

Research on the Correlation between Homestay Products Naming and Consumers' Visual Attention: From the Perspective of Cultural Capital Theory

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Abstract: In light of cultural capital theory, this study takes an in-depth look into how poetic-style names affect the attractiveness of rural homestay products to consumers. The analysis of results indicates that poetically crafted names of rural homestay products significantly contribute to tourists' emotional resonance and purchase intention. Furthermore, it is clear that tourism's cultural capital moderate the impact of homestay naming styles on purchase intentions. This study provides greater understanding of tourist consumption behavior and product-naming theories, and offers innovative insights into the naming and marketing of rural homestays.

Keywords: Cultural Capital; Homestay Products; Visual Attention; Purchase Intention

1. Introduction

Product naming, which bears significance for marketing and brand-building endeavors, entails shaping brand image and directly influencing consumers' purchasing decisions. A meticulously devised product name has great potential to elicit consumers' emotional reactions and arouse their purchasing impulses through the artful use of language [1]. Through in-depth data analysis on Online Travel Agency (OTA) platforms, it is revealed that existing naming for homestays mainly involves terms like "Queen-Size Bed Room", "Twin-Bed Room", "Single Room", "Standard Room", and "Triple Room". In recent years, rural homestay naming characterized by a poetic style has been increasingly embraced by homestay proprietors, including the names "Moshang Huakai Queen-Size Bed Room", "Qin Shu", and "Qin Yin". Initial findings on product naming have predominantly focused on linguistic analysis, sociopsychological effects, and market positioning of tangible product naming, while overlooking the naming of service-type products. The study at hand looks at how the attractiveness of rural homestay products and tourists' purchasing decisions are influenced by homestay naming (poetic style and non-poetic style). The aim of the paper is to enrich existing related theories and offer well-founded naming strategies and practical management methods tailored to rural homestay proprietors, which is conducive to brand images and market competitiveness.

2. Theories Basis and Research Hypothesis

Product naming serves not only as a symbolic representation of a brand image, but also as a crucial factor in cultural marketing, thereby exerting a decisive influence on market orientation [2]. Product naming, in addition, is laden with a wealth of far-reaching cultural and social connotations [3-4]. The semantic traits inherent to product naming exert a direct impact on consumers' understanding and acceptance [5]. In line with the theory of emotional resonance, the mutual influence and synchronization of individuals' emotional experiences will be actualized through both verbal and non-verbal cues [6]. Poetic naming, distinguished by its artistry and aesthetic appeal, has the potential to evoke emotional resonance among people, thereby eliciting more positive emotional experiences. Research by Barsade has shown that naming suffused with literary or artistry can strengthen individuals' emotional connection to products or services [7]. Therefore, poetic naming is more likely to enrich tourists' emotional experiences by evoking positive emotions. From a psychological perspective, poetic naming often incorporates elements of metaphor and symbolism, sparking individuals' imagination and

emotional associations, and thereby eliciting more profound emotional reactions [8]. Accordingly, the following hypothesis is proposed:

H1: In comparison to homestays bearing non-poetic names, those endowed with poetic names possess a greater propensity to elicit more positive emotional experiences among tourists.

Based on Tajfel and Turner's social identity theory, individuals prefer products or services that can mirror their identities or values [9]. Homestay products named with poetic elegance are perceived as exhibiting richer cultural refinement and aesthetic value, thereby attracting more tourists in pursuit of such experiences. In terms of marketing strategy, an effective positioning strategy necessitates a comprehensive consideration of how to seamlessly integrate a product's distinct position and value proposition into the minds of customers [10]. In the highly competitive tourism market, distinctive selling points assume paramount significance in attracting customers. Poetic naming, functioning as a strategy for differentiation, enables homestay products to distinguish themselves in fierce competition, thereby increasing the likelihood of purchasing of potential customers. Based on this, the following research hypothesis is posed:

H2: In contrast to homestay products with non-poetic names, those characterized by poetic names possess the potential to impel tourists towards making purchasing decisions.

Poetic naming can evoke more positive emotional experiences, which can be transformed into favorable impressions and preferences for homestay products, thereby increasing the likelihood of purchase. Based on this, the hypothesis is proposed as follows:

H3: Emotional experiences exert a positive influence on purchase intention.

Drawing upon Bourdieu's cultural capital theory [11], an individual's cultural capital consists of education, knowledge, experience, and skills, all of which influence individuals' aesthetic preferences and cultural consumption behaviors. Specifically, tourists with high cultural capital are more likely to appreciate and understand the cultural and artistic values underlying poetic naming, thus generating more positive emotional experiences. Tourists with abundant cultural capital typically exhibit a pronounced aesthetic appreciation capacity and a heightened sensitivity towards culture and art. That's why they are more apt to identify and appreciate the metaphorical, symbolic, and aesthetic nuances inherent in poetic names. In turn, these elements have the potential to elicit deeper-seated emotional resonance and a sense of fulfillment. On the basis of the above-mentioned theory, the following hypothesis is proposed:

H4: Tourists' cultural capital serves as a moderator, subtly influencing how homestay naming styles (poetic or non-poetic) affect tourists' emotions.

3. Experimental design and Procedure

3.1 Experimental Materials and Scale Design

In Experiment 1, a 2×1 between-subjects factorial design was employed. The scale consists of four components: manipulation-check items for the brand name style variable, the emotional experience scale, the purchase intention scale, and personal basic information items. For the measurement of tourists' emotional experiences, the semantic differential scale proposed by Vitterso [12] was applied, with scoring based on a 7-point Likert scale. In terms of cultural capital, it is divided into three dimensions: internal cultural capital, objectified cultural capital, and institutionalized cultural capital, with a 7-point Likert scale utilized for scoring.

3.2 Pilot Experiment

In the pilot experiment, "Xianxun Tanyin King-Size Bed Room" (poetic) and "King-Size Bed Room" (non-poetic) were deployed as experimental stimulus materials. The questionnaire was applied with scoring on a 7-point Likert scale. Conducted at a university in Sichuan Province in December 2024, the pilot experiment recruited a total of 28 volunteers to participant. The paired-samples T-test for "Xianyun Tanyin King-Size Bed Room"(Group A1A) and "King-Size Bed Room" (Group D) shows a paired-difference of 2.64. The 95% confidence interval (1.949, 3.337) excludes 0. In the data distribution, the means of the two groups are on opposite sides of the value 4, which is considered as a reference point for comparison. Specifically, the mean values of the two naming styles are 4.57 and 1.93 respectively, highlighting the different effects of the two naming styles (Table 1—Table 4).

Table 1 Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	AIA	4.570	28	1.103	0.208
	DI	1.930	28	1.654	0.313

Table 2 Paired Samples Correlations

		N	Correlation	Significance	
				One-Sided p	Two-Sided p
Pair 1	AIA & DI	28	0.206	0.147	0.293

Table 3 Paired Samples Test

Pair 1	Paired Differences					t	df	Significance
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				Two-Sided p
				Lower	Upper			
AIA - DI	2.643	1.789	0.338	1.949	3.337	7.816	27	<.001

Table 4 Paired Samples Effect Sizes

		Standardizera	Point Estimate	95% Confidence Interval	
				Lower	Upper
Pair 1	Cohen's d	1.789	1.477	0.931	2.010
AIA - DI	Hedges' correction	1.841	1.436	0.905	1.953

a. The denominator used in estimating the effect sizes.

Cohen's d uses the sample standard deviation of the mean difference.

Hedges' correction uses the sample standard deviation of the mean difference, plus a correction factor.

3.3 Formal Experiment

The formal experiment was carried out in a standardized laboratory at a university in Sichuan Province in December 2024. A total of 69 participants were involved in the experiment, and they were randomly divided into two groups. In detail, the experimental group (G1) was exposed to "Xianyun Tanyin King-Size Bed Room", while the control group (G2) was presented with the "King-Size Bed Room".

Situational Priming: Envision yourself planning a trip to a rural destination, intending to lodge at a rural homestay. While sifting through rural homestays online, you catch sight of the two room types (products).

Subsequently, the experimental stimulus materials were presented to the participants. Following the presentation, questionnaires were applied to measure the participants' emotional experiences, cultural capital, and personal basic information.

3.4 Results and Discussion

Upon applying attention-based criteria to eliminate invalid samples, the valid sample size for G1 was 29, and that of G2 was 30. The results of the manipulation check demonstrated that the mean score assigned by participants to the "Xianyun Tanyin King-Size Bed Room" was 5.66, while the mean score for the "King-Size Bed Room" was 3.67. A two-sample T-test for equality of means was conducted, yielding a 95% confidence interval of (1.422, 2.555). As this interval does not contain zero, the result is statistically significant. This implies that the experiment's manipulation of the naming style of the rural homestay products was effective. Independent-samples T-tests were employed to examine Hypotheses H1 and H2. The results indicated that, compared with their responses to non-poetic names, participants exhibited a more favorable emotional experience and purchase intention towards poetic ones. The specific results are presented in Table 5, Table 6 and Table 7.

Table 5 Group Statistics

	Group	N	Mean	Std. Deviation	Std. Error Mean
Emotional experience	1	29	5.474	1.047	0.194
	2	30	4.117	0.532	0.097
Purchase intention	1	29	5.506	1.086	0.203
	2	30	4.144	0.824	0.151

Table 6 Independent-samples T Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Significance	df	Significance	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
					Two-Sided p			Lower	Upper
Emotional experience	Equal variances assumed	11.284	0.001	57.000	<0.001	1.357	0.215	0.927	1.788
	Equal variances not assumed			41.263	<0.001	1.357	0.217	0.919	1.796
Purchase intention	Equal variances assumed	3.373	0.071	57.000	<0.001	1.361	0.250	0.860	1.863
	Equal variances not assumed			52.231	<.001	1.361	0.252	0.856	1.866

Table 7 Independent Samples Effect Sizes

		Standardizera	Point Estimate	95% Confidence Interval	
				Lower	Upper
Emotional experience	Cohen's d	0.826	1.644	1.046	2.231
	Hedges' correction	0.837	1.622	1.032	2.201
	Glass's delta	.532	2.550	1.713	3.370
Purchase intention	Cohen's d	0.962	1.415	.838	1.983
	Hedges' correction	0.974	1.397	.827	1.957
	Glass's delta	0.824	1.651	.980	2.306

a. The denominator used in estimating the effect sizes.
 Cohen's d uses the pooled standard deviation.
 Hedges' correction uses the pooled standard deviation, plus a correction factor.
 Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

In the regression model of purchase intention against emotional experience, the F-value (96.914) and the regression coefficient β (0.794) were both significant at the 0.05 level. The results indicated that emotional experience had a significant impact on purchase intention, thus validating H3.

A dummy variable for the naming style of homestay products was set (poetic = 1, non-poetic = 0). An interaction term between the dummy variable for brand naming style and cultural capital was also established. Then, hierarchical regression was conducted via SPSS 29.0. The results are presented in Table 8.

Table 8 Regression model

Variables	Dependent variable: Emotional experience.		
	Model 1	Model 2	Model 3
constant			
Style of homestay products	0.641(<0.01)	0.559(<0.01)	-3.620(0.337)
Cultural capital		0.458(<0.01)	-0.606(0.164)
Style of homestay products × Cultural capital			1.540(0.015)
Adjusted R ²	0.401	0.601	0.635
F	39.831(<0.01)	44.593(<0.01)	34.702(<0.01)
ΔR^2	0.401	0.200	0.340
ΔF	39.831	4.762	-9.891

In Model 1, the regression coefficient β of the dependent variable (emotional experience) on the style of homestay products was 0.641 (P<0.01), with the F-test at a significant level. In Model 2, both the regression coefficient β of the dependent variable (emotional experience) on the independent variable (style of homestay products) and the moderating variable (cultural capital), as well as the F-test, reached a significant level. On the basis of Model 2, after adding the interaction term between the independent variable (style of homestay products) and the moderating variable (cultural capital), the coefficient β of the interaction term was 1.540, with P = 0.015 (P<0.01), indicating statistical significance. Moreover, the F- test reached a significant level (Model 3). After adding the interaction term, the adjusted R2 of the model was 0.635, which was 0.34 greater than that of the main effect model (Model 1). From this, it can be concluded that cultural capital positively moderates the impact of

the naming style of homestay products on emotional experience, thus confirming H4.

4. Conclusion

This paper investigated the influence of poetically styled names on the attractiveness of rural homestay products, arriving at the following conclusions. Poetic names for homestay products have a distinct edge in catalyzing tourists' emotional resonance and stimulating their purchase intentions. To be specific, poetic naming strategies for homestays can evoke positive emotional experiences which in turn significantly enhance consumers' purchase intentions, making it clear that emotional experiences hold a pivotal position in the consumer decision-making. Tourists' cultural capital acts as a moderator in the way homestay product naming styles (poetic or non-poetic) impact their purchase intentions. Put another way, the richer tourists' cultural capital is, the keener their desire for homestays with poetic names is. The findings offer greater understanding of tourism consumption behavior and product naming theory, along with innovative insights into the naming and marketing of rural homestays.

However, certain limitations persist within this research. To illustrate, the sample pool of subjects is overly homogeneous, the reporting of results lacks precision, and experimental validation under real-life circumstances has yet to be conducted. The brand name style is not the sole determinant of consumers' visual attention; rather, elements such as color, typeface, and layout also significantly contribute. For further exploration, the sample size of subjects can be enlarged. By means of screen-tracking means, consumer behavior experiments in authentic scenarios can be carefully designed to conduct in-depth research on relevant topics. With the cross-integration and development of neurobiology, consumer behavior, and marketing, future research can further integrate the theories and methods of multiple disciplines such as neurobiology, psychology, and marketing. For instance, through techniques like functional magnetic resonance imaging (fMRI) and eye-tracking, the impact of suggestive names on consumer behavior can be thoroughly explored, with the aim of providing more comprehensive and scientific guidance for the naming and marketing of rural tourism homestays. Additionally, it's advisable to explore how to utilize big data and artificial intelligence technologies to assist in formulating naming strategies for rural homestays, aiming to enhance naming efficiency and effectiveness. What's more, it is advisable to conduct an in-depth exploration into the utilization of big data and artificial intelligence technologies, which will improve the efficiency and effectiveness of naming.

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