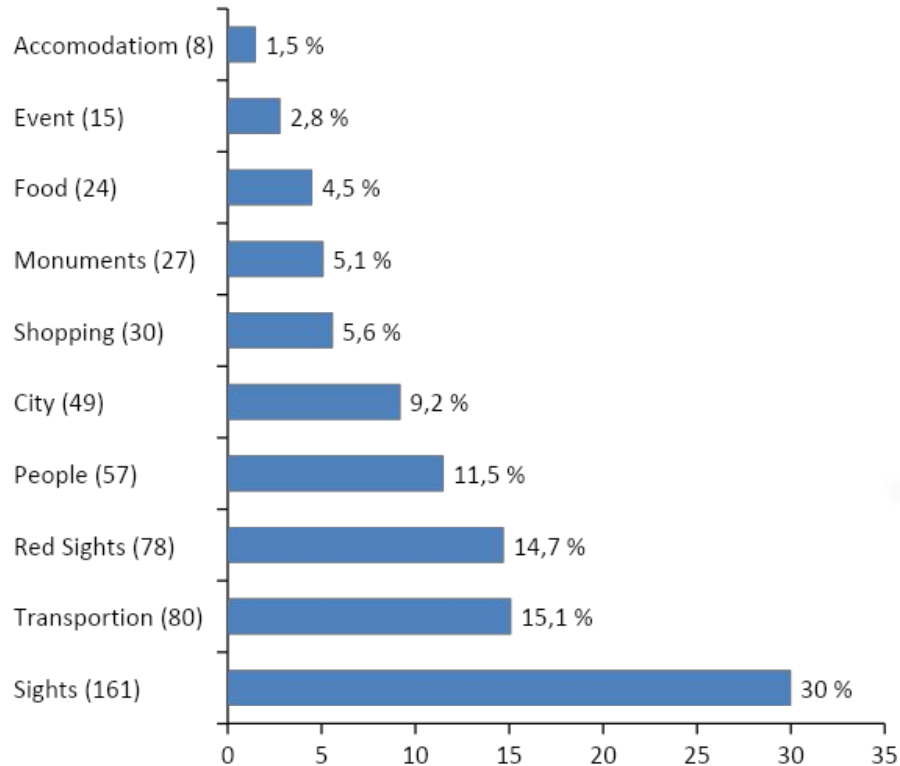
**H3:** The majority of photos are taken with "communist" sights

**H4:** The number of photos with food or in the restaurants is low

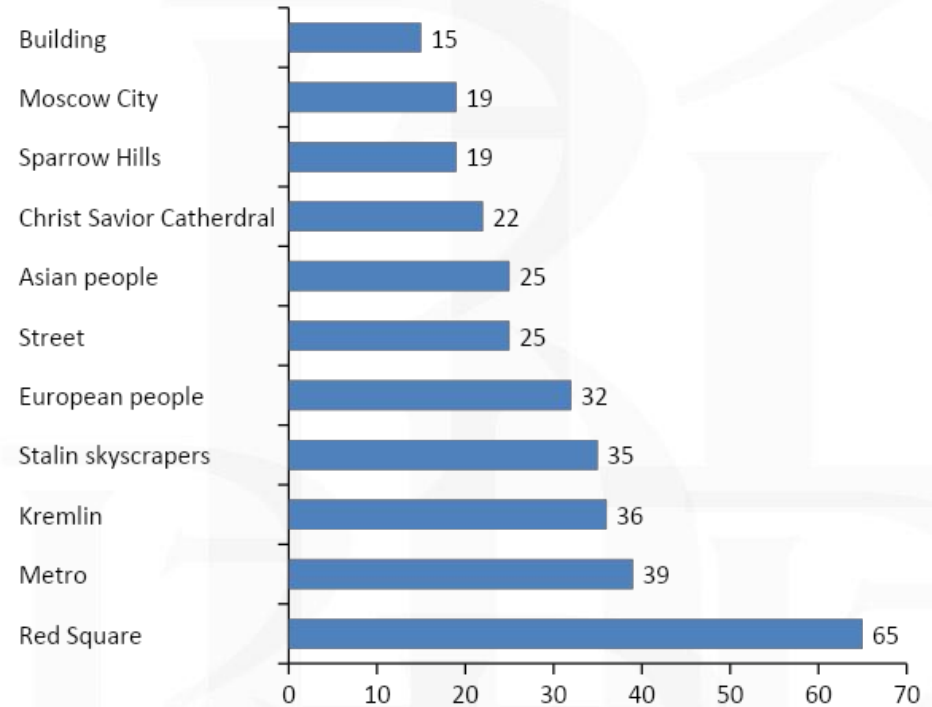
**H5:** The overall sentiment of posts about Moscow is positive

**H6:** The sentiment of posts in Chinese about Moscow is lower in comparison to posts in English

## Pre screening (n=696)



The percentage of all themes depicted in the photos

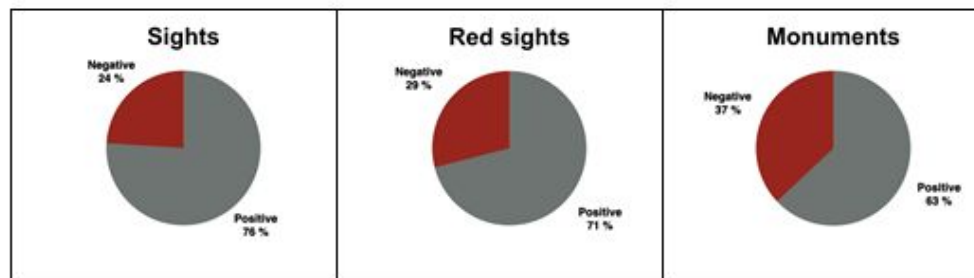


The number of overall photos describing specific driver

## Sentiment analysis (n=490)

Category/Theme	Number	Sentiment expressed evaluation		
		Posts expressing sentiment	Posts without sentiment	Average sentiment expressed*
Sights	108	84	24	0,75
Red sights	59	42	17	0,84
Monuments	14	5	9	0,53
City	18	8	10	0,66
People	33	21	12	0,71
Accommodation	6	4	2	0,78
Transportation	42	33	9	0,69
Food	13	9	4	0,55
Event	6	2	4	0,53
Shopping	15	9	6	0,69

\*Score > 0 → positive  
Score < 0 → negative  
Score = 0 → neutral



## Comparison analysis (n=229 vs n=491)

Category/Theme	Chinese tourists		English speaking tourists	
	Number	Average sentiment expressed*	Number	Average sentiment expressed*
Sights	181	0,71	313	0,76
Accommodation	6	0,78	80	0,69
Transportation	42	0,69	101	0,4

\*Score > 0 → positive

Score < 0 → negative

Score = 0 → neutral

# Conclusion

- H1:** The main motives of travelling for Chinese like visiting sights connected to China's history and shopping are reflected on social network Sina Weibo. 
- H2:** Chinese tourists like post photos with new purchases on Sina Weibo 
- H3:** The majority of photos are taken with "communist" sights 
- H4:** The number of photos with food or in the restaurants is low 
- H5:** The overall sentiment of posts about Moscow is positive 
- H6:** The sentiment of posts in Chinese about Moscow is lower in comparison to posts in English 

Online trend is different Chinese prefer to visit important city sights (not only communist), trying local food, making photos of unusual souvenirs, without mentioning luxurious shopping purchases.

Development of new products targeted on this Chinese audience is highly advisable.

**Limitations:** the number of posts, geographical, on site stage, one social network

# Обо мне

## Образование:

- Бакалавриат РАНХИГС  
«Международные отношения»
- Магистратура НИУ ВШЭ  
«Экономика впечатлений»
- Аспирантура НИУ ВШЭ (маркетинг)



## Опыт работы:

2012-2016 Гид-экскурсовод «Happy Moscow Tours»

2016-2017 Travel и lifestyle concierge в «Aspire Lifestyles»

2018-2019 Operation Manager B2B Ostrovok

# Про нашу программу

- Участие в Зимнем семинаре
- Призёр олимпиады НИУ ВШЭ для студентов и выпускников 2016 г.
- Практика консьержем в Lotte Hotel Moscow
- Участие в программе обмена в г. Инсбрук
- Участие в международных конференция MIRDEC и GLOSERV
- Предметы по выбору
- Общеуниверситетские курсы
- Практические задания





# Инсбрук







MIRDEC, Vienna



GLOSERV, Volterra