The Impact of Creative Marketing Strategies by Official Cultural and Tourism Accounts on Consumer Behavior in the Cultural Tourism Market

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Keywords: Marketing Strategy, Tourism and Culture, Social Media, Consumer Behavior.

Abstract: In recent years, official cultural and tourism accounts on various social media platforms have increasingly adopted creative marketing strategies for promotion. This study examines the impact of characteristics of these contents, marketing methods, and account types on consumer behavior in the cultural tourism market. This research adopts a questionnaire survey research method. The resulting data is analyzed using a regression model, reliability and validity analyses, and a corresponding linear regression model. As a result, the different natures of creative marketing contents themselves, the natures of official accounts and marketing methods will impact consumer behavior. This research will explain the results from field theory and art world theory. The research aims to suggest cultural and tourism official accounts on social media platforms to fully consider aspects including creative marketing content' novelty, relevance, timeliness and interactivity. Operators of the official accounts should combine these variables with the natures of accounts to adopt appropriate marketing methods in order to promote consumption in the cultural tourism market.

1 INTRODUCTION

The research considered the increasing trend of social media platforms as channels of public information access. At the same time, it noticed that a series of cultural and tourism official accounts, like the Chongqing cultural tourism official account on Douyin (the TikTok in China), adopted brand-new promotional strategies on social media platforms. The operators adopted entertainment-oriented, creative marketing methods. Therefore, it is referred to as creative marketing strategies.

The result of this research is meaningful to the participants in the cultural tourism market, especially to the operators of the official accounts. The results of this research can provide valuable insights for the marketing of local cultural tourism official accounts, and provide some suggestions for the operation of official accounts on social media platforms. This study mainly explores the different natures of creative marketing content given by official accounts on social media, the nature of these accounts, and the specific marketing methods used, combining these varieties with art world theory and field theory for analysis. This research adopts a questionnaire survey to collect data. This method's advantage is possibly collecting data with high reliability and validity while ensuring an adequate sample size.

The goal of this research is to construct a conceptual model about the different natures of creative marketing strategies influencing consumer behavior. To reach this goal, this study analyzes questionnaire survey data with linear regression analysis, reliability analysis, and validity analysis, and makes relevant inferences.

2 LITERATURE REVIEW

In previous research, the study by S. Zhou et al. aims at social media influencers' (SMI) narrative strategies, providing reference to the division of creative marketing content's nature in this study (Zhou et al., 2021). However, this research has limited discussion on the nature of SMI itself. In addition, the study of K. Spörl-Wang et al. analyses predictive factors of SMI marketing strategies' effectiveness and makes a comprehensive summary of the results (Spörl-Wang et al., 2025). This research prompts further analysis of the complexity and diversity of social media platforms.

The research of Qian Lichun et al. adopted the S-O-R model to investigate variables like participation, interactivity, entertainment value and individualized features (Qian et al., 2019). The results of Qian's study showed these elements positively effect consumers' social presence and immersive experiences. Social presence and immersive experiences positively impact consumers' purchase intention. This result provides corresponding research approaches. However, this study did not delve deeply into the application of this model in specific fields such as the cultural and tourism market.

The research of V.M.C.T.de Moraes and the research of S. Wang discussed marketing strategies of cultural and tourism department in Portugal and museums in China, which enriches this research's references of examples (Moraes, 2023, Wang, 2022). The study of T. Bastrygina et al. and the study of H. Masuda et al. noticed knowledge gap between SMI and consumers, and stressfully analyzed the influence of gap on consumers' purchase intention (Bastrygina, 2024, Masuda et al., 2022).

The studies by S. Hudson et al. and B. Armutcu et al. both noticed the interaction between influencers and users on social media platforms, which provides some reference for the setting of interactivity variables in this study (Hudson et al., 2015, Armutcu et al., 2023). In addition, another research direction focuses on the impact of the identification with online virtual communities and community relationships on social media platforms on the behavior of participants (Zhang & Li, 2022).

Current existing research pays less attention to the cultural and tourism market sector. Several studies that noticed cultural and tourism market lack research on the characteristic of official accounts' marketing strategies. Multiple research provided references and specific analyzing variables. These research prove the complexity of official accounts' marketing strategies in social media platforms from different research directions.

3 RESEARCH METHODS

This research adopts questionnaire survey to collect data, this method can collect relatively complete data on the premise of ensuring sample size. The scale data in the questionnaire survey helps to provide correlations for the variables of this study through quantified data.

A total of 201 valid questionnaire results were collected in this study. The respondents are randomly selected by gender, age and region. For the aspect of

social media platforms, the most frequent users of Douyin, Little Red Book and WeChat Official Account are randomly distributed, the proportions are 32.84%, 28.86%, 23.38% respectively. The number of respondents who most frequently use Weibo is relatively small, accounting for 14.93%.

As for the configuration of variables, this research referred to existing literature. The construction of novelty variables in the questionnaire survey referred to consumer engagement with social media brand posts conducted by Z. L. Hamzah et al. and the study on social media content marketing by H. Ma and S. Chelliah (Hamzah et al., 2021, Ma & Chelliah). The construction of relevance variable referred to the framework of social media marketing strategies raised by the research of K. Chanthinok et al. and the research result of social media image of tourism destinations raised conducted by A. Z. Abbasi et al (Abbasi et al., 2023, Hays et al., 2013). The relevance refer to the relevance between marketing contents and local culture and local tourist attractions.

The construction of the dimensions of timeliness and interactivity in this study is mainly based on the research of S. Hays et al. on the use of social media as a destination marketing tool by national tourism organizations (Kim & Fesenmaier, 2017). The discussion on dimensions of accounts natures and marketing methods referred to R. Minazzi's study on tourism and social media marketing in hotel industry (Kong et al., 2021). The consumer behavior variable dimension is based on tourism experience sharing framework provided by J. Kim and D. R. Fesenmaier (Gu & Qin, 2020).

The questionnaire in this study established the likert scale for the 8 variables above-mentioned and set three scale questions for each variable. To verify the reliability of the collected questionnaire data, this study conducted an analysis of the reliability and validity of the questionnaire data and got 201 valid and reliable questionnaire responses. To verify the impact of creative marketing strategies by official cultural and tourism accounts on consumer behavior in the cultural tourism market, this research will construct linear regression model: Consumer behavior= β_0+ β_1*Novelty+ β_2*Relevance+ β_3Timeliness+ β_4*Interactivity+ β_5*Account nature+ β_6*Marketing method+ ε.

Among these variables, the Consumer behavior is dependent variables, the Novelty, Relevance, Timeliness, Interactivity refer to the nature of creative content, and are the same as independent variables with Account nature and Marketing methods. Through this model, this research aims to analyze the

impact and significance of these independent variables' dimensions on consumer behavior.

4 RESEARCH RESULTS

Internal Consistency Reliability (ICR) can reflect the degree of correlation between questions in questionnaire survey. The ICR is commonly measured by Cronbach's α coefficient. Cronbach's α coefficient is between 0 and 1, the α coefficient larger means the degree of correlation between questions is higher, and the ICR is higher. In general, an α coefficient greater than 0.8 indicates excellent ICR, while a coefficient between 0.7 and 0.8 indicates good ICR, and a coefficient between 0.6 and 0.7 indicates normal ICR and could be accepted. A coefficient lower than 0.6 indicates poor ICR, suggesting the questionnaire scale needs to be modified.

This research analyzed the reliability of 8 variables, and found Cronbach's α coefficient greater than 0.8, indicating the ICR among variables is excellent. This study also analyzed the overall data of the questionnaire and found the Cronbach's α coefficient is 0.916, indicating that the overall reliability of the questionnaire is excellent.

This study also adopted the Kaiser-Meyer-Olkin (KMO) coefficient and Bartlett's Sphericity Test to analyze the validity of the results. The KMO coefficient is between 0 and 1. The closer the KMO coefficient to 1, the better the questionnaire's structural validity. In addition, if the significant result of Bartlett's sphericity test is lower than 0.05, it indicates a good structural validity of the questionnaire. As the result indicates, the KMO coefficient is 0.879 and the significance of Bartlett's sphericity test is 0.000, the Chi-Square value for the test is 2110.013 (Sig.=0.000<0.01), indicating the overall validity of the questionnaire is good.

The result of linear regression analysis can reflect the influence of creative marketing strategies' Novelty, Relevance, Timeliness, Interactivity, Account nature and Marketing method to the behavior of consumers in cultural and tourism market. The result of linear regression analysis is as shown in table 1.

Table 1: Setting Word's margins.

	Unstandardized Coefficient	Standardized Coefficient	t	p	VIF	R2	Adjusted R2	F	
	B	Standard Error	Beta						
Constant	-0.149	0.287		-0.519	0.604		0.445	0.428	F(6,201)=25.892,p=0.000
Novelty	0.178	0.068	0.168	2.639	0.009	1.410	0.445	0.428	F(6,201)=25.892,p=0.000
Relevance	0.167	0.072	0.148	2.303	0.022	1.444	0.445	0.428	F(6,201)=25.892,p=0.000
Timeliness	0.197	0.074	0.170	2.640	0.009	1.447	0.445	0.428	F(6,201)=25.892,p=0.000
Interactivity	0.139	0.066	0.135	2.107	0.036	1.437	0.445	0.428	F(6,201)=25.892,p=0.000
Account Nature	0.183	0.069	0.173	2.638	0.009	1.498	0.445	0.428	F(6,201)=25.892,p=0.000
Marketing Method	0.154	0.067	0.153	2.317	0.022	1.515	0.445	0.428	F(6,201)=25.892,p=0.000

Dependent variable: Consumer Behavior
D-W: 1.932

The independent variables include novelty, relevance, timeliness, interactivity, account nature and marketing method, and the dependent variable is consumer behavior. It can be concluded from table 1 that the model equation (not include insignificant coefficient):

ConsumerBehavior=0.178*Novelty+0.167*Relevance+0.197*Timeliness+0.139*Interactivity+0.183*Account Nature+0.154*Marketing Method. In addition, the R2 of the model after adjustment is 0.428, indicating the independent variables can explain 42.751% reasons of consumer behavior

change. The D-W value is close to 2.0, showing there is no autocorrelation in this model. This indicates that at least one independent variable has an impact on consumer behavior, suggesting that the model is a good fit.

The novelty, relevance, timeliness and interactivity as inherent nature of creative marketing content, show the significant positive impact of consumer behavior. The account nature and marketing method has significant positive influence on consumer behavior.

5 DISCUSSION

The largest coefficient in this model is the coefficient for timeliness, which is 0.197, indicating that the timeliness of creative marketing content has the most significant positive influence to the consumer behavior. The operators of official accounts should notice the degree of association between content and current hot topics and internet trends and adopt a consistently timed-release strategy.

The second largest coefficient in the model is the efficient of account nature, which is 0.183. It indicates the significance of creative marketing content timeliness in the influence to consumer behavior. In social media platforms, differences in the nature of official cultural and tourism accounts will also lead to differences in consumer behavior. From the perspective of field theory, the content published by the official accounts of government cultural and tourism agencies has the highest credibility and authority, occupying a very high position in the industry. Taking the official account of Chongqing Cultural Tourism on the Douyin platform as an example, its content includes unique music, Chongqing dialect voice-over, adaptation of television and films, and humorous visuals. These content create an interesting characteristic for the official account and formed distinct contrast with serious image in public's stereotype. This contrast narrowed the psychological distance between the audience and the official account.

From the perspective of art world theory, cultural and tourism official accounts play the role of creator and curator in the art world. As the curators, such official accounts also need to package local cultural products and tourist attractions to make them conform to the dissemination logic of the virtual world, and display them on social media platforms. Take the official account of Chongqing cultural tourism on Douyin platform again, its content displayed many tourist attractions, local cuisine and local cultural

landscape in Chongqing. Then as a curator, these cultural tourism resources are packaged by creative marketing strategies, such as editing techniques, video visuals, and audio, to ensure that the work align with the dissemination logic of platforms like Douyin, thereby quickly capturing the audience's attention.

The marketing of official cultural and tourism accounts on social media platforms aligns with industry regulations. First of all, the works of the official account should conform to the public aesthetic and aesthetic norms, so that the audience can have a good viewing experience and aesthetic enjoyment when watching. Secondly, the official account needs to abide by the platform rules and push mechanism of each platform, so that the work can be viewed by more audiences. Moreover, the promotion by official accounts should adhere to the ethical standards of cultural and tourism publicity, avoiding false advertising. Finally, the promotional content should align with the sustainable development of cultural and tourism products, meaning it should avoid the destruction of tourism resources and products.

Taking the official Chongqing cultural and tourism account on Douyin platform as an example, its content aligns with popular aesthetic preferences, and the promoted cultural and tourism products are aesthetically pleasing, adhering to aesthetic standards. The account's content utilizes creative editing techniques that capture the audience's attention at the beginning of the video, precisely targeting users and aligning with the dissemination logic of the Douyin platform. The promotional content is authentic, showcasing local cultural relics, landscapes, and cuisine from Chongqing, aligning with the true characteristics of the city. The Chongqing cultural tourism official account focuses on the sustainable development of cultural and tourism products, conveying the concept of protecting cultural and tourism resources to the audience.

From the linear regression model, it can be concluded that the four natures of creative marketing content have a positive effect on consumer behavior. Creative marketing strategies also have a positive impact on consumer behavior. Based on the research of Qian Lichun et al., a possible reason is that creative marketing strategies positively influence consumers' sense of social presence and immersive experience (Qian et al., 2019). In terms of interactivity, highly interactive creative marketing content allows users to identify with the online virtual community, thereby stimulating consumer behavior. Taking Chongqing cultural tourism official account on Douyin platform

as an example, its content has a strong interactivity with the audience, with frequent interactions in the comment section. This fosters a sense of identification with the online virtual community, making users more likely to engage in consumer behavior (Hamzah et al., 2021).

The operators of official accounts on social media should carefully manage the inherent nature of the marketing content, and combine the account's nature with appropriate content positioning, at the same time, use more creative marketing content to promote consumer behavior. In addition, this model also should consider multiple factors like market environment, consumer behavior patterns, brand nature to further improve and refine the above model.

6 CONCLUSION

The research findings of this study indicate that the novelty, relevance, interactivity, and timeliness of creative marketing content provided by official social media accounts have a positive impact on consumers in the cultural tourism market. In addition, the account nature and the marketing strategies also have corresponding positive impacts.

The further conclusion drawn from this study is that the operator of official cultural tourism account on social media platforms should find the balance among four inherent natures of marketing content and marketing methods and accounts' nature. In that way to maximize consumer behavior in the cultural and tourism market.

Further studies should focus on the motivation of consumer behavior and the corresponding triggers, and engage in a deeper discussion of consumer behavior in the cultural tourism market. It can also suggest for a categorized discussion of consumers from different fields, markets, or age groups, thereby deepening the research depth in this area.

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