

**A Study on Promotion Strategies and Purchase Intention
during the epidemic situation- In the Travelodge Industry**

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Abstract

In 2020, all countries in the world are affected by the COVID-19, which will greatly change people's food, clothing, housing and transportation, even entertainment. The sales of catering and tourism industry are also being hit. In order to increase the housing rate and the number of visitors, hotel managers put forward many different types of promotion prices to attract consumers. This research is focusing on which strategies the managers propose and which promotion strategies can successfully attract consumers to stay.

The author collected 10 famous hotels and studied them according to their strategies during the epidemic. And through these cases, the author found out that the strategies propose by hotel industries can be divided into monetary promotion, non-monetary promotion and package itinerary. In addition, word of mouth recommendation can also affect consumers' views on strategies.

This study would find that although there are many kinds of promotion strategies, but not every strategy can attract consumers. However, if there is word of mouth recommendation from friends and family or comments on the Internet, consumers' revisiting intention and hotel occupancy rate will be greatly improved.

Keywords: Promotion strategies of hotels, Purchase intention, Word of mouth recommendation.

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INTRODUCTION

Background

This year, countries all over the world have been affected by a new infectious disease- COVID-19, which has a great impact on people's food, clothing, housing and transportation, and it has caused a wave of panic diseases around the world.

COVID-19 was discovered in Wuhan, China in December 2019. The re-infection rate has accelerated and the mortality rate has increased significantly, making it the most serious disease in history.

Due to the epidemic situation, the virus's infectious power is getting faster and faster, so people's access is also restricted. In addition to not being able to travel abroad, domestic travel has also been drastically reduced. In the tourism industry, it is also because the Chinese people are afraid of gathering to cause oral infection. The drastic reduction in the number of trips is extremely conflicting with the tourism industry. Taking the Taipei Regent Hotel for example, after the outbreak, the occupancy rate dropped from 80% to 40%. ¹In order to save the occupancy rate, many businesses have promoted more and more promotions and proposed discounts. Discounts are also getting bigger and bigger. Regardless of whether hotels are

¹ 蘇君薇, "武漢肺炎》疫情衝擊！500 家旅行社恐面臨停業 五星飯店推「超狂優惠」搶救住房率," accessed 10/1, 2020.

<https://www.businesstoday.com.tw/article/category/80392/post/202003030033/%E6%AD%A6%E6%BC%A2%E8%82%BA%E7%82%8E%E3%80%8B%E7%96%AB%E6%83%85%E8%A1%9D%E6%93%8A%EF%BC%81500%E5%AE%B6%E6%97%85%E8%A1%8C%E7%A4%BE%E6%81%90%E9%9D%A2%E8%87%A8%E5%81%9C%E6%A5%AD%E3%80%80%E4%BA%94%E6%98%9F%E9%A3%AF%E5%BA%97%E6%8E%A8%E3%80%8C%E8%B6%85%E7%8B%82%E5%84%AA%E6%83%A0%E3%80%8D%E6%90%B6%E6%95%91%E4%BD%8F%E6%88%BF%E7%8E%87>.

well-known or bad, they are all affected by the epidemic, which also makes tourism industry worry. Therefore, major hotels have proposed many marketing strategies to increase the hotel's housing rate, such as price discounts, preferential prices for packaged itineraries, and gift coupons for food and beverages. These are the marketing methods proposed by major hotels and homestays during the epidemic. The marketing strategies proposed by hotels of different price ranges are completely different. Hotels in different regions have different marketing methods, such as hotels or homestays in urban areas. Among the various discounts, the consumers attracted are not the same, too.

Motivation

In the past literature, there are many factors that affect consumers' purchase intention, such as the service attitude of hotel service personnel, hotel environment and catering, room type or equipment design and so on. In addition, it also includes preferential activities and price discounts offered by businesses on different festivals, that is, for consumers of different ethnic groups. However, in order to find out what kind of scheme will attract consumers and enable hotels to increase the housing rate and the number of visitors, it is the motivation that I want to study this topic.

Research purpose

After the outbreak of the epidemic, the hotel industry has been greatly affected. In order to win the hearts of consumers, many promotion strategies can be found on the official websites of major hotels and homestays in order to attract customers and

increase the housing rate; different strategies have been put forward for different groups of consumers. For example, different from the past, in this epidemic, the most tiring it is the medical staff, so there are many hotels offering preferential prices to the medical staff, hoping to comfort their hard work. The purpose of the study is to understand which strategies are most attractive to consumers and increased occupancy rates among hoteliers and guesthouse managers at different price points.

Research question

1. In the turbulent environment, what kinds of promotion strategies can help hotels to increase the accommodation rate?
2. Which promotion strategies are more effective?

Contribution

The reason why I want to study this question is because there are various promotion programs on the market, and the industry does not hesitate to reduce prices, just to attract consumers, but whether each marketing strategy can really attract consumers, only internal managers know how well they perform; so I want to use this research to explore besides being attracted by the hotel's own factors, what other strategies can attract consumers to stay? At the same time, it can also tell the industry what kind of strategies will be put forward to attract consumers' purchase intention in the changes of the general environment.

According to the information I have collected, the strategies proposed by the industry can be roughly divided into three types: monetary promotions, non-monetary promotions and packaged itinerary preferential programs. Monetary promotion is the

difference of the price discount, because consumers of different incomes are more sensitive to prices. Non-monetary promotions are strategies that the industry introduces free meal coupons or consumption vouchers, and cooperates with high-speed rail companies to offer discounts on round-trip high-speed rail tickets, etc., which do not directly affect the actual amount of money. Packaged itinerary is a preferential price proposed by hotel and industry players for different styles of accommodation with different itinerary arrangements, which will attract tourists without itinerary planning.

Based on the 278 effective data collected, the author found that non-monetary incentives and planned package itineraries would be more effective than the strategy of mere price discounts, and could truly increase the hotel's occupancy rate and increase the number of visitors.

Limits

Whether the performance really grows due to the promotion strategy is the company's internal information, and it is impossible to know from the public information platform whether each strategy can affect consumers' purchase intention.

Delimits

In order to solve the limitations of my study, I will look at these strategies from the consumer's standpoint. I will also use questionnaires to understand consumers' purchase intentions when they see these promotion strategies.

LITERATURE REVIEW

Revisit Intention

The definition of revisiting intention

Revisit intention refers to the willingness of consumers to visit again, that is, loyalty to buy again. 呂長賜(2005) refer willingness to consider revisiting the wishes of visitors willing to play again, but also repurchase intention loyalty, including willingness to include on attitude again and recommend to others to play this preferred locations. ² Revisit indicated the willingness of tourists to travel to a specific destination or other scenic spots in the same country again. Kristensen (2000) pointed out that customer repeat purchase can be composed of four indicators: (1) customer's repurchase intention, (2) recommendation to others, (3) price tolerance, (4) customer's willingness to cross purchase (willingness to purchase other products of the same company). Regarding the willingness of tourists to revisit, the researchers pointed out that different activities of tourists will produce different activity experiences, and this kind of tourism experience will affect the willingness of tourists to revisit. In addition, tourists' satisfaction with participating in activities, it is also a factor that affects tourists' willingness to revisit. Consumers feel and experience the process of the last experience, generate the idea of revisiting, and become the intention of revisiting. There are many factors that can affect consumers' revisit intention, such as tourism experience, the convenience of the destination's transportation, the quality satisfaction of travel itinerary, etc. When tourists experience better tourism experience than expected, they are likely to give priority to the destination or recommend others to visit, which will lead to higher revisit intention

² 呂長賜, "The Study of Travel Motivation, Satisfaction and Willingness to Revisit of the Chi-Chi Area Visitors," 南華大學 (2006), accessed 2020/11/17.

than others. In a research, it is considered that revisiting intention is the willingness of tourists to visit a certain place again, which can be easily identified as loyalty repurchase intention, and whether to recommend to others and whether priority will be given to this scenic spot after the next visit.

The importance of revisiting intention

Through the consumer's travel experiences, if they think it is good, it will increase consumers' willingness to revisit, and the performance of hotels will also increase. It is important to research on repeat visitation from the economic viewpoints. It is more cost-effective to attract previous customers than gain new ones. Promotion costs are used to attract repeat customers and are usually lower than first-time visitors. For the tourism industry, it is important to increase the income of tourist destinations and save marketing costs through repeat customers. Similarly, Jayaraman *et al.* (2010) mentioned that repeat visitors to Malaysia are imperative for increasing revenue of tourism industry.³

Studies on the past literature of revisit intention

In the past literature research, there are many documents that prove that satisfaction during the travel process will affect consumers' willingness to revisit. After consumers' experience, the higher their overall satisfaction with tourism, the higher the willingness of tourists to revisit. The following is a research on the effect of consumer satisfaction on the revisit intention. In recent years, many tourists not only play movies throughout Taiwan but also visit overseas islands. Past studies have

³ Azizan Marzuki Ahmad Puad Mat Som, Maryam Yousefi & Ala`a Nimer AbuKhalifeh, "Factors Influencing Visitors' Revisit Behavioral Intentions: A Case Study of Sabah, Malaysia " *Universiti Sains Malaysia Canadian Center of Science and Education* (2012).

conducted relevant analyses on the experience value, satisfaction and willingness of tourists participating in the Penghu Island Tour. It is found that the tourism satisfaction of island tourists has a significant positive impact on the revisit intention.⁴ Hsiao-Ming Chang and Ho Lee (2008) studied the influence of tourists on the tourist attraction, recreational experience, recreation satisfaction, and willingness to revisit in a tourist area. Taking Dahu Township in Miaoli County as an empirical study, the research found that the attractiveness of tourism depends on the willingness to revisit. Product services, catering services, personnel services, and environmental and landscape factors that have a significant positive correlation and are in the "recreation satisfaction" dimension have the most influence on revisit intention.⁵ Another study focused on tourists from Tamsui and Bali, and explored the impact of tourism motivation, perceived value, and tourism satisfaction on revisit intentions. The results of the study found that the perceived value was significantly positive it affects tourism satisfaction and willingness to revisit and perceptual value has an intermediary effect on the influence of tourism motivation on revisit intention.⁶

What should hotel managers do in the turbulent environment?

Health, hygiene and safety are currently the primary considerations for travelers to explore the world again. Measures such as increasing the frequency of sanitation and cleaning, using medical disinfectants, and maintaining social distancing to ensure

⁴ 李明儒(Ming-Ju Lee) ; 陳雅捷(Ya-Chieh Chen), "Relationships among Experiential Value, Travel Satisfaction and Revisiting Willingness on Tourists Who Participated in Penghu Island Tourism-a Case of Ji-Bai and Cei-Mei Islands," (04/01 2010), accessed 2020/11/15.

⁵ 張孝銘(Hsiao-Ming Chang) ; 李豪(Ho Lee), "A Study of Relationship among Attractions, Recreation Experiences, Recreation Satisfaction, and Revising Willingness-Case Study by Dahu Country in Miaoli County," (08/01 2008), accessed 2020/11/15.

⁶ 賴淑慧(Shu-Hui Lai) ; 蕭穎謙(Ying-Chien Hsiao) ; 高詩雯(Shih-Wen Kao), "The Influence of Travel Motivation, Perceived Value and Travel Satisfaction on Revisiting Willingness," (09/01 2013), accessed 2020/11/15.

the safety of food and activities can make travelers feel at ease. ⁷According to the epidemic prevention initiative of Taiwan Centers for Disease Control, hotels must implement the epidemic prevention measures such as wearing masks, disinfecting the environment, keeping social distance of 1.5 meters, etc., so that consumers can feel relieved when they can go to consume. There is some specific epidemic prevention measures by hotel groups have done:

1. Marriott International Group (Marriott Hotels): Marriott hotels are adopting strong disinfection technology (including electrostatic spray and ultraviolet technology). Guest rooms use medical disinfectants, and disinfect wipes are provided for all travelers. Hands washing stations, social distance signs and partition walls have been installed in key locations throughout the hotel. Passengers can check in, unlock rooms and book rooms through the Marriott Hotel APP.⁸
2. Shangri-La Hotels & Resorts-All Shangri: La hotels have adopted corresponding anti-epidemic measures, such as employees wearing masks, posting social distancing signs, strengthening sanitation and disinfection policies, and requiring everyone to take temporary measures before entering the hotel Health screening. Among them, hotels in Southeast Asia and Australasia also provide floor mat disinfection; prepare masks for passengers, record body temperature, show travel declarations, reserve contact information and other measures, and put personal safety bags in all guest rooms. The restaurant's seating limit is 50%, and digital menus and non-contact payment methods are encouraged.⁹
3. Hyatt Hotels Group (Hyatt Hotels)-Hyatt Hotels are implementing international cleaning and training certification procedures. Its hotels are organized by

⁷ Skyscanner, "飯店住宿業新挑戰: 後疫情時代, 飯店住宿業將有哪些變化?," last modified 07/20 accessed. <https://www.skyscanner.com.tw/news/future-hotel-stay-after-coronavirus>.

⁸ "Marriott Bonvoy," last modified 2020/10/26, accessed 11/20, 2020. <https://clean.marriott.com/>.

⁹ "香格里拉關懷," accessed 11/20, 2020. <https://www.shangri-la.com/group/shangrila-cares>.

well-trained health and health leaders or teams, organized by authoritative professional medical and industry consultants across functions group. Health and temperature testing will be based on local guidelines, and some items with high contact and difficult to disinfect will be removed from the guest room. The Hyatt Hotel APP provides contactless services, and also provides great flexibility for new and existing reservations, and provides points and rewards for members around the world. ¹⁰

Factors influencing revisit intention

According to past literature, the quality of service, food and dining environment, room type and equipment, brand image, transportation, monetary promotion, non-monetary promotion, package itinerary, etc., these are all reasons that may affect consumers' choice of hotels:

(a) Quality of service

The service quality of the hotel and guesthouse staff is good or bad, which will directly affect the consumer's perception of the hotel, and will also become the reason for whether to stay once.

(b) Food and dining environment

The food and dining environment of hotels and guesthouses is the key to attracting consumers who stay for the first time. Some people will try the fresh food because of the unique characteristics of the hotel or guesthouse restaurant and experience staying in the hotel by the way.

(c) Room type and equipment

The room types and equipment of restaurants and homestays are completely different, and the styles are also different. Consumers will choose a hotel or homestay

¹⁰ "新冠肺炎 (Covid-19) 旅行資訊更新," last modified 2020/11/6, accessed 11/20, 2020. https://www.hyatt.com/zh-HK/info/coronavirus-statement?icamp=hy_cvstatement_jan2020_alertbanner_en.

according to their own preferences.

(d) Brand image

Brand image is a collection of consumers' awareness of accumulated brand experience. Therefore, the brand image will change with the perception of consumers, that is, the perception of consumers will determine the brand image.¹¹ The brand image in the minds of consumers is the evaluation of a hotel and homestay. If the evaluation is higher, the brand image is higher.

(e) Transportation

The convenient transportation around hotels and guesthouses is also an important part. If the transportation is not convenient, it will also cause one of the factors for people to consider whether to go or not.

(f) Monetary promotion

Promotion incentives will change the price of products, such as price reduction discounts, discount coupons.

(g) Non-monetary promotion

Promotion incentives "not" appear in monetary units, and the main purpose is to increase the value of the product.

(h) Package itinerary

In order to attract consumers, hotels and guesthouses may combine local sightseeing resources to offer package tours, including eating, staying and playing.

Case Study

The information of case hotels

- **Case1: MARRIOTT TAIPEI**

The introduction of MARRIOTT TAIPEI

¹¹ Chung-Tzer Liu Pei-Chen Wu, "The Effects of Service Quality and Brand Image on Customer Loyalty " (2014), accessed 2020/10/21.

The Marriott Hotel is located in Taipei. The overall design is a green building with 60% of the green space. The hotel rooms are designed in a fashionable style with large floor-to-ceiling glass windows. The superb view outside the window embraces the city of Taipei at 270 degrees above the 20th floor. , The panoramic view of the "ten thousand beautiful views" has become one of the characteristics of hotel rooms. Marriott Hotel is only a 20-minute drive from Songshan Airport, Neihu Science Park is within 5 minutes, and MRT Jiannan Road Station is only a 9-minute walk away. The transportation location is quite convenient.

The Marriott Hotel plans a total of 320 rooms of various types, and the target group is mainly business travelers. The Heavenly Ballroom on the 8th floor is directly in the sky garden, and the Panorama Ballroom on the 36th floor is currently the only meeting place in Taiwan that provides a 360-degree view of the space.

Market analysis of MARRIOTT TAIPEI

In the current outbreak of COVID-19, the Taipei Marriott Hotel's epidemic prevention mechanism and preferential packages are two-pronged. The entire hotel has activated a cleaning and disinfection mechanism, and there are a total of 26 private boxes, allowing guests to eat at ease, and in order to allow guests to eat at ease without overburdening their wallets, special offers of rare high-level discounts are in line with the national epidemic prevention the community is facing difficulties.

Promotion Strategies : Spend 5000 get 5000 free

Free value for every \$5,000 spent at the six restaurants in Taipei Marriott Hotel, Lobby Lounge, Garden Kitchen, Mark's Shabu, Yankelou Chinese Restaurant, Mark's Teppanyaki, INGE'S Bar & Grill (this purchase cannot be used for any other discounts or credit card discounts) 5,000 yuan discount coupon.

Each coupon has a face value of 1,000 yuan and can only be used for the next consumption. A discount coupon can be used for every \$ 2,000 spent (price not including service charge). Only one discount coupon can be used for a single treatment in SPA, and three discount coupons can be used for a single consumption in the restaurant.

The coupon use date: 2020.03.09 to 2020.06.30.

- **Case 2: H2o Hotel**

The introduction of H2o Hotel

H2o Hotel is located in Kaohsiung. The exterior of the hotel is designed with a soft blue tone, creating a characteristic building with flowing light and water shadow, dotted with the night sky of North Kaohsiung. The service quality of the hotel is based on the principle of "Home & 2nd Office", allowing passengers to experience meticulous and considerate service, a unique and amazing accommodation experience. The hotel provides airport pick-up and drop-off service. The hotel and the high-speed

rail are connected, so that passengers can enjoy the considerate and complete vehicle shuttle service.

H2O hotel has 157 guest rooms in total. The operation strategy of the hotel is to strengthen the differentiation and customization of the hotel with "interactive service", and attract famous people from home and abroad to stay in the hotel, so as to improve the hotel's popularity and break through the competition situation in the industry.

Promotion Strategy : 愛·守護天使 一泊一食住房專案

In order to comfort the hard work of the medical staff, the industry provides special discounts for the medical staff, whether it is housing and eating and drinking, the medical staff can enjoy a 40% discount with the medical staff certificate.

Promotion Strategy: The 3rd anniversary event

For the 3rd anniversary event, from July 21 to July 27, the discount counts down to 10% to 30%, H₂O Hotel X Picasso-H₂O Bakery has a comprehensive housing and dining thanksgiving discount.

● **Case 3: MU JIAO XI HOTEL**

The introduction of MU JIAO XI HOTEL

MU JIAO XI HOTEL is located in Jiaoxi Township, Yilan County. The hotel perfectly integrates nature, famous soups and local culture, interpreting the quiet and elegant life aesthetics. The facilities in the hotel are designed with a natural and

artistic atmosphere. There are 190 rooms in the hotel, with a simple and natural design style, and each room has its own hot spring bath.

MU JIAO XI HOTEL is only a 50-minute drive from Taipei, and is close to Jiaoxi's train station and transfer station. After getting off the bus, it takes about 5 to 10 minutes to reach the hotel. The transportation is very convenient.

Promotion Strategy: 2020 國旅卡在手，優惠加碼送專案(original price: NT\$18,800, special price: NT\$7,000)

One night, one meal, starting at TWD7,000 per room. Weekdays staying at 語木居 or 詠泉居 can enjoy free upgrade to 乘風居房型, plus a complimentary MU BAR Buffet afternoon tea for two.

Promotion Strategy: 配合套裝旅遊-體驗「一日小果農」戶外行程

MU JIAO XI HOTEL and Yilan's local 「錦普觀光果園」 plan a series of spring outing enjoyment packages and launch the spring housing project [Spring Outing Collection], starting from \$8,600 per room for one night and two meals and \$7,000 for one night and one meal on weekdays. Welcome to the joy and vitality of the beginning of the year together with you! Anyone who stays in the [Spring Outing Collection] program will receive a "one-day small fruit grower" outdoor itinerary, experience hand-picking seasonal fresh fruits, hand-grafted fruit trees and other fun

activities, invite parents and children to have fun and friends to travel to share the unlimited spring light of the Lianyang Plain.

Campbell and Diamond divide promotional incentives into monetary and non-monetary. The surname of money appears in the form of money and can be compared with the product price. During promotional activities, it will affect the reference price, such as discounts and price cuts. The non-monetary character appears in a non-cash manner and is not easy to compare with the product price. The reference price will not be affected in the promotional activities, and it is an incentive for additional benefits, such as: free gifts, free gifts, lotteries, etc.¹²

A. Monetary promotion

The definition of monetary promotion

Monetary promotion is when the industry induces promotion to change the price of products, such as price discounts, discount coupons. The depth of the price, such as 10% off, 20% off, 30% off, and so on. Discount is used to attract consumers' purchase intention. There are the classification and description of monetary promotions:

- (1) Price off: The manufacturer provides consumers with a lower currency than the original product to attract consumers to increase the purchase of promotion products.
- (2) Refunds and rebates: As long as the shopping information in the purchased product is sent back to the manufacturer, the manufacturer will return a certain discount to the consumer by check.
- (3) Coupon: A certificate that provides a discount for a specific product, which can be

¹² Leland Campbell and D. Diamond William, "Framing and Sales Promotions: The Characteristics of a " Good Deal " ," *Journal of Consumer Marketing* 7, no. 4 (1990), accessed 2020/11/22, <http://dx.doi.org/10.1108/EUM0000000002586>.

mailed, attached to the product, or clipped in a magazine or newspaper advertisement.

Discount coupons are very effective when used in the early stages of promoting mature and new brands.

B. Non-monetary promotion

The definition of non-monetary promotion

Non-monetary promotion means that the promotion incentives put forward by the industry cannot change the product price. Common ways include free meal coupons, discount coupons, gifts and so on. There are the classification and description of non-monetary promotions:

(1) Premiums, free gift: manufacturers provide free or extremely low-cost so that customers can obtain certain other goods as an incentive.

(2) Contests, raffle, and games: Rewards is the opportunity for consumers to get cash, air tickets or other gifts after purchasing goods. In the competition, consumers need to sign up, and the judges will select the best winners. For the lucky draw, consumers need to send a lucky draw postcard or other lottery tickets to participate in the lucky draw.

(3) Cumulative bonus: When the total value of a consumer's purchase has accumulated to a certain amount, cash or other types of value coupons are given.

(4) Cross promotion: that is, in the promotion of a certain brand of goods, the promotion of another non-competitive brand of goods at the same time.

C. Package itinerary

The definition of package itinerary

Package travel refers to: "Travel goods prepared, designed, produced, and

marketed by travel agencies. The content includes hardware facilities and services, transportation, catering, accommodation, sightseeing, entertainment, etc., and is openly sold to consumers in the form of ready-made journeys Itinerary."¹³

From the perspective of travel agencies, tourism is a kind of "product." Therefore, tourism products are: "All travel agencies can provide from tangible to intangible, from indirect to direct, and the professionals of the travel agency provide all of the travelers Necessary services".¹⁴ Package itinerary is a series of travel arrangements. Consumers can enjoy the food, accommodation, tour guide services, safety of the itinerary, commitment to consumers, etc., all of which are part of the package itinerary, which is a kind of strategy in the promotion scheme proposed by the industry.

¹³ 容繼業, "旅行業理論與實務," 台北:揚智出版社 (1999), accessed 2020/11/18.

¹⁴ 陳嘉隆, "旅行業經營與管理," 台北:陳嘉隆 (2002).

Research Hypothesis

Based on past literary and opera discussions, this research hypothesizes the relationship and influence of monetary promotions, non-monetary promotions, package itineraries and word of mouth recommendations on consumers' revisit intention.

Law of demand is a measure of the sensitivity of "changes in demand" caused by "price changes".¹⁵ A decline in commodity prices will lead to an increase in the quantity of demand, and the price elasticity of demand is negative; that is, the more the price is revised downward, the demand will increase, and a small price change will not cause a sharp change in demand. The price of the demand for content goods varies with different types of goods and reflects the changes in various influencing factors. Factors affecting demand price include: quantity, substitutability, length of time, price, discount, etc. Based on the aforementioned, it can be hypothesized that:

H1: Monetary promotion has a positive effect on revisit intention.

In 1996, the United States reported that the amount of products that used gifts as a promotional method among industries was as high as 950 million US dollars, which increased the performance by 18% in 1995, which can confirm the gifts (free gifts or gifts). It occupies a very important position in all promotional tools.¹⁶ Liu Meiqi (1995) mentioned that the function of price reduction promotion is to increase purchase volume; gift promotion is good for stimulating impromptu purchases and

¹⁵ 張清溪, "價格彈性," 國立台灣大學, accessed 11/22, 2020.

http://www.econ.ntu.edu.tw/uploads/archive_file_multiple/file/58f4cd7c48b8a101de002546/priceelasticity.html.

¹⁶ 林純如 陳怡君, 江盈萱, 王燕萍, "便利商店集點促銷策略之研究—以 7-Eleven 為例," 育達商業科技大學 (民國 101 年).

strengthening brand impression¹⁷; Schindler (1984) found that purchasing commodities with discount coupons can easily make consumers psychologically satisfied, which the main factor is leading to the increase of sales volume.¹⁸ Based on the aforementioned, it can be hypothesized that:

H2: Non-monetary promotion has a positive effect on revisit intention.

Package itinerary is a series of travel arrangements. Consumers can enjoy the food, accommodation, tour guide services, safety of the itinerary, commitment to consumers, etc., all of which are part of the package itinerary, which is a kind of strategy in the promotion scheme proposed by the industry. Kozak (2001) Tourists' previous travel experience and frequency, destination transportation, entertainment activities, local price levels, people's cordiality and other economic or political factors, as well as tourists' satisfaction with tourism products or services, affect tourists' satisfaction with tourist destinations Or the country's willingness to revisit. Zhu Yonghui (2005) explored the impact of destination imagery on repurchase/revisiting and recommendation. He distributed 450 questionnaires in the Qingjing area. The results showed that passengers' Imagery will affect repurchase/revisit and recommendation willingness respectively.¹⁹ Based on the aforementioned, it can be hypothesized that:

H3: Package trip has a positive effect on revisit intention.

Social network theory claims that trust can be transferred from one individual to

¹⁷ 江素玲, "企業形象、便利性、促銷活動與網站功能對消費者購買意願之研究-以全聯福利中心為例-----," 國立台中教育大學數位內容科技學系碩士班 (民國 102 年).

¹⁸ 周湘雯, "A Study on the User Attitude toward on-Line Promotion," 國立中山大學傳播管理研究所 (民國九十年).

¹⁹ 陳宣存, "旅遊動機及目的地意象對歐洲旅遊行程購買意願之影響," 國立台灣師範大學管理學院全球經營與策略研究所 (民國 102 年 7 月).

another (Granovetter, 1973), which means that an individual's trust in one's affairs can be affected by others. Brown and Reingen (1987) also believe that word of mouth consumer behavior is a very powerful factor in these informal communication channels. In addition, a study by Kuan and Bock (2007) pointed out that in the Internet environment, positive word of mouth has a significant positive relationship with website trust.²⁰ Based on the above-mentioned past documents, this research has introduced the following hypotheses:

H4: Word of mouth recommendations have an interference effect on monetary promotions and revisit intention.

H5: Word of mouth recommendations have an interference effect on non-monetary promotion and revisit intention.

H6: Word of mouth recommendations have an interference effect on package itinerary and revisit intention.

²⁰ 標郁雯 吳師豪, "影響華人企業網路團購再惠顧意願之研究-關係行銷觀點," *高雄第一科技大學, 台灣積體電路製造股份有限公司* 8 卷, 4 期 (2016 年).

METHODOLOGY

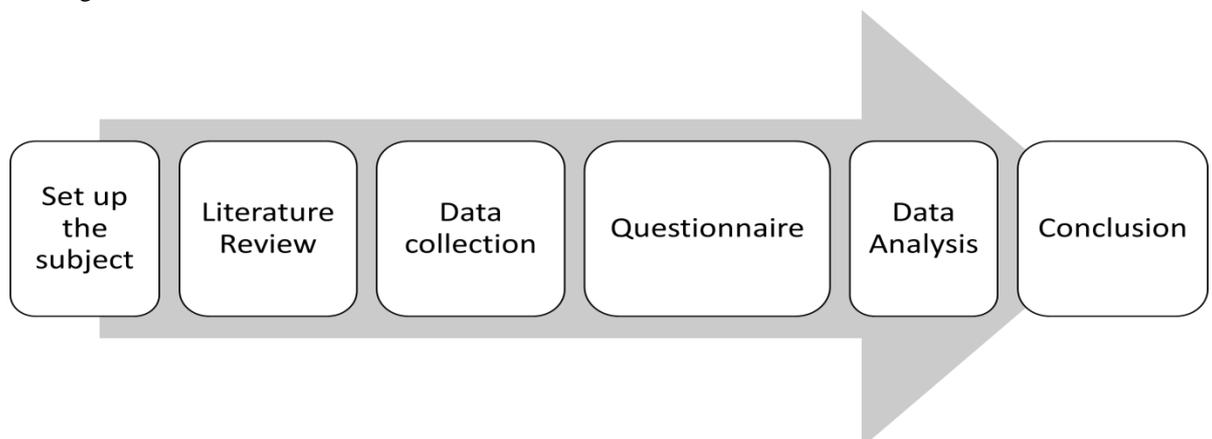
In this research, the author would like to find out what are the promotion strategies of the hotel industry during the period of environmental changes and which are more effective. Therefore, the author chose ten of the famous hotels in Taiwan, and collected their strategies, and then divides them into monetary promotion, non- monetary promotion and package itinerary. This research followed design as following description.

Research design

Based on the above motivations and research purposes, the study explore which strategies will effectively attract consumers to purchase. First of all, I want to understand the reaction of consumers seeing the promotion strategy. The next step is to have a deeper understanding of their views on restaurants and homestays and what factors affect their willingness to buy. Then, based on the above-discussed results, the study further analyzes the purchase behavior of consumers by sales strategies to explore the revisit intention.

Figure1 Progress of the Research

Figure 1 Progress of the Research



Data Collection

The research's strategies mostly came from the author's search from the e public information platform, such as the official website of hotels, newspapers and magazines. The questionnaire distributed in the form of an online questionnaire, and the research population is consumers. A total of 278 valid questionnaires were collected, the detailed demographic information of respondents was shown in appendix 1. The respondents were mostly female. For the age group, 21 to 30 years old respondents were the largest percentage and 41 to 50 years old respondents were the second largest percentage. In terms of education, the respondents in University were the most. In the occupational distribution, student was the most and the second was service industry. Other occupations accounted for very few parts, including Military and government, Industry, Business, Agriculture, Forestry, Fishing, and Animal husbandry, etc. The average monthly incomes located less than 20,000 had the highest percentage.

The content of the different variables of the questionnaire is divided into fourteen parts. The first part is to investigate whether there is accommodation experience and the acceptable price range. People with different incomes have different acceptance of the price of a night in a hotel. Use this to understand consumption The preferences of consumers; the second part is the hotel or homestay that impresses consumers the most and investigating what type of hotel , the hotel or homestay belongs to; the third part is the service quality, and the service quality of the hotel and the homestay itself is also in the literature A factor that has considerable influence; the fourth part is the dining and dining environment; the fifth part is the room type and equipment; the sixth part is the brand image; the seventh part is transportation; the eighth part is the fire safety system ; The ninth part is special attraction; the tenth part is a monetary

promotion; the eleventh part is a non-monetary promotion; the twelfth part is a package itinerary; the thirteenth part is a word of mouth recommendation; the fourteenth part is a non-monetary promotion is a demographic variable.

Measures

A. Promotion Strategies

This research refers to Pan Zidun's (2015) definition of promotion strategy scale. The question items in the scale are based on the customer's perception of promotional activities. The strategy is divided into two dimensions: "monetary promotion" and "non-monetary promotions."

The answer is measured by the Likert 7-point scale, divided into seven levels, in order "strongly disagree", "somewhat disagree", "disagree", "normal", "agree", "somewhat agree" "" and "strongly agree", give 1, 2, 3, 4, 5, 6, and 7 points respectively. The higher the score on the scale, the higher the degrees of promotion strategy customers feel.

Table 1 Promotion Strategies scale

Measurement dimension	Measurement question
Monetary promotion	1. What is the discount of the hotel or homestay you filled in second-item (1)? How much discount will you order immediately? (please select one and tick) <input type="checkbox"/> 10% <input type="checkbox"/> 20% <input type="checkbox"/> 30% <input type="checkbox"/> 40% off <input type="checkbox"/> 50% <input type="checkbox"/> 60% <input type="checkbox"/> 70% <input type="checkbox"/> 80% <input type="checkbox"/> 90% off
Non-monetary promotion	1. The hotel or homestay presents a promotional gift, and I will order accommodation immediately. 2. The hotel or homestay has free meal coupons, and I will order accommodation immediately. 3. The hotel or homestay has a package itinerary, and I will order accommodation immediately. 4. The hotel or homestay has high-speed rail ticket discounts in cooperation with high-speed rail, and I will order accommodation immediately. 5. The hotel or homestay will have a promotion for continuous stay, and I will order accommodation immediately.

B. Package Itinerary

This research refers to 王致遠(2006) definition of package itinerary scale. The question items in the scale are measured by the customer's perception of the set stroke using the Likert 7-point scale, which are divided into seven categories. The degree, in order, is "strongly disagree", "somewhat disagree", "disagree", "normal", "agree", "somewhat agree", and "strongly agree". Give 1, 2, 3, 4, Scores of 5, 6, and 7, the higher the score on the scale, the higher the customer satisfaction with the package trip.

Table 2 Package Itinerary Scale

Measurement dimension	Measurement question
Package itinerary	1. The package itinerary launched by the hotel or homestay is diversified.
	2. The package itinerary launched by the hotel or homestay will attract me to participate.
	3. The package itinerary launched by this hotel or homestay makes me feel that it is excellent value for money.

C. Word of mouth Recommendation

This research refers to the Chia-Jung Chuang (2008) recommendation scale for word of mouth. The question items in the scale are measured by the customer's perception of word of mouth recommendations, measured by the Likert 7-point scale, and divided into the seven levels, in order, are "strongly disagree", "somewhat disagree", "disagree", "normal", "agree", "somewhat agree", and "strongly agree". Give 1, 2, 3, 4, 5, 6, 7 points, the higher the score on the scale, the higher the degree

of word of mouth recommendation those customers feel.

Table 3 Word of mouth Recommendation Scale

Measurement dimension	Measurement question
Word of mouth recommendations	1. I will share the hotel or homestay through online communication media such as online communities and bloggers.
	2. I would recommend this hotel or homestay to friends and relatives.
	3. When relatives and friends have plans to travel, I will actively recommend the hotel or homestay to them.

D. Revisit Intention

This research refers to the 呂長賜 (2006) on the Intention to Revisit Scale. The question items in the scale are measured by the customer's perception of the willingness to revisit and are measured by the Likert 7-point scale. The seven levels, in order, are "strongly disagree", "somewhat disagree", "disagree", "normal", "agree", "somewhat agree", and "strongly agree". Give 1, 2, 3, 4, 5, 6, 7 points, the higher the scale score, the higher the willingness of customers to revisit.

Table 4 Revisit Intention Scale

Measurement dimension	Measurement question
Revisit intention	1. The professional and friendly service attitude of the service staff of this hotel or homestay will make me stay again.
	2. The hotel or homestay will be listed as my first choice for staying outside next time.
	3. The internet information and quality of catering service provided by the hotel or homestay will make me stay again.

DATA ANALYSIS

Demographic information of the collected data

A total of 278 valid questionnaires were collected, the detailed demographic information of respondents was shown in appendix 1. The respondents were mostly female. For the age group, 21 to 30 years old respondents were the largest percentage and 41 to 50 years old respondents were the second largest percentage. In terms of education, the respondents in University were the most. In the occupational distribution, student was the most and the second was service industry. Other occupations accounted for very few parts, including Military and government, Industry, Business, Agriculture, Forestry, Fishing, and Animal husbandry, etc. The average monthly incomes located less than 20,000 had the highest percentage.

Experience of staying in hotels or guesthouses profiles of respondents

The study surveyed respondents' experience of staying in hotels or guesthouses profiles. The detailed statistics were shown in appendix B. There were 87.8% people have the experience of staying outside, however, 12.2% people weren't. In choosing what type of hotels, guesthouses are most which people choose, and the second most is tourist hotels. When the average price of a sightseeing hotel choosing accommodation is under NT\$3,000 per night is the most acceptable price range, when the average one-night price range of business hotels choosing accommodation is NT\$2,001 to NT\$4,000 is the most acceptable price range, when the average one-night room rate of guesthouses is NT\$2,001 to NT\$4,000, and it is the most

acceptable price range. Business hotels are the same as guesthouses. The most impressive hotels in the minds of respondents are mostly located in tourist attractions, and metropolitan areas are ranked second.

Reliability analysis

Reliability analysis is an evaluation of consistency of the sample. Cronbach's α higher than 0.7 can be regard as highly valid, between 0.6~0.7 can be acceptable, and if α lower than 0.35 means not valid.

The variables of monetary promotion, on-monetary promotion, package trip, word of mouth recommendation, revisit intention were highly valid because coefficient α was higher than 0.7. Therefore, the questionnaire has high reliability.

Table 5 Reliability analysis

Variables	Cronbach's α	Results
Monetary promotion	0.799>0.7	High Reliability
Non-monetary promotion	0.777>0.7	High Reliability
Package trip	0.765>0.7	High Reliability
Word of mouth recommendation	0.704>0.7	High Reliability
Revisit intention	0.742>0.7	High Reliability

The results showed in appendix C and D, it shows the relationship between monetary promotion and revisit intention, and they have no mutual influence. From appendix D, the result of monetary promotion shows $\beta = -0.149^{**}$, which was opposite from the hypothesis. According to the results, the discount price range of monetary promotion may not have a big impact on consumers' revisit intention, because if the bad experience of the hotel when you first check in, then no matter how big the discount is, you won't go again for the second time. In other words, monetary promotions will not directly increase consumers' revisit intention. Therefore, H1 is not supported.

The results shown in appendix C and D, from the non-monetary promotion in appendix D, indicate that non-monetary promotion has a positive effect on the revisit intention. Therefore, when the industry proposes non-monetary incentives, such as gifts or meal coupons, it will attract consumers to buy a second time, which means that Hypothesis 2 is supported. ($\beta=0.162^*$, $p<0.05$).

According to appendix D, the influence of the package itinerary on the revisit intention is a positive effect. The package itinerary created by the industry for consumers can save tourists from worrying about where to go. Combined with the promotion of local culture, it can increase consumers' willingness to experience it again and increase their revisit intention. Therefore, Hypothesis 3 is supported.

According to the above statistics and analysis results (appendix E, F, G), in the case of word of mouth recommendation as the interference adjustment variable:

Word of mouth recommendation will positively increase the revisit intention in monetary promotions, non-monetary promotions and package itineraries, because through the help of online word of mouth or word of mouth recommendations from relatives and friends, consumers will have more confidence in promotional plans.

Price discounts and good reviews will of course attract consumers' purchase intentions, and consumers who visit twice will increase revisit intention. Therefore, Hypothesis 4 ($\beta = 1.250^{***}$, $p = 0.000$), Hypothesis 5 ($\beta = 1.451^{***}$, $p = 0.000$), and Hypothesis 6 ($\beta = 1.458$, $p = 0.000$) are all supported.

Table 6 Hypothesis supports Table (N=278)

Hypothesis		Result
H1	Monetary promotion has a positive impact on revisit intention.	Not support
H2	Non-monetary promotion has a positive impact on revisit intention.	Support
H3	Package trip has a positive effect on revisit intention.	Support
H4	Word of mouth positively moderates the relationship between monetary promotion and revisit intention.	Support
H5	Word of mouth positively moderates the relationship between non-monetary promotion and revisit intention.	Support
H6	Word of mouth positively moderates the relationship between package trip and revisit intention	Support

CONCLUSION AND SUGGESTION

Although the occupancy rate and the number of visitors have been greatly affected by the hotel industry during the new coronavirus epidemic, the industry has put forward many promotion plans for different consumer groups. In the past, there are many factors in the hotel or homestay that will affect consumption. People's willingness to stay, such as service quality, room type and equipment, catering and dining environment, etc. will be affected, just as the analysis results show. In the research results, the monetary proposed by the industry will not affect the willingness to revisit. Although the promotion strategy is important, if the hotel itself is not good enough, it will not attract consumers to stay. The promotion plan of accommodation with package itinerary will obviously affect the willingness to revisit, because many consumers will not know which local attractions and food can be enjoyed, so if the hotel industry proposes package itinerary to consumers, it will increase consumers' willingness to stay. Word of mouth recommendations through relatives and friends will also affect consumers' perceptions of strategies, not only because of the price, a good word of mouth will make consumers feel at ease and want to experience it.

Therefore, my literature suggestion is that when proposing a plan, the industry can also consider the characteristics and advantages of the hotel or homestay itself, and attract consumers at the same time, and the probability of increasing the housing rate will be greater.

APPENDIX A

研究在疫情期間之旅宿業者促銷方案增加住房率之學術問卷調查

您好：

我是文藻外語大學國際事務系的學生，感謝您願意參與協助填寫此份問卷，此份問卷為一份學術問卷，目的是調查在疫情期間，旅宿業者提出什麼促銷方案，會吸引消費者並增加住房率的問卷調查，您的填答對本問卷研究非常重要，各題目答案沒有對錯之分，只需要依照您個人的偏好及想法填答即可，此份問卷僅提供本人學術研究使用，全程採取匿名方式進行，請安心填寫，謝謝您的填答！

敬祝

平安健康

文藻外語大學 國際事務系

指導教授：吳紹慈 教授

研究生：吳湘筠 敬上

一、

1. 過去一年是否有在外住宿的經驗? 是 否
2. 過去一年在外住宿時最常選擇哪一種類型的旅館?
觀光型飯店 商務型飯店 民宿

若您選擇觀光型飯店，請您填答 3、4 題即可；若您選擇商務型飯店，請您填答 3、5 題即可；若您選擇民宿，請您填答 3、6 題即可，謝謝！

3. 過去一年您所選擇旅館的價格範圍是多少錢呢?(以雙人房型)
4000 元以下 4001-8000 元 8001 元以上
4. 選擇住宿的觀光型飯店平均一晚房價為多少錢是您可接受的價錢範圍呢?
3000 元以下 3001-6000 元 6001-9000 元 9001-12000 元
12001-15000 元 15000 元以上
5. 選擇住宿的商務型飯店平均一晚房價為多少錢是您可接受的價錢範圍呢?
2000 元以下 2001-4000 元 4001-6000 元 6001-8000 元
8001-10000 元 10000 元以上
6. 選擇住宿的民宿平均一晚房價為多少錢是您可接受的價錢範圍呢?
2000 元以下 2001-4000 元 4001-6000 元 6001-8000 元
8001-10000 元 10000 元以上

二、

1. 請問您最近一次入住或讓您印象最深刻的飯店或民宿名稱為 _____。
2. 此飯店或民宿是位於哪個地區呢?
都會區 城市近郊 觀光風景區
3. 您是入住 雙人房 四人房
4. 此飯店或民宿入住一晚實付金額為多少錢呢? _____元。

請依據「您所填的飯店或民宿」填答以下問題，謝謝您!

三、服務品質	非常不同意	不同意	有點不同意	普通	有點同意	同意	非常同意
1. 該飯店或民宿服務人員穿著整齊乾淨。	<input type="checkbox"/>						
2. 該飯店或民宿服務人員提供親切的服務態度。	<input type="checkbox"/>						
3. 該飯店或民宿服務人員有解決顧客問題及客訴之能力。	<input type="checkbox"/>						
4. 該飯店或民宿服務人員具備相關的專業知識。	<input type="checkbox"/>						
5. 該飯店或民宿服務人員能讓我信任。	<input type="checkbox"/>						
6. 該飯店或民宿有完整的詳細簡介及其他宣傳手冊。	<input type="checkbox"/>						

四、餐飲及用餐環境	非常不同意	不同意	有點不同意	普通	有點同意	同意	非常同意
7. 該飯店或民宿提供的餐飲品質具有多樣性。	<input type="checkbox"/>						
8. 該飯店或民宿的食材新鮮。	<input type="checkbox"/>						
9. 該飯店或民宿食物擺盤讓人印象深刻。	<input type="checkbox"/>						
10. 該飯店或民宿的器皿乾淨。	<input type="checkbox"/>						
11. 該飯店或民宿的用餐環境整齊乾淨。	<input type="checkbox"/>						
12. 該飯店或民宿餐廳的座位規劃舒適。	<input type="checkbox"/>						

五、房型與設備	非常不同意	不同意	有點不同意	普通	有點同意	同意	非常同意
13. 該飯店或民宿房型多樣化。	<input type="checkbox"/>						
14. 該飯店或民宿的房間設計具有獨特性。	<input type="checkbox"/>						
15. 該飯店或民宿的衛浴設備完善。	<input type="checkbox"/>						
16. 該飯店或民宿房間的隔音效果極佳。	<input type="checkbox"/>						
17. 該飯店或民宿的空調設備優良。	<input type="checkbox"/>						

六、品牌形象	非常不同意	不同意	有點不同意	普通	有點同意	同意	非常同意
18. 該飯店或民宿的品牌很好。	<input type="checkbox"/>						
19. 該飯店或民宿讓我有賓至如歸的感覺。	<input type="checkbox"/>						
20. 該飯店或民宿知名度很高。	<input type="checkbox"/>						
21. 該飯店或民宿有良好的口碑及聲譽。	<input type="checkbox"/>						
22. 該飯店或民宿的風格和自己品味相近。	<input type="checkbox"/>						

七、交通運輸	非常不同意	不同意	有點不同意	普通	有點同意	同意	非常同意
23. 該飯店或民宿對外道路便利。	<input type="checkbox"/>						
24. 該飯店或民宿停車很方便。	<input type="checkbox"/>						
25. 該飯店或民宿位於運輸工具易到達且明顯位置。	<input type="checkbox"/>						
26. 該飯店或民宿周邊有多樣性運輸工具可選擇。	<input type="checkbox"/>						

八、消防安全系統	非常不同意	不同意	有點不同意	普通	有點同意	同意	非常同意
27. 該飯店或民宿有明確的火災逃生的指示。	<input type="checkbox"/>						
28. 該飯店或民宿具有合格的消防安全設施。	<input type="checkbox"/>						

九、特色吸引	非常不同意	不同意	有點不同意	普通	有點同意	同意	非常同意
29. 該飯店或民宿具有獨特的建築外觀。	<input type="checkbox"/>						
30. 該飯店或民宿自創具有地方特色的餐點及飲品。	<input type="checkbox"/>						
31. 該飯店或民宿會展示許多藝術作品或文物。	<input type="checkbox"/>						
32. 該飯店或民宿經常舉辦各類展演或夜間活動。	<input type="checkbox"/>						

十、貨幣性促銷

1. 請問您在第二大項第(1)小題所填的飯店或民宿折扣達到幾折以下，您會立即訂購住宿? (請擇一勾選)

九折 八折 七折 六折 五折 四折 三折 二折 一折

十一、非貨幣促銷 促銷誘因"非"以貨幣單位出現， 主要目的是增加產品的價值。	非常不同意	不同意	有點不同意	普通	有點同意	同意	非常同意
33. 該飯店或民宿贈送某項促銷贈品，我會立即訂購住宿。	<input type="checkbox"/>						
34. 該飯店或民宿有贈送餐券，我會立即訂購住宿。	<input type="checkbox"/>						
35. 該飯店或民宿有搭配套裝行程，我會立即訂購住宿。	<input type="checkbox"/>						
36. 該飯店或民宿有跟高鐵合作高鐵票優惠，我會立即訂購住宿。	<input type="checkbox"/>						
37. 該飯店或民宿會有連住優惠的促銷，我會立即訂購住宿。	<input type="checkbox"/>						

十二、 套裝行程	非常不同意	不同意	有點不同意	普通	有點同意	同意	非常同意
38. 該飯店或民宿推出的套裝行程內容多樣化。	<input type="checkbox"/>						
39. 該飯店或民宿推出的套裝行程會吸引我參加。	<input type="checkbox"/>						
40. 該飯店或民宿推出的套裝行程讓我覺得物超所值。	<input type="checkbox"/>						

十三、 口碑推薦	非常不同意	不同意	有點不同意	普通	有點同意	同意	非常同意
41. 我會透過網路社群、部落客等網路傳播媒介，分享該飯店或民宿。	<input type="checkbox"/>						
42. 我會推薦該飯店或民宿給親朋好友。	<input type="checkbox"/>						
43. 當親朋好友有計畫出遊時，我會主動推薦該飯店或民宿給他們。	<input type="checkbox"/>						

十四、 重遊意願	非常不同意	不同意	有點不同意	普通	有點同意	同意	非常同意
44. 該飯店或民宿服務人員專業、親切的服務態度會讓我再次入住。	<input type="checkbox"/>						
45. 該飯店或民宿會列為我下次在外住宿的第一選擇。	<input type="checkbox"/>						
46. 該飯店或民宿提供的網路資訊及餐飲服務品質會讓我再次入住。	<input type="checkbox"/>						

【基本資料】

1. 性別: 男 女
2. 年齡: 20 歲以下 21-30 歲 31-40 歲 41-50 歲 50 歲以上
3. 教育程度: 國小 國中 高中(職) 大學(專) 研究所(以上)
4. 職業: 學生 軍公教 工業 商業 農林漁牧業 服務業
自由業 醫護人員 家管 退休人員 其他
5. 個人平均月收入: 20000 以下 20001~30000 元 30001~40000 元
40001~50000 元 50001 以上

本問卷到此結束，非常感謝您的填寫，祝您有美好的一天!

APPENDIX B Demographic Information of Respondents

Attribute	Demographic
Gender	Male: 31.9% Female: 68.1%
Age	Under 20: 10.5% 21 to 30: 40.4% 31 to 40: 12.3% 41 to 50: 27.1% Over 51: 9.7%
Education	Elementary School: 1.4% Junior High School: 3.6% High School: 24.5% University: 60.8% Graduate School: 9.7%
Occupation	Student: 34.4% Military and government: 4.7% Industry: 7.2% Business: 8.3% Agriculture, Forestry, Fishing, and Animal husbandry: 0.4% Service industry: 26.4% Others: 18.6%
Average monthly incomes	Under 20000: 37.3% 20001 to 30000: 21.7% 30001 to 40000: 18.5% 40001 to 50000: 8.7% Over 50001: 13.8%

APPENDIX C Correlation Matrix

Variable	Mean	S.D.	1	2	3	4
Monetary promotion	4.2986	1.92665				
Non-monetary promotion	4.7105	1.01228	-0.081			
Package trip	4.7701	1.22127	0.006	0.607***		
Word of mouth recommendation	5.1643	1.18798	-0.107	0.410***	0.460***	
Revisit intention	5.2247	1.21065	-0.182**	0.351***	0.390***	0.767***
P<0.05* ; P<0.01** ; P<0.001***						

APPENDIX D Regression

Standardized Regression Coefficients from Analyses Predicting Revisit Intention(N=278)	
Independent Variable	Model 1
Monetary promotion	-0.149**
Non-monetary promotion	0.162*
Package trip	0.292***
F	21.463
ΔF	21.463
R²	0.195
ΔR²	0.195
Adjusted R²	0.186
P<0.05* ; P<0.01** ; P<0.001***	

APPENDIX E Moderation Analysis: H4

Standardized Regression Coefficient from Analyses Predicting Revisit Intention(N=278)			
Independent Variables	Model 1	Model 2	Model 3
Monetary promotion	-0.181**	-0.104**	-1.180***
Word of mouth		0.756***	0.236***
Monetary promotion*Word of mouth			1.250***
Model F	9.123	200.045	489.892
ΔF	9.123	378.175	429.657
R²	0.033	0.599	0.846
ΔR²	0.033	0.566	0.247
Adjusted R²	0.029	0.596	0.845
P<0.05* ; P<0.01** ; P<0.001***			

APPENDIX F Moderation Analysis: H5

Standardized Regression Coefficient from Analyses Predicting Revisit Intention (N=278)			
Independent Variables	Model 1	Model 2	Model 3
Non-monetary promotion	0.350***	0.037	-0.891***
Word of mouth		0.752***	0.123***
Non-monetary promotion*Word of mouth			1.451***
Model F	37.566	192.284	1877.932
ΔF	37.566	304.603	2156.366
R²	0.123	0.589	0.955
ΔR²	0.123	0.467	0.365
Adjusted R²	0.119	0.586	0.954
P<0.05* ; P<0.01** ; P<0.001***			

APPENDIX G Moderation Analysis: H6

Standardized Regression Coefficient from Analyses Predicting Revisit Intention (N=278)			
Independent Variables	Model 1	Model 2	Model 3
Package itinerary	0.391***	0.044	-0.932***
Word of mouth		0.746***	0.180***
Package trip*Word of mouth			1.458***
Model F	47.918	190.403	1116.287
ΔF	47.918	282.228	1218.500
R²	0.153	0.590	0.927
ΔR²	0.153	0.437	0.337
Adjusted R²	0.149	0.587	0.926
P<0.05* ; P<0.01** ; P<0.001***			

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