

**THE EFFECTS OF DIGITAL CONTENT ON CUSTOMER ENGAGEMENT
ACROSS DIFFERENT TRAVEL PURPOSES**

By

Jung Hee Yu

A DISSERTATION

Submitted to
Michigan State University
in partial fulfillment of the requirements
for the degree of

Sustainable Tourism and Protected Area Management—Doctor of Philosophy

2021

ABSTRACT

THE EFFECTS OF DIGITAL CONTENT ON CUSTOMER ENGAGEMENT ACROSS DIFFERENT TRAVEL PURPOSES

By

Jung Hee Yu

This study investigates how message appeal initiates customer engagement when different trip purposes or hotel attributes are presented in a tourism and hospitality context. This study aims to understand how engagement toward a social media post influences behavioral intention toward a hotel as a common tourism product.

Over the last two decades, researchers actively explored the concept of customer engagement. This study pioneers different approaches to the body of existing engagement literature in various aspects: 1) experimental research design, 2) multi-dimensions of customer engagement, 3) engagement toward a social media post, and 4) engagement in the initial exposure to the brand through social media. This study investigates how travel purposes and hotel attributes moderate the effect of appeal on engagement. Finally, additional testing of the existence of a positive relationship between engagement and business performance is added.

An experimental research design with two independent studies was executed. Study 1 (n=254) adopted a 2 (message appeal: informational vs. emotional) x 2 (trip purpose: business vs. leisure) full factorial between-subjects design. Study 2 (n=265) employed a 2 (message appeal: informational vs. emotional) x 2 (information topic: core vs. supporting) full factorial between-subjects design. Participants were recruited from the Amazon Mechanical Turk online survey system and directed to the online survey platform Qualtrics. ANCOVA analysis

analysis was executed to test the relationship between levels of engagement and behavioral intention.

This study's findings indicate that when travel purpose was studied as a moderator of message appeal on engagement, informational appeal generates a significantly higher page engagement and post engagement than emotional appeal in the leisure travel group. When the message topic was tested as a moderator of message appeal on engagement, emotional appeal elicits a higher engagement level than informational appeal. This study reveals that engagement's psychological aspect is associated with search intention, word-of-mouth intention, and purchase intention. Regarding behavioral aspects of engagement, post engagement alone is not significantly associated with behavioral intention. In contrast, page engagement is associated with word-of-mouth intention. Finally, practical implications are suggested for industry practitioners to optimize social media content. Moreover, travel industry stakeholders should excogitate that leisure travelers engage more with an informational message than with an emotional message when they have limited information about a hotel.

Copyright by
JUNG HEE YU
2021

To my late father-in-law, Sang Hwan Lee

ACKNOWLEDGEMENTS

This journey has become longer than we all expected with personal struggles. I received tremendous support from so many people, and without the support, I could not be here.

First and the most, I appreciate the tremendous support and patience from my advisors, Prof. Christine Vogt, and Prof. JaeMin Cha, who were dedicated to helping me complete the Ph. D. journey in every aspect, personal and professional. Even when I wanted to give up, they never gave me up. They patiently waited for me, encouraged me to regain myself, supported me academically, emotionally, and financially, guided and helped me move forward. I will remember Prof. Vogt's devotion toward her students, and I aimed to follow her path. Prof. Cha was devoted to helping me to complete this journey with support and patience. She prayed for me and shared spiritual messages, which lifted me from the bottom of the tunnel.

I owe many thanks to other committee members. Prof. Lu Zhang kindly guided me to design, execute, and analyze the experimental research design. I missed our weekly in-person meetings after the pandemic. Prof. Borchgrevink shared his thoughtful insight on theories to advance the research. Prof. McCole was always willing to help, and I could feel that he cared about the students. He also reviewed and edited survey questionnaires. I appreciate their patience and kind support.

I want to express special thanks to Prof. Raymond Schmidgall from *The School of Hospitality Business (HB)*, my mentor since 2007. Following his example, I grew up as an

educator with ethics, discipline, trust, and a warm heart. I was so lucky and happy to be called Prof. Schmidgall's graduate assistant.

Three special faculty members from Community Sustainability (CSUS) helped me overcome the personal barriers I encountered and keep moving forward. Prof. Gail Vander Stoep, Prof. Kimberly Chung, and Dr. Frances Kaneene, thank you so much. Jamie Lyon and Sue Chatterley from HB and CSUS were two angels for me in the departments. Mike and Lucy in the Natural Resources Building ensured us to study until late at night. We felt safe with their presence in the building.

My MSU Korean sisters, Profs. Ju Hyung Han, Eun Jeong Noh, Jenni Lee, and Won Kyung Kim are the ones whom I can ask for academic and personal advice anytime. They shared their ideas on the research, proofread the manuscript, and gave me feedback and suggestions to advance this dissertation. Most of all, they assured me that I could complete this journey.

CSUS sisters, Prof. Crystal Miller-Eustice (and her family), Dr. Udit Sanga (and her parents), Angela Manjichi (and her family), Becky Bennett, and Natalia Ocampo Díaz, HB sisters, Profs. Miran Kim and Praneet Randhawa Gandhi, you were my family away from home. Thank you so much. I also appreciate all the support from my CSUS and HB friends.

My old friends from Korea, Jungmin Lee, Mi Yeon Ahn, Se Eun Lee, Jieun Kim, were always by my side; with their support, I could come this far. I want to express thanks to the MSU Korean Buddhist Organization and Lansing Area Mindfulness Community Meditation groups, and Zen master Hye Bong. Thanks to them, I could grow spiritually during this journey.

Finally, I owe thanks to my family, Taek Jun Yu, Mi Ja Han, Yu Soon Chang, Sung Gun Yu, Jung Lee, Yina Yu, and Chae Gwang Lee. Their sacrifice made me reach my goal and be here. My husband, Chae Gwang Lee, was my light at the end of the tunnel. Whenever I stumbled and felt no energy to keep going, I could feel the light twinkle and finally come out of the tunnel. As I complete this journey, I wish I can be his light, and we as a team can be a light to others.

TABLE OF CONTENTS

LIST OF TABLES	xiii
LIST OF FIGURES	xiv
CHAPTER 1	1
INTRODUCTION	1
Statement of the Problem & Main Research Questions	3
Statement of Purpose	4
Theoretical Purpose.....	4
Conceptual Framework	6
Delimitations	6
Limitations	8
Definition of Terms.....	9
CHAPTER 2	11
THEORETICAL BACKGROUND	11
Literature Review/Overview	11
Theoretical Frameworks.....	12
Customer Engagement.....	14
Customer engagement toward brand-related content	15
Engagement at the initial exposure to the brand.....	16
Multiple dimensions of engagement.....	17
Appeal.....	19
Cognitively-affectively based attitude.....	19
Informational versus emotional appeal	20
Travel Purpose.....	21
Leisure versus business travel	21
Hotel Attributes	23
Message topic on hotel attributes (core vs. supporting).....	23
Behavioral Intention.....	25
Customer engagement as an antecedent of behavior	25
CHAPTER 3	28
METHODOLOGY	28
STUDY 1.....	28
Stimuli Development	29
A pretest of stimuli.....	29
Travel scenario (business vs. leisure)	30
Appeal manipulation (informational vs. emotional).....	31
Procedures (Pilot & Main Study).....	31
Manipulation checks.....	32
Dependent variables	33

Study Participants and Data Cleaning	35
STUDY 2.....	36
Stimuli Development	36
Core topic - bedroom information	36
Supporting topic - concierge service information.....	37
Procedures (Pilot & Main Study).....	38
Manipulation checks.....	38
CHAPTER 4	41
RESULTS.....	41
STUDY 1.....	41
Research design	41
Manipulation checks	42
Step I: The interaction effect of trip purpose and message appeal on engagement.....	42
Dependent variables	42
Interest and enjoyment.....	46
Page engagement.....	48
Post engagement.....	51
Step II: Engagement as a predictor of behavioral intention	53
Dependent variables	53
Search intention	55
Word-of-mouth intention.....	55
Purchase intention	56
STUDY 2.....	56
Research design	57
Manipulation checks	57
Step I: The interaction effect of message topic and message appeal on engagement	58
Dependent variables	58
Interest and enjoyment.....	61
Page engagement.....	63
Post engagement.....	66
SUMMARY OF RESULTS	69
CHAPTER 5	72
DISCUSSION.....	72
Summary of the Study.....	72
Theoretical Contributions.....	79
Managerial Implications	83
Limitations and Future Studies.....	86
APPENDICES	90
Appendix A: Two Instagram Stimuli for Study 1	91
Appendix B: Four Instagram Stimuli for Study 2.....	93

REFERENCES.....	97
------------------------	-----------

LIST OF TABLES

<i>Table 3. 1. Constructs and measure.....</i>	<i>34</i>
<i>Table 4. 1. Descriptive means of engagement – Study 1.....</i>	<i>43</i>
<i>Table 4. 2. Correlations, Means and Standard Deviations of Engagement– Study 1.....</i>	<i>44</i>
<i>Table 4. 3. Means and ANCOVA results: The impacts of trip and appeal on interest and enjoyment</i>	<i>47</i>
<i>Table 4. 4. ANOVA results: The impacts of trip and appeal on interest and enjoyment</i>	<i>48</i>
<i>Table 4. 5. Means and ANCOVA results: The impacts of trip and appeal on page engagement</i>	<i>50</i>
<i>Table 4. 6. ANOVA results: The impacts of trip and appeal on page engagement</i>	<i>51</i>
<i>Table 4. 7. Means and ANCOVA results: The impacts of trip and appeal on post engagement</i>	<i>52</i>
<i>Table 4. 8. ANOVA results: The impacts of trip and appeal on post engagement.....</i>	<i>53</i>
<i>Table 4. 9. Descriptive Means of Behavioral Intention – Study 1</i>	<i>54</i>
<i>Table 4. 10. Correlations, Means and Standard Deviations of Behavioral Intention</i>	<i>55</i>
<i>Table 4. 11. Descriptive Means of Engagement – Study 2.....</i>	<i>59</i>
<i>Table 4. 12. Correlations, Means and Standard Deviations of Engagement– Study 2</i>	<i>59</i>
<i>Table 4. 13. Means and ANCOVA results: The impacts of topic and appeal on interest and enjoyment</i>	<i>62</i>
<i>Table 4. 14. ANOVA results: The impacts of topic and appeal on interest and enjoyment</i>	<i>63</i>
<i>Table 4. 15. Means and ANCOVA results: The impacts of topic and appeal on page engagement</i>	<i>65</i>
<i>Table 4. 16. ANOVA results: The impacts of topic and appeal on page engagement</i>	<i>66</i>
<i>Table 4. 17. Means and ANCOVA results: The impacts of topic and appeal on post engagement</i>	<i>67</i>

<i>Table 4. 18. ANOVA results: The impacts of topic and appeal on post engagement</i>	<i>68</i>
<i>Table 4. 19. Univariate F-values for engagement (interest and enjoyment, page engagement, post engagement)</i>	<i>69</i>
<i>Table 4. 20. Summary of the results of hypothesis testing</i>	<i>70</i>

LIST OF FIGURES

<i>Figure 4. 1. Conceptual map– Study 1</i>	<i>42</i>
<i>Figure 4. 2. The interaction effect of trip and appeal on interest and enjoyment</i>	<i>47</i>
<i>Figure 4. 3. The interaction effect of trip and appeal on page engagement.....</i>	<i>50</i>
<i>Figure 4. 4. The interaction effect of trip and appeal on post engagement.....</i>	<i>53</i>
<i>Figure 4. 5. Conceptual map – Study 2.....</i>	<i>57</i>
<i>Figure 4. 6. The effect of topic and appeal on interest and enjoyment.....</i>	<i>63</i>
<i>Figure 4. 7. The effect of topic and appeal on page engagement</i>	<i>65</i>
<i>Figure 4. 8. The interaction effect of topic and appeal on post engagement.....</i>	<i>68</i>
<i>Figure 5. 1. Significant effects of informational appeal on engagement among leisure travelers - Study 1</i>	<i>77</i>
<i>Figure 5.2. A significant relationship between interest and enjoyment on search intention, word-of-mouth intention, and buy intention - Study 1</i>	<i>78</i>
<i>Figure 5. 3. A significant relationship between interest and enjoyment and page engagement on word-of-mouth intention - Study 1</i>	<i>78</i>
<i>Figure A. 1. Informational Appeal Message.....</i>	<i>91</i>
<i>Figure A. 2. Emotional Appeal Message</i>	<i>92</i>
<i>Figure B. 1. Informational Appeal × Core Service Message</i>	<i>93</i>
<i>Figure B. 2. Emotional Appeal × Core Service Message.....</i>	<i>94</i>
<i>Figure B. 3. Informational Appeal × Supporting Service Message.....</i>	<i>95</i>
<i>Figure B. 4. Emotional Appeal × Supporting Service Message</i>	<i>96</i>

CHAPTER 1

INTRODUCTION

The internet and smartphone technology have evolved, and more platforms are now available; thus, consumers have more options to search for information. For example, before Web 2.0, product information on the internet was mainly found on each product's official website, and the content was limited to official information controlled by the brand.

Now social media has become an important information source. Among tourists, social media plays an even more critical role. Statista (2021) asserted that social media is the most critical player in the travel industry for both tourists and companies. According to their report, approximately 22 percent of U.S. travelers who participated in their study reported that they used social media as a source of inspiration for domestic trips. They also reported National Geographic Travel as the most-followed travel influencer on Instagram, with 39 million followers as of May 2020. Among popular user-generated content platforms, such as Instagram, Facebook, YouTube, and Twitter, Instagram has become the most popular among the young generation, and in planning their travel, they often refer to Instagram (Arefieva, Egger, & Yu, 2021; Filieri, Yen, & Yu, 2021).

The content posted on a company's social media channels is not limited to official information. In digital content marketing, information, words, images, and graphics deliver the story to its target readers, based on readers' information needs, to capture or maintain their attention (Hollebeek & Macky, 2019; Hollimand & Rowles 2014). Digital content marketing has been recognized as a helpful tool, with consumers becoming less influenced by traditional marketing communication (Hollebeek & Macky, 2019). Content components are accentuated as critical marketing components in digital content marketing (Hollebeek & Macky, 2019). As

a result, companies have a great deal more leeway in terms of content and valence (e.g., positive/negative) as they create messages for their consumer. Consumer behaviors have expanded as consumers frequently engage with brands on social media and express their feelings for messages about a brand.

Social media communications are actively studied by several researchers in different disciplines, including marketing (de Oliveira, Ladeira, Pinto, Herter, Sampaio, & Babin, 2020; Fernandes & Castro, 2020; Hollebeek, Srivastava, & Chen, 2019; Hussein, Hassan, & Ashley, 2020; Kumar, Rajan, Gupta, & Pozza, 2019; Pezzuti, Leonhardt, & Warren, 2020; Shahbaznezhad, Dolan, & Rashidirad, 2021; Syrdal & Briggs; 2018), advertising (Levy & Gvili, 2020; Schivinski, Christodoulides, & Dabrowski, 2016), business/management (Cao, Meadows, Wong, & Xia, 2021; Gutiérrez-Cillán, Camarero-Izquierdo, & San José-Cabezudo, 2017; Harrigan, Evers, Miles, & Daly, 2018; Obilo, Chefor, & Saleh, 2020; Simon & Tossan, 2018), hospitality/tourism (Ferrer-Rosell, Martin-Fuentes, & Marine-Roig, 2020; Filieri, Yen et al., 2021; Gil-Soto, Armas-Cruz, Morini-Marrero, & Ramos-Henríquez, 2019; Tussyadiah, Kausar, & Soesilo, 2015; Zhang, Kuo, & McCall, 2019), and information technology (Ferrer-Rosell et al., 2020; Fang & Prybutok, 2018; Oliveira, Huertas & Lin, 2016), and political science (Lappas, Triantafillidou, & Kani, 2021)

Information plays a vital role in decision-making processes, and researchers have studied various aspects of consumer information search behavior, such as tourist information search strategies (Fodness & Murray, 1999), information search using social media (Chung Koo, 2015), and information search using smartphones (Ho, Lin, Yuan, Chen, & Alvares, 2016).

Consumer engagement behavior is well suited to the context of digital content marketing. The main goal of digital content marketing is to build a long-term relationship with current and prospective consumers by sharing various content that might not be directly related to sales. However, the ultimate goal of marketing is to sell products/services based on the relationship built. Hence, it is vital to measure purchase intention or actual purchase behaviors.

Statement of the Problem & Main Research Questions

This research study investigates consumer behavior during decision-making. This study examined the relationship between social media messages and consumer engagement in a quasi-experimental study design focused on a hotel reservation situation among prospective consumers.

There are three central tenets in the dissertation. The first tenet investigates the impact of message characteristics on readers based on dual information processing models developed from information-processing theories (i.e., central vs. peripheral, cognitive vs. affective). The second tenet investigates whether digital content with information about a hotel can initiate some level of consumer engagement with different motivations (i.e., functional and hedonic). The third tenet investigates whether social media digital content is an object of consumer engagement and if it is possible to observe engagement from initial exposure to the content. The dissertation's primary research question is “How do message characteristics of a post on a hotel’s Instagram page initiate consumer engagement with the hotel and ultimately influence behavioral intentions toward the hotel?” Message characteristics of social media content include information topic/subject (central vs. peripheral) and message content (cognitive vs. affective).

Statement of Purpose

This dissertation contributes to the body of knowledge regarding empirical testing of social media content and its influence on consumer engagement in several ways. First, this study contributes methodologically by conducting experiments in investigating consumer engagement. Second, this study has a theory-empirical contribution. It attempts to investigate how a message can or cannot create consumer engagement before the physical interaction happens between the brand and customer. Finally, this study offers practical applications to the tourism and hospitality industry by providing them with scientific evidence on cognitive processes associated with social media messages in the context of digital content marketing to further understand how to maximize the use of social media communication in their business.

Theoretical Purpose

For the last decade, researchers have paid attention to consumer engagement from various perspectives. They have provided evidence that consumer engagement is a predictor of successful business, especially in the long term. Until recently, researchers studied consumer engagement, mainly among current and/or repeat customers, based on the previous brand interaction (mostly physical interaction). Some researchers assume that experience with a brand is a prerequisite for consumer engagement. Through empirical testing, Mollen and Wilson (2010) found that consumer engagement requires “the emergence of the individual’s perceived experiential value and second instrumental value obtained from specific brand interaction.” Bowden (2009) suggested the possibility of consumer engagement among prospective consumers. Bowden (2009) also investigated different consumer engagement processes for new versus repeat consumers of a specific service field (i.e., restaurant dining) and compared the engagement level of new customers to existing customers. The Marketing

Science Institute (2010, cited in Brodie, Ilic, Juric, & Hollebeek, 2013) proposed that consumer engagement can exist from pre-purchase to post-purchase contexts.

Further, researchers (Bowden, 2009; Brodie, Hollebeek, Jurić, & Ilić, 2011; Vohra & Bhardwaj, 2019) examined different levels and forms of consumer engagement among different customers groups (e.g., current vs. prospective customers). Recently, researchers investigated consumer engagement among perspective consumers (Hollebeek & Macky, 2019; Vohra & Bhardwaj, 2019). Their studies provide a rationale for conducting the experiments among potential consumers who have never used a product/service and adopt a hypothetically created hotel brand to investigate consumer engagement in the initial stage of consumer engagement.

Researchers (Bowden, 2009; Vohra & Bhardwaj, 2019) identified that consumers' cyclical processes might differ between new and existing consumers. They asserted that consumer engagement has different stages and, depending on the stage, the level of consumer engagement and the antecedents of consumer engagement vary. Vohra and Bhardwaj (2019) observed engaged consumers who were members of a brand community for varying periods. They reported that no differences in engagement level were detected among members who had been in the community for more than one year. On the other hand, they observed a significant level of differences in engagement among new members whose membership is shorter than one year.

Previous research mainly studied consumer engagement in the context of the existing brand community. This research investigates how a message can or cannot create consumer engagement even before the physical interaction happens between the brand and customer in the context of digital content marketing.

Beyond theoretical applications, an applied purpose exists for the industry. Marketers often test different ways to manipulate content on social media. The findings from this study provide marketers with evidence on how social media messages perform in the context of digital content marketing.

Conceptual Framework

Several theories were considered to guide this research study with a focus on attitudes and intentions to act. The theory of planned behavior (TPB; Ajzen, 1991) has been widely adopted and tested to predict behaviors (Ajzen, 2011). This study extends TBP by empirically testing consumer engagement as a distinct concept from attitude as an antecedent of behavioral intention. It also integrates the elaboration likelihood model and a cognitively-affectively based attitude (cognitive vs. affective) in manipulating messages and scenarios.

Delimitations

The scope of this study is delimited as follows:

1. In this study, the information was delimited to a brand (e.g., the hotel), and information attributes were studied. The scope of this study was to examine consumer engagement toward the brand-related content on social media instead of the brand itself. In identifying antecedents of engagement behavior, Fang et al. (2018) observed that information source attributes showed the most significant impact on user's engagement behavior followed by information attributes.
2. The valence was controlled to a positive valence only. The valence of a message on social media has been widely studied, and negative reviews have been revealed to have a substantial impact on consumer's perceptions (Lee, Jeong, & Lee, 2017). The proposed research was designed from the perspective of marketers. The message was

assumed to have been created by the hotel, and marketers are likely to emphasize the positive aspects of their product/service.

3. This research only investigated new consumers and not existing consumers. In consumer engagement literature, research supports that consumer engagement is different among prospective vs. repeat consumers. For example, an affective message plays a more important role than a cognitive message among repeat consumers. On the other hand, message relevance, which is one of the characteristics of a cognitive message, is more critical among prospective consumers.
4. This study used a fictional product (i.e., hotel), and participants did not have either any previous information or experience with the product. In the engagement literature, studies have investigated engagement with known brands. In developing consumer engagement measurement in tourism brands, So, King, and Sparks (2014) surveyed consumers who had previously interacted with the brand.
5. This study tested aspects of consumer engagement observed only in the initial stage of consumer engagement, such as attention, interest/enjoyment, and initial intentions, to measure the psychological state of mind caused by social media content (Syrdal & Briggs, 2018). In the previous literature, some essential components of consumer engagements were identified based on actively engaged consumers (e.g., mutual exchange of information, support among members; Vohra & Bhardwaj, 2019). Aspects of consumer engagement observed among actively engaged consumers are not applied to this study.

Limitations

The study is designed with an awareness of limitations as described below:

1. This research design contains weaknesses related to any experimental design and weaknesses from an artificial situation. In actual Instagram pages, consumers are exposed to multiple posts, and they can read other consumers' reactions toward posts or the brand page through the number of "likes" or comments. In this study, only one post by the hotel was exposed to the participants, and there was no function for likes or comments.
2. This research adopted a quasi-experimental design having no true control group. In a true experimental design, the subjects in the control group are assumed to be free from the effect of the treatment, and a cause-and-effect relationship between the treatment and dependent variables is more robust than in a quasi-experimental design. In this research, subjects were randomly assigned to one of the four groups for each experiment, thus making the design quasi-experimental and containing the limitation of a quasi-experimental design.
3. Variables beyond those being manipulated may influence dependent variables. An individual's intrinsic characteristics play an essential role in making a purchase decision or engaging with brands. This study measured personality, online activity, travel experience, and hotel reservation experience to identify confounding effects and control latent variables related to intrinsic characteristics. However, it is still impossible to control all of the latent variables. Being aware of this weakness in the experimental design, the study adopted random assignment of subjects. However, to have a successful analysis, the homogeneity among assigned groups was confirmed.

4. Control factors have a limitation in an experiment with participants who are recruited through an online panel. For example, it is hard to monitor the participants during the experiment, aside from monitoring the amount of time participants spent on the experiment, which raises the possibility of a validity issue.
5. Actual hotel purchase was not measured. Instead, this research measured the behavioral intentions of the participants. Some researchers question the gap between behavioral intention and actual behavior. Even though many researchers have explained the gap, there is not any guarantee that a gap between behavioral intention and actual behavior does not exist.

Definition of Terms

The definitions of important concepts of this study are presented here:

Behavioral intention: “The agent's subjective probability that he or she will perform the behavior” (adopted from Ajzen & Fishbein, 1980).

Business trips: “Trips undertaken for purposes related to work (Davidson, 1994; cited in Radojevic, Stanasic, Stanic, & Davidson, 2018).

Core information: “information providing a rational response using criteria such as information quality” (adapted from Petty, Cacioppo, & Schumann 1983).

Customer engagement: “A psychological state of mind experienced when consuming social media content in which an individual is highly absorbed in the content and experiences a sense of excitement” (adopted from Syrdal & Briggs, 2018).

Emotional appeal: “a brand attribute information available to the consumer indicates a liking or pleasurable attitude toward the brand” (adapted from Oliver, 1999).

Functional motive: “The need for facilitating the choice and consumption of a product or experience” (adopted from Vogt, 1993; citing Bettman, 1979).

Hedonic motive: “The need of serving the psychological, pleasure, or entertaining experiences of consuming a product or information” (adopted from Vogt, 1993; citing Holbrook & Hirschman, 1982).

Hotel core attribute: In a hotel context, the core feature represents the hotel's primary reason for being in the market. It comprises the hotel's fundamental competency in creating value with and for the customer (Ferguson, Paulin, Pigeassou, & Gauduchon, 1999). Examples of core features include the cleanness and comfortability of hotel rooms.

Hotel supporting attribute: In a hotel context, the supporting feature supports or facilitates the delivery of the core offering (Browning, So, & Sparks, 2013). An example of service features is customer services such as concierge and front desk.

Informational appeal: “a brand attribute information available to the consumer indicates that one brand is preferable to its alternatives” (adopted from Oliver, 1999).

Leisure trips: “Trips undertaken for pleasure, with their motivations including rest and relaxation; spending time with friends and family; meeting new people; shopping; attending sports events; visiting historical and cultural sites; or experiencing places perceived to be exotic, romantic, or having good scenery or nice weather” (Lee, Hsu, Han, & Kim, 2010, Murphy et al., 2007; cited in Radojevic et al., 2018).

Supporting information: “simple rules or information shortcuts such as brand image and source attractiveness that consumers use to assess a recommendation rather than evaluating the quality of the arguments used by a source” (adopted from Petty & Cacioppo 1986).

CHAPTER 2

THEORETICAL BACKGROUND

Literature Review/Overview

This study examines consumer behavior and marketing in the context of tourism. One overarching question for this study is, “How does marketing in social media change a consumer’s behavior in information processing?” This question is answered with a focus on customer engagement behavior using social media. Businesses, particularly in the travel and tourism industry, increasingly rely on social media as a marketing tool by posting messages in different forms (e.g., text, picture, video). Consumers react to social media marketing, exhibiting a relatively new behavior in which they express how they feel about the message or about the business entity itself, which can, in turn, spread that information and influence others (So et al., 2014). Researchers have been exploring this behavior under the concept of customer engagement. This study is designed to expand on that body of research and empirically test customer engagement to predict intention to search for more information, share and influence others, and make a purchase.

Researchers may investigate a message’s topic, attributes, valence, tone, source, or more (Andreu, Casado-Díaz, & Mattila, 2015; Fang & Prybutok, 2018; Gutiérrez-Cillán et al., 2017; Hwang, Choi, & Mattila, 2018; Lee et al., 2017). This study focuses on a message’s effectiveness, based on dual information processing models, examining central versus peripheral topics and cognitive versus affective content. Message strategy is examined as a predictor/antecedent of consumer behavior in the travel and tourism industry in the context of a consumer’s reason for travel. In the proposed experimental design, the fundamental scaffold is from extended models of the theory of planned behavior (TPB; Ajzen, 1991). As an

essential predictor of behavioral intention, customer engagement toward a message is examined in a social media context.

Theoretical Frameworks

TPB states that attitude, subjective norms, and perceived behavioral control can be used to successfully predict intentions and behaviors (Ajzen, 2011). Based on TPB, this research measures customer engagement caused by manipulations in message appeal (informational vs. emotional), message topic (core vs. supporting), and purpose of travel (hedonic vs. functional). The behavioral intention was tested as an endogenous variable. Researchers (Leung & Bai, 2013; Leung & Jiang, 2018; Xiang & Gretzel, 2010) identified that social media played a significant role in the travel industry, such as leading to changes in travel information searches, travel planning, and decision-making behaviors, and have studied consumer behaviors in social media platforms. Leung and Jiang (2018) applied TPB and tested the models to predict intentions and behaviors in the context of hospitality, studying consumer behavior in the social media platforms of hospitality business entities. In their study, Leung and Jiang (2018) examined the consumer attitudes induced by an Instagram page, using them as a critical indicator in measuring Instagram marketing outcomes. While they examined an extended TPB model in the context of Instagram marketing, they did not differentiate the concept of customer engagement behavior from consumer attitude. Over the last two decades, however, the concept of customer engagement has been studied as a unique entity, so testing consumer engagement in the extended model of TPB is valuable.

In developing a model to test the antecedents of customer engagement, this study adapted dual-process models in manipulating messages and scenarios. The elaboration likelihood model (Petty & Cacioppo, 1986) and a cognitively-affectively based attitude

(Zajonc, 1980) were adapted to create message stimuli for message appeal (informational and emotional), travel purpose (leisure vs. business), and message topic (core vs. supporting). Jun (2009) applied and tested information-processing models and identified three dual-process models (an elaboration likelihood model, a heuristic-systematic model, and a cognitively-affectively based attitude) for studying different information needs in information-processing and found that individuals utilized distinct features of information in different situations.

Elaboration likelihood model (central vs. peripheral routes)

The elaboration likelihood model (ELM; Petty & Cacioppo, 1986) explains the cognitive processes of how different message characteristics impact information processing, suggesting two distinct routes (central vs. peripheral routes). In ELM, a central route triggers the receiver's cognitive activity to process information more deeply and critically than a peripheral route (Leong, Hew, Ooi, & Lin, 2019). For example, in the context of advertising messages, functional components that deliver the benefits of a product activate the central route. On the other hand, hedonic components that deliver embedded cues in a message activate the peripheral route.

Jun (2009) suggested the terms “effortful mode” and “effortless mode” in explaining ELM. According to Jun (2009), the effortful mode is activated in the central route because information processing requires rationality and logical thinking. For example, individuals in the central route pursue answers to specific questions to aid their decision-making. In the peripheral route, in which the effortless mode is activated, individuals only require simple information cues to make a decision. Morris et al. (2019) highlighted analytical attention and scrutiny in the central route, associating the central route with high cognitive elaboration.

They explained the peripheral route as narrative transportation, illustrating the “mind” as becoming active and making “reality” fade in the background.

Involvement is a critical concept in the ELM. For example, Rather, Hollebeek, and Rasoolimanesh (2021) studied the effect of appeal on customer engagement and treated involvement as a moderator. In extending their study, this study examined the effect of message appeal on customer engagement when the different level of involvement (high versus low) was imposed by dichotomous travel purposes (business versus leisure) in the scenario and hotel attributes (core versus supporting) in the social media message.

Customer Engagement

With Web. 2.0 and the advent of social media, consumers now use those platforms to share their feelings and reviews. Over the last two decades, these behaviors have been observed and identified by researchers as one aspect of customer engagement. Business entities, including tourism brands such as Marriott and Cathay Pacific, use social media to engage their consumers by providing brand-related social media platforms and enabling their consumers to share information, opinions, and experiences with each other (So et al., 2014). The concept of customer engagement has been studied widely as an emerging concept in the marketing literature since 2005 (Brodie et al., 2011; Hollebeek, Glynn, & Brodie, 2014). Kotler, Kartajaya, and Setiawan (2016) emphasized that marketers should convert first-time buyers into loyal advocates using series of customer engagement tactics. More recently, empirical studies that go beyond conceptual studies have been conducted in various fields (Mirbagheri & Najmi, 2019).

Customer engagement toward brand-related content

Despite a great deal of research on engagement, most empirical studies have studied actively engaged/existing consumers. However, conceptually, researchers opened the possibility to observe some aspects of engagement among potential consumers. To apply customer engagement based on the initial contact (via a social media message), this study limits the scope of the study to the object of customer engagement with the brand-related content on social media instead of the brand itself.

More recently, researchers (Fang & Prybutok, 2018; Hollebeek & Macky, 2019; Mirbagheri & Najmi, 2019; Schivinski et al., 2016; Syrdal & Briggs, 2018) paid attention to engagement toward content. Syrdal and Briggs (2018) highlighted information as the attraction in customer engagement, not the brand. That is, they argued that the focal point of social media engagement is the content, not the brand. Mirbagheri and Najmi (2019) identified customer engagement as a context-specific construct and studied customer engagement as a static state of mind that is influenced by post, content, and campaign in various media formats. Fang and Prybutok (2018) asserted that the existing studies of engagement behavior have not studied psychological aspects of engagement behaviors and argued that posting-related attributes also might have a significant impact on users' engagement behavior. Following their evidence, the proposed research assumes that messages can create customer engagement.

Syrdal and Briggs (2018) suggested an engagement with social media content (ESMC). They pointed out the uniqueness of ESMC from interactive behaviors observed in social media and argued that engagement is not necessarily a requirement of interaction. They stated that marketing practitioners regarded the characteristics of ESMC as active behaviors

(e.g., liking, commenting, sharing). On the other hand, consumers viewed the characteristics of ESMC as a state of mind, such as enjoyment with a high degree of involvement.

Engagement at the initial exposure to the brand

If customer engagement is limited to interactive behaviors, it is restrictive to observe customer engagement among potential consumers who have never been exposed to a brand. Researchers who focused on customer engagement among current customers mainly examined interactivity related to brand and value co-creation aspects (Brodie et al., 2013; Mollen & Wilson, 2010). Their studies are based on current/existing users with the assumption that the users have previous experience of community participation, either active or passive. Recently, however, more diverse aspects of customer engagement behaviors in different stages of consumer interaction with the brand have been explored. For example, Kumar et al. (2019) investigated customer engagement in the service domain. They suggested market type (emerging vs. developed market) as one of the moderating variables between firm-related factors and customer engagement. In their study, they emphasized that it is crucial to provide cognitive information in an emerging market, where there are a large number of non-users. In studying customer engagement, Hollebeek et al. (2019) identified different patterns between new and existing consumers. New consumers focus on investing primary resources; existing consumers, on the other hand, invest more complex, more in-depth, and broader resources in brand interaction. Rather et al. (2021) investigated distinctive patterns among new and existing customers in the tourism context. They found that first-time visitors to a destination are more cognitively engaged with a destination, while repeat visitors showed high emotional destination engagement. They suggested destination markets to provide practical site-related information to first-time clients.

Multiple dimensions of engagement

Even though the concept of engagement has been studied over the past two decades, there is a lack of agreement in the overarching conceptual domain of engagement (Rather et al., 2021; Syrdal & Briggs, 2018). Syrdal and Briggs (2018) asserted that “clarifying the meaning of social media engagement is currently a top marketing research priority in academia.” Rather et al. (2021) argued that despite the growing interest in customer engagement among practitioners and researchers in the past decade, definitions of CE are still debatable.

Although most studies have measured the dimensions of customer engagement by observing interactive behavior on social media, such as liking, commenting, and sharing (Shahbaznezhad et al., 2021), more researchers (Mirbagheri & Najmi, 2019; Mollen & Wilson, 2010; Schivinski et al., 2016) are studying engagement level with multiple dimensions. For example, Mollen and Wilson (2010) asserted that “engagement is a discrete construct comprised of cognitive and affective dimensions. Brodie et al. (2013) suggested a multidimensional concept of customer engagement with cognitive, emotional, and/or behavioral dimensions. Schivinski et al. (2016) adopted a multi-level approach in measuring customer engagement and suggested three (multi-level) dimensions of engagement with brand-related social media content as consumption (lower-level), contribution (higher-level), and creation (higher-level). Other researchers agreed that customer engagement is a multidimensional construct composed of cognitive, emotional, and behavioral dimensions (Dessart, Veloutsou, & Morgan-Thomas, 2015; Hollebeek, 2011; Mirbagheri & Najmi, 2019; So et al., 2014; Vivek, Beatty, & Morgan, 2012). Brodie et al. (2013) analyzed the nature of customer engagement focused on consumers’ specific interactive experiences, engagement objects, motivational states, and engagement dimensionality within a brand community. The

three aspects of customer engagement (cognitive, emotional, and behavioral) are revealed to interplay and affect one another. From their qualitative analysis of online communities, they found that the emotional aspect of consumers' online brand engagement is negative versus positive, low- versus high-intensity, and short- versus long-term attitude. They observed emotional feelings as consisting of gratitude, empathy, trust, feeling safe, and a sense of belonging to the group (i.e., social aspect). They identified the cognitive aspect of customer engagement as a value-laden relationship through sharing information and experiences. Finally, customer engagement behavioral dimensions were observed as being the posting behavior indicating members' participation in the online community. In investigating how critical social media contextual factors influence social media engagement behavior, Cao et al. (2021) viewed social media engagement behavior as having various levels and adopted three dimensions to measure social media engagement behavior (i.e., consumption, contribution, and creation).

This study viewed and measured engagement in both psychological and behavioral aspects; and applied findings from recent studies to inform the design. Syrdal and Briggs (2018) defined engagement as a state of mind reflecting the consumers' perspective based on the findings and suggested that there are two different approaches to study customer engagement: first, as a specific state of mind; and second, as a process of moving into and out of a state. In this study, the psychological aspect of engagement was measured with the view of engagement as a state of mind when consumers are first exposed to the brand-related message. In the behavioral aspect of engagement, this study adopted interactive behavior on social media in two levels: a social media post level and a social media page level. Researchers (Villamediana-Pedrosa, Vila-López, & Küster-Boluda, 2020) view interactive

behaviors as engagement based on a relational marketing perspective. In studying customer engagement, Brodie et al. (2013) studied customer engagement based on relationship marketing theory, emphasizing the relational concepts through the interactive experiences between the consumers and the brand and/or other members of the brand community. Schivinski et al. (2016) reported that the interactive nature of social media changed how consumers engage with brands, viewing engagement as expressed by interactive behaviors such as reading, writing, commenting, liking, sharing, etc., on social media.

Appeal

Cognitively-affectively based attitude

A cognitively-affectively based attitude (Zajonc, 1980) presents contrasting concepts of cognitive and affective responses. According to Levenson (2019), the study of cognition and emotion (affect) became prominent in the 1980s, as Zajonc (1980) first argued affect is an independent concept from cognition. Unlike previous research on the cognitive reactions of the 1970s, researchers in the 1980s studied emotion as a separate concept from cognition. They actively investigated the relationship between cognition and emotion (affect) (Levenson, 2019). Zajonc (1984) strongly disagreed with the view that cognitive appraisal was a prerequisite of affective arousal and emphasized the independence of effect from cognition. Zajonc (1980) explained that an affective response is associated with the expression of emotion while a cognitive response requires objective judgment emphasized in law or science, requiring more cognitive effort. He concluded that affection and cognition are under the control of separate and partially independent systems that can influence each other in a variety of ways and that both constitute independent sources of impact in information processing.

Other researchers (Levenson, 2019; Poels & Dewitte, 2019) emphasized the influence of emotion on cognition and asserted that emotion has a significant influence on our cognitive processes such as thoughts, judgment, reasoning, consciousness, and communication method. Further, Poels and Dewitte (2019) asserted the vital role of emotion (affect) in information processing and behavior, especially in the context of advertising. In examining advertising-relevant behavioral outcomes, they suggested that a digital media environment has more potential for stimulating emotions. Levenson (2019) found this to be especially true when a peripheral route is activated. Poels and Dewitte (2019) perceived emotion as a part of the affective process and explored behavioral outcomes triggered by emotions in the context of advertising. They understood emotions as separate groups of integral and incidental emotions. In advertising, integral emotions are used to influence consumers by evoking emotions that are deliberately and strategically embedded in the message. Mayer and Tormala (2010) applied a cognitively-affectively based attitude into a “think versus feel” message frame to explain how the recipient is affected by the orientation (cognitive vs. affective) of an advertisement’s message. Chen et al. (2015) adopted affective and cognitive elaborations on attitude formation using branded content on Facebook. Their findings suggested that affective and cognitive elaborations work simultaneously. However, they found that effect has more influence than cognition in consumer attitude formation and suggested that this shapes the decision-making process.

Informational versus emotional appeal

In customer engagement literature, information is considered to be an essential factor. Brodie et al. (2013) provided an exploratory empirical study that yielded evidence to support the five themes observed in customer engagement. Their analysis shows the customer’s need

for information to initiate customer engagement. According to Bowden (2009), a new customer's engagement is cognitive in nature, with a calculative commitment, whereas repeat customers show a more emotional aspect, with an affective commitment. Based on this finding, he developed an assumption that cognitive and central messages can cause engagement among new customers. However, the degree of a message's impact on consumers could vary based on their motivation (e.g., hedonic vs. functional). Even though researchers emphasized the effect of affective elaboration in attitude formation, other researchers argued that cognitive elaboration under certain conditions, such as when functional aspects became emphasized (e.g., for the new consumers rather than repeat consumers) with high involvement, cognitive process, acted more strongly.

This study proposes the following hypothesis to test the differences among new customers:

Hypothesis 1: There will be the main effect of message appeal on engagement exhibited by (a) interest and enjoyment, (b) page engagement, and (c) post engagement.

Travel Purpose

Leisure versus business travel

Researchers (Bi, Liu, Fan, & Zhang, 2020; Galati & Galati, 2019; Kim & Park, 2017; Radojevic et al., 2018; Yavas & Babakus, 2005) identified the two major market segments of the hotel industry as leisure and business. They provided evidence that leisure travelers and business travelers show different patterns in various areas, including hotel selection and evaluation criteria, preference for hotel attributes, and expectations. For example, Kim and Park (2017) asserted that while business travelers considered room quality and a comfortable

feeling as hotel reservation priorities, leisure travelers with family weighed more on price and overall atmosphere. Yavas and Babakus (2005) asserted that the different priorities in hotel choice configurations for each group should be reflected in the marketing approach targeting each segment. Jones and Chen (2011) conducted an experimental study to explore information search behavior for hotel selection. They provided evidence that business travelers and leisure travelers displayed different patterns in information search. They confirmed that leisure travelers are highly involved in hotel reservations, and when they reserve a hotel room, they require complex decision-making models.

Literature supported that leisure travel is associated with high involvement and creates a central route in the ELM (Bi et al., 2020; Jones & Chen, 2011; Radojevic et al., 2018). Business travel was assumed to create the peripheral route in information processing. Bi et al. (2020) asserted that leisure travelers are more critical about the hotel than business travelers, as leisure travel expenses are covered by themselves. Further, business travelers often have others make bookings, and decision-making on where to stay is at a corporate level. Radojevic et al. (2018) mentioned that an assumption of leisure travelers being more price-sensitive than business travelers was frequently highlighted. They also addressed that leisure travelers might enjoy their leisure trips more fully than business travelers. Business travelers had limited ability to enjoy their stay at the hotel as their preference for hotel and destination attributes are lightly considered in their travel. In tourism research, there is limited empirical research that tests decision-making and information search processes in both leisure and business contexts. This research is groundbreaking on framing travel purposes, and in an exploratory way, uses a moderator variable approach to assess whether travel purpose is an influential variable.

Based on ELM and the assumption based on the literature, the following hypotheses were developed:

Hypothesis 2A. Trip purpose moderates the effect of message appeal on the level of engagement. More specifically

H2Aa: In the functional (vs. hedonic) trip scenario, the level of engagement ((a) interest and enjoyment, (b) page engagement, and (c) post engagement) with the message will be higher with emotional appeal than with informational appeal.

H2Aa(a). In the functional trip scenario, the level of interest and enjoyment with the message will be higher with emotional appeal than with informational appeal.

H2Aa(b). In the functional trip scenario, the level of engagement page engagement with the message will be higher with emotional appeal than with informational appeal.

H2Aa(c). In the functional trip scenario, the level of engagement (post engagement with the message will be higher with emotional appeal than with informational appeal.

H2Ab. In the hedonic (vs. functional) trip scenario, the level of engagement ((a) interest and enjoyment, (b) page engagement, and (c) post engagement) with the message will be higher in informational appeal than in emotional appeal.

H2Ab(a). In the hedonic trip scenario, the level of interest and enjoyment with the message will be higher in informational appeal than in emotional appeal.

H2Ab(b). In the hedonic trip scenario, the level of page engagement with the message will be higher in informational appeal than in emotional appeal.

H2Ab(c). In the hedonic trip scenario, the level of post engagement with the message will be higher in informational appeal than in emotional appeal.

Hotel Attributes

Message topic on hotel attributes (core vs. supporting)

Marketing researchers (Browning et al., 2013; Filieri, Galati, & Raguseo, 2021; Kumar et al., 2019; Morrison, 2002; Yen & Tang, 2019) frame product attributes into two categories – core and supporting (consequential in Morrison, 2002). A core hotel attribute is the hotel's prime reason for being in the market and covers the hotel's essential expertise in

creating value with and for the guest (Ferguson et al., 1999); a supporting hotel attribute is supporting features which support or facilitate the delivery of the core offering of a hotel and add value to the service package (Browning et al., 2013). Research on hotel attributes has shown that a room feature is a core service in a hotel and asserted that online reviews on the core service have a greater effect on consumer perceptions of the hotel (Browning et al., 2013). Xiang, Schwartz, Gerdes, and Uysal (2015) identified guest rooms, beds, and bathrooms as examples of a hotel's core product. Yen and Tang (2019) summarized that the tangible aspects of the hotel, including the guest room as core attributes, and failures in delivering satisfying core attributes could lead to complaints from customers. Based on the literature, this study assumed that an Instagram post with core hotel attributes creates a central route. On the other hand, an Instagram post with supporting hotel attributes (i.e., concierge information) was assumed to create the peripheral route in this study's information processing. Based on ELM and the assumption based on the literature, the following hypotheses were developed:

Hypothesis 2B. Message topic moderates the effect of message appeal on the level of engagement. More specifically

H2B a: With core (vs. supporting) information, the level of engagement ((a) interest and enjoyment, (b) page engagement, and (c) post engagement) with the message will be higher with emotional appeal than with informational appeal.

H2B a(a). With core (vs. supporting) information, the level of interest and enjoyment with the message will be higher with emotional appeal than with informational appeal.

H2B a(b). With core (vs. supporting) information, the level of engagement page engagement with the message will be higher with emotional appeal than with informational appeal.

H2B a(c). With core (vs. supporting) information, the level of engagement (post engagement with the message will be higher with emotional appeal than with informational appeal.

H2B b. With supporting (vs. core) information, the level of engagement ((a) interest and enjoyment, (b) page engagement, and c) post engagement) with the message will be higher in informational appeal than in emotional appeal.

H2B b(a). With supporting (vs. core) information, the level of interest and enjoyment with the message will be higher in informational appeal than in emotional appeal.

H2B b(b). With supporting (vs. core) information, the level of page engagement with the message will be higher in informational appeal than in emotional appeal.

H2B b(c). With supporting (vs. core) information, the level of post engagement with the message will be higher in informational appeal than in emotional appeal.

Behavioral Intention

Customer engagement as an antecedent of behavior

From the perspective of marketers, social media interactive behaviors are viewed as an indicator of marketing success. Syrdal and Briggs (2018) identified the benefit of engagement as increased sales, brand loyalty, and brand equity. Schivinski et al. (2016) utilized the engagement scale as an instrument for auditing and tracking the effectiveness of marketing strategies to measure the construct's effects on outcome variables such as brand extension, purchase intention, and price premium. Brodie et al. (2013) investigated customer engagement in online brand community contexts and observed that customer engagement caused loyalty, commitment, and empowerment in that context. In addition to those prominent concepts, Brodie et al. (2013) added trust, self-brand connections, and emotional brand attachment as a byproduct of customer engagement.

Further, Mollen and Wilson (2010) suggested a sequential online engagement model as an antecedent of attitude and behavioral intention. As stated above, Brodie et al. (2013)

identified customer engagement as an antecedent of consumer loyalty, satisfaction, consumer empowerment, connection, emotional bonding, trust, and commitment. Moliner, Monferrer-Tirado, and Estrada-Guillén (2018) hypothesized and reveal the positive relations between customer engagement and the firm's financial performance.

Based on the literature, the following hypotheses were developed:

Hypothesis 3. The level of engagement ((a) interest and enjoyment, (b) page engagement, and (c) post engagement) with the message will positively influence the behavioral intention (a. search intention, b. word-of-mouth intention, c. purchase intention)

H3a. The level of engagement ((a) interest and enjoyment, (b) page engagement, and (c) post engagement) with the message will positively influence the search intention.

H3a(a). The level of interest and enjoyment with the message will positively influence the search intention.

H3a(b). The level of page engagement with the message will positively influence the search intention.

H3a(c). The level of post engagement with the message will positively influence the search intention.

H3b. The level of engagement ((a) interest and enjoyment, (b) page engagement, and (c) post engagement) with the message will predict the level of word-of-mouth intention.

H3b(a). The level of interest and enjoyment with the message will positively influence the word-of-mouth intention.

H3b(b). The level of page engagement with the message will positively influence word-of-mouth intention.

H3b(c). The level of post engagement with the message will positively influence the word-of-mouth intention.

H3c. The level of engagement ((a) interest and enjoyment, (b) page engagement, and (c) post engagement) with the message will predict the level of purchase intention.

H3c(a). The level of interest and enjoyment with the message will predict the level of purchase intention.

H3c(b). The level of page engagement with the message will predict the level of purchase intention.

H3c(c). The level of post engagement with the message will predict the level of purchase intention.

This study was designed to investigate how engagement toward a social media post influences behavioral intention toward the hotel among the new customers. In studying the concept of customer engagement, most studies were focused on engagement toward brand or community among existing customers. In the methodological aspect, content analysis or using the secondary data was predominant. This study shed different perspectives on the body of existing engagement literature in various aspects: 1) experimental research design, 2) multi-dimensions of customer engagement, 3) engagement toward a social media post, and 4) engagement in the initial exposure to the brand through social media post. In investigating the effect of message appeal on engagement, this study applied tourism and hospitality context by testing travel purposes and hotel attributes as moderators between message appeal and engagement.

CHAPTER 3

METHODOLOGY

This research conducted two separate experiments to test travel purpose (leisure vs. business) and hotel attribute (core vs. supporting) as moderators of appeal on engagement. In the two separate experiments, travel purpose and message topic were studied as moderators of appeal on engagement in each experiment based on the literature. Previous research (Rather et al., 2021) studied customer involvement as a moderating variable of engagement on revisit intention. This research adopted travel purpose (Villamediana-Pedrosa et al., 2020) and hotel attribute (Browning et al., 2013; Dimitriadis & Koritos, 2014; Filieri, Galati et al., 2021; Lovelock & Wirtz, 2011; Slevitch & Oh, 2010; Yen & Tang, 2019) to control for involvement level. The design is considered to be quasi-experiment and not a true experiment. A control group and pre-and-post measures were not features of the design. Study 1 adopted a 2 (message appeal: informational vs. emotional) $\times$ 2 (trip purpose: business vs. leisure) full factorial between-subjects design. Study 2 employed a 2 (message appeal: informational vs. emotional) $\times$ 2 (information topic: core vs. supporting) between-subjects design, with subjects being randomly assigned to one of the four messages represented by different combinations of the two independent variables. Amazon Mechanical Turk's online survey system (MTurk, <https://www.mturk.com>) was used to recruit, and participants were directed to Qualtrics, an online survey platform.

STUDY 1

Study 1 adopted a 2 (trip purpose: business vs. leisure) $\times$ 2 (message appeal: informational vs. emotional) full factorial between-subjects design. This chapter discusses the process by which the stimuli were developed. Two travel scenarios with a different purpose

(business vs. leisure) for visiting the hotel were adopted as the stimuli from previous literature. Next, the manipulation of the stimuli (i.e., Instagram posts with a different appeal-informational vs. emotional) is described, including the stimuli development, a pretest, a pilot study, and the main study for Study 1. The detailed procedure of each step is discussed in this chapter. Manipulation checks, measures, study participants, and data cleaning methods are explained. The results of statistical analysis are discussed in the following chapter.

Stimuli Development

A pretest of stimuli

Before administering the experiment, a pretest of stimuli was conducted through Qualtrics, an online survey platform. The pretest was designed to confirm and improve the reality of the travel scenario and two social media posts with different message appeals (informational and emotional). Active social media users, who have "liked" or commented on the researcher's social media page, were recruited. Participants were invited to an online survey link that directed them to the Qualtrics website. Participants were asked to identify flaws in the stimuli and suggest their opinion on improving the stimuli. Twenty-one participants took part in the pretest.

Initially, the stimuli were created in the format of a Facebook post. However, three of the participants recommended using the Instagram post. Researchers identified Instagram as the most used social networking platform and as a platform reflecting significant communication trends in promotional activities (Ilich & Hardey, 2020). After seeking an expert's advice on such an issue, Instagram was chosen to represent the social media platform suitable for this study. An Instagram account (https://www.instagram.com/hotel_zee) was created with profile information stating, "Hypothetically Created Hotel for Study." The

messages were posted on Instagram, screen-captured, and deleted. The screen-captured messages were embedded in the survey on Qualtrics for the pilot and main study.

Travel scenario (business vs. leisure)

Initially, the travel scenario used in the pretest included the hotel's price information, the reviewer's star rating, and the number of reviews in addition to the general travel scenario. However, participants expressed their confusion related to that information. After consulting with an expert and reviewing further experimental studies, the scenario has been adapted from previous studies (Nguyen et al., 2016; Taylor & Kimes, 2010). The neutral travel purpose scenario read as follows:

You are going out of town on a trip for a couple of days. You will be staying at a four-star hotel (similar to the Holiday Inn, Four Seasons, Novotel, Radisson Hotel, and Suites) that offers semi high-end amenities such as personalized service, 24-hour room service, and valet parking, a fitness center, and a full-service restaurant. You found Hotel XYZ on the internet that matches your needs.

The scenario was manipulated into two versions of business purpose, and leisure and participants were randomly assigned to one of the two travel scenarios. In the functional scenario condition, participants were asked to imagine, "*You are going out of town on a business trip for a couple of days.*" In the hedonic scenario condition, participants were asked to imagine, "*You are going out of town on a leisure trip for a couple of days*" The neutral travel purpose scenario was adopted for Study 2.

Appeal manipulation (informational vs. emotional)

Informational appeal messages and emotional appeal messages were adapted from a previous study (Wu et al., 2017). The informational (rational) appeal message was designed to deliver facts directly and objectively (Andreu et al., 2015). For example, in describing the spaciousness of the room, the square feet of the room (i.e., 500 sq. ft. room) was stated. To be consistent with the travel scenario given to the participants, the room size information was extracted from an actual four-star hotel's website. The affective appeal message was designed to evoke feelings and create a positive feeling about the room (Andreu et al., 2015). For example, in describing the spaciousness of the room, the phrase, "bigger rooms than those in a king and queen's palace," was adapted from a previous study (Wu et al., 2017). For Study 1, two messages were created (Appendix A). Other than message appeal (informational or emotional) manipulation, the contents of the information and the picture of the two messages remained consistent across the two conditions.

Procedures (Pilot & Main Study)

On the first page of the survey on Qualtrics, an IRB (the Institutional Review Board) approved informed consent was provided, and the participants agreed to the consent by clicking the next page button on the website. Then, a screening question on participants' online hotel room reservation experience was asked with a seven-point Likert scale (1=strongly disagree, 7=strongly agree). Participants who answered five (somewhat agree) or higher could move to the next stage. Participants were randomly assigned to one of the two conditions which offered business or leisure travel scenarios. They were required to spend at least fifteen seconds reading the travel scenario. On the next page, their attitude about the hotel described in the scenario was measured. Participants were randomly assigned a second

time to one of the two conditions that differed in the message appeal (informational or emotional). As a result, the participants were exposed to one of the four conditions based on the combination of travel scenarios (business vs. leisure) and message appeal (informational vs. emotional).

Participants were asked to imagine that they had searched Hotel XYZ on Instagram and read some of their posts. Then they were exposed to an Instagram post that had either informational or emotional appeal. They were required to spend at least fifteen seconds to read the Instagram post. Next, their attitude toward the hotel, attitude toward the post, engagement, and behavioral intention were measured, and manipulation checks were conducted.

Manipulation checks

For the travel purpose manipulation, the two manipulations questions were measured with a seven-point Likert scale. “The hotel stay is for a business trip.” (1=strongly disagree, 7=strongly agree), “The hotel stay is for a leisure purpose,” (1=strongly disagree, 7=strongly agree). The manipulation was successful for both the business trip ($M_{business\ trip} = 5.35$, $M_{leisure\ trip} = 1.20$, $df = 130$, $t = 3.741$, $p < .001$) and leisure trip ($M_{business\ trip} = 4.20$, $M_{leisure\ trip} = 5.86$, $df = 130$, $t = -6.01$, $p < .001$).

For the appeal manipulation, the two items were measured:

- The Instagram post was primarily factual. (1-strongly disagree to 7: strongly agree)
- The Instagram post was primarily emotional (1-strongly disagree to 7: strongly agree)

From the pilot study, the manipulation results were shown to be successful with T-tests for both the emotional appeal manipulation check question ($M_{\text{informational appeal}} = 4.19$, $M_{\text{emotional appeal}} = 5.08$, $df = 130$, $t = -3.12$, $p < .01$) and the informational appeal manipulation check question ($M_{\text{informational appeal}} = 5.42$, $M_{\text{emotional appeal}} = 4.85$, $df = 130$, $t = 2.38$, $p < .05$). Thus, the Instagram posts were used for the main Study 1.

Dependent variables

Consumer engagement was measured for three dimensions (*Table 4.1. Descriptive Means of Engagement – Study 1*): interest and enjoyment (adapted from Mirbagheri & Najmi, 2019), page engagement (adapted from Gavilanes et al., 2018; Mirbagheri & Najmi, 2019;) and post engagement (adapted from Gavilanes et al., 2018). Participants were asked to indicate their agreement with the statements using a seven-point Likert scale ranging from strongly disagree to strongly agree.

To measure behavioral intentions, three concepts were applied (*Table 3.1*): Search other source intentions (adapted from Sharifpour et al., 2014), word-of-mouth intention (excluding e-WOM; adapted from Chu & Kim, 2011; Harrison-Walker, 2001; Yang, 2013), and reservation intention (adopted from Leung & Jiang, 2018). Participants were asked to indicate their agreement with statements using a seven-point Likert scale ranging from strongly disagree to strongly agree.

Table 3. 1. Constructs and measure

Engagement toward Social Media Message
<i>Interest and enjoyment</i> This Instagram post is playful. Browsing Instagram posts related to this hotel is exciting. Participating in this hotel's Instagram page is an enjoyable experience. This hotel's Instagram page is exciting
<i>Page engagement</i> I will follow the posts related to this hotel (e.g., posts with the hashtag #HotelZEE). I will comment on the posts related to this hotel. I will share the posts related to this hotel. I will "like" the posts related to this hotel
<i>Post engagement</i> I would be likely to click the "Like" button on this Instagram post. I would be likely to comment on this Instagram post. I would be likely to share this Instagram post.
Behavioral Intentions
<i>Search other source intentions</i> I would likely search the internet to learn more about this hotel. I would likely use other social media platforms to learn more about this hotel. I would likely use an online travel agency (e.g., Expedia.com) to learn more about this hotel.
<i>Word-of-mouth intention</i> I would recommend this hotel to others. I would share information about this hotel with others in the future. I would say good things about this hotel. I would mention this hotel to others
<i>Buy intention</i> I would reserve a room in this hotel. I would book this hotel room. I would stay in this hotel in the near future

Study Participants and Data Cleaning

Participants were recruited from the Amazon Mechanical Turk online survey system (MTurk, <https://www.mturk.com>) and directed to the online survey platform Qualtrics. Previous research confirmed that the data from online panels represent demographic diversity (Buhrmester, Kwang, & Gosling, 2011; Hwang et al., 2018; Jang & Mattila, 2018). Researchers (Jang & Mattila, 2018; Paolacci & Boegershausen, 2018) assert that these samples have benefits such as a reduction of experimenter expectancy effects or the elimination of social desirability bias. To eliminate the effect of repeated participation, those participants who participated in both pilot and main studies were removed from the data set of the main study, and additional participants were recruited for the main study. In Study 2, previous participants were excluded from the participants' pool using the Qualification function in MTurk (Paolacci & Boegershausen, 2018). In the pilot study of Study 1, each participant was rewarded with \$0.20. For the main Study 1, each participant was rewarded with \$1.00, and a total of \$459.10, after fees and taxes, was paid to MTurk for 300 participants.

From the first round of data collection, a total of 221 responses were collected. However, after reviewing the MTurk participants' data, 29 participants were found to have participated in the previous studies, including pretest and/or pilot study. Their responses were excluded. In the second round of data collection, an additional 147 participants were recruited for Study 1. Twenty-five participants failed the screening test ("I have experience with booking hotel rooms online") on their online hotel room reservation (5: somewhat agree and higher passed). Among the questions measuring dependent variables, two attention check questions were embedded to ensure that participants paid attention to the survey. Forty-eight

responses were eliminated from the data analysis. Besides, 12 cases were identified as "careless respondents" based on highly repeated patterns in their responses. For example, if they answered most of the answers 7s or 1s, they were identified as careless respondents. These 12 data sets were excluded from the analysis. After excluding responses from repeat or careless participants and exclude responses based on screening questions, attention checks, in total, 254 responses were analyzed for Study 1.

STUDY 2

Study 2 employed a 2 (information topic: core vs. supporting) X 2 (appeal: informational vs. emotional) between-subjects design, with subjects being randomly assigned to one of the four messages represented by different combinations of the two independent variables. This section presents the stimuli development process for supporting topic messages and the stimuli revision process for core topic messages from Study 1.

Stimuli Development

Core topic - bedroom information

Researchers (Browning et al., 2013) recognized bedroom information as a core topic of hotel information. Study 1 tested the stimuli with a message containing bedroom features and room amenities information. For core topic messages of Study 2, the stimuli from Study 1 were adopted but revised. In Study 2, the core contents were strictly limited to room features such as cleanness, comfortableness, the spaciousness of the room, the view, and the bed. The social media message containing bedroom information was manipulated into two appeal messages (informational and emotional).

Supporting topic - concierge service information

Service feature of hotel information was recognized as a non-core topic of hotel information (Dimitriadis & Koritos, 2014). To create a social media message featuring service information, multiple hotel social media messages were reviewed, and one social media message presenting the concierge service has been extracted and adapted. For appeal (informational or emotional) manipulation, similar rules and phrases to Study 1 were used. The social media message containing concierge service information was manipulated into two appeal messages (informational and emotional). Multiple pilot studies were conducted to test the manipulation for supporting topic messages, and the stimuli were revised to enhance the manipulation. Three pilot studies were conducted until the successful manipulation was observed. For Study 2, four Instagram messages were created (Appendix B).

Assuming participants were not likely to be familiar with core and supporting services in a hotel context, a brief description of core service and supporting service was provided as follow:

In a hotel context, there are two service aspects: core service vs. supporting service. Core Service represents a hotel's primary reason for being in the market. It comprises the hotel's fundamental competency in creating value with and for the customer. Examples of core services include providing a comfortable room and offering a clean bathroom. Supporting service creates ADDED value for the client and differentiates the firm's offering from those of its competitors. An example of supporting service is the concierge service.

Procedures (Pilot & Main Study)

The procedures for Study 2 were similar to Study 1. After the consent form and screening test, the participants who passed the screening test were asked to imagine a general travel purpose scenario as below:

You are going out of town on a trip for a couple of days. You will be staying at a four-star hotel (similar to the Holiday Inn, Four Seasons, Novotel, Radisson Hotel, and Suites) that offers semi high-end amenities such as personalized service, 24-hour room service, and valet parking, a fitness center, and a full-service restaurant. You found Hotel XYZ on the internet that matches your needs.

Participants were required to spend at least fifteen seconds to read the scenario, and their attitude about the hotel described in the scenario was measured. In Study 2, participants were assigned to one of the four conditions based on the combination of message topics (core or supporting) and message appeal (informational or emotional).

Manipulation checks

Four manipulations check questions were asked to all the participants after the dependent variable questions were asked. After the manipulations, check questions, covariate questions, and demographic questions were followed.

For the appeal manipulation, the two questions from Study 1 were asked as follows:

- The Instagram post was primarily factual (1: strongly disagree to 7: strongly agree)
- The Instagram post was primarily emotional (1: strongly disagree to 7: strongly agree)

From the last pilot study, the manipulation was successful using T-tests for both the emotional appeal manipulation check question ($M_{\text{informational appeal}} = 4.30$, $M_{\text{emotional appeal}} = 5.17$, $df = 277$, $t = -4.47$, $p < .001$) and the informational appeal manipulation check question ($M_{\text{informational appeal}} = 5.64$, $M_{\text{emotional appeal}} = 4.96$, $df = 277$, $t = 4.18$, $p < .001$). For the message topic manipulation, the two questions were asked:

- The Instagram post described **core** services of the hotel (e.g., **cleanliness**, **comfortableness and spaciousness of the room, the view, bed**) (1: strongly disagree to 7: strongly agree)
- The Instagram post described **supporting** services of the hotel (e.g., **concierge service, spa service**) (1: strongly disagree to 7: strongly agree)

From the last pilot study, the manipulation was successful using T-tests for both the core topic manipulation check question ($M_{\text{core topic}} = 5.53$, $M_{\text{supporting topic}} = 3.72$, $df = 277$, $t = -9.06$, $p < .001$) and for supporting the topic manipulation check question ($M_{\text{core topic}} = 4.81$, $M_{\text{supporting topic}} = 6.04$, $df = 277$, $t = 7.40$, $p < .001$).

Study participants and data cleaning

Before launching Study 2, the Amazon prototype was programmed to exclude previous participants from the study pool using Excel files. Over three hundred ($n=322$) Amazon MTurk workers participated, but twenty-three failed the screening test on their online hotel room reservation experience. Like in Study 1, two attention check questions (e.g., Please select strongly disagree) were planted, and thirty-four failed either of the two attention check questions, and their responses were deleted from the analysis. To detect any careless responses, including answering all strongly agree, the pattern of the responses was reviewed, but no extreme pattern was detected. In the end, 265 responses were analyzed.

In the first pilot study of Study 2, each participant was rewarded with \$0.30, and a total of \$66.50 for 160 participants was paid to MTurk, including fees. For the second pilot study, each participant was rewarded with \$0.50 and a total of \$112.00 after the fees were paid to MTurk for 160 participants. For the third pilot study, each participant was rewarded with \$1.00, and a total of \$420.00 for 300 participants was paid to MTurk, including fees. Finally, for the main study of Study 2, a total of \$420 was paid for MTurk, including a reward of \$1.00 per participant and a fee for 300 participants.

CHAPTER 4

RESULTS

STUDY 1

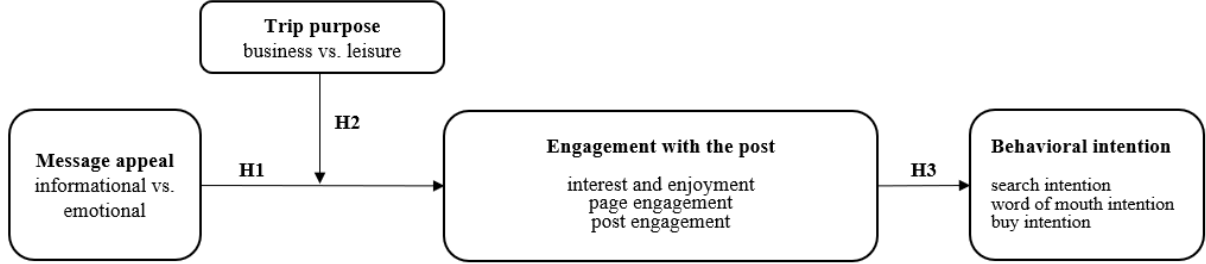
In the following section, manipulation checks for the trip purpose (business vs. leisure) and message appeal (informational vs. emotional) are discussed to demonstrate how successfully the stimuli were manipulated. In step I of analysis, ANCOVA and ANOVA results are presented to investigate any interaction effects of trip purpose and message appeal on the three dimensions of engagement (i.e., interest and enjoyment, page engagement, post engagement). Testing of interaction effects is followed by planned contrasts to investigate how message appeal influences engagement depending on different trip scenarios (i.e., business trip vs. leisure trip). In step II of analysis, the results of a series of multiple regression analyses are presented to investigate whether levels of engagement can predict behavioral intention for the three dimensions (i.e., search intention, word-of-mouth intention, purchase intention).

Research design

Study 1 employed a 2 (trip purpose: business vs. leisure) $\times$ 2 (appeal: informational vs. emotional) between-subjects full-factorial design. The main purpose of Study 1 was to test the hypothesis that for a functional trip (i.e., business trip situation), an emotional appeal would generate higher engagement. Study 1 also tested the hypotheses that with the hedonic purpose of the trip (i.e., leisure trip situation), an informational appeal would generate higher engagement. Further, Study 1 tested the hypotheses that a higher level of engagement with the message (i.e., interest and enjoyment, page engagement, and post engagement) would predict

higher levels of behavioral intention (i.e., search intention, word-of-mouth intention, and purchase intention). The conceptual map of these hypotheses is presented (Figure 4.1).

Figure 4. 1. Conceptual map– Study 1



Manipulation checks

The experimental manipulations were successful. The results indicated that business trip scenario group recognized their purpose of trip as business trip ($M_{business\ trip} = 5.85$, $M_{leisure\ trip} = 3.88$, $df = 264$, $t = 7.94$, $p < .001$), and leisure trip scenario group recognized their purpose of trip as leisure trip ($M_{business\ trip} = 4.42$, $M_{leisure\ trip} = 6.18$, $df = 264$, $t = -8.03$, $p < .001$). The results indicated that information appeal was perceived more informational than emotional ($M_{informational\ appeal} = 5.54$, $M_{emotional\ appeal} = 4.43$, $df = 264$, $t = 6.45$, $p < .001$), and emotional appeal was perceived as more emotional than informational ($M_{informational\ appeal} = 4.61$, $M_{emotional\ appeal} = 5.42$, $df = 264$, $t = -4.03$, $p < .001$).

Step I: The interaction effect of trip purpose and message appeal on engagement

Dependent variables

Interest and enjoyment, page engagement, and post engagement were measured as three dimensions of engagement. Descriptive means of three engagement dimensions (i.e., interest and enjoyment, page engagement, and post engagement) are displayed in Table 4.1.

Correlations between the three constructs of engagement were examined (*Table 4.2*). The correlation between interest and enjoyment and page engagement was significant ($r = .71$, $df = 152$, $p < .001$). The correlation between interest and enjoyment and post engagement was significant ($r = .68$, $df = 152$, $p < .001$). The correlation between page engagement and post engagement was significant ($r = .93$, $df = 152$, $p < .001$).

Table 4. 1. Descriptive means of engagement – Study 1

Trip Purpose	n	Engagement		
		Interest and enjoyment	Page engagement	Post engagement
Business	122	5.09 (1.22)	4.48 (1.56)	4.48 (1.74)
Leisure	132	5.09 (1.28)	4.41 (1.76)	4.40 (1.89)

Appeal	n	Engagement		
		Interest and enjoyment	Page engagement	Post engagement
Informational	131	5.10 (1.21)	4.65 (1.54)	4.67 (1.72)
Emotional	123	5.09 (1.30)	4.22 (1.76)	4.19 (1.89)

Trip Purpose	Appeal	n	Engagement		
			Interest and enjoyment	Page engagement	Post engagement
Business	Informational	63	4.96 (1.29)	4.40 (1.52)	4.48 (1.75)
Business	Emotional	59	5.22 (1.13)	4.56 (1.62)	4.47 (1.74)
Leisure	Informational	68	5.22 (1.12)	4.88 (1.54)	4.84 (1.68)
Leisure	Emotional	64	4.95 (1.43)	3.91 (1.84)	3.93 (1.99)

Note: Standard deviations are shown in parenthesis. Scale is 1: strongly disagree to 7: strongly agree.

Table 4. 2. Correlations, Means and Standard Deviations of Engagement– Study 1

	Interest and enjoyment	Page engagement	Post engagement
Interest and enjoyment			
Page engagement	0.71 ***		
Post engagement	0.68 ***	0.93***	
Mean	5.09	4.44	4.43
Standard Deviation	1.25	1.66	

Note: * $p < .05$, ** $p < .01$, *** $p < .001$, Scale is 1: strongly disagree to 7: strongly agree.

A series of analyses of covariance (ANCOVA) were conducted to statistically control for the effect of covariates (Cronk, 2012). In the present study, one covariate, attitude toward the Instagram post, was identified and adopted as a significant factor influencing engagement with the message. The rest of the covariates tested were excluded from further analysis as they were not significant. Analysis of variance (ANOVA) was conducted to test the hypotheses and then followed by multiple regression analysis.

Hypothesis 1: There will be the main effect of message appeal on engagement exhibited by (a) interest and enjoyment, (b) page engagement, and (c) post engagement.

Hypothesis 2. Trip purpose moderates the effect of message appeal on the level of engagement. More specifically

H2a: In the functional (vs. hedonic) trip scenario, the level of engagement ((a) interest and enjoyment, (b) page engagement, and (c) post engagement) with the message will be higher with emotional appeal than with informational appeal.

H2a(a). In the functional trip scenario, the level of interest and enjoyment with the message will be higher with emotional appeal than with informational appeal.

H2a(b). In the functional trip scenario, the level of engagement page engagement with the message will be higher with emotional appeal than with informational appeal.

H2a(c). In the functional trip scenario, the level of engagement (post engagement with the message will be higher with emotional appeal than with informational appeal.

H2b. In the hedonic (vs. functional) trip scenario, the level of engagement ((a) interest and enjoyment, (b) page engagement, and (c) post engagement) with the message will be higher in informational appeal than in emotional appeal.

H2b(a). In the hedonic trip scenario, the level of interest and enjoyment with the message will be higher in informational appeal than in emotional appeal.

H2b(b). In the hedonic trip scenario, the level of page engagement with the message will be higher in informational appeal than in emotional appeal.

H2b(c). In the hedonic trip scenario, the level of post engagement with the message will be higher in informational appeal than in emotional appeal.

Hypothesis 3. The level of engagement ((a) interest and enjoyment, (b) page engagement, and (c) post engagement) with the message will positively influence the behavioral intention (a. search intention, b. word-of-mouth intention, c. purchase intention)

H3a. The level of engagement ((a) interest and enjoyment, (b) page engagement, and (c) post engagement) with the message will positively influence the search intention.

H3a(a). The level of interest and enjoyment with the message will positively influence the search intention.

H3a(b). The level of page engagement with the message will positively influence the search intention.

H3a(c). The level of post engagement with the message will positively influence the search intention.

H3b. The level of engagement ((a) interest and enjoyment, (b) page engagement, (c) post engagement) with the message will predict the level of word-of-mouth intention.

H3b(a). The level of interest and enjoyment with the message will positively influence the word-of-mouth intention.

H3b(b). The level of page engagement with the message will positively influence word-of-mouth intention.

H3b(c). The level of post engagement with the message will positively influence the word-of-mouth intention.

H3c. The level of engagement ((a) interest and enjoyment, (b) page engagement, and (c) post engagement) with the message will predict the level of purchase intention.

H3c(a). The level of interest and enjoyment with the message will predict the level of purchase intention.

H3c(b). The level of page engagement with the message will predict the level of purchase intention.

H3c(c). The level of post engagement with the message will predict the level of purchase intention.

Interest and enjoyment

A 2 (trip purpose: business vs. leisure) $\times$ 2 (appeal: informational vs. emotional) factorial between-subjects ANCOVA was estimated to examine the effect of trip purpose on interest and enjoyment, controlling for any effect of attitude toward the Instagram post. Attitude toward the Instagram post was significantly related to interest and enjoyment ($F(1, 249) = 223.48, p < .001$)(Table 4.3). The main effect of trip purpose on interest and enjoyment was not significant ($F(1, 249) = 1.26, p = .264$) with the business trip purpose group ($M = 5.09, sd = 1.22$) not showing significantly different level of interest and enjoyment from leisure trip group ($M = 5.09, sd = 1.28$). The main effect of appeal on interest and enjoyment was not significant ($F(1, 249) = 2.76, p = .10$ with the informational appeal group ($M = 5.10, sd = 1.21$) not showing significantly different level of interest and enjoyment from the emotional appeal group ($M = 5.09, sd = 1.30$). The ANCOVA results indicated that the interaction effect of trip purpose and appeal on interest and enjoyment was significant ($F(1,249) = 6.83, p < .05$). The interaction effect is visualized in *Figure 4.1*. Planned contrasts showed no significant effect of appeal on interest and enjoyment in both business trip ($M_{\text{informational appeal}} = 4.96, M_{\text{emotional appeal}} = 5.22, t(120) = -1.21, p = .23$) and leisure trip ($M_{\text{informational appeal}} = 5.22, M_{\text{emotional appeal}} = 4.95, t(130) = 1.25, p = .21$) groups.

Table 4. 3. Means and ANCOVA results: The impacts of trip and appeal on interest and enjoyment

Means

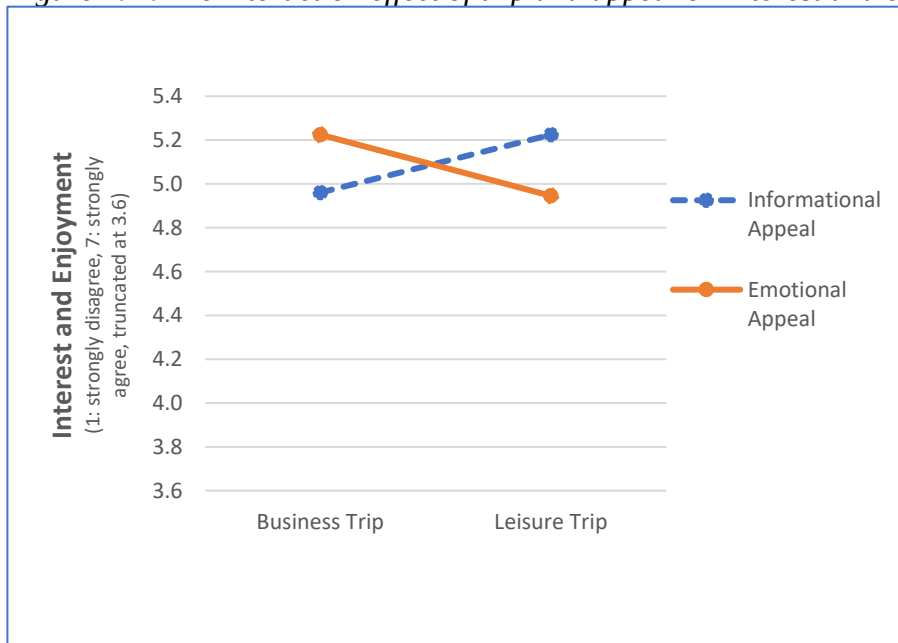
Appeal	Trip Purpose		Mean
	Business	Leisure	
Informational	4.96	5.22	5.10
Emotional	5.22	4.95	5.09
Mean	5.09	5.09	5.10

Analysis of covariance

Source	Type III Sum of Squares	df	Mean Square	F	P-value
<i>Covariate</i>					
Attitude toward the Instagram post	184.32	1	184.32	223.48***	.000
<i>Test Effects</i>					
Trip	1.03	1	1.03	1.26	.264
Appeal	2.28	1	2.28	2.76	.098
Trip * Appeal	5.63	1	5.63	6.83*	.010
Error	205.37	249	.83		
Total	6971.38	254			
Corrected Total	394.38	253			

Note. $R^2 = .48$ (Adjusted $R^2 = .47$), * = $p < .05$, ** = $p < .01$, *** = $p < .001$

Figure 4. 2. The interaction effect of trip and appeal on interest and enjoyment



Without controlling for the effect of attitude toward the Instagram post, the ANOVA results (*Table 4.4*) showed that the interaction effect of trip purpose and message appeal on interest and enjoyment was not significant ($F(1,250) = 4.67, p = .09$). On the other hand, when the attitude toward the Instagram post was controlled, the ANCOVA result showed a significant interaction effect, supporting the significant role of attitude toward the Instagram post and justifying ANCOVA in this study.

Table 4. 4. ANOVA results: The impacts of trip and appeal on interest and enjoyment

Source	Type III Sum of Squares	df	Mean Square	F	p-value
<i>Test Effects</i>					
Trip	.01	1	.00	.00	.96
Appeal	.01	1	.00	.002	.96
Trip * Appeal	4.67	1	4.67	3.00	.085
Error	389.69	250	1.56		
Total	6971.38	254			
Corrected Total	394.38	253			
Note. $R^2 = .01$ (Adjusted $R^2 = .000$), * = $p < .05$, ** = $p < .01$, *** = $p < .001$					

Page engagement

A 2 (trip purpose: business vs. leisure) $\times$ 2 (appeal: informational vs. emotional) factorial between-subjects ANCOVA (*Table 4.4*) was calculated to examine the effect of trip purpose on page engagement, covarying out the effect of attitude toward the Instagram post. Attitude toward the Instagram post was significantly related to page engagement ($F(1, 249) = 77.99, p < .001$) (*Table 4.4*). The main effect of trip purpose on page engagement was not significant ($F(1, 249) = .05, p = .823$) with the business trip group ($M = 4.48, sd = 1.56$) showed no significantly higher level of participation than the leisure trip group ($M = 4.41, sd = 1.76$). The main effect of appeal on page engagement was not significant

$(F(1, 249) = 1.49, p = .223)$ with the informational appeal group ($M = 4.65, sd = 1.54$) showed no significantly higher level of page engagement than the emotional appeal group ($M = 4.22, sd = 1.76$). The ANCOVA results (*Table 4.5*) indicated that the interaction effect of trip purpose and message appeal on page engagement was significant ($F(1,249) = 11.04, p < .01$). The interaction effect is visualized in *Figure 4.3*. Planned contrasts showed that when the trip purpose is leisure, informational appeal compared to emotional appeal caused higher levels of page engagement ($M_{\text{informational appeal}} = 4.88, M_{\text{emotional appeal}} = 3.91, t(130) = 3.31, p < .01$). However, among the business trip group, no significant effect of appeal on page engagement was found ($M_{\text{informational trip}} = 4.40, M_{\text{emotional appeal}} = 4.56, t(120) = -.59, p = .56$).

Table 4. 5. Means and ANCOVA results: The impacts of trip and appeal on page engagement

Means

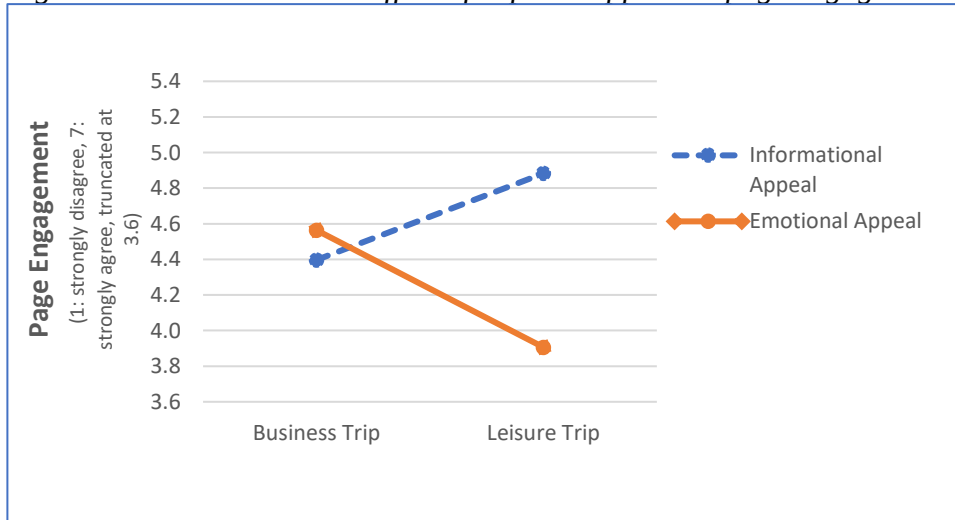
Appeal	Trip Purpose		Mean
	Business	Leisure	
Informational	4.40	4.88	4.65
Emotional	4.56	3.91	4.22
Mean	4.48	4.41	

Analysis of covariance

Source	Type III Sum of Squares	df	Mean Square	F	P-value
<i>Covariate</i>					
Attitude toward the Instagram post	159.01	1	159.01	77.99***	.000
<i>Test Effects</i>					
Trip	.10	1	.10	.05	.823
Appeal	3.04	1	3.04	1.49	.223
Trip * Appeal	22.50	1	22.50	11.04***	.001
Error	507.64	249	2.04		
Total	5710.81	254			
Corrected Total	699.21	253			

Note. $R^2 = .27$ (Adjusted $R^2 = .26$), * = $p < .05$, ** = $p < .01$, *** = $p < .001$

Figure 4. 3. The interaction effect of trip and appeal on page engagement



The ANOVA results (Table 4.6) indicated that the interaction effect of trip purpose and message appeal on page engagement was significant ($F(1, 250) = 20.68, p < .01$).

Table 4. 6. ANOVA results: The impacts of trip and appeal on page engagement

Source	Type III Sum of Squares	df	Mean Square	F
<i>Test Effects</i>				
Trip	.47	1	.467	.18
Appeal	10.37	1	10.37	3.89*
Trip * Appeal	20.68	1	20.68	7.76**
Error	666.65	250	2.67	
Total	5710.81	254		
Corrected Total	699.21	253		
Note. $R^2 = .05$ (Adjusted $R^2 = .04$), * = $p < .05$, ** = $p < .01$, *** = $p < .001$				

Post engagement

A 2 (trip purpose: business vs. leisure) $\times$ 2 (appeal: informational vs. emotional) factorial between-subjects ANCOVA (Table 4.7) was estimated to examine the effect of trip purpose on post engagement, covarying out the effect of attitude toward the Instagram post. Attitude toward the Instagram post was significantly related to post engagement ($F(1, 249) = 152.58, p < .001$) (Table 4.7). The main effect of trip purpose on post engagement was not significant ($F(1, 249) = .06, p = .879$) with the business trip group ($M = 4.48, sd = 1.74$) with no significantly higher level of post engagement than the leisure trip group ($M = 4.40, sd = 1.89$). The main effect of appeal on post engagement was not significant ($F(1, 249) = 4.95, p = .170$) with the informational appeal group ($M = 4.67, sd = 1.72$) with no significantly higher level of post engagement than the emotional appeal group ($M = 4.19, sd = 1.89$). The ANCOVA results indicated that the interaction effect of trip purpose and message appeal on post engagement was significant ($F(1, 249) = 5.42, p < .05$). The interaction effect is visualized in Figure 4.3. Planned contrasts showed that when the trip purpose is leisure, informational appeal compared to emotional appeal caused higher levels of post engagement ($M_{informational\ appeal} = 4.84, M_{emotional\ appeal} = 3.93, t(130) = 2.85, p < .01$).

However, among the business trip group, no significant effect of appeal on post engagement ($M_{\text{informational appeal}} = 4.48$, $M_{\text{emotional appeal}} = 4.47$, $t(120) = .04$, $p = .97$) was observed.

Table 4. 7. Means and ANCOVA results: The impacts of trip and appeal on post engagement

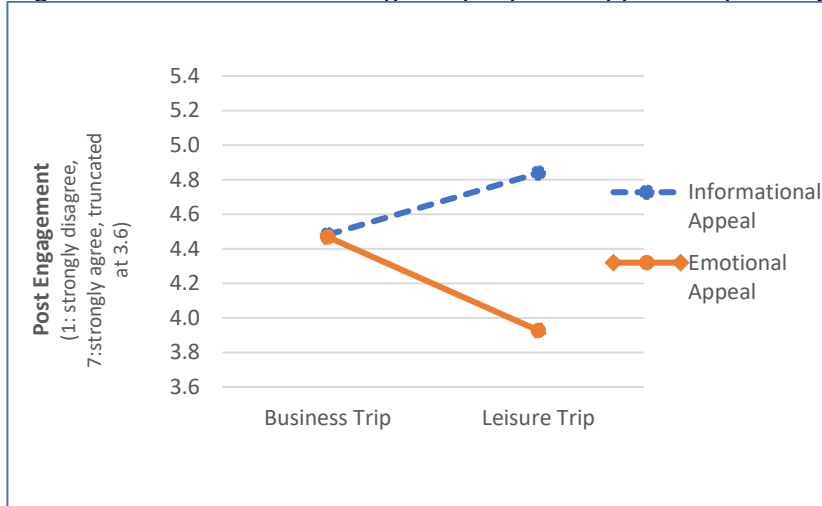
Means

Appeal	Trip Purpose		Mean
	Business	Leisure	
Informational	4.48	4.84	4.67
Emotional	4.47	3.93	4.19
Mean	4.48	4.40	

Analysis of covariance

Source	Type III Sum of Squares	df	Mean Square	F	P-value
<i>Covariates</i>					
Attitude toward the Instagram post	152.58	1	152.58	58.31***	.000
<i>Test Effects</i>					
Trip	.06	1	.06	.02	.879
Appeal	4.95	1	4.95	1.89	.170
Trip * Appeal	14.19	1	14.19	5.42*	.021
Error	651.61	249	2.62		
Total	5826.56	254			
Corrected Total	831.96	253			
Note. $R^2 = .22$ (Adjusted $R^2 = .20$), * = $p < .05$, ** = $p < .01$, *** = $p < .001$					

Figure 4. 4. The interaction effect of trip and appeal on post engagement



The ANOVA results (Table 4.8) indicated that the interaction effect of trip purpose and message appeal on post engagement was significant ($F(1, 250) = 12.79, p < .05$).

Table 4. 8. ANOVA results: The impacts of trip and appeal on post engagement

Source	Type III Sum of Squares	df	Mean Square	F
<i>Test Effects</i>				
Trip	.54	1	.54	.17
Appeal	13.51	1	13.51	4.20*
Trip * Appeal	12.79	1	12.79	3.98*
Error	804.19	250	3.22	
Total	5826.56	254		
Corrected Total	831.96	253		
Note. $R^2 = .03$ (Adjusted $R^2 = .02$), * = $p < .05$, ** = $p < .01$, *** = $p < .001$				

Step II: Engagement as a predictor of behavioral intention

Dependent variables

A series of multiple regression analyses were conducted to examine the effects of engagement types or levels on behavioral intentions. Search intention, word-of-mouth intention, and purchase intention were measured and tested as three dimensions of behavioral

intention. Descriptive means of three dimensions of behavioral intention are shown in

Table 4.9.

Table 4. 9. Descriptive Means of Behavioral Intention – Study 1

Trip Purpose	n	Behavioral Intention		
		Search intention	Word-of-mouth intention	Purchase intention
Business	122	5.54 (0.97)	5.16 (1.14)	5.39 (1.02)
Leisure	132	5.22 (1.34)	5.12 (1.23)	5.37 (1.24)

Note: Standard deviations are shown in parenthesis. Scale is 1: strongly disagree to 7: strongly agree.

Appeal	n	Behavioral Intention		
		Search intention	Word-of-mouth intention	Purchase intention
Informational	131	5.55 (0.97)	5.23 (1.15)	5.44 (1.11)
Emotional	123	5.18 (1.36)	5.04 (1.22)	5.31 (1.17)

Note: Standard deviations are shown in parenthesis. Scale is 1: strongly disagree to 7: strongly agree.

Trip Purpose	Appeal	n	Behavioral Intention		
			Search intention	Word-of-mouth intention	Purchase intention
Business	Informational	63	5.57 (0.99)	5.15 (1.18)	5.48 (0.98)
Business	Emotional	59	5.51 (0.97)	5.18 (1.11)	5.28 (1.07)
Leisure	Informational	68	5.53 (0.96)	5.32 (1.12)	5.42 (1.22)
Leisure	Emotional	64	4.88 (1.60)	4.91 (1.32)	5.33 (1.14)

Note: Standard deviations are shown in parenthesis. Scale is 1: strongly disagree to 7: strongly agree.

Table 4. 10. Correlations, Means and Standard Deviations of Behavioral Intention

	Search intention	Word-of-mouth intention	Purchase intention
Search intention			
Word-of-mouth intention	0.55 ***		
Purchase intention	0.58 ***	0.70 ***	
Mean	5.37	5.14	5.38
Standard Deviation	1.19	1.19	1.14

Note: * $p < .05$, ** $p < .01$, *** $p < .001$, Scale is 1: strongly disagree to 7: strongly agree.

Search intention

Hypothesis 3a suggested that interest and enjoyment, page engagement, and post engagement would predict search intention. Multiple regression analysis was used to analyze the relationships among the variables. The result was significant ($F(3, 250) = 39.87, p < .001, adj. R^2 = .32$). The analysis showed that interest and enjoyment ($\beta = .46, t = 6.17, p < .001$) was a significant predictor of search intention, while page engagement ($\beta = .203, t = 1.340, p = .181$) and post engagement ($\beta = -.07, t = -.45, p = .66$) were not significant. Thus, it is concluded that more interest and enjoyment is associated with more search intention supporting H3a(a).

Word-of-mouth intention

Hypothesis 3b suggested that interest and enjoyment, page engagement, and post engagement would predict word-of-mouth intention. Multiple regression analysis was used to analyze the relationships among the variables. The result was significant ($F(3, 250) = 141.18, p < .001, adj. R^2 = .62$). The analysis showed that interest and enjoyment ($\beta = .42, t = 7.57, p < .001$) and page engagement ($\beta = .43, t = 3.80, p < .001$) were significant predictors of word-of-mouth intention, while post engagement ($\beta = .01, t = .13, p = .90$) was not. Thus, it

was concluded that more interest and enjoyment and more page engagement caused more word-of-mouth intention, thus supporting H3b(a) and H3b(b).

Purchase intention

Hypothesis 3c suggested that interest and enjoyment, page engagement, and post engagement would predict purchase intention. Multiple regression analysis was used to analyze the relationships among the variables. The result was significant, $F(3, 250) = 75.42$, $p < .001$, $adj. R^2 = .47$. The analysis showed that interest and enjoyment ($\beta = .70$, $t = 10.64$, $p < .001$) was a significant predictor of purchase intention, while page engagement ($\beta = .09$, $t = .65$, $p = .52$) and post engagement ($\beta = -.10$, $t = -.801$, $p = .42$) were not significant. Thus, it was concluded that more interest and enjoyment indicated more purchase intention supporting H3c(a).

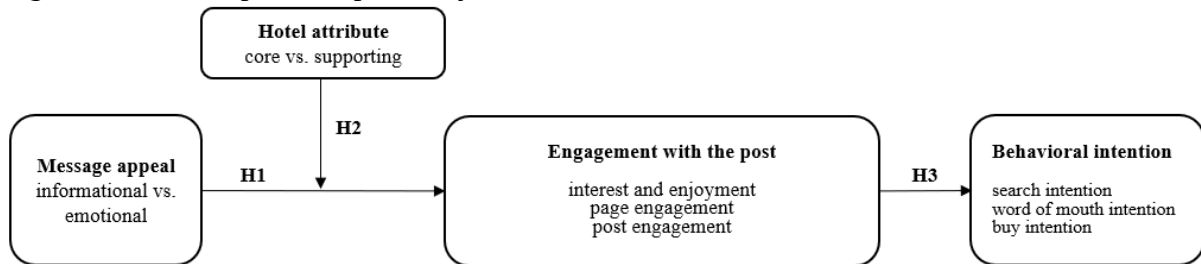
STUDY 2

In the following section, manipulation checks for message topic (core vs. supporting) and message appeal (informational vs. emotional) are presented to illustrate how successful the stimuli were manipulated. The ANCOVA and ANOVA results are displayed in the following section to investigate the interaction effects of message topic and message appeal on three dimensions of engagement (interest and enjoyment, page engagement, post engagement). As no significant interaction effect of message topic and appeal on engagement was observed in Study 2, the main effects of message topic and message appeal on engagement are discussed.

Research design

Study 2 employed a 2 (message topic: core vs. supporting) $\times$ 2 (appeal: informational vs. emotional) between-subjects design. Participants were randomly assigned to one of the four conditions. The primary purpose of Study 2 was to test the hypothesis that with core information of the hotel (i.e., room feature information), the informational appeal would generate a higher level of engagement. Study 2 tested the hypothesis that with the hotel's supporting information (i.e., service feature information), the emotional appeal would generate a higher engagement level. An Instagram post with core hotel attributes (i.e., bedroom information) was assumed to create the central route in this study, as researchers support that room feature is a core attribute in a hotel context and is associated with high involvement. *Figure 4.5* illustrates these hypotheses.

Figure 4. 5. Conceptual map – Study 2



Manipulation checks

The experimental manipulations were successful. The results indicated that core information group recognized the topic of the Instagram post as core information ($M_{\text{core information}} = 5.71$, $M_{\text{supporting information}} = -8.74$, $t(263) = -8.61$, $p < .001$), and supporting information group recognized the topic of the Instagram post as supporting information ($M_{\text{core information}} = 5.27$, $M_{\text{supporting information}} = 6.12$, $t(263) = 5.36$, $p < .001$). The results indicated

that information appeal group recognized their Instagram post as informational ($M_{\text{informational trip}} = 5.89$, $M_{\text{emotional appeal}} = 5.28$, $t(263) = 4.46$, $p < .001$), and emotional appeal group recognized their Instagram post as emotional ($M_{\text{informational trip}} = 4.72$, $M_{\text{emotional appeal}} = 5.41$, $t(263) = -3.65$, $p < .001$).

Step I: The interaction effect of message topic and message appeal on engagement

Dependent variables

Interest and enjoyment, page engagement, and post engagement were measured as three dimensions of engagement. Descriptive means of three engagement dimensions are shown in *Table 4.11*. Correlations between the three constructs of engagement were examined (*Table 4.12*). The correlation between interest and enjoyment and page engagement was significant ($r = .74$, $df = 263$, $p < .001$). The correlation between interest and enjoyment and post engagement was significant ($r = .73$, $df = 263$, $p < .001$). The correlation between page engagement and post engagement was significant ($r = .95$, $df = 263$, $p < .001$).

A series of ANCOVAs and ANOVAs were conducted to test the hypotheses. To be consistent with Study 1, attitude toward the Instagram post was included in the ANCOVA analysis as a covariate.

Table 4. 11. Descriptive Means of Engagement – Study 2

Message Topic	n	Engagement		
		Interest and enjoyment	Page engagement	Post engagement
Supporting	129	5.30 (1.23)	4.74 (1.67)	4.73 (1.72)
Core	136	5.20 (1.11)	4.57 (1.66)	4.67 (1.74)

Appeal	n	Engagement		
		Interest and enjoyment	Page engagement	Post engagement
Informational	133	5.04 (1.34)	4.51 (1.78)	4.53 (1.81)
Emotional	132	5.46 (0.93)	4.79 (1.53)	4.87 (1.64)

Message Topic	Appeal	n	Engagement		
			Interest and enjoyment	Page engagement	Post engagement
Supporting	Informational	64	5.11 (1.46)	4.64 (1.87)	4.59 (1.88)
Supporting	Emotional	65	5.48 (0.92)	4.83 (1.46)	4.87 (1.54)
Core	Informational	69	4.97 (1.22)	4.39 (1.69)	4.47 (1.74)
Core	Emotional	67	5.42 (0.93)	4.76 (1.61)	4.87 (1.73)

Note: Standard deviations are shown in parenthesis, Scale is 1: strongly disagree to 7: strongly agree

Table 4. 12. Correlations, Means and Standard Deviations of Engagement– Study 2

	Interest and enjoyment	Page engagement	Post engagement
Interest and enjoyment			
Page engagement	0.74 ***		
Post engagement	0.73 ***	0.95 ***	
<i>Mean</i>	5.24	4.65	4.70
<i>Standard Deviation</i>	1.17	1.66	1.73

Note: * $p < .05$, ** $p < .01$, *** $p < .001$, Scale is 1: strongly disagree to 7: strongly agree.

A series of ANCOVAs have been conducted covarying out attitude toward the Instagram post to test the hypotheses. A series of analyses of variances (ANOVAs) were also conducted to test the hypotheses below.

Hypothesis 1: There will be the main effect of message appeal on engagement exhibited by (a) interest and enjoyment, (b) page engagement, (c) post engagement.

Hypothesis 2. Message topic moderates the effect of message appeal on the level of engagement. More specifically

H2a: With core (vs. supporting) information, the level of engagement ((a) interest and enjoyment, (b) page engagement, (c) post engagement) with the message will be higher with emotional appeal than with informational appeal.

H2a(a). With core (vs. supporting) information, the level of interest and enjoyment with the message will be higher with emotional appeal than with informational appeal.

H2a(b). With core (vs. supporting) information, the level of engagement page engagement with the message will be higher with emotional appeal than with informational appeal.

H2a(c). With core (vs. supporting) information, the level of engagement (post engagement with the message will be higher with emotional appeal than with informational appeal.

H2b. With supporting (vs. core) information, the level of engagement ((a) interest and enjoyment, (b) page engagement, and (c) post engagement) with the message will be higher in informational appeal than in emotional appeal.

H2b(a). With supporting (vs. core) information, the level of interest and enjoyment with the message will be higher in informational appeal than in emotional appeal.

H2b(b). With supporting (vs. core) information, the level of page engagement with the message will be higher in informational appeal than in emotional appeal.

H2b(c). With supporting (vs. core) information, the level of post engagement with the message will be higher in informational appeal than in emotional appeal.

Hypothesis 3. The level of engagement ((a) interest and enjoyment, (b) page engagement, and (c) post engagement) with the message will positively influence the behavioral intention (a. search intention, b. word-of-mouth intention, c. purchase intention)

H3a. The level of engagement ((a) interest and enjoyment, (b) page engagement, and (c) post engagement) with the message will positively influence the search intention.

H3a(a). The level of interest and enjoyment with the message will positively influence the search intention.

H3a(b). The level of page engagement with the message will positively influence the search intention.

H3a(c). The level of post engagement with the message will positively influence the search intention.

H3b. The level of engagement ((a) interest and enjoyment, (b) page engagement, (c) post engagement) with the message will predict the level of word-of-mouth intention.

H3b(a). The level of interest and enjoyment with the message will positively influence the word-of-mouth intention.

H3b(b). The level of page engagement with the message will positively influence word-of-mouth intention.

H3b(c). The level of post engagement with the message will positively influence the word-of-mouth intention.

H3c. The level of engagement ((a) interest and enjoyment, (b) page engagement, (c) post engagement) with the message will predict the level of purchase intention.

H3c(a). The level of interest and enjoyment with the message will predict the level of purchase intention.

Interest and enjoyment

A 2 (message topic: core vs. supporting) $\times$ 2 (appeal: informational vs. emotional) factorial between-subjects ANCOVA (*Table 4.13*) was calculated to examine the effect of the message topic on interest and enjoyment covarying out the effect of attitude toward the Instagram post. Attitude toward the Instagram post was significantly related to interest and enjoyment ($F(1, 260) = 115.89, p < .001$). The main effect of message topic on interest and enjoyment was not significant ($F(1, 260) = .050, p = .824$) with core information group ($M = 5.20, sd = 1.11$) showing insignificantly higher level of interest and enjoyment from supporting information group ($M = 5.09, sd = 1.28$). The main effect of appeal on interest and enjoyment was significant ($F(1, 260) = 10.25, p < .01$) with emotional appeal group ($M = 5.46, sd = 0.93$) showing a significantly higher level of interest and enjoyment than informational appeal group ($M = 5.04, sd = 1.34$). The ANCOVA results indicated that the

interaction effect of topic and appeal on interest and enjoyment was not significant

($F(1,260) = .34, p = .559$). The effect is visualized in *Figure 4.6*.

Table 4. 13. Means and ANCOVA results: The impacts of topic and appeal on interest and enjoyment

Means

Appeal	Message Topic		Mean
	Core	Supporting	
Informational	4.97	5.11	5.04
Emotional	5.42	5.48	5.46
Mean	5.20	5.30	

Analysis of covariance

Source	Type III Sum of Squares	df	Mean Square	F	P-value
<i>Covariate</i>					
Attitude toward the Instagram post	107.25	1	107.25	115.89***	.000
<i>Test Effects</i>					
Topic	.05	1	.05	.050	.824
Appeal	9.49	1	9.49	10.25**	.002
Topic * Appeal	.32	1	.32	.34	.559
<i>Error</i>	240.63	260			
<i>Total</i>	7643.19	265			
<i>Corrected Total</i>	360.11	264			
Note. $R^2 = .33$ (Adjusted $R^2 = .32$), * = $p < .05$, ** = $p < .01$, *** = $p < .001$					

Figure 4. 6. The effect of topic and appeal on interest and enjoyment



The ANOVA results (Table 4.14) indicated that the interaction effect of topic and appeal on interest and enjoyment was not significant ($F(1,261)=1.33$, $p= .791$).

Table 4. 14. ANOVA results: The impacts of topic and appeal on interest and enjoyment

Source	Type III Sum of Squares	df	Mean Square	F	P-value
<i>Test Effects</i>					
Topic	.72	1	.72	.54	.463
Appeal	11.28	1	11.28	8.47**	.004
Topic * Appeal	.09	1	.09	.07	.791
Error	347.88	261	1.33		
Total	7643.19	265			
Corrected Total	360.11	264			

Note. $R^2 = .03$ (Adjusted $R^2 = .02$), * = $p < .05$, ** = $p < .01$, *** = $p < .001$

Page engagement

A 2 (message topic: core vs. supporting) $\times$ 2 (appeal: informational vs. emotional) factorial between-subjects ANCOVA (Table 4.15) was calculated to examine the effect of

message topic on page engagement, covarying out the effect of attitude toward the Instagram post. Attitude toward the Instagram post was significantly related to page engagement ($F(1, 260) = 22.58, p < .001$). The main effect of message topic on page engagement was not significant ($F(1, 260) = .29, p = .590$) with core information group ($M = 4.57, sd = 1.66$) showing insignificantly lower level of page engagement from supporting information group ($M = 4.74, sd = 1.67$). The main effect of appeal on page engagement was not significant ($F(1, 260) = 1.63, p = .202$) with informational appeal group ($M = 4.51, sd = 1.78$) showing insignificantly lower level of page engagement than emotional appeal group ($M = 4.79, sd = 1.53$). The ANCOVA results indicated that the interaction effect of topic and appeal on page engagement was not significant ($F(1,260) = .35, p = .55$). The effect is visualized in *Figure 4-7*.

Table 4. 15. Means and ANCOVA results: The impacts of topic and appeal on page engagement

Means

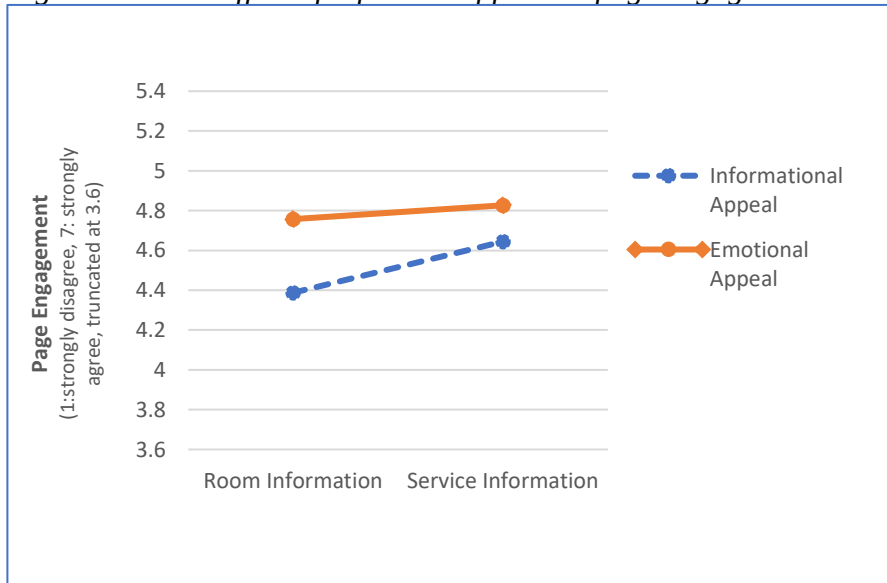
Appeal	Message Topic		Mean
	Core	Supporting	
Informational	4.39	4.64	4.51
Emotional	4.76	4.83	4.79
Mean	4.57	4.74	

Analysis of covariance

Source	Type III Sum of Squares	df	Mean Square	F	P-value
<i>Covariates</i>					
Attitude toward the Instagram post	57.60	1	57.60	22.58***	.000
<i>Test Effects</i>					
Topic	.74	1	.74	.29	.590
Appeal	4.17	1	4.17	1.63	.202
Topic * Appeal	.90	1	.90	.35	.552
Error	663.31	260	2.55		
Total	6460.75	265			
Corrected Total	728.46	264			

Note. $R^2 = .09$ (Adjusted $R^2 = .08$), * = $p < .05$, ** = $p < .01$, *** = $p < .001$

Figure 4. 7. The effect of topic and appeal on page engagement



The ANOVA results (*Table 4.16*) indicated that the interaction effect of topic and appeal on interest and enjoyment was not significant ($F(1,261) = .21, p = .647$).

Table 4. 16. ANOVA results: The impacts of topic and appeal on page engagement

Source	Type III Sum of Squares	df	Mean Square	F	P-value
<i>Test Effects</i>					
Topic	1.76	1	1.76	.64	.425
Appeal	5.05	1	5.05	1.83	.178
Topic * Appeal	.58	1	.58	.21	.647
<i>Error</i>	720.90	261	2.76		
<i>Total</i>	6460.75	265			
<i>Corrected Total</i>	728.46	264			
Note. $R^2 = .01$ (Adjusted $R^2 = -.00$)					

Post engagement

A 2 (message topic: core vs. supporting) $\times$ 2 (appeal: informational vs. emotional) factorial between-subjects ANCOVA (*Table 4.17*) was calculated to examine the effect of message topic on post engagement, covarying out the effect of attitude toward the Instagram post. Attitude toward the Instagram post was significantly related to post engagement ($F(1, 260) = 21.55, p < .001$). The main effect of message topic on post engagement was not significant ($F(1, 260) = .00, p = .99$) with core information group ($M = 4.67, sd = 1.74$) showing insignificantly lower level of post engagement from supporting information group ($M = 4.73, sd = 1.72$). The main effect of appeal on post engagement was not significant ($F(1, 260) = .15, p = .703$) with the informational appeal group ($M = 4.53, sd = 1.81$) showing insignificantly lower levels of post engagement than the emotional appeal group ($M = 4.87, sd = 1.64$). The ANCOVA results indicated that the interaction effect of topic and

appeal on post engagement was not significant ($F(1,260) = .40, p = .15$). The effect is visualized in *Figure 4.8*.

Table 4. 17. Means and ANCOVA results: The impacts of topic and appeal on post engagement

Means

Appeal	Message Topic		Mean
	Core	Supporting	
Informational	4.47	4.59	4.53
Emotional	4.87	4.87	4.87
Mean	4.67	4.73	

Analysis of covariance

Source	Type III Sum of Squares	df	Mean Square	F	P-value
<i>Covariates</i>					
Attitude toward the Instagram post	59.69	1	59.69	21.55***	.000
<i>Test Effects</i>					
Topic	.00	1	.00	.00	.990
Appeal	6.45	1	6.45	2.33	.128
Topic * Appeal	.40	1	.40	.15	.703
<i>Error</i>	720.28	260	2.77		
<i>Total</i>	6637.22	265			
<i>Corrected Total</i>	788.07	264			
Note. $R^2 = .09$ (Adjusted $R^2 = .07$), * = $p < .05$, ** = $p < .01$, *** = $p < .00$					

Figure 4. 8. The interaction effect of topic and appeal on post engagement



The ANOVA results (Table 4.18) indicated that the interaction effect of topic and appeal on post engagement was not significant ($F(1,261) = 2.13$, $p = .798$).

Table 4. 18. ANOVA results: The impacts of topic and appeal on post engagement

Source	Type III Sum of Squares	df	Mean Square	F	P-value
<i>Test Effects</i>					
Topic	2.21	1	2.21	2.53	.776
Appeal	.07	1	.07	.08	.113
Topic * Appeal	1.86	1	1.86	2.13	.798
Error	228.10	261	.87		
Total	8272.33	265			
Corrected Total	232.23	264			
Note. $R^2 = .02$ (Adjusted $R^2 = .01$)					

Unlike Study 1, no multiple regression analysis was conducted, as no significant effects of topic and appeal on engagement were observed.

SUMMARY OF RESULTS

The main purpose of Study 1 and Study 2 was to test the hypothesis that trip purpose (Study 1) and message topic (Study 2) moderate the effect of message appeal on the level of engagement (H2). The ANCOVA results (*Table 4.19*) from Study 1 supported this hypothesis (H2) with significant interaction effects of trip purpose and message appeal on engagement across all three dimensions of engagement (interest and enjoyment, page engagement, post engagement). However, the ANCOVA results from Study 2 rejected this hypothesis (H2) with no significant interaction effects of message topic and message appeal on engagement.

Table 4. 19. Univariate F-values for engagement (interest and enjoyment, page engagement, post engagement)

	Interest and enjoyment	Page engagement	Post engagement
<i>Study 1</i>			
Trip	1.26	.05	.02
Appeal	2.76	1.49	1.89
Trip * Appeal	6.83*	11.04**	5.42*
<i>Study 2</i>			
Topic	.050	.29	.00
Appeal	10.25**	1.63	2.33
Topic * Appeal	.34	.35	.15

* = $p < .05$, ** = $p < .01$, *** = $p < .001$

Study 1 and Study 2 also tested the main effect of message appeal (informational vs. emotional) on engagement (H1) (*Table 4.16*). Study 2 partially supported the main effect of appeal on engagement (H1) with a higher level of interest and enjoyment in the emotional appeal group than in the informational appeal group. Study 1 did not support the main effect of message appeal on engagement (H1).

Multiple regression results partially supported the hypothesis that the level of engagement with the message predicts the level of word-of-mouth. Intention (H3) (*Table 4.17a*). First, more interest and enjoyment indicated more search intention (H3a(a)). More interest and enjoyment, and more page engagement indicated more word-of-mouth intention

(H3b(a), H3b(b)). At last, more interest and enjoyment indicated more purchase intention (H3c(a)). The summary of hypothesis testing results for the main effect and regression analysis have been presented in *Table 4.20*.

Table 4. 20. Summary of the results of hypothesis testing
a. Main effect and regression analysis

IVs		DVs	Result
Appeal (study1)	H1(a)	Interest and enjoyment	Not supported
	H1(b)	Page engagement	Not supported
	H1(c)	Post engagement	Not supported
Appeal (Study 2)	H1(a)	Interest and enjoyment	Supported
	H1(b)	Page engagement	Not supported
	H1(c)	Post engagement	Not supported
Interest and enjoyment	H3a(a)	Search intention	Supported
	H3b(a)	Word-of-mouth intention	Supported
	H3c(a)	Purchase intention	Supported
Page engagement	H3a(b)	Search intention	Not supported
	H3b(b)	Word-of-mouth intention	Supported
	H3c(b)	Purchase intention	Not supported
Post engagement	H3a(c)	Search intention	Not supported
	H3b(c)	Word-of-mouth intention	Not supported
	H3c(c)	Purchase intention	Not supported

b. Interaction effect – Study 1

<i>Study1</i>		Informational	Emotional	Results
IVs		Interest and enjoyment (a)		
Business Trip	H2a(a)	4.96 (1.29)	< 5.22 (1.13)	Not Supported
Leisure Trip	H2b(a)	5.22 (1.12)	> 4.95 (1.43)	Not Supported
		Page engagement (b)		
Business Trip	H2a(b)	4.40 (1.52)	< 4.56 (1.62)	Not Supported
Leisure Trip	H2b(b)	4.88 (1.54)	>*** 3.91 (1.84)	Supported
		Post engagement (c)		
Business Trip	H2a(c)	4.48(1.75)	≈ 4.47 (1.74)	Not Supported
Leisure Trip	H2b(c)	4.84 (1.68)	>*** 3.93(1.99)	Supported

Note: Standard deviations are shown in parenthesis. Scale is 1: strongly disagree to 7: strongly agree. Planned contrasts: * $p < .05$. ** $p < .01$

Table 4. 20. (cont'd)

c. Interaction effect – Study 2

Study 2		Informational	Emotional	Results
IVs		Interest and enjoyment (a)		
Core Topic	H2a(a)	4.97(1.22)	<* 5.42 (0.93)	Not Supported
Supporting Topic	H2b(a)	5.11(1.46)	< 5.48 (0.92)	Not Supported
		Page engagement (b)		
Core Topic	H2a(b)	4.39 (1.69)	< 4.76 (1.61)	Not Supported
Supporting Topic	H2b(b)	4.64 (1.87)	< 4.83 (1.46)	Not Supported
		Post engagement (c)		
Core Topic	H2a(c)	4.47 (1.74)	< 4.87 (1.73)	Not Supported
Supporting Topic	H2b(c)	4.59 (1.88)	< 4.87 (1.54)	Not Supported

Note: Standard deviations are shown in parenthesis. Scale is 1: strongly disagree to 7: strongly agree. Planned contrasts: * $p < .05$. ** $p < .01$

In Study 1, significant interaction effects of trip purpose (business vs. leisure) and message appeal (informational vs. emotional) on engagement were observed, supporting that trip purpose moderates the effect of message appeal on engagement (H2). Planned contrasts supported that in the leisure trip group, informational appeal led to higher page engagement (H2b(b)) and higher post engagement (H2b(c)) than in the emotional appeal group (Table 4.20b). Study 2 revealed that the message topic does not moderate the effect of message appeal on engagement rejecting H2.

In conclusion, Study 2 displayed a pattern of more substantial effect of emotional appeal on engagement than informational appeal when no trip purpose was presented. Study 1 investigated this relation further and supported that when the trip purpose was identified, the message appeal (informational vs. emotional) showed different effects on engagement. In the leisure trip situation, informational appeal generates a higher level of page engagement and post engagement than emotional appeal, which is the opposite direction from the studies with no specified trip purpose (Study 2).

CHAPTER 5

DISCUSSION

This chapter discusses four sections: (1) summary of the study with interpretation, (2) theoretical contribution, (3) managerial implications, and (4) limitations and future studies.

Summary of the Study

This research conducted two experiments to investigate whether a post on a hotel's Instagram page initiates customer engagement with the hotel's online content and how the post ultimately influences behavioral intentions toward the hotel product. A pretest and four pilot studies were conducted to design and refine the two main studies; thus, testing manipulations of the travel scenarios and Instagram posts. The research problem was to investigate how message appeal (informational versus emotional) initiates customer engagement and ultimately influences behavioral intention. In each study, trip purpose (business versus leisure) and message topic (core versus supporting) were identified as moderators of message appeal on engagement. To explain the relationship between the variables, an elaboration likelihood model (ELM) was applied.

More specifically, the interaction effects between appeal and the suggested moderators on engagement in studies 1 and 2 are discussed. The ELM suggested that consumers' information processing. In the following section, two paths are discussed, using two types of statistical analyses. First, using an ANCOVA statistical model with data from studies 1 and 2 showed how different message appeals work differently in the level of engagement toward post when trip purposes and message topics were presented as moderators. The focus of the ANCOVA model was to test the interaction effects between appeal and the suggested moderators on engagement toward the post. Second, using regression analyses on Study 1

data illustrated the relationship between engagement and behavioral intention worked differently on different routes (the central route with high involvement versus the peripheral route with low involvement) (Petty & Cacioppo, 1986). The central route and peripheral route are distinguished by the level of involvement. In the tourism literature, leisure travelers exhibited high involvement, and business travelers showed low involvement (Ferns & Walls, 2012; Filieri & McLeay, 2014; Jun, 2009; Kim, Woo, & Uysal, 2015). Based on the previous literature (Gahwiler & Havitz, 1998; Gursoy & Gavcar, 2003; Havitz & Dimanche, 1990; Havitz, Kaczynski, & Mannell, 2013), Study 1 assumed that the leisure travel scenario triggered a central route in the ELM, and an informational appeal was expected to have more effect on engagement in the central route. On the other hand, the business travel scenario was assumed to generate a peripheral route, and an emotional appeal was expected to have a more significant effect on engagement in the peripheral route. In Study 1, the two routes showed patterns consistent with this expectation. It can be concluded that travel purpose and message appeal are critical factors in generating engagement. Hence, Study 1 supported the ELM, showing significant interaction effects of travel purpose (business versus leisure) and message appeal (informational versus emotional) on engagement, which supported the idea that trip purpose moderated the effect of message appeal on engagement.

The engagement was measured using three dimensions: interest and enjoyment, page engagement, and post engagement. Further analysis indicated that in the central route of the leisure travel group, informational appeal generated a higher level of engagement than emotional appeal. In the peripheral route of the business travel group, emotional appeal exhibited patterns of higher engagement than informational appeal. This finding supported the ELM; however, when considering the significance of the differences, this argument was only

partially supported. Significant differences in engagement were observed only in the leisure travel group, and the differences were not significant in the business travel group. In the leisure travel group, page engagement and post engagement displayed significantly higher levels of engagement with an informational appeal; however, the difference in the interest and enjoyment aspects of engagement was insignificant. The findings supported the argument that leisure travelers who are assumed to be highly involved in processing hotel information are supposed to induce more page engagement (i.e., engagement with the page) toward hotel's social media page and post engagement (i.e., engagement with the post) toward the social media post after they read an informational post from a hotel's social media than after they read an emotional post a hotel's social media. Page engagement measures engagement related to the hotel's digital content in broader terms (e.g., I will like the posts related to this hotel) than post engagement. Post engagement measures engagement with the post (e.g., I would be likely to click the like button on this Instagram post). It is also notable that page engagement and post-engagement showed analogous patterns. This observation can be extended to the inference that the number of likes on a post is closely related to the number of followers of the page in discussing digital consumer engagement. This finding is supported by other researchers (Zaichkowski, 1985; cited in Obilo et al., 2020), who asserted that highly involved consumers tend to learn and gather more information on the brand.

Specific findings from Study 2 showed that the moderating role of message topic (core versus supporting) on the linkage between message appeal and engagement. An Instagram post containing core information (i.e., bedroom information) was assumed to create a central route according to ELM, and a post featuring supporting information (i.e., concierge service information) was assumed to create a peripheral route according to ELM (Browning et al.,

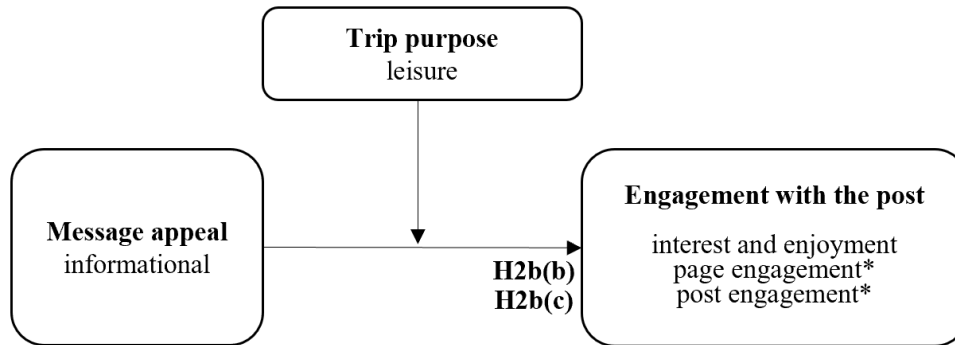
2013; Xiang et al., 2015). Study 2 results suggest that the message topic failed to moderate the effect of message appeal on engagement, and no significant interaction effect was observed between message topic and appeal when the message topic was manipulated. Across the two message topic groups, message appeal itself demonstrated a significant main effect on the interest and enjoyment aspects of engagement, and emotional appeal showed a pattern of the higher level of engagement in all three dimensions of engagement measured. Study 2 findings support affective-cognitive theories that state emotional appeal can generate higher levels of engagement than informational appeal when no moderating effect is observed. The findings of this study and theoretical claims are consistent with other empirical studies, which test affective and cognitive influences, that support that an emotional (hedonic) appeal has been found to be more effective than an informational (utilitarian) appeal in facilitating performance (Molina, Gómez, Lyon, Aranda, & Loibl, 2020; Santini et al., 2020).

While message appeal was a significant main effect on engagement, moderating effects played no role in increasing engagement in Study 2, which was not applicable to support the ELM as planned. There is an opportunity to assess why the message topic failed to moderate the effect of message appeal on engagement that needs to be examined. There are several rationalizations for this implication. First, controlling messages may have failed to generate an impact on creating different information processing routes in the ELM. In Study 1, participants were asked to imagine that they were in either business or leisure travel scenarios after they were randomly assigned to one of the four groups. By manipulating the travel scenario, this experiment could direct participants to different information processing routes assigned by the group. Yet, controlling the message topic in Study 2 might have caused an indirect impact on the information processing of the participants, as a message is a source

of information for the participants, and this indirect impact might have led to a failure in creating separate information processing routes between the groups.

In other words, incorporating the interpretations of the effect of message appeal on engagement from studies 1 and 2, travel purpose moderated message appeal on engagement, but message topic did not. With travel purpose as a moderator between message appeal and engagement, the ELM explains how message appeal acts on generating engagement. Leisure travelers who were assumed to have high involvement in information processing and informational appeal exhibited a stronger effect on engagement than did emotional appeal through the central route of the ELM (*Figure 5.1*). The differences in page engagement and post engagement were identified as significant, but the difference in interest and enjoyment was not significant. The different levels of effect might be rooted in the nature of aspects measured. Page engagement and post engagement measured behavioral intention of engagement, and interest and enjoyment measured the psychological aspect of engagement. Based on the results, it can be concluded that trip purpose and appeal significantly affect behavioral aspects of engagement and less significantly affect psychological aspects of engagement. The findings contributed additional evidence to support the ELM and raised a question about investigating different dimensions of engagement, including hierarchical relations between different aspects of engagement. When different routes of information processing were not created, emotional appeal displayed stronger engagement than informational appeal, which supported affective-cognitive theories.

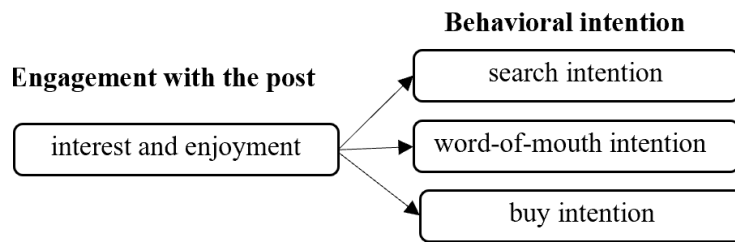
Figure 5. 1. Significant effects of informational appeal on engagement among leisure travelers - Study 1



In the next step of Study 1, the relationship between engagement and behavioral intention was investigated based on the conceptual model suggested. Multiple regression results indicated two significant findings in the relationship between engagement and behavioral intentions measured in three dimensions (search intention, word-of-mouth intention, and purchase intention).

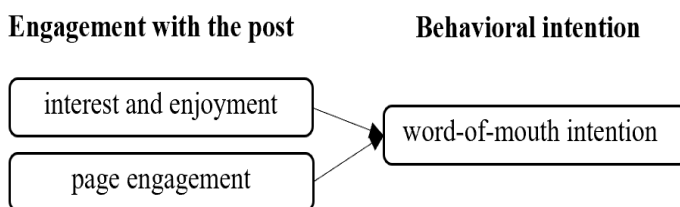
The first significant finding is that among the three dimensions of engagement, the interest and enjoyment dimension indicated a higher level of behavioral intention in all three aspects, suggesting that interest and enjoyment toward digital content was a significant indicator of search intention, word-of-mouth intention, and purchase intention (*Figure 5.2*). This finding was consistent with previous studies in that positive emotions (as a part of engagement) impacted business performance through customer's behavioral intention (de Oliveira Santini et al., 2020; Vivek et al., 2014).

Figure 5.2. A significant relationship between interest and enjoyment on search intention, word-of-mouth intention, and buy intention - Study 1



The second significant finding is that page engagement and interest and enjoyment were found to be significant indicators of word-of-mouth intention (*Figure 5.3*), which was consistent with previous research (Santini et al., 2020), indicating that word-of-mouth is associated with customer engagement

Figure 5. 3. A significant relationship between interest and enjoyment and page engagement on word-of-mouth intention - Study 1



Notable among the three aspects of engagement assessed in this research is that the psychological aspect (i.e., interest and enjoyment) was validated as an indicator of search intention, word-of-mouth intention, and purchase intention, while the behavioral aspects of engagement (i.e., page engagement and post engagement) were not validated as significant indicators of behavioral intention except that page engagement indicated an association with word-of-mouth intention. This finding suggests a necessity to investigate the hierarchical order between engagement dimensions and complex relations among distinctive dimensions

of behavioral intention. This topic is discussed further in the future study section, which follows the following section titled “theoretical contributions.”

Theoretical Contributions

This research contributes to the literature on several aspects. First, the concept of customer engagement was investigated adopting new perspectives: 1) an experiment testing engagement toward a social media post instead of the brand itself, 2) multi-dimensions of customer engagement, including psychological and behavioral aspects, 3) prospective customers instead of current customers, and 4) a tourism context. Second, this research adds additional evidence to support the relationship between customer engagement and certain behavioral intentions.

The concept of customer engagement has been actively studied for the last decade. Different methodological and theoretical approaches have been tried. Scholars are creating and revising scales (Harrigan, Evers, Miles, & Daly, 2017; Hollebeek et al., 2014; Obilo, Chefor, & Saleh, 2020; So et al., 2014), writing definitions (Brodie, Hollebeek, Jurić, & Ilić, 2011; Hollebeek, 2011; Mirbagheri & Najmi, 2019; Syrdal & Briggs, 2018), testing models empirically (Behnam, Hollebeek, Clark, & Farabi, 2021; Rather & Hollebeek, 2021; Shahbaznezhad et al., 2021), conducting content analysis (Ferrer-Rosell, Martin-Fuentes, & Marine-Roig, 2020; Villamediana-Pedrosa et al., 2020), and performing qualitative interviews with stakeholders (Kumar et al., 2019; Schivinski et al., 2016; Syrdal & Briggs, 2018).

This study adopted a different approach to understanding the concept of engagement. Specifically, two experimental studies to investigate customer engagement were employed. Few studies in the literature employed experiments to model and test consumer engagement. It attempted to examine how a message could generate customer engagement and how it

works based on the manipulation of the message and other situations (travel purpose). The scope of the experimental study was digital content, and more specifically, a social media post. An Instagram post was manipulated to test engagement. Previous studies have focused on engagement with a brand, product, service (Moliner et al., 2018; Behnam et al., 2021; Rather & Hollebeek, 2021), or platforms (Gutiérrez-Cillán et al., 2017; Kaur, Paruthi, Islam, & Hollebeek, 2020; Miriam, Ángeles, & Mario, 2017; Shahbaznezhad et al., 2021; Tavana, Momeni, Rezaeiniya, Mirhedayatian, & Rezaeiniya, 2013). Study 1's results supported an argument that a post can generate customer engagement and that the level of engagement differs based on the message appeal and travel purpose. This finding suggests that customer engagement with digital content should be investigated as an independent topic. Moreover, this study focused on engagement with posts. This topic has become increasingly important, as people now can engage with posts on the internet using different features. Importantly, the results of Study 1 showed that engagement with the post could be a predictor of behavioral intention, including search intention, word-of-mouth intention, and purchase intention. This study investigated engagement with messages by adopting and testing the construct of post engagement, which is similar to but different from page engagement.

In social media, how customers react to brand pages or posts can be easily detected through the number of likes, number of comments, number of shares, and comments themselves (i.e., post engagement in this study). As a result, researchers use them as a gauge to measure customer engagement (Dessart et al., 2016; Mirbagheri & Najmi, 2019). Even though post engagement alone is a useful and meaningful measure, the construct of engagement is complex. This study adopted psychological aspects (interest and enjoyment) to measure engagement, in addition to behavioral aspects of engagement (post and page

engagement). From the study results, it was demonstrated that psychological engagement and behavioral engagement work differently. Specifically, on the element of behavioral engagement, post engagement and page engagement worked differently. From this finding, it can be inferred that there are hierarchical orders among the three dimensions of engagement measured in this study, as other researchers (Harrigan et al., 2018; Hollebeek, 2011) suggested. This study is meaningful in revealing this difference.

Previous studies have focused on existing customers in studying customer engagement (Kaur et al., 2020; So et al., 2014). Based on the knowledge of the author, few studies have conducted experimental research in investigating the customer engagement of new customers. This study involved creating an account on Instagram using a hypothetical hotel brand, writing Instagram posts, capturing the posts, and using the posts in the experiments. As hypothetical hotels were tested, none of the participants had any interaction with the hotel brand before the experiment. This experiment setting naturally limited the scope of the participants to potential customers and created initial contact with the brand. As a result, the experiments empirically tested that one post on the hotel brand can generate some level of engagement, and based on the post, different patterns and levels of engagement were observed. This finding implies that initial contact with the brand through brand message can induce some aspects of engagement, which is a significant new contribution in the customer engagement literature. This research is meaningful in that the experiment was conducted during the initial contact stage between the customer and the brand.

This study was conducted in the context of tourism. In tourism, various factors affect travel experience and behavior, including information processing. In Study 1, travel purpose as one factor influencing the effect of appeal on engagement was tested. In Study 2, the

message topic was studied as a factor influencing the effect of appeal on engagement. The study results showed that travel purpose worked as a moderator, but message topic did not. When the moderator did not work, and only the message appeal worked as an independent variable, emotional appeal worked better to generate consumer engagement. In the context of travel, leisure travelers are assumed to have higher involvement compared to business travelers, and leisure travelers are affected more by informational appeal than emotional appeal. Other researchers (Areni, 2003; Johar & Sirgy, 1991, cited in Ashley & Tuten, 2014) also asserted the importance of matching functional messages to high-involvement consumers, and this study supported this. These complex findings between Study 1 and Study 2 reiterated the importance of understanding the unique characteristics of travelers in research. This study is meaningful to test information processing models in the travel context and to expand literature to understand tourist's behavior and their travel experience with different information needs (Hwang, Jani, & Jeong, 2013; Vogt & Stewart, 1998; Wong & Liu, 2011). This study contributes to this information needs literature by testing functional (business travel, core attribute) vs. hedonic (leisure travel, supporting attribute) needs among the five-information role (i.e., functional, hedonic, innovation, aesthetic, and sign) from the study of Vogt and Fesenmaier (1998). This study tested travel purposes and hotel attributes to be processed either centrally or peripherally in the elaboration likelihood model.

A final theoretical consideration is that previous literature has suggested a strong relationship between customer engagement and business performance (de Oliveira Santini et al., 2020; Harrigan et al., 2018; Vivek et al., 2014). This study adds additional evidence that engagement can be a predictor of behavioral intention. This study is meaningful in that engagement with a message can induce behavioral intention. This study revealed that the

psychological aspect of engagement was associated with search intention, word-of-mouth intention, and purchase intention, while page engagement was associated with word-of-mouth intention. Post engagement alone did not show any significant association with behavioral intention. This finding suggests investigating hierarchical orders among dimensions of engagement.

Managerial Implications

This study suggests several critical managerial implications. First, social media managers need to remember that it is essential to make each post interesting to make readers search for more information on the brand, spread the word about the brand, and ultimately purchase the product. Second, the number of likes, shares, and comments on a single post does not guarantee business performance until they are accumulated and expressed as the number of page followers and the overall number of likes, shares, and comments. However, followers of the social media page might be supporters of the brand and show an intention to spread the word about the brand. Third, for travel industry practitioners, it is important to be aware of the unique characteristics of travelers. Leisure travelers seek information, and it is essential to make the impression that social media messages provide critical (functional) information targeting leisure travelers.

This study's findings suggest empirical evidence of the importance of interesting and exciting content in social media posts, such as the proverb, "You can catch more flies with honey than with vinegar (an English Proverb)." The level of interest in and enjoyment of the message expressed by the participants was shown to be a significant indicator of their search, word-of-mouth, and purchase intention. For social media managers, making social media posts interesting and exciting will help their business performance in the long run. As Santini

et al. (2020) mentioned, “Firms need to invest in making sure that touchpoints are characterized by pleasant experiences as much as possible” (p.1222). Practitioners also need to invest in creating pleasant experiences through social media. However, unlike extrinsic measurements, such as the number of likes on posts, it is hard to measure intrinsic matrices, such as interest and excitement, before the marketer asks the readers. Practitioners need to establish an internal matrix to monitor and evaluate their messages. Suggestions include inserting a link to a quick survey on the bottom of the post or in the form of comments or evaluating the contents of the posts with members of the organization before the message is publicized.

Current findings provide social media marketers with guidance to interpret extrinsic measurements found in social media, such as likes, shares, and comments. Compared to the psychological aspect of engagement, post engagement and page engagement are relatively easy to detect on social media through embedded options on the platforms (e.g., like, share, comment). The study results revealed that engagement with a post through liking, sharing, and commenting did not have a direct association with search, word-of-mouth, or purchase intention. However, the number of followers of a brand page on social media can be interpreted as an indicator of word-of-mouth. Based on this finding, it is essential for practitioners not to overestimate the meaning of those gauges on a single social media post. Instead, they need to watch out for the overall engagement on the page to expect the word-of-mouth effect through social media. Monitoring the reactions (i.e., like, share, comment) on multiple posts on the social media page, and the number of followers, calculating the ratio between the number of reactions increased on the page over a daily number of visitors can be a way of monitoring the overall engagement on the page.

This study's findings suggest somewhat complex and critical insights for the tourism industry in managing social media content. The study findings showed that travel purpose moderated the effect of message appeal on travelers' responses to social media posts. Study participants reacted in opposite directions to the same social media post, depending on their travel purpose. This means that the social media posts functioned in a distinctive way, depending on their travel purposes, which marketers for the travel and hotel industries cannot control. How can marketers maximize the effect of the social media they manage? Marketers should be able to analyze the market mix of their customers in detail and set clear goals. If they want to engage new leisure travelers with their brand, they should include critical information on social media posts. If they do not have a specific goal of attracting new leisure travelers, it is recommended to use emotional appeal. For the marketers of the hotels serving both leisure and business travelers, it is essential to set the target segments considering the seasonality of their business. For example, in Aspen, CO., hotels' primary goal during the winter is to serve leisure travelers. However, during the summer, the town hosts several conferences, and their customers mainly come as business travelers. Depending on the different goals in a different season, marketers of Aspen hotels should use either informational appeal or emotional appeal accordingly. Using artificial intelligence to identify anticipated travel purposes based on the guests' historical records and send them custom-tailored messages is another suggestion. However, social media marketers need to make posts interesting and exciting and ensure they contain critical information.

In conclusion, social media practitioners need to create and post interesting and exciting content to stimulate potential customers to seek more information about their brand and product. Playful content on social media can also increase the word-of-mouth effect and

ultimately sales. Watching overall consumer reactions on the page can be an indicator of the potential word-of-mouth effect from the page followers. For travel industry stakeholders, it is essential to remember that leisure travelers engage more with informational messages. Furthermore, these findings can be applied in customer relationship management and broader marketing communication programs, including distributing customized direct mail and email for targeted customers and managing websites.

Limitations and Future Studies

Several limitations need to be acknowledged regarding the present study, with suggestions for future studies. General limitations of experimental design and a hypothetically created brand are mentioned, along with weaknesses in generalizability. As the concept of customer engagement is an emerging topic, some limitations in conceptualization and measuring are mentioned. Lastly, the importance of measuring involvement and manipulating direct impact on the participants is suggested to improve the experiment design.

This study adopted an experimental design that controlled most of the study settings and caused differences from an actual situation. This is an inevitable drawback of an experimental design, but it is important to be aware of this weakness. Unlike the actual social media page in this study, participants were exposed to only one post containing text and photos. In reality, a social media page contains multiple posts. Depending on the platform, the options are different, but on Instagram, for example, viewers can see multiple thumbnails, which causes readers to form some level of the first impression. In reality, readers can keep track of other customers' reactions, such as the number of likes, comments from others, and the number of shares. Customers can share information and opinions with others and impact each other. This study ignored this phenomenon. To control the variables in this study, the

text was carefully manipulated, dramatizing the dichotomous aspects of the two groups (i.e., the emotional appeal and informational groups), which led to an exaggeration of the text. For example, in the informational appeal post, words describing emotion were strictly controlled. In reality, a post often contains both informational and emotional appeals. This study created a social media post with text and photos. As more businesses adopt short video clips on their social media, it is suggested that video formats be included as well.

It is important to be aware of the limitations in relation to the generalizability of this study's findings. First, the sample was limited to Amazon Turk panel participants. Previous researchers (Buhrmester et al., 2011; Johnson & Ryan, 2020) provided justification for using samples from Amazon Turk, but it is assumed that this sample population has more experience with online experiments than the general population. To overcome this limitation, participants can be recruited in different ways. First, for example, if existing customers are studied, hotels can conduct this study with their existing guests. Second, in reality, various social media platforms are used as marketing tools, including Facebook, YouTube, Twitter, and Instagram. Some researchers argued that the platform itself has some effect on consumer behaviors (Shahbaznezhad et al., 2021). Considering this argument, different platforms can be used in similar studies to strengthen the evidence and move toward broader generalizability of knowledge.

This study was conducted in the context of hotel marketing and used a hypothetically created hotel brand. The hotel industry is part of the travel industry. Travel experience is a complex and ongoing experience involving many aspects, such as destination, transportation, activity, lodging, and dining. It is necessary to extend this study to a wider range of industries. For example, this study might be applied to other key industries, such as destinations, under

the umbrella of the travel industry. Also, the experience occurs in multiple timelines, such as planning, traveling, and reflecting. As younger generations are known to post their travel experiences on social media, this also becomes part of their travel experience. In investigating customer engagement, researchers need to pay attention to this behavior. In generalizing this finding, cross-generational (e.g., generation Y and millennial) comparison might be meaningful. During the pretests, differences in social media behaviors among generations were observed, so it would be meaningful to investigate differences in engagement with social media contents among generations.

The customer engagement construct is a relatively new concept. More and more researchers are testing and developing better definitions and scales to measure customer engagement. More scale developments have occurred since this experiment. In the future, it would be meaningful to empirically examine complex properties of reliability and validity of emerging scales, especially scales with hierarchical orders among the dimensions. In addition, page engagement in this research was measured by asking participants their self-reported intentions to follow, comment, share, and like posts on the hotel's social media page, similar to post engagement. To distinguish between the two variables better, developing better measurements will strengthen the validity of the research.

In studying information processing, the concept of involvement is a critical factor and researchers (Harrigan et al., 2018; Hwang, Chi, & Lee, 2016; Levy & Gvili, 2020). actively investigate the concept of involvement in relation to customer engagement. In this study, the level of involvement was simplified and assumed based on the previous literature (Filieri & McLeay, 2014; Hu, Yang, & Park, 2019; Leong et al., 2019). To fortify the findings to be more robust, it is recommended to measure the level of involvement in future studies. Also,

the involvement can be affected by various factors, including more detailed travel purposes, travel parties, and budgets. If those variables are tested, and involvement is measured, the data evidence and theoretical integrity could be stronger.

Controlling the topic of the message in Study 2 might have caused an indirect impact on the participants' information processing, as a message is a source of information for participants, and this indirect impact might have caused a failure in creating separate information processing routes between the groups. In manipulating moderators to create distinctive routes in ELM, it is required to manipulate factors that directly impact the customers.

All studies have limitations. This research used a quasi-experimental design to show cause and effect relationships in social media consumption. This research area is ripe for future marketing scientists to consider and test all possible dynamics, as social media marketing is growing as a communication platform and new technology innovations. To improve the study design and minimize the bias from an experimental design, limited sample, and artificiality, an advanced definition, and measurement of engagement and measure of involvement are suggested. A true experimental design with a control group, placebo, and pre-and-post measures of dependent variables may unveil a better understanding of some of the unsupported hypothesis testing that resulted from the current data. Researchers also can expand this study by studying other moderators, including travel parties (e.g., self, family, friends), previous travel experience, and perceived risk held by consumers, which are critical factors affecting travel behavior.

APPENDICES

Appendix A: Two Instagram Stimuli for Study 1

Figure A. 1. Informational Appeal Message

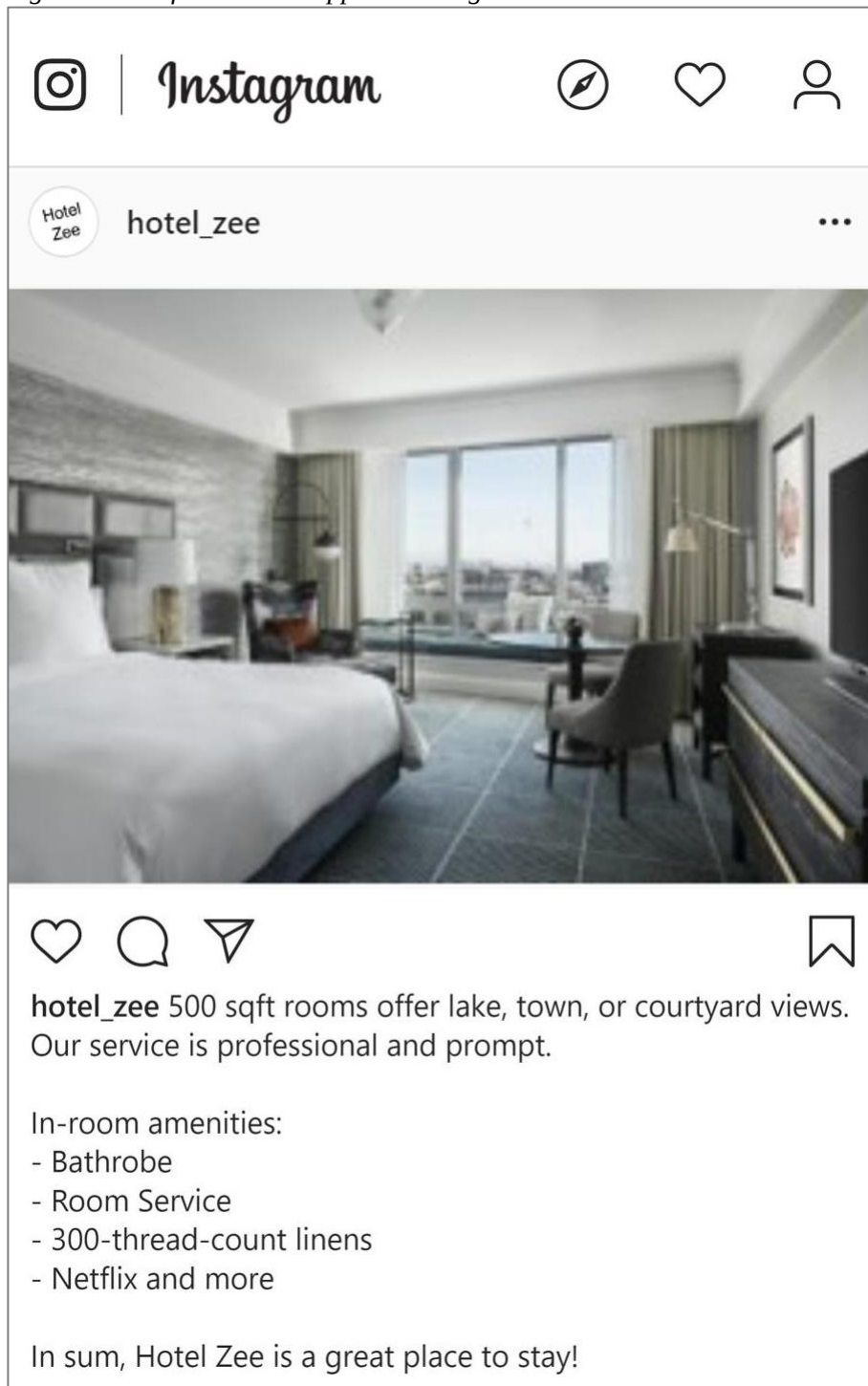
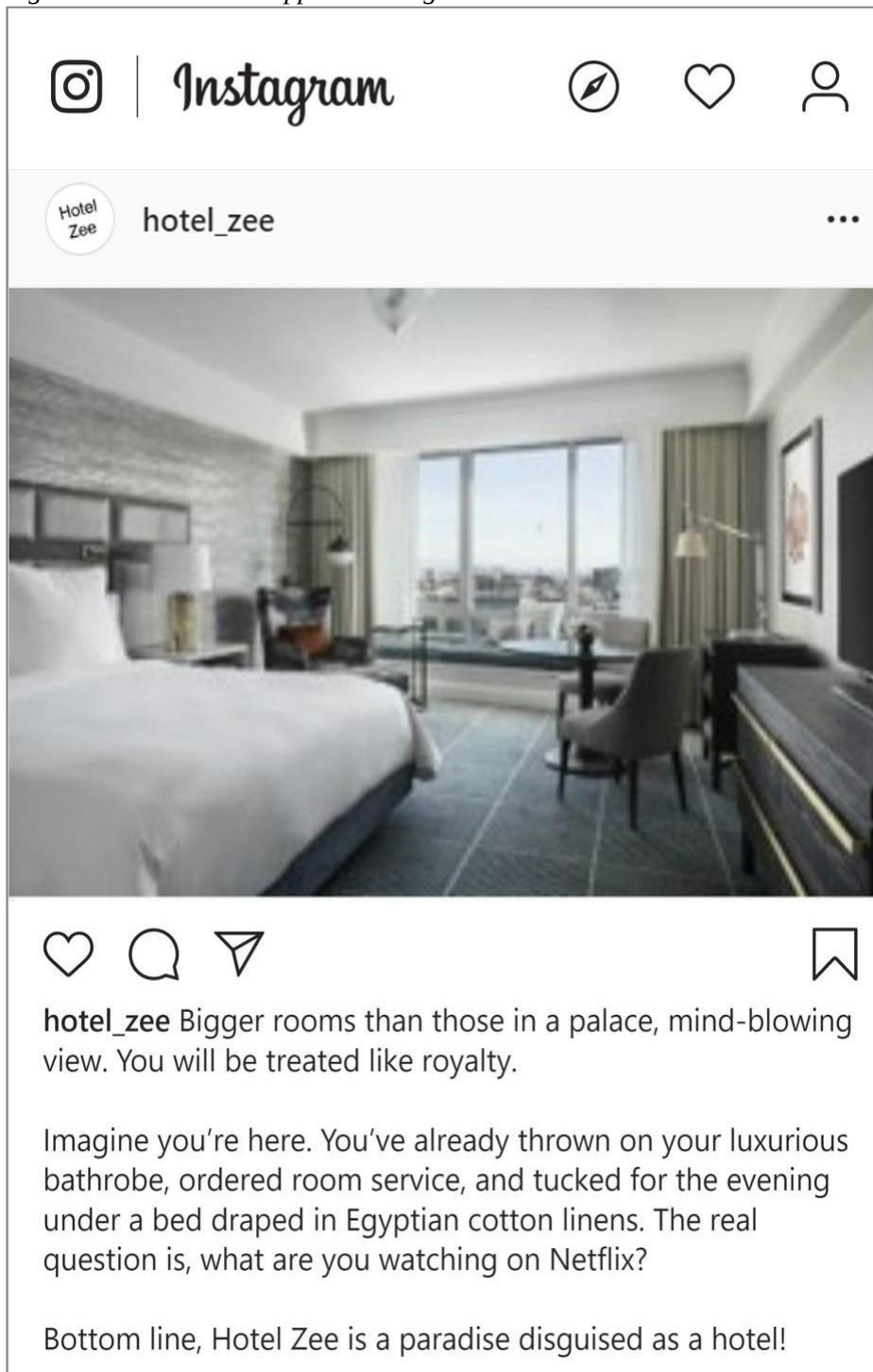


Figure A. 2. Emotional Appeal Message



Appendix B: Four Instagram Stimuli for Study 2

Figure B. 1. Informational Appeal × Core Service Message

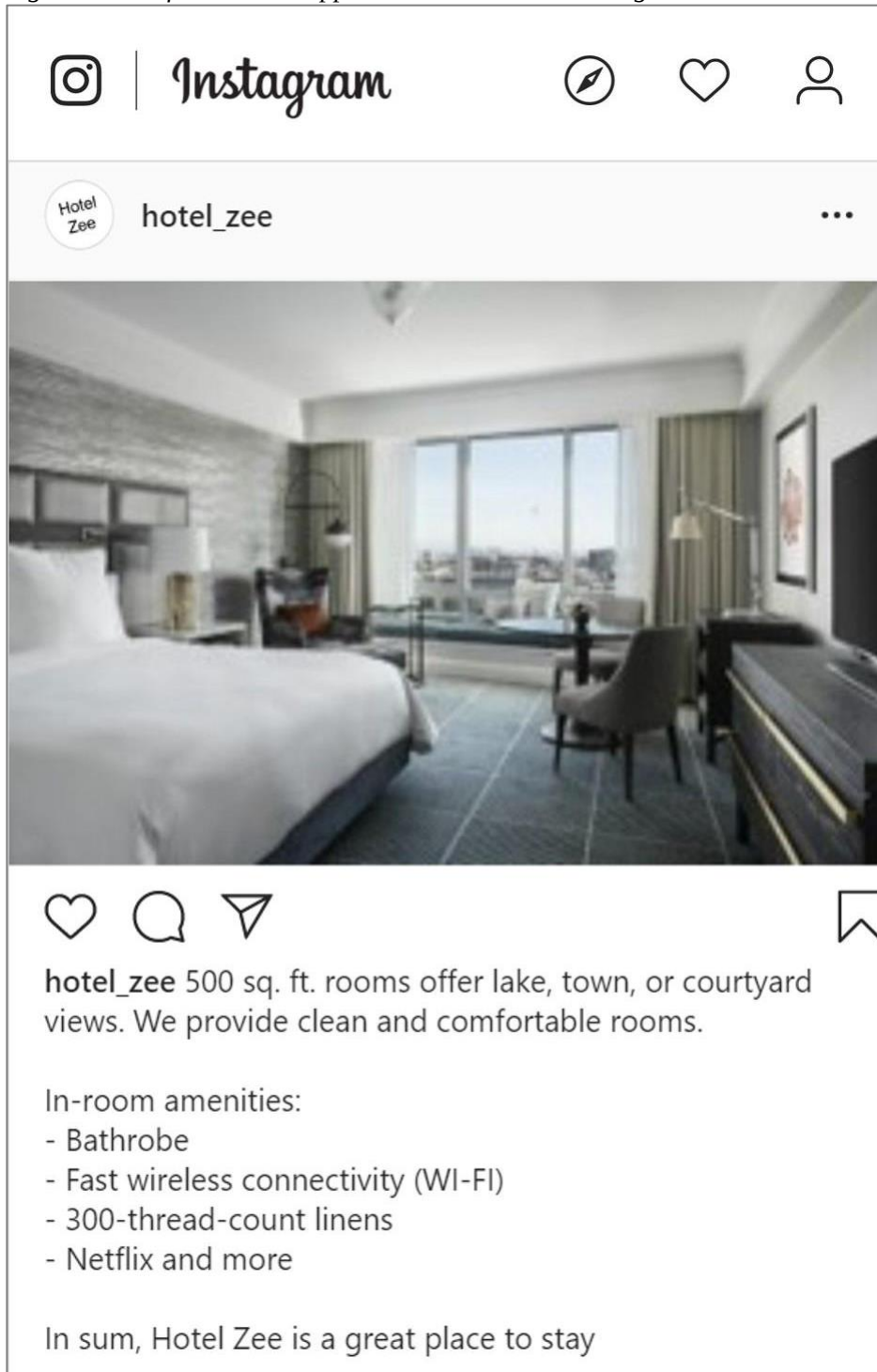


Figure B. 2. Emotional Appeal × Core Service Message

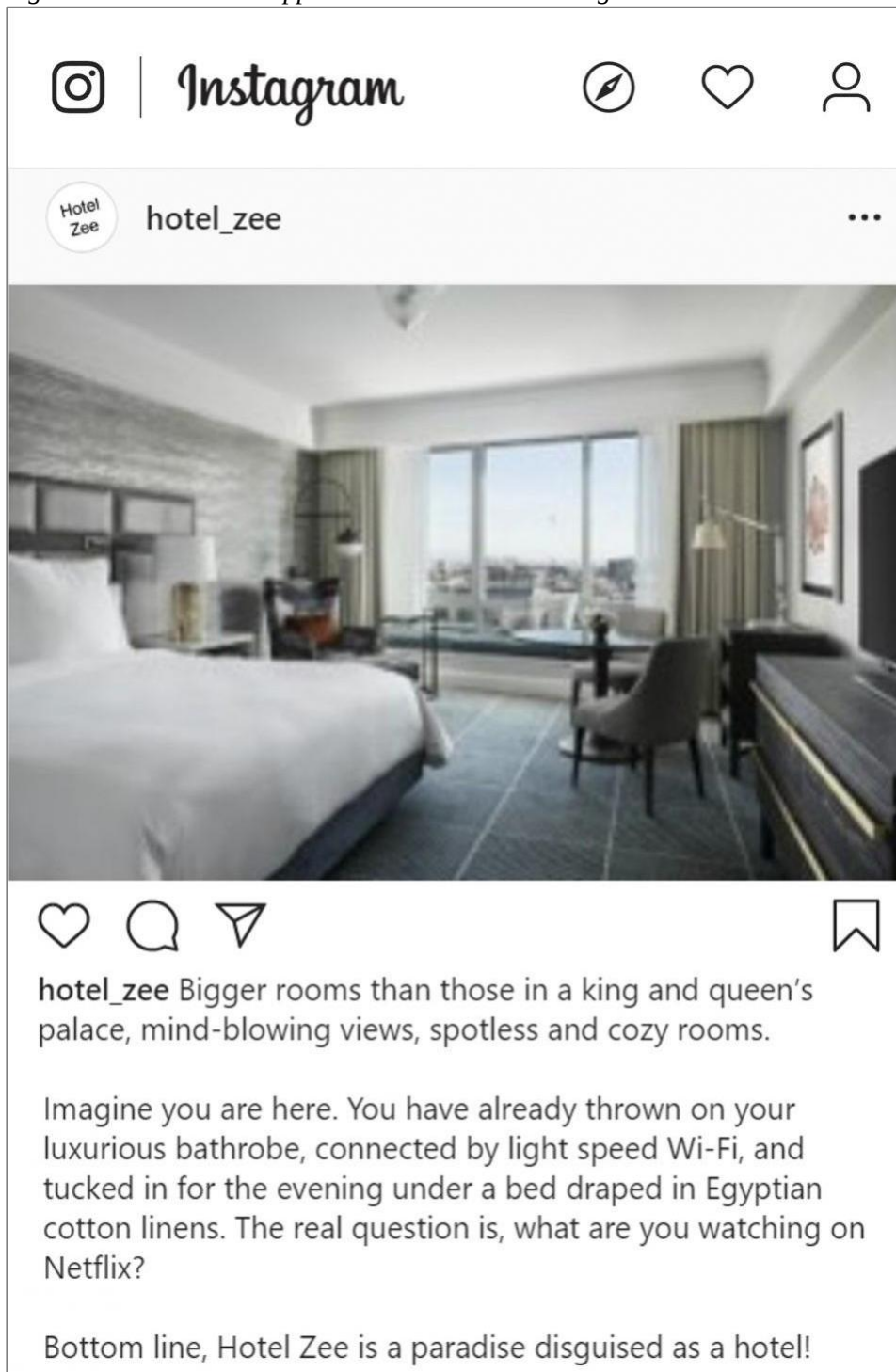


Figure B. 3. Informational Appeal × Supporting Service Message

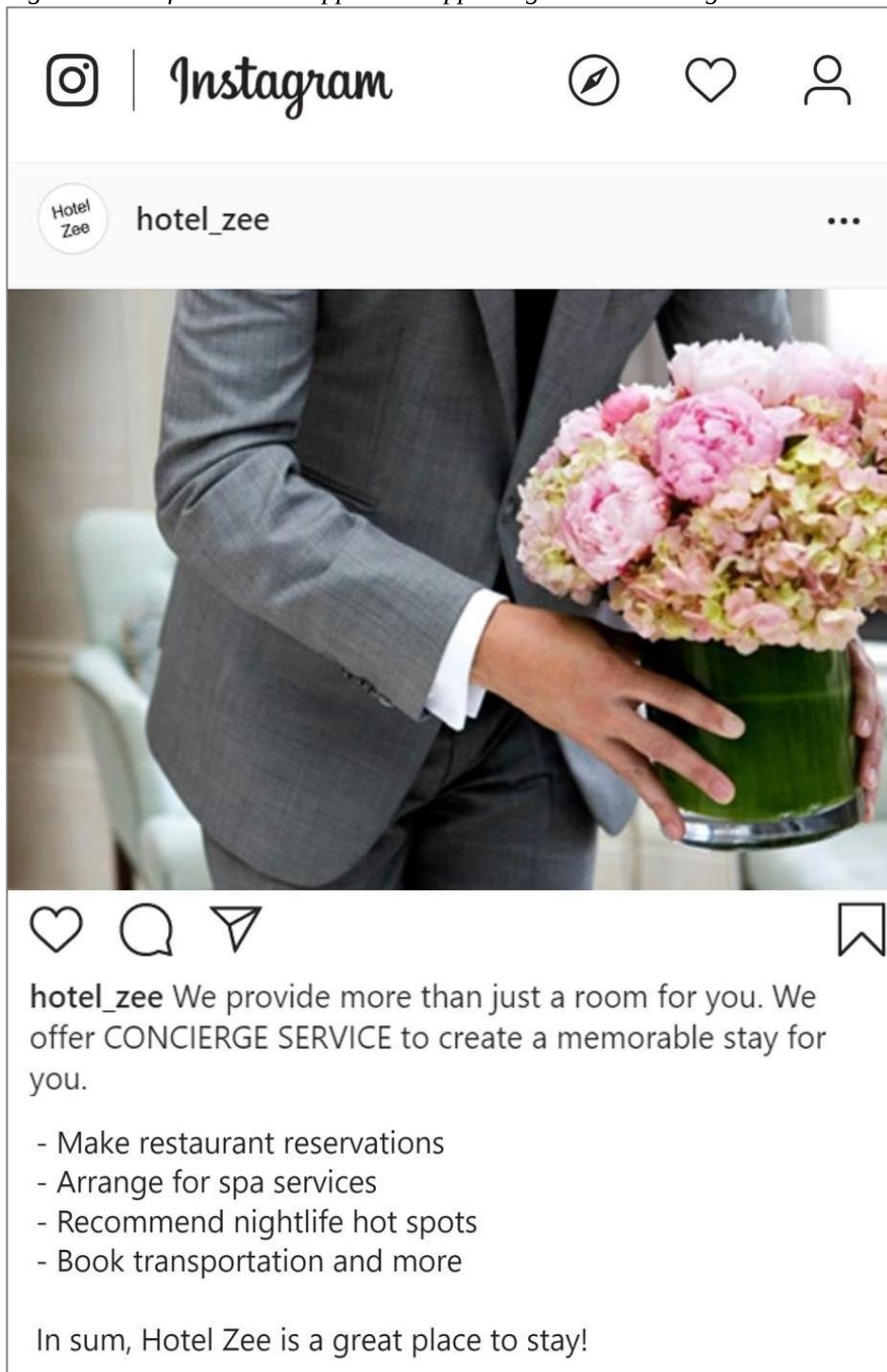
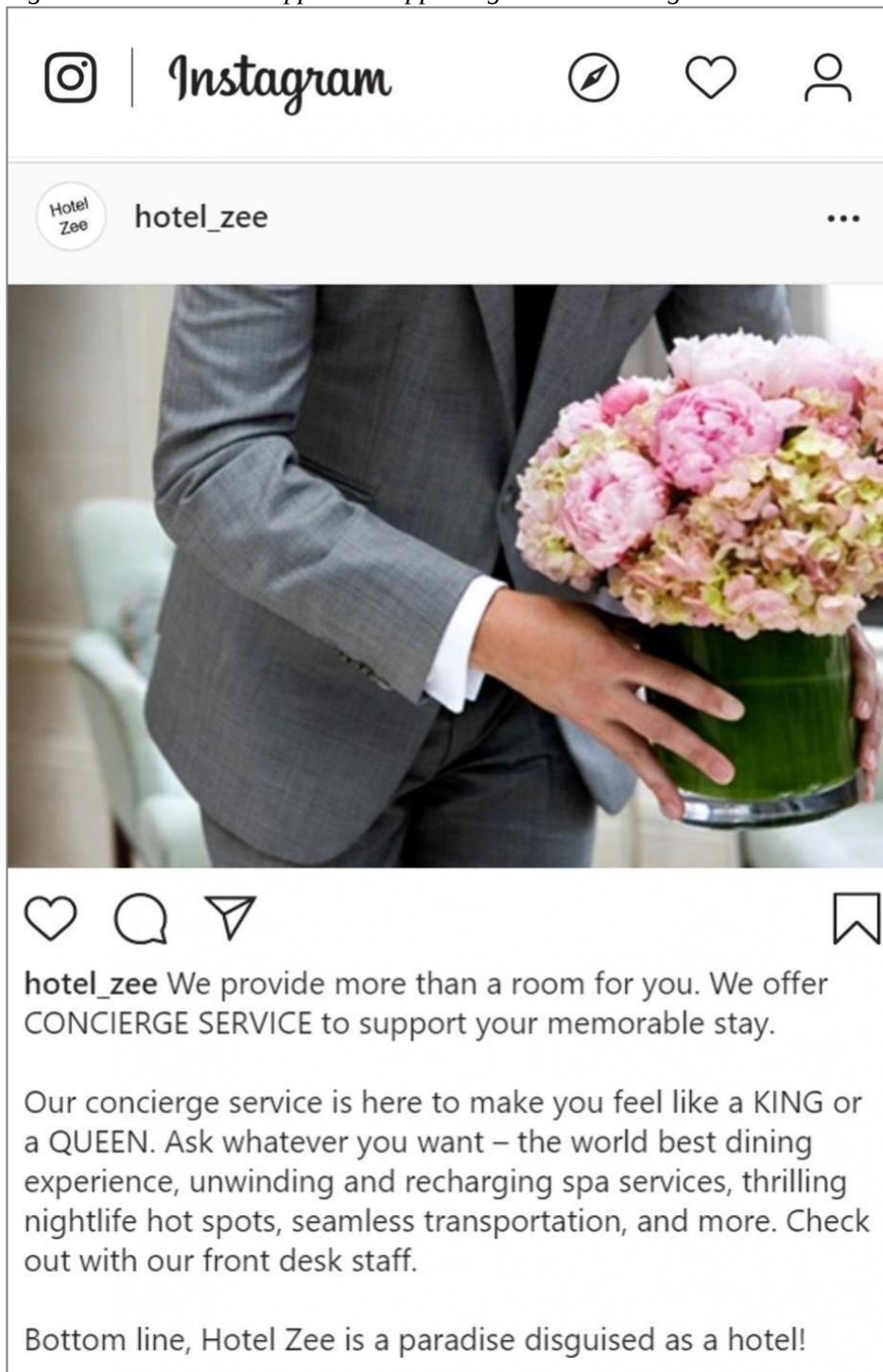


Figure B. 4. Emotional Appeal × Supporting Service Message



REFERENCES

REFERENCES

- AARP. (2014). Types of online sites used when planning and booking solo travel among older generations in the United States as of July 2014. In *Statista - The Statistics Portal*. Retrieved March 16, 2019, from <https://www.statista.com/statistics/377122/types-of-online-sites-used-to-plan-solo-travel-among-older-generations-us/>.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. doi: [http://dx.doi.org/10.1016/0749-5978\(91\)90020-T](http://dx.doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I. (2011). The theory of planned behaviour: Reactions and reflections. *Psychology & Health*, 26(9), 1113-1127. doi: 10.1080/08870446.2011.613995
- Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behaviour*. Engelwood Cliffs: Prentice-Hall.
- Andreu, L., Casado-Díaz, A. B., & Mattila, A. S. (2015). Effects of message appeal and service type in CSR communication strategies. *Journal of Business Research*, 68(7), 1488-1495. doi: <https://doi.org/10.1016/j.jbusres.2015.01.039>
- Ángel, M. M., Diego, M.-T., & Marta, E.-G. (2018). Consequences of customer engagement and customer self-brand connection. *Journal of Services Marketing*, 32(4), 387-399. doi: doi:10.1108/JSM-08-2016-0320
- Arefieva, V., Egger, R., & Yu, J. (2021). A machine learning approach to cluster destination image on Instagram. *Tourism Management*, 85, 104318. doi: <https://doi.org/10.1016/j.tourman.2021.104318>
- Behnam, M., Hollebeek, L. D., Clark, M. K., & Farabi, R. (2021). Exploring customer engagement in the product vs. service context. *Journal of Retailing and Consumer Services*, 60, 102456. doi: <https://doi.org/10.1016/j.jretconser.2021.102456>
- Bi, J.-W., Liu, Y., Fan, Z.-P., & Zhang, J. (2020). Exploring asymmetric effects of attribute performance on customer satisfaction in the hotel industry. *Tourism Management*, 77, 104006. doi: <https://doi.org/10.1016/j.tourman.2019.104006>
- Bowden, J. L.-H. (2009). The process of customer engagement: A conceptual framework.. *Journal of Marketing Theory and Practice*, 17(1), 63-74.
- Boyce, C., Czajkowski, M., & Hanley, N. (2019). Personality and economic choices. *Journal of Environmental Economics and Management*, 94, 82-100. doi: <https://doi.org/10.1016/j.jeem.2018.12.004>

- Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer engagement: conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research*, 14(3), 252-271. doi: doi:10.1177/1094670511411703
- Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(1), 105-114. doi: <https://doi.org/10.1016/j.jbusres.2011.07.029>
- Browning, V., So, K. K. F., & Sparks, B. (2013). The influence of online reviews on consumers' attributions of service quality and control for service standards in hotels. *Journal of Travel & Tourism Marketing*, 30(1-2), 23-40. doi: 10.1080/10548408.2013.750971
- Buhrmester, M., Kwang, T., & Gosling, S. D. (2011). Amazon's Mechanical Turk: A new source of inexpensive, yet high-quality, data? *Perspectives on Psychological Science*, 6(1), 3-5. doi: 10.1177/1745691610393980
- Cao, D., Meadows, M., Wong, D., & Xia, S. (2021). Understanding consumers' social media engagement behaviour: An examination of the moderation effect of social media context. *Journal of Business Research*, 122(January 2021), 835-846. doi: <https://doi.org/10.1016/j.jbusres.2020.06.025>
- Chen, K.-J., Kim, J., & Lin, J.-S. (2015). The effects of affective and cognitive elaborations from Facebook posts on consumer attitude formation. *Journal of Consumer Behaviour*, 14(3), 208-218. doi: 10.1002/cb.1515
- Chu, S.-C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International Journal of Advertising*, 30(1), 47-75. doi: 10.2501/IJA-30-1-047-075
- Chung, N., & Koo, C. (2015). The use of social media in travel information search. *Telematics and Informatics*, 32(2), 215-229. doi: <http://dx.doi.org/10.1016/j.tele.2014.08.005>
- Cook, T. D., & Campbell, D. T. (1979). The conduct of randomized experiments. *Quasi-experimentation: Design and analysis for field settings*. (pp. 341-386): Rand McNall
- Cronk, B. C. (2012). *How to use SPSS®: A step-by-step guide to analysis and interpretation*. (7 ed.). Glendale, CA: Pyrczak Publishing.
- de Oliveira Santini, F., Ladeira, W. J., Pinto, D. C., Herter, M. M., Sampaio, C. H., & Babin, B. J. (2020). Customer engagement in social media: a framework and meta-analysis. *Journal of the Academy of Marketing Science*, 48(6). doi: <https://doi.org/10.1007/s11747-020-00731-5>

- Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2016). Capturing consumer engagement: duality, dimensionality and measurement. *Journal of Marketing Management*, 32(5-6), 399-426. doi: 10.1080/0267257X.2015.1130738
- Dimitriadis, S., & Koritos, C. (2014). Core service versus relational benefits: what matters most? *The Service Industries Journal*, 34(13), 1092-1112. doi: 10.1080/02642069.2014.939642
- Facebook. (2019). Number of monthly active Facebook users worldwide as of 1st quarter 2019. <https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/>
- Fang, J., Li, J., & Prybutok, V. R. (2018). Posting-related attributes driving differential engagement behaviors in online travel communities. *Telematics and Informatics*, 35: 1263-1276.
- Faul, F., Erdfelder, E., Buchner, A., & Lang. (2009). Statistical power analyses using G*Power 3.1: Tests for correlation and regression analyses. *Behavior Research Method*, 41, 1149-1160
- Ferguson, R. J., Paulin, M., Pigeassou, C., & Gauduchon, R. (1999). Assessing service management effectiveness in a health resort: Implications of technical and functional quality. *Managing Service Quality*, 9(1), 58-65.
- Fernandes, T., & Castro, A. (2020). Understanding drivers and outcomes of lurking vs. posting engagement behaviours in social media-based brand communities. *Journal of Marketing Management*, 36(7-8), 660-681. doi: 10.1080/0267257X.2020.1724179
- Ferns, B. H., & Walls, A. (2012). Enduring travel involvement, destination brand equity, and travelers' visit intentions: A structural model analysis. *Journal of Destination Marketing & Management*, 1(1-2), 27-35. doi: <http://dx.doi.org/10.1016/j.jdmm.2012.07.002>
- Ferrer-Rosell, B., Martin-Fuentes, E., & Marine-Roig, E. (2020). Diverse and emotional: Facebook content strategies by Spanish hotels. *Information Technology & Tourism*, 22(1), 53-74. doi: 10.1007/s40558-019-00164-z
- Filieri, R., Galati, F., & Raguseo, E. (2021). The impact of service attributes and category on eWOM helpfulness: An investigation of extremely negative and positive ratings using latent semantic analytics and regression analysis. *Computers in Human Behavior*, 114, 106527. doi: <https://doi.org/10.1016/j.chb.2020.106527>
- Filieri, R., & McLeay, F. (2014). E-WOM and accommodation: An analysis of the factors that influence travelers' adoption of information from online reviews. *Journal of Travel Research*, 53(1), 44-57. doi: 10.1177/0047287513481274

- Filieri, R., Yen, D. A., & Yu, Q. (2021). #ILoveLondon: An exploration of the declaration of love towards a destination on Instagram. *Tourism Management*, 85, 104291. doi: <https://doi.org/10.1016/j.tourman.2021.104291>
- Fodness, D., & Murray, B. (1999). A model of tourist information search behavior. *Journal of Travel Research*, 37(3), 220-230.
- Gahwiler, P., & Havitz, M. E. (1998). Toward a relational understanding of leisure social worlds, involvement, psychological commitment, and behavioral loyalty. *Leisure Sciences*, 20(1), 1-23. doi: 10.1080/01490409809512262
- Galati, F., & Galati, R. (2019). Cross-country analysis of perception and emphasis of hotel attributes. *Tourism Management*, 74, 24-42. doi: <https://doi.org/10.1016/j.tourman.2019.02.011>
- Gil-Soto, E., Armas-Cruz, Y., Morini-Marrero, S., & Ramos-Henríquez, J. M. (2019). Hotel guests' perceptions of environmental friendly practices in social media. *International Journal of Hospitality Management*, 78, 59-67. doi: <https://doi.org/10.1016/j.ijhm.2018.11.016>
- Gummerus, J., Liljander, V., Weman, E., & Pihlström, M. (2012). Customer engagement in a Facebook brand community. *Management Research Review*, 35(9), 857-877.
- Gursoy, D., & Gavcar, E. (2003). International leisure tourists' involvement profile. *Annals of Tourism Research*, 30(4), 906-926.
- Gutiérrez-Cillán, J., Camarero-Izquierdo, C., & San José-Cabezudo, R. (2017). How brand post content contributes to user's Facebook brand-page engagement. The experiential route of active participation. *BRQ Business Research Quarterly*, 20(4), 258-274. doi: <https://doi.org/10.1016/j.brq.2017.06.001>
- Harrigan, P., Evers, U., Miles, M., & Daly, T. (2017). Customer engagement with tourism social media brands. *Tourism Management*, 59, 597-609. doi: <https://doi.org/10.1016/j.tourman.2016.09.015>
- Harrigan, P., Evers, U., Miles, M. P., & Daly, T. (2018). Customer engagement and the relationship between involvement, engagement, self-brand connection and brand usage intent. *Journal of Business Research*, 88, 388-396. doi: <https://doi.org/10.1016/j.jbusres.2017.11.046>
- Havitz, M. E., & Dimanche, F. (1990). Propositions for testing the involvement construct in recreational and tourism contexts. *Leisure Sciences*, 12(2), 179-195.
- Havitz, M. E., Kaczynski, A. T., & Mannell, R. C. (2013). Exploring relationships between physical activity, leisure involvement, self-efficacy, and motivation via participant segmentation. *Leisure Sciences*, 35(1), 45-62.

- Ho, C.-I., Lin, Y.-C., Yuan, Y.-L., Chen, M.-C., & Alvares, C. (2016). Pre-trip tourism information search by smartphones and use of alternative information channels: A conceptual model. *Cogent Social Sciences*, 2(1), 1136100. doi: 10.1080/23311886.2015.1136100
- Hollebeek, L. (2011). Exploring customer brand engagement: definition and themes. *Journal of Strategic Marketing*, 19(7), 555-573. doi: 10.1080/0965254X.2011.599493
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149-165. doi: <https://doi.org/10.1016/j.intmar.2013.12.002>
- Hollebeek, L. D., & Macky, K. (2019). Digital content marketing's role in fostering consumer engagement, trust, and value: Framework, fundamental propositions, and implications. *Journal of Interactive Marketing*, 45, 27-41.
- Hollebeek, L. D., Srivastava, R. K., & Chen, T. (2019). S-D logic-informed customer engagement: integrative framework, revised fundamental propositions, and application to CRM. *Journal of the Academy of Marketing Science*, 47(1), 161-185. doi: 10.1007/s11747-016-0494-5
- Holliman, G., & Rowley, J. (2014). Business to business digital content marketing: marketers' perceptions of best practice. *Journal of research in interactive marketing*, 8(4), 269-293, <https://doi.org/10.1108/JRIM-02-2014-0013>
- Hu, X. S., Yang, Y., & Park, S. (2019). A meta-regression on the effect of online ratings on hotel room rates. *International Journal of Contemporary Hospitality Management*, 31(12), 4438-4461. doi: <https://doi.org/10.1108/IJCHM-10-2018-0835>
- Huff & Tingley, 2015 Huff, C., & Tingley, D. (2015). "Who are these people?" Evaluating the demographic characteristics and political preferences of MTurk survey respondents. *Research and Politics*, 2(3), 1-12. doi:10.1177/2053168015604648
- Hussein, R. S., Hassan, S. S., & Ashley, D. (2021). Social media continuation intention: a contrarian analysis. *Journal of Marketing Theory and Practice*, 29(2), 175-188. doi: 10.1080/10696679.2020.1807366
- Hwang, D., Chi, S.-H., & Lee, B. (2016). Collective Action That Influences Tourism: Social Structural Approach to Community Involvement. *Journal of Hospitality & Tourism Research*, 40(4), 497-515. doi: 10.1177/1096348013503999
- Hwang, Y., Choi, S., & Mattila, A. S. (2018). The role of dialecticism and reviewer expertise in consumer responses to mixed reviews. *International Journal of Hospitality Management*, 69, 49-55. doi: <https://doi.org/10.1016/j.ijhm.2017.10.009>

- Hwang, Y.-H., Jani, D., & Jeong, H. K. (2013). Analyzing international tourists' functional information needs: A comparative analysis of inquiries in an on-line travel forum. *Journal of Business Research*, 66(6), 700-705. doi: <http://dx.doi.org/10.1016/j.jbusres.2011.09.006>
- Islam, J. U., Rahman, Z., & Hollebeek, L. D. (2017). Personality factors as predictors of online consumer engagement: an empirical investigation. *Marketing Intelligence & Planning*, 35(4), 510-528. doi: doi:10.1108/MIP-10-2016-0193
- Jang, J. K., & Mattila, A. S. (2018). The effect of core menu attribute, green menu background, and gender on consumers' attitudes toward korean dishes. *Journal of Foodservice Business Research*, 22(1), 37-49. doi: 10.1080/15378020.2018.1546073
- Johnson, D., & Ryan, J. B. (2020). Amazon Mechanical Turk workers can provide consistent and economically meaningful data. *Southern Economic Journal*, 87(1), 369-385. doi: <https://doi.org/10.1002/soej.12451>
- Jun, S. H. (2009). *Information-processing strategies in tourism and hospitality contexts: The moderating role of involvement and the offsetting roles of textual and pictorial information*. (3385943 Ph.D.), University of Florida, Ann Arbor. Retrieved from <https://www.proquest.com>
- Jones, P., & Chen, M.-M. (2011). Factors determining hotel selection: Online behaviour by leisure travellers. *Tourism and Hospitality Research*, 11(1), 83-95. doi: 10.1057/thr.2010.20
- Kaur, H., Paruthi, M., Islam, J., & Hollebeek, L. D. (2020). The role of brand community identification and reward on consumer brand engagement and brand loyalty in virtual brand communities. *Telematics and Informatics*, 46, 101321. doi: <https://doi.org/10.1016/j.tele.2019.101321>
- Kim, D., & Park, B.-J. (2017). The moderating role of context in the effects of choice attributes on hotel choice: A discrete choice experiment. *Tourism Management*, 63, 439-451. doi: <https://doi.org/10.1016/j.tourman.2017.07.014>
- Kim, H., Woo, E., & Uysal, M. (2015). Tourism experience and quality of life among elderly tourists. *Tourism Management*, 46, 465-476. doi: <http://dx.doi.org/10.1016/j.tourman.2014.08.002>
- Kotler, P., Kartajaya, H., & Setiawan, I. (2016). *Engagement Marketing for Brand Affinity Marketing 4.0 : Moving from Traditional to Digital* (pp. 151-166). New York, UNITED STATES: John Wiley & Sons, Incorporated.
- Kumar, V., Rajan, B., Gupta, S., & Pozza, I. D. (2019). Customer engagement in service. *Journal of the Academy of Marketing Science*, 47(1), 138-160. doi: 10.1007/s11747-017-0565-2

- Lappas, G., Triantafillidou, A., & Kani, A. (2021). Harnessing the power of dialogue: examining the impact of Facebook content on citizens' engagement. *Local Government Studies*, 1-20. doi: 10.1080/03003930.2020.1870958
- Lee, J.-S., Hsu, L.-T., Han, H., & Kim, Y. (2010). Understanding how consumers view green hotels: how a hotel's green image can influence behavioural intentions. *Journal of Sustainable Tourism*, 18(7), 901-914.
- Lee, M., Jeong, M., & Lee, J. (2017). Roles of negative emotions in customers' perceived helpfulness of hotel reviews on a user-generated review website: A text mining approach. *International Journal of Contemporary Hospitality Management*, 29(2), 762-783
- Leong, L.-Y., Hew, T.-S., Ooi, K.-B., & Lin, B. (2019). Do electronic word-of-mouth and elaboration likelihood model influence hotel booking? *Journal of Computer Information Systems*, 59(2), 146-160. doi: 10.1080/08874417.2017.1320953
- Leung, X. Y., & Bai, B. (2013). How motivation, opportunity, and ability impact travelers' social media involvement and revisit intention. *Journal of Travel & Tourism Marketing*, 30(1-2), 58-77.
- Leung, X. Y., Bai, B., & Erdem, M. (2017). Hotel social media marketing: a study on message strategy and its effectiveness. *Journal of Hospitality and Tourism Technology*, 8(2), 239-255. doi: doi:10.1108/JHTT-02-2017-0012
- Leung, X. Y., & Jiang, L. (2018). How do destination Facebook pages work? An extended TPB model of fans' visit intention. *Journal of Hospitality and Tourism Technology*, 9(3), 397-416. doi: doi:10.1108/JHTT-09-2017-0088
- Levenson, R. W. (2019). Reflections on 30 years of cognition & emotion. *Cognition and Emotion*, 33(1), 8-13. doi: 10.1080/02699931.2018.1549023
- Levy, S., & Gvili, Y. (2020). Online shopper engagement in price negotiation: the roles of culture, involvement and eWOM. *International Journal of Advertising*, 39(2), 232-257. doi: 10.1080/02650487.2019.1612621
- Lovelock, C., & Patterson, P. (2011). *Services marketing: people, technology, strategy* (7th ed.). New York: Prentice Hall.
- Martin, D. W. (2004). *Doing psychology experiments*. Belmont, CA: Thomson Learning, Inc.
- Mayer, N. D., & Tormala, Z. L. (2010). "Think" versus "feel" framing effects in persuasion. *Personality and Social Psychology Bulletin*, 36(4), 443-454. <https://doi.org/10.1177/0146167210362981>

- Mirbagheri, S., & Najmi, M. (2019). Consumers' engagement with social media activation campaigns: Construct conceptualization and scale development. *Psychology & Marketing*, 36(4), 247-411. doi: doi:10.1002/mar.21185
- Miriam, M.-E., Ángeles, O.-G. M., & Mario, C.-V. (2017). How to measure engagement in Twitter: advancing a metric. *Internet Research*, 27(5), 1122-1148. doi: doi:10.1108/IntR-06-2016-0170
- Molina, A., Gómez, M., Lyon, A., Aranda, E., & Loibl, W. (2020). What content to post? Evaluating the effectiveness of Facebook communications in destinations. *Journal of Destination Marketing & Management*, 18, 100498. doi: <https://doi.org/10.1016/j.jdmm.2020.100498>
- Moliner, M. Á., Monferrer-Tirado, D., & Estrada-Guillén, M. (2018). Consequences of customer engagement and customer self-brand connection. *Journal of Services Marketing*, 32(4), 387-399. doi: http://10.1108/JSM-08-2016-0320
- Mollen, A., & Wilson, H. (2010). Engagement, telepresence and interactivity in online consumer experience: Reconciling scholastic and managerial perspectives. *Journal of Business Research*, 63(9), 919-925.
- Morris, B. S., Chrysochou, P., Christensen, J. D., Orquin, J. L., Barraza, J., Zak, P. J., & Mitkidis, P. (2019). Stories vs. facts: triggering emotion and action-taking on climate change. *Climatic Change*, 154(1), 19–36. doi: 10.1007/s10584-019-02425-6
- Morrison, A. (2002). Hospitality research: a pause for reflection. *International Journal of Tourism Research*, 4(3), 161-169. doi: https://doi.org/10.1002/jtr.374
- Obilo, O. O., Chefor, E., & Saleh, A. (2020). Revisiting the consumer brand engagement concept. *Journal of Business Research*, 126, 634-643. doi: https://doi.org/10.1016/j.jbusres.2019.12.023
- Oliveira, M. J. d., Huertas, M. K. Z., & Lin, Z. (2016). Factors driving young users' engagement with Facebook: Evidence from Brazil. *Computers in Human Behavior*, 54, 54-61. doi: http://dx.doi.org/10.1016/j.chb.2015.07.038
- Oliver, R. L. (1999). Whence consumer loyalty. *Journal of Marketing*, 63(4_suppl1), 33-44. doi: 10.1177/00222429990634s105
- Paolacci, G., Chandler, J., & Ipeirotis, P. G. (2010). Running experiments on Amazon Mechanical Turk. *Judgment and Decision Making*, 5(5), 411–419.
- Petty, R. E., & Cacioppo, J. T. (1986). The elaboration likelihood model of persuasion *Communication and persuasion* (pp. 124-205): Springer.

- Petty, Richard E., and John T. Cacioppo., and David Schumann. (1983). Central and peripheral routes to advertising effectiveness: The moderating role of involvement. *Journal of Consumer Research*, 10(2): 135-46. <https://doi.org/10.1086/208954>
- Pezzuti, T., Leonhardt, J. M., & Warren, C. (2020). Certainty in language increases consumer engagement on social media. *Journal of Interactive Marketing*, 53(February 2021), 32-46.
- Poels, K., & Dewitte, S. (2019). The role of emotions in advertising: A call to action. *Journal of Advertising*, 48(1), 1-10. doi: 10.1080/00913367.2019.1579688
- Radojevic, T., Stanisic, N., Stanic, N., & Davidson, R. (2018). The effects of traveling for business on customer satisfaction with hotel services. *Tourism Management*, 67, 326-341. doi: <https://doi.org/10.1016/j.tourman.2018.02.007>
- Rather, R. A., & Hollebeek, L. D. (2021). Customers' service-related engagement, experience, and behavioral intent: Moderating role of age. *Journal of Retailing and Consumer Services*, 60, 102453. doi: <https://doi.org/10.1016/j.jretconser.2021.102453>
- Rather, R. A., Hollebeek, L. D., & Rasoolimanesh, S. M. (2021). First-Time versus Repeat Tourism Customer Engagement, Experience, and Value Cocreation: An Empirical Investigation. *Journal of Travel Research*, 0(0), 0047287521997572. doi: 10.1177/0047287521997572
- Schivinski, B., Christodoulides, G., & Dabrowski, D. (2016). Measuring consumers' engagement with brand-related social-media content: Development and validation of a scale that identifies levels of social-media engagement with brands. *Development and Validation of a Scale that Identifies Levels of Social-Media Engagement with Brands*, 56(1), 64-80. doi: 10.2501/jar-2016-004
- Shahbaznezhad, H., Dolan, R., & Rashidirad, M. (2021). The role of social media content format and platform in users' engagement behavior. *Journal of Interactive Marketing*, 53, 47-65. doi: <https://doi.org/10.1016/j.intmar.2020.05.001>
- Shanahan, T., Tran, T. P., & Taylor, E. C. (2019). Getting to know you: Social media personalization as a means of enhancing brand loyalty and perceived quality. *Journal of Retailing and Consumer Services*, 47, 57-65. doi: <https://doi.org/10.1016/j.jretconser.2018.10.007>
- Sharifpour, M., Walters, G., Ritchie, B. W., & Winter, C. (2014). Investigating the role of prior knowledge in tourist decision making: A structural equation model of risk perceptions and information search. *Journal of Travel Research*, 53(3), 307-322. doi: 10.1177/0047287513500390

- Simon, F., & Tossan, V. (2018). Does brand-consumer social sharing matter? A relational framework of customer engagement to brand-hosted social media. *Journal of Business Research*, 85, 175-184. doi: <https://doi.org/10.1016/j.jbusres.2017.12.050>
- Singh, S., Lewis, R. L., Barto, A. G., & Sorg, J. (2010). Intrinsically motivated reinforcement learning: An evolutionary perspective. *IEEE Transactions on Autonomous Mental Development*, 2(2), 70-82.
- Sirakaya, E., & Woodside, A. G. (2005). Building and testing theories of decision making by travellers. *Tourism Management*, 26(6), 815-832. doi: <https://doi.org/10.1016/j.tourman.2004.05.004>
- Slevitch, L., & Oh, H. (2010). Asymmetric relationship between attribute performance and customer satisfaction: A new perspective. *International Journal of Hospitality Management*, 29(4), 559-569. doi: <https://doi.org/10.1016/j.ijhm.2009.09.004>
- So, K. K. F., King, C., & Sparks, B. (2014). Customer engagement with tourism brands: Scale development and validation. *Journal of Hospitality & Tourism Research*, 38(3), 304-329. doi: 10.1177/1096348012451456
- Sparks, B. A., Perkins, H. E., & Buckley, R. (2013). Online travel reviews as persuasive communication: The effects of content type, source, and certification logos on consumer behavior. *Tourism Management*, 39(0), 1-9. doi: <http://dx.doi.org/10.1016/j.tourman.2013.03.007>
- Statista. (2021). Digitalization of the travel industry - statistics & facts. Retrieved 4/7/2021, from Statistica <https://www.statista.com/topics/7589/digitalization-of-the-travel-industry/>
- Syrdal, H. A., & Briggs, E. (2018). Engagement with social media content: A qualitative exploration. *Journal of Marketing Theory and Practice*, 26(1-2), 4-22. doi: 10.1080/10696679.2017.1389243
- Taut, D., & Baban, A. (2012). Relative contribution of affective and cognitive attitudes in predicting physical activity. *Cognition, Brain, Behavior*, 16(3), 403-421.
- Tavana, M., Momeni, E., Rezaeiniya, N., Mirhedayatian, S. M., & Rezaeiniya, H. (2013). A novel hybrid social media platform selection model using fuzzy ANP and COPRAS-G. *Expert Systems with Applications*, 40(14), 5694-5702. doi: 10.1016/j.eswa.2013.05.015
- Tussyadiah, I. P., Kausar, D. R., & Soesilo, P. K. M. (2015). The effect of engagement in online social network on susceptibility to influence. *Journal of Hospitality & Tourism Research*, 42(2), 201-223. doi: 10.1177/1096348015584441

- Villamediana-Pedrosa, J. D., Vila-López, N., & Küster-Boluda, I. (2020). Predictors of tourist engagement: Travel motives and tourism destination profiles. *Journal of Destination Marketing & Management*, 16, 100412. doi: <https://doi.org/10.1016/j.jdmm.2020.100412>
- Vivek, S. D., Beatty, S. E., Dalela, V., & Morgan, R. M. (2014). A Generalized multidimensional scale for measuring customer engagement. . *Journal of Marketing Theory and Practice*, 22(4), 401-420. doi: 10.2753/MTP1069-6679220404
- Vogt, C. A. (1993). *The role of touristic information in the pre-trip experience*. (9323272 Ph.D.), Indiana University, Ann Arbor. Dissertations & Theses @ CIC Institutions; ProQuest Dissertations & Theses A&I; ProQuest Dissertations & Theses Global database.
- Vogt, C. A., & Fesenmaier, D. R. (1998). Expanding the functional information search model. *Annals of Tourism Research*, 25(3), 551-578.
- Vogt, C. A., Fesenmaier, D. R., & MacKay, K. (1994). Functional and Aesthetic Information Needs Underlying The Pleasure Travel Experience. *Journal of Travel & Tourism Marketing*, 2(2-3), 133-146.
- Vogt, C. A., & Stewart, S. I. (1998). Affective and cognitive effects of information use over the course of a vacation. *Journal of Leisure Research*, 30(4), 498-520.
- Vohra, A., & Bhardwaj, N. (2019). From active participation to engagement in online communities: Analysing the mediating role of trust and commitment. *Journal of Marketing Communications*, 25(1), 89-114. doi: 10.1080/13527266.2017.1393768
- Wegener, D. T., Petty, R. E., & Smith, S. M. (1995). Positive mood can increase or decrease message scrutiny: The hedonic contingency view of mood and message processing. *Journal of Personality and Social Psychology*, 69(1), 5-15
- White, A., Strezhnev, A., Lucas, C., Kruszewska, D., & Huff, C. (2016). Investigator characteristics and respondent behavior in online surveys. Retrieved from <http://christopherlucas.org/files/PDFs/MTurkaudit.pdf>
- Wong, C. K. S., & Liu, F. C. G. (2011). A study of pre-trip use of travel guidebooks by leisure travelers. *Tourism Management*, 32(3), 616-628. doi: <http://dx.doi.org/10.1016/j.tourman.2010.05.013>
- Wu, L., Mattila, A. S., & Hanks, L. (2015). Investigating the impact of surprise rewards on consumer responses. *International Journal of Hospitality Management*, 50, 27-35. doi: <https://doi.org/10.1016/j.ijhm.2015.07.004>

- Wu, L., Shen, H., Fan, A., & Mattila, A. S. (2017). The impact of language style on consumers' reactions to online reviews. *Tourism Management*, 59(Supplement C), 590-596. doi: <https://doi.org/10.1016/j.tourman.2016.09.006>
- Xiang, Z., Schwartz, Z., Gerdes, J. H., & Uysal, M. (2015). What can big data and text analytics tell us about hotel guest experience and satisfaction? *International Journal of Hospitality Management*, 44, 120-130. doi: <https://doi.org/10.1016/j.ijhm.2014.10.013>
- Yang, F. X. (2013). Effects of restaurant satisfaction and knowledge sharing motivation on eWOM intentions: The moderating role of technology acceptance factors. *Journal of Hospitality & Tourism Research*. 41(1), 93–127
<https://doi.org/10.1177/1096348013515918>
- Yavas, U., & Babakus, E. (2005). Dimensions of hotel choice criteria: congruence between business and leisure travelers. *International Journal of Hospitality Management*, 24(3), 359-367. doi: <https://doi.org/10.1016/j.ijhm.2004.09.003>
- Yen, C.-L. A., & Tang, C.-H. H. (2019). The effects of hotel attribute performance on electronic word-of-mouth (eWOM) behaviors. *International Journal of Hospitality Management*, 76, 9-18. doi: <https://doi.org/10.1016/j.ijhm.2018.03.006>
- Zajonc, R. B. (1980). Feeling and thinking: Preferences need no inferences. *American Psychologist*, 35(2), 151-175. doi: 10.1037/0003-066X.35.2.1 51
- Zhang, L., Kuo, P.-J., & McCall, M. (2019). Microcelebrity: The Impact of Information Source, Hotel Type, and Misleading Photos on Consumers' Responses. *Cornell Hospitality Quarterly*, 60(4), 285-297. doi: 10.1177/1938965519851461
- Zhang, L., & Hanks, L. (2018). Online reviews: The effect of cosmopolitanism, incidental similarity, and dispersion on consumer attitudes toward ethnic restaurants. *International Journal of Hospitality Management*, 68, 115-123. doi: <https://doi.org/10.1016/j.ijhm.2017.10.008>