

Research on the Role of Brand Positioning in Homestay Marketing Strategy at the Internet Age

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Abstract: In recent years, with the increase of people's travel and short-term rental demand and the popularity of the Internet, the rapid development of the homestay industry, the diversification of hotel accommodation, the changes in consumer demand, and the advancement of network platforms, homestay business has been confronted with increasingly fierce competition. In this context, the key to improving the core competitiveness of homestay business lies in appropriate brand positioning and unique brand value. This paper first analyzes the development status of Internet and domestic homestay industry and reviews brand positioning theories and brand resonance model. Then in order to understand the role of brand positioning in marketing strategy, the present study takes Airbnb, the largest homestay short-term rental network platform, as an example, and analyzes its brand positioning, market segmentation, advantages and disadvantages, and opportunities and challenges. Finally, this study proposes feasible suggestions for the homestay business from the aspects of brand promotion, development needs of branding, and effectiveness of brand positioning.

1. Introduction

There has been an increasing number of tourists in recent years, which has led to the rapid development of domestic tourism hotel industry, and has brought great changes into the competitive environment of the hotel market. First of all, the number of economic hotel chains has grown rapidly in the past ten years, accounting for more than 70% of the huge accommodation market; although middle- and high-end hotels have also developed rapidly in recent years, their scale is still small and the domestic hotels are faced with serious challenges and impacts caused by the establishment of many international hotels. Second, changes are taking place in the consumption environment of hotels. In terms of the target consumer group, young people born in the 1980s and 1990s are becoming the main consumers of the accommodation market [1]. These people are who have strong consumer buying power, pursue unique and differentiated experience, and are familiar with the network and technology, thus deserving the attention of hotel operators. Another group of target customers with rising momentum are newly retired elders who have more time and pension and are willing to spend them on healthy tourism. Third, with the quality of life of Chinese residents improving, consumers have begun to change their consumption concept and demand more from hotels. In other words, people are no longer satisfied with the simple standard services provided by hotel chains. Instead, they more prefer new experiences and spiritual relaxation to places of interest and famous attractions when travelling. They are more willing to listen to a story or experience a life in their journey. Finally, the development of the Internet has revolutionized the way people live and work, and has provided information to consumers through more channels. Besides, many hotels are currently cooperating with an online travel agency (OTA). In the era of explosive information, in order to stand out from a large number of highly homogenous competitors, a hotel has to perceive the needs of consumers, establish its own uniqueness, and promote its differentiated services through the Internet.

In recent years, with the development of the tourism industry and the change of consumers' view, homestay has been popular around the country in that it can meet the needs for closeness to nature and relaxation of many tourists [2]. According to the data released by www.askci.com, there had been 50200 registered homestays in China by the end of 2016. In addition, "Back to field" and "The Inn", two programs broadcasted in the second half of 2017, have improved the audience's acceptance and affection for the hotel. As a result, more and more people prefer homestays with specialties when travelling. However, the homestay market involves a mixture of good and bad providers; the quality of the housing is uneven; and the media often expose various problems concerning this industry. All this has caused many consumers who have not tried homestays to choose a brand hotel when the price and location are similar. Besides, barriers to enter the homestay market are quite low, which has attracted a large number of competitors offering similar services and thus impeded the development of many homestays that have already opened. Therefore, it is necessary for homestay owners to consider how to build a valuable brand to stand out from numerous competitors. A homestay can establish close relationships with consumers, distinguish it from traditional hotels, and finally improve its competitiveness if it creates an differentiated brand, combines local characteristics, and provides consumers with a unique experience.

2. Literature Review

2.1 The Development and Influence of the Internet

In the 20 years of its rapid development, the Internet has completely changed the way companies operate and the lifestyle of individuals around the world. According to the *Statistical Reports on Internet Development in China*, by the end of December 2018, the numbers of Chinese Internet users had been 829 million with a popularity rate of 59.6%, and the number of mobile network users had reached 817 million [3]. It can be seen that mobile phones have become one of the most commonly used network channels. The rapid Internet development has prompted the emergence of various Internet mobile applications such as online payment and online location services. The Internet has the characteristics of openness, real-time, interactivity, and non-intermediary, incurs low communication costs, and transmits a huge amount of information, which have confronted the hotel industry in the era of network marketing with new opportunities and challenges.

The Internet has provided traditional hotel operators with more channels and methods of business management, expanding industry competition from offline to online. In summary, the rise of the Internet has influenced the hotel industry in the following aspects. First, the Internet has promoted the diversification of marketing channels. In the past, most travellers booked hotels through travel agencies or offline communication. However, many hotels now provide mobile channels, such as Home Inn, Botao Membership, and Huazhu and other mobile applications. Besides, OTA platforms such as Ctrip and Qunar are now the channels that most consumers will choose. Second, the sales of hotels rely more on online media marketing [4]. In the era full of major travel websites and travel apps, and advertising and soft marketing texts, "good wine also needs marketing solicitation". Hotels should not only focus on the upgrade of its own quality services, but also learn how to use the Internet to communicate their advantages and uniqueness to the mass consumer groups. Third, from the perspective of business operation, the Internet can provide potential business information and thus an effective foundation for hotels to make decisions. With the help of the Internet, a hotel operator can learn about the prices of products and services set by the competitors, understand customers' demand for the hotel, and learn about the distribution of customers in different places. Moreover, with online reviews becoming more transparent and open, hotels can find consumers' needs and their own shortcomings from online evaluation.

2.2 The Development of Homestay

Homestay accommodation refers to free rooms provided by residents at home, which is usually combined with local humanities, natural landscapes, ecological and environmental resources, and agriculture, forestry, animal husbandry and production activities to offer rural-like life experience [5].

Unlike traditional hotels, a homestay allows tourists to experience the local customs, feel the enthusiasm and service of the owner, and experience a different life. The biggest difference between a homestay and a traditional business hotel lies in that the former possesses locality and uniqueness which enable customers to experience local cultural characteristics and connect with the place visited so as to achieve a different life experience. Besides, a homestay conveys the humanity of the owner and has a family atmosphere that cannot be copied, so each home has its own differences. In a broad sense, rather than common hotel chains and hostels, homestay accommodation refers to the small-scale tourist accommodation facilities with unique attractions, which stress more on specialties and are similar to boutique hotels. There are also popular homestays which are uniquely designed and exquisitely decorated, many of which lie in famous attractions such as Zhejiang Moganshan and Yunnan Lugu. These homestays, which are usually expensive, mainly attract travellers by their location advantages and interior designs.

As a fast-growing industry in the tourism market, homestay accommodation possesses the following features. First, it demonstrates evident cultural elements [6]. As a kind of architecture, homestays are one of the cultural manifestations, which can reflect the local cultural characteristics in terms of architectural style, appearance and interior decoration. Second, homestays are unique. In essence, they are the homes of local people built under the influence of different cultures and customs that reflect the owner's wishes from the aspects of site selection, design, interior decoration and orientation, thus providing unique experience. Third, in terms of price, although there are both cheap and expensive homestays, they generally cost much less than traditional hotels. Therefore, homestay accommodation is a better option for those who don't have enough money for travel or who aren't interested in the services provided by a traditional hotel. Fourth, homestays provide both experience and enjoyment. While meeting accommodation needs, tourists can experience the life of local people and appreciate local customs from homestays, which are very different from those provided by hotels.

2.3 Brand Awareness

Broadly speaking, a brand is a kind of identification mark, a spiritual symbol and a value concept, which embodies the excellence of an enterprise [7]. The American Marketing Association defines a brand as "a name, terminology, logo, symbol or design, or a combination of them used to identify the products or services provided by a supplier or a group of suppliers so as to distinguish their products or services from those of their competitors". Consumers can learn about a range of information concerning producers, product sources, and features through a brand; and find out the brands which meet their needs based on past experience. In an era when people are bombarded with ads, brands can help simplify the decision-making process for consumers and reduce the risks brought by purchase. It can be said that a brand is far more important than a product. This is because while all the same products can meet the needs of consumers, a brand can highly differentiate a certain product. From the perspective of consumers, a brand enables consumers to generate brand-related associations, and ensures that consumers' impression on and experience of this brand are not easily replaced. For example, when it comes to coffee, people immediately think of Starbucks, and then associate it with "high quality", "relaxation", and "enjoyable design" and so on. This shows that Starbucks has taken a prioritized position in the minds of consumers as a highly recognized brand. A brand is the key to consumers' understanding of a product, which reflects the core value of a product or a company. Besides, a brand indicates that consumers have recognized the high quality products, perfect service, good image and good cultural value and excellent management of a company.

For modern enterprises, brands are increasingly becoming one of the core elements of their survival and development, and a strong brand means large market shares and more profits. In addition, a brand provides many advantages for an enterprise. First, it helps consumers to form brand preferences and thus enhances customer loyalty [8]. Usually a consumer will choose a previously bought brand if he or she is satisfied with the brand. This is because a brand essentially represents an enterprise's commitment to the consumers in terms of product features, benefits, and services. When

this commitment is proved, consumers will trust more in a certain brand and then continue to buy the brand's products. Moreover, they may even recommend this brand to friends and family so that this brand can be promoted by word of mouth. Second, a brand can add value to a certain enterprise and help it obtain a larger market share. When the brand forms a certain popularity, the enterprise can use the brand effect to expand the market. Besides, the brand can also help the enterprise resist shocks brought by competitors and thus maintain a dominant position. In the process of brand extension, new products can also take advantage of the popularity of the original brand to increase its acceptability and open up the market. Third, brands can shorten the purchasing decision process of consumers [7]. A brand helps consumers identify the source or manufacturer of a certain product, save their time learning about additional information such as raw materials, and thus more effectively select a manufacturer and purchase a product. When buying products, consumers tend to choose brands and products which are more familiar to them based on their previous purchasing experience. Besides, when they need to buy a new product that they have never used before, a certain brand will stand out due to its good impression consumers have gotten after seeing its related marketing activities such as TV advertisements. Fourth, consumers are also willing to pay higher fees for a preferred brand's products and services, which enables an enterprise to obtain continuous economic benefits. For example, many consumers are willing to pay a price several times higher for a cooperated product launched by two brands than those of the products of the original brands; and cooperated products are often sold out soon.

2.4 Brand Association

Brand association means that when a consumer sees a certain brand, any idea associated with this brand can be triggered from his memory, including feelings, experience, evaluation, brand positioning, etc. [9]. These ideas may come from the consumers' own practical experience, friends' and family's recommendation, various advertising information, etc., which may create a deep-rooted impression in the minds of consumers and thus affect consumers' purchasing decisions. Since there exists strong interrelationship between sales and brand association, when a brand prompts positive associations, consumers are more willing to trust the brand and purchase its products or services. Therefore, when building a brand image, companies should form a positive brand association through various marketing channels, which can create a lasting impression in the minds of consumers and strengthen the brand's market strength.

Telling the story of a brand is an important way to build brand association, because the story summarizes and refines the excellent points involved in the development of the brand. Besides, a brand story helps form a clear, easy to remember image. In fact, a good brand story is a form of communication that is more sophisticated than advertising, which conveys to consumers a certain emotional appeal. Therefore, instead of just buying cold products, consumers can get emotional experience and related association beyond the products themselves. Moreover, this association prompts consumers to more recognize the brand. For example, the story about how the founder of Disney created Mickey Mouse and expanded the company is an important brand story of the company. This story brings consumers positive association about imagination and creation, which can enhance consumers' brand impression of Disney and thus is conducive to the company's sustainable development.

2.5 Brand Resonance Model

The brand resonance model is a model for brand building proposed by American scholar Kevin Lane Keller in 1993, which states that brand building is composed of four hierarchical steps (see Figure 1. Brand Resonance Model) including the establishment of correct brand identity, the creation of appropriate brand meaning, the correct guidance of brand response, and the formation of appropriate brand relationships with consumers. Meanwhile, the above four steps constitutes the pyramid which builds six dimensions of the brand, namely salience, performance and imagery, judgments and feelings, and resonance. Among them, it can be seen from Figure 1 that salience corresponds to brand identity; performance and imagery correspond to brand meaning; judgments

and feelings correspond to brand response; and resonance corresponds to brand relationships. In this model, the performance and judgments on the left represent the rational route of brand building, while the imagery and feelings on the right are the emotional route.

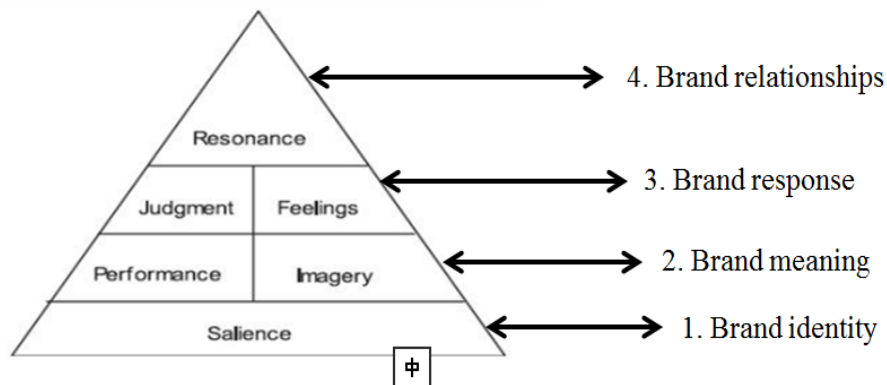


Figure 1. The brand resonance pyramid (Source: MBAlib)

Among the various modules of the pyramid, brand salience represents the frequency and possibility of customers thinking of a certain brand in the context of purchase and consumption; brand performance is the external performance of a product or service to meet the functional needs of consumers; brand imagery is related to the external characteristics of a product or service, including the brand’s ability to meet consumers’ abstract needs such as psychological and social needs; brand judgments refer to consumers’ perception of a brand, including its quality, credibility, purchase considerations and superiority; brand feelings refer to consumers’ emotional response towards a brand; brand resonance refers to the common reaction between consumers and a brand, which in essence reflects a close psychological connection between the two. When there is high emotional resonance between consumers and a brand, consumers will feel that the brand can reflect their own emotions and can communicate with others as a medium. Therefore, brand resonance enhances consumers’ recognition of and dependence on a brand, thus generating higher brand loyalty.

3. Analysis of Airbnb’s Brand Positioning

3.1 Company Profile

Airbnb is currently the world’s largest largest community driven hospitality company offering homes and experiences. It is also a service-oriented website that connects travellers and homeowners who have vacant homes, and provides users with a variety of accommodation information. As a rental community for travel accomodation, travelers can post and search for unique rooms around the world and complete reservations online through the website or mobil application [11]. Founded in August 2008, the company is headquartered in San Francisco, California, USA, with users in 65,000 cities in 191 countries and more than one million rooms in private apartments, villas and even castles.

3.2 Brand Analysis of Airbnb

Airbnb was founded in 2008 when the economy was depressed, so its brand positioning at this time was offering special rooms that were much cheaper than traditional hotels. Travelers could even find accommodations in New York City for less than \$100 a night then. With customer needs changing, airbnb has found that the public is no longer satisfied with the standard services provided by hotel chains. Travelers now want to have different experiences and feel the characteristics of different cities rather than common features. Therefore, airbnb positions its rooms as “real and unique.” Different and unique rooms on the platform add a lot of humanity to the journey in the era of increasingly commercialization.

In 2013, airbnb repositioned the brand and decided to take the “sense of belonging” as the core. It proposed a new mission to “help create a world where you can belong anywhere” [12] and launched a new brand logo. According to the brand resonance model, the salience is reflected in the red and white inverted heart-shaped logo, which can be easily recognized by many consumers. Therefore, airbnb becomes a synonym for the homestay in their minds to a certain extent. As for brand meaning, airbnb has always maintained a unique humane brand image in the minds of consumers. In terms of brand performance, its convenient online platform and quality rooms are the important reasons why consumers continue to use it. As for brand judgements, airbnb has yet to obtain a stable quality and credibility. When there are negative events, a large number of public relations activities are often needed to reduce the negative judgments of consumers and the negative association. In terms of brand feelings, consumers’ positive feelings towards airbnb mainly come from the lifestyle of sharing houses it advocates, which represents the idea that the younger generation is yearning for a fresh life and wants to better experience the world. Finally, as for brand resonance, some loyal consumers enjoy the new life of renting provided by airbnb, such as “renting for 600 days”.

With the economic development, lots of tourism experiences that lack humanity have replaced interpersonal interaction, such as a tour group that keeps going forward without sincere appreciation. Against the backdrop, airbnb emphasizes the “sense of belonging”, which means that travelers should boldly step into the community that they have no chance to see in their life, live in a place that other tourists usually do not stay, and use the space of others to experience the landlord’s “enthusiastic hospitality”. The direct communication between a landlord and a traveller on the airbnb platform represents the relationships between communities and people. It can be called enhancing humanity by the use of technology [12]. In the past two years, based on the original short-term rental services, airbnb has added two sections of “experiences” and travelling guides”, thus shifting from a residential sharing website to a travel-based full service platform for users. This means that airbnb explores tourism from two aspects, namely humanities and the city.

3.3 SWOT Analysis of Airbnb

Strengths 1. Diversified accommodation choice 2. Competitive price 3. Good use of social media 4. Expanded and diversified business	Weaknesses 1. Violation of housing regulations in some countries 2. Difficulty in controlling homestay quality 3. Damaged reputation caused by the exposure of negative events
Opportunities 1. Development and popularity of the Internet and mobile devices 2. Changed consumption view on tourism 3. Celebrity effect	Threats 1. Intense competition in the business 2. A business model that is easy to copy

3.3.1 Strengths

The rooms offered by airbnb are very diverse, which may be in single apartments or entire villas. There are many different options in terms of location, floor, decoration and orientation available to meet consumers’ various needs. In addition, in different areas, landlords help travellers experience the food, clothing and accommodation of local traditional residents. As for price, since the essence of airbnb is that a landlord rents out idle houses and saves the cost of cleaning and management, rooms offered by airbnb are often more economical than traditional hotels. Whether you are a newly graduated student or a traveler with a small budget, you can find your favorite accommodation on the platform. Moreover, airbnb is also good at using the online social platform, which ensures efficient and amiable communication between landlords and travellers. And travellers’ comments as well as landlords’ replies can also provide reference for other users who have rental needs. In terms of marketing, airbnb also makes good use of WeChat, Weibo and other online media, which not only

helps it reach more consumers but also prompts heated discussion on it so that airbnb can realize free marketing by word of mouth [13]. Last but not least, airbnb has begun to expand its business to both “travelling guides” and “experiences”, so that travellers with short-term rental needs can also browse the detailed information of travelling destination on the platform. This move is aimed to provide a one-stop service platform for travellers.

3.3.2 Weaknesses

The first problem facing airbnb is unfavorable housing laws and regulations in many countries. According to Singaporean housing laws, residential areas are banned as hotels and guest houses, which has greatly reduced the number of rooms offered and made it impossible to carry out business in some areas. Second, airbnb cannot fully control the conditions of the property or the services provided by landlords [14]. For example, a traveller may post negative comments if a landlord does not comply with the standard guidelines of airbnb, uploads untrue photos, or treats the traveller badly, which usually damages the company’s reputation. Especially when Airbnb just entered China and has not fully gained the trust of consumers, a piece of negative news about landlords will sharply reduce the good impression on airbnb which has been formed with great efforts. Last but not least, airbnb has received several lawsuits accusing some landlords of discriminating against people of color and transgender people [14], which is a piece of major international negative news. Airbnb may lose its consumers to competitors if it fails to deal with these incidents properly and actively and restore the trust of consumers. After all, no landlords or travellers are willing to trade on a platform stained with discrimination.

3.3.3 Opportunities

In the past decade, the use of network and mobile devices has grown rapidly, making communication between people more convenient than ever. Airbnb’s mobile app allows a two-way communication between landlords and travelers, connecting them closely and making it easy for users to view detailed information about rooms and transparent guest reviews on their mobile phones. The booking process is no longer limited to the complicated and time-consuming communication via telephones or official websites; and users can complete the viewing and booking procedures online themselves. In addition, what consumers now demand is no longer limited to a clean room for rest. Instead, more travelers, especially the younger generation, want some fresh and unique experiences, which can be met by Airbnb. Sometimes, travellers are willing to post a photo with their landlords on personal social media platform, which invisibly promotes the rooms they have booked. Moreover, airbnb is supported by celebrities [15]. For example, Kevin Jonas has rented his house for £1.50 per night. Other celebrities include Elizabeth Taylor, Aaron Paul, etc. The celebrity effect has undoubtedly improved reliability and visibility for airbnb.

3.3.4 Threats

Airbnb is now facing an influx of potential competitors because the threshold for such short-term rental markets is low and new competitors often replicates airbnb’s business model to avoid high costs. In China, some online platforms such as Xiaozhu short-term rental and Tujia provide landlords with a cleaning service similar to the hotel standard on the basis of rental services [16]. Besides, some idle rooms of apartments and real estate agents are opened for individual users. Moreover, having noticed the problem of discrimination in airbnb, some competitors begin to create rental companies catering to specific groups of people, such as misterb&b specialized for gay travelers, which has resulted in airbnb’s lost of market share.

3.4 Step Analysis

3.4.1 Market Segmentation

Airbnb breaks down the market according to demographic variables, behavioral variables, location variables, etc. In addition to travellers, airbnb also provides services for property owners with an aim to create value from existing idle apartments [17]. In today’s highly competitive hotel industry where renowned brand hotels and hotel chains have already occupied a large part of the

market, a new brand can hardly attract consumers if it only provides standardized housing. Therefore, airbnb differentiates the market according to the needs of travelers. Specifically, it has found that consumers' needs for fresh experience have not been satisfied by traditional hotels, and that the renting of idle houses can meet the different needs of the two target groups, landlords with idle rooms and travellers with accommodation needs, at the same time. This is why this new business model has been favored by consumers as soon as it emerges.

3.4.2 Target Market

Airbnb's main target customers are travelers who want to reduce their travelling expenses. These customers can find suppliers who are willing to provide their own homes at a lower cost through the platform. As for travellers, they mainly use the short-term rental platform due to small budget and their needs for fresh experience. Some of them have chosen airbnb out of limited budget at first, but they come to find that accommodation like this can improve their satisfaction and rewards from travelling and thus become loyal customers of homestays. From the perspective of landlords, they can earn money from idle rooms by only posting rental information on the website, which is simple and convenient. This business model benefits three parties, customers, property owners, and airbnb.

3.4.3 Market Positioning

At the beginning of its founding, Airbnb positioned itself as a platform offering cost-effective and unique accommodation services. In 2014, it took the "sense of belonging" as the core again, and proposed a new declaration "belong anywhere", becoming a good example which used technology to enhance humanity and interrelationships and increase mutual trust and reliability. In recent years, its advertisements have also revolved around this theme, shaping airbnb into a global, diverse and intimate travel company and attracting more landlords and travellers.

4. Suggestions for Brand Strategy

To begin with, it's worthwhile to actively use the Internet, a channel that can reach almost all users, as a carrier for brand promotion and interaction so as to build a strong brand. Compared with the traditional promotion channels, the Internet's instancy, efficiency and connectivity enable consumers to know the updated information at the first time and can further spread this information online. When an enterprise has its own official website or an application, it can not only reduce the cost that needs to be paid to a third party for online marketing, but also take the initiative to interact with the user and collect user data in a timely manner. Analysis of data collected serves as the basis for shaping and sustaining the brand image. It is essential that a company's official website design should be both practical and attractive and that its operating procedures should be at least as convenient as a third-party platform commonly used by consumers and be consistent with the style of homestay to demonstrate the brand elements. When building a brand, enterprises should focus on promoting positive association among users, timely inform their consumers of their brand value through Internet media, and pay attention to consumers' evaluations for self adjustments so as to better meet the changing needs of consumers, all of which can help generate brand resonance.

Second, it is advisable to enhance brand awareness and influence through content marketing and word-of-mouth marketing in social media. The role that word-of-mouth marketing plays in brand strategy should never be ignored. For instance, the advice of opinion leaders or relatives and friends is often more acceptable than advertising. Therefore, a company may well increase its brand popularity and reliability if it can properly use image social platforms like Weibo and Xiaohongshu and encourage users to share high-quality content on their homepages. Enterprises should hold an open attitude, actively respond to user sharing, and work to maintain brand popularity among consumers.

Nevertheless, the effectiveness brand positioning is confronted with three challenges. First of all, customers are becoming increasingly savvy and both consumers and manufacturers are more and more experienced in the content and operation of marketing activities. In addition, since the current marketing environment offers more sources of information for consumers, traditional communication methods have trouble in persuading consumers, while word-of-mouth marketing by friends or peers

plays an increasingly role in consumers' purchasing decisions. Second, market competition is becoming increasingly fierce. Many similar products that imitate leading brands have appeared, which damages the original uniqueness of a brand. Therefore, in order to consolidate the status of a brand, it is necessary to for a company to find a different point to distinguish itself from competitors. Third, there is a problem with the choice of core interests. For example, airbnb provides travel rental services for travelers with a brand position of low price, unique style, and sense of belonging. However, consumers sometimes may wonder if low price means that the quality of rooms offered by airbnb are not as good as the traditional hotels'. Therefore, there exist a challenge of establishing a brand featuring both cost-effectiveness and good quality. It is not easy because consumers usually consider these two features are conflicted.

5. Conclusion

In the era of rapid technological development, the Internet has largely changed the operating model of enterprises. Skilled use of the Internet plays a crucial part in the management of information collection, implementation of brand strategy and marketing. And the two-way interaction between enterprises and consumers is a big advantage provided by the Internet and mobile devices. On this basis, the homestay industry must be keenly aware of the changes in consumers' demand. When there are many options, the basic needs of travelers are easily met and they begin to pursue the satisfaction of the spiritual world. And the "sense of belonging", "humanity" and other core brand values advocated by airbnb actually respond to the needs of people. In order to build a strong brand, homestay enterprises must first have a clear understanding of themselves and establish a brand positioning. Based on this, they should establish their own unique selling points and core competitiveness; and the subsequent marketing strategies should be revolved around this goal. As for branding, enterprises should pay attention to consumers' opinions and judgments timely, use social media and other online platforms to promote their brands, and create positive associations in consumers' minds.

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