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HOW BUSINESS AND MARKETING ETHICS CAN AFFECT HOTEL BRAND IMAGE

Case: Chinese Hotel Chain

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ABSTRACT
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Ethical business and marketing is the new model, and the thesis tries to explore how ethical issues impact Chinese hotel brand image. Moreover, by the combination of corporate social responsibility and customers' value, to carry out the social values-driven marketing, the company can fully take on its social responsibility and business ethics throughout the marketing process, realizing the win-win of social benefits and company benefits. Thereby, these pave a way for ethics and brand image, after the interpretation of ethical issue and brand marketing, the thesis illustrates the current situation of Chinese hotel brand image. From the background of new marketing era, is analysed the relationship of ethical issue and brand image, and further introduced 3i model. While emphasizing the revolution of business environment brought by Internet development, from the consideration of brand reputation, the thesis is analyzing the impact of ethics on tangible contents of brand image, the tangible contents of hotel products and services image, environmental image, social image and hotel staff image. Finally, through the intuitive statistical data of a consumer investigation, to display whether these tangible contents under the impact of ethics have a huge effect on the brand image of Chinese hotel industry. This investigation will bring some inspiration to hotel marketers, whether marketing strategy should start from ethics to create hotel brand image.

Contents

1   INTRODUCTION

In the year of 2011, China became a member of the world trade organization (WTO). This significant historical event also brought new opportunities and challenges for Chinese hotel industry. With the passage of time, growing numbers of foreign tourists come to China. Meanwhile, a variety of barriers are eliminated from Chinese market, Chinese hotel market has unlimited potential for developing. Therefore, many international hotel brands enter Chinese hotel market in order to expand market share and profits. Facing international brands to enter the Chinese hotel market, Chinese hotel industry needs to improve its own hotel brand image for the purpose of getting a seating area in global market.

According to the market competition during the development of different periods and in different periods within the different competitive characteristics, competition can be divided into four levels in the market, and the brand competition is among the highest level. The first three levels are price competition, quality competition and innovation competition. The essence of the brand as a product, it includes all the superior characters of product, such as price, quality, and technology, all of them condense into an impressive brand. This brand can affect the market consumption, and control of the dynamics of the market. (Ya 2005.) From the view of brand strategy, if the hotels want to get long-term benefits, they must build their own brand as the main mission.

However, many hotel groups do not realize the meaning of brand building; they are concerned about the immediate benefits and those outweigh the long-term development. From the statistic report of National Tourism Administration of China (2012), there were 669 hotels had suspended

business for rectification at the year of 2011. Since the event of "Home inns' fire" (Home inns is the biggest limited hotel chain in China. In May 2011, in Jilin Province, there was fire in one Home inns' hotel, resulting 10 people were killed.) Many hotels have reported there exist were exciting a variety of problems and unethical behaviour, many well-known hotel brands are also discredited by the issue of business ethics. For example, Beijing Kempinski Hotel refused to receive guests, according to their own "blacklist of guests". Segmentation is important for hotel, but hotel should understand the standards of segmenting. Whether the event of Beijing Kempinski Hotel tells a story to customers, they also need to have a "blacklist of hotels" in their mind.

As another example, the limited hotels are famous for the value in Chinese hotel industry, and now they have to face the problem of rapid expansion. In some cases the housekeepers wiped cup and toilet with the same towel, and then, in another cases in order to keep costs, hotels outsource the bed sheets washing service to a small washing company. The company shuffled hospital sheets with hotels, the quality of hygiene is a serious non-compliance. The unethical behaviour of these events affect the image of the brand, making Chinese hotel industry into a crisis of confidence, some behaviour touched the bottom line of business ethics, and impactd the survival of the enterprise.

These kinds of events can make consumers doubt the business ethics of the hotel brand, and the credibility of the hotel brand image can get lower. So, how does a hotel deal with the ethical issues of hotel brand? This thesis will present a new concept - "branding of marketing ethics", to research the brand of marketing ethics issue. This research is also about what the relationship between branding and marketing ethics is, and how the marketing ethics impact hotel branding from four aspects.

1.1 The current situation of research

Faced with the emergence of a variety of problems of ethical issues in business, the Chinese scholars began to focus on the study in the field of business ethics. There already exists a lot of domestic literature about the study of business ethics, mainly on ethical system in business, the ethical problems of business, and the education of business ethics. There are also some researches to associate business ethics with marketing, as Harmony Marketing Theory (Wang 2010) explains the definition and characteristics of Marketing ethics, the situation and challenges of Chinese marketing ethics, and also analyzes the relationship between ethics and marketing competition. Ai (2011) also mentions marketing ethics issue in the book Marketing Ethics and Marketing Culture, to compare the differences of marketing ethics between Chinese and foreign enterprises, from the point of Marketing Mix, international marketing, network marketing to discuss the ethics. However, there is not much lecture concerning the research of marketing ethics and brand, basically the studies are separated. There is very little material especially about the hotel brand and marketing ethics.

In recent years, international scholars have begun to research the marketing model of business ethics, such as values-driven marketing, social responsibility marketing and so on. The leading person is a well-known marketing master, Philip Kotler. In the book Corporate Social Responsibility (2005), Kotler introduced the issue "making money to solve social responsibility", in fact; it can be seen as the study of business ethics of the brand. The book of Marketing 3.0 (2010) presented the concept of values-driven marketing, enterprise must rely on values to survive in the market. The Book took out a new interpretation of brand, which is 3i model, but also the ethics is an important element of the model. The new interpretation

advocates that enterprises should serve consumers as individuals with thinking and spirits, and customers' spiritual needs must be attached by enterprises.

In addition, On Competition (Porter, 2008) also introduced the relationship of strategy, philanthropy and social responsibility. In this book, Porter analyzed how enterprises face the social responsibility, and analyzed the enterprises through commitment to social responsibility to improve core competitiveness. Both of their studies provide effective basis for this thesis.

1.2 The structure of the thesis

This thesis has seven chapters and three appendices. The content of the thesis includes the related theory of business ethics, social responsibility and brand marketing, the main theory of branding and marketing ethics, research methodology, and the result of the research. Chapter 1 introduces the background of ethical issues in Chinese hotel industry, to draw forth the following context that the reasons and purpose to do this study, and from China and worldwide to find out the current status of this study. Chapter 2 is about the related theories of business ethics and corporate social responsibility, and introduces the social responsibility marketing. Both of the theories are the foreshadowing for the main chapter, and providing help for understanding the main issue. Chapter 3 is the main theory part of the whole thesis, which introduces the marketing ethics and branding. Through the presentation of five key elements of branding, to plain analysis of the relationship between marketing ethics and hotel branding. On the bases of these four aspects is introduced how marketing ethics affects branding, products and services, price, promoting, and hotel's social behaviour. Chapter 4 is about the marketing research, introducing the targets, research

method, research instrument and limitation. Chapter 5 presents the research result and analysis of each question in the questionnaire, and customer's suggestions for branding with marketing ethics. Appendix 1 and 2 are the example of questionnaire in English and Chinese, appendix 3 is the research data from the online statistics, and appendix 4 is the number of responses in different segmentations of each question.

2 BUSINESS ETHICS AND SOCIAL RESPONSIBILITY

Business ethics means the ethical behaviour of enterprises. Business ethics can be defined as "behaviour that is consistent with the principles, norms, and standards of business practice that have been agreed upon by society" (Klebe & Nelson 2007, 19). In the system of business ethics, the core position is business values. Business values refer to the value of the commercial presence, and the philosophy of business, it is the sum of the fundamental purposes for the commercial systems and practices. Unethical behaviour in business generally arises when business firms fail to pay explicitly attention to the ethical risks that are created by their own systems and practices (Madsen & Shafritz 1990, 229.)

Gain and dedication are the reference factor to measure commercial values of enterprises. During the business process, according to the different attitudes of gain and dedication, it not only can reflect the different value systems of enterprises, but also to know whether business behaviours are ethical. The reasons for unethical behaviour in a company could be the goals that are very difficult to achieve, and a behaviour that is motivated by incentive fees, in addition, a culture of a company or the industry that ignores

ethical conduct or unreserved obedience to the superiors' directives and short-term goals, which are also the reasons for unethical behaviour in a company. (Cory 2005, 11.) In a sense, marketing ethics is the unilateral part of business ethics. Business ethics issues discuss the rights and duties between a company and stakeholders; it is the basis of marketing ethics. Marketing ethics more discusses the behaviours between company and stakeholders.

2.1 The theory of corporate social responsibility

Corporate social responsibility, CSR, means that enterprises to create profits and take liability to shareholders must also assume responsibility for employees, consumers, society and the environment issue (David & Karen 2005, 124-127). CSR requires enterprises must go beyond the traditional concept of profit as the only goal, and stress the concern of human value in the production process, stress the issue of environment, and social contribution. In the 1980s, the corporate social responsibility movement gradually increased in Europe and the United States, the movement includes the content of environmental, labour and human rights aspects. Since this movement, consumers' concerns have changed from the single product quality to multiple concepts of product quality, environment, occupational, health, labour, social security, and other aspects. Some organizations have called to link the social responsibility and business. Because of the increasing pressure and enterprises' own development needs, many European and American multinational companies had to make the necessary commitment of social responsibility codes. The development of corporate social responsibility in China is to start from the last few years; in the sixth annual conference of Chinese public relations manager (2010), "2010 Corporate Social Responsibility excellent case" was announced, and this was

the first time organizing and selecting cases of corporate social responsibility. The winning cases were from the enterprises, which have made outstanding contributions to social welfare, philanthropy and environmental protection.

The World Tourism Organization mentioned three main programmes from last year, promoting sustainable tourism development, Advancing tourism's contribution to poverty reduction and development, Fostering knowledge, education and capacity-building (UNWTO, Annual Report 2011). These behaviours marked tourism and social responsibility are closely linked. Furthermore, more and more corporate and leisure guests care about the sustainability of the hotels they use today. International Hotel and Restaurant Association (IHRA) launched the programme "Sustainable Hospitality 2020" to promote hotel industry developing in sustainable way, to reduce wasting of resources, and attract more guests to improve the profits.

At present, Chinese hotel industry is heading toward the internationalization and conglomeration. The hotel enterprises should strengthen awareness of the social responsibility. The magazine Hotels published hotels' 325 ranking in the world (Hotels Magazine, 2012), there were two Chinese enterprises appearing in the top ten, Shanghai Jin Jiang International Hotels and Home Inns & Hotels Management, ranked ninth and 10th. This historical event marked Chinese hotel enterprises gradually connecting with the world level. However, along with the developing of Chinese hotel industry, it also needs to build up the corresponding social responsibility system. The world-famous international hotel operators and brands have entered Chinese market, such as InterContinental, Marriott, Hilton, Accor etc. The internationalization of Chinese hotel market is the inevitable trend of development of China's hotel industry. Relative to the expansion of international hotel brands and operators in the Chinese hotel market, Chinese hotel enterprises not only need to expand the scale at domestic market, but also need to expand

market shares in the world (Fan 2004) The internationalization of Chinese hotel industry will inevitably lead to the awareness of social responsibility. Now that the international community promotes social responsibility, Chinese hotel industry has to face the issue and be consistent with the world level as soon as possible.

"In the long run, those who do not use power in a manner that society considers responsible will tend to lose it" is the "Iron Law of Responsibility" according to Keith Davis (Davis & Blomstrom 1975, 50). Through Keith Davis' theory to comprehend the CRS of Chinese hotel industry, the CRS of hotel industry comes from its social influence. So the hotel enterprises have a significant influence to solve major social issues, such as employment, environmental protection etc. Therefore society will inevitably require hotel enterprises to use the influence to solve these social problems. Each of marketing activities and services of the hotel, while considering the hotel benefits, also need to consider the social benefits. In other words, the hotel enterprises' strategy can not only emphasize the hotel revenues, but also needs to consider the impact of the society on short-term and long-term. From the point of sustainable developing, Chinese hotel industry needs follow social accountability 8000 international standard (SA8000, 1997), and engage in three main Chinese social issues, which are solving the employment problem, reduce the wasting of resources and protection of the environment, and to ease the gap between the rich and the poor.

2.2 Social values-driven marketing

According to the development history of marketing, Kotler divided marketing into three eras (2010, 5). The Ford Motor Company is a typical example of first era In the early 20th century, called Marketing 1.0 era. Henry Ford said "Any customer can have a car painted any colour that he wants so long as it

is black." In this era, products are the core of marketing, and the main task of this era is the product management. The theory of 4Ps -Product, Price, Place, Promotion, (McCarthy, 1960) - is the main tool for marketing in the first era. In other words, the first era of marketing is seller's market; the marketers only need to consider how to convince customers buy their own products or services. Kotler said this era of marketing can be seen as purely sales or product-centric era.

With the developing of information technology, customers can easily compare several similar product offerings, and companies began to compete for customers. Marketers recognized that company must change the product-centric marketing, and replaced product-centric era by the customer as the core. The appearing of STP strategy - Segmentation, Targeting, Positioning, (Smith 1956) - is the mark of the Marketing 2.0 era. Marketers established a close relationship with the customers; marketers not only provide product features, but also need to provide sentimental value to customers.

In the Marketing 3.0 era, internet has changed human lives; the information asymmetry range between customers and enterprises is getting smaller and smaller. In this era of marketing, marketer does no longer regard customers as consuming people, but sees them as complete human individual. (Kotler 2010, 4-39.) According to Covey (2004), "a whole human has four basic components: a physical body, a mind capable of independent thought and analysis, a heart that can feel emotion, and a spirit —your soul or philosophical centre." Now marketers must pay attention to the inner needs of customers, this era marked the emergence of marketing ethics, and began to affect the brand image. But that does not mean marketers abandon the experiences from Marketing 1.0 and Marketing 2.0.

For Chinese hotel industry, the theory of Kotler has a huge reference value. Hotel marketing is distinct from the old era; customer trust of vertical market is transferring to horizontal market. (Kotler 2010, 170-172.) Hotel guests do not believe the advertising of hotel, on the contrary, the trust between customers is growing up, customer trend to prefer trusting the experiences of other customers, especially the Internet Word of Mouth (IWOM), and they even do not trust the hotel advertising. In customers' mind, the advertising is equal with hotel's profits; the information from hotel advertising is untrustworthy (Zhang L 2005, 135-136). They prefer to search the evaluation online from other hotel guests. The horizontal customer trust system plays a significant role in marketing area; this change requires from marketers more aspects to respect customers, the hotel services and behaviours cannot violate ethics. In marketing 3.0 era, when a hotel loses a customer because of ethics issue, that hotel possibly loses one profit group. The ethical degree of Chinese hotel industry does not match with the developing speed, although Chinese hotel industry is developing rapidly, people could feel that the number of ethical complaints are also increasing every day. The hotel is keen to speculative marketing through public relations, the behaviour results the superficial hotel visions. What should have been a win-win situation with customers and hotel industry, has now become a game between customers and hotels (Xin, Cheng & Zong 2006, 161-162).

3 BRAND IMAGE WITH MARKETING ETHICS

Marketing ethics finally deals with ethical dilemmas pertaining to the marketing function (Schlegelmilch 1998, 8). Laczniak and Murphu (1993) define marketing ethics as "the systematic study of how moral standards are applied to marketing decisions, behaviours and institutions." Marketing ethics can be seen as the sum of the standardized behaviours to deal with

relationship between enterprise and all stakeholders, in this situation, the standardized behaviours are the applied ethics which deals with the moral principle behind the operation and regulation of marketing. Marketing ethics determines whether the marketing activities bring benefits to consumers and society. Whether marketing should follow the ethical standards, is always a disputed research topic for scholars. On the basis of The Prima Facie Duty Framework (Ross & Stratton-Lake 2009, 4) to understand marketing ethics, include the consideration of fidelity, gratitude, justice, beneficence, self-improvement, non-maleficence. All of these factors should be related with marketing activities. According to the marketing ethics, marketer created some new strategies, such as consumer oriented marketing, innovative marketing, sense of mission marketing, social benefit oriented marketing etc.

3.1   Brand marketing and the five key aspects

Brand marketing is the process which is through marketing activities to make customer cognitive enterprises brand and products. It is a marketing concept for enterprises to keep the competitive position. Wang (2004) defines brand marketing as "On the basis of the brand positioning, enterprise make the communication of brand with customers, to create marketing activities with the core of brand." The best marketing is not to build up a huge sales network, but to use the brand symbol create an invisible marketing network into the hearts of the public, delivering the spirits of the product to consumers' mind. It is an intangible asset when consumers choose product. Under the 22 immutable laws of branding (Ries & Ries 2002, 22) to consider hotel brand marketing, most Chinese hotels focus only on the short-term benefits, using a variety of pricing strategy, and a series of complex marketing strategy, just to obtain greater profits. When these practices are unethical, it can only be regarded as weakening Chinese hotel brand, rather than positive brand-

building. In the short term, weakening hotel brand it is possible easily to get revenues, but from the long-term considerations, this behaviour will weaken the power of hotel brand, until the brand does not have any intangible value.

Referencing the statistics in Figure 3.1, of Meadin Brand Index Monitoring System (MBIMS), the formula is MBI = a *UI + b * MI + c * HI (MBI is the Brand Index, a, b, c is the Weighting coefficients, UI as User Influence, MI as Media Influence, HI as Hotel Influence). Comparing the influences of several domestic hotel brands and international brands in Chinese market, it is obvious that the influence of Chinese hotel brands is lower than international level, the influences of international hotel brand are 3 or 5 times higher than domestic brand. Chinese domestic hotel industry needs to strengthen its brand marketing.

Brand Ranking	Domestic Hotel	MBI Index	International Hotel	MBI Index
1	Hua Tian	36.38	Hilton	130.15
2	Jian Guo	35.26	Shangri-La	96.21
3	Jin Ling	17.43	Marriott	78.31
4	Kai Yuan	12.88	Sheraton	61.34
5	Yue Hai	7.96	Four Seasons	49.57
6	Nan Yuan	7.90	InterContinental	42.99
7	Jin Jiang	5.83	Crowne Plaza	27.55
8	Wei Jing	4.54	Westin	27.20
9	Tangla Xiuya	4.27	The Peninsula	26.60
10	Hai tian	2.30	Kempinski	23.76

Figure 3.1 the MBI data comparison of domestic and international hotel brands

Brand marketing includes four strategies, brand personality (BP), brand communication (BC), brand sales (BS), brand management (BM). For each strategy, enterprise need consider different contents. Brand personality

includes the brand naming, packaging design, product price, brand concept, brand ambassador, brand image of style, brand suitable group. Brand communication includes advertising style, dissemination of objects, media strategy, advertising campaigns, public relations activities, word-of-mouth image, and terminal display; the differences between brand communication and integrated marketing communication, BC choose media can be a single media or the mix of several media, BC based entirely on the needs of marketing strategy. Brand sales Includes personal selling, staff promotion, advertising promotion, event marketing, offers bargain etc. Brand management includes marketing team building, marketing system building, brand maintenance, terminal building, motivation, channel management, dealer management etc. (Brand Marketing 2009.)

From the general sense, the enterprises´ competition includes production competition, quality competition, price competition, service competition, and then to brand competition, the first four competitions are actually the pre-process for brand marketing, in other words, they are also the basis of brand competition. From this perspective, to do brand marketing, the following five aspects should not be underestimated: quality, ethics, positioning, characteristics and communication. Quality is the key to competitiveness of any hotel without exception from the standard, reliable service quality. When consumers recognize a hotel brand representing the standard services, consumer loyalty is quite high in this situation; they can bring long-term benefits for the hotel. Conversely, if consumers have complaints about quality issue of the hotel, the consumer could never choose this hotel brand again. (Brand Competition 2009.) There is a saying in China, "A promise is weightier than one thousand bars of gold." An ethical brand is also weightier than one thousand bars of gold, with the passage of time, only the ethical brand can survive in the market, the unethical brand will eventually lose consumers. The development of a positioning strategy is sometimes referred

to as the most important discipline in brand management. (Kotler & Pfoertsch 2006, 172.) A successful hotel brand is thinking about the inner needs of consumers, thus to express the product information of brand to the customers. Marketers need accurate positioning of the hotel brand to find target group. The characteristics of brand are presented as the featuring hotel facilities, theme rooms and hotel layout. These characteristics could increase customers' satisfaction, thereby enhancing consumer loyalty. With the homogenized competition in the market, marketing communication is used to create a competitive advantage to differentiate the brands (Huang 2005, 408). With the developing of information technology, hotel marketers have to find the effective brand communication strategy.

3.2   Relationship of marketing ethics and brand image

Now, more and more hotel guests are concerned about things which are far more than the narrow self-benefits. Guests have a long-term vision and more desire for environmental issues, sustainable development, and social responsibility. Guests expect that with the developing of hotel, and hotel decisions could contribute to the sustainable developing of society. Moreover, the internet has been popularized throughout the society; guests communicate and share experiences with each other through the internet. The network users have high distinguishing information ability; any hotel's false information cannot deceive them. This is a trend, hotel managers will gradually lose the dominant position for propagating brand, at the same time consumers are not only as guests, but also are the marketers of hotel brand.

Figure 3.2 (Ye & Ye 2005) shows that customers are the core to analyze the relationship between marketing ethics, customer's satisfaction and brand image. The customer satisfaction level has a direct relationship with

enterprise, with higher marketing ethics that enterprises get higher customer satisfaction, conversely, customer satisfaction will be low (Ye & Ye 2005, 266). Brand reputation and corporate reputation is conducive to establish a good corporate image and brand image in the minds of consumers (Economic Management 2006). In others words, brand reputation comes from the customer's satisfaction, only if the customers are satisfied with marketing ethics of hotel brand, they publicize the brand image in positive side, otherwise, complaint will decrease the hotel brand image. Offering high product quality and service integrity, enterprises can get more customer satisfaction; this corporate has positive brand image, and customers are willing to promote this kind of brand.

Figure 3.2 the relationship between marketing ethics, customers' satisfaction and brand image.

In order to better understand the relationship between marketing ethics and brand image, the 3i model from Kotler (2005) could bring some inspiration (see Figure 3.3). Kotler redefined marketing as a consonant triangle of brand,

positioning and differentiation, with the 3i's: brand identity, brand integrity, brand image to complete the triangle.

Figure 3.3 the 3i Model

Positioning is a mere claim that alerts consumers to be cautious of an inauthentic brand. Differentiation is the brand's DNA that reflects the true integrity of the brand. It is a solid proof that a brand is delivering what it promises. It is essentially about delivering the promised performance and satisfaction to your customers. Differentiation that is synergetic to the positioning will automatically create a good brand image. (Kotler 2010, 39) Above is the English version of original words, in Chinese version (Kotler 2010, 39); the translation of brand integrity is brand ethics. Moreover, marketing is selling the intrinsic value which is integrity, when enterprises lose integrity, at the same time; they also lose the ethics (Yang 2005, 114). In a word, marketing ethics and brand have close relationship. The establishment of an enterprise brand image requires many factors, as culture,

history and quality, but ethics is one of the most important factors (The construction of spiritual civilization 2003, 10). Marketing ethics could impact customer's satisfaction, thereby impacting hotel brand image. Simultaneously, hotel brand image with ethical rules will not only improve the competitiveness in market, but also increase the revenue of hotel.

3.3   The tangible content of brand Image

Brand image includes the tangible content and the intangible content, this thesis researches ethics' issues impact on hotel brand image through the tangible content. The tangible contents of brand image are product image, environmental image, social image, staff image and performance image (Brand Image 2009). In this thesis, there is no marketing research about how ethics impact on performance image. Because the performance image relates with the scale of operation and profitability of the brand, mainly constituting by sales, ratio of profit to capital and return on assets (ROA), researching the effects is complex and time-consuming, but also related to financial privacy. However, from the media reports of Meadin (2011), after the event of "illegal cooking oil" and" unsanitary bed linen", hotel turnover has decreased within a certain time. Through the medium of consumer, business ethics could impact hotel brand image from the aspects of product issue, environmental issue, social issue and staff issue. To evaluate the impaction there are many methods, the most effective and direct way is to evaluate the brand reputation. Brand reputation is one of the brand powers, meaning the degree of customer's satisfaction and trust for the brand. (Ding 2007, 207-210).

3.3.1 Product image

In hotel industry, ethics issues affecting product image are mainly reflected in three aspects: quality, price and innovation. Hotel product mainly is service; the standard service is the basic manifestation of ethics. Customers buy products or services from the hotel, it is the result of the good feelings and trust for this hotel or the services, or they are the requirements of honor, preferences and other factors. The transactions between hotels and customers are voluntary, and respective party obtains its benefits, there are inevitable obstacles if the hotel does not have business ethics. (Zou 2004, 18). From this can be seen when hotel cannot provide standard services to satisfy customers, the transactions will be broken up, and resulting that customers lose trust of that hotel brand. Price issue of marketing ethics includes price fraud and price discrimination, some serious behaviors have even gone beyond the ethical bottom line, belong to the scope of the law. Green Hotel has just started in the Chinese market, from another point of view; it is the innovation of hotel industry, green hotel not only provides the standard green products or service to customers, but also reduces energy consumption and protects the environment. Marketing green hotel is an inevitable stage in the sustainable development of Chinese hotel industry; it also is the trend of Marketing 3.0 era.

3.3.2 Environmental image

Ethics' issues impact on environmental image mainly is the hotel design. The hotel is built above the affordability of the ecological environment, the hotel design applies energy-saving system, through energy-saving, water-saving, rational utilization of natural resources, slowing down the depletion of resources, reducing the generation and emissions of solid waste and

garbage. During the production and consumption process in the hotel, to promote hotel, products or services are compatible with the environment, from hotel aspect the environmental hazards risk must be reduced, in addition, the use of plastic products must be avoided, the packaging of soap and cup reduced, and hotel must supply uncontaminated items or recycled items to guests. Kotler (2010) pointed out that with climate change and the increasingly serious environmental problems, consumers are increasingly concerned about environmental protection. Hotel's energy-saving system does not only increase the hotel brand image on the ethical level, from the long-term considerations, also reduces the energy costs of the hotel.

3.3.3 Social image

Social image of brand is through the non-profit social behaviours or the social behaviours of the public nature of the relationship to create a good brand image. Many firms try hard to align their philanthropy with marketing and brand image (Ferrell & Hartline 2011, 64). Charitable activities are the manifestation of marketing ethics, but also it is a good way to improve the brand image in hotel industry. Charitable activities reflect enterprises' care about the community construction, human activities, it is the business philosophy of social contribution, enterprises sponsor philanthropy to enhance the affinity of brand, and create a good brand image (Huang 2005, 13). For the hotel industry, especially for a large hotel group having a well-known brand, choosing the charitable activities is an effective way to achieve a win-win between hotels and society. Charitable activities can display not only a sense of social responsibility and ethics of the hotel, but also that hotel contributes to sustainable development of the society. As a service industry, the advantage of hotel is exposed to a wide range of customer groups every day; hotel is like a window for philanthropy. Starwood Hotels has long been

promoting the charitable activities named "Check out for children", every Starwood hotel contributes for philanthropy, at the same time, and hotel encourages every guest to participate in this charitable activity, to help poor children.

3.3.4 Staff image

The hotel staff has more direct contact with customers than the senior manager, good staff image could help hotel to shape the brand image. Therefore, the hotel must rely on the self-discipline of all the staff to protect the brand image, to avoid the loss of brand image due to the unethical behavior of staff. In this situation, the self-discipline can be understood as marketing ethics, it is the exemplification of staff ethics. In the hotel's daily work, many of the services are difficult to effective evaluation, more customer needs is the processing of the hotel staff, ethical behavior of the staff provides standard services and meets the needs of customers, thus improving the hotel customer satisfaction, and ultimately have a positive effect on hotel brand image. When senior marketing managers have professional and ethical rules, which can enhance the brand centripetal force and the public trust, when the front-line staff as the receptionist or housekeepers have professional and ethical rules, can enhances the cohesion and competitiveness of the brand, both are effectual for laying a solid foundation that is the long-term development of hotel brand image (Ye 2006, 345). So, hotel staffs are the main parts of brand production and management activities, and they are the direct shapers of the brand image.

4 PRESENTATION THE RESEARCH METHOD

The appropriate choice of approach is critical for the measurement of how marketing ethics affect brand image. Marketing ethics and brand image are invisible; marketing research cannot be evaluated by direct methods, such as smell, taste or hearing. However, the impact of marketing ethics on brand image can be analyzed by brand reputation. Zheng (2005, 187) defines brand reputation as the degree of public trust and praise of a hotel. Brand reputation can been evaluated by many methods, such as questionnaires, suggestion boxes, feedback book, nowadays online feedback is also popular for customers to give a rating for the hotel. In general, the public evaluation of a hotel can be divided into three levels: good evaluation, as the praise and trust, bad evaluation, as the criticism and protests, and neutral evaluation which has no obvious bias.

This objective of the research is through the analysis of brand reputation, to find out the changing of brand image under marketing ethics affecting. So, quantitative research method can be considered in this situation. Given (2008) defined the quantitative research to refer to the systematic empirical investigation of social phenomena via statistical, mathematical or computational techniques. The researching information is usable and applicable, up to date, reliable and accurate. However, this research is not available immediately. Applied to this study, the research is conducted using a questionnaire. Brace (2008, 4) proposed the role of the questionnaire is to elicit the information that is required to enable the researcher to answer the objectives of the survey. To do this the questionnaire must not only collect the data required, but collect the data in the most accurate possible way. Collecting accurate data means getting the most accurate responses, so a

key objective in writing the questionnaire is to help the respondents to provide answers.

When designing a questionnaire you need to make sure you set aside enough preparation time and ask yourself what is the purpose of this questionnaire. You will have to consider what questions you want to ask and the way you want to ask them. There are no rules on how many questions you should include but remember you only need to include what is absolutely necessary as you do not want to irritate the participant and end up with a low response rate. (Denscombe 2003, 85–108.) Steen and Roberts mentioned the time and resources you have available will influence the design of your questionnaire and you will also need to consider: what type of questions to include, the wording of the questions, the order in which to ask certain questions, piloting the questions, how to distribute the questionnaire and how the questionnaires will be returned. Based on their suggestions to design the questionnaire could be easier for this study.

The type of the questionnaire is closed-ended questions. A closed-ended question asks the respondent to make a selection from a limited list of responses; close-ended question can either be what marketing researchers call dichotomous or multiple choices (Lamb, Hair & McDaniel 2010, 141). The total number of the questions is twelve, one of the questions is multiple-choice and others are single-choice questions. The single choice questions include two types, choosing and rating. The first choosing question is used to filter the different customer segmentation, the different customer groups continue to analyze the following questions. The range of rating question are 1 (strongly disagree), 2 (disagree), 3 (agree), 4 (strongly agree). Simple words must be used and questions must be in a language familiar to the respondent, ambiguity must be avoided and the wording should be clear and concise (Hair, Wolfinbarger, Money, Samouel & Page 2011, 161-162). The

order of questions is based on the theoretical part, namely product image, environmental image, social image and staff image to formulate the questions. Piloting the questions is mainly about getting the words right. No matter how much time and thought have been spent on developing and writing the questions, until they have been tried out on someone, investigator does not know whether what is meant or intended is going to be clear to those answering them (Gillham 2000, 35-37). The questionnaire was piloted before distributing online.

4.1 Research tools

The questionnaire was distributed through an internet platform, which is named Wen Juanxing or So Jump (http://www.sojump.com), it is a professional online questionnaire survey, evaluation, voting platform. This platform provides services for enterprises, schools and individual person. For enterprise users, the services are involved with customer satisfaction survey, marketing research, employee satisfaction survey, demand registration, talent assessment etc. The platform also offers academic research, social survey, online registration, online voting, information collection services for schools. Individual users can use the platform to do public survey, blog survey, and interesting test. For academic research, researchers can duplicate the manuscript questionnaire to the platform. After designing and testing the questionnaire online, the platform provides a link to WebPages. Then attaching the link to social internet community, and invited customers to answer the questionnaire. Online questionnaire has three main advantages, it is simple, fast and extensive (Cao 2002, 24-25). Simple means the survey is not influenced by weather and distance elements, the cost of survey is lower than traditional survey, because researcher does not need to print out the questionnaire, moreover, online survey is more environmental. At the

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same time, the online survey is quite fast, respondents can immediately receive a questionnaire via e-mail or Web links, and investigators are able to recover the questionnaire in a few minutes. With the rapid development of network technology in China, the number of internet user is constantly expanding. More and more people access to the Internet community, internet surfing has become an indispensable part of people's lives, people obtain and share information through the internet. With the online survey with the advantage of professional survey platform, questionnaires were published in different social internet communities, and the coverage is very extensive and the collection of information is more accurate.

In this study, two different types of social internet communities have been chosen, Sina Weibo (http://www.weibo.com/21051988/) and Meadian (http://www.bbs.meadin.com/). The operation of Sina Weibo is similar to Twitter; there are huge numbers of Chinese users and many hotel management discussion groups. Median is the largest social internet community for hotel management. Almost all young hotel management elite have an account in this community. These people not just play the role of hotel manager, but also the role of hotel customers. Their opinion could have constructive significance for this study. The questionnaire was published in three hotel management discussion groups in Sina Weibo, The group names are Hotel Management Discussion, Meadian & Amp Chinese hotel, and Asian Chefs Association. At the same time, three Posts and one activity were found in Meadian community.

For the analysis of the research report, Excel and the analysis tool of Meadian has been used. The analysis tool of Median is easier for researcher to get data information from single statistical analysis, category statistical analysis, and cross-analysis. Furthermore, researcher also can get specific analysis data information though setting different variables. Excel has been

used for transferring the data information into chart, which straightforwardly presents the statistical information to the reader. The clever use of these two tools brings a great help for the completion of this thesis.

4.2 Limitation of the study

There are some limitations in this study. Firstly, the brand image consists of two kinds of contents, the contents of the tangible and intangible, the brand image of the invisible content mainly refers to the brand's unique charm, brand's unique charm is giving by the marketers for consumer perception. Intangible contents of brand image mainly reflect people's emotions, identity, status, psychological personalized requirements. Invisible contents of the investigation are a complex, multi-factor, and the huge amount of work. Secondly, tangible contents of brand image include five elements, product image, hotel environment image, hotel performance, social image and staff. To evaluate hotel performance image is untouchable in this study, the image of hotel performance is analyzed from the financial report, sales, profit margins and asset yields. Sometimes, hotels do not want to present the assets yields, because the reports are involved privacy information. Thirdly, the respondents are chosen from China, the analysis is based on Chinese opinion, and the result. Fourthly, the method of question survey is publishing the questionnaire in social internet community. This is a new survey method, but it does not mean it is perfect. Because not all consumers visit the community frequently, it could cause the customers not receive the questionnaire. Moreover, to measure the impacts have two indicators, brand awareness and brand reputation. Brand awareness refers to the degree brand is known to the public, is an important indicators of the evaluation of brand image. The brand awareness is measured from three different aspects: public awareness, industry recognition, target group awareness. The brand

awareness not only has positive effects, unethical marketing strategy could bring negative brand awareness. During this study, brand reputation is the only one indicator to analyze the impact of brand image, which is not comprehensive; however, the measurement of two indicators cannot be smoothly completed by one person.

5 RESULTS

Since the questionnaire was published on the 11th of November 2012, until the 18th of November 2012 when the questionnaire was closed, altogether 531 survey questionnaires were collected from respondents. The numbers of independent IP (Internet protocol) are 530, IP repetition rate 0.2%. From the geographic distribution of respondents can be seen, that the majority of respondents are from the southeast coastal cities of China, such as Hangzhou, Nanjing etc, which are the first tier tourism cities in China, and it is the fastest growing area of Chinese hotel industry.

The first question is about the hotel experiences of customers, which is used to segment the guests as different groups: no experiences, 1-2-star hotel, 3-star hotel, domestic 4-5-star hotel (China), and international 4-5-star hotel. To divide the customers into different groups not only targeted to deeply understand consumer behaviors, but also more accurately study the impact of marketing ethics and hotel brand image. The customers who do not have experiences yet are possible hotel users. The reasons to separate 4-5-star hotel as domestic and international hotel are the differences of hotel brand influence and brand marketing strategy. As the statistical analysis information from Meadin Brand Index Monitoring System, Chinese hotel brand influence is weaker than International stars hotel. Moreover, through the different consumer segmentations, it is better to do classification statistical analysis

and cross-analysis, thus get the accuracy of the research information. Of the 531 respondents, 27 respondents do not have hotel experiences and have not used the hotel services yet, which accounts for 5.08 percent. 66 respondents from 1 or 2-star hotel segmentations, such as small hotels, guest houses etc, which accounts for 12.43 percent. The amount of respondents choosing 3-star hotel as the main accommodation is 333 and accounts for 62.71 percent. The domestic 4-5-star hotel and international 4-5-star hotel respectively have 83 and 22 respondents, and the percentages are 15.63 and 4.14. (See figure 6.1)
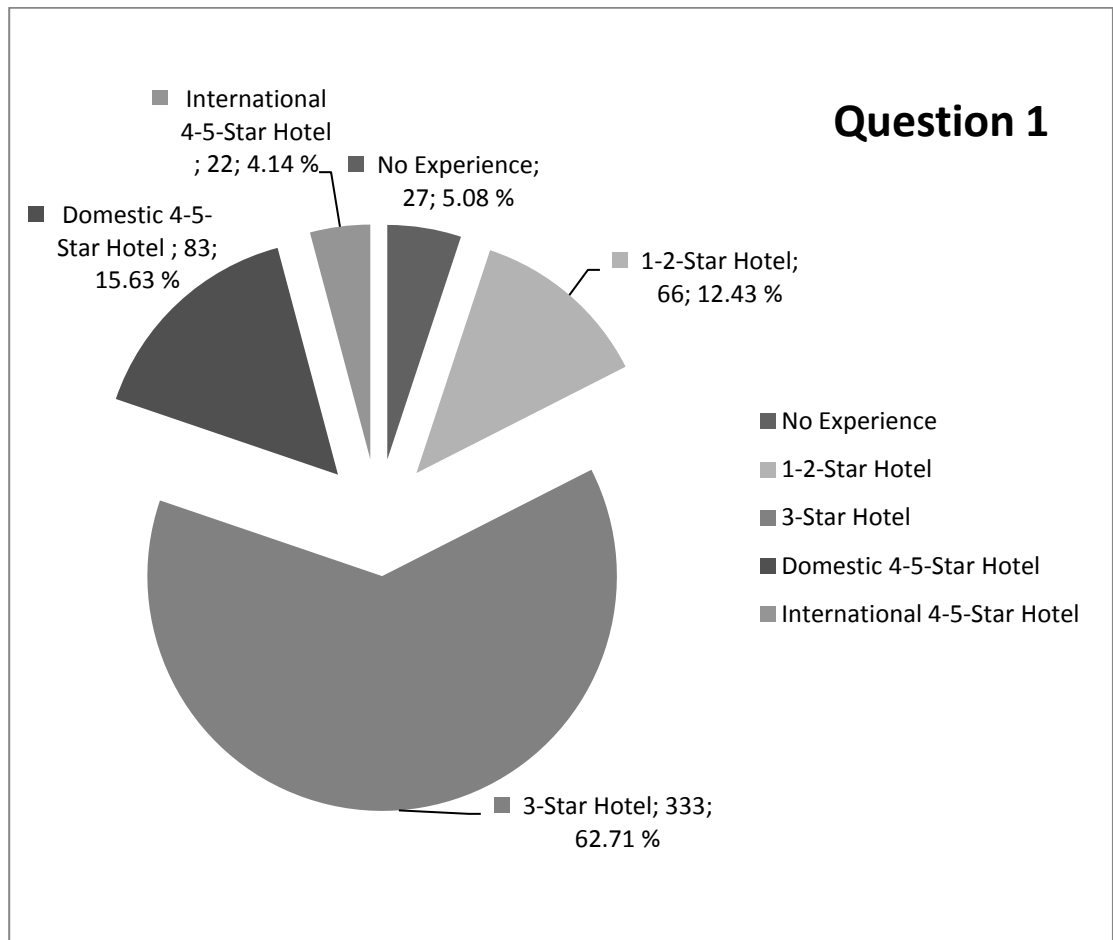
Figure 6.1 I usually choose _____ -star hotel.

Questions 2 to 11 can be divided into four parts, each part represents an element of brand image. The score range of each question is from 1 to 4, respectively representing the four choices, strongly disagree, disagree, agree and strongly agree. The question of the minimum score is 1, and the maximum score is 4, so the scores of each question have two levels, when the average score of a question is higher than 2.5 that means respondents tend to choose the agree viewpoint, and vice versa. Moreover, using the classification statistics for each is the main analysis method in this study.

First parts are the questions 2, 3 and 4. These questions are about how ethical issues impact hotel brand image from product and service elements. Question 2 concerns the services quality issue. If the hotel has services quality problem, customers will not continue to choose that hotel again. The average score of question 2 is 3.66, meaning customers are more inclined not to use the hotel services again when the hotel has services quality problem. There were 6 respondents choosing strongly disagree with the opinion which accounts for 1.13 percent, 20 respondents still use the hotel products or services when they find the quality problems, which account for 3.77 percent. The most respondents think that they will not use the hotel service anymore, when the quality problem has happened during the stay at the hotel. 120 respondents agree with the option and accounts for 22.6 percent. 72.5 percent and 385 respondents definitely think that they never use the hotel services again if the services have quality problem. (See figure 6.2)
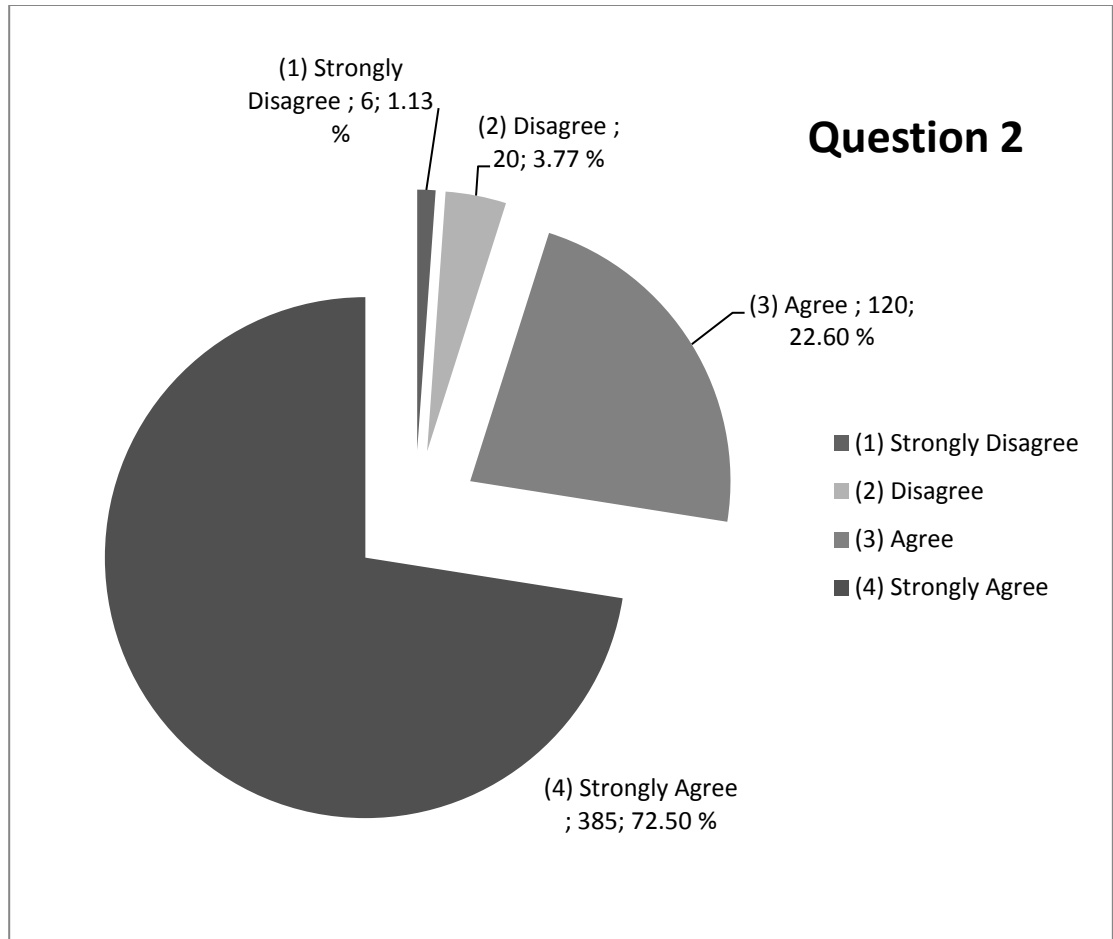
Figure 6.2 If the hotel has services quality problem, I will not continue to choose that hotel again.

From figure 6.3 we can see clearly the percentage of responses in different segmentations. The percentages of strongly disagree option is negligible, and the rate of disagree option sharply decreases from non experiences segmentation to international 4-5-star hotel segmentation. The percentage of agree option is fluctuating at the level of 23 percent. Generally, from non experiences hotel segmentation until international 4-5 star hotel segmentation, the rate of strongly agree option gradually increases, which means that in the higher standard hotel segmentation, customers care more about the product image of hotel brand. (See figure 6.3)
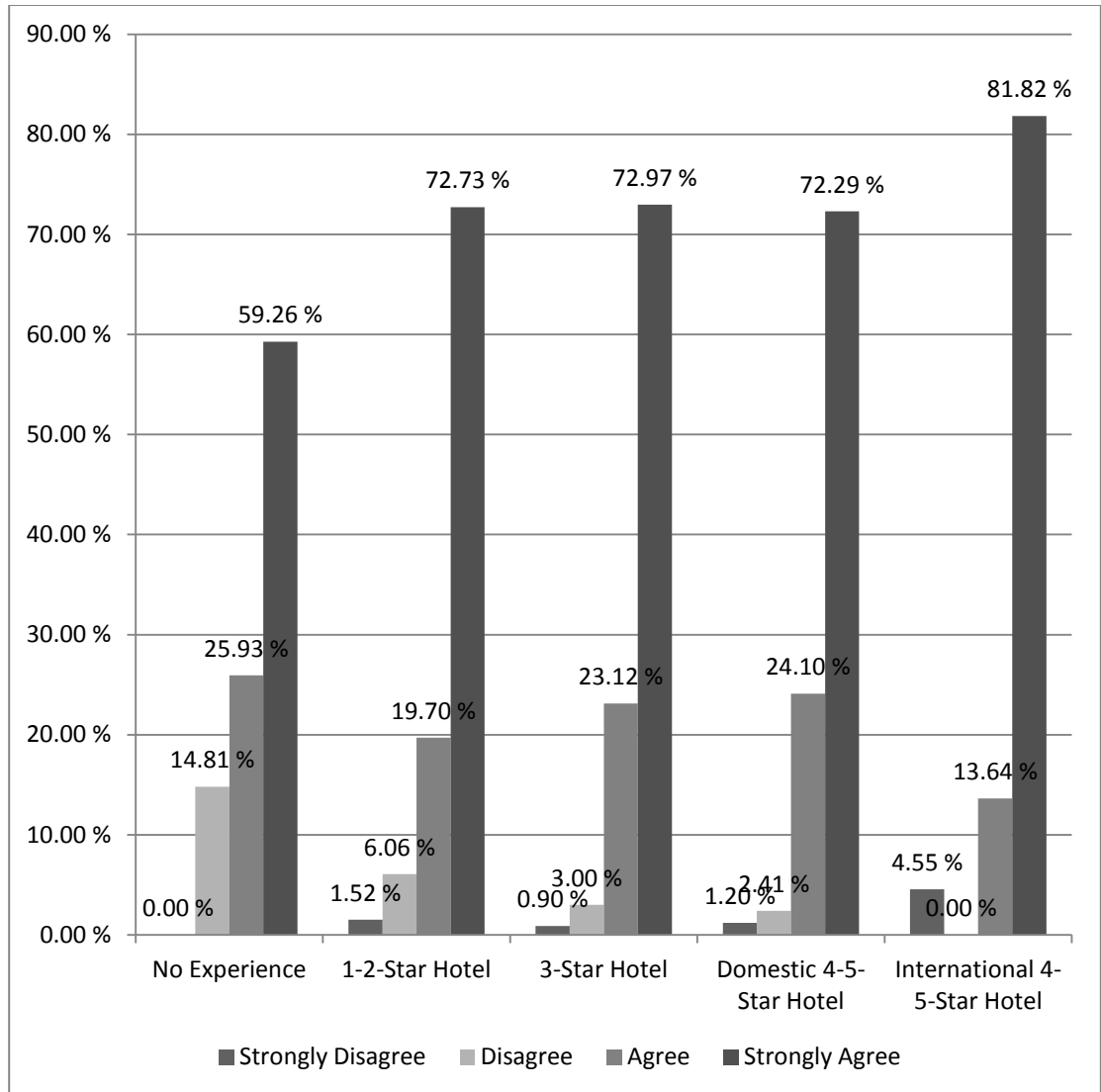
Figure 6.3 Question 2, the percentage of responses in different segmentations.

Question 3 is about the price deception in the hotel, if there occurs the situation of false discount, payment does not match with predetermined price etc. Customers will report or use media method to inform other people. The average score of question 3 is 3.2, indicating customers would like to share the price deception experiences to other customers. In addition, customers' behavior absolutely impact hotel brand image. 100 respondents prefer

keeping silent and they are not going to choose some methods to share the price deception to other people, which includes 7 respondents choosing strongly disagree which accounts for 1.32 percent, 93 respondents chose disagree which accounts for 17.51 percent. However, 218 respondents will consider using reporting or media method to inform other customers, which accounts for 41.05. Furthermore, 40.11 percent of all respondents absolutely take reporting or media method to inform other customers. (See figure 6.4)
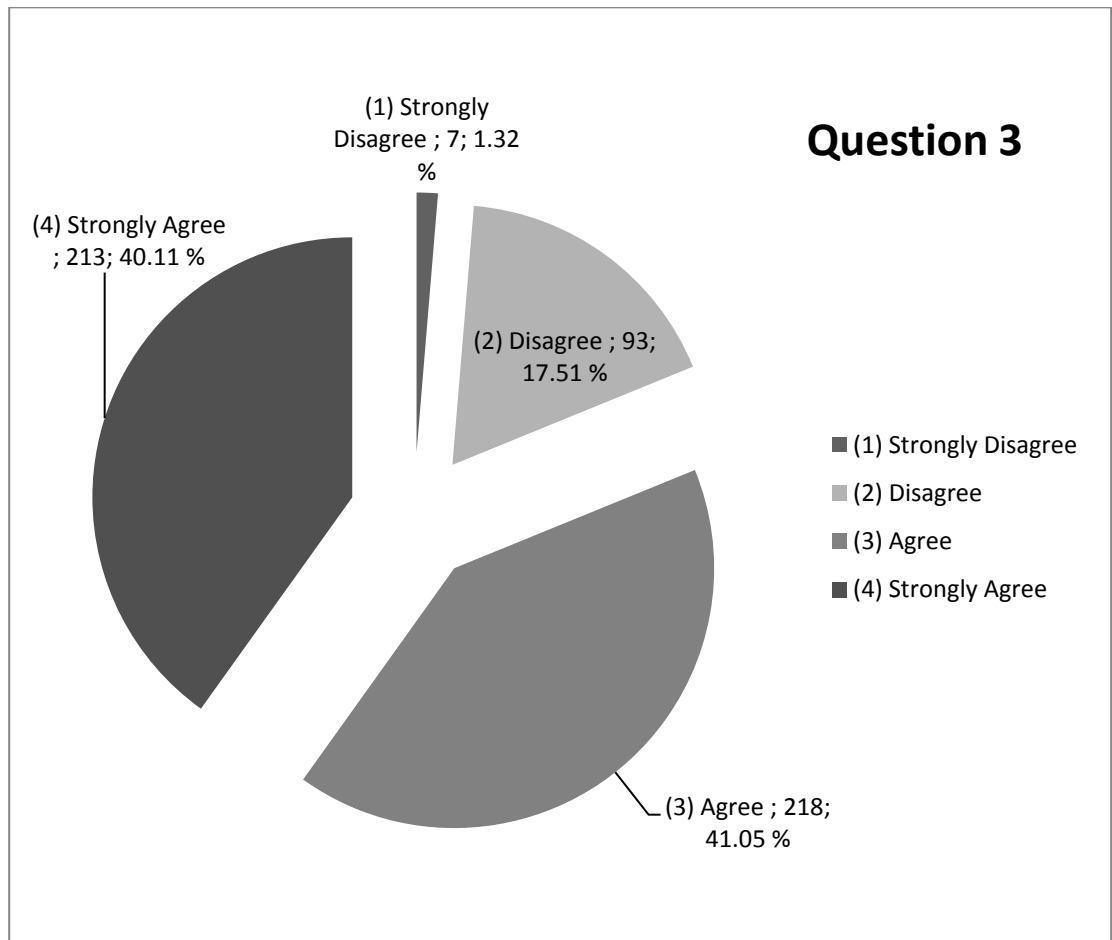
Figure 6.4 If there occurs price deception in the hotel (false discount, payment does not match with predetermined price etc.), I will report or use media method to inform other customers.

As can be seen from the figure 6.5, the percentage of disagree option is slightly increasing from non experiences segment to 1-2-star hotel segmentation, and then rapidly drops from 1-2-star hotel segmentation to international 4-5-star hotel segmentation. For the percentages of agree option, the rate fluctuate between 40 percent and 50 percent. However, the percentage of strongly agree option gradually rises from non experiences segmentation to domestic 4-5-star hotel segmentation, and then there is a dramatic increase between domestic 4-5-star hotel and international 4-5-star hotel segmentation. From this figure, we directly understand that between ethics' issues and hotel brand image, the impact is gradually increasing with the number of stars' level going up. (See figure 6.5)
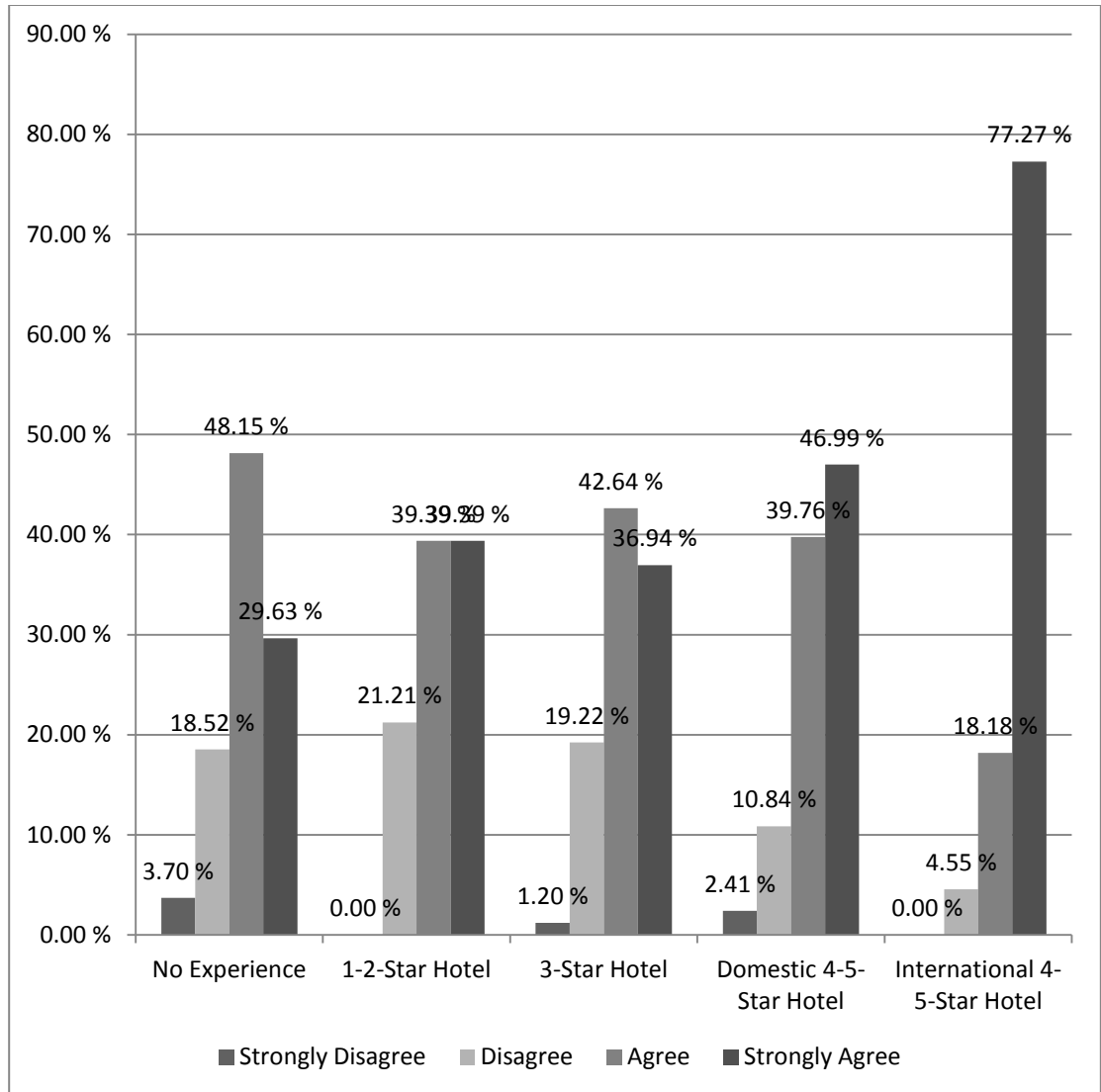
Figure 6.5 Question 3, the percentage of responses in different segmentations.

The average scores of question 4 (When room price difference is not significant, I prefer a green hotel.) is 3.55, means when the room price is not significant, customers prefer a green hotel. There are 497 respondents from positive options, including 328 strongly agree respondents and 169 agree respondents, the percentages respectively are 61.77 and 31.83, and the positive options occupy more than 90 percent. However, there still were 34

respondents choosing negative options. Strongly disagree option has been chosen by 2 respondents, who are from 1-2-star and 3-star hotel segmentation. Actually, from data of question 4 can be concluded that many customers' needs have changed, customers do not only care about the benefits from the hotel services, but also they start to emphasize hotel services contributing to social responsibilities, especially the environmental issue. (See figure 6.6)
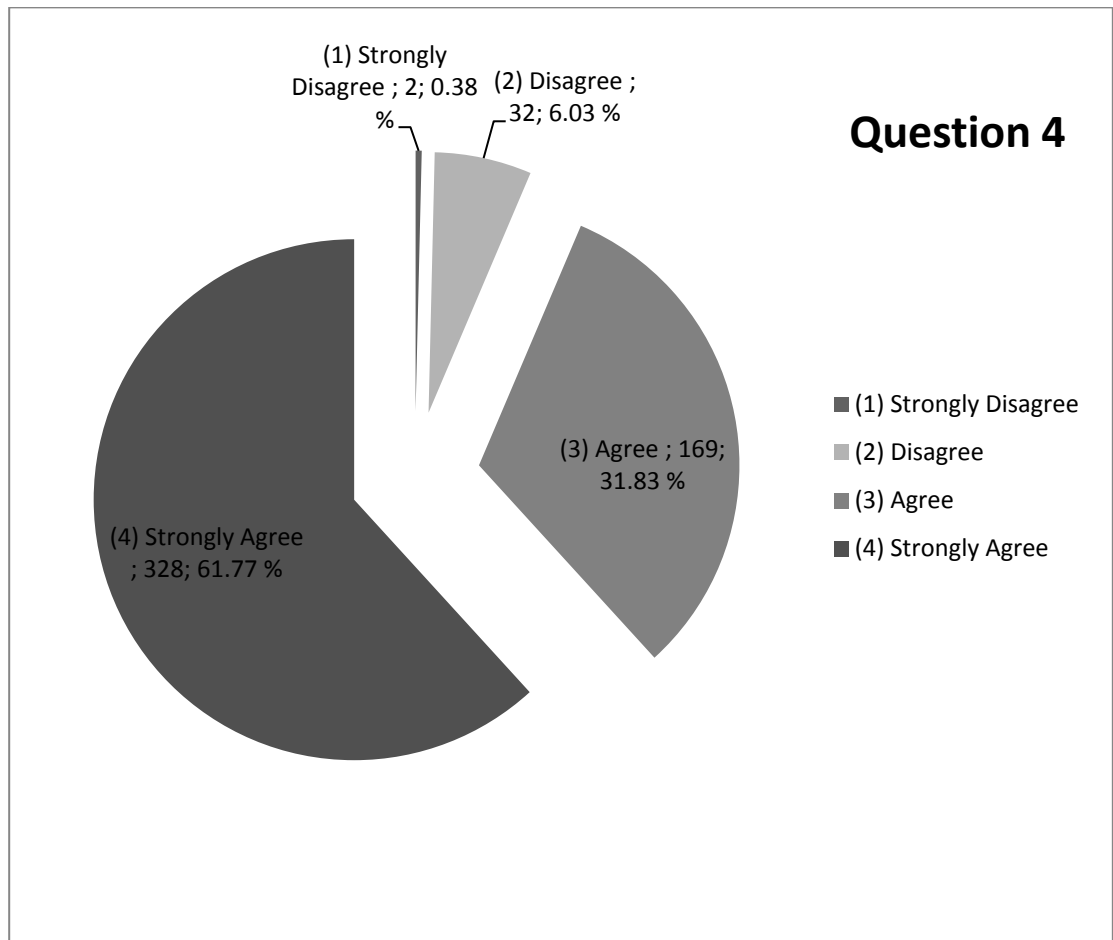
Figure 6.6 When room price difference is not significant, I prefer a green hotel.

As shown in the figure 6.7, the percentage of responses in different segmentations of question 4. The rates of negative options remain stable under 10 percent of these all segmentations. The agree option rebound at 30 percents from non experiences segmentation until domestic 4-5-star hotel segmentation, however, there is a sharply increasing between domestic 4-5-star hotel and international 4-5-star hotel segmentation. On the contrary, the strongly agree option rate is different from agree option rate, for the first four segmentations, the percentages undulate at 63, and then the rate dramatically decreases between domestic 4-5-star hotel and international 4-5-star hotel segmentation. We can see from this figure that non experiences hotel customers, 1-2-star hotel customers, 3-star hotel customers and domestic 4-5-star hotel customers, they all have strong emotion for the green hotel if the room price is not significant. But the international 4-5-star hotel customers do not strongly care about the green hotel choice when we compare to other segmentations. (See figure 6.7)
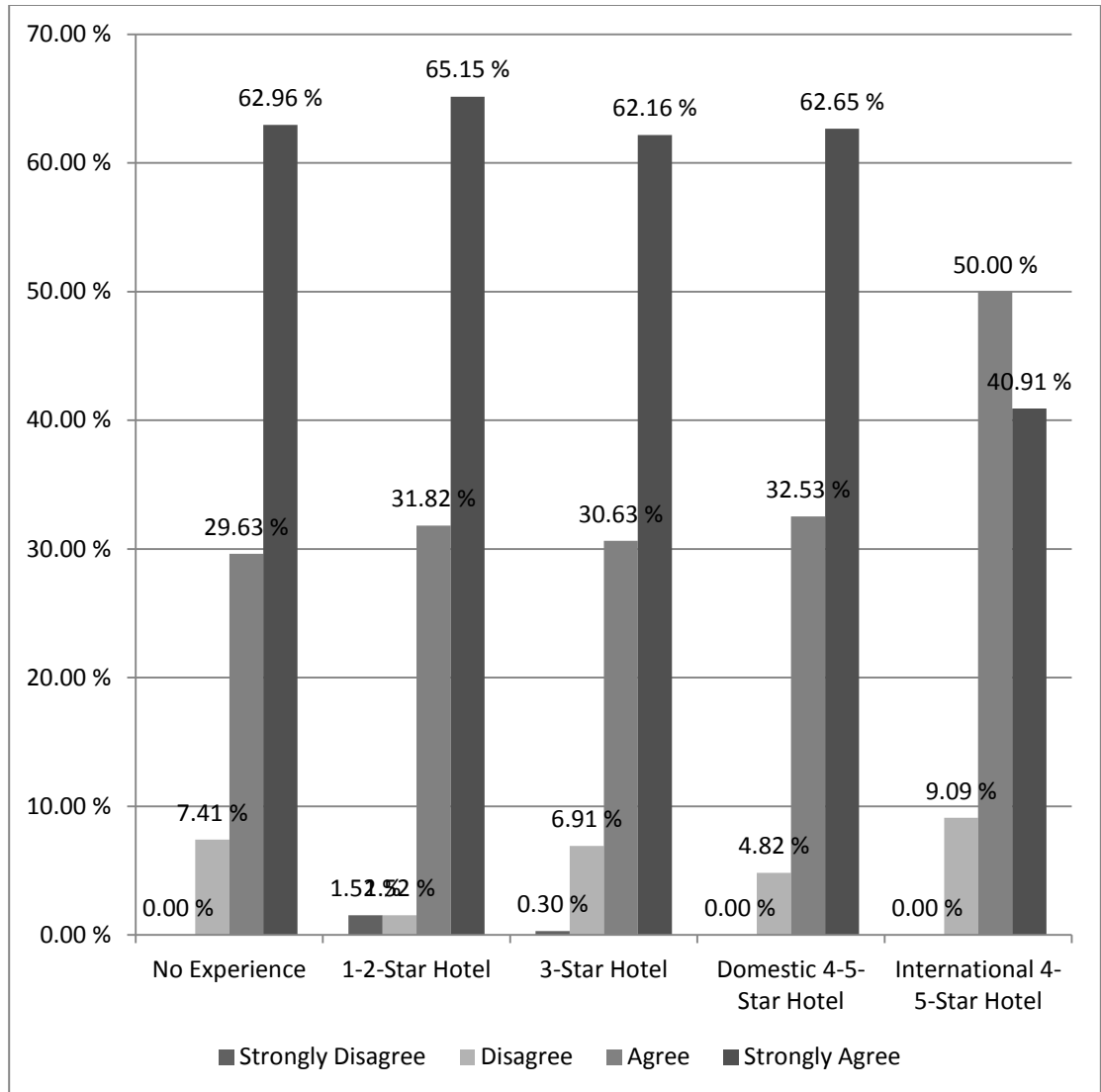
Figure 6.7 Question 4, the percentage of responses in different segmentations.

Questions 2, 3 and 4 are related with the product and service image of hotels, questions are from the factors of service quality and price issue to research how ethical issue impacts hotel brand image. The average scores of these three questions both are higher than 2.5, which mean that ethics give positive impact on hotel brand image. Product image is the basis of brand image, quality products and services are the carriers for any well-known brands

(Wan & Zhou 2006, 80-81). When the hotel product and service image has been injected into ethics, the hotel brand image will be improved with the passage of time.

Second part of questionnaire is the questions 5 and 6. These questions are about how ethics' issues impact hotel brand image of environmental elements. These two questions also relate with tourism sustainability and social responsibility, which belong to ethics issue. Question 5 is "I consider myself a green person and emphasize to use green products and services." the main word of this question is green, and from new perspectives to research whether green environmental image has impact on hotel brand. 3.4 average scores prove gradual improvement of consumer ideology, more and more hotel guests emphasize to use green products and services. The option of strongly agree has been chosen by 260 respondents accounting for 48.96 percent, and 223 respondents chose agree option accounting for 42 percent. Negative option only got 48 respondents of total, 47 respondents of 8.85 percent chose disagree, and only 1 person chose strongly disagree accounting for 0.19 percent. (See figure 6.8)
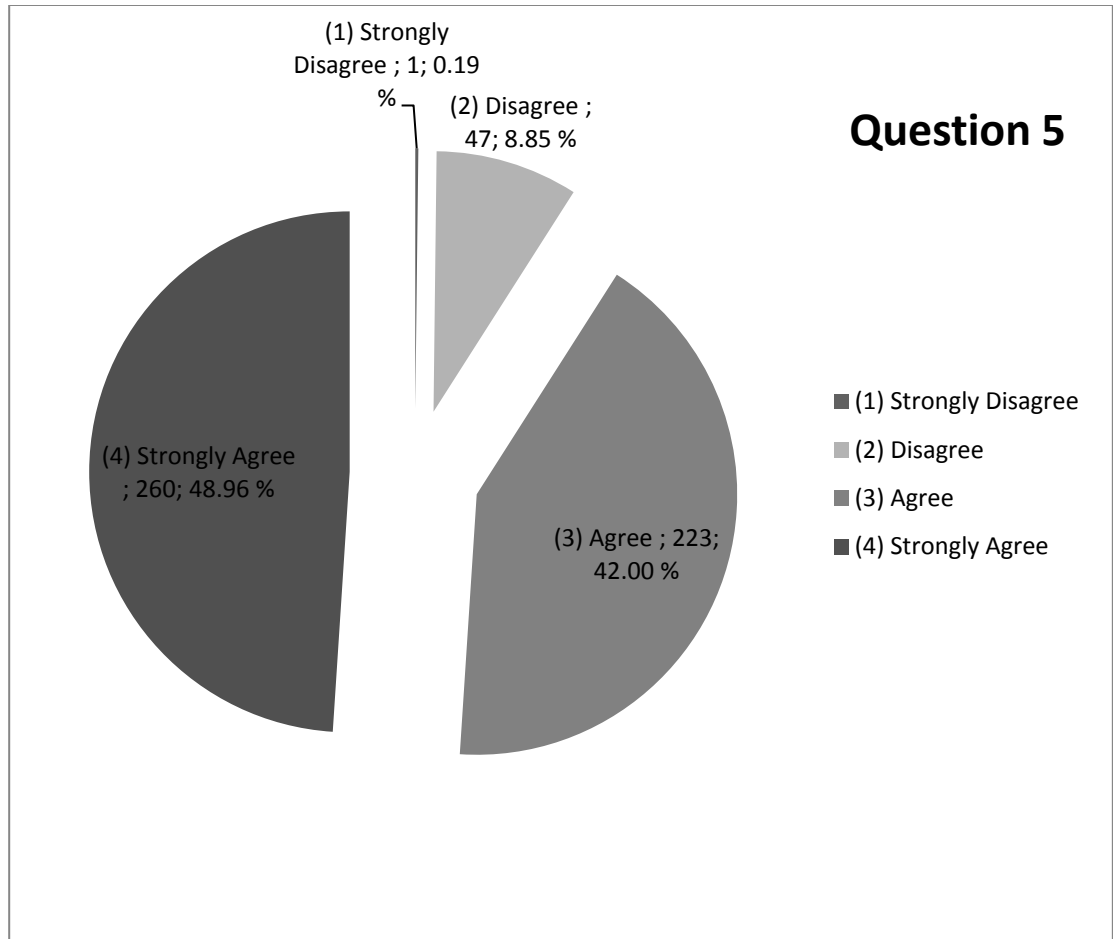
Figure 6.8 I consider myself a green person and emphasize to use green products and services.

It is apparent from the figure 6.9 that the percentage of responses in different segmentations of question 5. For the segmentation of non experiences customers, strongly agree and agree option both had 44.44 percent. The highest percent of strongly agree option appeared in 1-2-star hotel customers with number 54.55, but in this segmentation, there still were 1.52 percent respondents choosing strongly disagree. 3-star hotels are similar to no experience segmentation, the percent of strongly agree and agree options are almost equal. The situations of domestic 4-5-star hotel segmentation are the same as 1-2-star hotel segmentation with one differentiation, which is non

respondents choosing strongly disagree option. International 4-5-star hotel segmentation had noticeable differences with other segmentations, there were no respondents choosing negative options, and the data of the strongly agree and agree option in this segmentation remains constant with 50 percent. (See figure 6.9)
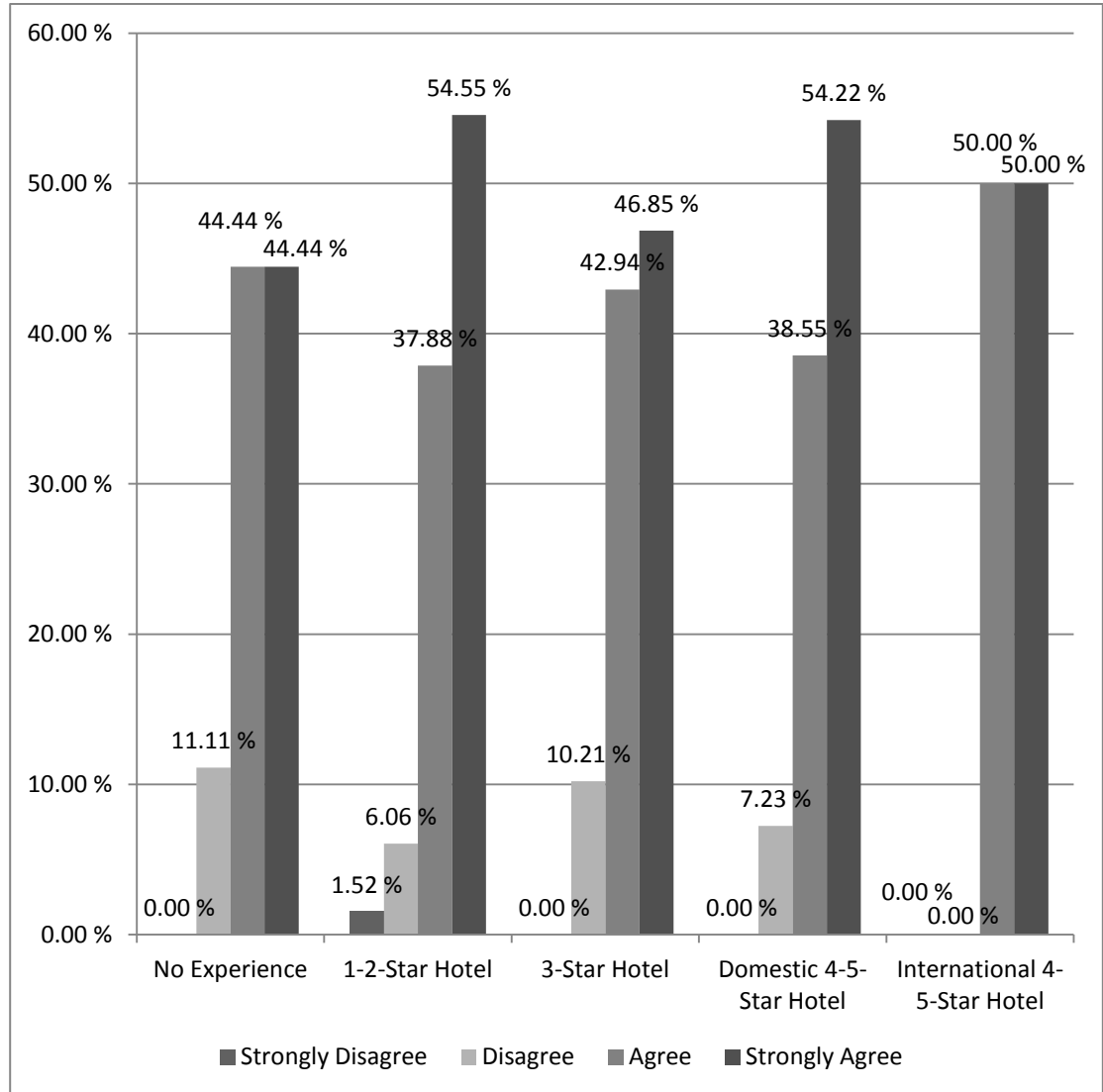
Figure 6.9 Question 5, the percentage of responses in different segmentations.

Question 6 is "I do word-of-mouth publicity for the green hotel." This question could give more information about whether the hotel environmental image gives positive impact of brand reputation, thereby positively impacting hotel brand image. According to the average scores of 3.41, it can be seen that green hotel has positive brand image within hotel customer segmentations. The strongly agree option had the largest percentage of proportion with 276 respondents accounting for 51.98 percent. Altogether 38.04 percent of the respondents were from agreeing option group with the number of 202 people. The option of disagree was chosen by 48 respondents accounting for 9.04 percent. Strongly agree option accounted for 0.94 percent with 5 respondents. (See figure 6.10)
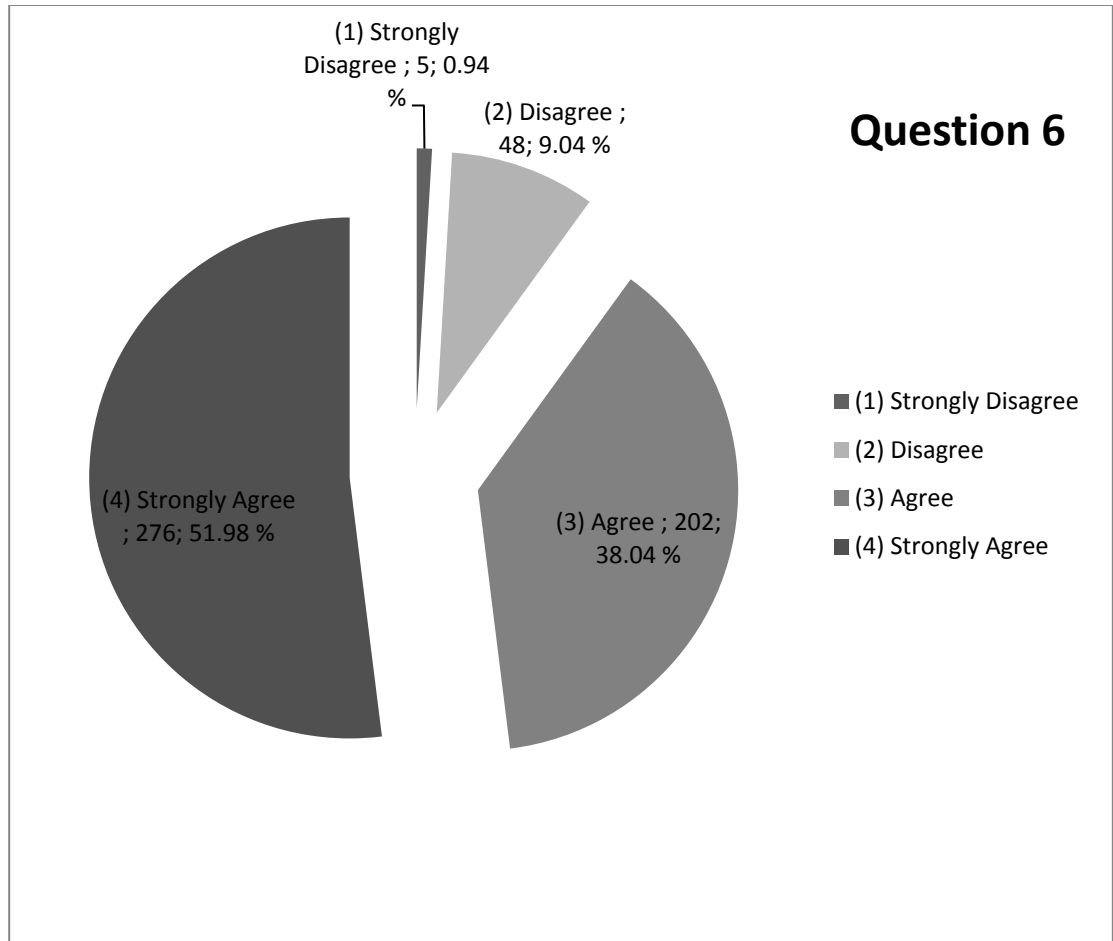
Figure 6.10 I do word-of-mouth publicity for the green hotel.

The third part is from question 7 to question 10, which is about whether the ethical issue impacts hotel brand image of social elements. This part is to explore the impact of the brand image from three aspects, the hotel's act of philanthropy, the consumer experience, as well as the media report. Question 7 is that "When the hotel is engaged in philanthropy (charitable fundraising, poverty alleviation etc.）, I think the hotel is more reliable." The average score of this question is 3.28, although it can be seen as positive impact, it is lowest score compared with other questions. The figure reflects that in the largest group representing the option of strongly agree, there are

232 respondents accounting for 43.69 percent. The data of agree option is quite close to the largest one, which accounts for 42.37 percent with 225 respondents. The option of disagree gets 63 respondents accounting for 11.86 percent, and 11 respondents choose strongly disagree accounting for 2.07 percent. (See figure 6.11)
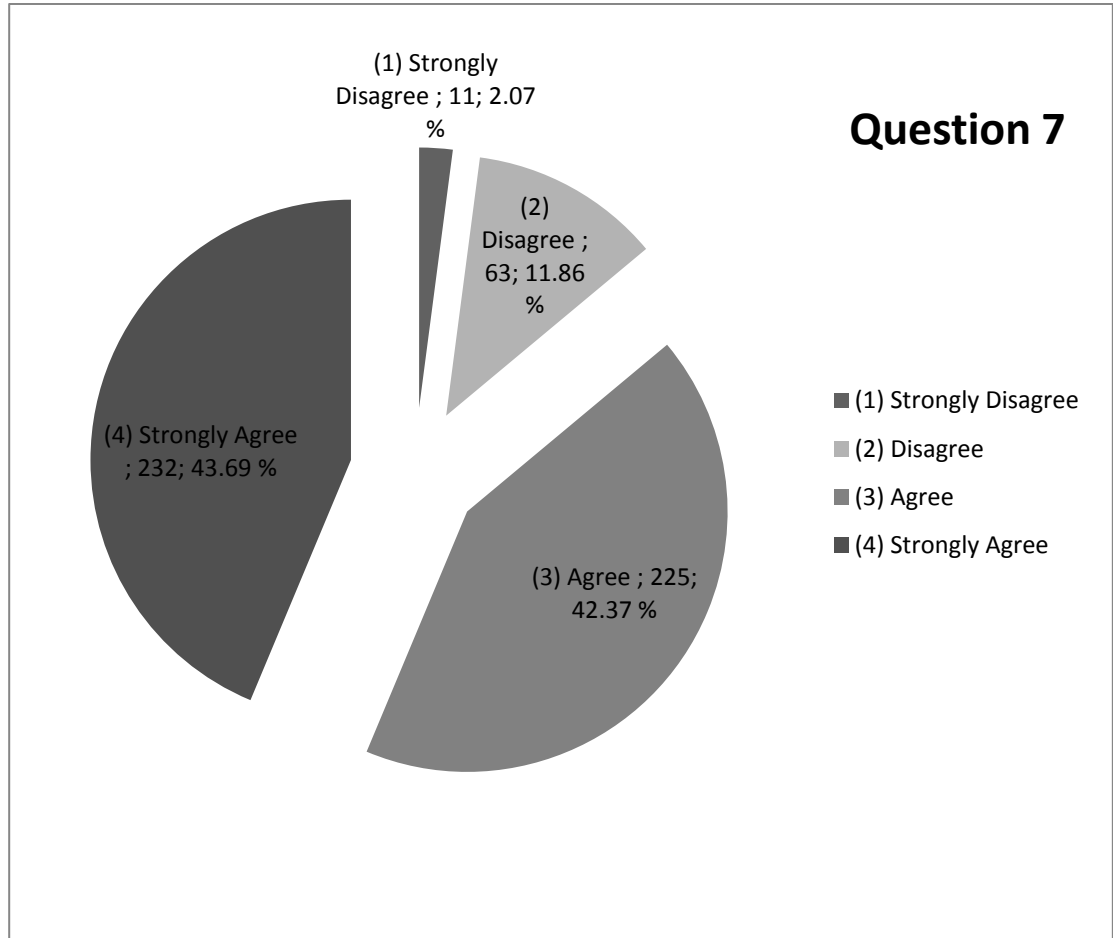
Figure 6.11 When the hotel is engaged in philanthropy (charitable fundraising, poverty alleviation etc.）, I think the hotel is more reliable.

We think about the percentage of responses in different segmentations in question 8. For the two options of strongly agree and agree, it is similar

between non experience, 1-2-star hotel, 3 stars hotel and domestic 4-5-star hotel segmentations. Both of them level of at 42 percent, but the domestic 4-5-star hotel has a slight increase for the option of strongly agree. International 4-5-star hotel segmentation has significant changes with other segmentations; about 60 percent of respondents strongly agree that the brand is more reliable when the hotel is engaged in philanthropy, at the same time, 36.36 percent of the respondents agree with the opinion. This shows that the welfare activities give more positive impact on international hotel. (See figure 6.12)
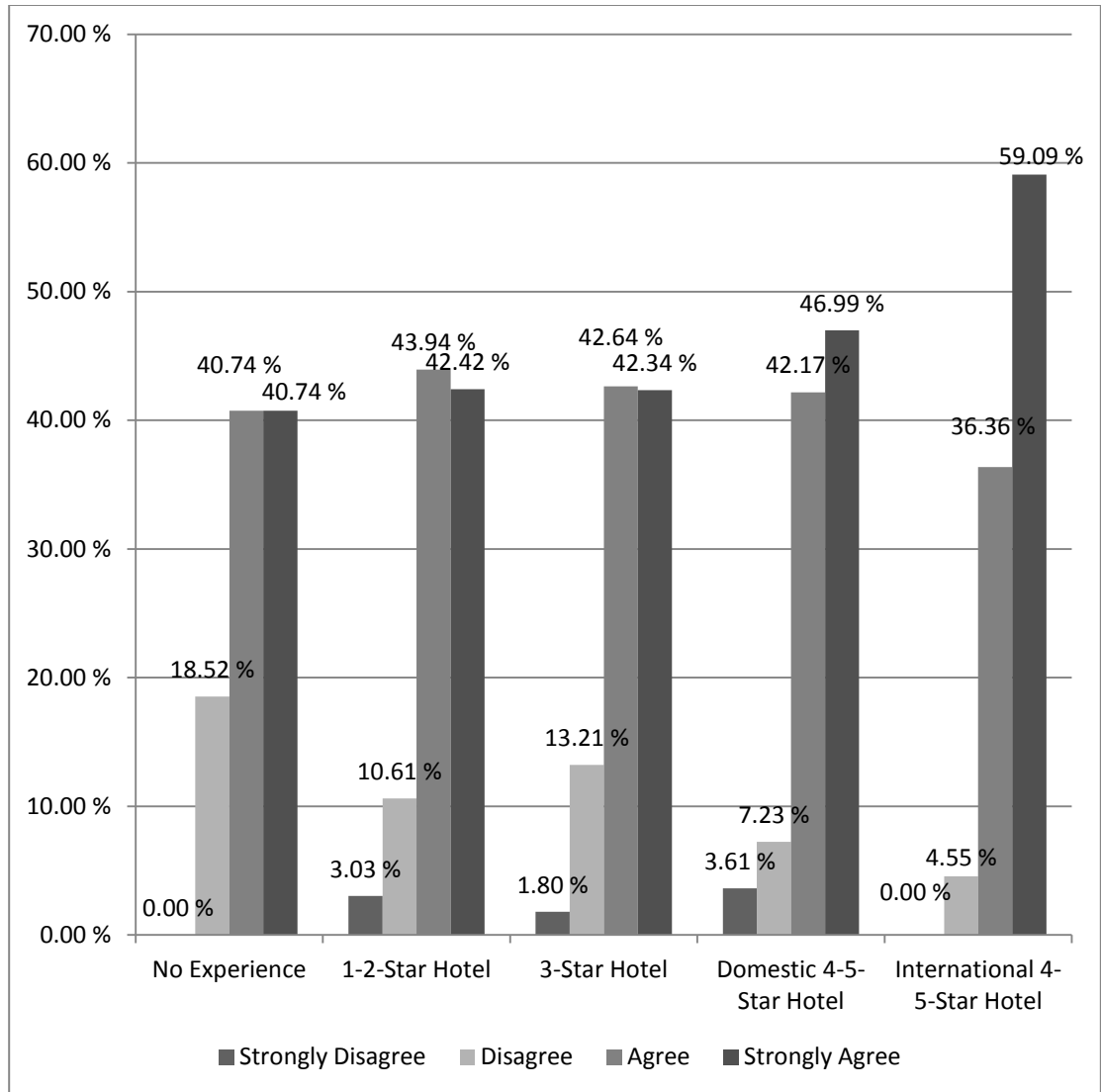
Figure 6.12 Question 7, the percentage of responses in different segmentations.

Questions 8 and 9 are about whether hotel customers' experiences impact brand reputation, the average scores of these two questions are 3.55 and 3.58, from these scores we can see that a little more customers would like to share their negative experiences to their friends. In question 8, there are 324 respondents choosing strongly agree and 177 respondents choosing agree option, the strongly agree and agree option occur 94.35percent, at the same

time, 30 respondents will not share any positive experiences to their friends. When we care about the negative experiences, 343 respondents strongly agree with the option that they will share the negative experiences to other friends, and 159 respondents say they agree with the option, so, totally 94.54 percent of respondents think that sharing negative hotel experiences is needed. When we compare these two questions, it is apparent that more than 94 percent of customers would like to share the experiences with their friends, the difference between questions 8 and 9 is that 64.60 percent respondents strongly agree to share negative experiences, which is 3 percent higher than sharing positive experiences to other people. (See figure 6.13 and figure 6.14)

Question 8

(1) Strongly Disagree ; 3; 0.56 %

(2) Disagree ; 27; 5.08 %

(3) Agree ; 177; 33.33 %

(4) Strongly Agree ; 324; 61.02 %

- (1) Strongly Disagree
- (2) Disagree
- (3) Agree
- (4) Strongly Agree
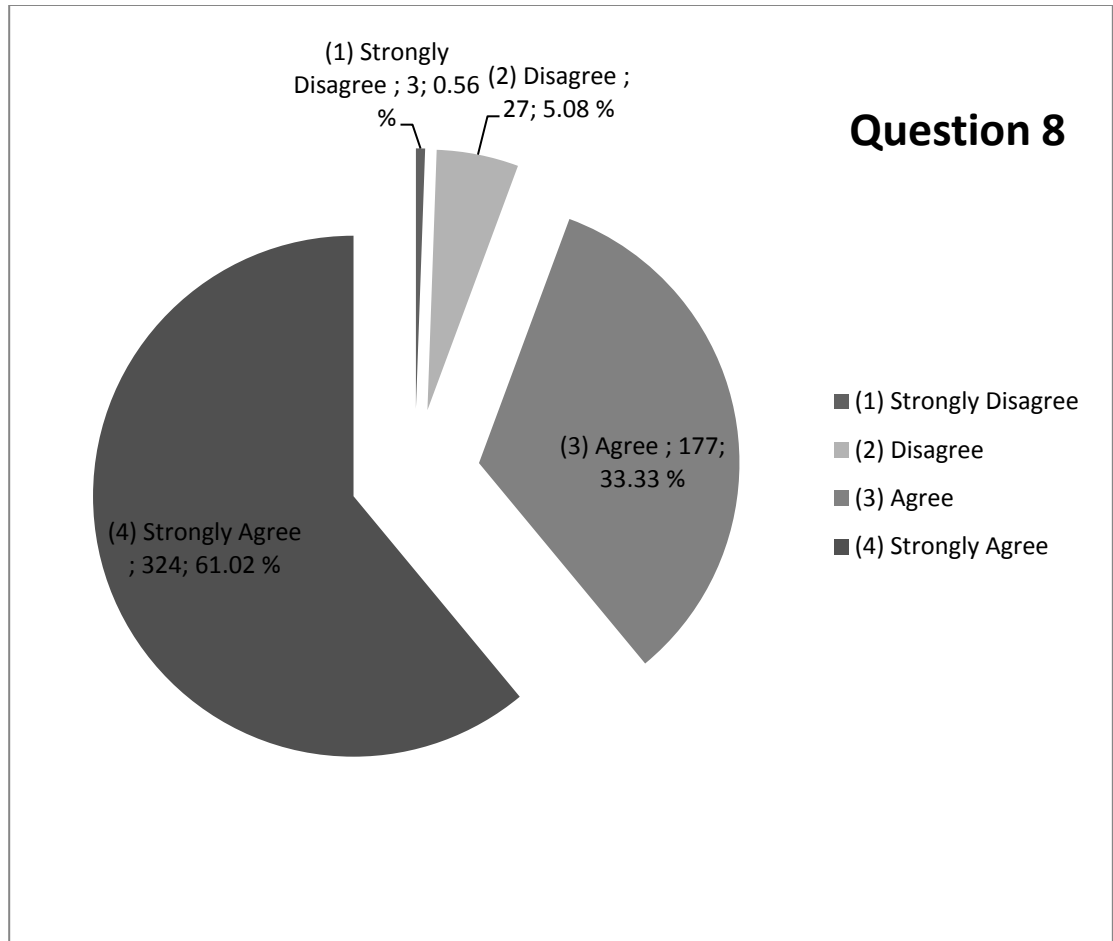
Figure 6.13 I will share positive hotel experiences with my friends.
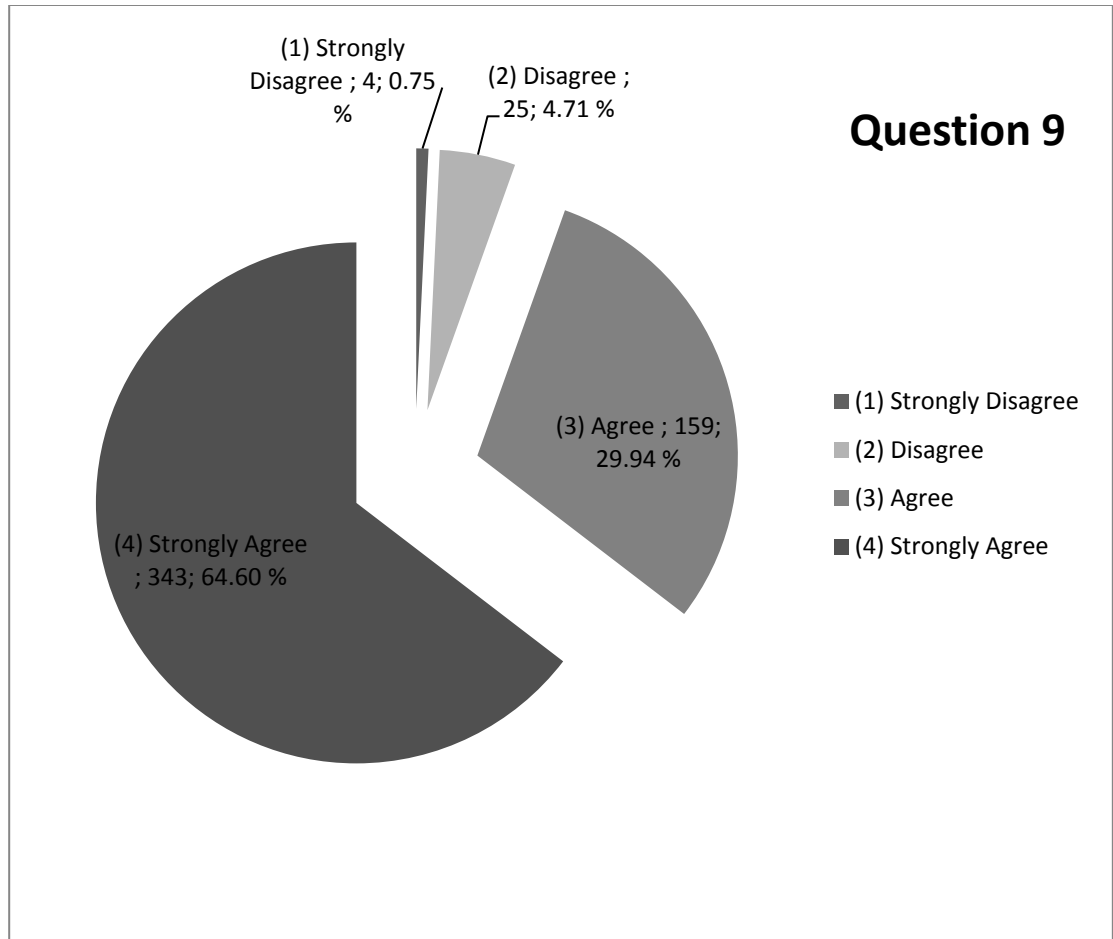
Figure 6.14 I will share negative hotel experiences with my friends.

As shown in the figure 6.15, the percentage of responses in different segmentations in question 8. The percentage of strongly agree option is gradually raising from non experiences segmentation to domestic 4-5-star hotel segmentation, and then sharply decreases in international 4-5-star hotel segmentation, the peak of this option is at the domestic 4-5-star hotel segmentation with 66.27 percent of respondents, who will definitely share the positive experiences with their friends. On the contrary, the percentage of agree option is gradually dropping from non experiences hotel customers segmentation to domestic 4-5-star hotel segmentation, then steeply going up in international 4-5-star hotel segmentation, the number of this option

bottomed at domestic 4-5-star hotel segmentation with 27.71 percent. The percentage of disagree option remained steady at 5. (See figure 6.15)
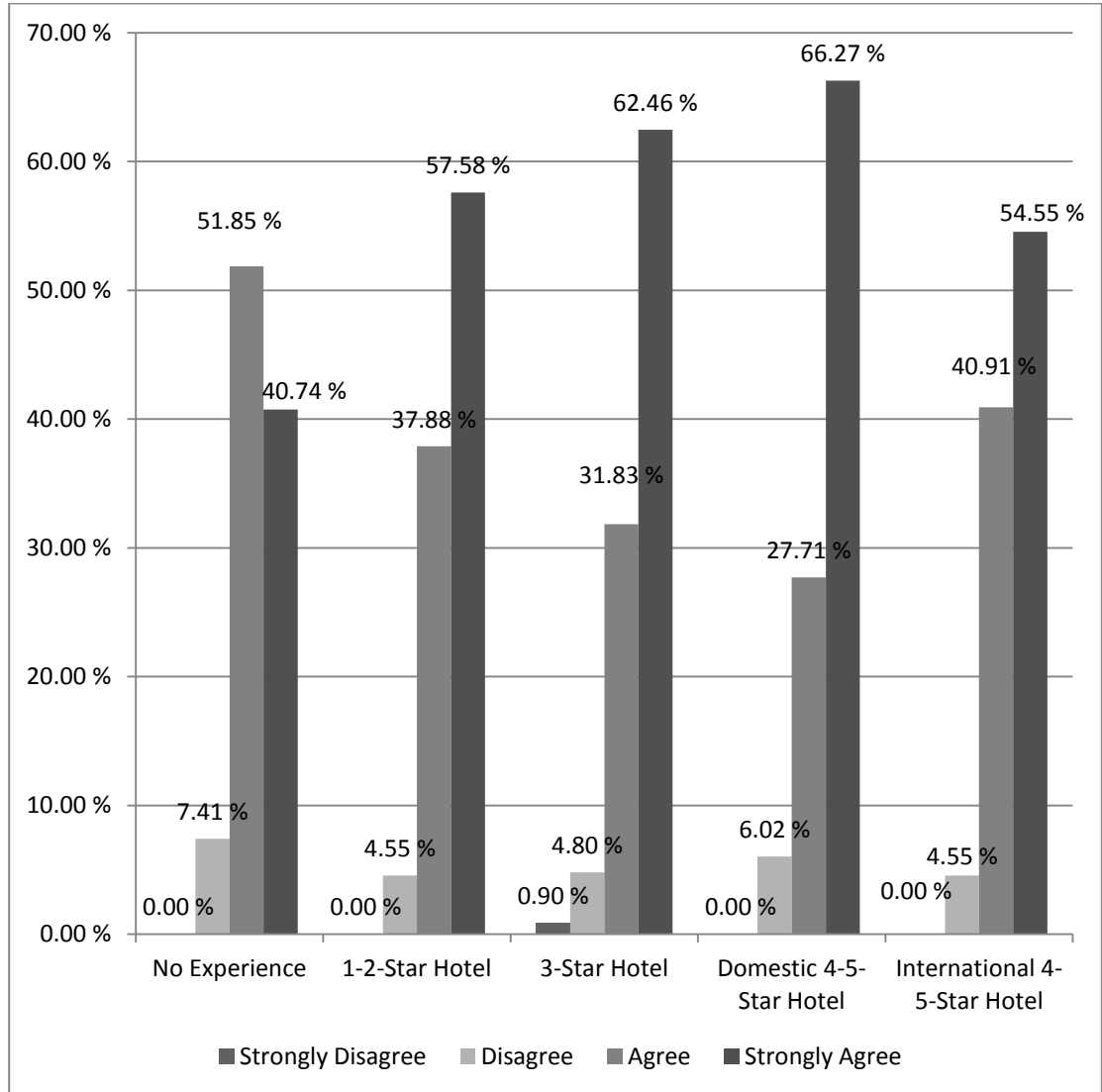
Figure 6.15 Question 8, the percentage of responses in different segmentations.

Figure 6.16 illustrates the percentage of responses in different segmentations in questions 9. Comparing with figure 6.22, we can see that the peak point

and bottom has changed from domestic 4-5-star hotel to 3-star hotel segmentation. At the same time, the respondents from non hotel experiments segmentation consider that they prefer sharing negative experiences to positive experiences. Customers would like to share positive domestic 4-5-star hotel experiences with others, however, for the 3-star hotel customers, they more choose to share negative experiences. (See figure 6.16)
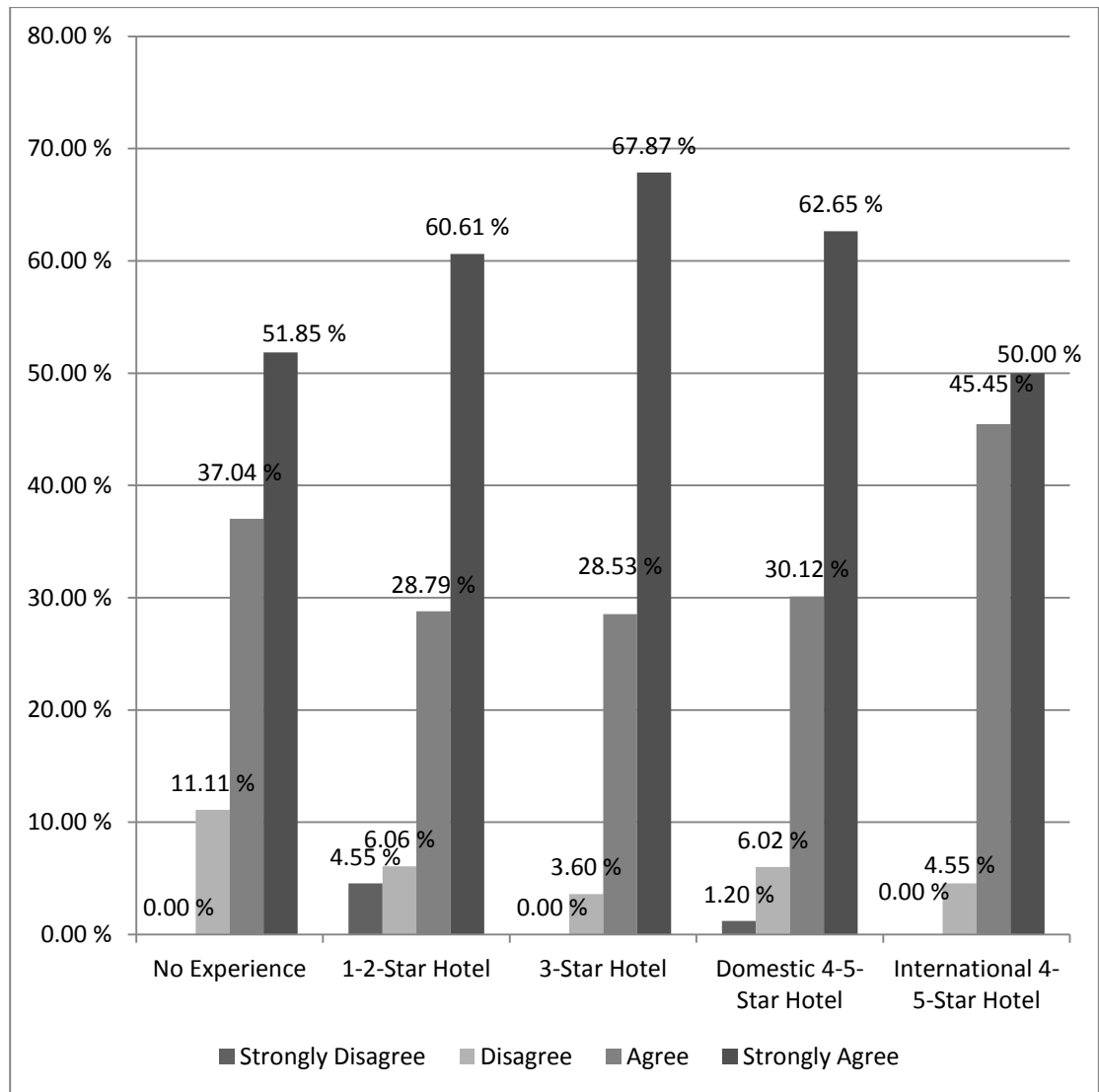
Figure 6.16 Question 8, the percentage of responses in different segmentations.

Question 10, which is "If I hear or see negative hotel information in media or from other customers, I will lose favor with the hotel." From the figure we can see that negative options make up 10.35 percent of the illustrations whereas positive options constitute 89.65 percent. 229 respondents strongly agree with this question which accounts for 43.13 percent, and 247 respondents choose agreeing accounting for 46.52 percent. There are 55 respondents thinking when they get negative information from media or other customers, they still favor the same hotel brand. (See figure 6.17)
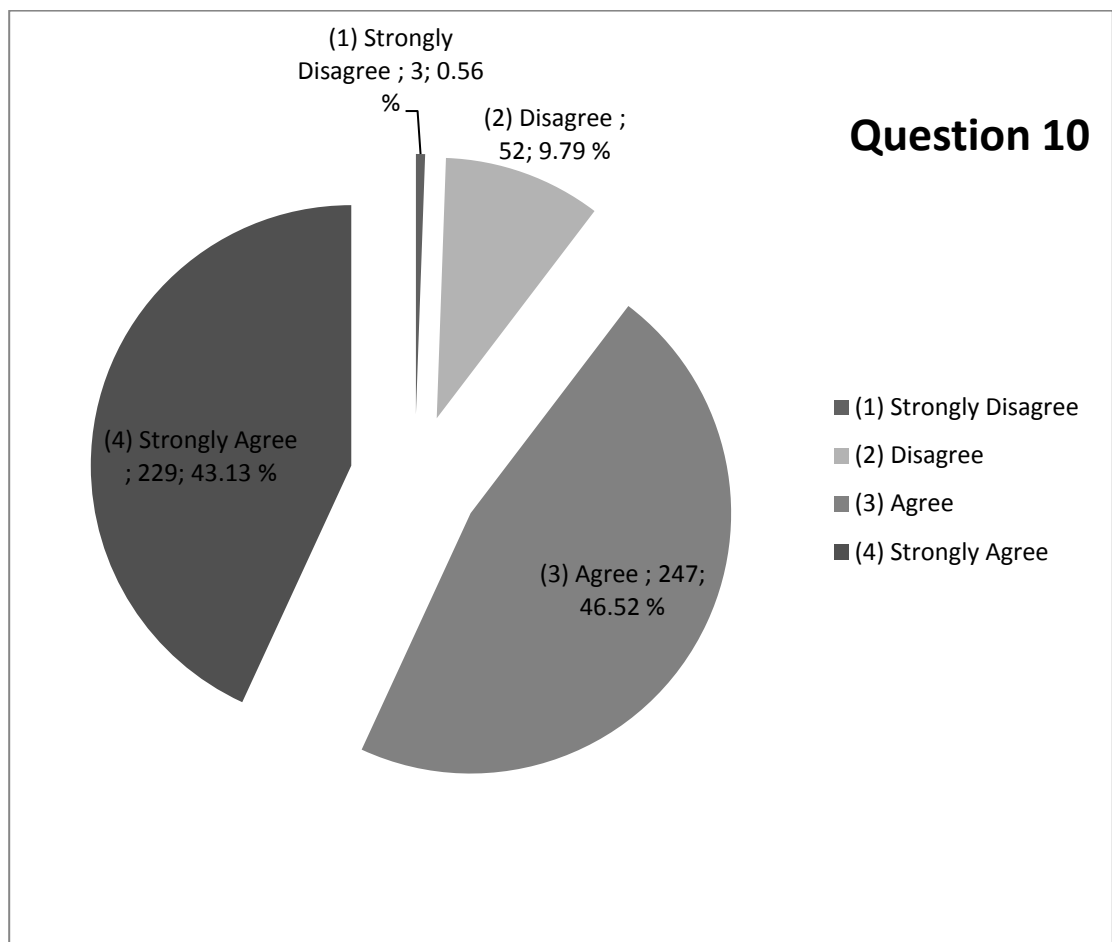
Figure 6.17 If I hear or see negative hotel information from media or other customers, I will lose favor with the hotel.

The fourth part is question 11, which is the study about how ethical issues impact staff image, thereby affect the hotel brand image. The question is "If the hotel staff violates professional and ethical rules, I think the hotel is not to be trusted." The average scores are 3.5, means that ethical issue give positive impact on staff image. If the hotel staffs have professional and ethical rules, it will make customer satisfied with the hotel services. There are 307 respondents accounting for 57.82 percent strongly agreeing that they trusted the hotel brand whose staff have professional and ethical rules, and 187 respondents agree with this opinion, accounting for 35.22 percent. Moreover, negative options are chosen by 37 respondents accounting for 6.96 percent. (See figure 6.18)
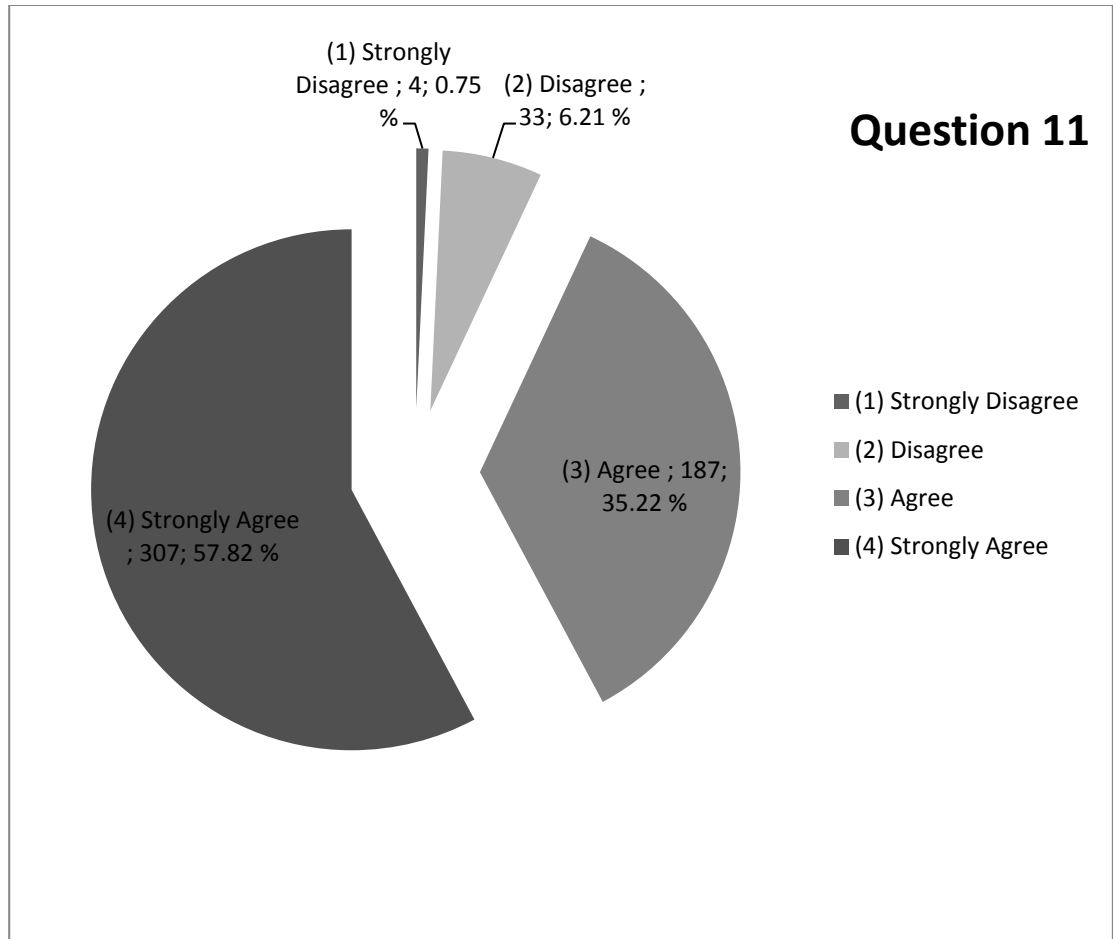
Figure 6.18 If the hotel staff violates professional and ethical rules, I think the hotel is not to be trusted.

Figure 6.19 illustrates the percentage of responses in different segmentations of question 11. It can be seen from this figure that the percentages of strongly disagree option are negligible, and the rate of disagree option remained steady at 7 percent between first four segmentations, however, no respondents take negative options in international 4-5-star hotel segmentation. The percentages of agree option are gradually falling from non experiences segmentation until international 4-5-star hotel segmentation. Otherwise, the percentages of strongly agree option is sharply raising from segmentation of non experiences to international 4-5-star hotels, in addition,

between domestic 4-5-star hotel segmentation and international 4-5-star hotel segmentation, there is an increase from 59.04 percent to 72.73 percent. From this figure we can see that the higher number star hotel customers care more about the professional and ethical rules of hotel staff, although the lower number star hotel customers also regard the ethical rules are important for hotel staff. When we compare higher number star segmentation and lower number star segmentation, it obviously represents that higher number star hotel brand image is more closely linked with staff's professional and ethical rules. (See figure 6.19)
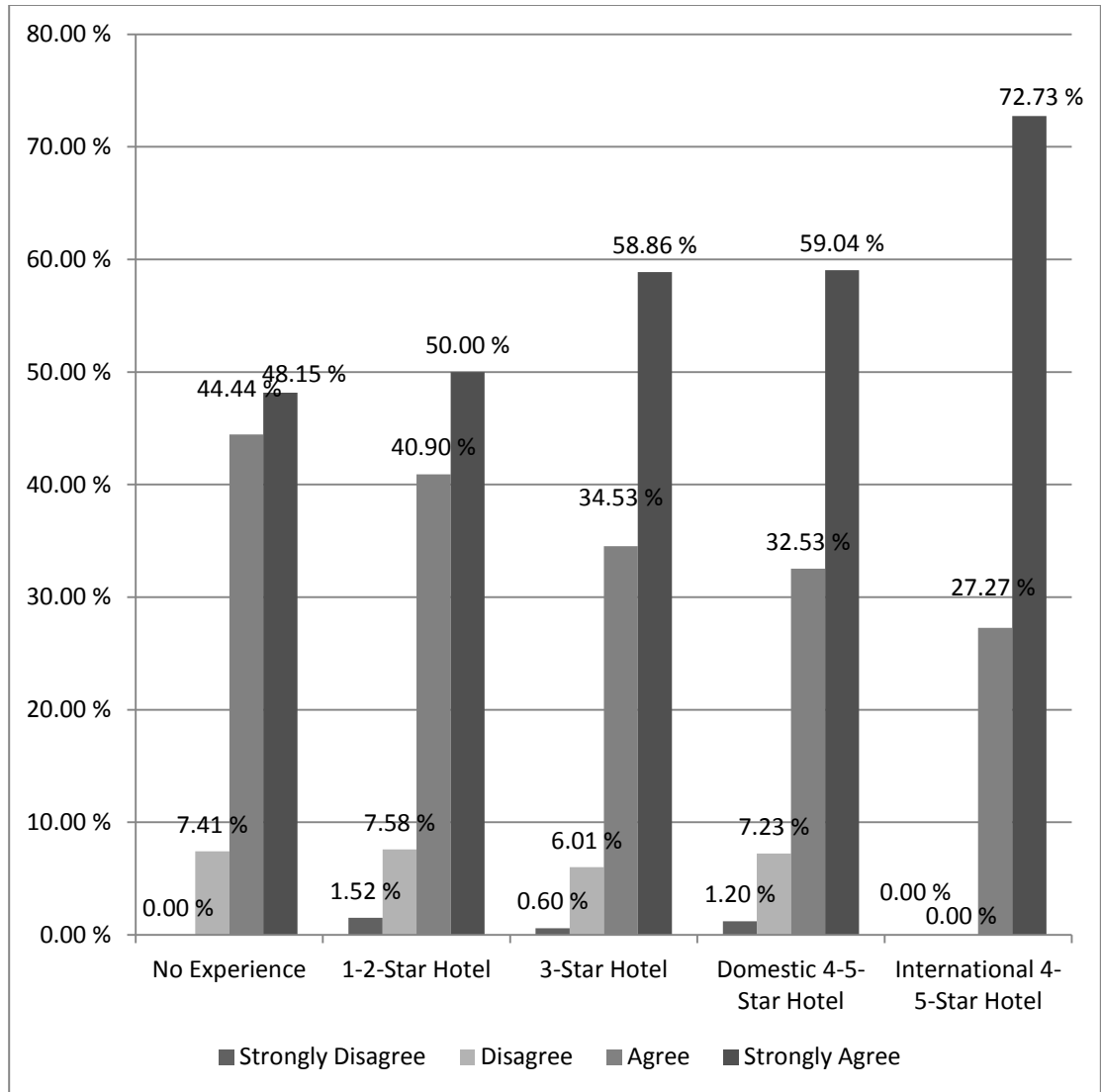
Figure 6.19 Question 11, the percentage of responses in different segmentations.

The last question is a multiple-choice question, namely what kinds of unethical behaviors customers have met during the stay at the hotel. There are 9 options given, which are non experiences with unethical behaviors; food services issue, as the food quality and food quantity problems; staff issue, as mentioned the professional and ethical rules; room services issue, in this situation it refers to the housekeeping and also the room services;

security issue, means the safety problems or hotel risks management in the hotel; room price issue, the unethical behavior means the price deception in the hotel, such as the false discount, payment does not match with predetermined price and so on; promoting issue, as offering false information to customers; reception issue, for instance, in the high seasons, receptionist only offer hotel room to the high profits guests, and the behaviors how staff deal with the daily emergencies, such as guests damaging items, guest lost the room card, reservation information is failed and so on; other issues, which are not mentioned here, but customers have met.

Generally, from the figure 6.20 we can see that the top three unethical behaviors which customers meet in the hotel are food services issue, room services issue and room price issue, actually, the percentages of room price issue is closer to security issue, so we may wish to tie these two options for third place. There are 306 respondents having met unethical behaviors of food services in the hotel, which accounts for 57.63 percent of total. At the same time, 231 respondents, accountings for 43.5 percent also have met room services problem related with ethical issue. Room price issue and security issue have been chosen by 169 and 167 respondents accounting for 31.83 percent and 31.45 percent. (See figure 6.20)

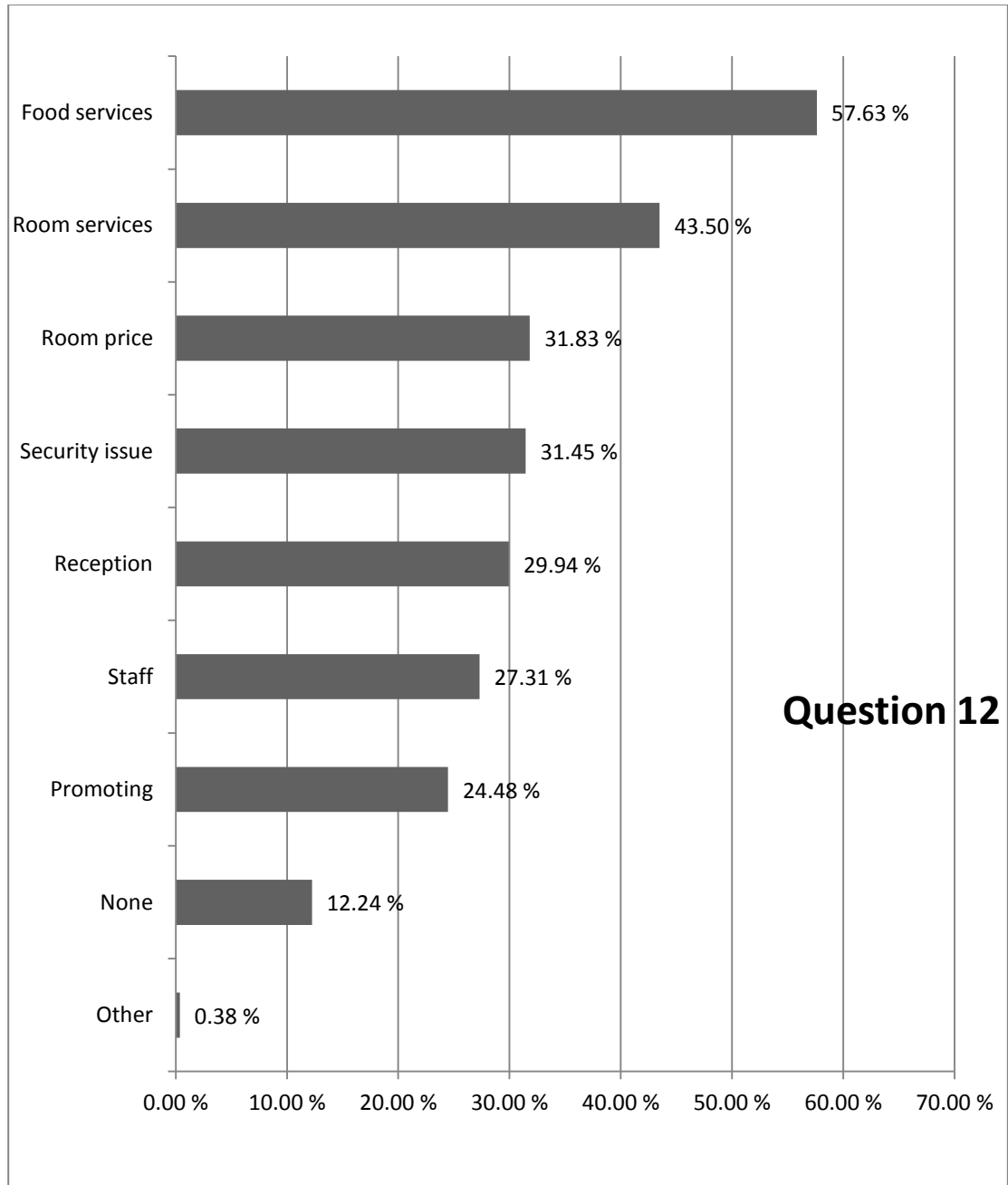| Category	Percentage
Food services	57.63 %
Room services	43.50 %
Room price	31.83 %
Security issue	31.45 %
Reception	29.94 %
Staff	27.31 %
Promoting	24.48 %
None	12.24 %
Other	0.38 %

Question 12

Figure 6.20 During the stay at the hotel, I have met some unethical behaviors regarding:

Figure 6.21 describes the percentage of responses in 1-2-star hotel segmentations. As can be seen from this figure, the top three options in 1-2-star hotel are food services issue, room services issue and room prices issue. The largest one is food services with 62.12 percent of respondents. Room services take up 45.45 percent and 36.36 percent goes to room price issue. (See figure 6.21)
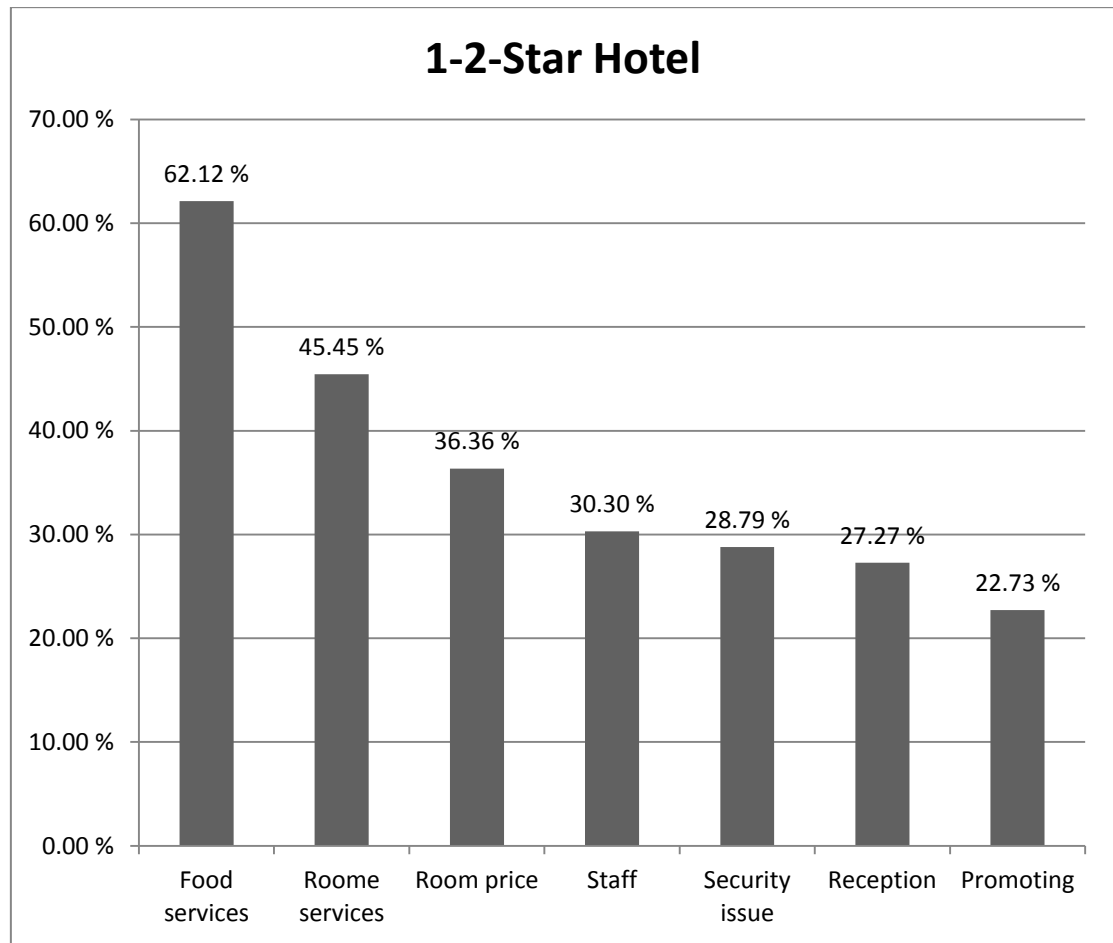
1-2-Star Hotel

Figure 6.21 Question 12, the percentage of responses in 1-2-star hotel segmentations.

It is evident from figure 6.22 that the top three unethical behavior issues in 3-star hotel are food services, room services and room price. Food service still is the largest one with 59.76 percent; the second one is room price with 44.14 percent. Room price issue is on the third place with 33.63 percent. This situation is similar to 1-2-star hotel segmentation, however, there is a little difference as in segmentation of 3-star hotels, the number of percentage are propinquity except the two top options, and the percentage of these options is around 30 percent. (See figure 6.22)

3-Star Hotel

- Food services: 59.76 %
- Roome services: 44.14 %
- Room price: 33.63 %
- Reception: 33.03 %
- Security issue: 30.93 %
- Staff: 27.03 %
- Promoting: 22.82 %
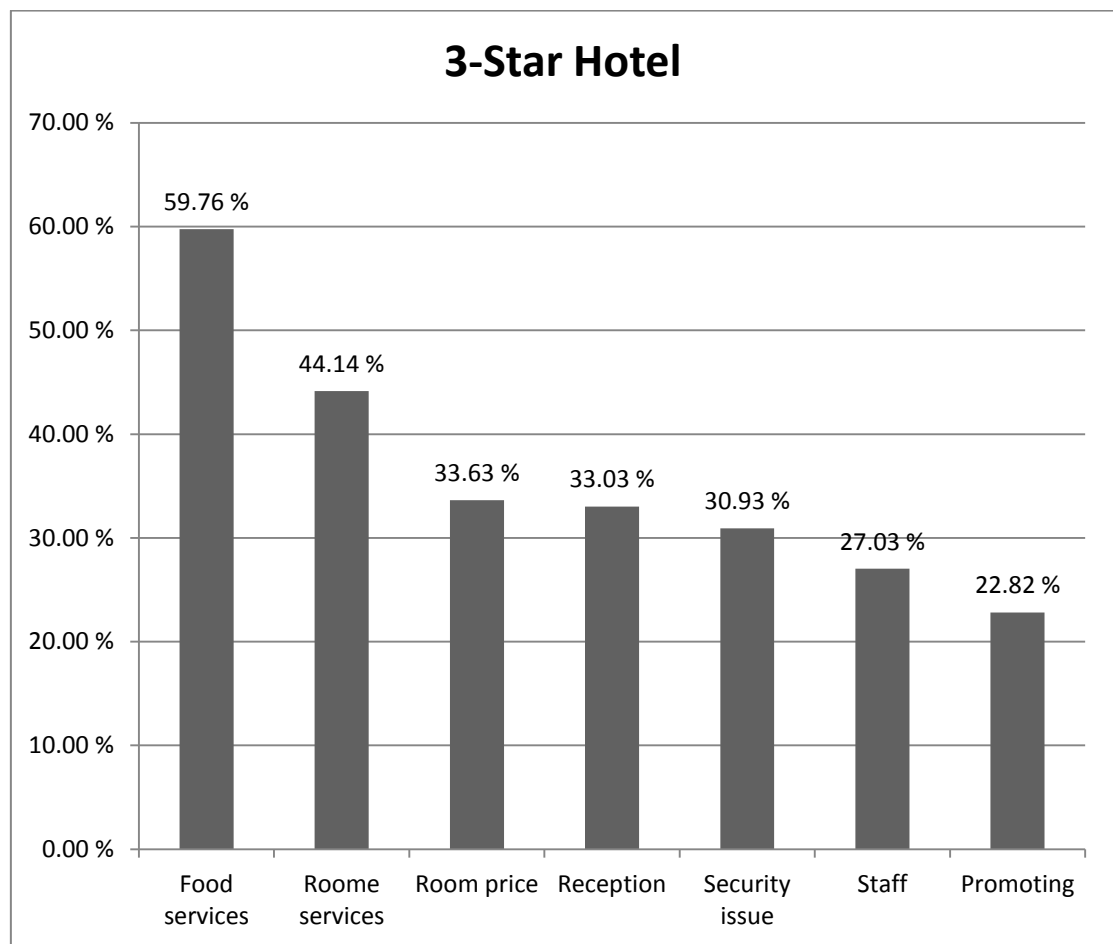
Figure 6.22 Question 12, the percentage of responses in 3-star hotel segmentations.

When we move at the domestic 4-5-star hotel segmentation, it is clear that the situation is different with the first two segmentations. The top three options in domestic hotel segmentation are room services issue, food services issue and promoting issue. The room service option gets 50.60 percent of respondents, and food services issue is 49.19 percent, as a matter of fact, these two options could be seen being on the same level. Moreover, the rate of other option remained steady at 30percent, so in a domestic 4-5-star hotel, in food service issue and room services appear unethical behavior more frequently. (See figure 6.23)

Domestic 4-5-Star Hotel

Category	Percentage
Roome services	50.60 %
Food services	49.19 %
Promoting	33.73 %
Staff	31.33 %
Security issue	30.12 %
Room price	27.71 %
Reception	22.89 %
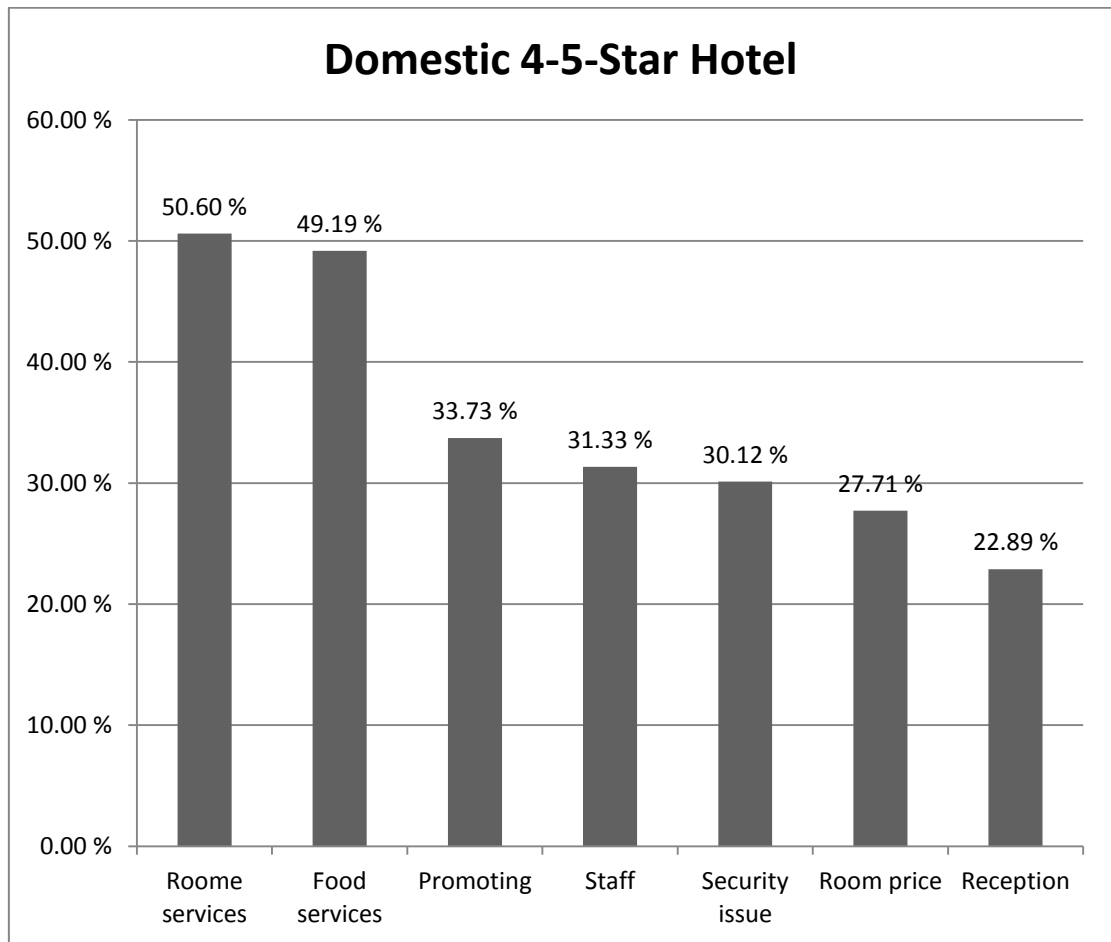
Figure 6.23 Question 12, the percentage of responses in domestic 4-5-star hotel segmentations.

From figure 6.24, we can see clearly that the percentage of responses in international 4-5-star hotel segmentations. In this segmentation, the top three options are food services, security issue and room services. Comparing with other segmentations, security issue appears first time in second place, which accounts for 45.45 percent. Room services issue with 36.36 percent decline from the first or second to third place. Food services take up 59.09 percent as the first place. (See figure 6.24)
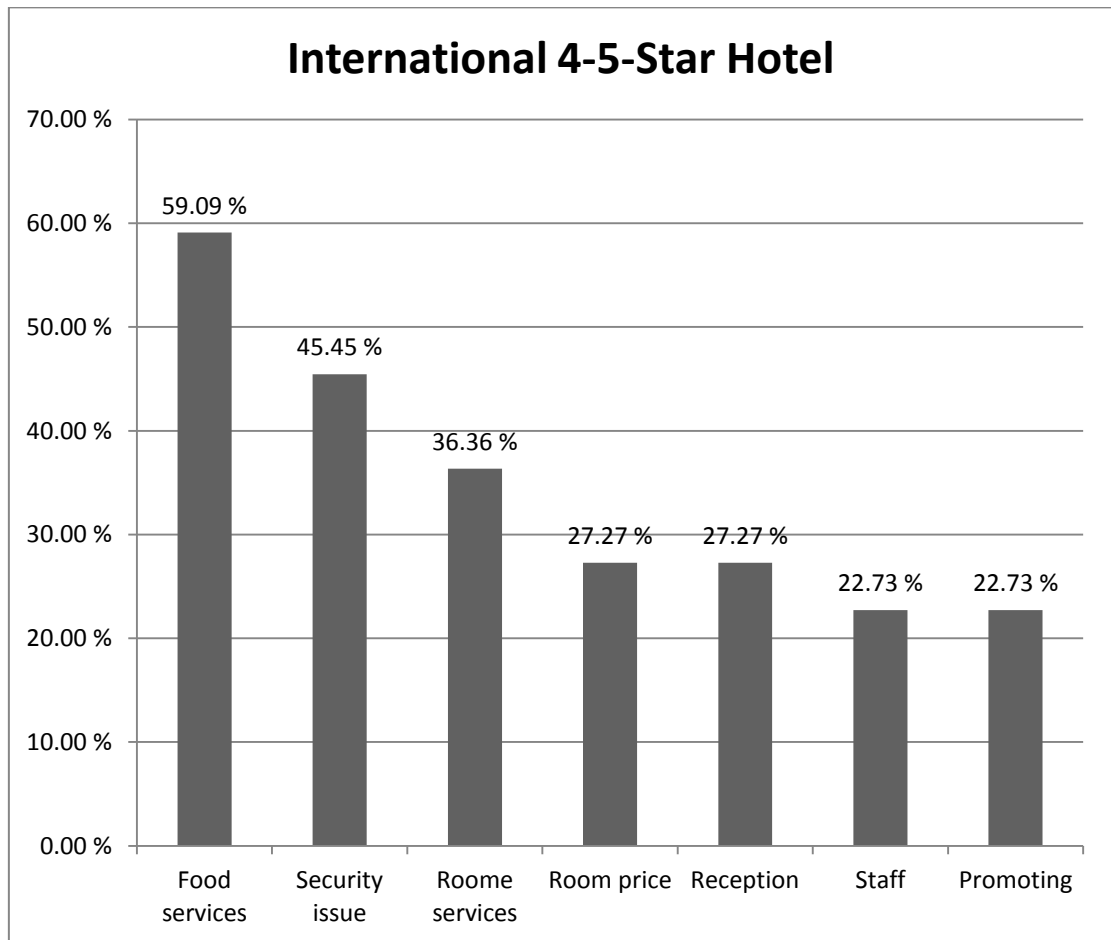

Figure 6.24 Question 12, the percentage of responses in international 4-5-star hotel segmentations.

When we comprehensively consider these figures, it clearly reveals that the food service problems are the most unethical behaviors in all different level hotels. Room service problems take significant place in 1-2-star hotel, 3-star hotel and domestic 4-5-star hotel segmentation. However, security issue is the most frequently unethical behavior in international 4-5-star hotel segmentation. Which does not means other options are not important for hotel marketers to consider during daily hotel management. Only marketers make the right strategy with the consideration of all respects, the brand image will be improved in customers' mind, thus improving customers' satisfaction and loyalty.

6 CONCLUSION

Being one of the world's most attractive destinations, China receives large numbers of tourists from all over the world every tear. By the year 2020 China will become the world's number one tourist destination, with annual arrivals of 130 million (Pine & Qi 2004) This is a chance and a challenge for Chinese hotel industry, in addition, more and more customers not only care about what kind of benefits they can get from hotel services, they also pay attention to the hotel services' benefit for the social developing. So, this study is contribution to Chinese hotel industry in the future. Through the research data, it is more accurate to show the different ethical issues affecting hotel brand image. Moreover, in the Marketing 3.0 era, brand marketing is the highest strategy for hotel; customers start to emphasize the hotel brand image. At the same time, along with economic development in China, more and more international hotel groups have commenced to enter the Chinese hotel market, this study could bring some new ideas for hotel building in China.

The questionnaire survey was done at the social networking and the target respondents were hotel customers with different experiences. Some of the respondents did even not have any hotel experiences, these customers could be the possible customer segmentation for hotel. Moreover, online survey is a new research method, from the results can be seen, that kind of online testing could be a good example for hotel marketers to do hotel research in the future. A total of 531 respondents answered the questionnaire during 11st November and 18th November.

The research reported in this thesis extends the understanding of the complex relationships between the ethical issues and brand image within Chinese hotel industry, thereby to find out whether ethical issues impact hotel brand image. From the results can be seen, that ethics absolutely has an impact on hotel brand image, and findings indicate that ethical issues mediated by brand reputation is a significant moderator of brand image. Customer satisfies the value of hotel brand image through to evaluation of brand reputation. Generally, all of the questions have positive result, and the general average scores are more than 3, which mean ethics have an effect on hotel brand image, and this also indicates that the ethical hotel brand, not only can improve customers' brand reputation, but also have a positive impact on brand communicating. As shown in questions 3, 6, 8, 9 and 10, customer would like to share their experiences with other people, no matter whether the experiences are positive or negative. In marketing 3.0 era, hotel guests are consumers, and they also play the role of hotel marketers. Hotel marketing has been changed from vertical marketing to horizontal marketing, customers could be influenced by other customer experiences, and the effect of hotel promotional information will be decreasing. Customers will favor the ethical brand, in addition, they prefer to do the word-of-mouth publicity for this kind of hotel brand.

The highest average scores are in question 2 "If the hotel has services quality problem, I will not continue to choose that hotel again." The score of this question is 3.66. Nowadays, the number of hotel brands is continuously increasing every year; customers have a wide range of choices. The hotel brand has to improve the satisfaction in order to get more loyal customers. Quality problem could destroy the product or services and thus the image of hotel brand, and this hotel definitely will lose these customers. The second highest average scores are in question 9 "I will share negative hotel experiences with my friends."The score of question 10 is 3.58, which further illustrates customers' impact on brand communicating, especially the negative brand image.

In general, this research also has defects, as the brand image includes five elements, and the performance image has been missed in this study, because the workload was quite huge. However, for the current situation of Chinese hotel industry, there exist a series of problems which are related with ethical issues. Chinese hotel industry is rapidly developing in the world, these problems could weaken the power of hotel brand. So, in response to these ethical issues problems, the results provide the strong evidence from a new angle, hotel management only basis on the business ethical issue, and compliance with marketing ethics, to fulfill their social responsibility as the main purpose of the hotel brand, which are the successful strategy in the new marketing era. Fundamentally, it will stratified more customers and hotel competition will be improved.

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Figure 3.1 the MBI data comparison of domestic and international hotel brands, Meadin Report, February. 2012

Figure 3.2 the relationship between Marketing ethics, Customers Satisfaction and Brand image, Ye, W. & Ye, M. 2005

Figure 3.3 the 3i Model, Kotler. 2005

Questionnaire:

Hello, Thank you for taking time to complete this questionnaire, there is no correct answer for each question; you just fill in according to your true thoughts. Questionnaire results only for academic research, the questionnaire does not involve your name, address, privacy things.

1. I usually choose _____ -star hotel.
    a. No experience (I do not use any hotel services.)
    b. 1-2-star hotel (Small hotels, guest houses etc.)
    c. 3-star hotel (Limited hotel chains, such as Home-inn, Hanting, 7 days, Jinjiang-inn etc.)
    d. Domestic 4-5-star hotel (National assessment of the stars hotel, Peninsula, Lijing, Banyan tree etc.)
    e. International 4-5-star hotel (International stars hotel chains, Intercontinental, Hilton, Sheraton, etc.)

(1/Strongly disagree，2/ Disagree， 3/Agree，4/Strongly agree)

2. If the hotel has services quality problem, I will not continue to choose that hotel again.

    1   2   3   4

3. If there occurs price deception in the hotel (false discount, payment does not match with predetermined price etc), I will report or use media method to inform other customers.

   1   2   3   4

4. When room price difference is not significant, I prefer a green hotel.

   1   2   3   4

5. I consider myself a green person and emphasize to use green products and services.

   1   2   3   4

6. I do word-of-mouth publicity for the green hotel.

   1   2   3   4

7. When the hotel is engaged in philanthropy (charitable fundraising, poverty alleviation etc.）, I think the hotel is more reliable.

   1   2   3   4

8. I will share positive hotel experiences with my friends.

   1   2   3   4

9. I will share negative hotel experiences with my friends.

   1   2   3   4

10. If I hear or see negative hotel information from media or other customers, I will lose favor with the hotel.

    1   2   3   4

11. If the hotel staff violates professional and ethical rules, I think the hotel is not to be trusted.

    1   2   3   4

12. During the stay at the hotel, I have met some unethical behaviors regarding: _____.（Multiple choice, choose all that apply）

    ● None   ● Food services   ● Staff

    ● Room services   ● Security Issue   ● Room price

    ● Promoting   ● Reception   ● Other: _____

Questionnaire:

您好，我是一名留学生，正在做一项关于酒店道德方面的研究。感谢您能够抽出宝贵的时间填写这份问卷，答案没有对错之分，您只要根据自己真实的想法填写即可。问卷结果只作为学术研究，问卷不涉及您的姓名，住址，单位等隐私内容。

1. 我经常选择_____星级酒店。

a. 无经历 (我从不使用酒店服务。)

b. 1 - 2 星级酒店 (小型宾馆，招待所等。)

c. 3 星级酒店 (经济性连锁酒店，如家，汉庭，7 天，锦江之星等。)

d. 国内 4 - 5 星级酒店 (国家评定的星级酒店，半岛，丽晶，悦榕庄等。)

e. 国际 4 - 5 星级酒店 (国际连锁星级酒店，洲际，希尔顿，喜来登等。)

(1/非常不同意，2/不同意， 3/同意，4/非常同意)

2. 对于服务质量有问题的酒店，我不会继续选择。

    1   2   3   4

3. 如果在酒店消费中遇到价格欺骗（如虚假打折、标价，实际付款与预定价格不符等），我会通过举报或者媒体等方式告知其他消费者。

1   2   3   4

4. 价格差异不大的情况下，我会首选绿色酒店。

1   2   3   4

5. 我认为自己是绿色消费者，注重酒店提供环保产品和服务。

1   2   3   4

6. 我会为绿色酒店做口碑宣传。

1   2   3   4

7. 对于从事公益慈善行为（扶贫，募捐等）的酒店品牌，我认为更加可靠。

1   2   3   4

8. 我会把有趣的酒店经历分享给周围的亲朋好友。

1   2   3   4

9. 我会把负面的酒店经历告知给周围的亲朋好友。

1   2   3   4

10.如果我听到有关某酒店的负面报道时，我会对该酒店失去好感。

1   2   3   4

11.对于没有职业道德的酒店员工，我认为该酒店不被信任。

1   2   3   4

12. 您在酒店消费中，遇到过那些不道德的酒店行为？（可多选）

- 无
- 餐饮卫生
- 员工方面

- 客房服务
- 安全方面
- 房价方面

- 促销方面
- 前台接待
- 其他:_____

Research data:

营销道德对酒店品牌的影响

作者：Xinxin Guo　时间：2012 年 11 月 18 日

调查背景：　参考资料

调查方法：

开始时间：**2012-11-11**　结束时间：**2012-11-18**

样本总数：**531** 份

原始数据来源：http://www.sojump.com/report/1986264.aspx

第 1 题　我经常选择 _____ 星级酒店。　[单选题]

选项	小计	比例
无经历	27	5.08%
1 - 2 星级酒店	66	12.43%
3 星级酒店	333	62.71%

选项	小计	比例
国内 4- 5 星级酒店	83	15.63%
国际 4- 5 星级酒店	22	4.14%
本题有效填写人次	531	

第 2 题　对于服务质量有问题的酒店，我不会继续选择。 [量表题]

本题平均分：3.66

选项	小计	比例
非常不同意	6	1.13%
不同意	20	3.77%
同意	120	22.6%
非常同意	385	72.5%
本题有效填写人次	531	

第 3 题　　如果在酒店消费中遇到价格欺骗（如虚假打折、标价，实际付款与预定价格不符等），我会通过举报或者媒体等方式告知其他消费者。 [量表题]

本题平均分：3.2

选项	小计	比例
非常不同意	7	1.32%
不同意	93	17.51%
同意	218	

		41.05%
非常同意	213	40.11%
本题有效填写人次	531	

第 4 题　价格差异不大的情况下，我会首选绿色酒店。　[量表题]

本题平均分：3.55

选项	小计	比例
非常不同意	2	0.38%
不同意	32	6.03%
同意	169	31.83%
非常同意	328	61.77%
本题有效填写人次	531	

第 5 题　我认为自己是绿色消费者，注重酒店提供环保产品和服务。

[量表题]
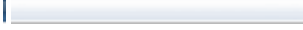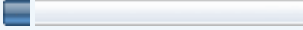
本题平均分：3.4

选项	小计	比例
非常不同意	1	0.19%
不同意	47	8.85%

3	223	42%
非常同意	260	48.96%
本题有效填写人次	531	
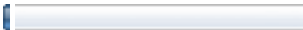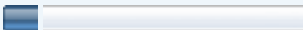
第 6 题　我会为绿色酒店做口碑宣传。 [量表题]

本题平均分：3.41

选项	小计	比例
非常不同意	5	0.94%
不同意	48	9.04%
3	202	38.04%
非常同意	276	51.98%
本题有效填写人次	531	

第 7 题　对于从事公益慈善行为（扶贫，募捐等）的酒店品牌，我认为更加可靠。 [量表题]

本题平均分：3.28

选项	小计	比例
非常不同意	11	2.07%
不同意	63	

选项	小计	比例
		11.86%
同意	225	42.37%
非常同意	232	43.69%
本题有效填写人次	531	

第 8 题　我会把有趣的酒店经历分享给周围的亲朋好友。　[量表题]

本题平均分：3.55

选项	小计	比例
非常不同意	3	0.56%
不同意	27	5.08%
同意	177	33.33%
非常同意	324	61.02%
本题有效填写人次	531	

第 9 题　我会把负面的酒店经历告知给周围的亲朋好友。　[量表题]

本题平均分：3.58

选项	小计	比例

选项	小计	比例
非常不同意	4	0.75%
不同意	25	4.71%
同意	159	29.94%
非常同意	343	64.6%
本题有效填写人次	531	

第 10 题　　如果我听到有关某酒店的负面报道时，我会对该酒店失去好感。　[量表题]

本题平均分：3.32

选项	小计	比例
非常不同意	3	0.56%
不同意	52	9.79%
同意	247	46.52%
非常同意	229	43.13%
本题有效填写人次	531	
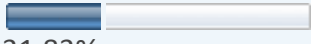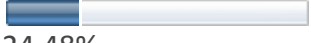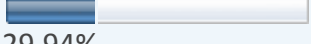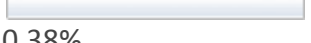
第 11 题　对于没有职业道德的酒店员工，我认为该酒店不被信任。 [量表题]

本题平均分：3.5

选项	小计	比例
非常不同意	4	0.75%
不同意	33	6.21%
同意	187	35.22%
非常同意	307	57.82%
本题有效填写人次	531	

第 12 题　您在酒店消费中，遇到过那些不道德的酒店行为？（可多选） [多选题]

选项	小计	比例
无	65	12.24%
餐饮卫生	306	57.63%
员工方面	145	27.31%

客房服务	231	43.5%
安全方面	167	31.45%
房价方面	169	31.83%
促销方面	130	24.48%
前台接待	159	29.94%
其他	2	0.38%
本题有效填写人次	531	

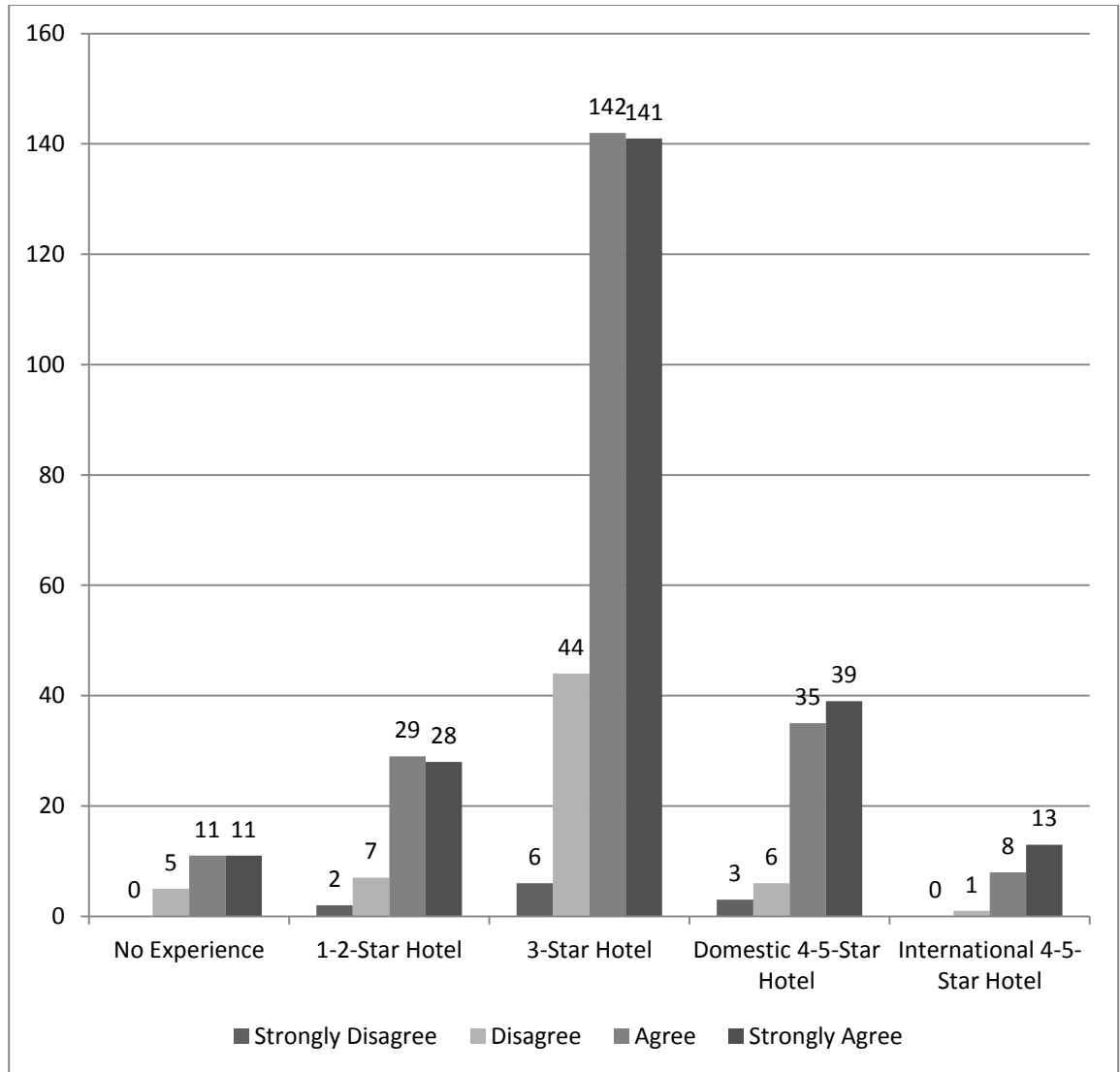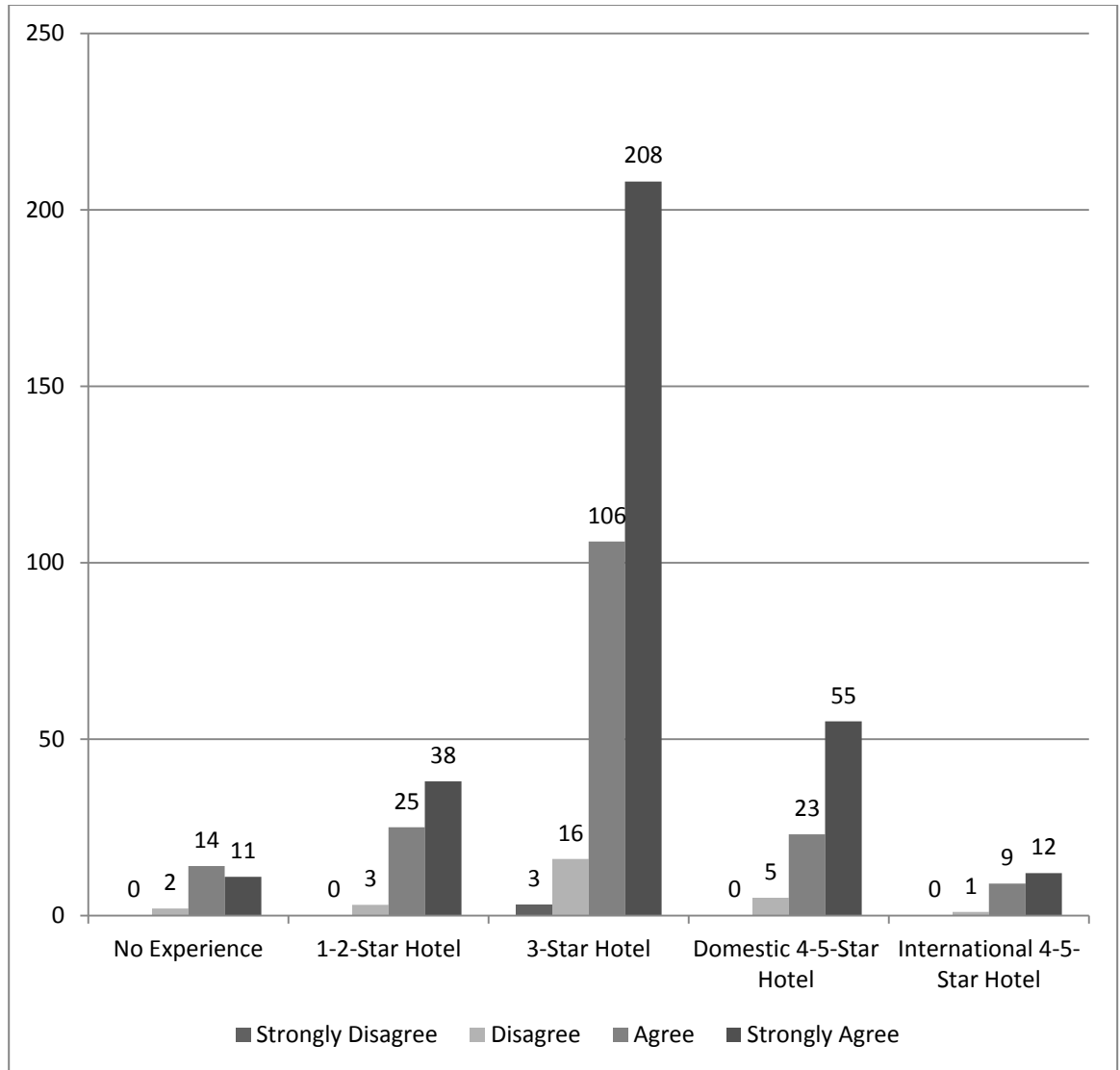The number of responses in different segmentations of each question
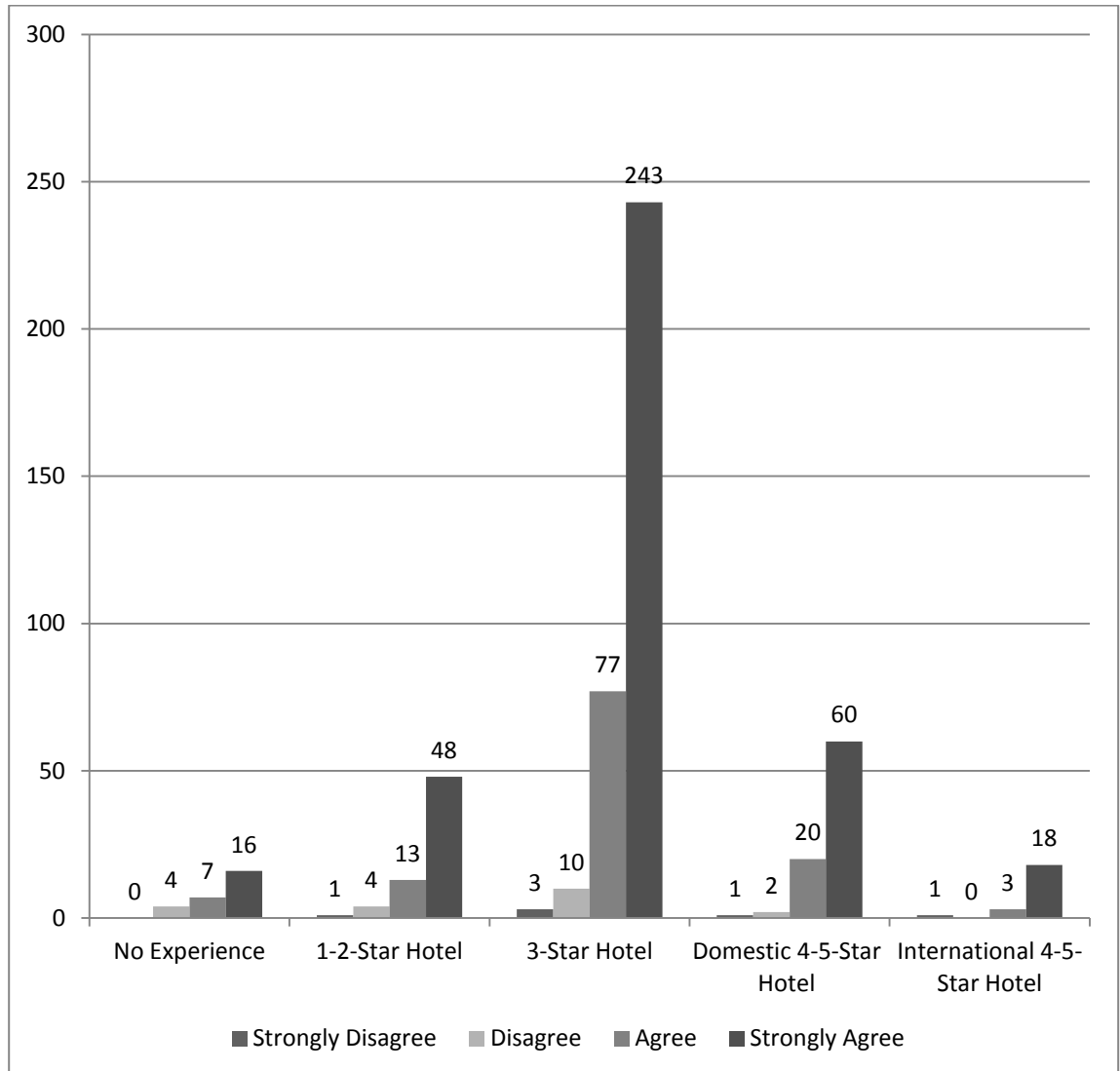
Figure 7.1 Question 2, the number of responses in different segmentations.
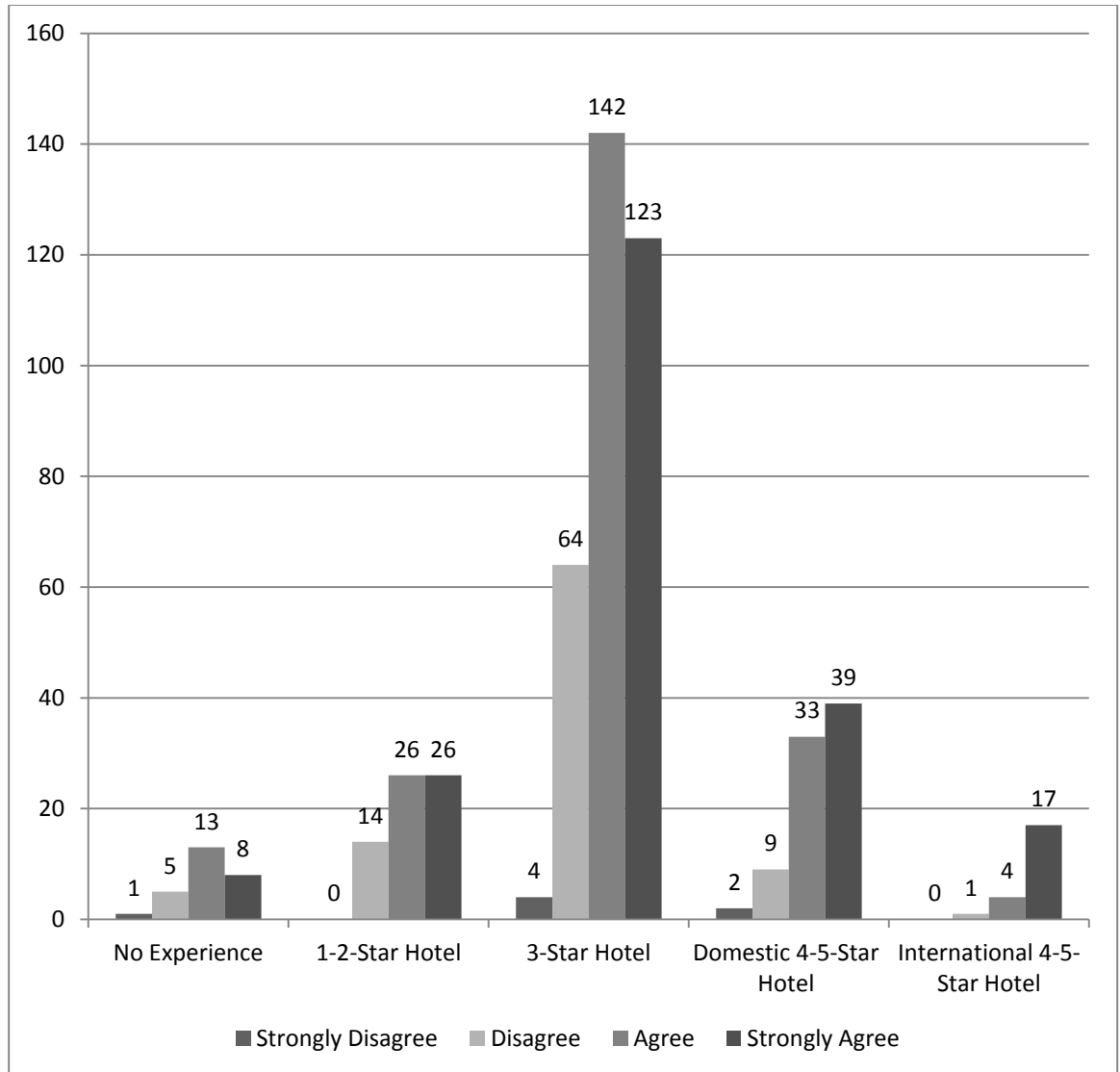
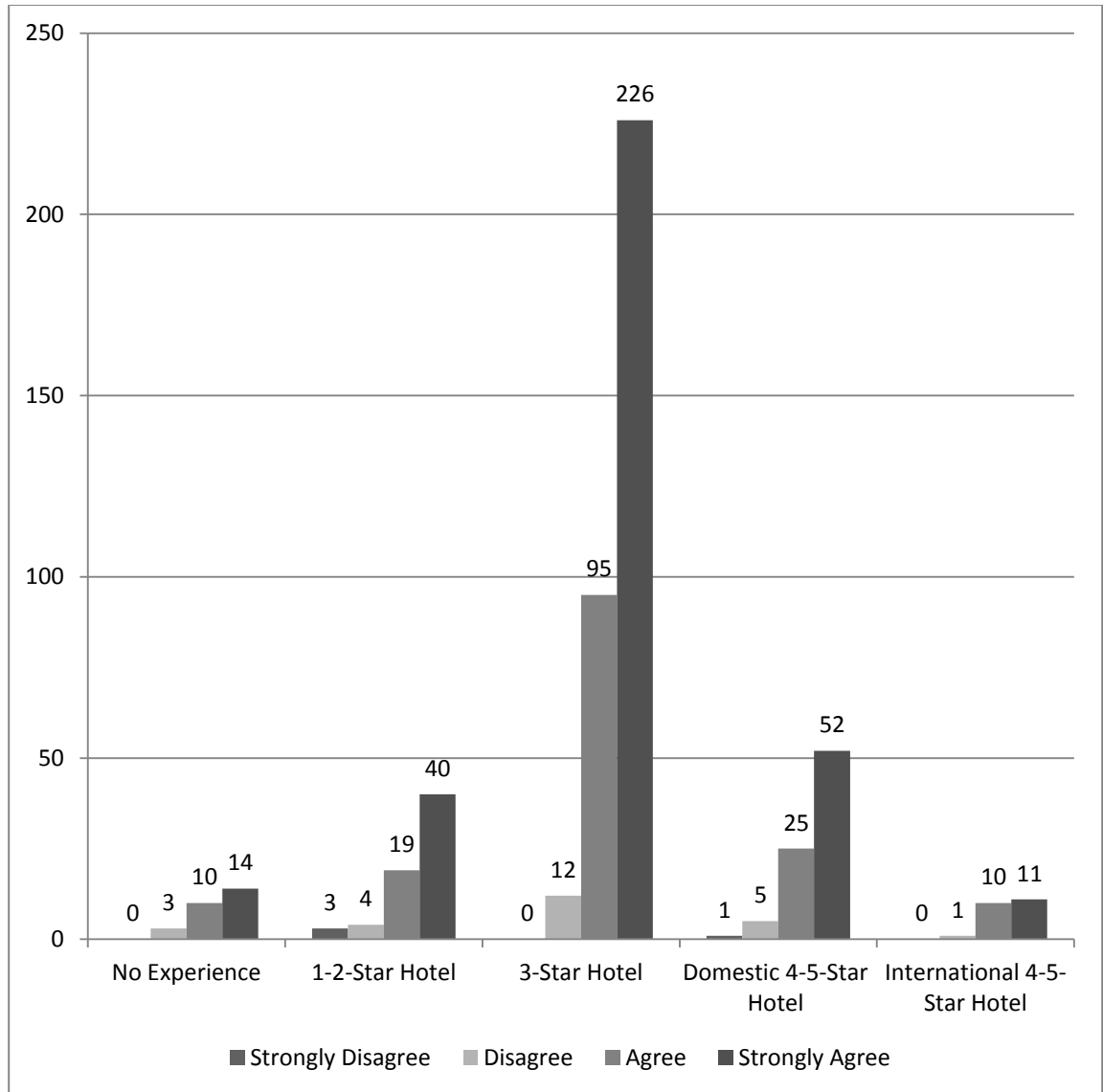Figure 7.2 Question 3, the number of responses in different segmentations.
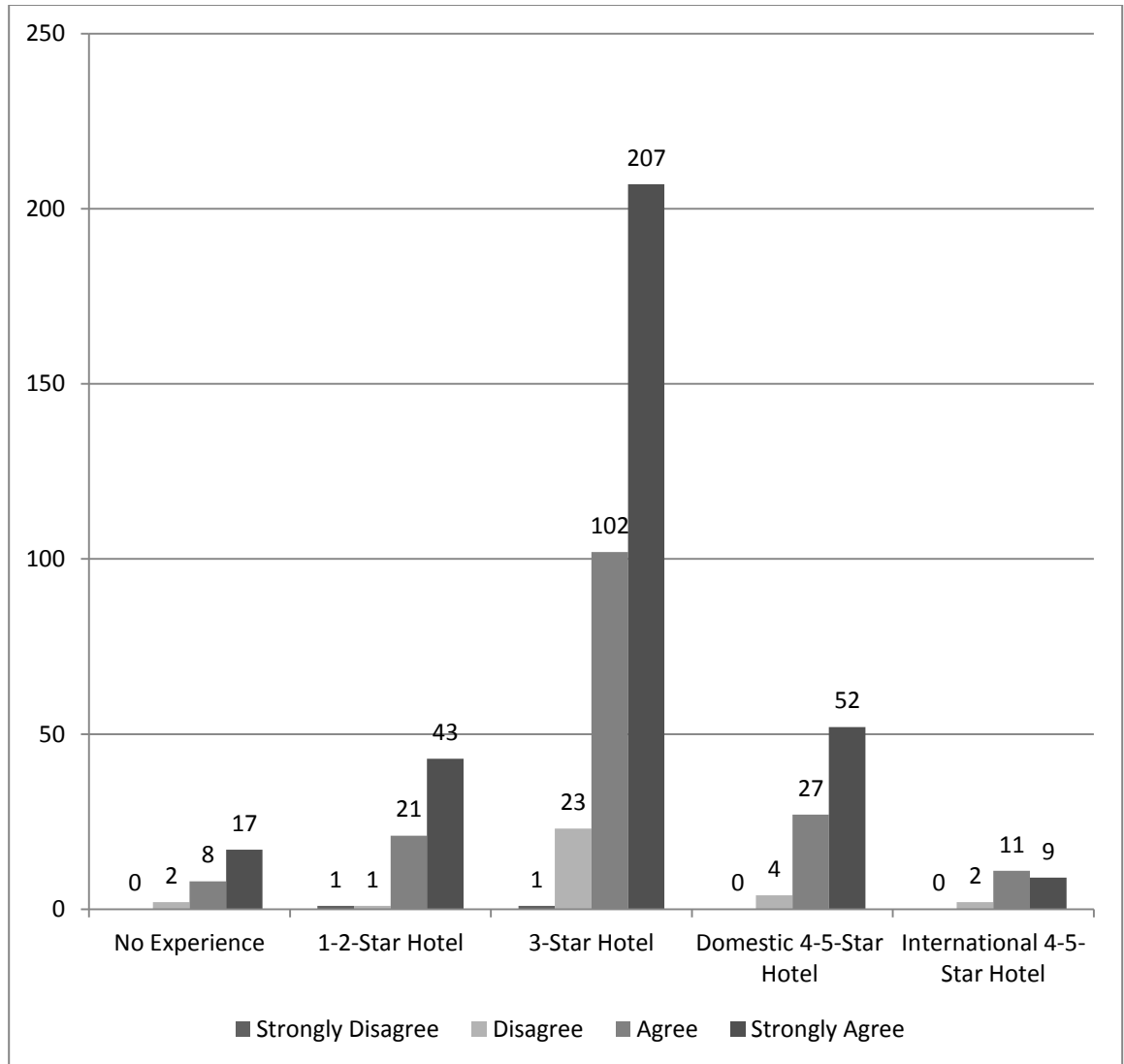
Figure 7.3 Question 4, the number of responses in different segmentations.
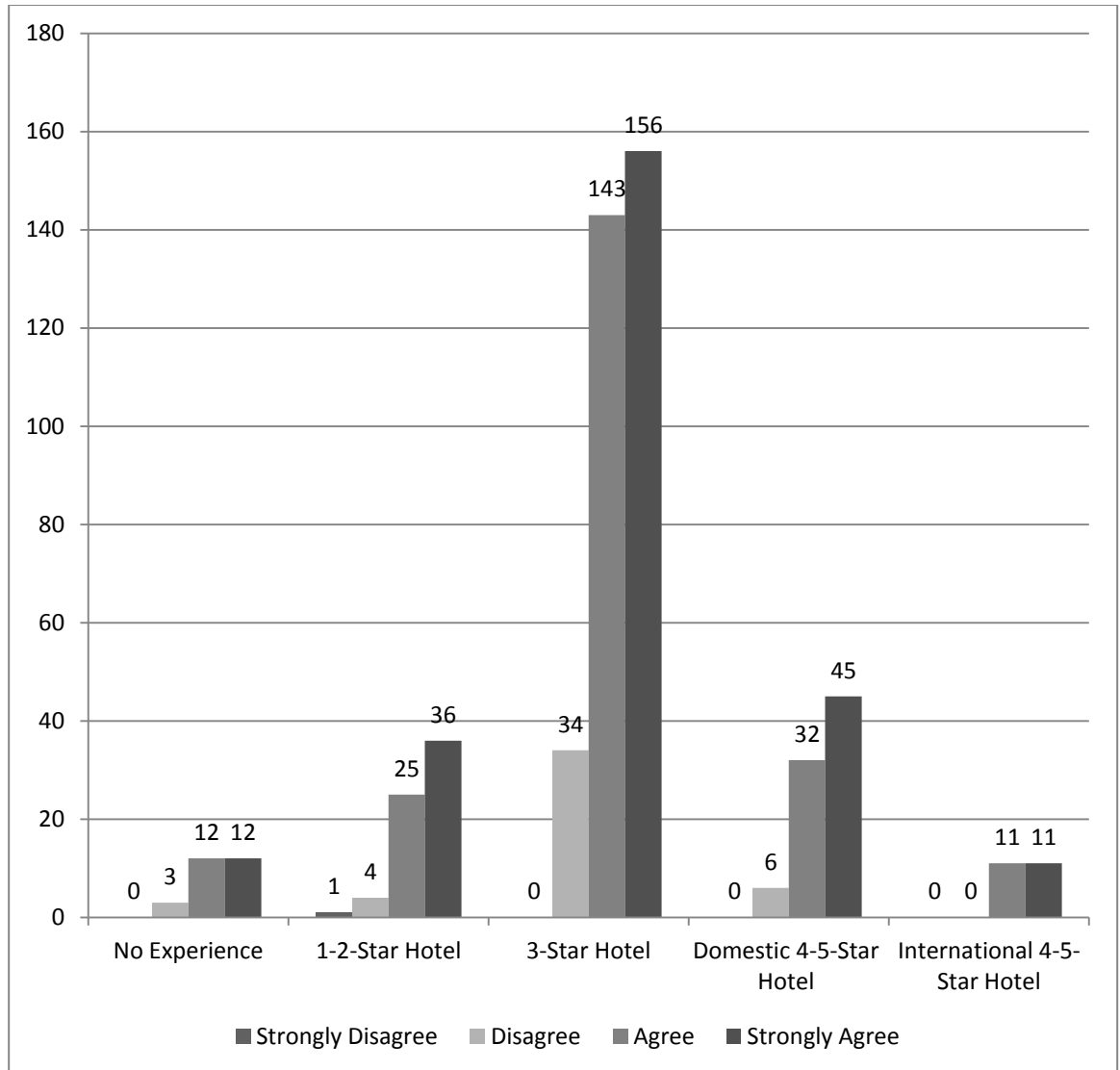
Figure 7.4 Question 5, the number of responses in different segmentations.
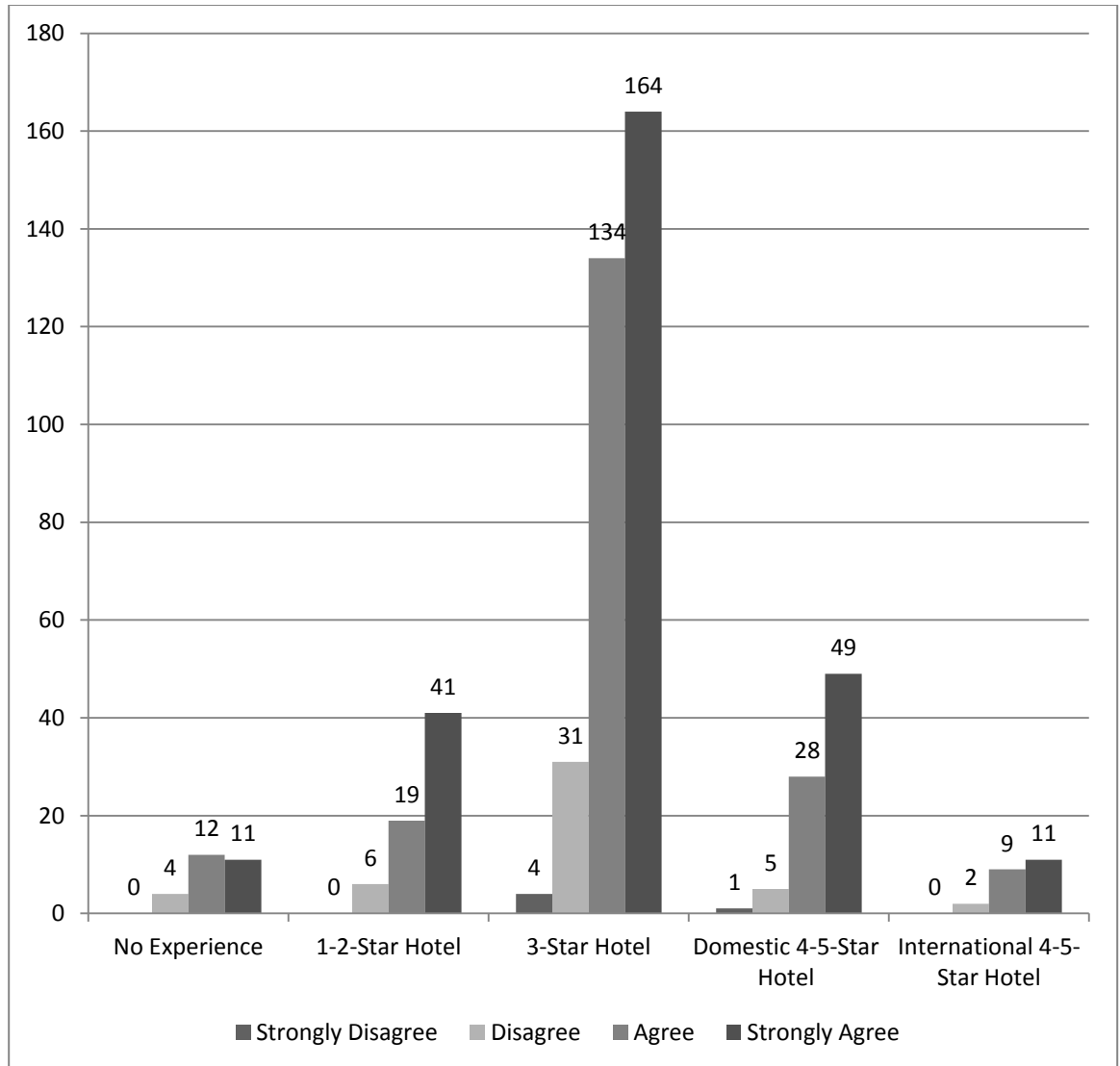
Figure 7.5 Question 6, the number of responses in different segmentations.

Figure 7.6 Question 7, the number of responses in different segmentations.

Figure 7.7 Question 8, the number of responses in different segmentations.

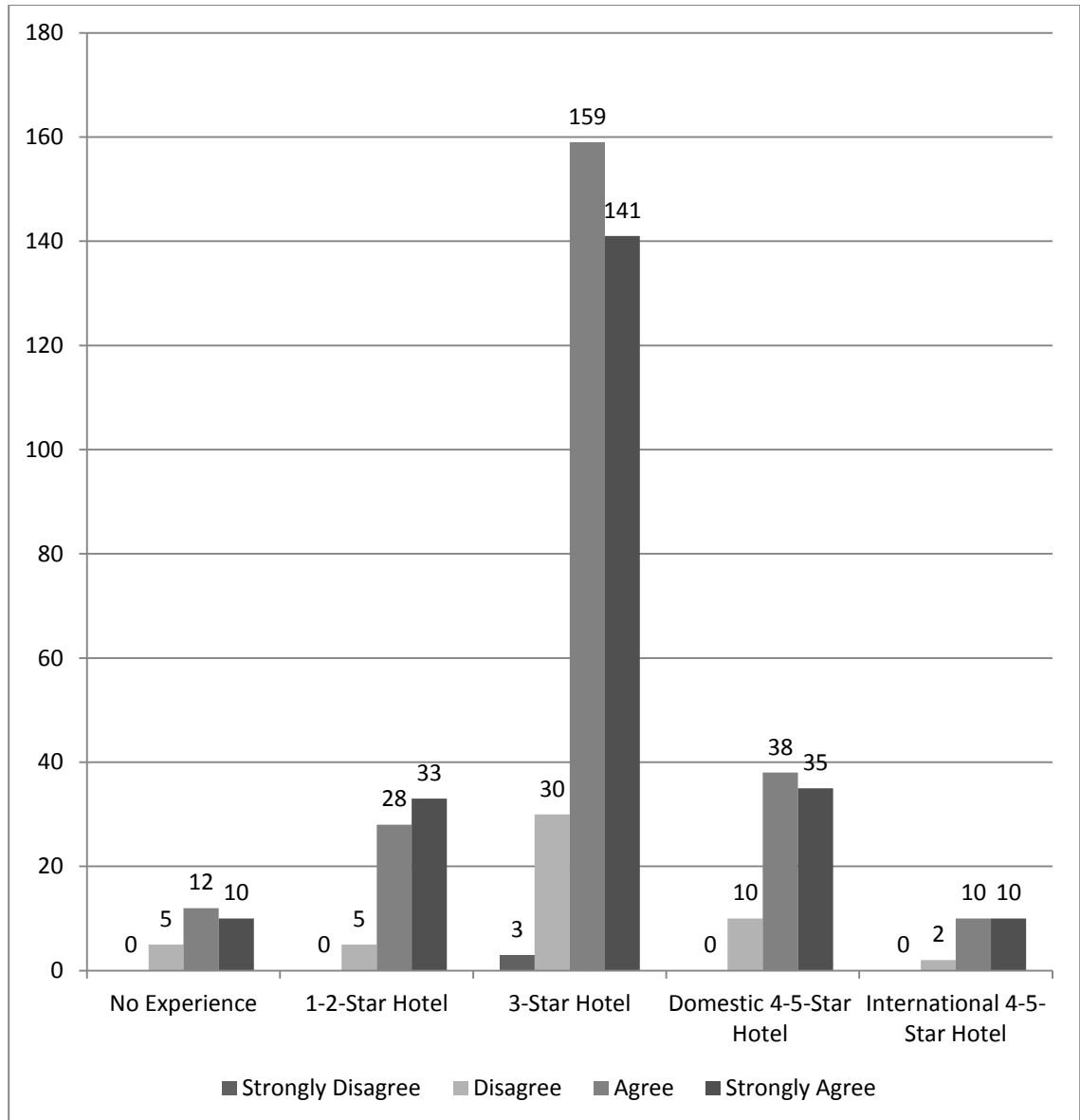Figure 7.8 Question 9, the number of responses in different segmentations.

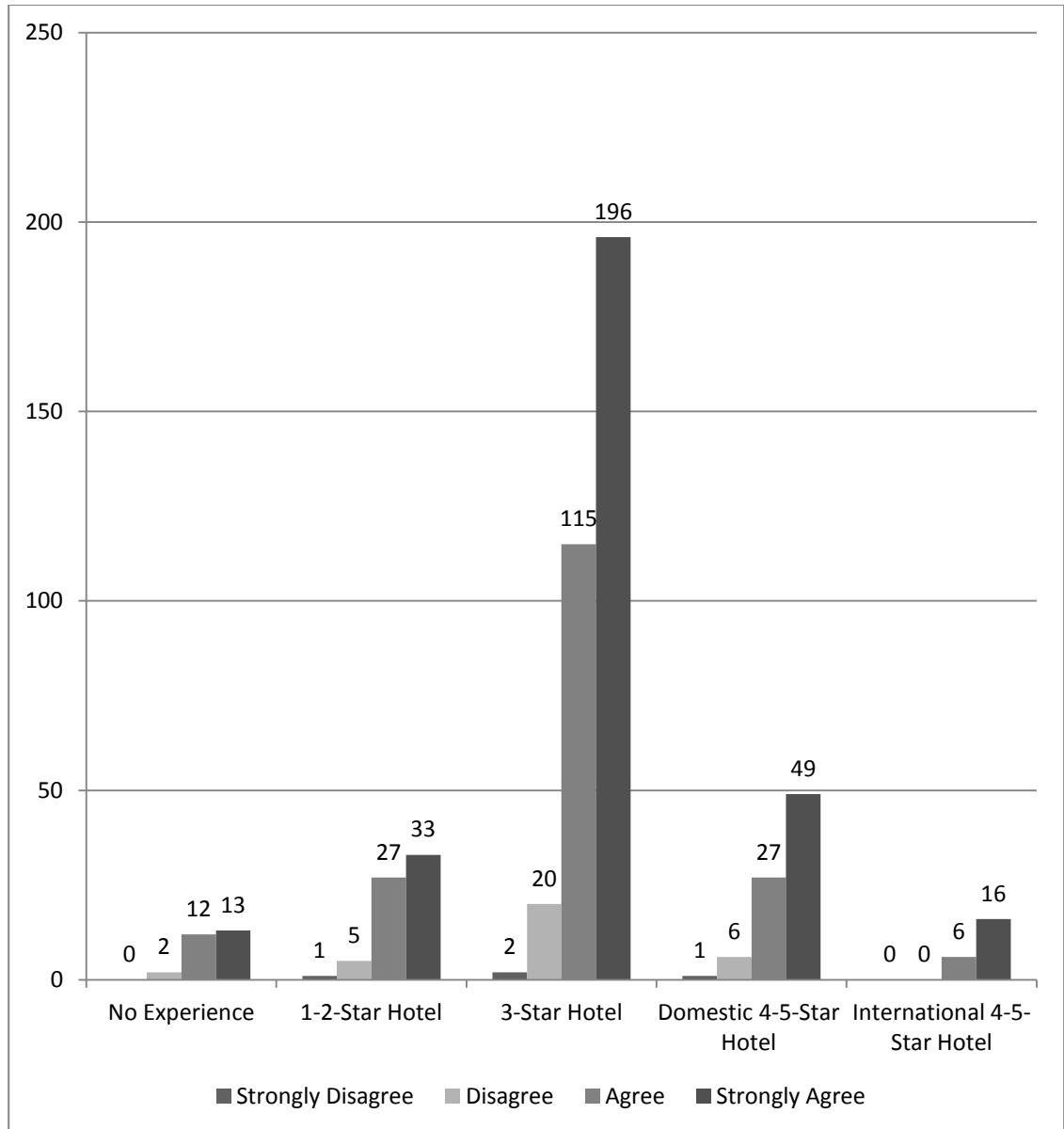Figure 7.9 Question 10, the number of responses in different segmentations.

Figure 7.10 Question 11, the number of responses in different segmentations.