

## Marketing Campaigns Leading to the Purchase of Accommodation Products: A Content Analysis

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### *Abstract*

Social commerce revolutionized the marketing of accommodations through online campaigns, social media promotions, and development of landing pages. Marketing, at its core, induced the customers to buy the products, while the establishment of the internet shaped different marketing strategies. The aim of this study was to develop a consumer-centered analysis that focused on their initial perception on accommodation products in a marketing campaign. This exploratory study analyzed the narratives of 8 customers who availed accommodation through a marketing campaign. Content analysis revealed that the most appealing marketing characteristic for customers was the social media presence, which showed the information customers need convincing them to purchase the products. Promoting price points and location were also remarkable for customers. The customers thought that presentation-wise, location and prices enabled them to make a

purchasing decision. These characteristics allowed them to compare and visualize its differences to services offered by other accommodations. Other components such as convenience, security, and cleanliness also had notable influence on customer purchase intention. The results in this study offered new opportunity to hoteliers and hospitality industry to develop a marketing set up that uses targeted promotion and quality highlighting. These results constructed new perspectives on how to approach marketing and management in a competitive scale.

Keywords: accommodation, marketing, promotion, purchase intention.

## Introduction

The Web 2.0 technology facilitated the efficient and effective modification of online content in modern days (Khan & Abir, 2022; Paris et al., 2010). The rapid growth of the internet and social media has resulted in a transformation of the marketing landscape, providing the travel and hospitality industries with a multitude of novel opportunities and horizons (Khan & Abir, 2022).

Considering the growth of online marketing, or more conceptually the social commerce, this study analyzed the characteristics of accommodation products that appeal the most to the customers. Marketing campaigns promote their product in a strategic way presenting their facilities, quality of services, or their prices. This study provided an in-depth analysis on these marketing campaign components to determine which aspects influenced the purchasing intentions of the customers.

The integration of electronic technology has significantly contributed to the advancement of digital marketing as a contemporary marketing approach (Kariru, 2022). The implementation of marketing techniques, including but not limited to online platforms such as the internet, social media, mobile devices, video content, affiliate marketing, and optimization for search engines is a crucial aspect of the marketing strategy (Khan & Nawaz, 2021). The potential for hoteliers to serve as a competitive advantage may contribute to the overall tourism performance of an area (Kariru, 2022; Leite & Azevedo, 2017).

Muhammedrisaevna et al. (2020) suggested that the internet has the potential to generate opportunities for enterprises through targeted advertising aimed at the appropriate demographic. World Wide Web prompted feedback received from consumers of promotional material. The unique capability being referred to here is the ability to modify the entire plan of a campaign midway through its execution. Song and Yoo (2016) have reported that social media has a noteworthy effect on the pre-purchase decisions made by customers. The tourism and travel

industry has garnered significant attention regarding the effects of social media on consumer behaviors due to the non-tangible characteristic of travel services, as well as the potential risks involved in travel decision-making (Kariru, 2022; Minazzi, 2015).

Considering the ubiquitous utilization and significance of social media in diverse domains of tourist decision-making, it is essential to obtain a thorough understanding of the role that social media platforms play in the processes of discovering tourist awareness and making decisions. (Cox et al., 2009; Kariru, 2022; Zeng & Gerritsen, 2014). In light of literature needs, this study analyzed the narratives of customers that which then reflects the qualities of products that appeal most to the customers.

The contingency theory proposed by Zeithalm, Varadarajan and Zeithalm (1988) highlights the significance of various contingency variables, including consumer behavior attributes, resources, organizational characteristics, and uncertain environment. Furthermore, the theoretical structure places significant emphasis on response variables (like marketing strategies) and performance variables. It is essential to ensure fit between the strategy, structure of the organization, and the environment to achieve success (Heiens & Pleshka, 2011). Ginsberg and Venkatraman (1985) theory established a connection between organizational variables, physical conditions, and strategic responses. These theoretical perspectives of marketing and customer behavior provided directions for the study. Essentially, this study used contingency variables e.g., cleanliness, security, location, to assess the initial purchasing behavior of the customers.

Factors influencing the purchasing behaviors were widely studied. However, despite great improvement in past studies on the relationship of trust and purchase intention, the results remain inconsistent (Wang et al., 2022). To address this limitation in literatures, this study analyzed the characteristics of accommodation products promoted in marketing campaigns and determine assurance and trust contexts.

Existing literatures extensively explored the factors that influence purchase intention in the context of social commerce. These variables could be social (social support, social presence, and quality of relationship), technical (quality of data, functionality, and structural quality), and motivating factors (hedonic impulses and practical motivation) (Busalim et al., 2019; Wang et al., 2022). Empirical evidence suggested that certain factors had more mediating impact on the establishing customer trust in social commerce. This trust, in turn, has been found to influence consumer perceptions and intent to buy (Zhang et al., 2022). Most of these elements do not have an immediate effect on purchase intention; instead, the effect is channeled with the level of trust that has previously been generated (Chen et al., 2020; Kim & Park, 2013; Rahman et al., 2020; Sharma et al., 2019; Wang et al., 2022).

This study aimed to expand the literature on marketing campaign and purchasing intentions, especially in hospitality industry. Qualities of accommodation products promoted in a marketing campaign were analyzed to determine which of them caused to customers to purchase the products. Such approach provided new perspective for marketing and social commerce involving targeted marketing and product highlights.

## **Methods**

This study explored the content analysis of the marketing campaign of heavy online consumes leading to the purchase of accommodation products. The narratives provided novel characterization of marketing campaigns in the contexts of social networks and functions. These narrative facts helped people understand how a person's personal worth might affect whether they will buy accommodations. Such a study did, however, replicate more specifics from earlier, accepted ideas. The overarching themes in the study provided a fresh perspective for future assessments of marketing campaign.

### **Research Design**

The instruments used in this study were based on the objectives presented beforehand (Chavez, 2022). Using a qualitative research approach, this study utilized narrative data as the primary source of information (Chavez, 2022). The data was collected through in-depth interviews, or online discussions, allowing participants to share their experiences, opinions, and decision-making processes regarding the purchase of accommodation products. The focus was to capture a diverse range of narratives to ensure richness and depth in the data set.

Generally, this study was a preliminary research for determining the characteristics that the customers consider when they purchased accommodation products. The setting of the study was within the Zamboanga City area which provided new perspectives for local accommodation industry. Exploration on the narratives of the customers was carried out. Exploratory studies explore new ideas which explain a particular phenomenon providing future studies support for their ideas (Indeed, 2022).

### **Population and Sample**

The participants of the study were social media users who were exposed to marketing campaigns for accommodation products. Most social media sites advertise accommodation products in the videos posted in their platforms. Purposive sampling was carried out to sample the participants in the study.

In sampling the participants, the researcher carried out “identification and selection of individuals or groups of individuals that are proficient and well-informed with a phenomenon of interest” (Etikan et al., 2016, p. 2). In essence, the study sampled those who were aware of the marketing campaigns of the accommodation industry within the city and purchased an accommodation product from that campaign. The profile of the participants was determined after sampling.

Code	Profile		
	Sex	Age	Education
Participant 1	Female	27	Professional
Participant 2	Female	25	College Student
Participant 3	Male	35	Professional
Participant 4	Male	21	College Student
Participant 5	Female	22	College Student
Participant 6	Male	21	College Student
Participant 7	Male	28	Professional
Participant 8	Male	30	Professional

#### Research Instrument

In collecting the narrative data from the participants, this study carried out online discussion interview. The instrument of this study was validated by experts to capture a deeper analysis of the marketing campaign of heavy online consumers leading to the purchase of accommodation products using the exploratory design of the study through an interview. The instrument is based on the objectives of the research and expanded to the scope of the study by constructing them into specific questions to capture relevant information. The instrument is best demonstrated in the figure below. The participants were asked questions based on the interview guide below.

Research Questions	Interview Questions
1. What is it in the content of the marketing campaign influence your purchase on the accommodation product?	<ol style="list-style-type: none"> <li>a. Did online reviews or ratings of the accommodation product influence your decision to make the purchase?</li> <li>b. What specific factors or aspects of the marketing campaign influenced your decision to make the purchase?</li> <li>c. How does the marketing campaign compare the affordability of the accommodation fee to other similar accommodation products in the market, and what sets it apart in terms of value for money?</li> </ol>

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|--|---|
| 2. Are there any other aspects of the content in the marketing campaign of the accommodation product that led you to purchase the product? | a. Are there marketing campaigns that emphasize aspects of the accommodation product, such as its cleanliness or overall quality? |
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### Data Analysis

The primary source of data in this study was the narratives of the customers who once purchased the accommodation products. The narrative data from the customers were analyzed using content analysis. Essentially, content analysis is done “to explore human experience” (Erlingsson & Brysiewicz 2017, p. 93); in this sense, this study wanted to reflect the experiences of customers when they purchase the accommodation products when they saw the marketing campaign in social media. This study followed the process suggested by Erlingsson & Brysiewicz (2017). In doing content analysis, this study fragmented the narratives into ‘meaning units,’ codes, categories, and themes. The narratives were divided into several simple statements that explained the experiences of the participants that answered the given research questions.

## Results

Question 1. What is it in the content of the marketing campaign influence your purchase on the accommodation product?

### Social Media Information

The marketing campaign clearly displayed all the information required to purchase the accommodations, including their accessible location, their amenities, and the fact that their facilities are worth the price. These are the most important aspects of the marketing campaign: facilities, needs, and influences. It was an excellent choice that perfectly catered to their desire for both convenience and enjoyment. The marketing campaign that influences their choices is the social media information coupled with the affordable price, discounts, good service, positive social media reviews, comfortable interior design, and emphasis on safety.

"The marketing campaign showed me all the information I needed to know to purchase their accommodations, such as the clear, high-definition presentation of the product, their accessible location, the amenities, and that their facilities are worth the price." —Participant 5

"The persuasiveness of their video of the marketing campaign is really inviting." —Participant 5

"Their photos, video and good laid-out details of the accommodations." —Participant 1

"The presentation of the hotel, it is presentable and clean even in the pictures." —Participant 1

#### Pricing

The price of accommodation is the marketing campaign that has an impact on their decision. The cost of staying in the accommodation they choose is reasonable, which is ideal for someone like a student traveler who is looking for a reasonable price. They also provide a discount, which they considered when booking their accommodation. The cost is less than the other choices for accommodation, which was a further advantage that allowed the user to enjoy their post-graduation journey without exceeding their finances.

"The marketing campaign that influences my purchase is the accommodation fee because their price has a cheaper option depending on your stay and the room you book." —Participant 1

"The affordable price offered by the facilities was an additional incentive, allowing me to enjoy my post-graduation adventure without straining my budget." —Participant 7

"I usually compare price points. Sometimes, I saw different campaigns that presents different prices. I compare them which of them is affordable and reasonable." —Participant 6

"And the accommodation fee is affordable. They also provide a discount, which I decided to take into consideration when I purchased their accommodations." —Participant 3

"Also, their price is cheaper than other accommodations, so you won't be disappointed in purchasing them." —Participant 2

#### Location

The distance of the accommodations to the city center and the quantity of sightseeing options was two of the most important considerations in the decision about purchasing accommodations. Being close to the city center allowed them easy access to a variety of sights, landmarks, and cultural tourist attractions, giving them the chance to take in the energetic atmosphere of the city, savor authentic experiences, and make the most of their professional adventures. The hotel's dedication to ensuring guest safety was also demonstrated by the building's strict security measures, which gave the participant the comfort they needed even in a crowded city center.

"Their location is so close to sightseeing, where the center of the city is, that you can just take a walk to see the scenic view. It's also safe to stay since they have secured buildings and completed security, even though they are in the center of the city." —Participant 2

“The marketing campaign that influences my purchase is the location is suitable for me because they are in the city center, which makes it easy for me to walk to stores to buy things I need.” —Participant 3

“Being strategically located in a popular tourist area, it provided unparalleled convenience with easy access to attractions, transportation, and amenities. This central location played a significant role in my decision, ensuring that I could make the most of my stay without any hassle.” —Participant 8

“And their location since it is also located near the venue where I am supposed to go, so it is convenient for me to purchase it.” —Participant 1

Question 2. Are there any other aspects of the content in the marketing campaign of the accommodation product that led you to purchase the product?

#### Cleanliness

The presentation of the hotel is clean and presentable as it is shown in the picture with a persuasive marketing campaign that is really inviting to purchase so every traveler looking for a comfortable place to stay for vacation and business strips so they very much likely would want to book in a clean and persuasive accommodation.

“I'm looking at is about the accommodation and the presentation of the hotel; if it is presentable and clean, it's exactly as shown in the picture.” —Participant 4

“The presentation of the hotel, it is presentable and clean even in the pictures.” —Participant 3

#### Security

One of the main factors that mediates the purchase of customers was the security. When a marketing presentation ensured security of the customers, it convinced them to purchase the accommodation products. Such characteristic of the marketing presentation offers opportunity for industries to showcase their security measures, customer reassurance, and safety.

“The secure buildings and comprehensive security measures provided me with the peace of mind I sought, ensuring a safe and worry-free stay as I embarked on this new chapter of my life.” —Participant 7

“The hotel's focus on ensuring guest safety was apparent through their meticulously secured buildings and comprehensive security measures, providing me with the reassurance I needed, even amidst the lively center of the city.” —Participant 6



## Convenience

Convenience was not as common marketing campaign for the accommodation products compared to other characteristics. Convenience is not a tangible characteristic of accommodation products—and is oftentimes subjective. However, convenience can be represented into different sub-characteristics e.g., 24-hour reception, room service, housekeeping. These lead the prospect customers to purchase the accommodation products when they can assure convenience in services.

“The accommodation offers a high level of convenience for us travelers. They provide services like 24-hour reception, room service, concierge, and housekeeping, making the stay more comfortable and hassle-free.”  
—Participant 7

## Discussion

Question 1. What is it in the content of the marketing campaign influence your purchase on the accommodation product?

This study determined two common reasons why customers purchase accommodation products from marketing campaigns. There were two major qualities of accommodation products that the customers were convinced to purchase them—their pricing and location.

Social media significantly influences consumers' intentions to purchase a commodity or service. (Akhtar et al., 2016; Astoriano et al., 2022). Essentially, social media marketing has positive effect on purchase intention of people (Astoriano et al., 2022; Husnain & Toor, 2017), especially through online communication and word of mouth (Kimmel & Kitchen, 2014). Effective social media marketing was a prominent quality of marketing campaign that influences the purchase intention of the customers. One participant said that “... the marketing campaign showed me all the information I needed to know to purchase their accommodations” [Participant 5]. Similarly, one had the perception that “... their photos, video and good laid-out details of the accommodations” [Participant 1]. Although most customers prefer promotions that completely present the quality of the accommodations, one participant also focused on persuasiveness and language used in these campaigns. “The persuasiveness of their video of the marketing campaign is really inviting” [Participant 5]. Presentation and persuasiveness of the marketing campaign were the most noticeable characteristics of the marketing campaign that lead to purchasing actions of the customers.

Other important components of marketing campaigns were the presentation of prices and location. Presentation of prices and location were influential to the customers. For pricing, customers purchase accommodation products that they perceived to be in reasonable price. For location, customers purchase when they know it is close to important establishments or within the city. Although these characteristics were common throughout prior studies, this study provided in-depth narratives on how customers consider these characteristics.

Prior research on customer behavior looked at how well different price reduction information was presented, such as percentage-off and dollars-off information (DeVecchio et al., 2007; Kim, 2022). Consumers use a reference price to judge the extent of a price drop. They keep this price in memory and use it to make comparisons with the current price when making decisions. When the reduction level surpasses a particular limit, consumers tend to display a decreased intention to purchase due to their skepticism regarding the product's quality. The findings suggest that offering price discounts that significantly deviate from the consumer's reference value may result in adverse consequences for their purchase decision-making process (Kim, 2022). Consumers' purchase intention is dependent on the comparisons they made on current price with their reference price (Choi et al., 2019). One customer interviewed in the study said that "I compare [price points] which of them is affordable and reasonable" [Participant 6]. Additionally, one customer said "... the affordable price offered...was an additional incentive" [Participant 7]. The marketing campaigns that present the prices with presentation of facilities and incentives assure the customers that their purchase will be reasonable and worth it.

The selection of a business location is a crucial decision as it can significantly impact consumer accessibility and serve as a determining factor in consumer purchasing behavior (Widowati & Purwanto, 2014). Location serves as a distribution channel employed by businesses or brands to reach their target audience (Rachmawati et al., 2019). The location of a business is an important factor that draws customers and contributes to the long-term sustainability of the businesses. Although the previous studies (e.g., Ariyanti & Fachrodji, 2021; Rachmawati et al., 2019) indicated current location does not influence the buying interests of customers, the author used important location qualities such as traffic and accessibility. Similarly, some participants of this study valued the location of accommodation. In fact, one participant said that "... the marketing campaign that influences my purchase is the location... because they are in the city, which makes it easy for me to walk to stores to buy things I need" [Participant 3]. One participant said that location "... provided unparalleled convenience with easy access to attractions, transportation, and amenities" [Participant 8]. These narratives were relevant in assessing which aspects of location matter

the most for customers. Some of them considered accessibility to stores, security in city, tourism, attractions, among others. In-depth narrative analysis has to be made to determine the extent of influence that location and accessibility cause in purchase intention.

The major qualities of accommodation products presented in marketing campaigns were the location and pricing. The marketing campaigns used these qualities to encourage the customers to purchase the products. Narrative analysis indicated that these qualities were remarkable for customers because they often focused on location and price points an accommodation product had.

Question 2. Are there any other aspects of the content in the marketing campaign of the accommodation product that led you to purchase the product?

Some of qualities presented in marketing campaign provided insights on purchase intentions of the customers. These qualities include the cleanliness, security, and convenience. These were difficult to visualize in marketing campaign difference in perception and attitudes of the customers. But such qualities shed light on which aspects the accommodation industries have to promote to attract more customers to purchase their services and products.

Marketing campaigns showing cleanliness of the facilities and area were identified to be a mediating variable for purchasing behavior. Such results can be supported by previous studies. Zemke et al. (2015) conducted a study that was published five years prior to the COVID-19 pandemic. The study revealed that young guests and females exhibit a propensity to pay an additional amount for improved disinfection services. Using online reviews given by guests, text analysis studies demonstrate the importance of cleanliness in influencing guest perceptions (Magnini & Zehrer, 2021; Magnini et al., 2011; Xie et al., 2014). Majority of the previous studies focused on the perceived cleanliness of accommodation when the customers were in the area. However, this study added new perspective that even when promoting, assurance in cleanliness can influence the purchasing behavior of the customers. One participant said that “I'm looking at is about the accommodation and the presentation of the hotel—if it is presentable and clean” [Participant 4]. It turns out, marketing the cleanliness also help the customers decide whether to buy the accommodation products or not.

Participants also look for the security in the area. Security was widely known factor even in e-commerce and online shopping. The increase of consumers' trust in online commerce is predicted to be primarily influenced by their perceptions of privacy and security (Riquelme & Román, 2014). Previous research has demonstrated that the perception of privacy has a positive impact on consumer trust in online commerce (Ganguly et al., 2011; Kim et al., 2008; Van Dyke et al., 2007). The

findings of the studies indicate a correlation between the selection of reservation channels by clients and their perception of risk (Magalhães et al., 2016). Magalhães et al. (2016) suggested that hotels implement a proactive communication strategy that clearly outlines their privacy policies in easily understandable language. This study also had similar findings. One customer said that "... the secured buildings and comprehensive security measures provided me with the peace of mind" [Participant 7]. One participant also thought that security "[is] providing me with the reassurance I needed, even amidst the lively center of the city" [Participant 6]. This study indicated that marketing campaigns presenting the security measures done in the area can mediate the purchasing behavior of the customers.

Perceived convenience also had a mediating mechanism when the customers watch a marketing campaign. The marketing has employed the convenience concept as a means of presenting both tangible products and intangible services (Berry et al., 2002). The concept of repurchase behaviors has been extensively studied, with a particular focus on the impact of perceived convenience on such behaviors (Jebarajakirthy & Shankar, 2021; Shankar & Rishi, 2020; Zeqiri, 2022). Particularly, satisfaction of Canadian personal e-mobile usage is highly predicted by convenience (Shankar & Rishi, 2020) while in the telecommunications sector, convenience also influence client satisfaction and repurchase behavior (Liu & Wu, 2007). However, previous studies only focused on perceived convenience after the purchase of products. It turns out in this study that even prior to consumption of accommodation services, customers also look on how convenient will it be form them to purchase the services or products. Customers consider if the accommodations "... provide services like 24-hour reception, room service, concierge, and housekeeping, making the stay more comfortable and hassle-free" [Participant 7]. Marketing campaigns that assure stay convenience to customers can also mediate their purchasing behavior.

Some components of marketing campaigns were emergent qualities that can be an opportunity for effective marketing. These components included cleanliness, security, and convenience. Marketing campaigns that assure these qualities attract customers to purchase their accommodation products. This is an opportunity for accommodations to improve their campaigns and advertisements highlighting these qualities.

## **Conclusion**

The responses from the participants suggest that marketing campaigns play a crucial role in the success of businesses by promoting their goods and services. To ensure the success of a marketing campaign, businesses

should focus on targeting heavy consumers and highlighting the unique features and advantages of their accommodation products, such as location, amenities, and accommodation fee. The goal of a marketing campaign should be to increase customer base, which can be achieved by providing excellent service and ensuring customers enjoy their stay at the accommodations. By doing so, businesses can ensure ongoing patronage and favorable ratings, which in turn increase the likelihood of repeat purchases in future marketing campaigns.

Although this study provided an in-depth analysis on the mechanisms involved in purchase intention and marketing campaigns, there was a need for specific quantitative approach. Integrating the narratives to future studies on marketing campaigns and purchase intention of consumers is essential to predict outcomes. Numerical modeling and causal analysis are necessary to determine the extent of relations and influence manifested in this study. Nevertheless, this study offered opportunity to market research, consumer psychology, and business management to contextualize targeted promotion and customer intent to buy.

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