



The influences of tourists' emotions on the selection of electronic word of mouth platforms

Qiang Yan ^{a,*}, Simin Zhou ^a, Sipeng Wu ^b

^a Beijing University of Posts and Telecommunications, No.10 Xitucheng Road, Haidian District, Beijing, China

^b Fudan University, No.220 Handan Road, Yangpu District, Shanghai, China



HIGHLIGHTS

- The emotion polarity in different platforms (Sina and Dianping.com) are quite different.
- Tourists with positive affect tend to share their experiences on social media.
- Tourists with negative affect tend to comment on integrated tourism websites.
- The tourists are positive in a journey and the emotions between different groups are different.

ARTICLE INFO

Article history:

Received 24 July 2017

Received in revised form

24 October 2017

Accepted 19 December 2017

Keywords:

Emotion tendency

e-WOM

Social media

Integrated tourism website

Official website

ABSTRACT

The overall purpose of this study is to explore the relationship between emotion tendency and e-WOM publishing during four phases of tourists' travel experience, from the multiplatform perspective, which has not been much studied in the field of tourism management. We firstly carried out a sentiment analysis of reviews on two platforms, the results indicated that there is a distinct emotion polarity. Then we measured 260 Chinese respondents' emotion tendency in four scenes using mDES and investigated their selection of different platforms to publish e-WOM. The statistical analysis and correlation analysis revealed that tourists with positive affect tend to share their experiences on social media while those with negative affect prefer integrated tourism websites. The results also revealed that the positive emotions are more frequent than negative emotions in a journey and the emotions of males and females are quite different. Finally, we give some management suggestions to different platforms.

© 2017 Elsevier Ltd. All rights reserved.

1. Introduction

Travelling has become an essential part of people's lives. Before going on a trip, people usually use the Internet to seek information and make online reservations. Thus, online reviews play an important role in helping consumers make decisions (Cheung & Thadani, 2012; Davis & Khazanchi, 2008; Duan, Gu, & Whinston, 2008), particularly in the tourism and hospitality industry (Liu & Sangwon, 2015). People can make personal comments on these websites. There has been much research that studied the intentions of e-WOM (electronic word of mouth) publishers, but studies on factors that influence people's reviews on the Internet have been scarce (Armitage & Conner, 2001; Park & Kim, 2003), like how emotions influence the behavior of people when they publish e-

WOM. In the theory of planned behavior, attitude, subjective norm and perceived behavioral control are three key variables (Ajzen, 1985). As a component of attitude, emotions are extremely vital in our daily lives. Previous studies have mostly focused on positive emotions because it has been proven that using positive emotions to explain consumers' subsequent behavioral intentions is more effective than using negative emotions. While the phenomenon may be due to the fact that consumers typically avoid expressing negative emotions (Jang & Namkung, 2009), we can't conclude that negative emotions have less influence on consumer behavior than positive emotions do. Thus, our study was carried out to explore the impact of both sides of emotions on consumers' behavior of e-WOM publishing, and the perspective of behavior intentions in previous research was extended to the actual behavior. Furthermore, a multiplatform factor, which was ignored in former study, was taken into consideration. Few studies have studied the differences of user behaviors on different platforms. In order to make up for the

* Corresponding author.

E-mail address: Yan@bupt.edu.cn (Q. Yan).

shortcomings of previous studies, this paper attempts to explore the associations of affect and the behavior of e-WOM publishing on multiplatform in the context of tourism.

In psychology, there are much research about human emotions. We showcase different emotions in our daily lives. Our emotions can be divided into six different categories: happiness, sadness, fear, surprise, anger, and disgust (Ekman, 1999). When dealing with users and sentiments, it is useful to know the users' emotional state at a certain time (positive/negative) (Ortigosa, Martín, & Carro, 2014). In previous research, emotions generally have been conceptualized as positive, neutral or negative (Fredrickson & Losada, 2005; Gilbert & Abdullah, 2004).

Some studies have shown that our emotions are influenced by time and surroundings (Penner et al., 1994). The phenomenon is obvious when we are travelling (Nawijn, 2011; Nawijn, Mitas, Lin, & Kerstetter, 2013; Servidio & Ruffolo, 2016). Lin, Kerstetter, Nawijn, & Mitas, 2014 studied the change of emotions in different scenes of travelling, by using the method of questionnaire and diary. Hosany & Gilbert (2010) investigated tourists' emotions at different locations and presented a measurement of how visitors feel. Nawijn (2011) found that holiday stress, temperature, attitude toward the travel party, and so on, may lead to the change of traveler's emotions.

On the contrary, emotions can also affect our behavior. Dolan (2002) has explained the relationship between emotion, cognition and behavior through Neurology. Morris & Geason (2002) proves that emotions can explain personal intentions more than cognition by using the structural equation model. Changeable emotional reactions to the tourism experience are fundamental determinants of tourists' behaviors such as satisfaction, intention to recommend, attitude judgments, and choice (Gnoth, 1997; White, 2005). White and Scandale (2005) found that emotions accounted for 45% of the variance in tourists' intentions to visit, while Yu and Dean (2001) found that emotions accounted for 33% of the variance in word-of-mouth behavioral intentions.

In the study of emotions and behavior while travelling, most studies only pay attention to the influence of emotions on people's behavioral intentions. In order to address the lack of research on the relationship between the emotions and actual behavior, this article conducts a correlation analysis to explore which e-WOM platform tourists use to publish their comments. The overall purpose of this study is to explore the relationship between emotion tendency and e-WOM publishing during four phases of tourists' travel experience, from the multiplatform perspective, which has not been much studied in the field of tourism management. Before our main study, we carried out a sentiment analysis to confirm that the emotional polarity of reviews on the two different platforms is indeed different.

The paper begins with a literature review before describing the methodology and study design. Results are then explained and discussed in Section 4. In addition to presenting the findings, this paper discusses practical implications in Section 5 and offers reflections for further research in Section 6.

2. Literature review

2.1. e-WOM platform

e-WOM is becoming an important part online experience both for marketers and consumers. E-WOM in different channels like Facebook, Twitter, and YouTube can contribute greatly to attracting attention and raising a topic of discussion (Baka, 2016). Furthermore, e-WOM tools are found widely being used as a reference by online tourists (Mariani, Felice, & Mura, 2016). The primary source of information used to plan a holiday was stated to be e-WOM

(Marine-Roig, 2017). Many studies focus on the influence of e-WOM on consumers' behavior, and the benefits of e-WOM to marketers (Domínguez Vila, Alén González, & Darcy, 2017; Kasabov, 2016), but few focused on the motivation to publish e-WOM. The e-WOM in different channels has different power (Schegg, Liebrich, Scaglione, & Ahmad, 2008), which suggests that, for marketers, considering the types of channels to publish content is very important and worth giving more attention. We refer to these online channels as e-WOM platforms in this article.

There are many e-WOM platforms. Among them, social media platforms (such as WeChat and Twitter), e-commerce websites (such as Amazon.cn and Jingdong.com), and official enterprise websites (such as Mi Store and Apple Store) are three kinds of popular online platforms (Bickart & Schindler, 2001). In this paper, we chose to discuss e-WOM publishing on three mainstream platforms: social media platforms, integrated tourism websites and official enterprise websites.

2.1.1. Social media platforms

Social media platforms, as an application based on Internet technology which are designed to deepen communication between users, are playing a very important role in people's daily lives (Hsu & Lin, 2008; Kaplan & Haenlein, 2010). Blogs, microblogs, Facebook, Instagram, Twitter and WeChat are all considered as social media platforms. On one hand, we use social media platforms to keep contact with others, meet strangers and share content (Boyd & Ellison, 2007; Ruiz-Mafe, Martí-Parreño, & Sanz-Blas, 2014). On the other hand, we are able to obtain product information more conveniently and decide whether to purchase a certain product or not (Jansen, Zhang, Sobel, & Chowdury, 2009).

Social media platforms have been found to be more effective than traditional marketing media (Cheung, Lee, & Rabjohn, 2008). They facilitate sharing content, such as blogs, photos, videos, or reviews (Backer, 2014) and are widely used by online tourists (Mariani et al., 2016). Therefore, as these platforms are becoming more and more popular as a marketing tool, it is important that they be effectively utilized by DMOs (Destination Management Organizations) to manage their destinations (Pike & Page, 2014). Recent tourism literature has found that social media platforms play an important role in travelers' decision-making, as well as in tourism operations and management (Sigala, Christou, & Gretzel, 2012).

Therefore, the study of the relevant social media and the behavior on it make a lot of sense. Due to the influence of many factors such as platform features, motivations and so on (York, 2017), our behaviors on social media platforms can vary. Since not much is known about e-WOM activity on social media (Jansen et al., 2009), we carried out our research to make up for the shortages in this area.

2.1.2. Integrated tourism websites

The Internet has facilitated tourists to obtain information, plan for and book trips, and subsequently share their travel experiences (Bilgihan, Barreda, Okumus, & Nusair, 2016; Lunanevare & Hyman, 2012). Integrated tourism websites are a type of third-party websites, for instance, Xiecheng.com and Dianping.com are both famous integrated tourism websites in China. TripAdvisor also belongs to this website category overseas. These kinds of websites are usually operated by third parties rather than specific enterprises, and the enterprises can set up homepages on the integrated platform. Integrated tourism websites are combination of several websites and are designed to showcase tourism information. People can use integrated tourism website's functions to obtain necessary tourism consultation and enjoy network services such as booking tickets, hotels or planning for a trip (Choi, Lehto, &

Download English Version:

<https://daneshyari.com/en/article/7421142>

Download Persian Version:

<https://daneshyari.com/article/7421142>

[Daneshyari.com](https://daneshyari.com)