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Customer Value Co-Creation Behavior in Hotel Brand Virtual Communities: Influencing Factors and Implications for Marketing and Brand Image

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Abstract: In the 21st century, virtual communities associated with hotel brands play a crucial role in fortifying the relationship between businesses and their customers. Additionally, they are instrumental in enhancing corporate image and amplifying marketing impact. Consequently, investigating the co-creation behavior of customer value within these virtual communities and understanding its influencing factors is essential. By comprehending customer value appeals and fostering an environment conducive to customer participation, businesses can optimize their engagement strategies.

Keywords:virtual tourism community; value creation; UGC.

1. Introduction

In recent years, with the rapid development of Internet technology and the great improvement of popularization rate, it has provided convenience for Internet users. And promote users to exchange information in both directions in the tourism and reception industries. As a result, a large number of online user-generated content has been generated in hotels, tourist destinations and tourism services. The brand virtual community related to online tourism and the reception industry has pushed China's tourism industry into the "big data" era. Consumers participate in the brand virtual community by posting comments, scoring, sharing experience and so on on social media. Customer participation in any brand community forum can have a positive or negative impact on brand reputation and brand image. According to Leung et al. (2013), social media and search engines are two "big trends" that can significantly affect the tourism system. Social media has been widely used by tourists, through Weibo, WeChat, online travel communities (such as Ctrip, Tuniu). Media sharing sites (such as YouTube, Tencent videos), social knowledge sharing sites (such as Wikitravel, Mahaehive), etc., are searched as tools for editing and sharing user travel stories. In addition, the concept of value co-creation has received attention in the field of marketing and brand building. Previous studies have shown that the emergence of brand virtual communities has promoted a series of communication and become new ways to attract customers. It is a node with consumers in R & D, marketing, service and other links, opening a new chapter of "the unity of goods and elimination, value creation".

2. Research on Tourism Virtual Community

Tourism virtual community is a group formed by tourism enthusiasts' communication and interaction through Internet platform, and it is an important type of virtual community (Wang&Fesenmaier,2002). With the rapid development of information technology and mobile

communication technology, the Internet has entered an era characterized by content self- generation technology (User Generated Content, UGC). Users are only traditional tourism information channels as one-way information dissemination mode of content consumers. Flooded with tendentious information and false information (Schwabe&Prestipino,2005). Therefore, more reliable and timely tourism information is needed, and tourism enthusiasts also expect to share their travel experience with the public. based on the above background, a tourism virtual community was born. Tourism virtual community not only provides a communication platform for tourism enthusiasts, users maintain relationships, but also facilitates tourists to collect relevant travel information. Provide a reference for travel plans (Dholakiaetal.,2009;) Fang&Prybutok,2018). The emergence of tourism virtual community has greatly changed the way people obtain tourism information, the way of tourism information and the marketing mode of tourism market (Llachetal.,2013;). Kunzetal.,2015) has become a new way for tourism enterprises to carry out customer relationship management and enhance the competitiveness of enterprises (HAN,2016). The related research of tourism virtual community began at the end of the 20th century. At the beginning of the 21st century, the related research of tourism virtual community gradually increased. In particular, the participation behavior of users has attracted much attention. Scholars have studied tourism virtual community from tourism science, psychology, consumer behavior, sociology, anthropology and other disciplines, and the diversified research perspective has deepened people's understanding of tourism virtual community. Through the combing of relevant literature, the research in this field mainly focuses on the influencing factors of user participation, user participation behavior and user participation results.

3. Essential Characteristics of Tourism Virtual Community

Tourism industry is an information-intensive industry. with the continuous development of Internet technology and the rise of tourism virtual community, tourism enthusiasts use the Internet platform to obtain the tourism-related information they are interested in, and collect reference opinions for the choice of tourism destination and travel mode. At the same time, in the tourism virtual community, members can share their tourism experience, experience and feelings with more groups. Even looking for "donkey friends" to travel together, and then community members to establish a new type of social relations. Tourism virtual community has the following essential characteristics:

(1) from the point of view of participation purpose, users participate in tourism virtual community (Wangetal.,2002) because of their common tourism interests or tourism experience, and users can do a lot of meaningful activities in tourism virtual community. Such as: sharing tourism experience and suggestions, querying tourism information, looking for "donkey friends", maintaining membership, etc.

(2) from the point of view of membership, the identity of users in tourism virtual community is virtual (XU,2007), in which users can hide their actual identity, play a different role from real life, and can change at any time. HUANG believes that every user participating in the tourism virtual community is playing a different symbolic role.

(3) from the point of view of the way of communication, because the tourism virtual community uses the Internet as the medium, the way of communication between users is mainly in the form of "text". The advantage is that they can not be constrained by time and space. Users around the world can participate in the tourism virtual community at any time and anywhere. In the continuous active sharing and information feedback, users adjust their understanding of tourism information, rather than passively obtaining tourism information from traditional channels. It is also because the identity of users in the tourism community is virtual, users can speak freely. It is not restricted by identity in real life, so that personalized travel mode has been fully demonstrated. Users express themselves casually and do not have to take responsibility for communication content (Bagozzi,2002).from the point of view of organizational structure, no matter which country, region or ethnic group the users are, they can participate in the tourism virtual community as long as they like to travel. The users of the tourism virtual community can join or exit freely, and the organizational structure is in dynamic change with the change of the user, so the organizational structure of the tourism virtual community is simple and loose (XU,2007). The traditional social forces are difficult to restrain the behavior of members.

(4) from the perspective of virtual community types, there are many kinds of classification methods, among which the more representative methods are as follows: (Armstrongetal.1996) according to the purpose of participating in virtual community, virtual community is divided into transaction type, interest type, fantasy type and interpersonal relationship type, among which, the purpose of transaction community is to promote the transaction of goods and services; The purpose of the interest community is to gather for their own interests; the purpose of the fantasy community is to play a virtual role in the virtual community and interact with the community members; the purpose of the relationship community is to communicate among the members of the virtual community. It can be seen that the tourism virtual community is an integrated virtual community with both interest, interpersonal and transaction types.

4. Study on the Perceived Value of the Customer

With the changing of the customer's demand, the speed of globalization and the improvement of the market communication mechanism, the enterprise management and the maintenance of its own advantages are becoming more and more difficult. In this background, the existing marketing theory holds that the enterprise needs to know the customer's needs, To provide a brand-new value experience for customers, the success of the enterprise can only be achieved when the market competitors maintain their own advantages and improve the influence of the brand. This section sets forth the definition, the measurement dimension, the driving factors and so on related to the customer's perceived value.

4.1. Customer Perceived Value Definition

For a long time, how to understand and provide value to customers has been regarded as the cornerstone of marketing strategy and relationship management. Therefore, understanding customer value demands is an important management tool to improve service delivery. And the concept of perceived value includes more content. There are also great differences in the definition of customer perceived value from the perspective of profit and loss, tradeoff and supervisor dynamic process theory. in the process of online retail, not only the product itself, but also the Internet online channel itself and the process of finding, ordering and receiving the product bring perceived value to the customer (Keeney,1999). Because this paper analyzes this problem, Therefore, this paper defines customer perceived value as the overall evaluation of consumer participation in brand virtual community, and based on the trade-off between related interests and sacrifices in the process of online community experience.

4.2. The Dimension of Customer Perceived Value

7-ELeven leader Suzuki Minwen once said: "from the customer's point of view, to make higher value goods, this work is endless!" Although most researchers focus on how enterprises create value, it is equally important to understand the factors affecting corporate perceived value. Many scholars interpret the customer perceived value of brand virtual community from different angles. Overby et al. (2006) point out that economic value includes the utility of customer perception of the cost of acquiring products or services, including customer perceived purchase convenience, price affordability, promotion strength. Social value includes the existence and integration of customer perception. The utility of acquiring knowledge and making friends. Arnold and Reynolds (2003) research shows that pleasure value and functional value affect customer behavior, in which functional value is related to goal-oriented and rational behavior, while pleasure value is related to fun, entertainment and enjoyment. Online consumption includes many behaviors (browsing, search, chat, shopping, etc.). These behaviorscan be seen as inherent, practical and goal-oriented. The online environment (news sites, forums, video services, etc.) itself or its functions (security, accessibility, rapidity, etc.) may be hedonistic or functional value, or both. However, whether we focus on online activities or different information systems and their characteristics, we can see, The pleasure or utilitarian value of any object depends on the utility or enjoyment it provides to users. Lu et al. (2015) believe that the image value of hotel brands focuses on customer perception of brand influence, brand image and customer self-image. Cui Nan (2010) believes that hotel customers' decisions are more easily influenced by the self-meaning symbolized by the brand. Companies only

have a clear grasp of the needs of hotel users. In order to maintain good communication with consumers, therefore, based on the functional value, pleasure value, image value as the perceived value dimension of hotel customers.

4.3. Customer Perceived Value Drivers

As we all know, there are many factors that affect the perceived value of customers, and understanding these factors is helpful to strengthen the communication between enterprises and customers and provide a better value experience for customers. Parasuraman (2000), a foreign researcher, holds that, from the theoretical point of view, Price, product and service determine customer perceived value. Samir (2001), a foreign researcher, explicitly emphasizes that the influencing factors of customer perceived value include the following components: commodity scope, basic characteristics of goods, product consistency, corporate image, corporate influence and so on. Judy (2001), a foreign researcher, has clearly emphasized this problem after analyzing this problem. Customer perceived value factors include the following components, one is indirect factors, which mainly represent supplier orientation, the other is direct factors, value oriented supplier activities and behavior. the driving factors of customer perceived value are reflected in supplier activity behavior characteristics (such as quality, service, price and communication with customers, etc.). In the same way, it is mentioned that the characteristics of brand virtual community environment as the driving factor of customer perceived value is the stimulus, which is based on the literature.

5. Research on Value Co-creation

5.1. The Origin and Definition of Value Co-Creation

With the rapid development of the times, the service industry is becoming more and more mature. More and more products and services are being delivered to customers through a variety of channels. In addition, the number of chain stores and online retailers is showing an accelerating trend of providing a large number of products and services. The diversity of this product has an unstoppable impact on consumers. At the same time, due to the popularity and development of mobile phones, websites and media channels, Customers are receiving more and more mixed messages, but customer satisfaction has not improved significantly. Although executives have formulated multiple development strategies, they have not created corresponding value. On the other hand, product diversity does not necessarily lead to a better consumer experience. Prahalad and Ramaswamy (2004) formally put forward the concept of value co-creation, which believes that value creation occurs outside the market. Consumers are increasingly involved in the definition and creation of value. Prahalad and Ramaswamy (2005) believe that the concept of value co-creation emphasizes the use value, that value is generated when customers use the product, and that enterprises can provide resources to improve the generation of this value and support customers to integrate these resources with other resources into private and public resources. According to the above review, the author holds that, Value creation mainly means that customers and enterprises, customers and other relevant members of the community to achieve a high degree of interactive behavior to achieve resource exchange, in the process of paying emotional, cognitive and time costs, and jointly create customers to their brand community consumption experience and brand value.

5.2. Research Progress of Value Co-creation in Service Industry

In recent years, the services produced and exchanged in the economy are developing rapidly, and enterprise managers with personal experience pay more attention to services and constantly adjust their strategies to adapt to the vagaries of the market. Vargo (2004) believes that enterprises pay early attention to product-led (Goods-dominant logic) markets such as tangible resources and embedded value, with the continuous baptism of the market. It is now changing to focus on service-led markets such as intangible assets and value co-creation. The biggest change is the change in customer role, which is more closely related to customers, from passive to proactive. The value creation research of service industry understands economic exchange and value creation (Vargo,2004) from the perspective of service-led logic. According to service-led logic, value is not produced by manufacturers. By buying the product, it is obtained by the customer. On the contrary,

when the customer uses the product and integrates it with their own resources, it is value co-creation (Simeoni,2017). Vargo and Lusch (2016) point out that co-production essentially refers to the creation, design and production of value claims, etc., while "value co-creation" refers to the behavior of multiple actors, usually without knowing each other. Everyone's behavior has a certain value contribution to others. Service-led logic covers many of the areas of marketing that can be seen as a logic or mode of thinking (Gummesson,2008). Vargo and Lusch (2004) point out that in order to realize the value of goods, enterprises need to shift their marketing focus and focus on the consumer experience and value creation process. Because co-creation is seen as an optional subject, The existing knowledge and skills of customers and the needs of their own resources, as well as the needs of beneficiaries, will affect the way value is created. Today, consumers go from recipients of product services to participants who participate in, transform and formulate brand marketing more actively. In the process of their own participation, consumers feel the charm of products and services and gain a new experience, which is also a factor that enterprises need to pay attention to. With the change of consumer experiential business model, the value performance should also change with the change, even if the value exists the probability of realization, if the consumer does not agree with the product value and the service, then it can not realize the value creation.

5.3. Online Customer Value Creation Behavior

In recent years, more and more registered users of social networking sites, as active participants and partners in relationship exchange, customers participate in the community to achieve value co-creation. Therefore, customer online value creation behavior is worth paying attention to. According to the general academic view, customer online value creation behavior consists of two components, one is customer participation behavior (intra-role behavior). Second, customer citizenship behavior (out-of-role behavior) (Groth,2005;) Bov et al., 2008; Yi and Gong,2008). Zhang Lu (2013) includes word-of-mouth effect, order and interaction. Because the research object of this paper belongs to the service industry, Yi and Gong (2013) investigate two types of customer value co-creation behavior in the service industry: one is customer participation behavior, that is, the behavior necessary for successful online value co- creation, including information sharing, responsibility behavior and interpersonal interaction. That is, voluntary behavior, customers online to provide extraordinary value for enterprises, but not necessarily the need for value co-creation, including feedback, advocacy and help behavior. Civic behavior mainly refers to the behavior taken by customers in the community to achieve value creation. It is also beneficial to bring new economic benefits to enterprises and customers. In this paper, the online value co-creation behavior of hotel brand virtual community will be divided into customer participation behavior and customer citizenship behavior according to the division of Yi and Gong (2013). The former includes the following components, information sharing, interpersonal relationship, g consciousness (such as information consultation, product transaction filling in transaction evaluation, participation in promotion activities, etc.). Customer citizenship behavior includes feedback, advocacy, helping others (such as experience strategy sharing, word-of-mouth recommendation, consumer volunteer behavior, etc.).

5.4. Customer Participation Behavior

Yi et al. (2011) hold that customer participation behavior is a process of customer participation in value creation in a broad sense. In a narrow sense, it mainly means the behavior of customer value creation. Scholars have different divisions in the dimension of customer participation behavior. Ennew and Binks (1999) believe that in order to successfully achieve value co- creation, customers should provide resources for information sharing, by sharing information with employees. Customers can ensure that employees provide services that meet their specific needs. Lengnick-Hall (2001) points out that as the responsibilities and responsibilities of some employees, employees and customers need to work together to create value, customers need to abide by rules and policies and accept instructions from employees. Without the responsible behavior of the customer, there is no value co-creation. Value co-creation in the service environment occurs in the social environment. The more pleasant, similar and positive the social environment, the more likely customers are to participate in value creation, so customer participation behavior includes information sharing, interpersonal interaction and responsibility awareness.

5.5. Customer Citizenship Behavior

Yi and Gong (2013) point out that customer citizenship behavior is not a decisive factor in service value creation, but it is conducive to increasing the additional value of the enterprise. Conceptual scholars disagree about it. Feedback includes requests and unsolicited information provided by customers to employees, which helps employees and companies improve the service creation process (Groth,2004) over the long term. Because customers are in a unique position, they can provide guidance and advice to corporate employees. Because some customers have rich service experience and are experts from the customer perspective (Bettencourt,1997). According to the research background of value creation, this behavior represents the interests of corporate loyalty and corporate economic benefits beyond the interests of individual customers. Through positive word-of-mouth publicity, transmission is usually a measure of customer loyalty, which greatly promotes the improvement of corporate image and the quality of product service. It also helps to improve the service quality assessment mechanism and expand the customer base. Like other customer citizenship behaviors, advocacy is entirely voluntary. In addition, mutual assistance behavior refers to helping other customers. In this process, customers provide help between customers rather than employees, because other customers encountered in the service may need help. Customers are in need of spontaneous help from other customers (Groth et al.) 2004). Rosenbaum and Massiah (2007) also believe that customers can extend compassion to other customers by helping behavior. Customers recall their difficult experience of asking for help and show a sense of social responsibility to help other customers who encounter similar difficulties. To sum up, this study selected feedback, advocacy and help behavior as a measure of customer citizenship behavior.

6. Research on the Value Creation of Virtual Community in Tourism and Reception Industry

With regard to tourism related research, Zhang Lu (2011) took product information interaction, human-computer interaction and interpersonal interaction as the user interaction dimensions of tourism virtual community to investigate the influence of tourism user interaction on purchase intention. Zwass (2010) tested the willingness of tourism virtual community users to use it from the perspective of enterprise-led community activities. Zhang Aiping (2013) studied the impact of tourism virtual community on tourism enterprises from the perspective of socialized marketing. Among them, tourism users take the initiative to carry out topic discussion in the community, and value comes into being in the interaction between tourists, which belongs to spontaneous value co-creation. The virtual community value creation in tourism industry mainly focuses on the research on the types and concepts of value co-creation activities from the perspective of enterprises, but lacks the discussion on the influencing factors and driving factors of value co-creation activities.

7. Conclusion

In recent years, the research scholars at home and abroad have analyzed the value of value creation from a variety of angles, and made a great deal of research results, and also reflected some trends: first, The research focuses on the development of the value direction in the field of consumption. The research begins to change the value of the research, from the exchange value to the use, the experience value side is developing, the main logic of the customer is to pay attention to the creation of value, create a good living environment for the customer, At present, the research of this problem in the academic circles of the present stage is mainly focused on the field of production, and the focus of the research is gradually shifted to the value creation in the field of consumption. Second, the quantitative and empirical research is insufficient. The research of this problem at home and abroad is mainly based on the qualitative research. It includes the concept and type of value creation. Third, the focus of the research is on the line value, which is based on the online customer. At present, most of the researchers at this stage will focus on the value creation of the offline environment, especially the speed of the network development. As a result, the number of online interactive platforms has a growing trend, and compared with the offline, a great deal of value creation opportunities are created for customers on the line, therefore, the research focus is first

focused on the online customer interaction. The material economy is developed by the material economy to the information economy direction, The interactive communication around the brand experience makes full use of the important function of the communication technology, and promotes the virtual community of the hotel to become an effective means to influence the customer's purchase behavior. The hotel brand manager must realize that the virtual community can become an important marketing means, The author finds that:

(1) The research on the brand communication of the new media in the mobile Internet has been a hot topic from the background of the study. But it has not discussed how the customer experiences in the virtual brand community and how to make the value creation further.

(2) From the point of view of the research, the past scholars tend to study the experience marketing theory, but few scholars study the brand virtual community at the angle of the brand value and the customer perceived value. It has not been combined with the specific industry and lacks the pertinence.

(3) The type of the hotel in the past is mainly the budget hotel, but as the domestic holiday and leisure demand shows the rising trend, and the middle class scale is expanding, The influence of the development of the domestic economic hotel has been greatly affected. In this context, the forces of the parties are beginning to compete for the high-end holiday and leisure market in the country. Therefore, the article discusses how the characteristics of the virtual community of the hotel influence the perceived value of the customer from the perspective of the customer. In the virtual community of the brand, the perceived value is how to influence the customer'svalue creation activities. The research is to make up the shortcomings of past network reputation, customer loyalty, online comment management and so on.

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