# Chinese consumers' brand personality perceptions of tourism real estate firms

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## HIGHLIGHTS

- We explored the salient brand personality factors as perceived by Chinese consumers towards tourism real estate.
- Five factors (humanity, excitement, status enhancement, professionalism and wellness) were identified.
- Three Chinese consumer segments (status/humanity consumers, wellness seekers and professionalism minders) were found.
- Differences of Chinese consumers' brand personality perceptions were not attributed to demographics.

## ABSTRACT

This study examined Chinese consumers' perceptions of brand personality of tourism real estate firms, and classified Chinese consumers based on their brand personality perceptions towards tourism real estate as a new consumption good. The study identified five brand personality factors: *humanity, excitement, status enhancement, professionalism* and *wellness. K*-means cluster analysis further identified three distinct Chinese consumer segments with differentiated brand personality perceptions: *status/humanity consumers, wellness seekers* and *professionalism minders.* Discussions regarding culture-specific factors of brand personality in the study were provided with considerations of China's significant socio-cultural changes. Managerial implications and suggestions for future research were also discussed.

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## 1. Introduction

Competition among tourism brands is getting intensified (Chen & Phou, 2013); brand personality has emerged as a key component of an effective tourism brand and an effective tool of brand positioning and differentiation (Kim, Shim, & Dinnie, 2013; Murphy, Moscardo, & Benckendorff, 2007). A strong positive brand personality that possesses distinctive and lasting traits will lead to relatively higher product evaluations (Freling & Forbes, 2005), tourist behavioural intention to return and loyalty (Ekinci & Hosany, 2006; Farhat & Khan, 2011; Xie & Lee, 2013), and sustainable competitive advantage (Freling & Forbes, 2005). However, in a highly competitive marketplace, merely informing utilitarian attributes of tourism products is not enough to attract customers (Usakli & Baloglu, 2011). When product and service attributes under one brand are similar with other competing brands, brand personality can create a basis for differentiation and increase the brand's appeal (Aaker & Joachimsthaler, 2000), as consumers often use brands as 'consumption symbols' to express themselves (Sirgy, 1982).

Brand personality reflects the values and beliefs of a culture, and there are significant differences among the meanings embedded in brands in different cultures (Aaker, Benet-Martinez, & Garolera, 2001). Empirical evidence demonstrates that brand personality dimensions differ considerably in cross-cultural contexts and different settings (e.g. Aaker et al., 2001; Caprara, Barbaranelli, & Guido, 2001; Milas & Mlačić, 2007; Smit, Van den Berge, & Franzen, 2003). As Milas and Mlačić (2007) noted, there is value in applying a culture-specific measure of brand personality, especially if researchers seek to understand specific local brands. In recent years, growing academic interest has been witnessed in non-

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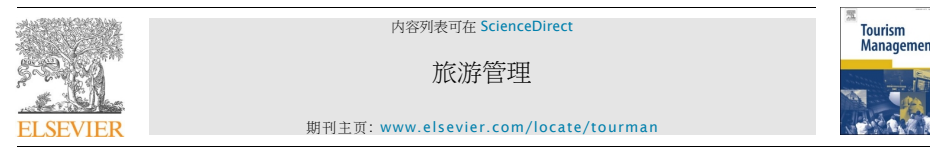
# 中国消费者对旅游房地产企业的品牌个性感知

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## highlights

- 我们探讨了中国消费者对旅游房地产的显著品牌个性因素。
- 确定了五个因素（人性、兴奋、地位提升、专业精神和健康）。
- 发现了三个中国消费者群体（地位/人性消费者、健康寻求者和专业人士看护者）。
- 中国消费者对品牌个性认知的差异并不归因于人口统计学。

## 摘要

本研究考察了中国消费者对旅游房地产企业品牌个性的认知，并根据消费者对旅游房地产作为一种新型消费品的品牌个性认知对中国消费者进行了分类。该研究确定了五个品牌个性因素：人性、兴奋、地位提升、专业精神和健康。K-means聚类分析进一步确定了具有不同品牌个性认知的三个不同的中国消费者群体：地位/人性消费者、健康寻求者和专业人士看护者。本研究考虑到中国的重大社会文化变化，对品牌个性的文化特定因素进行了讨论。管理的影响和对未来研究的建议也进行了讨论。

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## 1. 简介

旅游品牌之间的竞争正在加剧（Chen & Phou, 2013）；品牌个性已成为有效旅游品牌的关键组成部分，也是品牌定位和差异化的有效工具（Kim、Shim和Dinnie, 2013；Murphy、Moscardo和Benckendorff, 2007）。拥有鲜明而持久特征的强大积极品牌个性将带来相对较高的产品评价（弗雷林和福布斯，2005年）、游客回归和忠诚的行为意向（Ekinci和Hosany，2006年；Farhat和Khan，2011年；谢和李，2013年）和可持续竞争优势（弗雷林和福布斯，2005年）。然而，在一个竞争激烈的市场中，仅仅告知功利主义者

旅游产品的属性不足以吸引顾客（Usakli & Baloglu, 2011）。当一个品牌下的产品和服务属性与其他竞争品牌相似时，品牌个性可以为差异化创造基础，并增加品牌的吸引力（Aaker & Joachimsthaler, 2000），因为消费者经常使用品牌作为"消费符号"来表达自己（Sirgy, 1982）。

品牌个性反映了一种文化的价值观和信仰，不同文化中品牌的含义存在显著差异（Aaker、Benet Martinez和Garolera，2001）。经验证据表明，品牌个性维度在跨文化语境和不同环境中存在显著差异（例如Aaker等人，2001年；Caprara、Barbaranelli和Guido，2001年；Milas和Mla ci c，2007年；Smit、Van den Berge和Franzen，2003年）。正如Milas和Mla ci c（2007）所指出的，运用特定于文化的品牌个性测量是有价值的，尤其是如果研究人员试图了解特定的本土品牌。近年来，非营利组织越来越受到学术界的关注·

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western societies in studying brand personality (e.g. Chen & Phou, 2013; Chu & Sung, 2011; Sung & Tinkham, 2005). China is emerging as a significant consumer market. As Chinese consumer psychology may be different from their western counterparts (Bond, 2008), it is important to investigate how Chinese consumers perceive brand personality and to what extent the understanding of brand personality can be applied in this context. However, there is little empirical research on Chinese consumer's perception on brand personality and its culture-specific factors in a service context.

The tourism industry has witnessed significant growth in China and generated US$494.6 billion in 2014, a 15.4% increase over the previous year (The National Economic and Social Development Statistics Bulletin, 2014). Growing consumer demands in tourism, together with decreasing business confidence in investing in the traditional property market are believed to have boosted the development of "tourism real estate" as a distinctive type of tourism-related consumer good in China (Yu & Zhao, 2003). Tourism real estate is an emerging sector in China which sees a combination of both the tourism industry and the real estate sector. Although tourism real estate, as a new form of consumer good, may take some resemblance to timesharing products in western countries, its scope has gone far beyond timesharing products (Pi & Du, 2007). In this study, we adopted Shen's definition of tourism real estate as 'the development and marketing mode of real estate products for the vacation purpose, which realize all or part of tourism function' (Shen, 2001, p.1). Tourism real estate, as a unique industry sector overlapping both tourism and real estate, provides a wide range of products and services for various consumer segments (Shen, 2001; Yu & Zhao, 2003). These include residential projects relying on the superior natural environment and good geographical location (e.g. landscape resorts or villas), timeshare hotel, property hotel, pension hotel, sport resorts (e.g. golf, hiking, skiing), tourism/leisure training center, and resort hotel. An exemplar firm of tourism real estate in China is the Overseas Chinese Town (OCT) Group. Relying on theme park tourism resources and superior ecological surroundings, the OCT Group has developed products like vacation real estate (e.g. upscale residential projects, villas and apartments), themed hotels group, commercial real estate like spa and golf course. The Group takes mid and high-end consumers from large state-owned and multinational companies as the target market for its tourism real estate products, aiming to create a people-oriented vacation lifestyle for consumers and achieve the harmony between human and nature. Although in China there exist many other tourism real estate firms like the OCT Group, very little research has been done to examine consumers' perceptions of these distinctive firms and their products/services.

As a burgeoning industry sector valued and supported by the Chinese government, tourism real estate presents utilitarian traits and symbolic values to consumers. This study investigates Chinese consumer's brand personality perceptions of tourism real estate firms in China. Specifically, the study has two objectives:

(1) To identify the salient brand personality factors as perceived by Chinese consumers with regards to tourism real estate as a new consumption good; and,
(2) To understand the current tourism real estate consumer market by segmenting Chinese consumers based on their brand personality perceptions towards tourism real estate consumption.

In this emerging tourism related sector, creating and managing a positive and distinctive brand personality is of great importance to the survival and success of tourism real estate firms. Thus, this research has both theoretical and practical implications. First, investigating the cultural specific dimensions of brand personality

as perceived by Chinese consumers expands on the existing brand personality literature which is often limited to Western context. Second, research on consumer market segmentation based on Chinese consumers' brand personality perceptions towards such a novel and distinctive type of tourism-related consumer good enriches the tourism and marketing research. Thirdly, by achieving the above two research objectives, very useful industry implications can be derived. Tourism real estate industry practitioners can be informed to develop effective marketing programs and brand positioning strategies.

## 2. Literature review

### 2.1. Brand personality

Brand personality is defined as "the set of human characteristics associated with a brand" (Aaker, 1997, p.347). This definition assumes that a wide range of human traits can be applied to describe a brand. Aaker's conceptualisation of brand personality has been widely accepted by researchers (e.g. Ekinci & Hosany, 2006; Murphy et al., 2007; Sung & Tinkham, 2005). However, this definition has also been criticized for being too broad and unspecific (Azoulay & Kapferer, 2003). Azoulay and Kapferer (2003) argued that brand personality should include "the set of human personality traits that are both applicable to and relevant for brands" (p.151). The perception of a brand personality can be formed by any direct or indirect experiences that customers have with the brand (Plummer, 1985). Direct sources of brand personality formation are person-based (Helgeson & Supphellen, 2004), which include all the individuals associated with the brand, such as users, company employees and chief executive officers (CEOs). Demographic characteristics such as age, gender and social class are also regarded as contributing to the formation of brand personality (Aaker, 1997). Indirect sources of brand personality formation involve all the product-related attributes, such as product category associations, brand name and symbol, price, distribution, and advertising style.

Brand personality plays an important role in the "for me" choice, or "I see myself in that brand" choice (Plummer, 2000, p.81). It reflects how consumer sees the brand and thereby indicates the relationship between the brand and the consumer. Considering the interpersonal relationship between the customer and the brand, Sweeney and Brandon (2006) emphasized the interpersonal features that might characterize the brand, by advancing a model in understanding the brand personality concept; The model depicts brand personality on two prime axes (dominant and friendly) and two alternative orthogonal dimensions (extraversion and agreeableness). Brand personality can be incarnated from the relationship between the brand and the customer. The customer plays an active role in forming brand personality through evaluating what is received from a brand. On the other hand, the brand is also believed to have an active response toward its customers through marketing actions, which in turn affect customer's perception (Dall'Olmo Riley & de Chernatony, 2000). In other words, the customer and the brand are active partners in the customer-brand relationship. Therefore, in this study we follow the definition specified by Sweeney and Brandon (2006) where brand personality is regarded as "the set of human personality traits that correspond to the interpersonal domain of human personality and are relevant to describing the brand as a relationship partner" (p.645).

### 2.2. Brand personality measurement and cross-cultural studies

Aaker (1997) developed the Brand Personality Scale (BPS) to measure the extent to which a brand possesses any of the personality traits, identifying five core dimensions that are believed to

西方社会对品牌个性的研究（如陈和傅，2013年；朱和宋，2011年；宋和丁克汉，2005年）。中国正在成为一个重要的消费市场。由于中国消费者心理可能不同于西方消费者心理（Bond，2008），因此研究中国消费者如何感知品牌个性以及对品牌个性的理解在多大程度上可以应用于这一背景非常重要。然而，关于中国消费者在服务环境中对品牌个性及其文化特定因素的感知，鲜有实证研究。

2014年，中国旅游业实现了显著增长，创造了4946亿美元的收入，比前一年增长了15.4%（《2014年国民经济和社会发展统计公报》）。人们认为，旅游业消费者需求的增长，以及企业对传统房地产市场投资信心的下降，推动了"旅游房地产"作为一种独特的旅游相关消费品在中国的发展（余和赵，2003）。旅游房地产在中国是一个新兴行业，它将旅游业和房地产行业结合起来。虽然旅游房地产作为一种新型消费品，可能与西方国家的分时度假产品有些相似，但其范围已经远远超出了分时度假产品（Pi & Du，2007）。在本研究中，我们采用了沈的旅游房地产定义，即"以度假为目的，实现全部或部分旅游功能的房地产产品的开发和营销模式"（沈，2001，第1页）。旅游房地产作为一个独特的产业部门，是旅游业和房地产业的交叉点，为不同的消费群体提供广泛的产品和服务（Shen，2001；Yu & Zhao，2003）。这些项目包括依托优越自然环境和良好地理位置的住宅项目（如景观度假村或别墅）、分时度假酒店、产权酒店、养老酒店、运动度假村（如高尔夫、徒步旅行、滑雪）、旅游/休闲培训中心和度假酒店。华侨城（OCT）集团是中国旅游房地产行业的典范。华侨城集团依托主题公园旅游资源和优越的生态环境，开发了度假地产（如高档住宅项目、别墅和公寓）、主题酒店集团、水疗、高尔夫球场等商业地产等产品。集团以大型国有企业和跨国公司的中高端消费者为旅游房地产产品的目标市场，旨在为消费者创造以人为本的度假生活方式，实现人与自然的和谐。尽管中国还有许多其他旅游房地产公司，比如华侨城集团，但很少有研究调查消费者对这些独特公司及其产品/服务的看法。

作为一个新兴的产业部门，受到政府的重视和支持中国政府、旅游房地产消费者向消费者提供功利特征和象征价值。本研究调查了中国消费者对中国旅游房地产公司的品牌个性感知。具体来说，这项研究有两个目标：

(1) 识别中国消费者认为旅游房地产是一种新的消费品的显著品牌个性因素；和
(2) 根据中国消费者对旅游房地产消费的品牌个性认知，对中国消费者进行细分，了解当前的旅游房地产消费市场。

在这个新兴的旅游相关行业中，创建和管理积极而独特的品牌个性对旅游房地产公司的生存和成功至关重要。因此，本研究具有理论和实践意义。首先，调查品牌个性的文化特定维度

正如中国消费者所感知的那样，它扩展了现有的品牌个性文献，而这些文献通常仅限于西方背景。其次，基于中国消费者品牌个性认知的消费市场细分研究丰富了旅游和营销研究。第三，通过实现上述两个研究目标，可以得出非常有用的行业启示。可以通知旅游房地产行业从业人员制定有效的营销计划和品牌定位策略。

## 2. 文献综述

### 2.1. 品牌个性

品牌个性被定义为"与品牌相关的一系列人类特征"（Aaker，1997，第347页）。这一定义假设一系列人类特征可以用来描述一个品牌。Aaker对品牌个性的概念化已被研究人员广泛接受（例如Ekinci & Hosany，2006；Murphy等人，2007；Sung & Tinkham，2005）。然而，这一定义也因过于宽泛和不具体而受到批评（Azoulay & Kapferer，2003）。Azoulay和Kapferer（2003）认为，品牌个性应该包括"一组既适用于品牌又与品牌相关的人类个性特征"（第151页）。顾客对品牌的任何直接或间接体验都可以形成对品牌个性的感知（Plummer，1985；Helgeson & Supphellen，2004），其中包括与品牌相关的所有个人，如用户、公司员工和首席执行官（CEO）。年龄、性别和社会阶层等人口统计学特征也被认为有助于品牌个性的形成（Aaker，1997）。品牌个性形成的直接来源涉及所有与产品相关的属性，如产品类别关联、品牌名称和符号、价格、分销和广告风格。品牌个性在"为我的"选择中起着重要作用，或者"我在那个品牌里看到了我自己"（普卢默，2000年，第81页）。它反映了消费者对品牌的看法，从而表明了品牌与消费者之间的关系。考虑到顾客与品牌之间的人际关系，Sweeney and Brandon（2006）通过提出一个理解品牌个性概念的模型，强调了品牌可能具有的人际特征；该模型在两个主轴（主导性和友好性）和两个可选正交维度（外向性和宜人性）上描绘了品牌个性。品牌个性可以从品牌与顾客的关系中体现出来。客户通过评估从品牌获得的东西，在形成品牌个性方面发挥积极作用。另一方面，该品牌也被认为通过营销行动对其客户做出了积极的反应，这反过来会影响客户的感知（Dall'Olmo Riley & de Chernatony，2000）。换句话说，客户和品牌是客户-品牌关系中的积极合作伙伴。因此，在本研究中，我们遵循斯威尼和布兰登（2006）的定义，其中品牌个性被视为"与人类个性的人际领域相对应的一组人类个性特征，并与将品牌描述为关系伙伴相关"（第645页）。

### 2.2. 品牌个性测量与跨文化研究

Aaker（1997）开发了品牌个性量表（BPS）来衡量品牌拥有任何个性特征的程度，确定了五个被认为是重要的核心维度

underlie brand personality: sincerity, excitement, competence, sophistication, and ruggedness. Later, Aaker et al. (2001) investigated how symbolic and expressive attributes associated with commercial brands are structured and how the brand personality structure differs across the United States, Spain and Japan. Aaker et al.'s (2001) study found three common dimensions (excitement, sincerity, and sophistication), one shared dimension between Spain and Japan (peacefulness), and one culture-specific dimension for United States (ruggedness) and Spain (passion), respectively. Since then, there has been growing academic interest in verifying and refining the BPS, especially across different contexts and cultures (for a series of such studies see Table 1).

The BPS is the most widely employed brand personality measure across different brands and product categories (Parker, 2009). As shown in Table 1, the BPS has been examined across cultural contexts and different settings; studies have demonstrated that brand personality traits may differ in one or more dimensions across cultures and settings (e.g. Caprara et al., 2001; Chu & Sung, 2011; Ekinci & Riley, 2003; Milas & Mlacić, 2007; Sung & Tinkham, 2005). For example, Venable, Rose, Bush, and Gilbert (2005) examined the structure of brand personality in nonprofit organizations by using Aaker's (1997) BPS. Their findings revealed four dimensions of brand personality of nonprofit organizations: integrity, nurturance, sophistication, and ruggedness.

In the field of tourism, investigations and applications of brand personality are relatively new. Brand personality could be applied to tourism contexts. It is commonly conceived that tourist destinations have personalities and can be marketed as brands (Ekinci & Hosany, 2006). The importance of destination personality has been acknowledged (Farhat & Khan, 2011). Many studies have examined tourism destination personalities (e.g. Apostolopoulou & Papadimitriou, 2014; Chen & Phou, 2013; Ekinci & Hosany, 2006; Kim & Lehto, 2013; Klabi, 2012; Murphy et al., 2007; Pereira, Correia, & Schutz, 2014; Sahin & Baloglu, 2011; Upadhyaya, 2012; Usakli & Baloglu, 2011; Xie & Lee, 2013) and restaurant and hotel brand personalities (Ekinci & Riley, 2003; Lee & Back, 2010). In summary, these studies came up with rather different destination personality dimensions, specific to the destinations under examination (Table 1). For instance, Ekinci and Hosany (2006) applied the BPS to tourism destinations in Europe, and identified three dimensions of destination personality: sincerity, excitement, and conviviality. Murphy et al. (2007) applied BPS in the study of two Australian tourism destinations: Whitsundays and Cairns. While four dimensions (i.e., upper class, honest, exciting, and tough) of destination personality were found with Whitsundays, only three dimensions of brand personality (i.e., sincere, sophisticated, and outdoorsy) were identified with Cairns. They also concluded that, although respondents could rate the destinations by the personality traits of BPS, these pre-set personality traits were less frequent than the destination attributes identified through open-ended elicitation of destination descriptors. In another study, Usakli and Baloglu (2011) found five dimensions, namely *vibrancy, sophistication, competence, contemporary* and *sincerity* that can best describe the brand personality of Las Vegas. In the case of Istanbul, Sahin and Baloglu (2011) identified five dimensions of destination brand personality (i.e. *originality and vibrancy, conviviality, competence and modernity, sincerity, cool and trendy*) and found statistically significant differences across different nationalities for brand personality perceptions. In addition, consumers may interpret the communicated brand information based on their own perceptions and respond differently to a brand than was intended. Taking South Korea as a case, Kim and Lehto (2013) revealed significant discrepancies between projected and perceived destination personality; they suggested that tourism authorities should reevaluate their current branding strategies based on consumers' perceived

destination personality. Pereira et al. (2014) extracted promotional texts in golf-related websites to identify brand personality traits, and found that there was not a strong presence of human characteristics. These studies suggest that brand personality dimensions perceived by consumers vary across contexts and the generalizability of any brand personality measurement may be confined to the context where the measurement was developed.

Concerning the generalizability of Aaker's (1997) framework, Caprara et al. (2001) applied the Big Five Model (BFM) of human personality to study brand personality and found that human personality descriptors convey different meanings when applied to brands, and the latent factors of the BFM could not be replicated in describing brands. Austin, Siguaw, and Mattila (2003) also argued that Aaker's (1997) framework clearly has boundaries when applying to different research contexts. Measurements of individual brands cannot be generalized when aggregating data within a specific product category. It is noteworthy that in different cultures, the meaning embedded in commercial brands shows significant difference (Aaker et al., 2001).

Despite the growing brand personality research in non-western societies (Aaker et al., 2001; Chen & Phou, 2013; Sung & Tinkham, 2005), little research has been done to examine brand personality perceptions of Chinese consumers. China has been the fastest-growing economy in the world for the past decades (Sin, Ho, & So, 2000) and emerged as a significant consumer market. Therefore, it is important to understand consumers' brand personality perceptions in this emerging market. Consumer beliefs, attitudes and values can significantly influence consumers' perceptions of the symbolic meanings of brands in a specific cultural context (Guzmán & Paswan, 2009). Culture also plays a role and Chinese consumers may hold different brand personality perceptions than those from the West (Bond, 2008). Research on brand personality in Chinese context remains limited and is therefore the focus of this study.

### 2.3. Tourism real estate development in China

The concept of tourism real estate took its origin from "resort timesharing" or "vacation ownership" in western countries. Timeshare industry first appeared in Europe in the 1960s, and was quickly adopted in the United States (Upchurch & Gruber, 2002). Timesharing is the general name for the purchase of shared recreational property for a prescribed interval of time (Upchurch, 2000). The timeshare industry developed rapidly in size and sales volume, and formed a mature timeshare exchange network in western countries. When timesharing was introduced to China, it was first presented as 'property hotel' in a transitional form, and then developed as "tourism real estate" in the industry. Tourism real estate is an emerging cross-industry sector in China with both tourism and real estate industry features. Due to the growing demand for tourism and increasing risk of traditional real estate market investment, tourism real estate has been valued by developers and investors from both tourism and real estate industry, and thus has witnessed rapid development. Consumer demands of tourism real estate are displayed as group needs and personal needs (Zhou, 2006). For group needs, tourism real estate products could be second home for senior managers, resorts for employees, and fixed asset investment. For individual needs, tourism real estate products could serve as places for vacation and leisure, second home for the purpose of improving living condition, and real estate investment.

### 2.4. Understanding the tourism real estate consumer base by market segmentation

Tourism real estate emerges as a new cross-industry sector in China, and firms in this sector are confronted with increasing

品牌个性的基础：真诚、兴奋、能力、成熟和坚韧。后来，Aaker等人（2001年）研究了与商业品牌相关的象征性和表达性属性是如何构成的，以及美国、西班牙和日本的品牌个性结构是如何不同的。Aaker等人（2001）的研究发现了三个共同的维度（兴奋、真诚和成熟），一个西班牙和日本之间的共同维度（和平），以及一个美国文化特有的维度（坚韧）和西班牙文化特有的维度（热情）。从那时起，学术界对验证和完善BPS越来越感兴趣，尤其是在不同的背景和文化中（一系列此类研究见表1）。

BPS是在不同品牌和产品类别中使用最广泛的品牌个性测量（Parker，2009）。如表1所示，对不同文化背景和不同环境下的BPS进行了研究；研究表明，不同文化和环境下的品牌个性特征可能在一个或多个维度上存在差异（例如，Caprara等人，2001年；Chu & Sung，2011年；Ekinci & Riley，2003年；Milas & Mla ci c，2007年；Sung & Tinkham，2005年）。例如，Venable、Rose、Bush和Gilbert（2005）使用Aaker（1997）的BPS研究了非营利组织中的品牌个性结构。他们的发现揭示了非营利组织品牌个性的四个维度：诚信、培育、成熟和坚韧。

在旅游领域，品牌个性的研究和应用相对较新。品牌个性可以应用于旅游环境。人们普遍认为，旅游目的地具有个性，可以作为品牌进行营销（Ekinci & Hosany，2006）。目的地个性的重要性已经得到承认（Farhat & Khan，2011）。许多研究调查了旅游目的地的个性（如Apostolopoulou & Papadimitriou，2014年；Chen & Phou，2013年；Ekinci & Hosany，2006年；Kim & Lehto，2013年；Klabi，2012年；Murphy等人，2007年；Pereira，Correia和Schutz，2014年；Sahin & Baloglu，2011年；Upadhyaya，2012年；Usakli & Baloglu，2011年；谢&李，2013年）以及餐厅和酒店品牌个性（Ekinci & Riley，2003；Lee & Back，2010）。总之，这些研究得出了不同的目的地人格维度，具体到受试目的地（表1）。例如，Ekinci和Hosany（2006）将BPS应用于欧洲的旅游目的地，并确定了目的地性格的三个维度：真诚、兴奋和欢乐。Murphy等人（2007年）将BPS应用于两个澳大利亚旅游目的地的研究：Whitsundays和Cairns。虽然Whitsundays发现了目的地个性的四个维度（即上流社会、诚实、令人兴奋和强硬），但凯恩斯只发现了品牌个性的三个维度（即真诚、成熟和户外）。他们还得出结论，尽管受访者可以通过BPS的个性特征对目的地进行评级，但这些预设的个性特征的频率低于通过目的地描述符的开放式启发确定的目的地属性。在另一项研究中，Usakli和Baloglu（2011）发现五个维度，即活力、成熟度、竞争力、现代性和真诚，最能描述拉斯维加斯的品牌个性。在伊斯坦布尔的案例中，Sahin和Baloglu（2011）确定了目的地品牌个性的五个维度（即原创性和活力、欢乐、能力和现代性、真诚、酷和时尚），并发现不同民族的品牌个性感知存在统计上的显著差异。此外，消费者可能会根据自己的感知来解释传达的品牌信息，并对品牌做出不同于预期的反应。以韩国为例，Kim和Lehto（2013）揭示了预期目的地人格和感知目的地人格之间的显著差异；他们建议，旅游当局应根据消费者的感知，重新评估其当前的品牌策略

目的地性格。Pereira等人（2014年）提取了高尔夫相关网站的宣传文本，以识别品牌个性特征，并发现没有强烈的人类特征。这些研究表明，消费者感知到的品牌个性维度在不同的语境中有所不同，任何品牌个性测量的普遍性都可能局限于测量开发的语境。

关于Aaker（1997）框架的可推广性，Caprara等人（2001）应用人类人格的大五模型（BFM）来研究品牌人格，发现人类人格描述符在应用于品牌时传达不同的含义，BFM的潜在因素在描述品牌时无法复制。Austin、Siguaw和Mattila（2003）也认为Aaker（1997）的框架在应用于不同的研究环境时显然有界限。当汇总特定产品类别内的数据时，无法对单个品牌进行概括。值得注意的是，在不同的文化中，商业品牌的含义存在显著差异（Aaker等人，2001年）。

尽管非西方社会对品牌个性的研究越来越多（Aaker等人，2001年；Chen & Phou，2013年；Sung & Tinkham，2005年），但很少有研究调查中国消费者对品牌个性的认知。在过去的几十年里，中国一直是世界上增长最快的经济体（Sin，Ho，& So，2000），并成为一个重要的消费市场。因此，了解消费者在这个新兴市场的品牌个性认知非常重要。消费者的信仰、态度和价值观可以显著影响消费者在特定文化背景下对品牌象征意义的认知（Guzma n & Paswan，2009）。文化也起到了作用，中国消费者可能持有与西方消费者不同的品牌个性认知（Bond，2008）。在中国背景下对品牌个性的研究仍然有限，因此是本研究的重点。

### 2.3. 中国旅游房地产开发

旅游房地产的概念起源于西方国家的"度假分时度假"或"度假所有权"。分时度假产业最早出现在20世纪60年代的欧洲，并很快被美国采用（Upchutch&Gruber,2002）。分时度假是在规定的时间间隔内购买共享娱乐物业的总称（Upchurch，2000）。分时度假产业在规模和销量上发展迅速，在西方国家形成了成熟的分时度假交易网络。当分时度假引入中国时，它首先以过渡形式被称为"产权酒店"，然后在行业中发展为"旅游房地产"。旅游房地产是我国新兴的跨行业产业，兼具旅游业和房地产业的特点。随着旅游需求的不断增长和传统房地产市场投资风险的不断加大，旅游房地产受到了旅游业和房地产业开发商和投资者的重视，得到了快速发展。旅游房地产消费需求表现为群体需求和个人需求（周，2006）。为了满足集团需求，旅游房地产产品可以成为高级管理人员的第二家、员工的度假村和固定资产投资。针对个人需求，旅游房地产产品可作为度假休闲场所、改善生活条件的第二居所和房地产投资。

### 2.4. 通过市场细分了解旅游房地产消费者基础

旅游房地产在中国是一个新兴的跨行业行业，该行业的企业面临着越来越多的风险

**Table 1**
Brand personality measurements.

| Author(s) | Country | Settings | Dimension |
|---|---|---|---|
| Aaker (1997) | United States | commercial brands | Sincerity, Excitement, Competence, Sophistication, Ruggedness |
| Aaker et al. (2001) | Japan and Spain | commercial brands | Sincerity, Excitement, Peacefulness, Sophistication, Competence (Japan) Sincerity, Excitement, Peacefulness, Sophistication, Passion (Spain) |
| Kim, Han, and Park (2001) | Korea | commercial brands | Sincerity, Excitement, Competence, Sophistication, Ruggedness |
| Caprara et al. (2001) | Italy | commercial brands | Agreeableness and Emotional Stability, Extroversion and Openness |
| Huang and Lu (2003) | China | commercial brands | Benevolence (仁), Wisdom (智), Courage (勇), Happiness (乐), Elegance (雅) |
| Smit et al. (2003) | Netherlands | commercial brands | Competence, Excitement, Gentle, Distinction, Annoyance, Ruggedness |
| Rojas-Méndez, Erenchun-Podlech, and Silva-Olave (2004) | Chile | automobile brands | Excitement, Sincerity, Competence, Sophistication |
| Sung and Tinkham (2005) | United States Korea | commercial brands | Likeableness, Trendiness, Competence, Traditionalism, Sophistication, Ruggedness, White collar, Androgyny (United States) Likeableness, Trendiness, Competence, Traditionalism, Sophistication, Ruggedness, Western, Ascendancy (Korea) |
| Milas and Mlačić (2007) | Croatia | commercial brands | Extraversion, Agreeableness, conscientiousness, Intellect, Emotional stability |
| Bosnjak, Bochmann, and Hufschmidt (2007) | Germany | commercial brands | Drive, Conscientiousness, Emotion, Superficiality |
| Grohmann (2009) | – | commercial brands | Masculine, Feminine |
| Chu and Sung (2011) | China | commercial brands | Competence, Excitement, Sophistication, Traditionalism, Joyfulness, Trendiness |
| d'Astous and Lévesque (2003) | Canada | stores | Enthusiasm, Unpleasantness, Genuineness, Solidity |
| Ekinci and Riley (2003) | United Kingdom | restaurants and hotels | 1 dimension |
| Helgeson and Supphellen (2004) | Sweden | retailers | Modern, Classic |

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表1
品牌个性测量。

| Author(s) | 国家/地区 | 设置 | 尺寸 |
|---|---|---|---|
| 艾克（1997） | 美国 | 商业品牌 | 真诚、兴奋、能力、成熟、坚韧 |
| Aaker等人（2001年） | 日本和西班牙 | 商业品牌 | 真诚，兴奋，和平，成熟，能力（日本）真诚，兴奋，和平，成熟，激情（西班牙） |
| 金，韩和朴（2001） | 韩国 | 商业品牌 | 真诚，兴奋，能力，成熟，坚韧 |
| 卡普拉拉等人（2001年） | 意大利 | 商业品牌 | 和蔼可亲，情绪稳定，外向和开放 |
| 黄和陆（2003） | 中国 | 商业品牌 | Benevolence (仁), Wisdom (智), Courage (勇), Happiness (乐), Elegance (雅) |
| 斯密特等人（2003年） | 荷兰 | 商业品牌 | 能力，兴奋，温和，卓越，烦恼，坚韧 |
| Rojas Me ndez、Erenchun Podlech和Silva Olave（2004年） | 智利 | 汽车品牌 | 兴奋，真诚，能力，成熟 |
| Sung and Tinkham (2005) | 美国和韩国 | 商业品牌 | 讨人喜欢，时尚，能力，传统，成熟，坚韧，白领，，双性同体（美国）讨人喜欢，潮流，能力，传统，成熟，坚韧，西方，优势（韩国） |
| Milas和Mla ci c（2007） | 克罗地亚 | 商业品牌 | 外向，随和，认真，智慧，情绪稳定 |
| Bosnjak、Bochmann和Hufschmidt（2007） | 德国 | 商业品牌 | 动力、责任心、情感、肤浅 |
| 格罗曼（2009） | – | 商业品牌 | 男性的，女性的 |
| 朱和宋（2011） | 中国 | 商业品牌 | 能力，兴奋，世故，传统，快乐，时髦 |
| d'Astous and Le vesque (2003) | 加拿大 | 商店 | 热情，不愉快、真诚、坚定 |
| Ekinci和Riley（2003） | 英国 | 餐厅和酒店 | 一维 |
| 海格森和苏菲伦（2004） | 瑞典 | 零售商 | 现代，经典 |

**Table 1** (*continued*)

| Author(s) | Country | Settings | Dimension |
|---|---|---|---|
| Davis, Chun, da Silva, & Lowe (2004) | United States | corporate brands | Agreeableness, Enterprise, Competence, Ruthlessness, Chic, Informality, Machismo |
| Venable et al. (2005) | United States | nonprofit organizations | Integrity, Nurturance, Sophistication, Ruggedness |
| Kim et al.(2013) | Egypt, Italy, Korea, Japan, United States, Singapore, Sweden, China, Brazil | nation | Leadership, Excitement, Sophistication, Tradition, Peacefulness |
| Ekinci and Hosany (2006) | Europe | Tourism destinations | Sincerity, Excitement, Conviviality |
| Murphy et al. (2007) | Australia | Tourism destinations | Upper class, Honest, Exciting, Tough (Whitsundays) Sincere, Sophisticated, Outdoorsy (Cairns) |
| Lee and Back (2010) | Southern region, United States | Upper-upscale business hotel | Competence, Sophistication |
| Sahin and Baloglu (2011) | Istanbul, Turkey | Tourism destination | Originality and vibrancy, Conviviality, Competence and modernity, Sincerity, Cool and trendy |
| Usakli and Baloglu (2011) | Las Vegas, United States | Tourism destination | Vibrancy, Sophistication, Competence, Contemporary, Sincerity |
| Upadhyaya (2012) | Rajasthan, India | Tourism destination | Modern, Youthful, Ruggedness, Vibrant, Sincerity, Contemporize |
| Klabi (2012) | Tunisian, North Africa | Tourism destination | Conviviality, Masculinity, Unpleasantness |
| Kim and Lehto (2013) | South Korea | Tourism destination | Excitement, Competence, Sincerity, Sophistication, Ruggedness, Uniqueness, Family |
| Xie and Lee (2013) | Beijing, China | Tourism destination | Competence, Excitement, Sophistication, Ruggedness |
| Chen and Phou (2013) | Angkor temple, Cambodia | Tourism destination | Excitement, Sincerity, Sophistication, Ruggedness, Contemporary |
| Apostolopoulou and Papadimitriou (2014) | Patras, Greece | Tourism destination | Excitement, Sincerity |
| Pereira et al. (2014) | Algarve | Golf destinations | Famous, Natural, Unique, Beautiful, Best, Challenging, Different, Fine, Great, Spectacular |

表1 (续)

| Author(s) | 国家/地区 | 设置 | 尺寸 |
|---|---|---|---|
| 戴维斯、春·达席尔瓦和洛（2004） | 美国 | 企业品牌 | 和蔼可亲、进取心、能力、冷酷无情、时髦、不拘小节、男子气概 |
| Venable等人（2005年） | 美国 | 非营利组织 | 正直、教养、成熟、坚韧 |
| Kim et al.(2013) | 埃及，意大利，韩国，日本，美国、新加坡、瑞典、中国、巴西 | 民族 | 领导 兴奋、成熟、传统、平静 |
| Ekinci和Hosany（2006年） | 欧洲 | 旅游目的地 | 真诚、兴奋、欢乐 |
| 墨菲等人（2007年） | 澳大利亚 | 旅游目的地 | 上流社会、诚实、令人兴奋、坚强（Whitsdays）真诚、成熟、户外（凯恩斯） |
| Lee and Back (2010) | 美国南部地区 | 超高档商务酒店 | 能力、成熟度、独创性和活力、欢乐、 |
| 萨欣和巴洛格鲁（2011） | 土耳其伊斯坦布尔 | 旅游目的地 | 能力和现代性，真诚，酷炫时尚 |
| 乌萨克利和巴洛格鲁（2011） | 美国拉斯维加斯 | 旅游目的地 | 活力、成熟、能力、当代、真诚 |
| 乌帕迪亚亚（2012） | 印度拉贾斯坦邦 | 旅游目的地 | 现代、年轻、坚韧、活力、真诚、当代 |
| Klabi (2012) | 突尼斯人，北非 | 旅游目的地 | 欢乐、阳刚、不愉快 |
| 金和莱托（2013） | 韩国 | 旅游目的地 | 兴奋、能力、真诚、成熟、坚韧、独特、家庭 |
| 谢和李（2013） | 中国北京 | 旅游目的地 | 能力、兴奋、成熟、坚韧 |
| Chen and Phou (2013) | 柬埔寨吴哥寺 | 旅游目的地 | 兴奋、真诚、成熟、坚韧、现代 |
| Apostolopoulou和Papadimitriou（2014）佩雷拉等人（2014年） | 希腊帕特拉斯阿尔加维 | 旅游目的地高尔夫目的地 | 兴奋、真诚 著名的、自然的、独特的、美丽的，最好的，有挑战性的，不同的，好的，太棒了，太壮观了 |

competition from traditional real estate firms. As a new tourism-related sector, it is important for the sector to develop better understanding of its current consumer base to ensure its sustainable development and expansion. To this end, effective market segmentation seems to be one way to understand the sector's customer base.

Psychological factors such as consumers' perceptual and behavioural differences are believed to be necessary and useful for market segmentation (Hassan & Craft, 2012; Wang, Chan, & Chen, 2001). Morwitz and Schmittlein (1992) noted that forecasts based on consumer purchase intention can be made more accurate by identifying intenders and non-intenders. Clear delineation of market segments was also made based on consumers' preferences for price, quality, and food safety attributes (Baker, 1999). Reimer, Rutz, and Pauwels (2014) segmented online consumers into four segments according to their responsiveness to the marketing mix. In the field of tourism, psychological factors such as travel motivation, travel needs and tourist attitude were employed for tourism market segmentation (e.g. Chen, Bao, & Huang, 2014; Kim & Ritchie, 2012; Murphy et al., 2007; Uriely, Yonai, & Simchai, 2002). Furthermore, demographic and psychological factors were integrated to segment consumer market. For instance, Wang et al. (2001) employed psychological variables such as consumer sentiment and attitude to debt, and demographics to differentiate intenders from non-intenders in China's emerging property market. Chen et al. (2014) identified three distinct Chinese backpacker segments with different travel motivations and socio-demographics.

Among different approaches of market segmentation, market segmentation by consumers' perceptions towards key industry players' brand personality seems to be a practical method to contribute to both better brand management and marketing practices of firms in an emerging sector. With the growing homogeneity of consumer needs across different regions in the marketplace (Hassan & Craft, 2012), just promoting the utilitarian traits of products is not enough for a firm to attract consumers, the symbolic functions or values of brands perceived by consumers are crucial in marketing practices (Belén del Río, Vazquez, & Iglesias, 2001; Ekinci & Hosany, 2006). Brand personality perception could be a tool for marketers to target their desirable consumers, which helps firms segment their consumer market and develop brand positioning strategy. Although there are a considerable amount of research on brand personality and consumer market segmentation, to the best of our knowledge, few studies have been conducted to segment consumers based on their perceptions on brand personality (Rojas-Méndez et al., 2004), let alone the emerging Chinese consumer market.

Taking this into consideration, this study aimed to fill such a research gap by segmenting Chinese consumers based on their brand personality perceptions towards tourism real estate. It is worth noting that, as a new consumption product and service sector emerged in the rapid socioeconomic transition of China, tourism real estate consists of large numbers of tangible and intangible attributes, which are rich in utilitarian functions and symbolic values. However, Chinese consumers' perceptions and behaviours towards tourism real estate remain less clear. Therefore, it is particularly meaningful to investigate Chinese consumers' perceptions towards brand personality of tourism real estate firms, and further understand this emerging consumer market by market segmentation based on consumers' brand personality perceptions.

## 3. Methods

### 3.1. The brand personality measure

The current study investigated local tourism real estate firms in China. As Aaker et al. (2001) and Milas and Mlačić (2007) suggested, to ensure the accuracy and pertinence of brand personality items to tourism real estate firms in the study, it is better and valuable to use culture-specific measurement of brand personality in China. Therefore, we first conducted some qualitative research to identify the brand personality measurement items in the study context. To start, we identified 45 brand personality items from the literature. Then the first author of this article discussed the semantic meaning, clarity, and applicability of each item with three fellow PhD candidates who have rich experience in both tourism and real estate industries. Two of the PhD candidates are also managers of tourism real estate firms while studying for their PhD degree. The third PhD candidate's research specialises in brand personality. Subsequently, 17 items were removed and 28 retained for further verification. Second, in-depth interview, as an open-ended and discovery-oriented method to obtain detailed information about a specific topic from respondents (Easterby-Smith, Thorpe, & Lowe, 1991), was employed. We conducted eight personal in-depth interviews with senior managers in the real estate industry and related sub-sectors (e.g. real estate brand planning agency, real estate marketing agency) from 20th April, 2014 to 10th May, 2014. Participants were asked to list what characteristics they think tourism real estate firms possess; afterwards they were shown items obtained from the previous step, and asked if those items could exactly be used to describe brand personality of tourism real estate firms. Finally, they were asked whether there are other necessary items. Based on content analysis of the interview data, we removed "aggressive" "upper-class" "amiable" from the item pool, combined "identity-enhancing" and "respectable" as "identity revealing", rephrased "responsible" as "socially responsible", and added "ecological" "cultural" "international" "people-oriented" "high-quality" "social circle" "leisure" and "vacation" into the pool. Eventually, we obtained 34 brand personality measurement items. As a cautious triangulation effort to avoid single method bias, we further conducted a focus group discussion to refine the items. 12 participants joined the focus group discussion and consequently, the item "young" was excluded from the item pool as it was deemed not to be semantically unique. After these initial works, we came up with 33 tourism real estate brand personality measurement items as shown in Table 2.

### 3.2. Questionnaire design and data collection

For the English items of tourism real estate brand personality from the literature, a standard procedure of translation and back translation was employed (Brislin, 1980); the authors first translated them into Chinese, and then back-translated them into English; the back-translated English expressions were compared with their original English items to confirm the validity and accuracy. For the Chinese items from the interviews, the authors translated them into English, compared with existed English items for avoiding duplication of items. The questionnaire was designed in two parts. The first part consists of the 33 items intending to measure brand personality of tourism real estate companies. A 5-point Likert-type scale (from 1 denoting 'strongly disagree' to 5 as 'strongly agree') was adopted for the first part questions. The second part comprises questions collecting respondents' demographic information, including gender, age, education background, personal monthly income and occupation.

Data were collected through convenient sampling (Usakli & Baloglu, 2011) from two conferences and the sales departments of three tourism real estate companies. A total of 600 questionnaires were distributed and 545 (507 usable) copies were returned, with an overall response rate of 90.8%. The Cultural Real Estate Committee Conference and the 4th China Tourism Project

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来自传统房地产公司的竞争。作为一个新的旅游相关行业，该行业必须更好地了解其当前的消费者基础，以确保其可持续发展和扩张。为此，有效的市场细分似乎是了解行业客户群的一种方式。

消费者的感知和行为差异等心理因素被认为对市场细分是必要和有用的（Hassan & Craft, 2012；Wang, Chan和Chen, 2001）。Morwitz和Schmittlein（1992）指出，通过识别意向者和非意向者，基于消费者购买意愿的预测可以更加准确。根据消费者对价格、质量和食品安全属性的偏好，对细分市场进行了明确划分（Baker, 1999年）。Reimer、Rutz和Pauwels（2014）根据在线消费者对营销组合的反应将其分为四个部分。在旅游领域，旅游动机、旅游需求和游客态度等心理因素被用于旅游市场细分（例如，陈宝黄，2014；金和里奇，2012；墨菲等，2007；乌里里，Yonai和Simchai, 2002）。此外，对市场细分和消费者心理因素进行了整合。例如，Wang等人（2001年）利用消费者情绪、对债务的态度和人口统计学等心理变量来区分中国新兴房地产市场的意向者或非意向者。Chen等人（2014年）确定了三个不同的中国背包客群体，它们具有不同的旅行动机和社会人口特征。

在不同的市场细分方法中，通过消费者对主要行业参与者品牌个性的感知进行市场细分似乎是一种实用的方法，有助于在新兴行业中更好地进行品牌管理和企业营销实践。随着市场上不同地区的消费者需求日益同质化（Hassan & Craft, 2012），仅仅宣传产品的实用性特征不足以吸引消费者，消费者感知到的品牌象征性功能或价值在营销实践中至关重要（Bele n del Rio、Vazquez和Iglesias, 2001；Ekinci和Hosany, 2006）。品牌个性感知可以成为营销人员瞄准理想消费者的工具，这有助于企业细分消费市场，制定品牌定位战略。尽管有大量关于品牌个性和消费者市场细分的研究，但据我们所知，很少有研究根据消费者对品牌个性的认知进行细分（Rojas me ndez et al., 2004），更不用说新兴的中国消费者市场了。

考虑到这一点，本研究旨在通过根据中国消费者对旅游房地产的品牌个性认知对其进行细分，填补这一研究空白。值得注意的是，旅游房地产作为我国社会经济快速转型中出现的一种新的消费产品和服务行业，由大量有形和无形属性组成，具有丰富的功利功能和象征价值。然而，中国消费者对旅游房地产的认知和行为仍然不那么清晰。因此，研究中国消费者对旅游房地产企业品牌个性的感知，并根据消费者的品牌个性感知进行市场细分，进一步了解这个新兴的消费市场，具有特别重要的意义。

## 3. 方法：

### 3.1. 品牌个性测量

目前的研究调查了中国当地的旅游房地产公司

中国正如Aaker et al.（2001. 和Milas and Mla ci c（2007. 所建议的，为了确保研究中的品牌个性项目对旅游房地产公司的准确性和针对性，在中国使用针对文化的品牌个性测量是更好和有价值的。因此，我们首先进行了一些定性研究，以确定研究背景下的品牌个性测量项目。首先，我们从文献中确定了45. 品牌个性项目。然后，本文第一作者与三位在旅游和房地产行业都有丰富经验的博士研究生讨论了每个项目的语义、清晰度和适用性。其中两名博士候选人在攻读博士学位期间也是旅游房地产公司的经理。第三位博士研究生专门研究品牌个性。随后，17. 物品被移除，28. 保留以供进一步核查。其次，采用深度访谈，作为一种开放式的、以发现为导向的方法，从受访者那里获取关于特定主题的详细信息（伊斯特比·史密斯、索普和洛韦，1991.）。从2014. 4. 20. 到2014. 5. 10.，我们对房地产行业及相关子行业（如房地产品牌规划机构、房地产营销机构）的高级管理人员进行了八次个人深度访谈。参与者被要求列出他们认为旅游房地产公司具备的特征；之后，向他们展示从上一步获得的项目，并询问这些项目是否可以准确地用于描述旅游房地产公司的品牌个性。最后，他们被问及是否还有其他必要的项目。基于对访谈数据的内容分析，我们从项目库中删除了"积极"、"上层阶级"、"和蔼可亲"，将"身份提升"和"体面"合并为"身份揭示"，将"负责任"改为"社会责任"，并将"生态""文化""国际""以人为本""高品质""社交圈""休闲"和"度假"加入池中。最终，我们获得了34. 品牌个性测量项目。作为避免单一方法偏差的谨慎三角测量工作，我们进一步进行了一次焦点小组讨论，以完善项目。12. 参与者参加了焦点小组讨论，因此，项目"young"被排除在项目库之外，因为它被认为在语义上不唯一。在这些初步工作之后，我们提出了33. 旅游房地产品牌个性测量项目，如表2. 示。

### 3.2. 问卷数据收集与设计

对于文献中的旅游房地产品牌个性的英文项目，采用了标准的翻译和反译程序（Brislin，1980）；作者先将其翻译成中文，然后再将其翻译成英文；将反译的英语表达与原文进行比较，以确认其有效性和准确性。对于采访中的中文项目，作者将其翻译成英文，并与已有的英文项目进行比较，以避免项目重复。问卷分为两部分。第一部分包括33个项目，旨在测量旅游房地产公司的品牌个性。第一部分的问题采用了5分的利克特式量表（1表示"强烈不同意"，5表示"强烈同意"）。第二部分包括收集受访者人口信息的问题，包括性别、年龄、教育背景、个人月收入和职业。

通过方便抽样（Usakli & Baloglu, 2011）从两次会议和三家旅游房地产公司的销售部门收集数据。共发放了600问卷，回收了545份（507份可用），总体回复率为90.8%。文化地产委员会会议与第四届中国旅游项目

**Table 2**
Brand personality measurement items.

| Items | Sources | Original Chinese expression |
|---|---|---|
| 1. Ecological | In-depth interview and focus group[a] | 生态的 |
| 2. Cultural | In-depth interview and focus group | 文化的 |
| 3. International | In-depth interview and focus group | 国际化的 |
| 4. People-oriented | In-depth interview and focus group | 以人为本的 |
| 5. Harmonious | Huang and Lu (2003); In-depth interview and focus group | 和谐的 |
| 6. Trendy | Aaker et al. (2001); Sung and Tinkham (2005) | 符合趋势的 |
| 7. Contemporary | Sung and Tinkham (2005) | 现代化的 |
| 8. Up-to-date | Aaker (1997); Aaker et al.(2001); | 时尚的 |
| 9. Innovative | Geuens, Weijters, and De Wulf (2009) | 创新的 |
| 10. Unique | Aaker et al. (2001); In-depth interview and focus group | 特色的 |
| 11. Dynamic | Geuens et al. (2009); In-depth interview and focus group | 活力的 |
| 12. Exciting | Aaker (1997); Bosnjak et al. (2007); In-depth interview and focus group | 令人兴奋的 |
| 13. Charming | Aaker (1997); Aaker et al. (2001) | 魅力的 |
| 14. High-quality | In-depth interview and focus group | 高品质的 |
| 15. Identity revealing | In-depth interview and focus group | 彰显身份的 |
| 16. Good taste | Huang and Lu (2003); In-depth interview and focus group | 有品位的 |
| 17. Social circle | In-depth interview and focus group | 社交的 |
| 18. Authoritative | Huang and Lu (2003); He and Cong (2008); In-depth interview and focus group | 权威的 |
| 19. Professional | Huang and Lu (2003); In-depth interview and focus group | 专业的 |
| 20. Competent | Bosnjak et al. (2007); In-depth interview and focus group | 有实力的 |
| 21. Successful | Aaker (1997); Aaker et al. (2001); In-depth interview and focus group | 成功的 |
| 22. Intelligent | Aaker (1997) | 智能的 |
| 23. Environmentally friendly | Huang and Lu (2003); In-depth interview and focus group | 环境友好的 |
| 24. Trustworthy | Geuens et al. (2009); In-depth interview and focus group | 值得信赖的 |
| 25. Reliable | Aaker (1997); Aaker et al. (2001); In-depth interview and focus group | 可靠的 |
| 26. Down-to-earth | Geuens et al. (2009) | 务实的 |
| 27. Social responsible | Geuens et al. (2009); In-depth interview and focus group | 有社会责任感的 |
| 28. Cozy | He and Cong (2008); In-depth interview and focus group | 温馨的 |
| 29. Happy | Aaker et al. (2001); He and Cong (2008); In-depth interview and focus group | 快乐的 |
| 30. Healthy | He and Cong (2008); In-depth interview and focus group | 健康的 |
| 31. Leisure | In-depth interview and focus group | 休闲的 |
| 32. Vacation | In-depth interview and focus group | 度假的 |
| 33. Family-oriented | Aaker et al. (2001); In-depth interview and focus group | 家庭导向的 |

[a] Eight in-depth interviews was conducted, followed by one focus group as a form of triangulation to further confirm and refine the generated items.

Investment Conference were held in Beijing from 11 to 12 and 13 to 14 June, 2014, respectively. During the conferences, real estate companies set up exhibition booths to demonstrate and promote their real estate projects. Visitors to the exhibition booths to seek information were considered to qualify as potential consumers of tourism real estate and therefore were approached for the questionnaire survey. Conference organizing staff and tourism real estate company staff were involved in distributing questionnaires to these potential consumers. Participation in this research was voluntary; respondents were asked to fill in the self-administered survey questionnaires and put them in a box with confidentiality. 220 copies (40.4% of the returned 545 copies) of the completed questionnaires were returned from the conference participants. The three tourism real estate companies that helped distribute survey questionnaires are as follows: the Overseas Chinese Town (OCT) Group in Guangdong Province, which is regarded as the pioneer and explorer of the "Travel + Estate" Business Model in China; the Clearwater Bay of Agile Group in

Hainan, which takes "second life" as philosophy and is committed to creating high quality living environment; and the Million Hills Group in Shenzhen, which is one of the leisure industry leading companies in China. The sales staff of the three companies distributed the questionnaires to their potential customers during 7–14 June, 2014. Participation was also voluntary; those respondents who returned completed questionnaire to the sales departments could collect a USB memory stick as an incentive. 325 copies (59.6% of the returned 545 copies) were returned through the sales departments of the three tourism real estate companies.

### 3.3. Data analysis

Principal component analysis with VARIMAX rotation was carried out on all the 33 items for two reasons: (1) the analysis was an exploratory procedure to identify the underlying structure of brand personality, and (2) this approach facilitated comparison with

previous studies on brand personality, which used the same approach (e.g. Aaker, 1997; Chen & Phou, 2013; Ekinci & Hosany, 2006; Sahin & Baloglu, 2011; Usakli & Baloglu, 2011). An iterative scale purification procedure was used, five factors were generated, and factor reliability was measured by Cronbach's alpha. Secondly, K-means cluster analysis was employed to identify the clusters according to brand personality perceptions of consumers. Thirdly, discriminant analysis was further employed to validate the differences among the clusters. Taking clusters as the dependent variable, this step identified the brand personality variables that could differentiate the clusters. Finally, cross-tabulation analysis was undertaken to profile the clusters in demographic variables, including gender, age, education background, personal monthly income, and occupation.

## 4. Study findings

### 4.1. Respondents' profiles

As indicated in Table 3, male respondents (60.4%) outnumbered their female counterparts (39.6%). The majority of respondents were in the age group of 26–35 (56.4%). As for the education background, 40.6% of the respondents had completed an undergraduate degree. Regarding personal monthly income, the respondents in the category of 3001−5000 RMB comprised 28.4% of the sample, followed by the category of 5001−8000 RMB (21.7%). In terms of occupation, the largest group of respondents (43.4%) was enterprise staff.

### 4.2. Brand personality dimensions

Principal component analysis with VARIMAX rotation (Aaker, 1997; Chen & Phou, 2013; Ekinci & Hosany, 2006; Sahin & Baloglu, 2011; Usakli & Baloglu, 2011) was employed on all the 33 items to identify the latent factor structure of brand personality. The Kaiser-Meyer-Olkin (KMO) statistic (.940) and Bartlett's test of sphericity (5649.899; p < .000) confirmed the appropriateness to run factor analysis. Eight measurement items (BP6, BP9, BP13, BP14, BP22, BP25, BP33) were removed due to either low factor loading (<.50) or low communalities (<.40). The remaining 25 items were subject to another round of analysis. Results of both KMO (.926) and Bartlett's test of sphericity (4056.274; p < .000) were also acceptable. Subsequently seven items (BP7, BP8, BP23, BP24, BP26, BP31, and BP32) were further removed due to either low factor-loadings (<.50) or high cross-loadings on more than one factor (>.50). After that, we conducted a further round of analysis on the retained 18 items. The KMO statistic and Bartlett's test of sphericity indicated sampling adequacy for the analysis. Five factors were generated with the remaining 18 items on the basis of the following criteria (Aaker, 1997; Hair, Black, Babin, & Anderson, 2010): (1) eigenvalues greater than one; (2) factor loadings greater than .50; (3) screen plot of eigenvalues; (4) meaningfulness of the factors. This five-factor solution explained 58.836% of the total variance of the items. Based on the semantic meanings of core items under each factor, the five factors were labelled as *humanity, excitement, status enhancement, professionalism,* and *wellness,* respectively. The Cronbach reliability values of the five factors were .716, .645, .669, .764, and .761, respectively (Table 4). The Cronbach's alphas for the second and third factor were slightly lower than the .70 criteria (Nunnally, 1978). However, as this study is intended to explore on the cultural specific brand personality indicators in the tourism real estate context in China, the reliability scores of these two factors are deemed acceptable. Compared to previous cross-cultural studies (e.g. Chen & Phou, 2013; Ekinci & Hosany, 2006; Xie & Lee, 2013), Cronbach's alpha values for the second and third factors were also acceptable.

**Table 3**
Profiles of respondents (N = 507).

| Variable | Category | Frequency | Percentage (%) |
|---|---|---|---|
| Gender | Male | 306 | 60.4 |
| | Female | 201 | 39.6 |
| Age | 18−25 | 80 | 15.8 |
| | 26−35 | 286 | 56.4 |
| | 36−45 | 98 | 19.3 |
| | 46−55 | 35 | 6.9 |
| | 56−65 | 7 | 1.4 |
| | >65 | 1 | .2 |
| Education background | Junior middle school and below | 19 | 3.7 |
| | Senior middle school | 107 | 21.1 |
| | Junior college | 121 | 23.9 |
| | Undergraduate | 206 | 40.6 |
| | Graduate and above | 54 | 10.7 |
| Persona monthly income(RMB)[a] | 3000 and below | 81 | 16.0 |
| | 3001−5000 | 144 | 28.4 |
| | 5001−8000 | 110 | 21.7 |
| | 8001−10,000 | 46 | 9.1 |
| | 10,001−15,000 | 38 | 7.5 |
| | >15,000 | 88 | 17.4 |
| Occupation | Government staff/civil servant | 42 | 8.3 |
| | Entrepreneur/Enterprise senior manager | 72 | 14.2 |
| | Enterprise staff | 220 | 43.4 |
| | Private business owner | 42 | 8.3 |
| | Freelancer | 75 | 14.8 |
| | Housewife | 6 | 1.2 |
| | Retired | 4 | .8 |
| | Student | 28 | 5.5 |
| | Others | 18 | 3.6 |

*Note*: The percentages were rounded up to one decimal point. Therefore, the percentage may not add to 100.0 because of rounding errors.
[a] USD1.0 = RMB6.14.

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之前对品牌个性的研究采用了相同的方法（例如Aaker，1997年；Chen & Phou，2013年；Ekinci & Hosany，2006年；Sahin & Baloglu，2011年；Usakli & Baloglu，2011年）。采用迭代规模纯化程序，生成五个因子，并用克朗赫α测量因子可靠性。其次，根据消费者对品牌个性的感知，运用K-均值聚类分析来识别聚类。第三，进一步采用判别分析来验证聚类之间的差异。以集群为因变量，该步骤确定了能够区分集群的品牌个性变量。最后，进行交叉列表分析，以分析人口统计学变量中的集群，包括性别、年龄、教育背景、个人月收入和职业。

## 4. 研究结果

### 4.1. 受访者资料

如表3所示，男性受访者（60.4%）超过女性受访者（39.6%）。大多数受访者年龄为26e35岁（56.4%）。至于教育背景，40.6%的受访者完成了本科学位。关于个人月收入，3001e5000元的受访者占样本的28.4%，其次是5001e8000元（21.7%）。在职业方面，最大的受访者群体（43.4%）是企业员工。

### 4.2. 品牌个性维度

采用VARIMAX旋转的主成分分析（Aaker，1997；Chen & Phou，2013；Ekinci & Hosany，2006；Sahin）&

巴洛格鲁，2011年；Usakli & Baloglu，2011）对所有33个项目进行了测试，以确定品牌个性的潜在因素结构。Kaiser-Meyer-Olkin（KMO）统计数据（.940）和Bartlett球形检验（5649.899；p<0.000）证实了进行因子分析的适当性。八个测量项目（BP6、BP9、BP13、BP14、BP22、BP25、BP33）因低因子负荷（<0.50）或低公共性（<0.40）而被删除。其余25个项目将接受另一轮分析。KMO（.926）和Bartlett的球形度试验（4056.274；p<0.000）的结果也可以接受。随后，由于一个以上因子的低因子负荷（<0.50）或高交叉负荷（>0.50），七个项目（BP7、BP8、BP23、BP24、BP26、BP31和BP32）被进一步删除。之后，我们对保留的18个项目进行了进一步的分析。KMO统计和Bartlett球度检验表明了分析的抽样充分性。根据以下标准（Aaker，1997；Hair, Black, Babin和Anderson，2010），其余18项产生了五个因素：（1）特征值大于1；（2）系数载荷大于0.50；（3）特征值的屏幕图；（4）这些因素的意义。这个五因素解释了项目总方差的58.836%。根据每个因素下核心项目的语义，这五个因素分别被标记为人性、兴奋、地位提升、专业精神和健康。五个因素的克朗巴赫信度值分别为.716、.645、.669、、
分别为.764和.761（表4）。克朗巴赫第二和第三因子的阿尔法值略低于.70标准（努纳利，1978年）。然而，由于本研究旨在探讨中国旅游房地产背景下的文化特定品牌个性指标，这两个因素的可靠性得分被认为是可以接受的。与之前的跨文化研究（如Chen & Phou, 2013；Ekinci & Hosany, 2006；Xie & Lee, 2013）相比，第二和第三个因素的Cronbachα值也是可以接受的。

表3
受访者概况（N ¼ 507）。

| 变量 | 类别 | 频率 | 百分比(%) |
|---|---|---|---|
| 性别 | 男性 | 306 | 60.4 |
| | 女性 | 201 | 39.6 |
| 年龄 | 18e25 | 80 | 15.8 |
| | 26e35 | 286 | 56.4 |
| | 36e45 | 98 | 19.3 |
| | 46e55 | 35 | 6.9 |
| | 56e65 | 7 | 1.4 |
| | >65 | 1 | .2 |
| 教育背景 | 初中及以下 | 19 | 3.7 |
| | 高中 | 107 | 21.1 |
| | 大专 | 121 | 23.9 |
| | 大学生 | 206 | 40.6 |
| | 本科及以上学历 | 54 | 10.7 |
| 个人月收入（人民币）[a] | 3000及以下 | 81 | 16.0 |
| | 3001e5000 | 144 | 28.4 |
| | 5001e8000 | 110 | 21.7 |
| | 8001e10,000 | 46 | 9.1 |
| | 10,001e15,000 | 38 | 7.5 |
| | >15,000 | 88 | 17.4 |
| 工作 | 政府职员/公务员 | 42 | 8.3 |
| | 企业家/企业高级经理 | 72 | 14.2 |
| | 企业员工 | 220 | 43.4 |
| | 私营企业主 | 42 | 8.3 |
| | 特约人员 | 75 | 14.8 |
| | 家庭主妇 | 6 | 1.2 |
| | 已退休的 | 4 | .8 |
| | 大学生 | 28 | 5.5 |
| | 其他 | 18 | 3.6 |

注：百分比四舍五入至小数点后一位。因此，由于舍入误差，百分比可能不会增加到100.0。
[a] USD1.0 ¼ RMB6.14。

Core items of the *humanity* factor include 'ecological', 'cultural', 'people-oriented' and 'harmonious'. The *excitement* factor contains three items 'unique', 'dynamic' and 'exciting'. The three items under the *status enhancement* factor, namely 'identity revealing', 'good taste' and 'social circle', would represent Chinese consumers' desire to enhance their social status through consuming a branded good. The factor *professionalism* was characterized by such items as 'authoritative', 'professional', 'competent' and 'successful'. The *wellness* factor appears to be unique in the Chinese context; the items charactering this factor include 'cozy', 'happy', 'healthy' and 'socially responsible'.

### 4.3. Segmenting Chinese consumers by their perceptions of brand personality

To segment Chinese consumers on the basis of their perceptions of brand personality, we conducted K-means cluster analysis. SPSS system-generated factor scores for the five brand personality factors were used to run the cluster analysis. A three-cluster solution was identified finally. Alternative solutions of two and four clusters were also examined (Table 5). For the three-cluster solution, F statistics for five factors were significant. However, F statistics for two of the five factors were non-significant for the two- and four-cluster solutions. These empirical results show that the three-cluster solution is preferred over the two or four-cluster solutions (Hair et al., 2010). After confirming the three-cluster solution, each cluster was subsequently named by evaluating the mean values of the five factors (classification variables). Table 6 shows the classification of the three clusters of Chinese consumers identified by brand personality perceptions. Cluster 1 consisted of 159 members, accounting for 31.36% of the total sample. This sample was named "status/humanity consumers" as members scored high on both the status enhancement and the humanity factor. Members in this cluster tend to regard status enhancement and human care as more relevant brand personality characteristics of tourism real estate brands. They would expect

tourism real estate to be in good cultural tastes, and demonstrate certain social status of the consumer. They tend to choose tourism real estate brands that can reveal their social esteem and identity. At the same time, they expect tourism real estate to provide good ecological landscape, people-oriented and harmonious atmosphere and cultural feelings. Cluster 2 members were labelled as "wellness seekers" (n = 198, 39.05%). Members scored much higher on the wellness factor than any other factors. Cluster 2 members seem to be more concerned with the healthy, comfortable and happiness characteristics a tourism real estate brand demonstrates. Cluster 3 members were labelled as "professionalism minders" (n = 150, 29.59%), as they scored very high on the "professionalism" factor. These consumers would treat professionalism, authority, success to be indispensible qualities of a tourism real estate brand.

### 4.4. Validating the identified clusters

Following the suggestions of previous studies (Chen et al. 2014), a discriminant analysis was further performed on the three clusters to further verify the classification of the clusters. As Hair et al. (2010) pointed out, to a three-cluster discriminant analysis model, it was necessary to apply two canonical discriminant functions. As shown in Table 7, the two functions were statistically significant when assessed by the Chi-squared test (p < .001).

**Table 5**
ANOVA F results assessing cluster solutions.

| Factors | 2 Clusters | | 3 Clusters | | 4 Clusters | |
|---|---|---|---|---|---|---|
| | F | Sig. | F | Sig. | F | Sig. |
| Humanity | 2.214 | .137 | 31.624 | .000 | 1.921 | .125 |
| Excitement | 238.010 | .000 | 19.469 | .000 | 1.326 | .265 |
| Status enhancement | 40.550 | .000 | 32.196 | .000 | 189.464 | .000 |
| Professionalism | 1.566 | .211 | 195.551 | .000 | 172.685 | .000 |
| Wellness | 197.899 | .000 | 146.915 | .000 | 159.960 | .000 |

**Table 4**
Exploratory factor analysis results (n = 507).

| Factors and items | Loading | Cronbach's α if deleted | Eigenvalue | Variance explained (%) |
|---|---|---|---|---|
| Humanity (α = .716, M=3.955) | | | 5.806 | 32.354 |
| BP1 Brand X is ecological | .690 | .682 | | |
| BP2 Brand X is cultural | .667 | .669 | | |
| BP4 Brand X is people-oriented | .735 | .604 | | |
| BP5 Brand X is harmonious | .642 | .654 | | |
| Excitement (α = .645, M = 3.704) | | | 1.375 | 7.640 |
| BP10 Brand X is unique | .675 | .606 | | |
| BP11 Brand X is dynamic | .694 | .529 | | |
| BP12 Brand X is exciting | .754 | .499 | | |
| Status enhancement (α = .669, M = 3.662) | | | 1.262 | 7.013 |
| BP15 Brand X is identity revealing | .777 | .524 | | |
| BP16 Brand X makes you have good taste | .797 | .506 | | |
| BP17 Brand X represents some certain social circles | .568 | .667 | | |
| Professionalism (α = .764, M = 3.776) | | | 1.136 | 6.312 |
| BP18 Brand X is authoritative | .680 | .731 | | |
| BP19 Brand X is professional | .711 | .686 | | |
| BP20 Brand X is competent | .686 | .709 | | |
| BP21 Brand X is successful | .682 | .708 | | |
| Wellness (α = .761, M = 3.792) | | | 1.011 | 5.617 |
| BP27 Brand X is socially responsible | .605 | .747 | | |
| BP28 Brand X makes me cozy | .795 | .677 | | |
| BP29 Brand X makes me happy | .711 | .702 | | |
| BP30 Brand X is healthy | .690 | .692 | | |
| Total (α = .875) | | | | 58.836 |
| KMO = .895; Bartlett's test of sphericity: $\chi^2$ = 2606.434, p < .000 | | | | |

*Note*: Extraction method: Principal component analysis. Rotation method: varimax with Kaiser normalization.

**Table 6**
Classification of Chinese consumers by perception differences in brand personality.

| Factors | | Status/humanity consumers | Wellness seekers | Professionalism minders | ANOVA | |
|---|---|---|---|---|---|---|
| | | (n = 159, 31.36%) | (n = 198, 39.05%) | (n = 150, 29.59%) | F | Sig. |
| BPA | Humanity | .25114 | .18694 | −.51297 | 31.624 | .000 |
| BPB | Excitement | −.36068 | .28054 | .01200 | 19.469 | .000 |
| BPC | Status enhancement | .33271 | −.41463 | .19464 | 32.196 | .000 |
| BPD | Professionalism | −.96766 | .34670 | .56807 | 195.551 | .000 |
| BPE | Wellness | −.09544 | .67692 | -.79237 | 146.915 | .000 |

Function 1 explained 55.1% of the total variance with an eigenvalue of 1.359, function 2 explained 44.9% of the total variance with an eigenvalue of 1.108. The canonical correlation value of function 1 was .759 and that of function 2 was .725, both were close to 1.0. The discriminant scores and the groups showed a relatively high degree of association.

In order to identify which factor as predictor variable contributes the most to the function, discriminant function coefficients were examined. Table 8 shows that the status/humanity consumers tend to have high values on function 2 (as suggested by functions at group centroids) and are dominantly driven by the humanity factor of brand personality (as suggested by both standardized and un-standardized canonical discriminant function coefficients), whereas the professionalism minders tend to have high values on function 1 (as also suggested by functions at group centroids) and are dominantly driven by the professionalism factor of brand personality (as also suggested by both standardized and unstandard-ized canonical discriminant function coefficients). These results are consistent with findings in Table 6. Thus, it is concluded that the three clusters identified in this study are valid. Furthermore, we checked the predicted and actual classification results. As shown in Table 9, in both original group cases and cross-validated group cases, the hit ratios of the analysis sample were excellent with over 98% of the cases in any cluster being correctly identified. This confirmed that the high degree of classification accuracy for the three clusters.

### 4.5. Socio-demographic profile of Chinese consumers clusters

A cross-tabulation analysis (chi-square test) was further conducted to examine whether the three clusters of Chinese consumers were significantly different in their demographic characteristics (see Table 10). Results revealed that there were no significant differences among the three clusters in term of their demographics. Such a finding suggests that brand personality perceptions bear more psychological qualities and preferences than demographic differences among Chinese consumers.

## 5. Conclusions and discussion

### 5.1. Conclusions

Previous studies on brand personality have been conducted in

**Table 8**
Discrimination between clusters and factors.

| | Function 1 | Function 2 |
|---|---|---|
| Functions at group centroids | | |
| Tourism real estate brand personality clusters | | |
| Status/humanity consumers | −1.647 | .445[a] |
| Wellness seekers | 1.102 | .853 |
| Professionalism minders | .291[a] | −1.598 |
| Standardized canonical discriminant function coefficients | | |
| Factors | | |
| Humanity | −.154 | .612[b] |
| Excitement | .517 | .069 |
| Status enhancement | −.548 | −.331[b] |
| Professionalism | .913[b] | −.413 |
| Wellness | .377[b] | .891 |
| (Constant) | NA | NA |
| Unstandardized canonical discriminant function coefficients | | |
| Factors | | |
| Humanity | −.163 | .648[b] |
| Excitement | .536 | .071 |
| Status enhancement | −.580 | −.350[b] |
| Professionalism | 1.214[b] | −.549 |
| Wellness | .474[b] | 1.119 |
| (Constant) | .000 | .000 |

[a] Unstandardized canonical discriminant functions evaluated at group means.
[b] Factors mostly contributed to discriminate the three clusters in each function.

western countries and few oriental countries such as Japan and Korea. As the emerging significant consumer market in the non-western world, China provides a significant context to further expand the brand personality literature; there is a need to investigate the culture-specific factors of brand personality as perceived by Chinese consumers. This study has two purposes: (a) to identify the salient brand personality factors as perceived by Chinese consumers with regards to tourism real estate as a new consumption good, and (b) to understand the current tourism real estate consumer market by segmenting Chinese consumers based on their brand personality perceptions. This study identified five brand personality dimensions as perceived by Chinese consumers in the context of tourism real estate firms and segmented Chinese consumers into three clusters based on their brand personality perceptions. The five dimensions were humanity, excitement, status enhancement, professionalism and wellness. The three clusters were status/humanity consumers, wellness seekers, and professionalism minders.

**Table 7**
Test of the significance of the three clusters.

| Discriminant function | Eigenvalue | Variance (%) | Canonical correlation | Wilk's lambda | χ² | Sig. Level |
|---|---|---|---|---|---|---|
| 1 | 1.359[a] | 55.1 | .759 | .201 | 805.215 | .000 |
| 2 | 1.108[a] | 44.9 | .725 | .474 | 374.391 | .000 |

[a] First two canonical discriminant functions were used in the analysis.

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表6
根据品牌个性的感知差异对中国消费者进行分类。

| 因素 | | 地位/人性消费者 | 健康寻求者 | 专业护卫员 | ANOVA | |
|---|---|---|---|---|---|---|
| | | (n ¼ 159, 31.36%) | (n ¼ 198, 39.05%) | (n ¼ 150, 29.59%) | F | Sig. |
| BPA | 人性 | .25114 | .18694 | .51297 | 31.624 | .000 |
| BPB | 激动 | .36068 | .28054 | .01200 | 19.469 | .000 |
| BPC | 地位提升 | .33271 | .41463 | .19464 | 32.196 | .000 |
| BPD | 职业精神 | .96766 | .34670 | .56807 | 195.551 | .000 |
| BPE | 健康 | .09544 | .67692 | -.79237 | 146.915 | .000 |

函数1. 释了55. 1. 的总方差，特征值为1. 359. 函数2. 释了44. 9. 的总方差，特征值为1. 108. 函数1. 典型相关值为.759. 函数2. 典型相关值为.725. 两者均接近1. 0。这个

判别分数和各组之间显示出相对较高的关联度。

为了确定哪个因素作为预测变量对函数的贡献最大，对判别函数系数进行了检验。表8. 示，地位/人性消费者倾向于在功能2. 有较高的价值（如集团中心的功能所示），并主要受品牌个性的人性因素驱动（如标准化和非标准化的标准判别函数系数所示），然而，专业化看护者往往在功能1. 具有较高的价值（这也是由集团中心的功能所表明的），并且主要由品牌个性的专业化因素驱动（也由标准化和非标准化的规范判别函数系数所示）。这些结果与表6. 的结果一致。因此，可以得出结论，本研究中确定的三个集群是有效的。此外，我们还检查了预测和实际分类结果。如表9. 示，在原始组病例和交叉验证组病例中，分析样本的命中率非常好，所有聚类中超过98. 的病例被正确识别。这证实了这三个聚类的分类精度很高。

### 4. 5. 中国消费者群体的社会人口特征

进一步进行了交叉列表分析（卡方检验），以检验这三类中国消费者的人口统计学特征是否存在显著差异（见表10）。结果显示，三个集群在人口统计学方面没有显著差异。这一发现表明，在中国消费者中，品牌个性感知比人口统计学差异具有更多的心理品质和偏好。

## 5. 结论和讨论

### 5.1. 结论

以往关于品牌个性的研究都是在中国进行的

表8
集群和因素之间的区别。

| | 职能1 | 职能2 |
|---|---|---|
| 群质·心函数 | | |
| 旅游房地产品牌个性集群 | | |
| 地位/人性消费者 | 1.647 | .445[a] |
| 健康寻求者 | 1.102 | .853 |
| 专业护卫员 | .291[a] | 1.598 |
| 标准化典型判别函数系数 | | |
| 因素 | | |
| 人性 | .154 | .612[b] |
| 激动 | .517 | .069 |
| 地位提升 | .548 | .331[b] |
| 职业精神 | .913[b] | .413 |
| 健康 | .377[b] | .891 |
| (常量) | NA | NA |
| | | NA非标准标标准判别函数系 |
| 数 | | |
| 因素 | | |
| 人性 | .163 | .648[b] |
| 激动 | .536 | .071 |
| 地位提升 | .580 | .350[b] |
| 职业精神 | 1.214[b] | .549 |
| 健康 | .474[b] | 1.119 |
| (常量) | .000 | .000 |

[a] 以组平均值计算的非标准准标准判别函数。
[b] 在每个功能中，主要因素有助于区分三个簇。

西方国家和少数东方国家，如日本和韩国。作为非西方世界新兴的重要消费市场，中国为进一步拓展品牌个性文献提供了重要背景；有必要调查中国消费者感知的品牌个性的文化特定因素。本研究有两个目的：（a）确定中国消费者对旅游房地产作为一种新的消费品所感知的显著的品牌个性因素，以及（b）通过根据中国消费者的品牌个性感知对其进行细分，了解当前的旅游房地产消费市场。本研究确定了中国消费者在旅游房地产企业中感知的五个品牌个性维度，并根据其品牌个性感知将中国消费者分为三个集群。这五个维度是人性、兴奋、地位提升、专业精神和健康。这三个群体分别是地位/人性消费者、健康寻求者和专业护理者。

表7
测试三个集群的显著性。

| 判别函数 | 特征值 | 差异（%） | 典型相关 | 威尔克兰姆达酒店 | c² | 西格·数量 |
|---|---|---|---|---|---|---|
| 1 | 1.359[a] | 55.1 | .759 | .201 | 805.215 | .000 |
| 2 | 1.108[a] | 44.9 | .725 | .474 | 374.391 | .000 |

[a] 分析中使用了前两个标准判别函数。

**Table 9**
Classification results.

| Cluster number of case (actual cluster) | | | Predicted group membership | | | Total |
|---|---|---|---|---|---|---|
| | | | Cluster 1 | Cluster 2 | Cluster 3 | |
| Original | Count | Cluster 1: Status/humanity consumers | 159 | 0 | 0 | 159 |
| | | Cluster 2: Wellness seekers | 0 | 198 | 0 | 198 |
| | | Cluster 3: Professionalism minders | 0 | 1 | 149 | 150 |
| | % | Cluster 1: Status/humanity consumers | 100.0 | .0 | .0 | 100.0 |
| | | Cluster 2: Wellness seekers | .0 | 100.0 | .0 | 100.0 |
| | | Cluster 3: Professionalism minders | .0 | .7 | 99.3 | 100.0 |
| Cross-validated | Count | Cluster 1: Status/humanity consumers | 156 | 1 | 2 | 159 |
| | | Cluster 2: Wellness seekers | 0 | 197 | 1 | 198 |
| | | Cluster 3: Professionalism minders | 1 | 1 | 148 | 150 |
| | % | Cluster 1: Status/humanity consumers | 98.1 | .6 | 1.3 | 100.0 |
| | | Cluster 2: Wellness seekers | .0 | 99.5 | .5 | 100.0 |
| | | Cluster 3: Professionalism minders | .7 | .7 | 98.7 | 100.0 |

*Note*: Cross-validation is done only for those cases in the analysis. In cross-validation, each case is classified by the functions derived from all cases other than that case; 99.8% of original grouped cases correctly classified; 98.8% of cross-validated grouped cases correctly classified.

Our findings are consistent with the argument that brands may carry both relatively culturally common and culturally specific meanings (Aaker et al., 2001; Kim & Lehto, 2013; Kim et al., 2013; Sahin & Baloglu, 2011). Brand personality perceived by Chinese consumers shows the coexistence of both Chinese traditionalism and western modernism. Among the five identified dimensions of Chinese brand personality, excitement and professionalism are similar to those identified in previous studies (Aaker, 1997; Aaker et al. 2001; Geuens et al., 2009; Sung & Tinkham, 2005). However, the other three dimensions — humanity, status enhancement and wellness — are distinct from pervious inquiries; this justifies the main contribution of the current study. This also confirms previous study findings suggesting that not all human characteristics are relevant to tourism brands (e.g. Pereira et al., 2014). These three culture-specific dimensions of brand personality are likely to be formed and shaped by the transformation of consumer's cultural values in the contemporary Chinese society.

First, the humanity dimension was defined by such attributes as ecological, cultural, people-oriented and harmonious. This dimension's connotation fits well with the core of the traditional Chinese culture. Different from western perspective that tends to view nature ideally as free from artificiality and human intervention (Sofield & Li, 2007), Chinese philosophy has emphasized unity and immanence, leading to a harmony between man and nature

**Table 10**
Chi-square test results for demographic profiles of each segment.

| Variable | Category | Cluster 1 status/humanity consumers | Cluster 2 Wellness seekers | Cluster 3 professionalism minders | Chi-square test | | |
|---|---|---|---|---|---|---|---|
| | | (n = 159, 31.36%) | (n = 198, 39.05%) | (n = 150, 29.59%) | $\chi^2$ | df | Sig. |
| Gender | Male | 101 | 113 | 92 | 1.619 | 2 | .445 |
| | Female | 58 | 85 | 58 | | | |
| Age | 18–25 | 28 | 23 | 29 | 8.099 | 10 | .619 |
| | 26–35 | 85 | 118 | 83 | | | |
| | 36–45 | 31 | 40 | 27 | | | |
| | 46–55 | 12 | 14 | 9 | | | |
| | 56–65 | 3 | 3 | 1 | | | |
| | >65 | 0 | 0 | 1 | | | |
| Education background | Junior middle school and below | 7 | 7 | 5 | 4.428 | 8 | .817 |
| | Senior middle school | 35 | 35 | 37 | | | |
| | Junior college | 41 | 46 | 34 | | | |
| | Undergraduate | 62 | 85 | 59 | | | |
| | Graduate and above | 14 | 25 | 15 | | | |
| Persona monthly income (RMB) | 3000 and below | 26 | 32 | 23 | 9.079 | 10 | .525 |
| | 3001–5000 | 53 | 44 | 47 | | | |
| | 5001–8000 | 31 | 45 | 34 | | | |
| | 8001–10,000 | 10 | 22 | 14 | | | |
| | 10,001–15,000 | 11 | 18 | 9 | | | |
| | >15,000 | 28 | 37 | 23 | | | |
| Occupation | Government staff/civil servant | 13 | 17 | 12 | 13.04 | 16 | .670 |
| | Entrepreneur/Enterprise senior manager | 19 | 33 | 20 | | | |
| | Enterprise staff | 61 | 88 | 71 | | | |
| | Private business owner | 19 | 14 | 9 | | | |
| | Freelance | 25 | 29 | 21 | | | |
| | Housewife | 1 | 3 | 2 | | | |
| | Retired | 2 | 1 | 1 | | | |
| | Student | 11 | 10 | 7 | | | |
| | Others | 8 | 3 | 7 | | | |

表9
分类结果。

| 病例组数（实际病例组） | | | 预测组成员 | | 第1组总计 | 第2 |
|---|---|---|---|---|---|---|
| | | | 组 | 第3组 | | |
| 原创 | 计数 | 第1组：地位/人性消费者 | 159 | 0 | 0 | 159 |
| | | 第二组：健康寻求者 | 0 | 198 | 0 | 198 |
| | | 第三组：专业化看护 | 0 | 1 | 149 | 150 |
| | % | 第1组：地位/人性消费者 | 100.0 | .0 | .0 | 100.0 |
| | | 第二组：健康寻求者 | .0 | 100.0 | .0 | 100.0 |
| | | 第三组：专业化看护 | .0 | .7 | 99.3 | 100.0 |
| 交叉验证 | 计数 | 第1组：地位/人性消费者 | 156 | 1 | 2 | 159 |
| | | 第二组：健康寻求者 | 0 | 197 | 1 | 198 |
| | | 第三组：专业化看护 | 1 | 1 | 148 | 150 |
| | % | 第1组：地位/人性消费者 | 98.1 | .6 | 1.3 | 100.0 |
| | | 第二组：健康寻求者 | .0 | 99.5 | .5 | 100.0 |
| | | 第三组：专业化看护 | .7 | .7 | 98.7 | 100.0 |

注：交叉验证仅针对分析中的案例进行。在交叉验证中，每种情况都是按照从除该情况以外的所有情况中派生的函数进行分类的；99.8%的原始分组病例分类正确；98.8%的交叉验证分组病例正确分类。

我们的研究结果与以下观点一致：品牌可能具有相对普遍的文化意义和特定的文化意义（Aaker等人，2001年；Kim & Lehto, 2013年；Kim等人，2013年；Sahin & Baloglu, 2011年）。中国消费者感知的品牌个性体现了中国传统主义与西方现代主义的共存。在中国品牌个性的五个确定维度中，兴奋和专业性与之前研究中确定的维度相似（Aaker，1997；Aaker等人，2001；Geuens等人，2009；Sung & Tinkham, 2005）。然而，其他三个维度——人性、地位提升和健康——与以往的调查不同；这证明了当前研究的主要贡献。这也证实了这一点

之前的研究结果表明，并非所有人类特征都与旅游品牌相关（例如Pereira等人，2014）。品牌个性的这三个特定文化维度很可能是由当代中国社会消费者文化价值观的转变形成和塑造的。

首先，人文维度被定义为生态、文化、以人为本、和谐属性。这个维度的内涵非常符合中国传统文化的核心。与西方倾向于将自然理想地视为不受人为因素和人为干预（Sofield & Li, 2007）的观点不同，中国哲学强调统一和内在，导致人与自然的和谐

表10
卡方检验结果显示了每个细分市场的人口统计学特征。

| 变量 | 类别 | 第1组状态/人性消费者 | 第二组健康寻求者 | 第三组专业护理人员 | 卡方检验 | | |
|---|---|---|---|---|---|---|---|
| | | (n ¼ 159, 31.36%) | (n ¼ 198, 39.05%) | (n ¼ 150, 29.59%) | $c^2$ | df | Sig. |
| 性别 | 男性 | 101 | 113 | 92 | 1.619 | 2 | .445 |
| | 女性 | 58 | 85 | 58 | | | |
| 年龄 | 18e25 | 28 | 23 | 29 | 8.099 | 10 | .619 |
| | 26e35 | 85 | 118 | 83 | | | |
| | 36e45 | 31 | 40 | 27 | | | |
| | 46e55 | 12 | 14 | 9 | | | |
| | 56e65 | 3 | 3 | 1 | | | |
| | >65 | 0 | 0 | 1 | | | |
| 教育背景 | 初中及以下 | 7 | 7 | 5 | 4.428 | 8 | .817 |
| | 高中 | 35 | 35 | 37 | | | |
| | 大专 | 41 | 46 | 34 | | | |
| | 大学生 | 62 | 85 | 59 | | | |
| | 本科及以上学历 | 14 | 25 | 15 | | | |
| 个人月收入 (RMB) | 3000及以下 | 26 | 32 | 23 | 9.079 | 10 | .525 |
| | 3001e5000 | 53 | 44 | 47 | | | |
| | 5001e8000 | 31 | 45 | 34 | | | |
| | 8001e10,000 | 10 | 22 | 14 | | | |
| | 10,001e15,000 | 11 | 18 | 9 | | | |
| | >15,000 | 28 | 37 | 23 | | | |
| 工作 | 政府职员/公务员 | 13 | 17 | 12 | 13.04 | 16 | .670 |
| | 企业家/企业高级经理 | 19 | 33 | 20 | | | |
| | 企业员工 | | | | | | |
| | | 61 | 88 | 71 | | | |
| | 私营企业主 | 19 | 14 | 9 | | | |
| | 自由职业的 | 25 | 29 | 21 | | | |
| | 家庭主妇 | 1 | 3 | 2 | | | |
| | 已退休的 | 2 | 1 | 1 | | | |
| | 大学生 | 11 | 10 | 7 | | | |
| | 其他 | 8 | 3 | 7 | | | |

(Tang, Li, & McLean, 1989). The doctrine of "the Unity of Heaven and Humanity" (Tu, 2001) (tian ren he yi) was one of the most fundamental philosophical thoughts in Confucian tradition, and constituted a very important part in the traditional Chinese way of thinking. Moreover, the core of Confucianism is humanism (Juergensmeyer, 2005). Traditional Confucian thought has considerably influenced Chinese consumers' beliefs, attitudes and values, thus reflecting in the humanity dimension of brand personality. It is worth noting that human concern and human spirit were also emphasized in the in-depth interview.

Second, compared with "sophistication" dimension identified in previous studies (Aaker, 1997; Aaker et al., 2001; Kim & Lehto, 2013; Kim et al., 2013), the status enhancing dimension places more emphasis on consumer's self-respect, identity and social circle brought by consumption products, as also elucidated in in-depth interviews. It may be attributed to the part of Chinese culture that positions oneself socially with others and pursues harmonious interdependence among human beings (Markus & Kitayama, 1991). A particular brand could define a person with respect to others when it comes to social identity. When a specific social identity becomes the main basis in a particular context, intergroup behaviours acquire discriminatory properties (Hogg, Terry, & White, 1995), and people tend to use social identity to improve interpersonal esteem and social status. Through choosing brands with particular personality associations, consumers could communicate to others the type of person they are or want to be seen, which in turn enhancing their psychological well-being and social identity. We further found that humanity and status enhancement can be dominant factors to define a subgroup of Chinese consumers.

Finally, the emergence of wellness indicates that modern Chinese consumers wish to evaluate a brand in relation to human well-being. Attributes such as cozy, happy, healthy and socially responsible clearly define the wellness dimension. Rapid economic development and industrialization in China inevitably bring forward problems such as lifestyle changes, pollution, food safety, health problems, increased urbanization, and environmental problems (Jing & Fu, 2001). As disposable income increases, physical and emotional well-being has been put onto the consumption agenda by Chinese consumers. Therefore, the wellness dimension in Chinese brand personality structure reflects consumer concerns for their well-being conditions. Accordingly, a single consumer cluster was identified with a high value in the wellness factor, which indicates that the specific meaning of wellness is prevalent among Chinese consumers.

In addition, China has undergone significant socio-cultural changes, along with its economic system changing from planned economy to market-oriented (Wang, 2003). Under this circumstance, consumption preferences and behaviours of Chinese people from different social classes are getting increasingly different. The study found three clusters among Chinese consumers, and empirically demonstrated that cultural and psychological factors were better than demographic variables in differentiating Chinese consumers. This is consistent with some studies on China's property market (e.g. Wang et al., 2001).

### 5.2. Managerial implications

Brand personality is important for product differentiation in the market. Effective marketing and management of brand personality helps consumers to develop a favourable image of the company. From a practical standpoint, the identification of the five dimensions of Chinese brand personality and three consumer clusters provides tourism real estate firms with implications for better marketing communications and management. Furthermore, it

gives useful insights in strategic brand management of tourism real estate firms.

Firstly, with the emerging China's tourism real estate market, it is essential for tourism real estate firms to build and maintain a strong and distinctive brand personality. Marketers in tourism real estate industry should be more aware of the strategic importance of brand personality. Brand personality can be used to differentiate tourism real estate products and convey positive and incomparable experiences to consumers. Marketers are advised to focus on key dimensions of brand personality rather than merely physical attributes of tourism real estate products in their communication with customers. This would enable them to develop effective marketing programs and positioning strategies to better meet consumers' deeper mind psychological needs. Brand personality could be created and maintained by various activities such as brand positioning, brand promotion, product design and public relations; however, these measures could be effective only by combining with consumers' needs and perceptions.

Secondly, as the empirical findings indicated that brand personality can be considered a segmentation criterion in tourism markets, brand marketers and managers should pay more attention to integrating market segmentation into their branding strategies. Marketers should have an accurate understanding of consumers' brand personality perceptions towards tourism real estate firms above all, differentiate consumers into different segments according to their corresponding perceptions, and then design marketing communication message about different brand personality dimensions with regard to specific market segments. For instance, as consumer preference for status concern and human care spirit is evident among the status/humanity consumers, company managers could emphasize the cultural connotation and social identity of the product when aiming at these consumers.

### 5.3. Limitations and future research

The current study represents an important first step in investigating Chinese consumer perceptions of brand personality; however, several limitations exist and need to be considered in future research. Firstly, as little previous research could be found in investigating Chinese consumer's perception of brand personality, many of the items in the current study had to be selected from prior studies on consumers from other cultures. The measurement items may not be inclusive enough to cover all aspects of brand personality, even though in-depth interview was conducted. More qualitative approaches could be employed in future research to generate a more inclusive measurement item pool, and get a comprehensive understanding of Chinese brand personality. Secondly, this study employed a convenient sampling method, not random sampling. China has regions with different sub-cultural values, economic conditions, and lifestyles (Sin et al., 2000). Future research should validate and confirm the brand personality structures by different samples. Thirdly, we focused on the large-sized tourism real estate firms to identify the dimensions of Chinese brand personality. In reality, not all tourism real estate firms are in large size; therefore, the brand personality dimensions may be more relevant to large firms. Future research is needed to investigate on medium and small-sized tourism real estate firms to enhance the generalizability of the findings. Fourthly, this study only focuses on dimensions of brand personality; however, more efforts could be made to add incremental explanatory and predictive power of the findings. For example, future research could include the consequence variables of brand personality, such as congruity of brand personality and consumer image, brand attitude and loyalty.

（唐、李和麦克林，1989年）。天人合一学说是儒家传统中最基本的哲学思想之一，是中国传统思维方式的重要组成部分。此外，儒家思想的核心是人文主义（Juergensmeyer，2005）。传统儒家思想极大地影响了中国消费者的信仰、态度和价值观，从而体现在品牌个性的人性维度上。值得注意的是，深度访谈中也强调了人文关怀和人文精神。

其次，与之前研究（Aaker，1997；Aaker et al., 2001；Kim & Lehto, 2013；Kim et al., 2013）中确定的"成熟度"维度相比，地位提升维度更强调消费者的自尊、身份认同和消费带来的社交圈，这在深入访谈中也得到了阐明。这可能归因于中国文化中的一部分，即与他人建立社会关系，追求人与人之间和谐的相互依赖（Markus & Kitayama, 1991）。当涉及到社会身份时，一个特定的品牌可以定义一个人相对于其他人的身份。当特定的社会身份成为特定背景下的主要基础时，群体间行为会获得歧视性属性（Hogg、Terry和White, 1995），人们倾向于使用社会身份来提高人际尊重和社会地位。通过选择具有特定个联想的品牌，消费者可以向他人传达他们是或希望被看到的人的类型，从而增强他们的心理健康和社会认同。我们进一步发现，人性和地位提升可能是定义中国消费者亚群体的主导因素。

最后，健康的出现表明，现代中国消费者希望根据人类福祉来评估品牌。舒适、快乐、健康和社会责任感等属性明确定义了健康维度。中国经济的快速发展和工业化不可避免地带来了诸如生活方式改变、污染、食品安全、健康问题、城市化进程加快和环境问题等问题（Jing & Fu, 2001）。中国消费者的物质消费和情感消费也被提上了议事日程。因此，中国品牌人格结构中的健康维度反映了消费者对其健康状况的担忧。因此，一个单一的消费者群体被认为在健康因素中具有较高的价值，这表明健康的具体含义在中国消费者中普遍存在。

此外，随着中国经济体制从计划经济向市场经济的转变，中国经历了重大的社会文化变革（Wang, 2003）。在这种情况下，来自不同社会阶层的中国人的消费偏好和行为越来越不一样。该研究在中国消费者中发现了三个集群，并实证明文化和心理因素在区分中国消费者方面优于人口统计学变量。这与一些关于中国房地产市场的研究一致（例如，Wang等人，2001年）。

### 5.2. 管理含义

品牌个性对于市场上的产品差异化非常重要。有效的品牌个性营销和管理有助于消费者树立公司的良好形象。从实践的角度来看，中国品牌个性的五个维度和三个消费者集群的识别为旅游房地产公司提供了更好的营销传播和管理的启示。此外，它

为旅游房地产公司的战略品牌管理提供有用的见解。

首先，随着中国旅游房地产市场的崛起，旅游房地产公司必须建立并保持强大而独特的品牌个性。旅游房地产营销人员应该更加意识到品牌个性的战略重要性。品牌个性可以用来区分旅游房地产产品，并向消费者传达积极和无与伦比的体验。建议营销人员在与客户沟通时，关注品牌个性的关键维度，而不仅仅是旅游房地产产品的物理属性。这将使他们能够制定有效的营销计划和定位策略，更好地满足消费者更深层次的心理需求。品牌个性可以通过品牌定位、品牌推广、产品设计和公共关系等各种活动来创造和维持；然而，这些措施只有结合消费者的需求和感知才能有效。

第二，由于实证结果表明，品牌个性可以被视为旅游市场的细分标准，品牌营销人员和管理者应该更加注意将市场细分整合到他们的品牌战略中。营销人员首先要准确了解消费者对品牌个性的品牌个性感知，根据消费者的感知将消费者区分为不同的群体，然后针对特定细分市场设计不同品牌个性维度的营销传播信息。例如，由于地位/人性消费者对地位关注和人文关怀精神的偏好明显，公司管理者在针对这些消费者时可以强调产品的文化内涵和社会认同。

### 5.3. 局限性与未来研究

目前的研究是调查中国消费者对品牌个性认知的重要第一步；然而，存在一些局限性，需要在未来的研究中加以考虑。首先，由于在调查中国消费者对品牌个性的感知方面，以前的研究很少，因此本研究中的许多项目必须从之前对其他文化消费者的研究中选择。尽管进行了深入访谈，但测量项目可能不足以涵盖品牌个性的所有方面。在未来的研究中，可以采用更多的定性方法来生成更具包容性的测量项目库，并全面了解中国品牌个性。其次，本研究采用了方便的抽样方法，而不是随机抽样。中国有不同亚文化价值观、经济条件和生活方式的地区（Sin等人，2000年）。未来的研究应该通过不同的样本来验证和确认品牌个性结构。第三，我们以大型旅游房地产公司为研究对象，确定中国品牌个性的维度。事实上，并不是所有的旅游房地产公司都是大型的；因此，品牌个性维度可能与大公司更相关。未来的研究需要对中小型旅游房地产公司进行调查，以增强研究结果的普遍性。第四，本研究只关注品牌个性的维度；然而，可以做出更多努力来增加这些发现的解释力和预测力。例如，未来的研究可能包括品牌个性的结果变量，如品牌个性与消费者形象的一致性、品牌态度和忠诚度。

## Questionnaire of Tourism Real Estate Brand Personality

**Ladies and Gentlemen,**

We are now carrying on the research of tourism real estate brand personality, we sincerely hope you answer the following questions. Please choose the most appropriate option according to your true thought. Your answer is absolutely confidential and just used for academic research, please be at ease to give your answers.

**Part A：**

Q1 Do you know the following three tourism real estate brands "Overseas Chinese Town", "Agile Group Hainan Clearwater Bay" and "Shenzhen Million Hills"?

| None of them | 1 | 【Finish】 |
|---|---|---|
| At least one | 2 | 【Continue】 |

Q2 Which brand do you most inclined to choose?

| Overseas Chinese Town | 1 |
|---|---|
| Agile Group Hainan Clearwater Bay | 2 |
| Shenzhen Million Hills | 3 |

**Part B:**

Q3 Take a moment to imagine this tourism real estate brand (**Brand X**) as a person, what personality characteristics does he/she have? Do you agree with the following statements about Brand X? Please indicate your agreement or disagreement (5 refers to "strongly agree", 1 refers to "strongly disagree").

| Code | | Item | Strongly agree | | | | Strongly disagree |
|---|---|---|---|---|---|---|---|
| BP1 | Q3-1 | Brand X is ecological | 5 | 4 | 3 | 2 | 1 |
| BP2 | Q3-2 | Brand X is cultural | 5 | 4 | 3 | 2 | 1 |
| BP3 | Q3-3 | Brand X is international | 5 | 4 | 3 | 2 | 1 |
| BP4 | Q3-4 | Brand X is people-oriented | 5 | 4 | 3 | 2 | 1 |
| BP5 | Q3-5 | Brand X is harmonious with surroundings | 5 | 4 | 3 | 2 | 1 |
| | | | | | | | |
| BP6 | Q3-6 | Brand X is trendy | 5 | 4 | 3 | 2 | 1 |

| BP7 | Q3-7 | Brand X is contemporary | 5 | 4 | 3 | 2 | 1 |
| BP8 | Q3-8 | Brand X is up-to -date | 5 | 4 | 3 | 2 | 1 |
| BP9 | Q3-9 | Brand X is innovative | 5 | 4 | 3 | 2 | 1 |
| BP10 | Q3-10 | Brand X is unique | 5 | 4 | 3 | 2 | 1 |
| BP11 | Q3-11 | Brand X is dynamic | 5 | 4 | 3 | 2 | 1 |
| BP12 | Q3-12 | Brand X is exciting | 5 | 4 | 3 | 2 | 1 |
| | | | | | | | |
| BP13 | Q3-13 | Brand X is charming | 5 | 4 | 3 | 2 | 1 |
| BP14 | Q3-14 | Brand X is high-quality | 5 | 4 | 3 | 2 | 1 |
| BP15 | Q3-15 | Brand X is identity revealing | 5 | 4 | 3 | 2 | 1 |
| BP16 | Q3-16 | Brand X makes you have good taste | 5 | 4 | 3 | 2 | 1 |
| BP17 | Q3-17 | Brand X represents some certain social circle | 5 | 4 | 3 | 2 | 1 |
| | | | | | | | |
| BP18 | Q3-18 | Brand X is authoritative | 5 | 4 | 3 | 2 | 1 |
| BP19 | Q3-19 | Brand X is professional | 5 | 4 | 3 | 2 | 1 |
| BP20 | Q3-20 | Brand X is competent | 5 | 4 | 3 | 2 | 1 |
| BP21 | Q3-21 | Brand X is successful | 5 | 4 | 3 | 2 | 1 |
| BP22 | Q3-22 | Brand X is intelligent | 5 | 4 | 3 | 2 | 1 |
| BP23 | Q3-23 | Brand X is environmentally friendly | 5 | 4 | 3 | 2 | 1 |
| BP24 | Q3-24 | Brand X is trustworthy | 5 | 4 | 3 | 2 | 1 |
| BP25 | Q3-25 | Brand X is reliable | 5 | 4 | 3 | 2 | 1 |
| BP26 | Q3-26 | Brand X is down-to-earth | 5 | 4 | 3 | 2 | 1 |
| BP27 | Q3-27 | Brand X is social responsible | 5 | 4 | 3 | 2 | 1 |
| | | | | | | | |
| BP28 | Q3-28 | Brand X makes me cozy | 5 | 4 | 3 | 2 | 1 |
| BP29 | Q3-29 | Brand X makes me happy | 5 | 4 | 3 | 2 | 1 |
| BP30 | Q3-30 | Brand X represents an healthy lifestyle | 5 | 4 | 3 | 2 | 1 |
| BP31 | Q3-31 | Brand X is leisure | 5 | 4 | 3 | 2 | 1 |
| BP32 | Q3-32 | Brand X suits for vacation | 5 | 4 | 3 | 2 | 1 |
| BP33 | Q3-33 | Brand X is family-oriented | 5 | 4 | 3 | 2 | 1 |

**Part C：Please choose the corresponding figure according to your condition.**

| D1 Gender | Male | 1 | Female | 2 |
|---|---|---|---|---|

| | 18-25 | 1 | 26-35 | 2 |
|---|---|---|---|---|
| D2 Age | 36-45 | 3 | 46-55 | 4 |
| | 56-65 | 5 | >65 | 6 |

| | Junior middle school and below | 1 | Senior middle school | 2 |
|---|---|---|---|---|
| D3 Education background | Junior college | 3 | Undergraduate | 4 |
| | Graduate and above | 5 | | |

| | 3000 and below | 1 | 3001-5000 | 2 |
|---|---|---|---|---|
| D4 Personal monthly income(RMB) | 5001-8000 | 3 | 8001-10,000 | 4 |
| | 10,001-15,000 | 5 | >15,000 | 6 |

| | Government staff/civil servant | 1 | Entrepreneur/Enterprise senior manager | 2 |
|---|---|---|---|---|
| | Enterprise staff | 3 | Private business owner | 4 |
| D5 Occupation | Freelance | 5 | Housewife | 6 |
| | Retired | 7 | Student | 8 |
| | Others_____ | 9 | | |

**Please confirm you have already answered all the questions, thank you very much for your cooperation!**

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**Part C：Please choose the corresponding figure according to your condition.**

| D1 Gender | Male | 1 | Female | 2 |
|---|---|---|---|---|

| | 18-25 | 1 | 26-35 | 2 |
|---|---|---|---|---|
| D2 Age | 36-45 | 3 | 46-55 | 4 |
| | 56-65 | 5 | >65 | 6 |

| | Junior middle school and below | 1 | Senior middle school | 2 |
|---|---|---|---|---|
| D3 Education background | Junior college | 3 | Undergraduate | 4 |
| | Graduate and above | 5 | | |

| | 3000 and below | 1 | 3001-5000 | 2 |
|---|---|---|---|---|
| D4 Personal monthly income(RMB) | 5001-8000 | 3 | 8001-10,000 | 4 |
| | 10,001-15,000 | 5 | >15,000 | 6 |

| | Government staff/civil servant | 1 | Entrepreneur/Enterprise senior manager | 2 |
|---|---|---|---|---|
| | Enterprise staff | 3 | Private business owner | 4 |
| D5 Occupation | Freelance | 5 | Housewife | 6 |
| | Retired | 7 | Student | 8 |
| | Others_____ | 9 | | |

**Please confirm you have already answered all the questions, thank you very much for your cooperation!**

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