Research on the Spillover Effect of Tourism Scenic Spot Brand Alliance——Based on the Joint Matching Perspective

Daize Zhang*

Sichuan Agricultural University, Chengdu, Sichuan 611830, China

*e-mail: zhze103@163.com

Abstract. In recent years, under the development ideas of "one game of chess" and the sharing of the whole people, the joint promotion activities of the vulnerable tourist attractions and the strong tourist scenic spot market have frequently appeared, providing opportunities for the enhancement of tourism attractions in vulnerable tourism scenic spots. This article is based on the brand joint theory and takes the Ya'an Tourist Scenic Area as an example. It discusses the overflowing effect of the brand joint of the scenic spot from the perspective of joint matching. The experimental research results show that the brand in Ya'an disadvantaged tourist attractions and the strong tourist scenic spot jointly produced a negative overflow effect on the disadvantaged scenic spots, and this negative spillover effect can be adjusted by joint matching; The willingness to visit has a significant positive impact. According to this, the article proposes that when the brand is united, the cooperative object should be carefully selected, and the joint matching with the cooperation scenic area will be actively strengthening the cooperative scenic spots.

Keywords: Brand alliance; Combined matching; Spillover effect

1 Introduction

Since the General Office of the State Council issued the "Guiding Opinions on Promoting the Development of Tourism Global" in 2018, my country has entered a period of high -speed development. In the process of development of the global tourism, the joint trend of the brand of tourist attractions has become increasingly prominent, becoming an important channel and starting point for local governments to promote the popularity and reputation of tourism brands, and help local governments to promote global tourism[1]. The brand combination of tourist attractions is a collaborative or cooperative relationship between the scenic spots. It has become a new topic of tourism development and regional coordinated development. It has attracted great attention from the industry and academic circles.

Studies have found that brand union does not always create value for the joint subject, and in most cases, the value created by the brand is asymmetric distribution

J. Liao et al. (eds.), *Proceedings of the 2024 2nd International Conference on Digital Economy and Management Science (CDEMS 2024)*, Advances in Economics, Business and Management Research 292,
https://doi.org/10.2991/978-94-6463-488-4_52

between the joint subject. The disadvantaged brands have the risk of being diluted in the asymmetric brand alliance. Due to the existence of the comparison effect, disadvantaged brands will be more likely to have a negative spillover effect. So what is the combination of tourist attractions? When the relatively weak scenic spots are united with a strong scenic spot brand, will it be affected by the dilution effect? What measures should the scenic spot take to reduce the risk of dilution? The answers to these questions will provide theoretical reference for further promoting the co -construction, sharing and win -win prosperity of tourism resources. In view of this, this article is based on the brand joint theory, regarding the joint promotion of the strong scenic spots and disadvantaged scenic spots in Ya'an as a joint phenomenon of tourism brands, and exploring the overflowing effect of the joint scenic area to the disadvantaged scenic spots. Effects and help the development of disadvantaged scenic spots contribute marketing wisdom.

2 Theoretical Review and Research Hypothesis

2.1 Brand Alliance and Spillover Effect

The brand jointly assisted the brand to break through its own boundaries to achieve brand improvement[2]. The definition of brand jointness is mainly concentrated in joint marketing and brand alliances with the continuous deepening of domestic and foreign scholars' research. It can be seen from the definition of brand union at home and abroad that there is no essential difference between scholars' definition of brand union. In addition, the core issues studied in this article are the category of brand joint overflowing effects. Regarding the definition of brand joint overflow effects, the academic community believes that it is a certain market effect produced by the brand after the brand unite[3]. This article will learn from the mainstream approach to measure the overflowing effect with the differences between the disadvantaged scenic spots and the strong scenic area. The information integration theory believes that when consumers receive new information, they will take a new overall evaluation after integrating and processing, and then generate a new overall evaluation, and then they will respond to this. As a new information stimulus, the brand union will affect the existing brand cognition and evaluation of consumers, and then it will have a brand overflow effect.

Keller believes that the negative spilling effect may be produced in the union, causing brand control to weaken and be diluted[4]. Shen Xuerui also pointed out that when the Great Wall's non -well -known section is united with a well -known section[5]. When the interests of tourism joint products are immediately presented, the non -well -known section will obtain a negative spillover effect. In addition, Guo Rui believes that in the asymmetric brand alliance, vulnerable brands may be influenced by brands[6]. Therefore, in the union of vulnerable brands with strong brands, there is no always considered "small contribution and profit -making". Instead, it may suffer the negative spilling effect brought by the brand union. Therefore, this article assumes:

H1: In the union of vulnerable scenic spots and strong scenic spots, the disadvantaged scenic spots will have a negative spillover effect.

2.2 The Impact of Combined Matching on the Brand Combination Effect

Joint matching is the degree of logical fit of the two brands, which is mainly used to study the impact of brand combination effects. The academic community initially defined the matching of the brand as the complementary characteristics of the product functional attributes between the brand combined and the cooperative brand of the brand. Signal theory believes that under the condition of asymmetric information, consumers will use various "signals" to evaluate the value of the brand. Consumer perception of matching may be one of the "signals" for consumers to judge the brand combination effect. Some scholars point out that matching is the key to determining the defeat of the brand. The combination of matching has a significant positive impact on the brand joint overflow effect. While recognizing this view, Ningchang proposes the negative overflow caused by low -matching combination, which cannot be underestimated, which will threaten the value of cooperative brands and cause dilution loss. Therefore, this article assumes:

H2: The higher the matching of the disadvantaged scenic spots and the strong scenic spots, the lower the negative spilling effect of the disadvantaged scenic spots in the brand combination.

The literature found that many factors will have an impact on brand joint effects. Most scholars believe that joint matching has a greater impact on the joint brand effect. According to the overall classification theory, the greater the overlap of the same characteristics of the two different individuals, the more likely the individual is considered the same category. When the two brands are united, if the characteristics or image of the two brands are more similar, and consumers perceive the matching of the brand union, consumers may give better evaluations. Research by many scholars has confirmed that the combination of matching has a significant positive impact on the brand combined main effect. Therefore, this article assumes:

H3: The combined matching of the disadvantaged scenic spots and the strong scenic spots has a significant positive impact on the willingness of tourists on the joint line.

3 Research Design

3.1 Experiment Procedure

Try to create two combination scenarios: (1) Strong scenic spots and disadvantaged scenic spots are united under high -combined matching; (2) Strong scenic spots and vulnerable scenic spots are united under low -combined matching. The inter -group experimental design is adopted, and the scenic area is used as the indicator. Through comparison of the differences between the visits of the vulnerable tourist scenic spots in comparison and the post -testing, confirm how the overflow effect of the vulnerable tourist scenic spots will get in the two situations.

3.2 Survey Design

This article conducts experimental research on the test in the form of online form. Corresponding to the above two combined scenarios, the two versions of the two versions are designed with Credamo. It is divided into A version (Mengding Mountain-Red Lawn) and B version (Mengding Mountain-Zishi Pass).The first part of the questionnaire is to test the familiarity of the scenic spot and the attractiveness of the scenic area without any intervention description without any intervention description. It is used to test the strong manipulation of the experiment and the vulnerable tourist scenic spot. The second part is introduced by the scenic spot. The form of a combination of graphics introduces and measures the participants' willingness to visit the scenic area. The third part is the core part of the survey questionnaire. First, the two scenic spots are briefly briefly introduced to the two scenic spots, and the combined matching of the combined matching and the wishes of the joint route is set up based on this. The fourth part is the collection of population statistical information, including the gender, age, education level, permanent residence, monthly income, and traveling method of traveling in Ya'an.

4 Experimental Results

4.1 Sample Description Analysis and Trustness and Validity Test

From a gender perspective, male samples are 42, accounting for 42%of the total sample; 58 women samples, accounting for 58%of the total sample. Secondly, the samples of this study are under 18 years old, and the ages of 18-25 accounted for 30%. The 26-40 years old and 55 years old accounted for the same proportion, both of which were 21%. The sample samples are 46%and 54%in Sichuan Province and outside Sichuan Province, respectively. The proportion of gender, age, or permanent residence is relatively uniform. The main reason is that in order to avoid the subjects in the test, the recommenders are particularly required to pay attention to the balancing of population characteristics such as the gender and age of the test. Finally, the travel method of traveling in Ya'an City has the most tourists who choose to travel, accounting for more than half, which is also in line with the source of tourists in Ya'an.

This article uses SPSS27.0 to test the data and validity test of the two indicators of the two version of the questionnaire brand status and joint matching. After KMO and Bartlett test, it can be seen that all tables of the Cronbach Algia coefficient> 0.65, KMO value> 0.7, which indicates that the two versions of the questionnaire data are tested by KMO and Bartlett, so the questionnaire data is tested by trust and efficiency. Next test the effectiveness of manipulation and experimental assumptions.

4.2 Experimental Control Inspection and Hypothesis Testing

For the control of strong tourist attractions and disadvantaged tourist attractions, the analysis of questionnaire data can obtain M Meng Dingshan = 4.97, M Purgawna Pass = 3.71. 5.233, P <0.001); M Meng Dingshan = 4.83, M Red Lawn = 3.79, Mengding

Mountain and Red Layon status are significantly different (T = 4.280, P <0.001) In line with expectations. For the control of combined matching, the analysis of the questionnaire data can be obtained, M Meng-Red = 4.83, M Meng-purple = 4.22, through the sample T test, the combined matching difference is significant (T = 2.04, P <0.05). This shows that this experiment is appropriate for the three scenic spots of experiments.

First of all, in order to test H1, the average value of visits to the disadvantaged scenic spot in the group in the group is compared with the T -testing of the visits to the disadvantaged scenic spot to determine the dilution effect. Under the low -combined matching (Meng Dingshan -Zishi Pass), the average willingness to visit the front test and post -test visits of the disadvantaged scenic spot is M front = 4.36, M afterm, and significant differences (t = 3.857, P <0.001) This shows that the disadvantaged brands are diluted when the low -combined matching, and the test results are shown in Table 1. At the same time, under the high -combined matching (Mengding Mountain -Red Work), the average willingness to visit the disadvantaged scenic spot and the post -testing willingness is M front = 4.63, and M. behind M. Under the matching, the disadvantaged scenic spots have also been diluted. Then the mean difference between the comparative overflow effect between the group was obviously found that the negative spilling effect of the disadvantaged scenic spots under the high -combined matching of the high -combined matching should be less than the negative overflow effect received under low -combined matching, with a difference of 0.18. In other words, the combination of matching can indeed regulate the dilution effect. High -combined matching can reduce the negative spillover effect. Suppose H1 and H2 are verified.

Table 1. Brand joint overflow effect test results

variable	Co-branding	Average	t	Sig
Willingness to visit	pre-combination	4.36	3.857	0.000
	post-combination	3.98		
	Spillover effect	-0.18		

***P<0.001, **P<0.05, *P<0.1

In addition, under low -combination matching, this study uses a multi -linear regression method to examine the relationship between various variables and the willingness to visit the vulnerable scenic spots to confirm which variables may have interference, so as to test the assumptions H3. The return results show that the Tolerance is greater than 0.5, and VIF is less than 2, indicating that no serious multiple common linear issues have occurred. It can be seen from Table 2 that the T value is 10.42, P <0.001, so the return effect is significant. The combined matching is significantly positive on the willingness of the visits to the disadvantaged scenic spot. Suppose H3 is also tested.

Table 2. Result of multiple regression analysis

Model	Unstandardized coefficient		standardized coefficient	t
	B	SE	Beta	
Constant	0.054	1.005		0.054
Combined matching	1.001	0.096	0.830***	10.420

Scenic area familiarity	0.088	0.069	0.110	1.281
Gender	-0.225	0.239	-0.074	-0.943
Age	-0.149	0.194	-0.065	-0.765
Way of travel	0.239	0.183	0.101	1.310

5 Research Conclusions

This article finds that in the joint marketing with a strong scenic spot with the strong scenic spot, the disadvantaged scenic spots will obtain a negative spillover effect, and the combined matching performance can regulate the dilution effect. High -combined matching can reduce the negative spillover effect. This study further deepened the awareness of the benefits of the disadvantaged scenic spots in Ya'an City in the cooperation with a strong scenic spot. It reminds Ya'an that the disadvantaged scenic spots in Ya'an are not suitable for "climbing dragons and phoenixes" in the joint marketing of tourism markets with strong scenic spots. Joint Marketing Action Plan for Ya'an Tourism Scenic Area.

Reference

1. Yuan Yuan et al., Liuzhou Global Tourism Development Planning [J]. Planner, 2022.38 (12): 161-168.
2. Simonin B L Ruth J A. Is A Company Known by the Company Iteeps: Assessing The Spillover Effects of Brand Alliances on Consumer Brandttitudes? [J].Journal of Marketing Research ,1998,35 (1) : 30 – 42.
3. Park C .W.,Jun S .Y. & Shocker A .D. Composite Branding Alliances: An Investigation of Extension and Feedback Effects[J].Journal of Marketing Research, 1996,33(4): 453 -466.
4. Keller L K,Donald R L. Brands and branding：research findings and future priorities[J]. Marketing Science,2006(6),740-759.
5. Shen Xuerui, Liu Yue. Can the Great Wall non-well-known section benefit from the combination of tourism brands in the well-known section? [J]. Traveling Journal, 2022, 37 (12): 52-67.
6. Guo Rui, Yan Liang, Su Chenting, et al.. The asymmetric brand alliance diluted the disadvantaged brand: "Panlong Fang Feng" or "Burning Burning"? [J]. China Soft Science, 2010 (2): 132-141.