



**THE INFLUENCE OF STAR EFFECT ON CONSUMER BEHAVIOR -  
TAKING BBS AS AN EXAMPLE**



**NI JIXIANG  
5917195444**

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS FOR  
THE DEGREE OF BUSINESS ADMINISTRATION  
GRADUATE SCHOOL OF BUSINESS  
SIAM UNIVERSITY  
2018**



**THE INFLUENCE OF STAR EFFECT ON CONSUMER BEHAVIOR - TAKING  
BBS AS AN EXAMPLE**

**Thematic Certificate  
To  
NI JIXIANG**

This independent study has been approved as a partial Fulfillment of the Requirement of International Master of Business Administration in International Business Management

Advisor: *L. Chiao-Ming* Date: *2018/1/6*  
(Associate Professor Li Chiao-Ming)

*Jomphon*  
.....  
(Associate Professor Dr. Jomphon Mongkhonvanit)  
Acting Dean, Graduate School of Business Administration  
Date: *13/06/2018*  
Siam University, Bangkok, Thailand

**THE INFLUENCE OF STAR EFFECT ON CONSUMER BEHAVIOR - TAKING  
BBS AS AN EXAMPLE**

**ABSTRACT**

Title: The Influence of Star Effect on Consumer Behavior - Taking  
BBS as an Example  
By: Ni JiXiang  
Degree: Master of Business Administration  
Major: Business Administration

Advisor: ..... *Li Chiao-Ming* .....  
(Associate Professor Li Chiao-Ming)

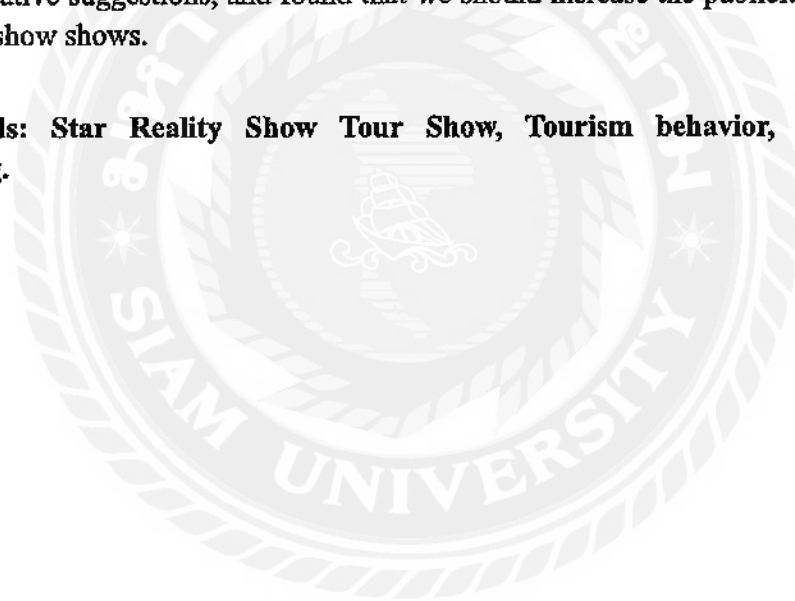
..... *2018* ..... *6* ..... *✓* .....

With the rapid development of China's tourism industry, the demand for tourism market is becoming more and more diverse and individualized. Tourism needs to be combined with other core cultural industries in order to meet the needs of the current people. It happens that in recent years the rise of reality show, let the big TV (Television) stations in China, even in the global television, have introduced the corresponding reality show variety show. In order to make the show better into the market, to meet the needs of people, various television stations in the reality show and combining tourism, will continue to emerge, such as family travel, wild type, date, talent and so on a series of programs. And in the program, the stars are also invited to join the reality show. Therefore, the tourism industry, driven by this trend, has been quickly promoted. Subsequently, scholars began to pay attention to the research on the combination of star reality show and tourism, and made relevant researches from many angles, and also achieved some success.

With the opening of the two day and one night tour, the domestic reality show is spreading rapidly. For example, Hunan TV broadcasts "where dad goes" and "flowers and teenagers", Oriental TV's "journey of figure" and "figure sister" and so on. In the program, we not only showed the natural scenes of the filming scenes to the audience, but also enjoyed the audience's experience through the stars, so that the audience could understand the local folk customs. At present, scholars mainly focus on the cognition of film and television programs, the development of film and TV tourism, and marketing research. Taking the star reality show tourism program as the research object, there are not many researches on the impact of tourists' tourism behavior, and there are also some new factors based on the passage of time.

This article attempts to "push pull" theory, product life cycle theory "and" market segmentation theory "and multi-disciplinary theory as the foundation, and through the data collection and analysis of the questionnaire, further study on the reality show star Tourism Festival brings the audience to the influence of the new factors of tourism behavior in this area. This paper is divided into five chapters, the first chapter is introduction, mainly expounds the research background, purpose, method and significance; the second chapter is the literature review, theoretical basis of research, mainly about the reality show star travel program concept, and put forward the hypothesis; the third chapter research methods of Hangzhou city issued questionnaires. To collect data, and the the experimental data were analyzed by spss22.0; the fourth chapter research results and analysis to "daddy go" as an example of the audience to shoot the tourism behavior. Through the empirical study, the characteristics of the tourists' differentiation and the empirical results of the research hypothesis are obtained. The fifth chapter is the conclusion and discussion suggestion. In order to develop the star reality show tour program, how to attract tourists through the star reality show tour program, we put forward relative suggestions, and found that we should increase the publicity efforts after the reality show shows.

**Key words: Star Reality Show Tour Show, Tourism behavior, Impact and Marketing.**



## 摘 要

标题：明星效应对消费者的行为影响的研究-以 BBS 为例

作者：倪吉祥

学位：工商管理硕士

专业：工商管理

导师：..... Li, Chiao-Ming .....

2018 (副教授, 李喬銘)

随着我国旅游业的迅速发展，旅游市场需求日趋多样化和个性化。旅游业需要与其他核心层面的文化产业相结合，才能满足目前人们的需求。正巧在近几年真人秀的兴起，让国内各大电视台，甚至在全球电视台，都推出了相应的真人秀综艺节目。为了能让真人秀节目更好的融入市场，满足人们的需求，国内各个电视台在真人秀节目方面与旅游相结合，便不断推陈出新，例如亲子旅游类、野外生存类、相亲类、选秀类等等一系列节目。并且在节目中还会邀约明星加入到真人秀节目中。因此，旅游业在这趋势的带动下，很快得到了提升。随之，学者们开始关注明星真人秀和旅游相结合的研究，并从多角度进行了相关研究，也获得了一定程度上的成功。

随着《两天一夜》旅游节目开播，国内真人秀旅行节目迅速扩散开来。例如湖南卫视开播了《爸爸去哪儿》和《花儿与少年》，东方卫视开播的《花样的旅途》和《花样姐姐》等等。在节目中不仅向观众们呈现出了拍摄地的自然景色，而且通过明星带着群众亲自体验，更好让观众认识到了拍摄当地的民风民俗。而在目前学者们主要研究是集中在了电影和一些电视节目对拍摄地形象的认知、影视旅游开发以及在营销方面的研究等等。以明星真人秀旅游节目为研究对象，对观众所产生的旅游行为的影响研究不是很多，并且根据时间推移也会有些新的因素产生。

本文试图以“推-拉”理论、“产品生命周期理论”和“市场细分理论”等等多学科理论为基础，并通过资料整理以及分析调查问卷，进一步研究明星真人秀旅游节目给观众去旅游行为所带来的影响这一方面的新因素。本文分为五个章节，第一章绪论，主要阐述研究背景、目的、方法和意义；第二章文献综述，主要讲述明星真人秀旅游节目概念的探讨、研究的理论依据，以及提出假设；第三章研究方法，针对杭州市发放调查问卷收集数据，并利用 spss22.0 对实验数据进行分析；第四章研究结果及分析，以《爸爸去哪儿》为例子对观众们前往拍

摄地旅游行为影响。通过实证研究，得出游客的分化特点，以及对研究假设的实证结果。第五章结论与讨论建议。为如何发展明星真人秀旅游节目，拍摄地如何通过明星真人秀旅游节目吸引游客提出相对建议，发现要加大明星真人秀旅游节目播出后的宣传力度。

**关键词：**明星真人秀旅游节目；旅游行为；影响与营销



# **THE INFLUENCE OF STAR EFFECT ON CONSUMER BEHAVIOR - TAKING BBS AS AN EXAMPLE**

## **Acknowledgments**

On the occasion of writing, my thoughts are numerous. The completion of the independent study will also bid farewell to my college career. I have been feeling a lot in my mind.

First of all, I would like to thank my advisor for his patient instruction to me on the proposal, as well as the final report. I learned a lot from my advisor' extensive knowledge and rigorous scholarship.

Secondly, I would like to thank my classmates for their companion. Thanks to their suggestions, I could finish my independent study. Because of them, my college life is so colorful. I wish them all the best.

Also, I would like to thank my family for their encouragement and support. With their support, I can concentrate on my studies and successfully complete my studies. Their encouragement to me will be the greatest motivation in my life.

Finally, thank all once again!

# Content

Abstract.....	i
Abstract-chinese.....	ii
Acknowledgments.....	iii
CHAPTER 1 Introduction .....	1
1.1 Background and motivation of the study.....	1
1.2 Purpose of research.....	2
1.3 Research significance.....	3
1.3.1 Theoretical significance.....	3
1.3.2 Practical significance.....	4
1.4 Research framework.....	4
1.4.1 Basic ideas.....	4
1.4.2 Technical ideas.....	5
1.4.3 Content framework.....	5
1.5 Research methods.....	6
1.5.1 Factor analysis.....	6
1.5.2 Cluster analysis.....	6
1.5.3 Discriminant analysis.....	6
1.5.4 Cross list analysis.....	7
1.6 Innovation point.....	7
CHAPTER 2 Literature review.....	8
2.1 Literature review.....	8
2.2 "Push Pull" theory.....	10
2.3 Product life cycle theory.....	11
2.4 Market segmentation theory.....	12
2.5 The relationship between the program and the audience's travel behavior.....	13
2.6 The analysis of the influence of the program on the audience.....	14
2.7 Where Dad went to travel with the audience.....	16
2.8 Research hypothesis.....	16
CHAPTER 3 Research method.....	18
3.1 "Where do dad go".....	18
3.2 Questionnaire survey design.....	19
3.3 Data analysis tools and ideas.....	20
3.4 Sample selection and investigation method.....	20
3.5 The social demographic characteristics of the sample.....	21
CHAPTER 4 The influence of the program on the audience's travel behavior.....	25
4.1 Reliability analysis.....	25
4.2 Factor analysis.....	26
4.3 Where does dad go to different cognitive groups.....	30
4.4 Comparison of the characteristics of three types of cognitive groups.....	32
4.5 Comparison of the characteristics of three cognitive groups in tourism behavior.....	39
4.6 Summary.....	42
CHAPTER 5 Conclusions, suggestions and prospects.....	46

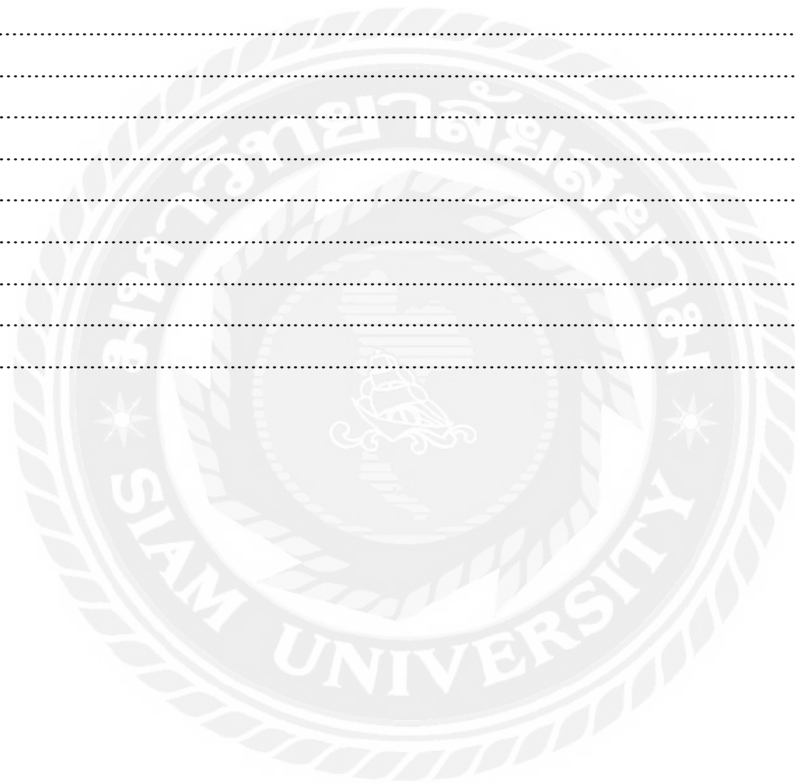


5.1 Conclusion.....	46
5.2 Suggestions and thinking.....	47
5.2.1 Recommends the use of positive aspects.....	47
5.2.2 Countermeasures and suggestions for the development of star tourism.....	49
5.2.3 Reflection.....	50
5.3 Expectation.....	51
5.3.1 Lack of research.....	51
REFERENCE.....	52



## Table

Table 3 - 1.....	22
Table 4 - 1.....	26
Table 4 - 2.....	26
Table 4 - 3.....	28
Table 4 - 4.....	28
Table 4 - 5.....	31
Table 4 - 6.....	32
Table 4 - 7.....	33
Table 4 - 8.....	34
Table 4 - 9.....	34
Table 4 - 10.....	35
Table 4 - 11.....	36
Table 4 - 12.....	36
Table 4 - 13.....	37
Table 4 - 14.....	38
Table 4 - 15.....	38
Table 4 - 16.....	39
Table 4 - 18.....	41
Table 4 - 19.....	42
Table 4 - 20.....	42



# THE INFLUENCE OF STAR EFFECT ON CONSUMER BEHAVIOR - TAKING BBS AS AN EXAMPLE

## CHAPTER 1 INTRODUCTION

### 1.1 Background and motivation of the study

With the rapid development of China's tourism industry, the demand for the tourism market is becoming more and more diverse and individualized. Tourism needs to be combined with other core cultural industries in order to meet the needs of the current people. It happens that in recent years the rise of reality show, let the big TV stations in China, even in the global television, have introduced the corresponding reality show variety show. In order to better integrate reality TV programs into the market and meet people's needs, various TV stations in China have begun to integrate reality TV shows with tourism and join stars. The star reality show was formed.

The reality shows usually refer to the behavior that a number of people make according to the predetermined rules in a prescribed environment for a specific purpose, and record them to make TV programs. The "reality show" was the earliest in a program "Family Adventures: one night with the Germans", which was broadcast in Germany in the 90s of last century. Foreign reality show real rise in "super big brother", "Survivor" and "Truman show", after the broadcast, the Europe and the United States in the development of reality show has become a new trend, then the new trend in the world began to pop up. The domestic media have been affected by this new trend and began to develop reality show programs. Under the Enlightenment of the survivor, Guangdong TV has planned a live reality show of the "great challenge" series. Then, it broadcast "into Shangri-La", "the canyon survival camp" and other reality shows.

Beginning in 2000, reality show has been perfected and popular in China. Gradually formed a program with stability, imperceptibly can not change the face of China's TV program. With the development of the commercialized environment, reality shows have changed. Through continuous reference, the domestic television stations broke the limitations of the traditional reality show and transferred the indoor reality show to the outdoors. After several years of improvement, the viewing rate of the outdoor reality show is rising. For example, Hunan TV's "Daddy where to go" and "flower and youth", the eastern TV's "extreme challenge" and "flower sister" and other programs have triggered a period of boom, which is popular among the masses.

With the increasing demand of the masses, the demand for tourism and the enjoyment of the spirit are also paid special attention to, so the reality shows are becoming more and more popular. Taking this as the main content of the development of domestic reality show tourism program, this paper analyzes and forecasts its current development and future development trend.

So far, the domestic tourism reality show program development there are two, one is the basis of foreign tourism reality show program mode, join the domestic local culture information transformation, with "daddy go" as the representative, the crew of South Korea "where Dad" program reference. Launched in October 11, 2013, this is a star to take their children to travel as the theme of the show. Since then, Dongfang satellite TV introduced "grandpa grandpa" in 2014. In 2015, it introduced "the elder sister of the flower" from the reality show tour program in Korea. These programs had received quite high ratings at that time. And the other is belong to the original program, the amount of Hunan TV's "flowers and young" as the representative, it was launched in April 25, 2014, the national net average ratings of 1.05%, the average share of 7.48%, ranked first in the same period, and the size of the audience of about 220 million people . The two reality show shows have always received high attention in domestic ratings (Tvtv.hk, 2015).

## **1.2 Purpose of research**

Nowadays, the star reality show is a new trend of program, and it is also a unique tourist phenomenon. Through movies, TV shows, programs and other easier to stimulate the behavior of visitors to travel, and the effect is quite obvious, through the perfect combination of star reality show and tourism has also become a hot topic of academic research. However, through the analysis of data, we can see why the reason why audiences travel to the shooting area is not many, or that there will be new factors in different years. This paper hopes to make a further study on the "reality show star travel programs to the audience to travel behavior", with "daddy go to the audience" travel behavior as an example, using factor analysis, cluster analysis and cross analysis method and so on, and through empirical research, put forward some suggestions for the development of such programs and follow-up the location of marketing.

## **1.3 Research significance**

### **1.3.1 Theoretical significance**

This article is an innovative attempt to study the influence of the star reality show on the behavior of the audience, which has the theoretical significance:

An innovative attempt to explain the audience's travel behavior is explained by using the theory of perceived value affecting the purchase intention. Once, Anderson, Fornell and Lehmann wrote in the report, the theoretical framework presented here views customer satisfaction as distinct from quality for several reasons. First, customers require experience with a product to determine how satisfied without actual consumption experience. Second, it has been long recognized that customer satisfaction is dependent on value, where value can be viewed as the ratio of perceived quality relative to price or benefits received relative to costs incurred. Hence, customer satisfaction is also dependent on price, whereas the quality of a good or service is not generally considered to be dependent on price. Third, we view quality as it pertains to customer's current perception of a good or service, whereas customer satisfaction is based on not only current experience but also all past experiences, as well as future or anticipated experiences. Finally, there is ample empirical support for quality as an antecedent of customer satisfaction. Then their findings also indicate that economic returns from improving customer satisfaction are not immediately realized. Because efforts to increase current customers' satisfaction primarily affect future purchasing behavior, the great portion of any economic returns from improving customer satisfaction also will be realized in subsequent periods. This implies that long-run perspective is necessary for evaluating the efficacy of efforts to improve quality and customer satisfaction (Anderson et al., 1994), based on the "father" to find where the program and the analysis of the questionnaire survey, the audience is from a cognitive process plays a leading role in the process of travel decision-making, they collected information, the information processing and the formation of perceived value, tourism the purpose of good real estate, eventually do travel decision-making. Based on this theory, this paper tries to explain the impact of the star reality show tourism program on the audience's travel behavior from the perspective of perceived value. At present, the research is not very extensive in the domestic literature, so it is also a meaningful innovation and attempt, which is a useful supplement to the audience's travel behavior research.

Now the tourism market is mainly focused on the mass tourism products, and what way to let tourists accept it is also one of the significance of this study. It is hoped that it can help the marketing theory of tourism.

### **1.3.2 Practical significance**

(1) Put forward suggestions for the marketing of the star reality show. So far, many tourist destinations have been photographed after the program, realizing that programs, TV dramas, films and so on can promote the development of tourism. However, to some extent, it didn't make full use of the influence brought by the star reality show Tourism Festival, and volunteered to attract tourists and urge tourists to travel. This paper will directly analyze the relationship between the audience's travel behavior and the star reality show tour program, and summarize the characteristics of its impact, and put forward some suggestions for the future marketing of star reality show tourism.

(2) Suggestions are made to shoot the local government in the field of publicity. Generally speaking, the program will be broadcast, through the media, network platform, posters and so on. As for tourism promotion, this is a process, through long-term publicity continued, after the show finished, will continue to conduct propaganda, so as to stimulate the audience to the root to the tourist behavior effect. Through the study of the tourism market, this paper puts forward related marketing strategies.

(3) The star reality show tourism program after the broadcast of the marketing proposal. After the program is finished, it will also stop publicity. The impact of the program is not very effective, and it does not give full play to its publicity. This article hopes to make some suggestions for the later marketing through the research of the star reality show tourism market.

## **1.4 Research framework**

### **1.4.1 Basic ideas**

This paper adopts the method of empirical research, based on the review of the previous literature and the Chinese and foreign scholars on the theory and research, in combination with "Daddy where program" brought about by the reality show star tourism phenomenon, and put forward the research hypothesis, summed up some movies or TV shows the intention and effect the performance of the main influencing factors of tourism, questionnaire survey preparation of "people where Dad" in Hangzhou city to travel behavior, questionnaire survey, and then to recover the survey data analysis, according to the analysis of the residents of the city of Hangzhou for "cognitive factor" where is the father of the program, then the people of Hangzhou

city are divided into three different groups by cognitive. Cross comparison, analysis of each of the different groups in different travel behavior, finally according to the conclusions, puts forward related suggestions.

#### **1.4.2 Technical ideas**

The first step: put forward the relevant assumptions, analyze the data based on the questionnaire survey, and collect the literature review, and put forward the hypothesis that the audience's travel behavior is affected by the star reality show tour program.

The second step: design questionnaires, the first part is about the content of social demographic characteristics, the second part is the tourists' understanding of movie and star reality shows, and the third part is the influential factors of star reality show's travel motivation.

The third step: analyze the data of the questionnaire, first use factor analysis to understand the common factors of "daddy go to the" program, then use the cluster analysis method to divide the sample group into three cognitive groups, and finally analyze the difference of the three kinds of cognitive groups to travel motivation.

The fourth part: through the arrangement and analysis of the data, the research conclusions are drawn to verify the hypothesis proposed in the first step.

The fifth part: propose the development and marketing of the star reality show tour.

#### **1.4.3 Content framework**

The first step: describe the background of the study, the purpose and significance of the study.

The second step: review the literature, summarize the theoretical basis and analysis methods, such as push pull theory, product life cycle theory and market segmentation theory, factor analysis, cluster analysis and cross analysis method, and put forward the hypothesis.

The third step: narrates the design questionnaire survey and the issue questionnaire survey, research design, research tool, data collection and data analysis method.

The fourth step: the difference of different cognitive groups is obtained through the analysis of data, and the research hypothesis is verified.

The fifth step: conclusions and suggestions, draw the conclusions of the study, put forward relevant suggestions, and explain the poor point of this study.

## **1.5 Research methods**

### **1.5.1 Factor analysis**

The factor analysis method uses a few factors to describe the connections between many indicators or factors. That is to say, variables that are closely related to each other are categorized into the same category, and variables of every category become a factor, which reflects most of the information of the original data with few factors. Through factor analysis, it is easier to find the main factors that affect the tourists, and some of the performance of the factors affected by these factors. Factor analysis often has four steps: (1) Whether the original variable is suitable for factor analysis. (2) Construct factor variables. (3) By virtue of the method of rotation, the factor variable is more interpretable. (4) The score of factor variables is calculated.

### **1.5.2 Cluster analysis**

Cluster analysis is also a group analysis and point group analysis, which belongs to the statistical analysis technique. It compares the properties between different things in advance without knowing the result, and categorized every thing with similar characteristics into one class. Each thing belongs to one category with different characteristics.

### **1.5.3 Discriminant analysis**

Discriminant analysis, also known as "resolution method", is a multivariate statistical analysis method based on the premise of classifying, finding out discriminant function and identifying its type attribution based on the various eigenvalues of the research object itself.



#### **1.5.4 Cross list analysis**

The cross list analysis is a data analysis of the relationship between variables and variables that are related to multiple variables and their variables in order.

#### **1.6 Innovation point**

The innovation of this paper is to select the popular trend of the star reality show tourism program in recent years as the research object. At present, the domestic star reality show tourism program is a lot less than the other topics. The author adopts the empirical method through the research results of the star reality show tour program at home and abroad. The focus of the program tourists is to study the relationship between the audience's travel purpose and the movie and the star reality show. Through research, we hope to help star reality show tourism marketing theory, provide some suggestions for the development and marketing of tourist destinations, and the segmentation theory of tourism market. In "daddy go" impact on the audience to travel behavior as an example, using factor analysis, cluster analysis and cross analysis, combined with the theory carries on the empirical research, such as push pull theory, tourism consumer psychology theory, the theory of communication effect etc. Some suggestions are put forward on how to develop an effective star reality show tourism product.

## CHAPTER 2 LITERATURE REVIEW

### 2.1 Literature review

With the globalization of the economy, the income of the family is also rising. In the field of tourism, it has also become a mass consumption behavior. The tourist destination selected by the public is selected according to the information provided by the media. For example, movies, literary works, TV programs, CDs (Compact Disc), DVDs (Digital Video Disk), music and so on. Urry (Urry) Places are chosen to be gazed upon because there is anticipation, especially through daydreaming and fantasy, of intense pleasures, either on a different scale or involving different senses from those customarily encountered. Such anticipation is constructed and sustained through a variety of non-tourist technologies, such as film, TV, literature, magazines, CDs, DVDs and videos, constructing and reinforcing the gaze (Urry, 1990). Riley and Doren, Essentially, movies become 'Pull' factors (attraction) situated in 'push' locations (tourism generating areas). The attractions of a destination are transferred to the locations of potential tourists as opposed to being firmly and immovably ensconced in receiving countries. 'Pull' factors in tourist motivation theory 'attract the tourist to a given [destination] and whose value is seen to reside in the object of travel. 'Push' factors, on the other hand, refer to the tourist as subject and deal with those factors predisposing him [or her] to travel'. Given this definition. 'pull' factors can be the classic tourist attractions of sun, sea and sand, or of cultural, social and activity based origins. 'Push' factors, as explained by Dann, are predispositions to travel implying physiological or psychological motivations. However, in this paper, 'push' factors are used solely for describing tourist generating locations. Therefore, while attractions exist in the country of tourism receivership they also exist as strong images in countries of tourist generation through the motion picture film medium (Riley & Doren, 1992).

From ancient times to now, the information of tourist destinations has changed from ancient poetry, biography and other literary works to the electronic media such as movies and TV programs. It has become an important information carrier for people to get information about tourist destinations and perceive tourism destination images. Goodrich J.N. They were also some significant relationships between variable familiarity (F) and the variables of perception of quality of services and products (P1-P18). The positive correlations were also found between perceptions regarding the quality of services and local products and the benefit for Balinese people ( $r=0.01-0.8$ ). Several perceptions of the quality of local products had relatively strong correlations with the benefit for Balinese, namely, local furniture ( $r=0.8$ ), local

vegetables( $r=0.7$ ) and local building style( $r=0.5$ ). These mean that the higher the perception of the quality of local products and services, the higher the benefits for Balinese people (Goodrich, 1978). Margaret (Margaret) once said: "for information resistance and acceptance level, the information of tourist destination carried by electronic media is more acceptable to the audience. Compared to TV advertising, video and other ways, TV programs, movies and so on will be more acceptable to the audience (Margaret, 1996). Pan Lili believes that through the program group on the tourism destination of the shooting, can enhance the destination visibility, plus the star to enter, which can attract more tourists to tourism, promote local development, improve the region's economic level and employment rate (Pan, 2005). Sandeep Kulshreshtha believes that the choice of tourist sites is influenced by the image of film and television and the character of the masses (Sandeep, 2006). Zhao Xiaoyan believed that the shooting of the program can show the charm of the shooting place more vividly, thus expanding the tourist market (Zhao, 2006).

The star reality show is a new style of tourism which is produced by the combination of the tourism program and the outdoor reality show. In 1992, Riley and Roger (Riley Roger) called "the action of the travellers to take a tour of the field called the film Tour" under the "film stimulus" (Riley, 1992). At home, Liu Binyi, Liu Qin and others pointed out that "movie and TV tourism" refers to "movie activities, TV shows, programs and so on, in the process of filming and making, attracting tourists and movies (Liu & Liu, 2004), generation of film tourism is that movie and TV viewers and travel together, the audience by watching movies and programs are captured by a landscape to attract, and produced travel behavior, a full range of tourism activities on the film and filming integrating into tourism products the (Wang, Fang, & Wang, 2006). Wang Xiao said: from the perspective of tourism operators, they are using the film and television tourism culture show filming scenes and film as the theme, through the planning into tourism products to attract visitors, in order to obtain a new type of tourism product economic benefit; tourists from the point of view, film tourism is to the film, they show the shooting to visit, to get good feelings on the spirit of a meet their psychological experience (Wang, Feng, & Wang, 2006). In 2009, Connell In particular, a pertinent issue for tourism marketers is tapping the interest created by film to stimulate return visits in the longer-term, thereby generating potential for sustained place interest, association and activity in destinations (Connell, 2009).

## 2.2 "Push Pull" theory

In 1977, Dann put forward the theory of tourism driving factors. He divided the main influencing factors of tourism decisions into two categories: "driving factors" and "pulling factors". Later scholars called it "push pull" theory. The "motivational" factor refers to the behavior, motivation or demand caused by imbalance or tension, which leads to the desire for tourism. The driving factors are internal. All stimuli that are alleviated by internal imbalance or tension are the objects of behavior orientation, so behavior is non selective. The factors and characteristics of "pull" are related to the attraction and the nature of the tourist destination. Tourists have the cognition of the target attribute and affect the choice of the tourism destination. And he also divided the motives of people's travel behavior into a type (Dann, 1977).

In 1979, Crompton added two kinds of Dann's seven travel motivations and made them into nine kinds. Seven were classified as socio-psychological, namely: escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction. The two remaining motives, novelty and education, formed the alternate cultural category. The latter were noted to be at least partially aroused by the particular qualities that a destination offered. By contrast socio-psychological motives were found to be unrelated to destination attributes. Here the emphasis shifted from the destination itself to its function as a medium through which socio-psychological needs could be satisfied. The research data suggest that the tourist industry may usefully pay greater attention to socio-psychological motives in developing product and promotion strategies. The motivation of pulling sexual behavior also includes fresh and wonderful behavior motivation and educational behavior motivation. He thinks that most of the tourist decisions are not limited to one kind of action in the process of decision-making, but the continuous unity of culture - Society - psychology (Crompton, 1979).

Nowadays, a lot of scholars have studied the actual motivation of tourism behavior by "push - pull" theory. Factors affecting the audience to travel behavior mainly in the following aspects, interest, time, money and distance, there is plenty of time for leisure in the audience, in place of tourism promotion, and combined with leisure time length, and then recommend appropriate audience travel process, these foreign propaganda, to the audience to travel behavior factors an external audience: disposable income increase, and through various media, understand the various tourist destinations in the world, and on some tourist interest and travel behavior, this is the thrust factors of the audience's heart.

### **2.3 Product life cycle theory**

The life cycle of products is the market life of products, that is, a process of market life cycle from the beginning of market entry to the withdrawal of new products. The product life cycle theory was first put forward by Raymond Vernon in 1966. He thought that the product life is the marketing life on the market, and the product is life like human beings, and has to experience such cycles as formation, growth, maturity and decline. As far as the product itself is concerned, it is also to experience the five stages of introduction, growth, maturity, saturation and decline.

Stage 1: Introduction. This is where the new product is introduced to the market, the customers are unaware about the product. To create demand, producers promote the new product to stimulate sales. At this stage, profits are low and there are only a few competitors. As more units of the product sell, it enters the next stage automatically.

Stage 2: Growth In this stage, demand for the product increases sales. As a result, production costs decrease and profits are high. The product becomes widely known and competitors enter the market with their own version of the product. To attract as many consumers as possible, the company that developed the original product increases promotional spending. When many potential new customers have bought the product, it enters the next stage.

Stage 3: Maturity In the maturity stage of the Product life cycle, the product is widely known and many consumers own it. In the maturity phase of the product life cycle, demand levels off and sales volume increases at a slower rate. There are several competitors by this stage and the original supplier may reduce prices to maintain market share and support sales. Profit margins decrease, but the business remains attractive because volume is high and costs, such as for development and promotion, are also lower. In addition, foreign demand for the product grows, but it is associated particularly with other developed countries, since the product is catering to high-income demands. For instance, in the case of the newly invented product, this rise in foreign demand (assisted by economies of scale) leads to a trade pattern whereby the United States exports the product to other high-income countries. Other developments also occur in the maturing product stage. Once the American firm is selling to other high-income countries, it may begin to assess the possibilities of producing abroad in addition to producing in the United States.

Stage 4: Saturation. It is a stage in which there is neither increase nor decrease in the volume of sale. A through modification in the attribute of the product is needed to attract new consumers. Competitors product at this stage would have started gaining its market share.

Stage 5: Decline By this time in the product's life cycle, the characteristics of the product itself and of the production process are well known; the product is familiar to consumers and the production process to producers. This occurs when the product peaks in the maturity stage and then begins a downward slide in sales. Eventually, revenues drop to the point where it is no longer economically feasible to

continue making the product. Investment is minimized. The product can simply be discontinued, or it can be sold to another company. Production may shift to the developing countries. Labor costs again play an important role, and the developed countries are busy introducing other products. For instance, the trade pattern shows that the United States and other developed countries have now started importing the product from the developing countries. On costs and revenues: Low production costs and a high demand ensures a longer product life. When production costs are high and demand is low, it is not offered on the market for a long time and, eventually, is withdrawn from the market in the "decline" stage. Note that a particular firm or industry (in a country) stays in a market by adapting what they make and sell, i.e., by riding the waves (Raymond Vernon, 1968). And when we take the specific movie, program and TV play as a tourist product, its life cycle is also divided into five stages. In different life cycle, the needs of the audience is different, for example in the development stage, the audience is more likely to focus on tourism product freshness, and in the introduction, growth, maturity of the three stage, the audience will focus on aspects of the product which will bring out the service quality. Only by constantly innovating and improving service quality and combining different marketing methods can we extend the life cycle of star reality show tourism products, so that we can make full use of star reality show tourism resources.

#### **2.4 Market segmentation theory**

Market segmentation is put forward by Wendell Smith in 1956. It means marketers through the market research, according to the different needs and different needs of consumers, the process of classifying consumers (Shao, Shi, & Li, 2011), if they are divided into the same category of consumers, they also have some similarities in demand, while consumers who are divided into different categories have different needs. This allows the company to understand how many segments of the market are suitable for the company and clearly know the specific demand for each niche market.

The tourism market segmentation is said in front of the consumers to specific groups of tourists, tourists will be divided into different tourism needs of different groups, in the same group, their purchasing power, demand, interest etc. are relatively close, and different groups of tourists will present some differences. We look at the same group of tourists as a market (Shao, Li, & Shi, 2011). Market segmentation plays a big role for the tourism company, first is in favor of the company's target market selection and formulate the corresponding marketing strategy, in order to adapt to the change of market demand, improve the ability of the company and the competitive power; second is advantageous to explore market opportunities, develop

potential the tourism market; third is conducive to resource investment target market, effectively help in product, price, channel and sales promotion, to get some market advantage. Tourism market segments have the following four aspects: first, according to the demographic characteristics of tourism market to subdivide the; second, subdivided according to the behavior characteristics of tourists; third, according to the psychological characteristics of visitors to fourth, according to the market segmentation, market segmentation quality, the market quality refers to the potential market the sales ability. These four aspects are used to segment the market, and find out those tourists who have high consumption level, strong tourism behavior and high market quality, so that we can choose the best target market.

### **2.5 The relationship between the program and the audience's travel behavior**

After the audience watching their love movies or reality show star travel program, will be influenced by them to travel behavior, in has not reached destination before the audience will be related to the content and photos according to before in a movie or a reality TV star tourism program obtained to understand tourism, tourism and perception tourism decision. The natural scenery and folk customs related to the related contents of the tourist attractions are the key factors to attract the audience. The audience may be able to travel as a result of these external attractiveness.

The behavior of the audience to travel is influenced by various factors. For example, their economic ability, time, attitude to life, interest, experience and so on all affect the audience's travel behavior. It is the most popular theory to study the influence factors of tourism behavior motivation, and the use of "push pull" theory to divide its influence factors is the most popular. Among them, the factors that can stimulate tourists' demand for tourism are thrust factors. The natural scenery of the scenic spots, the natural scenery of the scenic spots, and the comprehensive services provided by the tour operators to tourists are the pull factors. Liu Changxue to "push pull" theory as the foundation, push factors and pull factors, visitors to the tourism research motives, he believes the thrust factors include five aspects of the rest factors, cultural factors, prestige, family factors, fresh and stimulating factors. The factors of pulling force include four aspects: the image factor of the tourist place, the cultural factor of the tourist place, the tourist facilities and the service factors. Song Ziqian believes that the thrust factors and pull factors are interrelated, pull factors can be established in the thrust of the basis, therefore, in the study of tourism motivation, must consider the influence of tourist motivation factors and factors of thrust force.

Tourist attractions attract audiences' attention by shooting movies and star reality shows, and the location involved is also a tourist attraction factor. In the movie and star reality show tourism program publicity, let the audience through the perception of the program image, produce a series of complex influence to the tourism destination's travel behavior. In the process of producing travel behavior, the audience will decide whether to go to the tourist place according to their behavior according to the scenery that they saw in the star reality show tour program and the cultural atmosphere they feel. From the basis of the existing theoretical research on that tourism can star Tourism Festival broadcast to attract the audience to travel to travel, this is to stimulate tourism, tourists are attracted by the tourism as the reality show star travel show shot to the scenery and the cultural atmosphere, it produced travel behavior (Meng & Yuan, 2006), and the star reality show travel program, through all kinds of media publicity, can cause visitors to travel to the tourist place, because they are attracted by the content and program of the star reality show itself, which is the thrust factor (Fu, 2007). According to the above narration, the star reality show's tourism program will generate thrust factors and produce pull factors for the audience from shooting to broadcasting. It is a factor of thrust that the audience will travel on a tourist destination because of the star reality show. At the same time, thrust factors will also satisfy the needs of the audience to some extent, such as the pursuit of spiritual emancipation, the satisfaction of specific needs, the physical and mental relaxation, and so on (Dai, 2006).

Based on the core idea of "push pull" theory, the movie and star reality show itself also have a series of influences on the tourists' travel behavior, which is called the pull influence. the audience to travel in many aspects of the existence of a common point, but also has a certain difference. Because of these differences, we can find that movie and star reality show travel programs can affect audiences' travel behavior through tourism, movie and program content, movie and star reality shows. Through the changes brought by the external factors of the movie and the reality show, the psychological factors of the audience tend to choose the corresponding tourist spots mentioned in the movie and the program.

## **2.6 The analysis of the influence of the program on the audience**

According to the literature review, combined with the attraction characteristics of the star reality show tourism program to the audience, we can conclude the factors that influence the audience's travel behavior by the star reality show program, which can be divided into three aspects.



The first is the reality show star tourism program content attraction: it shows that the content is very attractive, and add more eye-catching stars, let the potential tourism market has not paid tourism action, the potential audience how to travel behavior.

The second aspect is the attraction of the tourist destination selected by the star reality show: Tourism Shot through the reality show star travel program, attracting a large number of visitors come to visit, at the same time, through the TV program, but also to establish a tourism destination image, so that the masses through the reality show star tourism publicity, to further understand the situation of tourism resources. And through the filming of the program, it can also promote the potential tourist market to produce tourism. And, in order to promote tourism, or to come together in the decision to travel some remarkable features and reality show star travel programs better, if the value proposition and movies and programs with the tourism theme, you can use the combination of tourist attractions and programs to improve the attractiveness of tourism destination.

The third aspect is the attractiveness of follow-up effect: the star reality show tour program will be publicizing by the media before its filming. It will attract audiences not only in the filming process, but still have some attraction for the audience after the shooting. In some programs after the shooting, then there will be some media reports, in order to attract more people, this propaganda has continued, the audience through the media propaganda, constantly exposed to framing tourism the tourism reality show star show, so the tourism image will give the audience have a period of impression. The film and reality TV star tourism after the program launch, will improve the tourism popularity and reputation in a certain extent, there is a potential source of part of the travel behavior is only produced in after watching the movie or reality show star travel show, this is the program after continued attracted effect.

According to the above analysis, a reality TV star tourism program attraction, tourist attraction and its subsequent effect the attraction of three factors will affect the audience's travel behavior, according to the different influencing factors, the audience on the reality show star travel show different level of concern into groups of different cognitive factors, cognitive group the influence of different programs by.

## **2.7 Where Dad went to travel with the audience**

In this paper, "daddy go" program for example on effects of reality show star travel programs to the audience to travel behavior, summarized from the above three factors: to attract in the content, based on the "" daddy go " in the program, star dad with a lovely child in the journey of life in the current situation, father and children the warmth of scenes," "Daddy where program should invite more charismatic star", "the theme song of the musical", "tourism culture" of the three problem analysis and detection programs for the audience to travel behavior; in the sample data of perception to the shooting. In this paper, "" daddy go "program group shot the tourism scenery beautiful enough to feast the eyes", "" daddy go "program group show the local folk custom" and "Dad" Where to go to "program for tourism to enhance the visibility," daddy go "program for tourism development opportunities" and "attention" where Dad "tourism people will be more" and "help build tourism brand" six problems in the analysis of reality show star tourism shows to the audience travel behavior influence.

## **2.8 Research hypothesis**

The influence of the pop star reality show program "Daddy where to go" on the audience's travel behavior is very popular in the whole country. Other star reality shows, such as "flower sister", "flower and youth", "two days and a night" and so on, all have an impact on tourists' travel behavior. From the 1990s to the present, Chinese scholars have paid more and more attention to the development of the star reality show tourism, and have obtained a certain degree of research results.

On the basis of the fact that the tourism industry is driven by the program, and the domestic and foreign scholars' research summary, this paper puts forward the following research hypothesis:

H1. The star reality show has an impact on the audience's travel behavior.

H2. The star reality show has an impact on the time of the audience's stay.

H3. The star reality show has an impact on the audience's choice of tourist destinations.

H4. The star reality show has an impact on the audience's choice of accommodation.

H5. The star reality show has an impact on the level of tourism consumption of the audience.



## **CHAPTER 3**

### **RESEARCH METHOD**

#### **3.1 "Where do dad go"**

"Daddy where to go" program is a reality show that Hunan satellite TV introduced from the MBC (Munhwa Broadcasting Corporation) TV station of Korea to travel with its children. It was launched in October 11, 2013. The main purpose of the program is to make the audience attach importance to the communication and interaction with the children through the interaction between the star's father and the children. The Korean version is the five star dad to take children to a relatively poor living conditions or remote villages to live together, and at the same time, bring children to spend the night in a difficult environment (Li, 2013). Hunan TV in respect of a Korean version of the case, pay more attention to the test of star dad with children in the ability to let more people are busy with work and pay more attention to communication and interaction between children, innovation launched to interact with the children for the purpose of "daddy go". In the program, star Dad together with the children for up to 72 hours of journey experience, by the father alone to take care of the child's life, at the same time, the program group will be assigned various tasks to each family to complete together, thus narrowing the rarely organic stay in between my father and child with the distance to their memories common. In the program, the dual role of both star dad to be a father and mother, in the care of the child's life daily life at the same time, also should not pay attention to change every hour and moment, to the children emotionally so in the shooting star dad will be very hard (Xu, 2014), through the shooting of the program, makes more pop stars know that their wives are having trouble with their children at home, and the audiences will feel the same after that. They will love their wives and love their wives more and more from inside to outside, and try their best to be a good father.

The program has a strong local characteristics, have been taken in Beijing, Shapotou, Ningxia Lingshui village centre Yunnan Wenshan, Shandong Weihai Jiming Island, North Hunan, Yueyang, Heilongjiang, Mudanjiang Bai Si Cun Xue Xiang, Zhejiang Jiande new leaf village, Chongqing Wulong fairy hill, etc. In the program, a great number of beautiful landscapes and cultural customs were shown, enjoying the beautiful natural scenery, experiencing the simple folk customs, and the intimate interaction between the star father and the children. The audience can follow the camera to enjoy the natural light of nature. In addition to the wonderful program content and the picturesque scenery to attract the audience's attention, and show the theme song "daddy go" and song "baby" where to go, these songs are full of childlike children, people catchy won the audience favorite. According to the data collection,

where is daddy's reality show, the reality show tour program has won the first seat of the national ratings at the same time with a ratings of 2.03%. It has become a hot topic for everyone to talk about for a while, and has also attracted the attention of tourists (Zhao & Li, 2011).

### **3.2 Questionnaire survey design**

In this paper, we designed the questionnaire about where the father went to the audience's travel behavior. The questionnaire includes three parts, the first part: the demographic characteristics of the residents of Hangzhou City, and Hangzhou city residents to "daddy go" program understanding; second part: the audience for "where" father to cognition; third part: the audience to "feature where Dad" filmed tourism behavior. The second and third parts of the author will be measured by the five - point scale scale of Lee Kate. Likert scaling is a bipolar scaling method, measuring either positive or negative response to a statement. Sometimes an even-point scale is used, where the middle option of "Neither agree nor disagree" is not available. This is sometimes called a "forced choice" method, since the neutral option is removed (Allen & Seaman, 2007). The neutral option can be seen as an easy option to take when a respondent is unsure, and so whether it is a true neutral option is questionable. A 1987 study found negligible differences between the use of "undecided" and "neutral" as the middle option in a 5-point Likert scale (Armstrong, 1987). The scale is named after its inventor, psychologist Rensis Likert (Likert, 1932). Likert distinguished between a scale proper, which emerges from collective responses to a set of items (usually eight or more), and the format in which responses are scored along a range. Technically speaking, a Likert scale refers only to the latter (Derrick & White, 2017). The difference between these two concepts has to do with the distinction Likert made between the underlying phenomenon being investigated and the means of capturing variation that points to the underlying phenomenon (Carifio & Perla, 2007). When responding to a Likert item, respondents specify their level of agreement or disagreement on a symmetric agree-disagree scale for a series of statements. Thus, the range captures the intensity of their feelings for a given item (Burns & Burns, 2008).

Cognition is a multidimensional questionnaire survey, from the location, content and significance of the three aspects, the design of "Daddy where program" cognitive scale index, the index consists of 13 indexes, including cognition, attitude and influencing factors of respondents according to their own requirements for "the cognitive situation where Dad" program, from 1 (strongly disagree), 2 (disagree), 3 (not necessarily), 4 (agree) and 5 (strongly agree) the choice of these five options.

### **3.3 Data analysis tools and ideas**

It is assumed that "where the father goes" the star reality show has an impact on the audience's travel behavior. On this basis, through the analysis of the SPSS22.0 and Excel2017 statistical software in the following steps: first step, analysis the survey data obtained in the first part, summarizes the demographic characteristics of Hangzhou residents and residents of Hangzhou "where Dad" show understanding of the situation; the second step, the reliability analysis of influencing factors of statistics the multiple factors and then through cognitive analysis to reduce the lead and Treviso index, and puts forward the influencing factors of cognitive factors and common factors; the third step, clustering analysis of cognitive indicators, divided by different groups for "cognitive" show where Dad effect, through the analysis of "cross travel behavior characteristics dad where to go to" different cognitive groups.

### **3.4 Sample selection and investigation method**

Select the residents of the city of Hangzhou as a tourist investigation object is, according to the current Hangzhou city has a population of 9 million 188 thousand, as well as the development of the Hangzhou municipal government attaches great importance to the tourism industry, through the G20 summit held after the municipal government pay more attention to the development of the tourism industry, adhere to the tourism industry as a strategic technology and industry to foster and develop. Hangzhou residents still prefer to travel. According to the collected data, from 1996 to 2005, the number of outbound tourists in Hangzhou increased from 190 thousand and 100 to 826 thousand, with an average annual increase of 19.1%. In 2006, the number of outbound tourism in Hangzhou reached 221 thousand and 600, accounting for 81.4% of the total number of outbound tourism in Zhejiang Province in the same year. In 2012, the relevant data shows that there are 17.3% families to travel during the Spring Festival period, the average household travel number is 2.5. And after investigation, the family households are travel travel cost is expected to 7000 yuan, of which the lowest cost is expected to 500 yuan, the highest 5000 yuan; per capita spending is expected to 2800 yuan, the lowest cost of 250 yuan, up 2500 yuan (Feng, Liu, & He, 2012). according to the statistics of tourism consumption per capita in 2017 of 2018, the total amount of orders from the holiday products, Ctrip released "public tourism consumption in Hangzhou City 2017 city tourism consumption list" up to fourth "in 2017, people were tourism consumption list, Hangzhou City, the average consumer spending power and are willing to spend money on travel ranked third (Xu, 2018). Therefore, taking Hangzhou residents as an object of study, this paper has a certain representativeness to study the influence of daddy's going to the audience.

This research mainly adopts the method of questionnaire survey, from January 1, 2018 to March 31st questionnaires, the process of issuing questionnaires on individual samples were interviewed to understand some samples for "cognition" show where Dad, and the watch is will have to travel, and what are some influence travel behavior factors. In January 1, 2018, 190 copies were issued in Gongshu District, Hangzhou, and 170 questionnaires were collected. In February 1st, 190 copies were issued in Xihu District and 160 questionnaires were collected; In March 1st, 170 copies were issued and 150 questionnaires were collected. A total of 550 questionnaires were sent to the questionnaire, 480 of which were recovered, and the rate of recovery was 87%. After excluding the incomplete questionnaires and the questionnaires that had not been seen in the questionnaire, the effective questionnaire was 450, the effective rate was 94%. Excel2017 and SPSS22.0 were used to analyze the data of the questionnaire.

### **3.5 The social demographic characteristics of the sample**

In the questionnaires in the statistics can be found by the proportion of men and women is more balanced, more women than men slightly a little higher, the age structure of mainly young and middle-aged, the largest proportion is 20 - 49 years old at this stage, accounted for 96%, in the cultural level of the sample in undergraduate education accounted for the most that can be seen from the statistics, the characteristics of culture medium to high level of occupation, which appear in the sample is very diverse, which accounted for a large proportion of students, but also engaged in education, designers and position as manager, these samples are family income in the medium high the level of 3500-4500 yuan this interval for most samples with single family structure most, family structure are also other accounted for a certain proportion. It can be seen from the statistics that the collected samples basically contain all the demographic characteristics of the society, so it has a certain representativeness. Based on this basis, the data obtained are scientific.

Table 3 - 1 Sample composition

Population variable		Frequency	Percentage ( % )
	Male	209	46
	Female	241	54
	< 20 years of age	7	2
	20—30 years of age	277	62
	30—40 years of age	125	28
	40—50 years of age	31	7
	≥50 years of age	10	2
Degree of Education	High school and below	15	3
	Junior College	80	18
	Undergradu ate	260	58



	Master	90	20
	Doctor	5	1
Occupation	Student	140	31.1
	Designer	20	4.4
	Manager	30	6.7
	Education	33	7.3
	Individual Manageme nt	13	2.9
	Information Technology Technician	10	2.2
	Medical care	15	3.3
	Business Managers	66	14.7
	Other	123	27
Per capita income of the family	< ¥ 2500	30	7
	¥ 2500— ¥ 3500	55	12
	¥ 3500— ¥ 4500	230	52

	¥ 4500— ¥ 5500	115	26
	¥ 5500≥	20	4
Family Structure	Single	202	45
	Unmarried (Object)	32	7.1
	Married	210	47
	Three generations living under the same roof	6	1.3

## CHAPTER 4

### THE INFLUENCE OF THE PROGRAM ON THE AUDIENCE'S TRAVEL BEHAVIOR

#### 4.1 Reliability analysis

Scientific scale should be has a certain validity, so we need to use the reliability analysis to determine the validity of the scale, The Cronbach alpha reliability coefficient is the most commonly used reliability coefficient at present, In statistics (classical test theory), Cronbach's  $\alpha$  (alpha) (Cronbach, 1951), is the trivial name used for tau-equivalent reliability as a (lowerbound) estimate of the reliability of a psychometric test. Synonymous terms are: coefficient alpha, Guttman's  $\lambda_{33}$ , Hoyt method and KR-20. the formula is:  $\alpha = [k / (k-1)] \{1 - (\sum S_i^2) / ST^2\}$

K: is the total number of item items in the scale.

$S_i^2$ : is the intra question variance ( $i=1,2,\dots$ ) for the score of title I. K).

$ST^2$ : is the variance of the total score of all the items.

The theoretical value of alpha varies from 0 to 1, since it is the ratio of two variances and the variance in the denominator is always at least as large as the variance in the numerator. However, depending on the estimation procedure used, estimates of alpha can take on any value less than or equal to 1, including negative values, although only positive values make sense (Ritter. 2010). Higher values of alpha are more desirable. Some professionals, as a rule of thumb, require a reliability of 0.70 or higher with 0.60 as the lowest acceptable threshold (obtained on from substantial sample) before they will use an instrument.

Although Nunnally is often cited when it comes to this rule, he has actually never stated that 0.7 is a reasonable threshold in advanced research projects (Nunnally, 1978). And obviously, this rule should be applied with caution when  $\alpha$  has been computed from items that systematically violate its assumptions, such as the use of ordinal items, as Cronbach's Alpha is only a lower limit for a large sample within a metric space. Furthermore, the appropriate degree of reliability depends upon the use of the instrument. For example, an instrument designed to be used as part of a battery of tests may be intentionally designed to be as short as possible, and therefore somewhat less reliable. Other situations may require extremely

precise measures with very high reliabilities. In the extreme case of a two-item test, the Spearman–Brown prediction formula is more appropriate than Cronbach's alpha (Eisinga, Grotenhuis, & Pelzer, 2013).

This has resulted in a wide variance of test reliability. In the case of psychometric tests, most fall within the range of 0.75 to 0.83 with at least one claiming a Cronbach's alpha above 0.90 (Nunnally, 1978).

Table 4 - 1 reliability statistics

Cronbach's Alpha	N of Items
0.805	450

#### 4.2 Factor analysis

First, the author analyzes whether the sample data are suitable for factor analysis, mainly depends on whether there are some common factors between sample variables, that is to say whether we can extract common factors. Through the understanding of Hangzhou residents' attitude toward "Daddy where to go" program, Cevat finds that the five points of Li Ke's special measure mean are between 3.5 and 5, indicating that the cognition level of Hangzhou residents to "daddy go to where" program is still high. Among them, that "the sample data will help to create tourism products" shooting the most, that is to say the most Hangzhou residents believe that through the reality show star travel programs filmed and broadcast, can form public awareness in the shooting of tourism products, and put on the label by Dad where to go; share row has order is the film folk custom is very attractive, where Dad is very good to show the shooting of folk customs, folk customs that show movies, reality show star tourism program content, very easy to cause the resonance of the audience, more and more tourists in the pursuit of tourism culture connotation; low awareness are the "experience of rural life, recover the original simplicity life", "the show's theme song sweet", the details are as follows.

Table 4 - 2 Descriptive Statistics

Index	Mean	Std.Deviation	Analysis N
The scene of the shooting is beautiful	3.90	0.810	450

The popular folk custom is very attractive	4.40	0.925	450
Rural life experience, recover the original simplicity of life	3.10	1.052	450
The form of parent child interaction is novel and the atmosphere is relaxed and funny	3.95	0.965	450
The pleasing of the theme song of the program	3.37	0.911	450
The show should invite more famous stars	3.50	1.151	450
Where's daddy to go is very cultural	3.60	1.336	450
"Where's daddy to go" is a good way to show the folk custom of the shooting area	4.00	0.813	450
"Where does Dad go" is a good way to show the natural scenery of the shooting	3.66	1.312	450
"Where does Dad go" is well known	3.85	1.122	450

Good for making tourist products	4.55	0.500	450
Bring business opportunities to tourism development	3.67	0.81	450

Before the factor analysis, has a very strong correlation between the testing results of the samples of original variables, through the Bartlett test of sphericity (Bartlett test of sphericity) and KMO (Kaiser-Meyer-Olkin) on the premise of analysis, the KMO value is 0.833 from the table, to meet the requirements of the premise of factor analysis, this also means that the data can be used to study the factor analysis. As well as the data through the Bartlett sphericity test ( $P < 0.05$ ), it shows that the research data are suitable for factor analysis.

Table 4 - 3 Bartlett test of sphericity and KMO test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.833
Bartlett test of sphericity	Approx. Chi-Square	1877.374
	df	66
	Sig.	0.000

The next step is to extract the common factor, factor extracted to consider the common features of samples is shown, minimize the loss of original information, using the varimax rotation method is used to extract the common factor rotation, let common factor that has the scientific nature, and also has an explanation, put forward three factors of all samples the reliability of the public, factor analysis, the reliability coefficients are above 0.8, indicating the common factor extracting credible, effective. The common factor of extraction is shown in the table.

Table 4 - 4 factor analysis results of cognitive index

Cognitive factor	Factor load	Characteristic root	Cumulative variance interpretati	Reliability (alpha)
------------------	-------------	---------------------	----------------------------------	---------------------

			on	
Common factor 1: location		2444	81.474	0.886
The scene of the shooting is beautiful	0.854			
The popular folk custom is very attractive.	0.928			
Rural life experience, recover the original simplicity	0.924			
Public factor 2: content cognition		1968	49.191	0.858
The form of parent child interaction is novel and the atmosphere is relaxed and funny	0.864			
The pleasing of the theme song of the program	0.798			
The show should invite more famous stars	0.843			
"Where does Dad go" is very cultural	0.733			
Public factor 3:		3046	60.918	0.833

meaning cognition				
"Where's daddy to go" is a good way to show the folk custom of the shooting area	0.865			
"Where does Dad go" is a good way to show the natural scenery of the shooting	0.844			
"Where does Dad go" is well known	0.846			
Good for making tourist products	0.690			
Bring business opportunities to tourism development	0.627			

### 4.3 Where does dad go to different cognitive groups

Different people may have similar perceptions of the same thing, and may also produce different opinions. The travel behavior of the different groups of people in Hangzhou is different to "where dad goes". The cluster analysis of the 12 cognitive index is carried out by using SPSS22.0 fast clustering. Finally, all samples are divided into three categories: neutral, ignorant and followers. Then the variance test was conducted. The variance of all the main indicators of the three different cognitive groups was 0, indicating that these three categories had significant difference in the cognition of "Daddy where to go" program, and the sample was divided into three categories, which is very reasonable.



Table 4 - 5 Hangzhou residents' clustering center for "where dad goes"

	Category		
	1	2	3
The scenery is beautiful.	4	3	2
The popular folk custom is very attractive.	4	3	3
Rural life experience, recover the original simplicity	4	2	2
The form of parent child interaction is novel and the atmosphere is relaxed and funny	3	3	2
The pleasing of the theme song of the program	3	2	2
The show should invite more famous stars	4	2	3
"Where does Dad go" is very cultural	4	2	2
"Where's daddy to go" is a good way to show the folk custom of the shooting area	4	3	2
"Where does Dad go" is a good way to show the natural scenery of the shooting	4	3	3
"Where does Dad go" is well known	4	3	4
Good for making tourist products	4	3	3
Bring business opportunities to tourism development	4	2	4

Note: Note: 1. 1-4 expresses the degree of consent, 1 expresses very disagreement; 2 expresses disagreement; 3. expresses consent; 4 means very agreeing.

2. The lower the score, the more disapproving, and the vice versa.

Table 4 - 6 Hangzhou residents' cognitive clustering of "where to go to Dad" contains a sample scale

Category	1	150
	2	70
	3	230
Effective Sample		450
Missing Number		0.000

Class one: followers. Following a total of 150 samples, accounting for 33% of the total sample, they are "Daddy where program" followers, they love watching reality TV star travel program, at the same time to show the location, the plot and the program has high practical significance of awareness, impact on the entire program to broadcast and after the program is accepted the. So this group of groups is called "follower".

The second category: the ignorant. Ignore the total sample number 70, accounting for 16% of the total number of samples, they are not concerned about "where Dad" program, even if occasionally watch, but to show the shooting, show plot and practical significance do not agree, not interested in the entire program, not because of watching programs have to travel the behavior of. So this kind of crowd is called the "ignorant".

The third category: the neutral. The number of neutral samples is 230, accounting for 51% of the total sample size. Their attitude towards daddy's going to the program is neither agree nor disagree. It is always neutral for the whole picture, the plot and the practical significance of the program. So the crowd is called the "neutral".

#### **4.4 Comparison of the characteristics of three types of cognitive groups**

In order to compare the differences between the basic characteristics of the three cognitive groups, the author then compares it by using cross analysis. Their basic characteristics include gender, age, occupation, family structure, family per capita

monthly income of the sample and so on, at the same time also includes the samples of "basic" show where dad know, through the comparative analysis about the three cognitive groups the basic characteristics have difference.

First, chi square test is used to measure the similarities and differences between the three cognitive groups. Before the chi square test, we first need to set up the null hypothesis, assuming that the social demographic characteristics of the neutral, followers and ignorers have the same characteristics to the cognition of the program where the daddy is going. If the value of chi square test is lower than the significance level, the null hypothesis is accepted. If the value is greater than the significance level, then the null hypothesis is accepted.

In terms of gender comparison of the three cognitive groups, from the following table, we can see that the neglects, neutrals and followers exhibit similar characteristics in terms of gender. Neutral and ignored in the proportion of men is higher than the proportion of women, the men for watching "daddy go" program and to shoot to travel behavior is less than the women, usually male neutral and ignored attitude to the reality show star travel programs to more. Their travel behavior has rational characteristics. The followers of the proportion of women in higher than the proportion of males, suggesting that females after watching "daddy go" after the program to produce a higher proportion of travel behavior, they are more easily influenced by outside factors, the characteristics of travel behavior presented in favor of sensibility.

Table 4 - 7 gender comparison of three groups of cognitive groups (%)

	Male	Female
Followers	33.97	66.03
Neutral	57.92	42.08
Ignorant	62	38

In the age, from the following table can be seen in the group of the three types of cognitive age have similar characteristics, they are mainly concentrated between 20 - 30 years old at this age level, are concentrated in this group because this age level groups, generally a college student; but also has a certain the funds, students love the pursuit of fashion and fashion, the conversation in the students, hit films and television shows and reality TV star tourism programs become the focus of their discussion, so they are higher on "awareness of where Dad" program, and according

to the students of novelty seeking strange psychological needs they are also more susceptible to the program and to the shooting of tourist behavior. Then, at the age of 30 - 40 age levels is relatively high, because this age group is married and has a child, for "daddy go" awareness programs will be relatively high, at the same time, they also by watching the programme so that they have to participate the idea, so they pay more attention to their children.

Table 4 - 8 age comparison of three cognitive groups (%)

	<20 years of age	20-30 years of age	30-40 years of age	40-50 years of age	≥50 years of age
Followers	0.0	55.3	40.3	1.5	10.5
Neutral	0.0	50	46.7	2.8	2.5
Ignorant	0.5	57	43.5	7. 4	0.0

In the comparison of cultural levels, the following table shows the similarities between the three types of cognitive groups in the cultural level. They all have a high cultural level, which shows the recognition of programs. People with higher culture level will be more concerned about star reality show tourism programs, and will decide whether they will generate tourism if they are affected. Among them, the proportion of education is the highest, because the proportion of respondents themselves is the highest in the cultural level, followed by master and college, especially the followers in the three cultural level. The proportion of the ignorant people in the two types of cultural levels, such as high school, high school, and doctorate, is relatively large.

Table 4 - 9 a comparison of the cultural degree of three cognitive groups (%)

	High school and below	Junior College	Undergradu ate	Master	Doctor
Followers	6	60	35	66	2
Neutral	10	35	60	45	0.3
Ignorant	15	5	5	3	11

In terms of career comparison, it can be seen from the following data that the

three categories of cognitive groups are different in their careers. The main factors that influence the behavior of star reality shows are students and business executives. Meanwhile, the proportion of education, managers and designers is relatively high. The neglect is mainly composed of medical staff and IT technicians. The follower is mainly composed of students, their proportion is as high as 50%, so it can be concluded that the students to pay attention to the reality show star travel program is great, and the students in the comparison easier advertised accept reality show star travel programme content, as long as the conditions are met, will be prone to travel behavior.

Table 4-10 Comparison of the occupational composition of three types of cognitive groups (%)

Comparison of the occupational composition of three types of cognitive groups (%)	Student	Education	IT (Information Technology) Technician	Medical staff	Manager	Designer	Business managers
Follower	60	12	10	14	23	16	32
Neutral	30	21	40	13	18	13	20
Ignorant	23	4.3	27	34	22	6.5	15

In the family per capita income comparison, it can be seen from the following table that the characteristics of these three groups of cognitive groups are similar in this respect. The per capita income level will be generated to travel behavior in the

middle high, the largest group of followers is the family per capita income in 3500 yuan, 4500 yuan this interval, then is 4500 yuan, 5500 yuan this interval of proportion in this group, the level of per capita income of the group is a reality show Star tourism program the faithful audience, affected by the reality show star tourism programs will be relatively easy to produce travel behavior, but seen from inside and outside the higher family income per capita of reality show star travel program's attention will be reduced, such as followers at more than 3500 yuan to 4500 yuan this interval, attention will be paid to the proportion will decline. Neutral and ignore the proportion is the highest in 3500 yuan, 4500 yuan range group, while other followers and neutral share of 2500 yuan in the proportion is not too low, these groups love track star travel program, while ignoring it occupies in the range of 5500 yuan higher than the the proportion of these groups on the quality of tourism experience some of the requirements are relatively high.

Table4-11 Family per capita income of three types of cognitive groups (%)

	< ¥2500	¥2500— ¥3500	¥3500— ¥4500	¥4500— ¥5500	≥¥5500
Followers	15	32.5	45	36.7	12
Neutral	15.7	20	52.5	35	16.9
Ignorant	9	21.5	36.2	20	33.5

In the comparison of family structure, it can be seen from the table that the three groups of cognitive groups have certain differences in this respect. The most easily neglected family structure is the family of three generations. The proportion is 25%. Secondly, it is unmarried (married). The highest level of neutrality was married, with a proportion of 43%, followed by unmarried (object) and the three generation. But the most prone to follow the tendency mainly focused on the single on the reality show star travel program, the ratio reached 55.2%, and is unmarried (the object), which explains the now single and single out of these groups, if attention to the reality show star travel program, will be easier to get the star reality show travel programs influence to tourism behavior more likely.

Table 4 - 12, family structure comparison of three types of cognitive groups (%)

	Single	Unmarried (Object)	Married	three generations

				living under the same roof
Followers	55.2	25	20	4
Neutral	15.3	24	43	22
Ignorant	8	20	13	25

In terms of the calculation of the number of tourist times in 2017, the following table shows that three groups of cognitive groups have similar characteristics in this respect. In the year 2017, the proportion of two followers, neutral and overlooked travel the highest in more than 40%, indicating that Hangzhou city residents overall is willing to travel for tourism, their awareness is relatively high, the second is to travel three times the proportion is quite high in 2017 the. And they are obviously different in 2017 is not the highest proportion of tourism experience is neutral, accounted for 10%, which indicates the effect of neutral is not reality TV star travel program and travel behavior, travel in 2017 five times and five times with the highest proportion of the travel experience. Is ignored, accounted for 15%, indicating that although not too concerned to ignore the reality show star travel program, but not their impact on tourism action.

Table 4 - 13 comparison of the number of tourist groups of three types of cognitive groups (%)

	0times	1times	2times	3times	4times	5 and more than 5 times
Followers	6	21	46	33	5	6
Neutral	10	17	43	30	10	12
Ignorant	3	12	40	26	4	15

In the comparison of the amount of tourism consumption, it can be seen from the following table that the three categories of cognitive groups are similar in this respect. Followers, neutral and ignored the tourist consumption is the highest in 3000 yuan, 4000 yuan this interval ratio, and the tourism consumption of 2000 yuan in the proportion is low, the proportion of neutral in 2000 yuan, 3000 yuan consumption

interval is the highest, while the higher tourism consumption groups more likely to become ignore reality show star tourism program, ignoring the tourist consumption reached 4000 yuan and 4000 yuan more than the highest proportion of the tourism consumption groups followers in 2000 yuan, 3000 yuan and 3000 yuan, 4000 yuan in the interval most, showing the effect of reality show star tour program by program after followers have to travel, and to a relatively high level of tourism consumption in tourism.

Table 4 - 14 comparison of tourist consumption of three categories of cognitive groups (%)

	< ¥2000	¥2000≤ ¥3000	¥3000≤ ¥4000	≥¥4000
Followers	10	42	45	27
Neutral	6	38	30	23
Ignorant	4	21	33	40

Through chi square test, the people surveyed have been "daddy go" TV program to travel on the one hand, from the table we can see that the three types of cognitive group is a similarity in this respect, according to the data in the table we can observe, followers and neutrals and ignore them have been significantly higher than the proportion of the proportion of No. This result shows that not all who are to ignore the reality show star travel show attitude is negative, so they will be affected by the reality show star travel programs to travel behavior in a small extent, and neutral attitude to the reality show star travel program is neither support or oppose, so their travel behavior will be less affected by the program, because the followers watch reality TV star travel program will have to shoot the tourism behavior.

Table 4-15 Whether three groups of cognitive groups have been compared to photographed tourism (%)

	YES	NO
Followers	65	35
Neutral	60	40
Ignorant	58	42



#### 4.5 Comparison of the characteristics of three cognitive groups in tourism behavior

In order to test whether there are differences in travel behavior between the three cognitive groups, then we use crossover analysis to analyze the behavior characteristics of the followers, the neutral and the ignorant. The behavioral characteristics of traveling include how long it is willing to stay for tourism, what kind of accommodation to choose, how much money it will spend on traveling, and whether it wants to travel or not. The following zero hypothesis is also proposed: the followers, the neutral and the ignorant have similar characteristics in the behavior of traveling.

In terms of whether to travel or not, there are differences between the three cognitive groups. From the table below, we can find out where daddy is going, because a neutral visitor watched the program and decided not to go to a slightly higher proportion. So whether they are on the movies, reality show star travel shows or TV, or to travel attitude is neutral; it seems "followers dad where to go after the show will go", and would not significantly higher than that of go and certainly not to the proportion, that is because of "love dad followers where to go to" program, and shows the significance of identity propaganda, then they will want to shoot more feeling and experience, so, no matter they are to show themselves and to shoot this tourism, are holding a positive attitude; ignore because don't pay attention to the "father". By the program, so they have little effect, basically not because the program influence travel behavior, therefore overlooked this kind of relatively high proportion in not, then It is sure that they will not go, will go and will definitely go, indicating that the behavior of neglecting tourists is not very obvious by the movie, the reality show shows, or the TV shows. Generally speaking, whether the three cognitive groups travel is basically proportional to their attention to movies, star shows, travel shows or TV dramas. The more concerned they are, the easier they are to travel.

Table 4 - 16 whether three types of cognitive groups go to travel (%)

	It's certainly not going to go	Not to go	Go to	It's going to go
Followers	1	3	55	40
Neutral	5	27	13	5
Ignorant	14	30	7	3

The three groups showed significant differences in the most wanted areas. On the outskirts of Beijing, Yunnan Wenshan Lingshui village, Chongqing Wulong fairy mountain and the north of Guangdong Guangzhou Changlong wildlife zoo, the tourism development is relatively mature shooting, followers and neutrals and ignore differences manifested little, which shows the local tourism development is relatively mature in the tourist attraction is consistent. But for some not to improve the development of tourism, tourists do not know the name of shooting, after playing "daddy go" show, followers and neutrals and ignore the difference will be more obvious, followers of these areas are most interested in, the yearning, followers of the travel behavior is the most strong, due to the influence of followers by star movie or TV reality show programs, tourism is most intense, they are the reality show star travel program The follower is also tourism followers; for these unknown shooting, neutral and ignore the selected proportion is relatively small, they go to the tourist destination choice is based on their understanding of the tourism development, only some mature areas, will see the corresponding propaganda in various public in some occasions or on the platform, but also a lot of people have been, felt, there will be a lot of advice, so they will choose Heilongjiang Mudanjiang snow village, Zhejiang Jiande new leaf village and Shandong Weihai Jiming island was slightly less. The data are as follows.

Table 4 - 17 most of the three cognitive groups want to compare (%)

	Beijing suburb of Lingshui Village	Yunnan Wenshan	Mudanjiang Township, Heilongjiang	Guangdong Guangzhou Changlong Wildlife Park	Zhejiang Jiande new leaf ancient village	Fairy mountain in Wulong, Chongqing	Shandong Weihai Jiming Island
Followers	56	35	20	52	21	43	44
Neutral	47	22	12	24	15	32	14
Ignorant	53	11	10	19	11	30	21

The three groups of cognitive groups have similar characteristics in the time of choosing to stay. They arrived at the filming after the trip, followers and neutrals and ignore the most hope for 2 - 3 days, followed by 4 to 5 days, which indicates that they all want to stay a long time in these places, the number of days generally have higher characteristic, this also reflects the characteristics of tourism today. With the economic globalization, tourism has become a popular social activity. People can broaden their horizons, increase their knowledge and enjoy their physical and mental activities in the process of travel, so they are generally willing to choose long stay on the observation of their stay time. Neutral and ignore or even want to stay in more than 5 days, this time a relatively high proportion of followers are hoping to stay; 2 - 3 days, followers and neutrals and ignore them for 1 days stay relatively less, this time would be more rushed, leading to a lot of people do not love this. Detailed data are shown in the following table.

Table 4 - 18, three types of cognitive group residence time comparison (%)

	1Day	2Days—3Days	4Days—5Days	More than 5 days
Followers	16	53	42	35
Neutral	13	34	36	38
Ignorant	15	31	40	37

The three cognitive groups have a certain similarity in the choice of accommodation. Followers, neutral and ignore all want to live in the film has the characteristics of the residents of the room, their purpose is to experience the real reality show star travel programs in the scene, at the same time, they also can be more intimate contact with the local villagers, more in-depth understanding of the local villagers living habits and customs the folk custom, and this is now the tourists for experiential tourism; secondly is the choice of staying in the hotel, the hotel accommodation is a way the audience most often choose travel, hotel is very common in the tourist area, and they are inside a good environment, supporting facilities are relatively complete, and at the same time hotel the waiter to provide the corresponding services, would be more considerate; again is to choose the hostel as a residence, and the characteristics of the residents than hotel rooms, guest house It will be relatively low on rent. The specific data are listed as follows.

Table 4 - 19 for three types of cognitive groups to choose accommodation (%)

	Feature residential house	Hotel	Guesthouse
Followers	56	23	10
Neutral	50.3	31	11
Ignorant	44	25	4

In terms of tourism consumption level, the three cognitive groups are different. From the following table, we can see that followers, neutrals and ignorers are very willing to take a higher level of tourism consumption during filming. A neutral person is willing to spend the most part in the 2500 yuan to 3500 yuan range, and the consumer accounts for the most in the range of 1500 yuan to 2000 yuan, while the followers are willing to spend the most from 2500 yuan to 3500 yuan, followed by 3500 yuan to 4500 yuan. It also shows that with the economic integration, people's living standard has also been improved, in tourism is willing to conduct large overhead, tourism is a need to consume activities, tourism consumption and daily consumption is also different, it shows the pursuit of aesthetic experience in the importance of spiritual content, when people have to travel behavior when will choose to spend the three cognitive groups as long as involved in tourism activities, are willing to high consumption level.

Table 4 - 20 comparison of the consumption levels of three cognitive groups (%)

	< ¥1500	¥1500≤ ¥2500	¥2500≤ ¥3500	¥3500≤ ¥4500	≥¥4500
Followers	32	33	56	47	37
Neutral	20	21	53	31	23
Ignorant	15	40	36	25	11

#### 4.6 Summary

The followers, the neutral and the ignorant of the three types of cognitive groups have some characteristics:

The proportion of female followers than men, because women that watch reality

TV star travel program and travel behavior in the market is accounted for the proportion of certain advantages; the followers concentrated in the age of 20 years old, 40 years old at this stage, the largest in 20 years - 30 years old this age proportion. Then at the age of 30 to 40 years old this age stage, indicating that this age group regardless of the reality show star travel programs or awareness of tourism are relatively high, they love to travel, easily affected by some external factors produced travel behavior; cultural level mainly followers in the undergraduate degree, the proportion of nearly half, followed by a college degree, the proportion is much larger to. We can see that the follower has the characteristics of moderate to high degree; followers of occupation mainly students; the main family income followers in 3500 yuan, 4500 yuan, in today's society such income is very popular, but it does not affect their become a reality show star travel programs and travel to a single follower; follower class groups, so the reality show star travel programs, movies and TV dramas will be concerned; followers in the year 2017 to travel 2 times and 3 times the highest proportion; followers of consumption in 2500 yuan to 3500 yuan range higher proportion in the tourism, the tourism consumption level is in the medium high a little; when there are almost more than half of the group of followers have been filmed tourism, indicating that they are vulnerable to the reality show star travel programs, movies and TV shows. Sound generated travel behavior; in the investigation of followers "cognitive processes where Dad" program, they will go and will certainly will not go and not significantly higher than to affirm, which explains the followers influenced by reality show star travel program and travel behavior, and dad where to go "the program through the" followers, know the shooting, and shooting of tourism activities is recognized, so to take to travel behavior is also higher; in the hope of followers shooting the residence time of at least 2 days to 3 days, the residence time is relatively long, some of the characteristics of the project to facilitate better experience star travel programs; followers are basically chose to live in shooting with the characteristics of residential housing, there is no doubt that this is the reduction of the reality show star tourism programs and films or the scene of the TV plot, feel the local folk customs, customs and customs, to achieve the best choice of high quality tourism experience.

Independent of the proportion of males is significantly higher than the proportion of women, because men are rational thinking, not too easy to be influenced by the reality show star travel programs, movies and TV dramas, while women are generally for their thinking, than men are relatively easy to be affected by external factors; group of neutral age most concentrated in between at the age of 20 - 40 years old, the age level in young and middle-aged, the young and middle-aged audience is the main star of movie or TV reality show programs, tourism; cultural level degree proportion

of these neutral most, followed by college education; these young neutrals are mainly students, students due to the time constraints, the reality show star travel program is likely to keep a neutral attitude, IT and technical personnel in neutral The proportion is relatively large; the number of samples per capita monthly income of family neutral in 3500 yuan, 4500 yuan in the interval most, this shows that the neutral family per capita income level of the middle; family composition neutral for married, single, unmarried (object), this group is also the star reality TV Travel programs, movies and TV shows the main audience; 2 neutral travel times in the 2017 annual travel experience the highest proportion, followed by the 3, for travel or keep a look, compared to neutral followers, affected by the external factors will be smaller; neutral travel attitude is neutral, even by the influence of "daddy go" program will not easily produce travel behavior, they will not go to a relatively high proportion, it also shows that the neutral to travel The behavior is not very popular with the star reality show Festival.

At present, the movie or TV series; neutral are more likely to develop a mature suburb of Beijing, Chongqing Lingshui village Wulong fairy mountain and Guangdong Guangzhou Changlong wildlife zoo, and for the other without tourism development, visibility is not high, neutral without too much interest to choose to live in the shooting; with the characteristics of residents in the proportion is relatively high, followed by the hotel; neutral in the tourism consumption in 2500 yuan, 3500 yuan, the tourism consumption level is medium.

Ignore them, the proportion of males should be slightly higher than the proportion of women, men of that reality show star travel program, not very concerned about the film and television dramas, lacked a bit of enthusiasm, generally will not be affected by the influence of reality show star travel program; the age of 20 - 40 year old range of population sample most overlooked; in the high school and high school, there are still low feature points in the cultural level; overlooked the occupation number of the IT technical staff, medical staff and students, it also shows that the students in this group can be both followers, may also be neutral, and may be ignored who is most likely to become followers and they. Family income is also overlooked in 3500 yuan, 4500 yuan range up, starting from 3500 yuan to 4500 yuan range, the income level is low, is not easy to pay attention to the reality show star travel programs and movies; ignore the composition proportion of families is the highest of three generations, then unmarried (have object), it can be seen that the unmarried (object) which may be neutral, there may be ignored; ignore in 2017 annual travel 2 times the highest proportion, travel frequency can also be, but the travel behavior was not affected by external factors; ignore the choice live shooting has the

characteristics of the residents of housing ratio mostly, followed by the hotel; and neutral with similar characteristics Oh; willing to ignore in the tourism consumption in the range of 1500 yuan to 2500 yuan between the highest and the consumption level is slightly lower than chase The followers and the neutral.

Based on the three cognitive groups clustering analysis and discriminant analysis, we can observe the reality show star travel program "Dad where to go" at the age of 20 - 40 year olds, junior college and college degree or above in the crowd to travel behavior there is a big difference, and ignore the group strongly influence is in a horizontal, tourism consumption to stay at the time, the choice of accommodation on these aspects.



## CHAPTER 5

### CONCLUSIONS, SUGGESTIONS AND PROSPECTS

#### 5.1 Conclusion

This paper uses empirical research methods, analysis of the Hangzhou city residents travel behavior, through the analysis of the survey results can be observed, the residents of Hangzhou city by watching reality TV star tourism program "where" Dad program will have a certain travel behavior, the author collected samples clustered into three cognitive groups in this paper, they are followers and neutrals and skip. According to the three cognitive groups on "cognitive level" Daddy where program, analysis of whether they are willing to travel, tourism destination, tourism is willing to stay long time, choice of accommodation and willing to travel in tourism and consumption of these five aspects of the relation and difference. Among them, the followers were very approved of where the father went to the program, and maintained an attitude of approval. Neutral people maintain neither opposition nor disapproval of the 12 cognitive indicators, such as location, content and meaning, ignoring those who are opposed to cognitive indicators. Through cluster analysis and discriminant to after the followers and neutral accounted for the vast majority of samples, ignoring accounted for only 10%, reflecting the Hangzhou city residents of "Daddy where program" cognition is positive, while tourism through the "Daddy where" marketing effect is ideal.

Through the study, the following conclusions are drawn.

H1. There are different characteristics of followers, neutrals and neglects in the outbound travel behavior. The research hypothesis is set up.

H2. There are different characteristics of followers, neutrals and neglects in the areas most wanted to go. Star reality shows have a great impact on spectators' choice of tourist destinations. The research hypothesis is set up.

H3. There are similar characteristics among tourists, neutrals and neglects. The reality shows show little effect on the time of tourists' choice in tourist places. So the research hypothesis is not set up.

H4. In choosing accommodation, there are similar characteristics among followers, neutrals and overlooked persons. Star reality shows have almost no influence on the audience's choice of lodging. So the hypothesis is not set up.



H5. In terms of consumption level, there are different characteristics among followers, neutrals and neglects. Star reality shows have a great impact on the consumption level of tourists in tourist places. So the research hypothesis is set up.

## **5.2 Suggestions and thinking**

### **5.2.1 Recommends the use of positive aspects**

The first point is to establish a cooperative relationship with the government. Marketa Kubickova once said in the 'The impact of government policies on destination competitiveness in developing economies': The role government plays in destination competitiveness is reflected in a country's institutional environment. The main premise of this study is to provide a better understanding about the appropriate levels of government involvement in destination competitiveness. Seven countries of the Central American region were analysed over 18 years. The results indicate that not all government decisions impact destination competitiveness in the same way, as some may have more influence than others. For example, an increase in the level of corruption revealed a positive impact on destination competitiveness while lowering taxes did not encourage an increase in destination competitiveness. This study contributes to the academic literature not only from theory building but also practical implication on the role of government (Kubickova, 2017). One is to achieve mutual integration, and cultural tourism and local tourism, can help tourism reality show star programs, movies or TV plays and films, to improve the visibility of tourism, cultural industry can also help the tourism industry to the local cultural characteristics of external publicity, and on the premise of government leading next, these departments should communicate more in cooperation, resource sharing, mutual learning and understanding of the characteristics of the development of various industries; two, strengthen regional cooperation, such as two or more than two relatively close regional combination, or a combination of them is planning route, develop with the local characteristics of a the program of tourism resources.

Second, the relative objective evaluation of the star reality show, film and TV works, or TV dramas. Tourism can not be too blind to accept the requirements of the program group, but should be combined with the local characteristics of tourism resources and cultural forms, to determine whether to accept the program group shot, or take the initiative to invite the shooting program to measure the cooperation between the two sides, whether to establish win-win objective, in general, tourism to choose the production of high levels of reality show star travel programs, movies or TV shows, this program group can meet the long-term interests of tourism to shoot,

while also taking into account the integration of the program staff with the local people, the reality show star tourism program of the shooting, to be able to establish good image of tourist destinations and, tourism and tourism programs in the reality show star publicity after filming also can cooperate effectively, finally also consider Tourism The extent to which the capacity of the environment is accepted can not destroy the natural environment and the humanistic environment of the tourist site because the program group is photographed. If we have the shooting of star reality TV programs that meet the long-term interests of tourist destinations, we must strengthen the construction of local infrastructure and give the most convenient conditions to introduce the shooting of star reality shows.

Third, in the market research, we should continue to be more advanced. As much as possible out of the diverse and attractive star reality show tourism products. Market research is aimed to select the best suited to their own requirements of the target market, according to sources of demand, and tourists buy and habits of different hobbies, choose the best target market, and strive to develop the best suitable target market needs of tourism products, and enhance the cultural connotation of tourism products, with the star of reality show travel programs create cultural atmosphere, optimize the integration of limited resources, to increase the added value of resources, making it possible to show consistent cultural tourism destination and tourism programs in the reality show star.

Fourth, in the limited resources, make full use of the best marketing means. Tourism can choose the proper time at different stages of reality show star travel programs to shoot on tourism for propaganda, increase in media exposure of tourism, improve the visibility of tourism destination, keep in the latter part of the publicity program image at the same time, also want to highlight the tourism itself with the characteristics of resources, not too much landscaping tourism landscape, so visitors have high expectations, and came to the tourist actual experience, but not up to the effect of psychological expectations. The tourist sites and the program makers should establish a better marketing partnership and have a wide appeal in the market.

Fifth, strict planning and strict supervision and management. In a good situation, tourism should develop a reasonable plan to replace the late show stop acts of propaganda, and implement according to plan on request, at the same time to improve its management system according to the experience of filming reality show star tourism will have a positive impact on tourism will, will lead to negative as for the negative impact of tourism, to establish a set of the best prevention mechanism to reduce the negative impact can be generated to minimize, especially the protection to

the local folk customs and the ecological environment should be strengthened. At the same time, the tourism is not too dependent on the reality show star travel programs to attract tourists and potential masses, because after all time popular reality show star tourism program is relatively short, how to make the short-term effect can become a long-term epidemic, to form a reliable sustainable development strategy, tourism destination should be a problem the key consideration.

### **5.2.2 Countermeasures and suggestions for the development of star tourism**

Star Travel program will cause the audience in the process of anti hit strong repercussions, but relatively speaking, this is a time to be short, if we want to promote the development of the tourism industry through the reality show star travel programs, improve the visibility of tourism, travel behavior to stimulate the audience, you the need to strengthen the follow-up marketing efforts in the hit show after.

The following marketing strategies for the star reality show have the following suggestions:

1. Through the propaganda of various media, we can deepen the impression of tourists in the filming area. The audience pay attention to the shooting place by watching the star reality show tour program, so as to generate the behavior of going out for traveling.

2. Tourism activities should be carried out in some programs, so that tourists can better experience the scenes in the program, and integrate the content and the tourist sites closely.

3. The follow-up marketing of star reality shows should be targeted, especially for programs that are able to keep up with the times. Relatively backward programs should be reduced propaganda, try to get maximum benefits with the least input and make full use of resources.

### **5.2.3 Reflection**

#### **5.2.3.1 The tourism marketing effect of the star reality show**

Through the research, it is found that the star reality show tourism program can promote the tourism marketing and make the audience produce a certain travel behavior. However, the shooting of star reality shows is a double-edged sword, which has both advantages and disadvantages. We must deal well with the relationship between programs and tourist destinations, so that they can be friendly, cooperative and win win. In the process of marketing, we should pay attention to the cooperation between the two sides.

#### **5.2.3.2 The development and marketing of the star reality show tourism market**

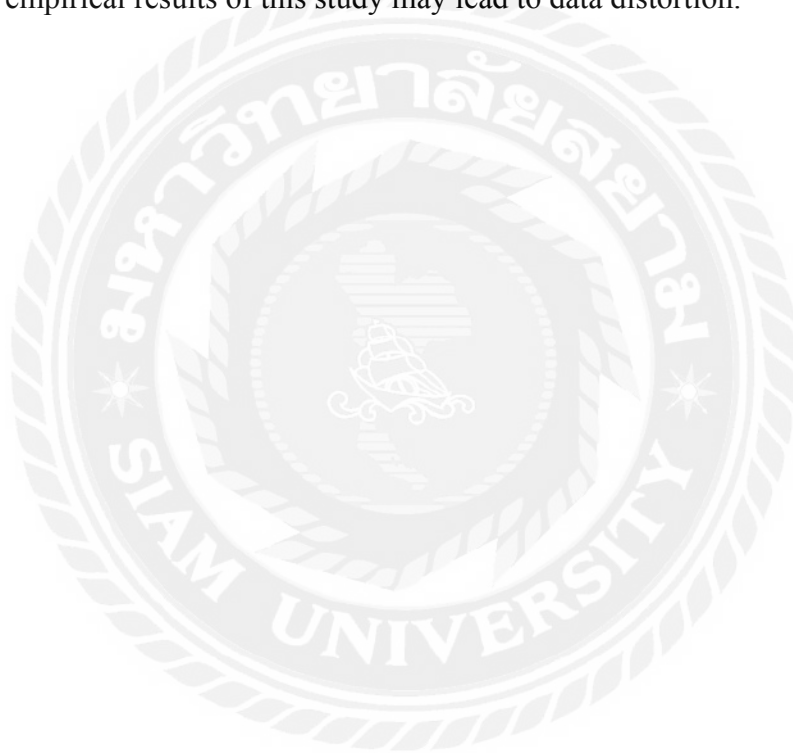
Based on the sample data collected by questionnaires, this paper divides the cognitive attitude of "Daddy's going to where" program into three cognitive groups: followers, neutrals and ignorers. Because they have different cognition on the program of "where to go to the daddy", their outbound travel behavior will also be different. Therefore, in the actual process of tourism development and marketing, three different cognitive groups should take different strategies. It will focus on the reality show star travel show followers of this group, because they pay more attention to the reality show star travel program, and the communication program of the identity information, so they will be easier to produce travel behavior, followed by the neutral should also intensify propaganda, this group is the source the market potential, from the survey can be observed, they may also produce travel behavior through the reality show star travel program, and they are willing to stay in the travel time is relatively long, was also higher in tourism consumption level, the market potential is worth mining.

### **5.3 Expectation**

#### **5.3.1 Lack of research**

Through the empirical research of "Daddy where program" impact on the audience to shoot travel behavior, we have followers, neutral and neglected to travel behavior, but because of some reasons, the study still has some shortcomings, need to constantly improve and perfect.

For example, the empirical results can be more scientific. The Beijing suburb of Lingshui village, Yunnan Wenshan, Guangdong Guangzhou and Chongqing Wulong fairy mountain wild zoo, these places itself with high visibility, and according to the survey found that there are a lot of visitors have been to these is tourism, which will lead to these places and other shooting in the comparison of the data obtained is not science, the empirical results of this study may lead to data distortion.



## REFERENCE

- Allen, I.E., & Seaman, C.A. (2007). "Likert Scales and Data Analyses". *Quality Progress*, 30(13), 64–65.
- Armstrong, R.L. (1987). "The midpoint on a Five-Point Likert-Type Scale". *Perceptual and Motor Skills*, 64(2), 359–362.
- Anderson, E.W., Fornell, C., & Lehmann, D.R. (1994). Customer Satisfaction, Market Share and Profitability: Findings from Sweden. *Journal of Marketing*, 10(58), 53-66.
- Burns, A., & Burns, R. (2008). Basic Marketing Research (Second ed.). New Jersey: Pearson Education, 52(245), 33-36.
- Connell, J., & Meyer, D. (2009). Balamory revisited: an evaluation of the screen tourism destination-tourist nexus. *Tourism Management*, 30(2), 194-207.
- Crompton, J.L. (1979). Why People Go on Pleasure Vacation. *Annals of Tourism Research*, 6(4), 408-424.
- Carifio, J., & Perla, R.J. (2007). "Ten Common Misunderstandings, Misconceptions, Persistent Myths and Urban Legends about Likert Scales and Likert Response Formats and their Antidotes". *Journal of Social Sciences*, 3(3), 106–116.
- Cronbach, L.J. (1951). "Coefficient alpha and the internal structure of tests". *Psychometrika*, 16(3), 297–334.
- Dann, G.A. (1977). ego-enhancement and tourism. *Annals of Tourism Research*, 12(4), 184-194.
- Dai, L. (2006). Joint development of film tourism industry. *Film evaluation*, 12(22), 42-44.
- Derrick, B., & White, P. (2017). "Comparing Two Samples from an Individual Likert Question". *International Journal of Mathematics and Statistics*, 18(3), 1–13.
- Eisinga, R., Grotenhuis, M., & Pelzer, B. (2013). "The reliability of a two-item scale: Pearson, Cronbach or Spearman-Brown?". *International Journal of Public Health*, 58(4), 637–642.

- Feng, X.Z., Liu, L.F., & He, L.F. (2012). Urban residents in nearly two urban areas during the Spring Festival. *Daily business daily*, 12(24), 43-47.
- Goodrich, J.N. (1978). The relationship between preferences for and perceptions of vacation destinations: application of a choice model. *Journal of Travel Research*, 17(2), 8-13.
- Liu, B.Y., & Liu, Q. (2004). Current situation and development trend of Chinese film tourism. *Travel journal*, 19(6), 77-81.
- Li, S.L. (2013). "Where does Dad go?" . *Entertainment metropolis newspaper*, 8(3), 33-45.
- Likert, R. (1932). "A Technique for the Measurement of Attitudes". *Archives of Psychology*, 20(140), 1-55.
- Margaret, J. (1996). The Audience in the Wilderness Journal of Popular Film and Television. *Journal of Popular Film and Television*, 24(2), 60-68.
- Meng, T.X., & Yuan, S.Q. (2006). Research on tourism development of China's film and Television City. *Resources development and market*, 10(21), 3-335.
- Kubickova, M. (2017). The impact of government policies on destination competitiveness in developing economies. *Current Issues in Tourism*, 13(23), 44-57.
- Nunnally, J.C. (1978). Psychometric Theory, 2nd ed. *New York: McGraw-Hill*, 11(15), 200-210.
- Nunnally, J.C. (1978). Assessment of Reliability. In: Psychometric Theory (2nd ed.). *New York: McGraw-Hill*, 10(15), 245-246.
- Pan, L.L. (2005). Analysis of the impact of film and television shooting on the development of foreign tourism--Xinchang, Zhejiang, Hengdian. *Economic geography*, 25(6), 928-932.
- Riley, R.W., & Doren, C.S. (1992). Movies as tourism promotion: a 'pull' factor in a 'push' location. *Tourism Management*, 13(3), 267-274.
- Riley, R. (1922). Movie-induced tourism. In: Seaton A V. *Tourism: The State of Art*. *West Susses, UK: John Wiley and Sons*, 12(11), 453-458.
- Ritter, N. (2010). "Understanding a widely misunderstood statistic: Cronbach's alpha".

Paper presented at Southwestern Educational Research Association (SERA) Conference 2010: *New Orleans*, 11(31), 200-256.

Sandeep, K. (2006). Impact of movies and Television on Tourism. *The International Conference on Impact of movies and Television on Tourism*, 12(22), 333-400.

Shao, S.G., Shi, J.J., & Li, G.J. (2011). An introduction to tourism. *Beijing: Higher Education Press*, 22(34), 74-76.

Shao, S.G., Shi, J.J., & Li, G.J. (2011). An introduction to tourism. *Beijing: Higher Education Press*, 22(34), 74-76.

TvTV.hk (2015). *Variety show ratings*. Retrieved February 1, 2018, from [www.tvtv.hk/archives/1668.html](http://www.tvtv.hk/archives/1668.html).

Urry, J. (1990). The Tourist Gaze . *London: SAGE Publications*, 3(2), 77-89.

Wang, Y.L., Feng, X.G., & Wang, X. (2006). On film tourism and its "resources - Product" transformation of. *East China economic management*, 20(7), 23-26.

Wang, Y.L., Feng, X.G., & Wang, X. (2006). On film tourism and its "resources - Product" transformation of. *East China economic management*, 20(7), 23-26.

Xu, L.J. (2014). The reality show is a big collection of. *Entertainment metropolis*, 5(5), 24-27.

Xu, L. (2018). Per capita list of tourism consumption in 2017: Hangzhou ranked third in the country. *Hangzhou network*, 11(17), 30-35.

Zhao, X.Y. (2006). Several points on sustainable development of tourism destination view. *Tourism Tribune*, 21(6), 9-10.

Zhao, P., & Li, X.L. (2011). Research on the impact of variety shows on tourist destinations. *Qingdao Institute of tourism*, 23(1), 12-13.