Research on Travelers' Purchase Situations Influenced by Social Media Marketing

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Abstract

The new social media, just like WeChat, has developed rapidly. It has deeply influenced the traditional purchase situations. What is the mechanism of how the social media influenced the travelers？ Based on the social media's marketing characteristics, the paper put forward that the social media's marketing methods which include platforms of application, activities marketing and topic marketing have influenced the travelers' perceived value and purchase decision. With research on the users of public information service platform from Spring Airlines, we have made some questionnaires which include the platforms of application, activities marketing, topic marketing, perceive value and purchase decision. The data's reliability and validity were tested, and then we deal with these data by the confirmatory factor analysis. Consequently, the influence model was proved and improved. The final conclusion of this article is that the platforms of application, activities marketing and topic marketing influence traveler's perceived value, thus affect their purchase decision, which means the social media, influenced the tourists' purchase decision by creating perceived value. It provides a new sales channel for airlines.

Key words: marketing; airlines; social media; structural equation model

I. Introduction

Social media is based on a series of Internet communication tools, just like the SNS, Blog, Mini-Blog, BBS, IM, Email, which are used by numerous people to spread their preferences and viewpoints. It becomes a very important and popular form of information flow which provides interaction, contact and other services for its users [1]. As the represent of social media, Facebook and twitter are widely used in western countries, but in China, micro-blog and WeChat are more popular. Nowadays, thanks to the development of information technology, social media is not limited to people who spread their views, opinions or other interact activities, moreover, social media like WeChat gradually becomes function integration. Now, people can not only spread their views in WeChat, but also do online-shopping on it. Thus a large number of companies take social media to achieve brand promotion and product marketing, so social media has become a very important marketing platform. For civil aviation industries, since its products have high correlationship with information, it determines that the social media have more special significance in the airtransport industry applications. Today, airlines take use of WeChat not only for flight inquiry or ticket booking, but also for check-in, seat selection, baggage check etc. These functions take the process integration of aviation products come true, so it becomes a very important marketing method of social media. Currently, social media marketing has become a major marketing platform in Chinese airlines. Based on the feedback of airlines' sales department, it is obviously that more and more air travelers buy tickets through social media. Now, social media marketing has gradually become a new sale channel for airlines. Today in China, air travelers can inquiry flight information, book tickets, select seat, check-in and communicate personally with the airlines via social media. It is social media with its perfect functions that provide fast and convenient

booking patterns and personalized service, so more and more passengers changed their traditional way of booking tickets. It is necessary to research the impact of social media marketing to passengers purchasing behavior.

II. Literature and Methodology

(1) Theory of Social Media Marketing

In developed countries, research on social media marketing is relatively mature. Kaplan (2011) proposed that social media communication can provide information about consumer purchasing decisions for enterprise. We can take social media to collect relative information about products before consumer buy products, we also can take social media to communicate with consumers through purchasing process, and then accelerate the pace of sales. Social media can also accelerate the word-of-mouth advertising and the processing of customer complaints after purchasing [2]. Eberle (2010) proposed that relative to the traditional online communication, consumers in the social media can interact with the enterprise better, while it is good for them to enhance their credibility, and ultimately enhance the brand reputation of enterprises [3]. Hsu. C, Liu. C, Lee. Y (2011) viewed that information on social media homepage and word-of-mouth advertising will affect consumer satisfaction and awareness of corporate image, then though trust and sense of community significantly affect consumer behavior intention [4]. Chinese research of social media marketing started relatively late, the study also focused on the advantages of social media marketing. Jin Yongsheng (2011) proposed that micro-blog marketing has many advantages in the process of media marketing, mainly in the low-cost marketing channels and the depth of interaction with the fans, *etc.*, [5]. Qiao Jinxing (2010) studied from the micro-blog marketing activities carried out by L'Oreal and Dell China, pointed out that enterprise's micro-blog marketing advantages are as follows: efficient and convenient information dissemination, timely and open bi-directional communication, marketing and cost-effective savings, *etc.*, [6]. Jingyi Yang(2013) proposed that business model is fundamental for business performance, such as social networking sites. It is important to provide differentiated products and services so as to gain competitive advantages in social networking marketing [7]. According to the previous of theoretical researches, the current social media marketing with its unique mode of transmission, which has its unique channels and cost advantages, so much favored by business, and scholars also believe that social media marketing can impact consumers' purchasing intention.

(2) Theory of Consumers purchasing behavior

For the theory of consumers purchasing behavior, western countries studied more earlier, the most classic theory is proposed by Howard, Sheth (1969), which put forward four factors to describe the purchasing behavior of consumers: Firstly, the stimulus or investment factors that controlled by the sales department, including product-stimulating factor, symbols stimulating factor and social-stimulating factor; Secondly, external factors, refer to external factors in the purchase decision process, including relevant groups, social class, cultural identity, economic strength; Thirdly, the internal factors that play a role between stimulus and reflect factors, is the most basic and important factors, which is mainly explained how the intrinsic and extrinsic factors occurred in mental activity, then leads to the result; Fourthly, reaction or output factors, refer to the purchase decision result to purchase behavior, including cognitive reactions, emotional reactions and behavioral responses in three stages [8]. Zeithaml (2004) studied from the perspective of psychology to research consumers purchasing behavior, and found that corporate product marketing would have a psychological impact on consumers, which is one of the non-negligible factor about consumers purchasing behavior [9]. Chinese scholars Wang Xiqiu (2005) had proposed that product marketing will affect customer value, which as a

customer perceived value, is an important factor affecting consumers purchasing behavior. It includes three dimensions such as the perceived economic value, functional value and psychological value [10]. Ding-Bang Luh, Chia-Hsiang Ma *etc.*, provided the model which focused on the early phase of the design process, providing the designing industry with a technique to forecast consumers' potential needs and develop a prototype effectively [11]. From the consumers purchasing behavior theory, there are two conclusions: firstly, marketing will produce significant mental stimulation to consumers; secondly, the perceived value of the product which is important scales to measure the value of the consumer, has become increasingly accepted view.

(3)Theory of Air travelers purchasing behavior

For the theory of air travelers purchasing behavior, Philemon Oyewole (2006)has launched a study for basic services provided by the airlines, his research suggests that the density of flight, class rank and type of airlines (low cost airlines or traditional network-based aviation) will influenced the passengers perception to services, while airlines emerging marketing methods and means of passenger services will also affect passengers perception, and thus affecting the purchasing decisions of air passengers [12]. Edd de Coverly (2002) considered that the aviation industry was a service industry, and apt to make mistakes, when service failure occurs, you need to have restored it, good service restoration will enhance passengers satisfaction, loyalty and thus increase airline profits, so the airline need to expand the service restoration channels and methods [13]. Mei Hu (2007) considered that the purpose of the travel, booking methods, airline brand and many other factors all affect the traveler's final purchase. Passengers choosed one flight may consider many factors, the service, safety and fares accounted for the highest proportion [14]. Liu Changyou (2013) considered that a perfect network, class ranks and attentive service had a significant impact on passengers purchasing behavior, while the passenger's new demand had also had an impact on the purchasing behavior, such as tourists eager to have more convenient and flexible purchase channels and faster clearance *etc.*, [15]. For the study of air travelers purchasing behavior theory, traditional factors affecting air passengers purchasing behavior is still safety, route network, service and price. However, many scholars believe that the current demand for air travelers emerging new features, air travelers more eager to simplify processes, rapid clearance, convenient ticket booking and accurate information, the rapid restoration of service and personalized service. Faced with these new demands of passengers, airlines use the social media to match the information of aviation products, and highly integrated with aviation products processes to meet travelers' new demands.

(4) Methodology

Structural equation modeling (referred to as SEM) is more effective method in social science research on the causal relationship between things such issues analysis. SEM use the system of linear equations, explain the relationship between latent variables and observed variables, and relationship between latent variables. This approach studies abroad earlier, while domestic start is late. The basic principle of structural equation modeling can be expressed by the following three matrix equation [16]:

$$x= \wedge x^{\xi} + \delta \qquad (1)$$

$$y= \wedge y^{\eta} + \varepsilon \qquad (2)$$

$$\eta = B\eta + ^{\Gamma \xi} + \zeta \qquad (3)$$

Among them, the equation (1) and equation (2) is called the measurement model, equation (3) is a structural model; x is exogenous vector of observed variables; ξ is exogenous latent variable vector, also known as exogenous structural variables; $\wedge$ x is the

relationship between exogenous relationship between exogenous variables and exogenous latent variables, is exogenous observed variables exogenous factor loading matrix on the latent variables; δ is error term vector of exogenous variables. y is observations endogenous variable vector; η is endogenous latent variable vector, also known as endogenous structural variables; $\wedge$ y is a relationship between endogenous variables and endogenous latent variables, is exogenous variables factor loading matrix on the endogenous latent variables; ε is error term vector of endogenous variables; B and Γ are path coefficient; B is the relationship between endogenous latent variables; Γ explain the influence of exogenous latent variables values to endogenous latent variables; ζ is error term structural equation.

Structural equation modeling is a very general linear statistical modeling method, widely used in the field of psychology, sociology, behavioral science, and medicine. Because it allows variables in regression equations contain errors exist, therefore suitable for research in the social sciences, many are not accurate measurement indicators, especially the study of behavioral science.

III. Theoretical Models and Hypotheses

(1) Theoretical model

Through social media marketing theory, we can find that social media has rapid propagation velocity and special channel advantages, which may influence consumers' purchase intentions. By consumer buying behavior theory, we can know most scholars agree that the perceived value is an extremely important factor affecting consumers' purchase decisions, and this is also a hot research currently. The study of air passenger purchasing behavior reveals that social media has met passengers' new demands mostly through its high matching degree with air products and high integrates level with product's processes, and social media has a significant impact to travelers' traditional buying behavior. Therefore, after summarizing these theories, this article propose an assumption model that social media marketing will affect the perceived value of air travelers and their purchasing decisions, as shown in Figure 1.

1. Exogenous structural variables: the platforms of application, activities marketing, topic marketing

Social media marketing will affect the perceived value of consumers, and the perceived value of consumers will then affect the final purchase decision. Social media marketing is the external driving factors, which affect the perceived value and purchase decisions, thus social media marketing structure as exogenous variables. Currently social media marketing has several different ways. Zhang Wei (2013) summarized the social media marketing as event marketing, product placement and service platform; Cheng Bin (2012) divided the social media into promotional activities, celebrity recommended product information and hot topic. The ways of dividing social media marketing may different, but can be divided into the activities, topics and services roughly. This paper has combined the characteristics of air industry's social media marketing, divided the social media marketing into three ways: the platforms of application, activities marketing, topic marketing.

With example of Air China (network-based), China Southern Airlines (network-based), Spring Airlines (low cost), the three airlines has released a total number of 306 messages on Sina Weibo and WeChat public service platform from January 1, 2014 to January 31, 2014, and can be roughly divided into three categories, as shown in Table 1. We intercepted a list of representative information. The first category, using social media for product sales, including the introduction of product-related functions, such as the use of social media check flight conditions, ticketing, check-in, seat selection, etc. We attribute it to the platforms of application as shown in Table 1, China Southern Airlines and Spring

Airlines can be carried out on the WeChat of flight time inquiring, ticket purchasing and check-in, *etc*. Second, airlines use social media for promotional activities, including sweepstakes, *etc*. We attribute it to activities marketing such as Spring Airlines made hot events, cheap flights. Third, use social media for releasing topics, causing users to discuss, we attribute it to the topic marketing, such as Air China released the topic of impression of the world.

Table 1. Social Media Marketing Case of Air China, China Southern Airlines, Spring Airlines

Function platform marketing	Passengers of China Southern Airlines can book ticket, check flight dynamics, check the boarding pass on WeChat
	Passengers of Spring Airlines can purchase tickets, select seats, do check-in and ticket inspection true, check baggage on WeChat
Activity marketing	Spring Airlines launch hot spot activity: Cheap Flights of 9 yuan, 99 yuan, 199 yuan on WeChat
	Spring Airlines launched blind flight of Thailand want to love you in Sina microblog，registration by Sina microblog, passenger have access to Shanghai - Chiang Mai is only 798 yuan discount air tickets
Topic marketing	Air China released the topic of impression of the world on Sina Weibo，a view of the Shwedagon Pagoda in Yangon, Beijing - Yangon, the fly of a tree, a flower and a Bodhi!
	China Southern Airlines released news that Mr. Louis Koo missed his items on the flight, China Southern Airlines' flight attendants helped find back quickly, won their praise.

2. Endogenous structural variables: Perceived value and the purchasing decision.

Social media marketing acted as an external driving factor, affecting travelers' perceived value and purchasing decisions. Thus the consumer's perceived value and purchase decisions can be defined as endogenous structural variables.
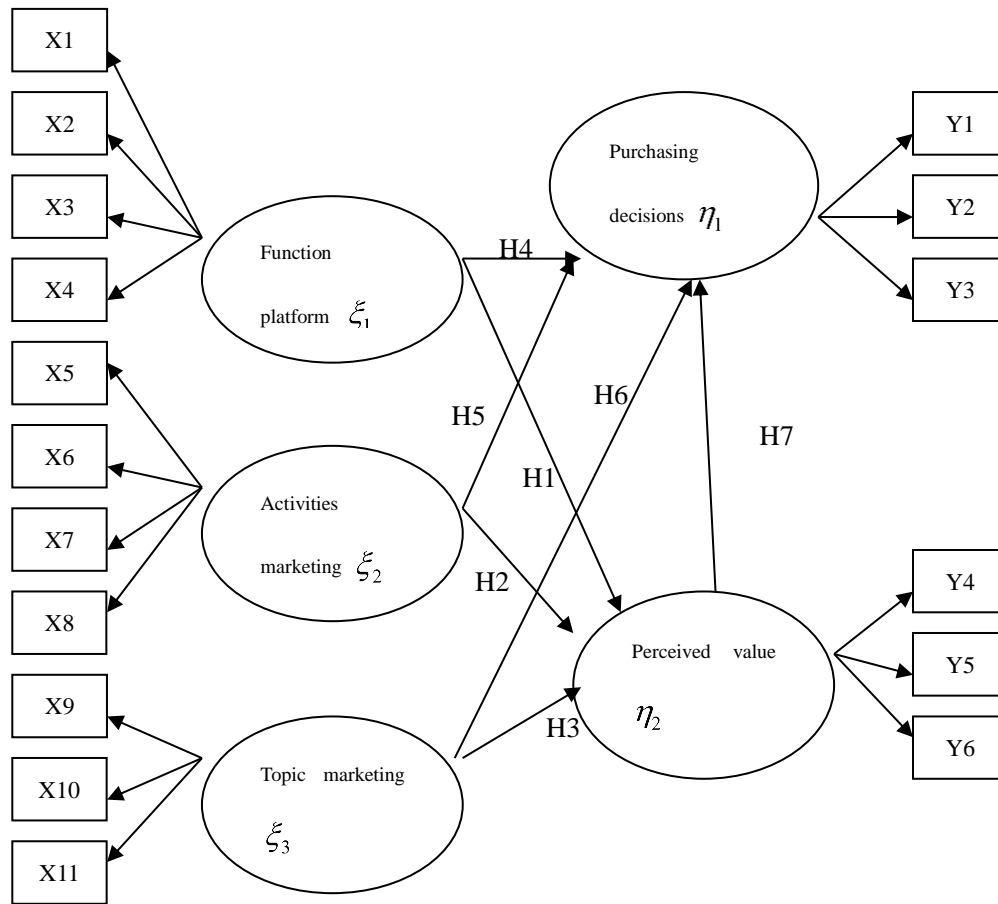
Figure 1. Preliminary Theoretical Model of Social Media Marketing Affect Passengers' Purchasing Behavior

In the model, X1 to X4 are the observed variables of function platform, every observed variables represent each question from corresponding questionnaire, such as "Do you think it convenient to buy ticket through social media?", and the select answer is "very inconvenient", "less inconvenient", "General", "more convenient", "very convenient", assign 1 to 5 respectively (hereinafter assignment mode, each observation variable represents a problem). X5 to X8 are the observed variables for activities marketing; represent 4 questions of activities marketing; X9 to X11 are the observed variables of topic marketing, represent 3 questions of topic marketing; Y4 to Y6 are the observed variables of perceived value of observed variables, represent 3 questions of perceived value. Purchasing decision is the outcome variables, and Y1 to Y3 are its observed variables, represent 3 questions of purchasing decision.

(2) Hypotheses

Based on our theoretical model, we assume that function platform, activities marketing and topic marketing will not only have an impact on the perceived value of the consumer, but also have an impact on consumers' purchasing decisions. So make the following assumptions:

H1: airlines using social media as function platform which would have a direct, positive impact to the perceived value of air passengers;

H2: airlines using social media as activities marketing which would have a direct, positive impact to the perceived value of air passengers;

H3: airlines using social media as topic marketing which would have a direct, positive

impact to the perceived value of air passengers;

H4: airlines using social media as function platform which would have a direct, positive impact to the purchasing decision of air passengers;

H5: airlines using social media as activities marketing which would have a direct, positive impact to the purchasing decision of air passengers;

H6: airlines using social media as topic marketing which would have a direct, positive impact to the purchasing decision of air passengers;

H7: the perceived value of air passengers will have a direct, positive impact to purchase decisions.

IV. Research

(1) Scope of investigation and analysis of samples

This research considered the target passengers were mainly social media users, so decided to take the online research methods. The study got the strong support of the Spring Airlines Network Department; we also express our heartfelt thanks. Questionnaires were sent through WeChat public service platform to social media users by the Spring Airlines Network Department on March 29, 2014, and respondents received bonus points. A total of 600 questionnaires, in addition to passengers' basic information, the questionnaires involved function platform, activities marketing and topic marketing, perceived value, purchase decision, *etc.*, a total of 17 questions, with the recovery of 482 questionnaires, including 458 valid questionnaires, questionnaires effective rate was 76.3%. The basic information of passengers accepting the questionnaire survey was shown in table 2, we can see from the table, passengers accepting the questionnaire survey, with age mainly between 18 and 35 and the proportion of 75.75%, with the proportion of college graduate and undergraduate of 76.94%, with the proportion of persons contacting social media more than half a year of 70.74%, in general, the demographic variables of this investigation were more representative.

Table 2. Demographic Basic Characteristics of Passenger Samples

Demographic factors		Frequency	Sample proportion (%)
Gender	Male	268	58.52
	Female	190	41.48
Age	18 to 25	183	39.96
	25 to 35	164	35.79
	35 to 45	89	19.43
	45 years and older	12	2.62
Education level	High school and below	82	17.90
	Junior College	165	36.03
	Undergraduate	186	40.61
	Masters and above	25	5.46
Income	Less than 3000 RMB	98	21.45
	3000 to 6000 RMB	197	43.01
	6000 RMB and above	163	35.59
Contact time of social media	Less than half a year	134	29.26
	Half a year to two years	171	37.34
	Two years and above	163	35.59

(2) Data Inspection

1.Reliability Analysis

Using SPSS17.0 to carry out statistical analysis for those collected 458 valid questionnaires. Statistical reliability situation reflected by cronbach's alpha value, can see from Table 3, the functional platform has four measuring items, cronbach's alpha value is 0.911, normally cronbach's alpha value is more than 0.7, we think the results of the questionnaire reliability is good, if it's more than 0.9, we think the results of the questionnaire is extremely credible, so function platform item's reliability is extremely credible; Activities marketing has four measuring items, cronbach's alpha value is 0.884, more than 0.7, the reliability is good; Topic marketing has three measuring items, cronbach's alpha value is 0.868, more than 0.7, the reliability is good; Perceived value has three measuring items, cronbach's alpha value is 0.891, more than 0.7, the reliability is good. Purchase decision has 3 measuring items, Cronbach's alpha value is 0.839, more than than 0.7, and the reliability is good. Cronbach's alpha value of each observation variable in the table is above 0.8, showing excellent reliability, this time the questionnaire data is very reliable (In the table, FUNC stands for function platform, PROG stands for activities marketing, TOPC stands for topic marketing, PERS marketing perceived value, DECD stands for purchase decision, hereinafter the same).

Table 3. Questionnaire Reliability Analysis Situation

Measured variables	The number of measuring items	Cronbach's alpha value
Function platform (FUNC)	4	0.911
Activities marketing (PROG)	4	0.884
Topic marketing (TOPC)	3	0.868
Perceived value (PERS)	3	0.891
Purchase decision (DECD)	3	0.839
Overall situation	17	0.891

2. Validity Analysis

Questionnaire validity analysis mainly includes content validity and structure validity, the contents of the questionnaire has been repeatedly demonstrated by professors of the Civil Aviation University. Generally structure validity observes Questionnaire table's KMO value and Bentley's spherical inspection situation, can see from Table 4, function platform's KMO value is 0.794, the significance level of Bentley's spherical inspection statistic is 0.000, when the KMO value is 0.7 above, and the significance level of Bentley's spherical inspection statistics (Sig) is 0.000, indicating that the structure validity of the questionnaire items is very good; Activities marketing's KMO value is 0.829, more than 0.7, and the significance level of Bentley's spherical inspection statistic is 0.000, the validity is good; Topics marketing's KMO value is 0.720, more than 0.7, and the significance level of Bentley's spherical inspection statistic is 0.000, the validity is good; Perceived value's KMO value is 0.716, more than 0.7, and the significance level of Bentley's spherical inspection statistic is 0.000, the validity is good; Purchase decision's KMO value is 0.714, more than 0.7, and the significance level of Bentley's spherical inspection statistic is 0.000, the validity is good. Thus it can be seen that each questionnaire item has good validity, therefore it's very suitable for our following confirmatory factor analysis of structural equation model.

Table 4. Questionnaire Validity Analysis Situation

Measured variables	KMO value	Bentley's spherical inspection
Function platform (FUNC)	0.794	The chi-square approximation 1325.266, degree of freedom 6, P <0.000
Activities marketing (PROG)	0.829	Chi-square approximation 1031.199, degree of freedom 6, P <0.000
Topic marketing (TOPC)	0.720	Chi-square approximation 697.602, degree of freedom 3, P <0.000
Perceived value (PERS)	0.716	Chi-square approximation 876.654, degree of freedom 3, P <0.000
Purchase decision (DECD)	0.714	Chi-square approximation 563.198, degree of freedom 3, P <0.000
Overall situation	0.857	Chi-square approximation 5119.605, degree of freedom 136, P <0.000

(3) Confirmatory factor analysis

Confirmatory factor analysis under the structural equation model uses priori information, in the case of known factors, and tests whether our collected data have effect in accordance with the structural relationships of prior assumption, and tests hypothesis relationship between observed variables and latent variables, and between latent variables and latent variables, and is the most basic and the most important measurement part of structural equation model [17]. Figure 2 below is the standardized structural equation model which is constructed through software LISREL8.7 according to the collected data (Have already excluded the path that can't pass the t value inspection).
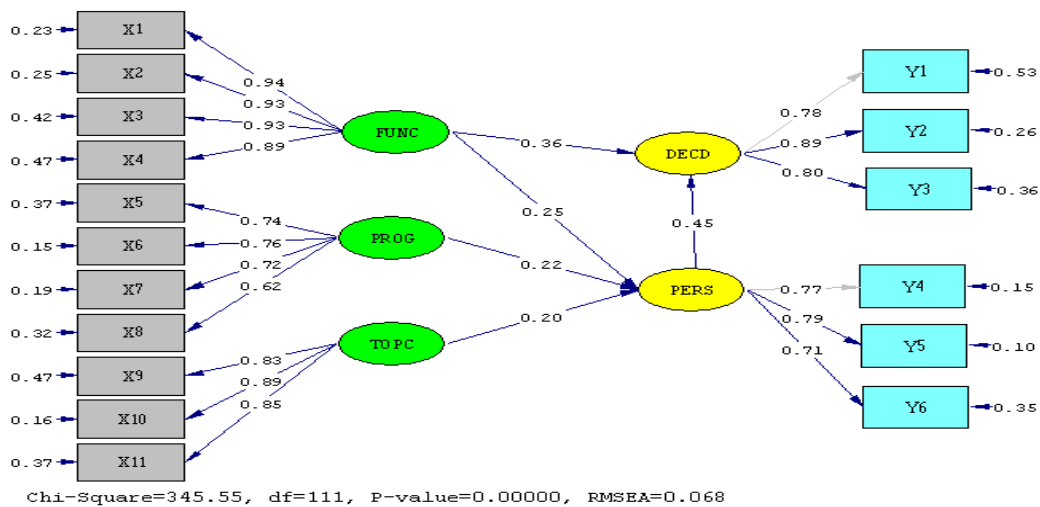

Figure 2. Structural Equation Model Standardization of Social Media Marketing's Influence to Passengers' Purchase Behavior

As can be seen from the Figure 2, after excluding the path that cannot pass the inspection, in the structural equation model through standardized influence, factor loading of four measuring items (observed variables) of function platform are 0.94, 0.93, 0.93 and 0.89 respectively; Factor loading of four measuring items of activities marketing are 0.74, 0.76, 0.72 and 0.62 respectively; Factor loading of three measuring items of topic marketing are 0.83, 0.89 and 0.85 respectively; Factor loading of three measuring items of perceived value are 0.77, 0.79 and 0.71 respectively; factor loading of three measuring items of purchase decision are 0.78, 0.89 and 0.80 respectively, factor loading of all

measuring items are between 0.62 and 0.94, all more than 0.5, illustrating that all the measuring items explain the corresponding latent variables very well, and don't need to exclude any observed variables.

Path coefficients between latent variables pass the t value inspection with significance level of 0.01. The path coefficient between those two endogenous latent variables' perceived value and purchase decision is 0.45, indicating that there's very important path relationship between passengers' perceived value and purchase decision, passengers' perceived value will significantly influence passengers' final purchase decision; The path coefficient between functional platform of exogenous latent variables and purchase decision of endogenous latent variables is 0.36, indicating that they have very important path relationship, function platform will also affect the passengers' purchase decision; In addition, the path coefficient between function platform, activities marketing, topic marketing of exogenous latent variables and perceived value of endogenous latent variables is between 0.20 and 0.25, also suggesting that they have clear path relationship, so function platform, activities marketing as well as topic marketing will significantly influence passengers' perceived value. For excluding the path between function platform, activities marketing, topic marketing and purchase decision, because the path relationship between them is not significant, so also illustrating that activities marketing, topic marketing don't significantly affect passengers' purchase decision. Fitting situation of the model can be reflected by fit index, this model's fit index and standard reference condition can be found in Table 5.

Table 5. Model Fit Index of Social Media Marketing's Influence on Passengers' Purchase Behavior

Fit index	Absolute fit index				Relative fit index					Simple fit index	
	GFI	AGFI	RMSEA	SRMR	NFI	NNFI	CFI	IFI	RFI	PNFI	PGFI
Standard	> 0.90	> 0.90	< 0.06	< 0.08	> 0.90	> 0.90	> 0.90	> 0.90	> 0.90	> 0.50	> 0.50
Model index	0.92	0.89	0.068	0.044	0.96	0.97	0.97	0.97	0.95	0.78	0.67

(4) Data analysis results

From the results through confirmatory factor analysis, we can clearly see hypothesis H5 and H6 are not established, and other assumptions are established. The specific situation is as shown in Table 6:

Table 6. Research Hypothesis Pass Situation

H1: function platform of social media will have direct and positive impact on passengers' perceived value	Pass
H2: the activities marketing of social media will have direct and positive impact on passengers' perceived value	Pass
H3: the topic marketing of social media will have direct and positive impact on passengers' perceived value	Pass
H4: function platform of social media will have direct and positive impact on passengers' purchase decision	Pass
H5: the activities marketing of social media will have direct and positive impact on passengers' purchase decision	Not pass
H6: the topic marketing of social media will have direct and positive impact on passengers' purchase decision	Not pass
H7: passengers' perceived value will have direct and positive impact on passengers' final purchase decision	Pass

Through the above research, we can see that currently the airline company uses social media for marketing with the three most important ways: function platform, activities marketing and topic marketing will all affect the passengers' perceived value, perceived value influence consumers' final purchase decision. But the difference is that the activities marketing and topic marketing of social media cannot directly affect passengers' purchase decision, those two items mainly influence passengers' perceived value; Function platform, not only affect the perceived value, also can directly affect passengers' purchase decision. This provides a reference and theoretical basis for the airline company to make better use of social media to carry out marketing. Based on the above research, also revising our constructed theoretical model, the final model is as shown in Figure 3.
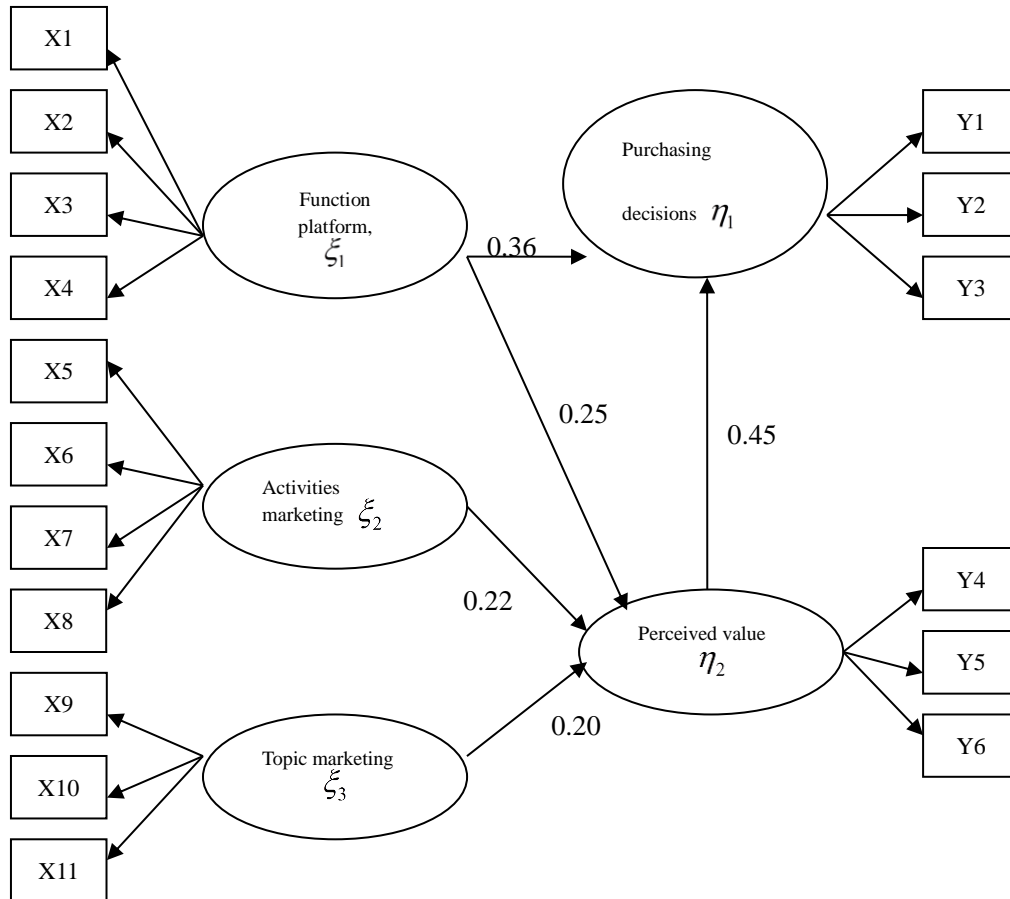

Figure 3. The Theoretical Model of Social Media Marketing Impact on Passengers Purchase Behavior after the Adjustment

V. Conclusions and Implications

(1) Research Conclusions

The social media has become the most widely marketing tool for every enterprise. On the basis of extensive documentations, this article has put forward the model which the social media influenced the travelers purchasing behavior, and hypothesis testing to verify the research target, the conclusions are as follows:

Firstly, among the application of social media in domestic airlines, platforms of application is the most obvious. Not only the travelers' perceived value, but also the purchase decision has been influenced by the platforms of application. It is perfectly connected querying information, booking tickets, check-in and choosing seats which has

simplified the travelers' ticketing and check-in process. This way can be more convenient and saving time so that travelers can booking and check-in anywhere and anytime. Compared with the traditional way, it has the non-substitutable superiority.

Secondly, the other two marketing methods, activities marketing and topic marketing use the characteristic of fast spreading and broader audience, so the aviation product information can be spread quickly to stimulate the travelers' perceived value. It has a good promoting effect on travelers' purchasing behaviors.

Finally, through visiting some low-cost airlines, the sales of social media are better than the traditional network carriers. The traditional network carriers such as Air China, China Southern Airlines are more inclined to use the social media as the platform to advertise services, provide hot topics and publish the service information, but ignoring the use of the platforms of application. While the low-cost airlines, such as Spring Airlines, have focused on using function platform to achieve operating functions which are better than the network carriers and continuously develop new technology to make it more perfect so that the travelers can book more convenient.

(2) Marketing implications

This article has modified the final influenced model to come to the mechanism of how the social media influenced the travelers and some questions through the visiting process have also been found. Based on the study and research, the implications are as follows:

Firstly, the application platform of social media has a significant effect on travelers' purchase decision so that the airlines should strengthen the application of platform, more convenient functions and applications should be added to attract more travelers.

Secondly, the airlines should strengthen activities marketing and topic marketing to have the forward influence on travelers' perceived value. The trust and good opinion should also been enhanced so that it can finally influenced the travelers' purchase decision.

Finally, the traditional network carriers should learn the marketing success from the low-cost airlines，not only treat the social media as the platform to publish topic and service, but also more application of platform. The research and development on applications of platform should be strengthened to add more convenient functions and applications so that it can improve the sales of social media.

This article introduces the theory of travelers' perceived value to constructs its theoretical model and uses the structural equations to analysis. With research on the users of public information to verify and improve the influenced model, the research target has been basically realized. But due to the limitation of the sample data, more empirical study is needed to complement and reinforce in the future.

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