

The promotional effects of TikTok (Douyin) video attributes on Airbnb consumers in China

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Abstract

Since its launch in 2017, TikTok, has become a highly influential content platform transforming the way in which short videos are exchanged and consumed within the realm of social media. Today the role of TikTok has expanded beyond solely entertainment purposes to provide consumers with more ways to access information and brands with new marketing tools. Within the hospitality industry, TikTok has provided potential travellers with new video footage of accommodation options. For example, Airbnb customers are now able to acquire information about Airbnb accommodation booking options through TikTok videos. Young people are highly receptive to new things, and they tend to use mobile Internet terminals to make travel consumption decisions, while TikTok videos have become increasingly attractive to network users due to their strong sensory effects and novel forms, it has become one of the network application forms that arouse highly attention of netizens. Therefore, this study examines whether TikTok short videos posted by previous guests or hosts have a stronger impact on potential Airbnb customers' booking intentions. To explore the promotional effect of the two chosen video types, a scenario-based experimental study was conducted. The findings of this study reveal that videos posted by Airbnb hosts have a stronger impact than videos posted by previous guests. The findings of this study uncover new insight on the differing impact of TikTok videos to provide practical suggestions for practitioners in the accommodation industry and especially Airbnb hosts to better manage their hotels and Airbnb homes.

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Attention of Authorship

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning.

Xinrao Wang

Signature Date

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Ethics approval for this research was granted by the Auckland University of Technology Ethics Committee on 30th April 2021, approval number 21/108.

Chapter 1 Introduction

1.1 Background of the research

The global economy has been impacted by the rise of digitization and Internet-based technology, leading to an increasing number of tourism business models built on shared and collaborative behaviors among individuals. The sharing economy has been defined as an extensible socioeconomic system in which users are able to provide temporary access to physical and intangible resources through the use of technology platforms (Eckhardt et al., 2019). Recently, the sharing economy has emerged as a feasible solution to a broad spectrum of customer needs (Zervas et al., 2017). For example, Airbnb, a key sharing economy platform (Bugalski, 2020), has changed the rental market and become a major player in short-term rentals, offering more rooms than many luxury hotels (Dolnicar & Zare, 2020). According to Guttentag (2015), Airbnb has not only altered the entire tourist accommodation industry within a few years, but it has also become one of the most popular options for all types of short-term bookings. Increasingly, more customers prefer Airbnb accommodation over conventional hotels. With low costs and home amenities, Airbnb has the potential to provide a more authentic local experience than hotels (Guttentag et al., 2018; Jang et al., 2019), offering travellers the opportunity to interact with and live more like locals. Hence, it comes as no surprise that Airbnb has received increased attention as a booking venue, offering travellers a better way to explore living like a local, the lower price point and online features make it especially appealing for younger audiences.

With the rising competition in the accommodation rental market, there has been an increase in the importance of online booking platforms. Previously, travellers could only rely on pictures and textual descriptions to collect information via promotional booking websites, but nowadays, vivid videos are also offered and may well be preferred by many users when choosing a place to stay. Innovative tech companies, such as Airbnb, Uber, TikTok and Stitch Fix, have most certainly changed the purchasing and consuming behaviour of customers (Zhang & Chang, 2020). For example, as previous studies have identified, younger tourists are often influenced by TikTok's short food-travel videos when making travel plans, and they are more inclined towards audio-visual information sources, such as movies, TV or travel advertising promotional videos (Li et al., 2020). Promotional video messaging that generates a lot of excitement and attractiveness is more likely to be shared (Berger & Milkman, 2012), and thereby spreading to more potential travelers and affect their feelings and booking intentions in a short amount of time. Attraction is affected by destination image, and destination promotion is an important component of destination image (Tomigová et al., 2016). Therefore, promotional video messaging should actively create an image, so as to stimulate tourists' travel intentions.

In the case of promotional video messaging, Douyin and TikTok are emerging platforms in the promotion of Airbnb bookings. Unlike platforms such as Facebook and Instagram, where the social interaction is predominantly based on exchanges between friends and relatives, Douyin and TikTok have provided a communication channel between strangers for

publishing and forwarding videos. Douyin has been significant amongst millennials in China, who show extraordinary excitement for watching, creating, and sharing travel videos (Du et al., 2020). TikTok is an internationally oriented video platform founded after Douyin, and became available worldwide only after it merged with a Chinese social media service Musical.ly in 2018. Douyin and TikTok are both important tools for connecting with a younger audience, encouraging user-generated content, and partnering with influencers. According to Du et al. (2020), TikTok and Douyin have, since inception, become essential in creating a destination's image, altering tourism behaviour and mediating the tourism experience. Nowadays, increasingly more hosts and guests are sharing their homes and accommodation experiences on these platforms, and when users watch these short videos, they are able to privately message the video creator to consult the related product information. With this trend, Airbnb hosts have invited Douyin or TikTok influencers to their Airbnb properties, whom then post their experiences on these platforms, with their large number of fans and strong appeal, they have in some instances attracted a large number of tourists, and increased the sales revenue of Airbnb (Wang, 2019).

Douyin users can book with Airbnb, simply by using the link in the video. While for both platforms, Airbnb tags and location positioning can be added when uploading videos to increase clicks to the website. In addition to such features, video advertising attributes such as the information, stimulation, and personality have been found to affect potential travellers' emotional responses towards advertising and purchase intentions (Byun & Kim, 2020).

Previous studies have shown that there is a positive correlation between video attributes and booking intention (Alvarez & Campo, 2011), while videos posted by guests versus hosts have different influences on guests' booking intentions (Akehurst, 2009; Hur et al., 2017). Hence, different scenarios may have the opposite effect, in this context, videos posted by guests versus hosts may play a moderating role in consumer behavior. It is, therefore, necessary to consider what impact these attributes of TikTok (Douyin) short videos might have on Chinese Airbnb bookings.

1.2 Problem statement and research objectives

By 2019 Douyin, which built a social sharing platform by publishing and distributing videos, had gained about 500 million users in China (Senyao & Ha, 2020). According to previous literature, the Douyin platform can shape the destination image and travel motivation for potential tourists (Du et al., 2020). The international counterpart, TikTok has also been recognised by some hotel as a powerful platform to include in their marketing mix strategy to improve low occupancy rates during the Covid-19 pandemic. Sheraton Jakarta hotel, recently began to create creative promotional videos through the TikTok app for marketing (Astini & Suyuthie, 2021). Despite the rapid uptake of these platforms and the potential impact of Douyin and TikTok's video attributes on booking intentions, it has not yet received substantial research attention within the hospitality and especially the Airbnb industry. This study has addressed this research gap by taking a closer look at the relationship between Douyin videos and Airbnb booking intentions.

Previously, researchers found that the sociability and vividness of TikTok videos attributes would have a positive impact on product sales (Ge et al., 2020). Additionally, according to Ge et al. (2020), videos with a large number of comments also impact an increase in product sales, as the number of comments has a statistical significance when compared to the number of likes and shares, resulting in a stronger advertising effect. Moreover, previous research has examined the impact of the general attributes of Douyin videos and their phenomenology on the traveler's experience and motives (Du et al., 2020; Sharma & Gupta, 2020). This study examined whether Douyin video attributes, such as informativeness, trustworthiness and novelty, have an influence on potential guests' booking intentions, which attributes that have not been studied in previous literature. An additional research gap to be addressed in this area is the relationship between Douyin video attributes and their specific impacts on potential travellers, such as emotional responses. According to Back et al. (2020) and Nanu et al. (2020), positive emotions such as fun and enjoyment can positively influence booking intentions, hence this study will examine how Douyin's video attributes affect emotional responses and booking intentions. With the advent of public video sharing platforms like Douyin and TikTok, potential travellers now have access to both types of information sources when making their accommodation bookings, videos produced and posted by hosts but also videos filmed and posted by previous guests. Previous research have studied the impact of these two different message sources as different information channels on customer behavior (Bridges & Vásquez, 2018; Ert et al., 2016; Marder et al., 2021; Yang et al., 2018; Xie & Mao, 2017).

For example, Ert et al. (2016) state that one of the most important aspects of the Airbnb system is the information published by the hosts, however, according to Bridges and Vásquez (2018), consumer reviews are thought to be a fair source of first-hand feedback, lowering the potential risk and uncertainty for tourists. The current study investigates the moderating role of different scenarios when examining the relationship between Douyin video attributes, emotional responses and booking intentions,

The following objectives have been formulated to address the research questions:

- 1 To explore how Douyin's video attributes affect Airbnb bookings.
- 2 Investigate the relationship between Douyin video attributes, emotional responses and booking intention.
- 3 Explore the role of different scenarios in Douyin video attributes, emotional responses and booking intention.

1.3 Significance of this study

Given the potential for Douyin and TikTok videos to influence the emotional responses and booking intentions of travellers, both Airbnb hosts and hotel practitioners need to understand how to create effective video attributes. It is also necessary to gain insight into how different scenarios (videos posted by previous guests versus hosts) may affect Douyin or TikTok video attributes, emotional responses and booking intentions. The findings of this research will contribute to the existing literature.

The study is significant because it fills a gap in the social media literature regarding the impact of Douyin videos on Airbnb booking intentions by exploring the attributes of Douyin videos (informativeness, trustworthiness and novelty). The relationship between Douyin video attributes and booking intention has not been studied in previous research. Existing studies, such as those of Ahlse et al., (2020), Du et al. (2020) and Ge et al. (2020), have studied the motivation behind users' participation in #Challenges on TikTok (Ahlse et al., 2020), the engagement of tourists in the production, consumption and sharing of videos (Du et al., 2020) and the impact of social and vividness attributes of Douyin video ads on product sales (Ge et al., 2020); compared with these studies, the current research provides empirical evidence for the potential consumption behaviour of users who use Douyin platform to help make their booking decisions. This research also develops the existing Stimulus Organism Response model (S-O-R Model) to explain the relationship between Douyin video attributes, emotional responses and booking intention from the perspective of consumers. Finally, this study explores the influence of Douyin videos posted by both hosts and previous guests of Airbnb properties to compare their potential differences.

In terms of industry recommendations, this research provides insight for hotel practitioners and Airbnb hosts in the development of better promotional strategies utilising Douyin and TikTok to increase reservations.

1.4 Dissertation overview

This dissertation is divided into five chapters. The first chapter provides background information, introduces the research questions and objectives and offers a brief discussion of the possible contributions to academic literature and industry practice.

The second chapter presents the relevant literature and outlines a conceptual framework. It discusses the background of social media and Douyin videos and the attributes of Douyin videos, which include the source of information and the emotional responses and booking intentions of customers. The independent variables and dependent variables of this study are also defined in this chapter, which ends with a hypothetical development.

This study's research approach is described in Chapter 3, in which the quantitative research methods, including the questionnaire survey employed for data collection, are introduced. The research design and procedure (including the measurement of item constructions) and the analytical procedures are all discussed in this chapter. Some ethical considerations are also addressed.

Chapter 4 presents the collected data results to address the research questions, and the findings from each video scenario are presented. First, the participant's demographic profile is examined using frequency analysis and descriptive statistics. After that, related t-tests and reliability analyses are carried out, and the hypothesis is tested using regression analysis.

The findings of the overall research are summarised in Chapter 5, which consider the managerial implications and recommendations. The limitations and future research direction are also discussed before an overall conclusion is presented at the end of the dissertation.

Chapter 2 Literature review

This chapter offers an outline of the background of social media and the importance of short video distribution, identifying Douyin platform as a new trend for Airbnb customers in accessing information. The three attributes of Douyin videos – informativeness, trustworthiness and novelty – are discussed, and the hypotheses for this study, which includes the moderating role of the scenario, are proposed at the end of the chapter.

2.1 Related background

2.1.1 Airbnb industry

Airbnb is an online platform that is described as a trusted community marketplace where individuals can list, discover and book accommodation around the world (Zervas et al., 2017; Guttentag, 2015). Both hosts and guests, as stakeholders of Airbnb, can benefit through this sharing platform; through the rental of vacant rooms, hosts can receive revenue, and guests can obtain accommodation at an acceptable price (Jang et al., 2019). Airbnb not only provides a place for tourists to stay, but it offers a new way of traveling. It is a way for people to experience the lifestyles and understand the cultural customs of other countries. McIntosh and Siggs (2005) studied Airbnb-accommodation users in New Zealand and found that customers enjoy the uniqueness and family atmosphere of Airbnb and the personalised service and private interaction with the hosts, as well as the opportunity to obtain local knowledge from them.

In 2018, approximately 164 million people were using Airbnb (Guttentag, 2019), and Airbnb's revenue growth has been projected to increase on average by 31% per year, from 2021 to 2030 (Wasiolek, 2021). With such high numbers of Airbnb users, it is evident that the online booking of accommodation has become common practice; this is especially true for many young travellers who make use of online platforms, such as Airbnb, HomeAway and HouseTrip. Research shows that the Generation-Y user group, those born between the early 1980s and 2000 (Lyons, 2016), often chooses Airbnb as their preferred accommodation while travelling (Garg, 2020). Generation Y, also known as millennials, is an important group of travellers: characterised by their technological proficiency, this group represents a rapidly rising and highly valuable worldwide travel market (Xu & Pratt, 2018). Therefore, it is very important to study the booking intentions of millennials.

In the past few years, scholars have studied the importance of Airbnb's prices, room types and advertising effectiveness, including information completeness, emotional appeal, advertising creativity and social responsibility (Perez-Sanchez et al., 2018; Voltes-Dorta & Sánchez-Medina, 2020; Wisker et al., 2019), but there has been little research undertaken on the relationship between Airbnb and its rising presence within short video platforms. Potential Airbnb customers can access Airbnb video information by searching for relevant travel locations and Airbnb tags; in China, some Airbnb hosts have carried out marketing activities on Douyin, the Chinese version of TikTok (Wang, 2019). Therefore, by considering the effects

of short videos and by paying particular attention to their impact on Airbnb bookings, this research aims to provide a valuable contribution to this field of research.

2.1.2 The influence of social media and short video

The Internet has changed the channels through which customers obtain information on accommodation. With more transparent information available, customers no longer have to rely solely on traditional hotel websites to obtain information. Alternative online platforms, such as social media platforms, are receiving more and more attention from consumers. For example, Tripadvisor was rated the best online travel platform in 2014, with its 150 million reviews and opinions on four million hotels, Airbnb properties and other lodging businesses (Phillips et al., 2015; Raguseo et al., 2017). Consumers can take advantage of the ease of use of this social media site, which offers a wealth of knowledge about goods and services (Tan et al., 2018). Social media and search engines have been identified as one of the two ‘mega trends’ that seriously affect the tourism system (Lyons, 2016). Social media is predominantly a tool and platform for people to share opinions, insights and experiences with each other (Schivinski & Dabrowski, 2016). Travellers nowadays often rely on digital channels to make purchasing decisions (Hudson & Thal, 2013) and increasingly communicate with other customers on social media sites; this means that businesses are no longer the primary source of information (Li, 2010). In this way, social media has become an important tool in marketing and in the dissemination of information. For example, YouTube, which started as a social media platform, has developed into a marketing communication tool (Reino & Hay,

2016). As richer information inspires more trust (Lu et al., 2014), social media platforms should attempt to transmit information in richer media formats to increase purchasing intentions (Chen & Chang, 2018).

Each type of content and information available through social media platforms, such as videos, images and texts, has a unique impact on consumer engagement. Previous literature has investigated how the various types of social media content affect the degree of interaction from its consumers (Devereux et al., 2020). According to a study by Aydin et al. (2021), pictorial information on social media was found to be more appealing than video and text, with video information being stronger than plain textual information. However, as different social media platforms offer different content types, users are able to visit different platforms according to their information requirements and, more importantly, their interaction preferences (Smith et al., 2012). For example, Instagram is better suited to photo sharing, while YouTube is more focused on video distribution. Many brands and companies use YouTube for promotion, which has provided an opportunity for enterprises to make profits by producing video content (Schwemmer & Ziewiecki, 2018). Thus, YouTube has become an important tool in marketing and promotion. The combination of video marketing and social media has created a new marketing strategy for engaging consumers (Ho & Rajadurai, 2020). Previous research has found that Airbnb hosts should raise expectations of the experience they offer through social media channels, such as Facebook, Twitter and Instagram, by telling stories and sharing videos and vivid images (Mao & Lyu, 2017).

The purchase intentions of consumers are often based on images, information quality and the content conveyed in video clips (Bilgihan et al., 2015). Waghmare's (2020) research findings show that social media advertisements – especially appealing offers, images, and videos – particularly influence younger generations. Previous studies have shown that younger tourists are more likely to be influenced by short food-travel videos to make travel plans, and they are more inclined towards audio-visual information sources, such as movies, TV or travel advertising videos (Fong et al., 2018). In this sense, video advertisements may be considered a better source of information for tourists in choosing Airbnb accommodation when compared to photos and textual descriptions. The incorporation of sound, movement and visual elements in the content has been found to appeal to a wider audience (Coyle & Thorson, 2001). Therefore, since videos can stimulate both auditory and visual senses, they are thought to be more vivid than pictures (Aydin, 2020). When compared with written messages, video messages have tremendous power, since they lead to the emergence of the emotional component of experience in customer relationships (Pera & Viglia, 2016). According to Singh and Sonnenburg's (2012) study, video stories can aid in the development of brand knowledge, comprehension, resonance, identification, recall and sense, which is conducive to the emergence of the emotional aspect of the client relationship experience, thereby turning an individual experience into a collective experience. Consumers' emotions can be further stimulated by short video animations and music, which can lead to more powerful and vivid stimulation and purchase intention (Ge et al., 2020). When users watch these short videos,

they can privately send a message to the video creator to inquire about related product information. Therefore, it is necessary to consider the impact that Douyin short video advertisements have on Airbnb bookings.

2.1.3 Douyin as an information source for the hospitality industry

Web 2.0 technologies are increasingly being used to market destinations (Mariani, 2020), and their two-way interactive functions effectively improve the limitations of capital reduction and marketing budgets. More and more organisations are using social media to develop consumer relationships and change the experience of consumers. Amidst the rise of social media platforms, Douyin is a platform that has gained the most attention in recent years; launched in September 2016, it allows users to create and share video clips (Shao et al., 2019). Douyin, the Chinese version of TikTok, hosts content that focuses mostly on the posting of daily life, while in the international version of TikTok, the video content mostly focuses on entertainment, such as singing, dancing and funny videos (Wang, 2020). After experiencing exponential growth in 2016, short video platforms have become particularly common in China (Liao et al., 2020). According to previous research, 501 million Chinese people used short video platforms, including Douyin and Kwai, in 2018 (Iimedia, 2020). Douyin, ranked as the second highest application in the IOS app store in April 2021, has an estimated 300 million active monthly users in China (Shao et al., 2019).

Recently, there has been an increase in the number of Douyin users sharing videos of themselves checking in to Airbnb homes. A large number of videos posted by previous guests of a hotel or Airbnb can be found on Douyin, and such video content often reveals the views of previous guests. According to the latest numbers recorded on Douyin, a total of 7.57 billion people have viewed videos with the 'Airbnb' hashtag (Douyin, 2021).

The outbreak of the Covid-19 pandemic has severely affected the hotel industry, and some large hotel chains, including Hilton and Marriott, have closed more than half of their hotels (Hu et al., 2021). Despite this downward trend within the hotel industry, IHG's HUALUXE hotels have used social media platforms, including WeChat subscriptions and Douyin videos, to publicise the hotels' new menu, hotel services and room reservations, generating an income of more than \$45,000 in just three weeks during the pandemic (Hu et al., 2021). Due to an earlier effective social media campaign, Hualuxe hotels recovered faster than its competitors, with three Hualuxe hotels achieving a positive operating profit of 33.3%, which was higher than the industry average of 28.6% (Huamei, 2020). In a similar manner, short videos may also affect the booking intentions of potential consumers towards Airbnb properties. Douyin platform offers users video enhancement features, such as the ability to add background music and special effects, which may highlight the positive features of Airbnb homes and attract more potential customers. However, despite such marketing potential, there have been few studies on the impact of Douyin or TikTok on the hotel industry, or the wider accommodation industry in general, and on the booking intentions of Airbnb customers. As a result, the use

of short videos as an effective marketing tool for hotel and accommodation promotion should become an important research topic.

In contrast to the research scarcity, Airbnb has already turned its attention to the power of Douyin videos in influencing potential travellers. On Douyin, customers were able to access Airbnb videos posted by both hosts and guests, with users being able to access Airbnb videos through hashtags and direct searches within the Douyin application. In August of 2020, TikTok launched an online Airbnb experience, called Tokbnb (TikTok, 2020). TikTok collaborated with Airbnb to provide users a new range of Airbnb online experiences where they can learn about and interact with TikTok creators. For example, hosts can create online Airbnb experiences to let potential customers know about Airbnb-related facilities before they go to their accommodation, and video creators also have the opportunity to earn a decent income. Now with “Tokbnb”, the new integrative feature offered by Airbnb hosts are able to add TikTok videos to their listings page (Johnny, 2020), and customers are now able to compare listings through TikTok videos before booking. This integration offers evidence of the impact that Douyin and TikTok have had on Airbnb bookings, but it also foreshadows the increasing importance that Douyin and TikTok will have for future marketers.

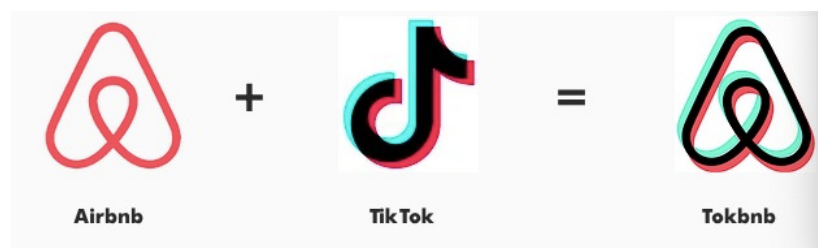


Figure 1. Tokbnb

2.1.4 Electronic word-of mouth in Douyin platform

‘Online feedback’, ‘online recommendations’ and ‘online opinions’ are all terms that are used to describe electronic word-of-mouth (eWOM) (Cantallops & Salvi, 2014). Nearly 3.5 billion people around the world use the Internet on a daily basis (Sann et al., 2020), and as information technology advances, customers are becoming increasingly dependent on online booking processes (Rianthong et al., 2016) and feedback from customers (Schuckert et al., 2015). By delivering accurate information, the Internet can be used as a marketing tool to support customers and hoteliers (Kim & Kim, 2004). Customers often post or express their views on blogs or social platforms after purchasing a product or service (Banerjee & Chua, 2016), and this form of eWOM transcends the limitations of traditional word-of-mouth (WOM) marketing regarding space, time and personal social networks. Moreover, it has a lasting impact on potential future customers as eWOM can be saved and displayed on users’ social media accounts for many years (Schindler & Bickart, 2005; Hu & Kim, 2018). Therefore, consumers’ decision-making processes may be profoundly influenced by such information and feedback (Banerjee & Chua, 2016; Ma et al., 2018; Rianthong et al., 2016; Schuckert et al., 2015).

The intangible and experiential nature of services in the hospitality industry raises consumer perceptions of risk (Hu & Kim, 2018), and as a result, people are more likely to seek additional information from past users of a service (Papathanassis & Knolle, 2011). Due to its effect on room revenue, hotel companies depend heavily on eWOM (Ye et al., 2009).

EWOM is more influential than traditional WOM marketing (Cantalops & Salvi, 2014). As Richard Hatter (2013), general manager of the Icon hotel in Hong Kong, explains, online hotel reviews have taught him that guests need intuitive items, and when eWOM became a form of market intelligence, it reopened enormous business opportunities for the company (Chen & Law, 2016).

Few studies have paid sufficient attention to the impact of visual information in eWOM communication; for example, the influence of Douyin and its reviews on potential customers' consumption behaviour and booking intentions. Douyin or TikTok's online reviews and videos may have an important influence on the promotion of the intangible nature of the products and services offered by the hospitality industry. While there has been little academic research on Douyin's video-based eWOM for Airbnb, there has been some research into how short video marketing affects people's purchasing intentions in general (Xiao et al., 2019). Therefore, a deeper understanding of the attributes of short videos and their impact on booking intentions will serve as a key contribution to the existing social media marketing literature, especially within the field of hospitality.

2.2 Attributes for a promotional video message

The way information is distributed has changed with the development and greater public accessibility to digital media tools. Many Chinese cities, including Xi'an and Hangzhou, have used multimedia resources, including promotional videos, to spread their unique culture, city

image, landscape and history and have marketed their destinations through various channels such as CCTV, WeChat and CNN (Cao & Yao, 2018; Yao & Zhuo, 2018). Promotional videos, in comparison with conventional tourist pamphlets, brochures, posters, or magazines, present more appealing information by combining visual, verbal and audio forms (Yao & Zhuo, 2018). Promotional videos have been frequently used in the past to promote the tourism and hotel industries, to attract tourists and customers, to promote destinations and to encourage booking intentions (Darmawan, 2020; Moyeenudin et al., 2018; Yao & Zhuo, 2018). For example, the Rich Palace Hotel used promotional videos to solve the occupancy problem with its diamond and presidential suites (Lokita, 2018); customers were able to access more information and gain a greater overall awareness about these suites through the promotional video. Therefore, it is very important to understand the role of video attributes in attracting customers and promoting bookings.

Many researchers have studied the impact of the attributes of promotional videos, including informativeness, trustworthiness, novelty and effectiveness, on consumers' purchase intentions (De Abreu, 2019; Aluri et al., 2015; Arora & Lata, 2020; Feng & Xie, 2019; Goodrich et al., 2015; Luoma-aho et al., 2019; Yang et al., 2017; Yang & Ma, 2020), but very few have studied the attributes of Douyin videos. This study will analyse the impact of the attributes of Douyin videos on Airbnb booking intentions, looking at informativeness (Yang et al., 2017; Goodrich et al., 2015), trustworthiness (De Abreu, 2019; Arora & Lata, 2020;

Luoma-aho et al., 2019) and novelty (Feng & Xie, 2019). The following sections will provide insight into each of these video attributes.

2.2.1 Informativeness

When it comes to research on advertising, informativeness has been, after creativity, the second most researched aspect (Moldovan et al., 2019). Informativeness is described as a type of ‘ability’ that guides decisions about product options and enables customers to choose the most valuable product (Lee & Hong, 2016; Petrescu & Korgaonkar, 2011). In advertising, informativeness is important in evaluating the efficacy of the message delivered to customers (Saadeghvaziri & Hosseini, 2011), as well as in influencing consumer attitudes (Tsang et al., 2004). According to Resnik and Stern (1977), consumers are able to make more rational purchasing decisions when advertisements are informative. Customers are more likely to have a positive attitude regarding their purchasing intentions if they feel as though they have gained enough information, enjoyment and trust from viewing an online video advertisement (Yang et al., 2017).

In the hospitality industry, booking information and room rates are the most sought-after information for travellers (Johnson & Yang, 2009). Customers want to focus on information related to their interests (Haghirian et al., 2005). Therefore, to satisfy customers’ needs, the provision of a greater amount of product information in a video advertisement is able to lower the degree of risk in purchasing a product and eliminates the need to search for more

information (Petrescu & Korgaonkar, 2011). In line with such findings, the availability of a Douyin video containing scenes showing an Airbnb and its service would provide customers with a greater amount of information and feeling of awareness and generate a positive response.

2.2.2 Trustworthiness

Within the wider marketing literature, trust has been described as a factor that affects people's online behaviour in purchasing a product (Bart et al., 2005; Premazzi et al., 2010), and it is necessary to examine the trustworthiness consumers associate with different types of information sources when making purchasing decisions. In general, it is common for travellers to obtain information about hotels and the image of a destination through textual descriptions and pictures on hotel-booking websites such as Tripadvisor and Booking.com. A study investigating the influence levels of online sources on travellers' purchasing decisions found that reviews in online travel agencies (OTA) had the strongest impact on travellers' purchasing decisions, followed by those in travel search engines, such as Tripadvisor (PhocusWright, 2009).

In both commercial and social transactions, trust is crucial (Ert & Fleischer, 2020). Kim et al. (2017) explain that while visitors can easily access hotel information through third-party online hotel booking sites, the amount of trust they have in the website is a key factor in their decision to book. If consumers must rely on third-party online booking sites for information, they need to trust the hotel information offered by these online booking sites, as well as the

pricing involved in any booking (Kim et al., 2017). In general, user-generated content sources are thought to be more effective at promoting and influencing travel decisions than commercially published information (Akehurst, 2009). According to Reino and Hay (2011), user-generated videos are considered to be more authentic and organic, and thus, they can contribute to the formation of the image of a destination or an accommodation in a potential guest's mind. The use of video helps to eliminate the trust problems associated with other forms of online information (Stampoulidou & Pantelidis, 2012). Moreover, Huertas (2018) found that the authenticity and proximity of live videos and stories are sufficient in making the image of a destination more attractive.

Amidst the positive attention given to user-generated content and its marketing power, customers may have concerns about the credibility of the content, as the source or user cannot be validated within such social platforms (Pihlaja et al., 2017). People can comment anonymously or use fake identities on social media, which allows them to keep their privacy (Puri, 2007). As a result, practitioners can act as consumers online and post positive and/or negative reviews about the company and/or competitors (Litvin et. al, 2008). Therefore, credibility, authenticity and trustworthiness are increasingly important issues in the study of video attributes. The many issues, both positive and negative, surrounding the nature and impact of user-generated content calls for further research, especially regarding the user-generated content published on Douyin, given its increasing popularity. The level of

trustworthiness that potential guests feel when viewing Airbnb videos on Douyin is an area of research that warrants attention.

2.2.3 Novelty

Words like ‘new’, ‘unexpected’, ‘special’ and ‘distinct’ are often used to describe novelty (Smith et al., 2008; Ang et al., 2014). Advertising novelty is a significant aspect of advertising creativity and is perhaps the most commonly discussed aspect (Ang et al., 2014; Feng & Xie, 2019). Novel advertisements are unique and unusual and are not anticipated (Ang et al., 2014). According to Li and Lo’s (2015) study, while the novelty of a video can attract a viewer’s curiosity, it should also effectively convey product information. Previous research has found that the presence of novel stimuli increased a viewer’s attention to the advertisement message and processing levels, eliciting a positive emotional response (Feng & Xie, 2019).

Television advertising has played an important role in distributing brand messages over the last few decades, but as technology has advanced, advertisers have found new advertising formats to effectively convey their messages (Li & Lo, 2015). From 2011 to 2012, the viewing of web-based video ads increased by 47%, which indicates that consumers are watching more web-based video advertising than ever before (Li & Lo, 2015). Most mobile video ads are placed on video platforms, and in 2019, the advertising expenditure on YouTube reached a staggering \$11 billion USD (Wurmser, 2019). Douyin or TikTok’s short videos can also display mobile advertisements that can easily combine sound, graphics and text. Many

Douyin short videos are popular because they are characterised by bright, hyperbolic and novel features (Wang et al., 2019). In the search for travel information, content novelty is significant because it distinguishes between what is familiar and what is new and fascinating, which stimulates curiosity (Ukpabi & Karjaluoto, 2018). Therefore, the novelty of Douyin videos may be highly effective in stimulating interest in the content and in reshaping the image of a product in customers' minds.

2.3 Source of information

The online sharing of product purchases and usage experiences has become a common practice since the advent of social media (Hennig-Thurau et al., 2004), and it has become the platform to which customers turn to acquire information regarding their accommodation bookings. Previous research has found that such user-generated content (UGC), and in particular the informational usefulness of UGC videos, has a significant and positive effect on consumer behaviour and contributes to a willingness to purchase online (Utami & Rahyuda, 2019). Accommodation information posted on these platforms can be largely categorised as either UGC or host-generated (brand-generated) content, and many customers believe that, among these two categories, the information posted by users or previous guests is more reliable than that of hosts (Akehurst, 2009). Previous studies have shown that the use of social media may impact the decisions of customers, and in particular, their booking and purchasing behaviours (Aydin, 2020; Liao et al., 2020; Mohammad et al., 2020). The source, type and quantity of past consumers' purchasing information, such as online reviews, may be important

factors that influence potential customers' booking intentions. According to Hur et al. (2017), customers rely on sources they consider trustworthy, such as airline and hotel reviews, to obtain more information on relevant destinations. The accuracy, reliability, comprehensiveness and relevance of the content on short video platforms are all factors that contribute to the quality of information (Bhattacharjee & Sanford, 2006; Ho & Gebsumbut, 2019; Hussain et al., 2017; Teng et al., 2014;). Potential guests may have a positive attitude towards the destination or hotel described in the video if they consider the information to be correct (Zhang et al., 2010).

2.3.1 Messages posted by the hosts

Marketer-generated content (MGC) or host-generated content (HGC) is content that marketers and suppliers create to deliver and sell their products and to boost purchase behaviour on online sites and third-party platforms (Liang et al., 2020). Many researchers have studied the impact of information generated by consumers versus that of the information generated by promoters on consumer behaviour. According to Liang et al. (2021), the use of HGC to convey information to guests is an effective way of influencing their booking decisions. The results of Liang and Zhang's (2020) study confirmed the benefits of providing informativeness and host descriptions, which resulted in positive guest feedback. Wisker et al. (2019) claim that Airbnb hosts rely entirely on online marketing communications and, more specifically, customers' post-purchase reviews. Therefore, the messages that hosts post online require an effective marketing strategy so that they are informative and useful (Wisker

et al., 2019). In addition, the study also found that the emotional attraction of hosts' advertisements can arouse consumers' emotions and enhance the advertising effect and purchasing intention of customers.

2.3.2 Messages posted by the previous guests

Studies have shown that many people are willing to post their personal travel photos online through various social networking tools (Lo et al., 2011). From the perspective of consumers, social media plays a very important role, especially in the content generated by previous guests, which has a significant influence on consumers' purchasing decisions and on the image of a destination (Law et al., 2014). Previous studies have shown that the most common photos shared by travellers provide information about hotels and their food and surrounding outdoor environment (Ren et al., 2021). With the variety of social media platforms, and in the technical features they offer, the travel experiences and opinions of previous guests can be shared in many different ways, through text, image, audio and video (Leung et al., 2013). Reviews by previous guests can effectively help buyers improve their confidence in making a booking, as the information they post may be more truthful than that posted by the hosts (Kakar et al., 2018).

2.4 Research model and hypotheses

In this study, the stimulus, organisation and response (S-O-R) framework (Figure 2) proposed by Mehrabian and Russell (1974) has been adopted to explore the relationship between Douyin video attributes and Airbnb booking intentions.

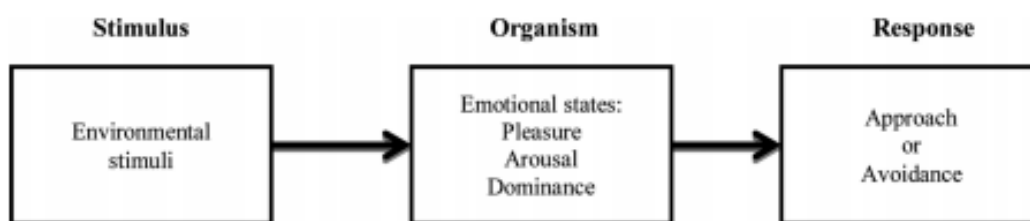


Figure 2. S-O-R Framework

Consumption scenario theory believes that the environment can have an impact on consumer behaviour. Dey and Sarma (2010)'s study have used this model to demonstrate the influence of information sources on tourism motivation; which found that the information sources used by leisure travellers are the starting point of the holiday decision-making process. According to Mehrabian and Russell (1974), stimuli that affect organisms will result in either an approach or avoidance response behaviours. The S-O-R framework provides sufficient theoretical framework for the purpose of this study. In this model, S is considered to be an external factor that induces an emotional state. O is an internal reaction process and is considered to be an avoidance behaviour determined by the organism (Vieira, 2013). The S-O-R model can also be used to explain a visitor's mood and experience towards a destination (Zhang & Xu, 2019). In the context of this study, the factors of stimuli include the videos' attributes, the factors of the organisms, arousal and pleasure were selected as emotional responses to express individual emotions, and the factor of response was booking intention. The Douyin short video attributes were considered as the stimulus used in stimulating a potential guest's emotional response towards the Airbnb featured in the video, which allowed

the exploration of the influence of Douyin's short video attributes on potential guests' Airbnb booking intentions.

2.4.1 Effect of Douyin's video attributes on emotional responses

Previous studies have investigated how advertising videos arouse the emotions and feelings of consumers (Lin, 2010; Lin, 2016). Emotional response is a cognitive response that mainly involves arousal and pleasure (Batra & Ray, 1986; Lin, 2010). The degrees of arousal and pleasure have been selected as the primary motivating factors that influence consumers' purchasing intentions in this research. According to Hao et al. (2019), emotions, (pleasure or arousal) are better predictors of consumers' purchase intentions. Their research also found that when consumers watch carefully crafted videos, they get more information, their senses are aroused, and their knowledge of product information improves, resulting in a positive impact on their purchase intention. Arousal may be the key to virality (Baumeister & Bushman, 2010), for example, researchers discovered that content that elicited higher levels of arousal (positive or negative) was shared more than content that elicited lower levels of arousal, and those positive posts were shared more than negative posts. Previous studies have also found that individual arousal can be caused by novelty, complexity, variability and the degree of stimulation (Berlyne, 1960; Izard, 2013). Consumers' experience of pleasure was considerably and positively affected by the attractiveness of the appearance of online video advertisements, according to Wan et al. (2014). Therefore, this study only selected arousal degree and pleasure degree as part of the study's measure of emotional response. Previously,

it has been found that the emotional attributes induced by short videos can influence consumers' attitudes towards brands (Glass, 2007). Video advertisements have the ability to improve viewer interest by eliciting intense feelings and creating empathy, making a video more convincing or engaging (Kujur & Singh, 2018). Consumers will be very interested in the things they like, and they will love and enjoy the emotional experience of purchasing such items or services. Therefore, the arousal of positive affection is an effective marketing strategy that is able to attract consumers to participate in advertising, thus inducing consumers' purchasing behaviour (Teixeira et al., 2012).

In addition, Lin's research (2016), as well as that of Mattila and Wirtz (2001), found that the music used in videos can also stimulate consumers' arousal and pleasure levels and increase satisfaction, thus increasing customers' purchasing intentions. Other research has discovered that colour, music and the decoration layout also have a strong influence on emotional responses (Lin, 2010). Positive stimulus from visual social media images might generate positive emotions in customers and lead to a willingness to book (Szymkowiak et al., 2021). Since music, bold colours and text are central to the videos published on Douyin, there is strong potential for Douyin videos to affect viewers' emotional perceptions and in turn stimulate their purchasing behaviours.

Based on these connections between the attributes of Douyin videos and emotional responses, this study proposes that Douyin video attributes will have a positive impact on emotional responses. Therefore, the first three hypotheses proposed for this study are as follows:

H1a: The informativeness of Douyin's videos will have a positive impact on viewers' emotional responses.

H1b: The trustworthiness of Douyin's videos will have a positive impact on viewers' emotional responses.

H1c: The novelty of Douyin's videos will have a positive impact on viewers' emotional responses.

2.4.2 Effect of Douyin's video attributes on booking intention

The propensity of a customer to book accommodation is known as their booking intention (Casalo et al., 2015; Tsao et al., 2015); it represents the subjective willingness of consumers to choose a certain product. Nowadays, in order to sustain and remain competitive, most accommodation service industries depend on online bookings (Bhatiasevi & Yoopetch, 2015). This is especially true in the case of Airbnb accommodations, where customers would be unable to view the services without the ability to make an online reservation.

Social media has enabled potential travellers to gather more information about destinations than ever before when making their purchasing decisions (Casaló et al., 2010). For example, the rise of social media has enabled the formation of relationships between former and future

customers. Hence, it has become very easy to learn about the experiences of previous customers (Jarrett, 2008; Dedeoğlu et al., 2020). According to Eroglu et al. (2001), the background design of a website and its overall colour system, videos and typeface are elements that define the network environment and have an influence on users' buying intentions. Nowadays, tourists can share their travel experiences on social media, using text, photographs and videos, at any time and from anywhere (Dedeoğlu et al., 2020). Among the various types of user-generated travel content, travel vlogs have shown great marketing potential and have the power to provide viewers an immersive experience when it comes to destination marketing (Peralta, 2019). In the wider marketing industry, the commercial importance of video blogging is becoming increasingly apparent as it has emerged as a new marketing tool (Schouten et al., 2020). Specifically, in the travel sector, some studies have found that consumers' decision-making processes and buying decisions are positively influenced by travel vlogs (Lodha & Philip, 2019).

Since the short video platform has been found to provide a greater telepresence to potential visitors than text, pictures and other forms of social media (Fiore et al., 2005), it is possible that Douyin videos could become a critical source of information when a potential guest is making an Airbnb booking. Based on this premise, the following four hypotheses are proposed:

H2a: A Douyin video's informativeness will positively influence customers' Airbnb booking intentions.

H2b: A Douyin video's trustworthiness will positively influence customers' Airbnb booking intentions.

H2c: A Douyin video's novelty will positively influence customers' Airbnb booking intentions.

H2d: Emotional responses have a positive influence on customers' Airbnb booking intentions.

2.4.3 The moderating role of different scenarios

From the literature reviewed in this chapter, it can be seen that different scenarios, namely previous guest videos versus host videos, can lead to differences in consumer behaviour.

These scenarios play a moderating role that influences customers to pay attention to the information attributes of such videos. As identified in previous literature, the content generated by previous guests is more trustworthy than the content posted by hosts (Kakar et al., 2018; Yüksel, 2016), and customers' perceptions of content attributes, emotional responses and booking intentions will differ depending on the different scenarios (Kakar et al., 2018; Szymkowiak et al., 2021; Wisker et al., 2019). Although studies have shown that different scenarios, with videos posted by guests or hosts, influence booking intentions in different ways', no research has yet examined the moderating effects of these different scenarios on Douyin video attributes, including emotional responses and booking intentions.

Therefore, this study proposes the following six hypotheses:

H3a: The source of information (host vs. previous guest) moderates the impact of informativeness on emotional responses.

H3b: The source of information (host vs. previous guest) moderates the impact of trustworthiness on emotional responses.

H3c: The source of information (host vs. previous guest) moderates the impact of novelty on emotional responses.

H4a: The source of information (host vs. previous guest) moderates the impact of informativeness on booking intention.

H4b: The source of information (host vs. previous guest) moderates the impact of trustworthiness on booking intention.

H4c: The source of information (host vs. previous guest) moderates the impact of novelty on booking intention.

According to the above research hypothesis, the theoretical research framework of this paper is constructed by the S-O-R model consisting of video attributes, emotional response and booking intention of Douyin short video posted by hosts or by guests. Figure 3 below presents the conceptual model of the study:

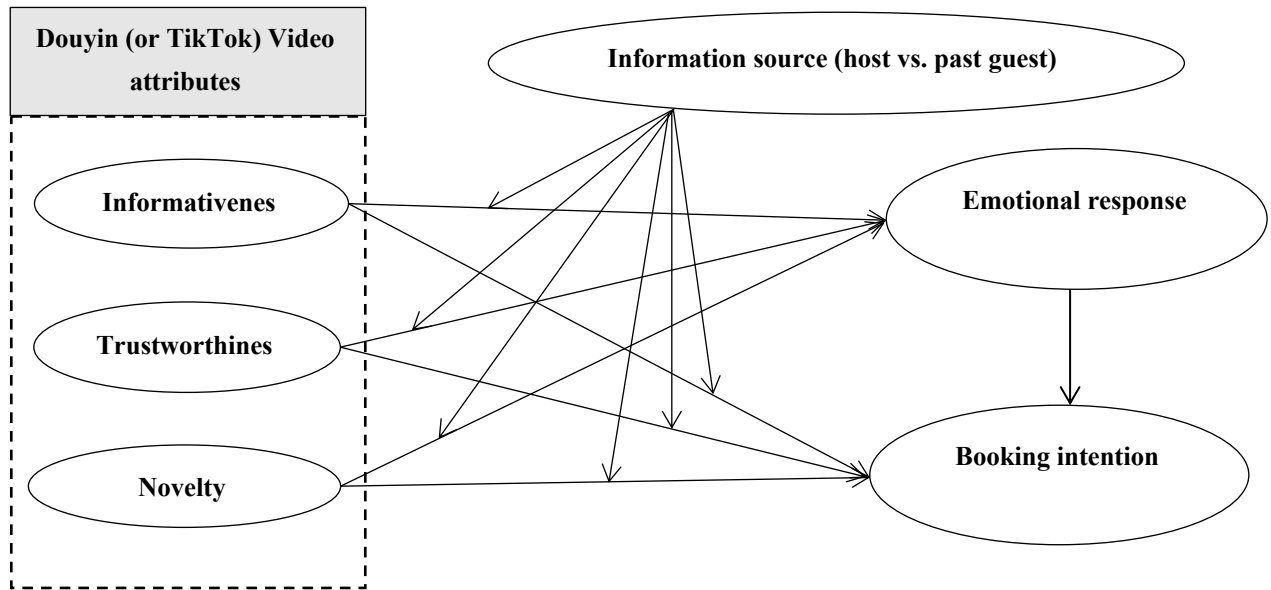


Figure 3. Conceptual Model

Chapter 3 Methodology

This chapter discusses all the approaches used in this research to study the effects of Douyin video attributes on Airbnb bookings. The study design is presented, including the research population, sample size, pre-test, data collection instruments, procedures, and data analyses. The following subsections will clarify why a positivist approach was selected. The research methods presented in this section were crucial in providing a guiding framework for collecting and evaluating the data to reach the study's conclusion.

3.1 Research design

3.1.1 Research philosophy

Positivism was chosen as the research philosophy for this study. Positivism is a knowledge theory that can collect and statistically analyse quantitative data of natural science (Halfpenny, 2015). The positivism approach is to study the specific relationships between manipulable variables and the predictability of results (Gerald, 2001), and enables the researcher to pay attention to the universality or regularity of the research results. In this study, experimental design was used as a method to examine the feasibility of causality, and two questionnaire surveys were used as an instrument to test the hypotheses.

3.1.2 Research strategy

The guiding theory selected to develop this study was the S-O-R framework by Mehrabian and Russell (1974). The model reflects the principle that the stimulation of the physical environment causes emotional reactions which impacts consumers' purchase behavior. Mehrabian and Russell's (1974) research found that consumers' purchasing motivation can be driven by external incentives to promote purchasing behaviour. Based on a review of literature and the adoption of the S-O-R framework, a survey instrument was then designed to obtain quantitative data. An experimental research design was also applied to study the relationship between different variables in order to understand the causal relationship between variables. The data collection techniques involved pre-tests. Two different scenarios were used to test the influence of Douyin video attributes on booking intentions, and how emotional responses affect booking intention. Statistical Package for Social Science (SPSS) software was used to test the research hypotheses as it focuses on analysing statistical data, meaning it was the best tool for processing and decrypting the survey data. In addition, statistical analyses methods including ANOVA, correlations and regression were also conducted. This quantitative research method allowed the researcher to present the significant values discovered during the research and analysis process.

3.2 Design of the online questionnaire

3.2.1 The Douyin videos

In order to examine the relationship between short Douyin videos and customers' Airbnb booking intentions, a single video posted by a host and a single video posted by a previous guest were required. The two videos, (host video and previous guest video) of a single Airbnb listing were selected from publicly available Douyin data, and the links to both were included in the questionnaire. Both host and guest videos were posted in the year 2020, the Host video in January, 2020, and the Guest video in October, 2020. The two videos were chosen as they were about the same Airbnb, Sushali Airbnb, and were roughly the same length, and written permission was received to use the videos in this study. The video clips included both English and Chinese narration, music, and text to showcase the interior and exterior of the Airbnb home, including various footage of the rooms and facilities the Airbnb home has to offer, as well as its price. Participants would examine each approximately 40-second Douyin video about the same Airbnb home – either posted by a host or a previous guest – before going on to answer the survey questions. Due to the content of each video, respondents would be aware of whether the video was posted by its owner (host) or generated by a user (previous guest).

3.2.2 Online questionnaires

Two online questionnaires were designed based on a review of relevant literature. Based on previous research, a series of items were selected to measure the respondents' views on the

attributes of the video clips, including informativeness, novelty and trustworthiness. The main reason for the online survey method was in the ability of rapid collection of data and to allow for the selection of target samples. Each participant received a questionnaire about the video posted by the host, or by the guest, and the number of participants distributed to both questionnaires were kept the same. The online survey was designed so that prospective participants, after watching one short video as required, would then answer the survey questions. The online questionnaire contained related questions on topics such as booking intentions, and video attributes for videos posted by hosts or guests.

The surveys were initially created through the Qualtrics software and then translated into Chinese and distributed through Tongtai's own survey platform, the information sheet was also translated into Chinese and added at the start of the survey. The surveys were collected in March, and a total of 290 surveys were collected for the two questionnaires. The response rate for the first questionnaire, (posted by guest), was about 60%, and roughly 82% for the second questionnaire (posted by host).

3.3 Measures

Both questionnaires used the same measurement items; however, participants would be using these items to evaluate each video, either posted by the host or a previous guest. There were 27 questions in the questionnaire that set out to achieve the research objectives. All measurement scales used in the questionnaires were adopted and modified from prior research

(see Table 1). The response format for all items were measured on a five-point Likert scale ranging from 1=strongly disagree to 5=strongly agree. Informativeness was measured using four items from Goodrich et al. (2015), which was based on earlier work by Edwards et al. (2002). Trustworthiness was measured using three items taken from Luoma-aho et al. (2019) based on earlier work by Ohanian (1990). Novelty was measured using two items taken from Feng and Xie, (2019) based on earlier work by Sheinin et al. (2011). Emotional responses were measured using four items taken from Israel et al. (2019) based on earlier work by Childers et al. (2001). Finally, booking intention was measured using three items taken from Israel et al. (2019) based on earlier work by Dodds et al. (1991). Table 1 below lists the items of measurement applied in this study.

As a previous study found that booking intention can be influenced by gender and age (Qi et al., 2013), demographic questions were also included in the survey for use as control variables in the analysis.

Table 1. Construct measurements

Construct	References
Informativeness 1. This Douyin video provides a good source of Airbnb information. 2. This Douyin video supplies relevant and useful information. 3. This Douyin video's content is helpful. 4. By watching this Douyin video I was able to better evaluate this Airbnb.	Goodrich et al. (2015)
Trustworthiness 1. This Douyin video feels credible and relatable. 2. I think this Douyin video is persuasive. 3. I found the content on this Douyin video is trustworthy.	Luoma-aho et al. (2019)
Novelty 1. This Douyin video is fascinating. 2. This Douyin video is memorable.	Feng & Xie. (2019)
Emotional responses 1. I enjoyed watching this Airbnb Douyin video. 2. I'm pleased with the content quality of this Douyin video. 3. Watching this Douyin video gave me a pleasant emotional response. 4. Watching this Douyin video arouses my curiosity about this Airbnb.	Israel et. al (2019)
Booking intention 1. I have become interested in this Airbnb booking after watching this Douyin video. 2. The likelihood of booking this Airbnb would be higher after watching this Douyin video. 3. My willingness to book this Airbnb would be higher after watching this video.	Israel et. al (2019)

3.4 Data collection

As the context of this study focused on the Chinese market, a Chinese online data company, Tongtai, was selected for the data collection. The Tongtai online data company was selected on the basis that it is commonly used by Chinese university students for reliable data collection. Moreover, Tongtai was also the only company that could accommodate the requirements of this study, which was to insert the TikTok video files provided by the researcher directly into the online survey, to ensure the correct videos could be easily accessed by participants. The survey was posted by the Tongtai online data company through unique channels and where it was more likely that the Chinese participants could see it, such as QQ email, WeChat, or SMS. The respondents were not required to identify themselves in order to complete the survey, all information remained anonymous.

3.5 Research ethics

Before the online survey was distributed, ethics approval for the research was sought and granted by Auckland University of Technology Ethics Committee (AUTEC) on 30th April 2021 with reference number: 21/108. The data was collected through a professional data collection company which distributed the anonymous survey link provided by the researcher, so the participants remained unknown and unidentifiable by the researcher. By taking part in this survey the participant provided voluntary consent acknowledging their willingness to take part in the research.

3.6 The Quasi-experiment (Pre-test)

Before data collection, two pretests were conducted utilizing convenience sampling. Each questionnaire went through a pre-test stage with 25 participants who were familiar with Douyin and Airbnb, and participants were recruited from the researcher's own personal network through a post in WeChat. The purpose of the pre-test was not only to verify the survey questions, but also to confirm the Chinese version accurately expressed the meaning of the English version. These participants provided some comments about various aspects such as item comprehensibility, wording, ambiguity, and readability (Hair et al., 2010). Some modifications were made to the questionnaire based on the feedback from the pilot test such as ambiguous wording. Questionnaires were then finalized for data collection.

3.7 Population and sampling

The sampling method used in this study was a non-probability sample. The motivation for using a non-probability sample is that it can provide a large amount of data that is faster and easier to collect than a probability sample (Elliott & Valliant, 2017). In addition to time considerations, the study required participants who were familiar with social media and the Douyin application – not knowing how many would be identified in this group meant that a non-probability sample was considered to be the best. It is also common for most survey data collected online to use such a sample (Cornesse et al., 2020).

3.7.1 Sampling size

The research aimed for 300 participants to respond to these two questionnaires. Participants were randomly assigned one questionnaire including a video posted by an Airbnb host or a previous guest, and the gender ratio was aimed to maintain for both videos – 50% male and 50% female. However, only 290 samples were collected for the two questionnaires, 130 participants for the first questionnaire, (video posted by guest), and 160 participants for the second, (video posted by host).

3.7.2 Respondent selection

Qualified participants were asked three screening questions at the beginning of the survey, and only those who passed the screening process were able to further participate in the survey. The first screening question excluded users that had never used the Douyin application, the second question excluded those that had not stayed in an Airbnb before, and the final question excluded participants who were under 18 years of age. Only participants who had previous experience with Douyin were chosen, as their familiarity with the platform would provide greater knowledge to accurately assess the impact of Airbnb's promotional video clips on their behaviour, and Airbnb booking intentions. In the end, a total of 290 participants completed the survey.

3.8 Data analysis

This study applied Statistical Package for Social Science (SPSS) 2.0 to analyse the data. Gender was recorded as 0 = female and 1 = male, the measurement scales were coded from 1=strongly disagree to 5=strongly agree, and Scenario 1=0/Scenario 2=1. A frequency table was generated to represent respondents' demographic details and booking behavioural characteristics. After that, reliability analysis, correlation, and confirmatory factor analysis (CFA) were used to test the reliability and validity of this study. To test the hypotheses, multiple regression analysis and hierarchical multiple regression were applied.

Chapter 4 Results

4.1 Scenario 1

4.1.1 Demographic profiles

Scenario 1 investigated the influence of the Douyin video posted by the guest. Among the 130 participants, no data was missing – all participants gave valid responses to the questions in the questionnaire. Table 2 shows the respondents' demographic profiles, including their gender, age, educational background, annual income, and the last time they stayed in an Airbnb. The demographic characteristics of the participants in questionnaire 1 are described using a frequency distribution by using SPSS analysis. The gender percentage was 35.4% for males and 63.1% ($N= 130$) for females. Most of the participants were in the 18-22 and 23-27 age groups, accounting for 73% ($N= 130$) of the total number of respondents. Regarding the level of education, the majority of respondents had a bachelor's degree. Most of the respondents' annual incomes ranged from 50,000 RMB or less, accounting for 39.2% ($N= 130$). Finally, 50.8% ($N= 130$) of the participants had stayed in an Airbnb over six months ago, while a small proportion had stayed in an Airbnb three months ago, accounting for 16.9% ($N= 130$). Table 2 below provides a detailed frequency analysis of demographic characteristics.

Table 2. Respondents' demographic profile for Scenario 1

Characteristics	n (%) [N=130]
<u>Gender</u>	
<i>Male</i>	46 (35.4)
<i>Female</i>	82 (63.1)
<i>Prefer not to answer</i>	2 (1.5)
<u>Age</u>	
<i>18-22</i>	45 (34.5)
<i>23-27</i>	50 (38.5)
<i>28-32</i>	12 (9.2)
<i>33-37</i>	4 (3.1)
<i>38-42</i>	6 (4.6)
<i>43 and Over</i>	12 (9.2)
<i>Prefer not to answer</i>	1 (0.8)
<u>Educational Background</u>	
<i>High school</i>	6 (4.6)
<i>Associate degree</i>	16 (12.3)
<i>Bachelor's degree</i>	84 (64.6)
<i>Master's degree</i>	17 (13.1)
<i>Doctorate degree</i>	2 (1.5)
<i>Prefer not to answer</i>	5 (3.8)
<u>Annual Income</u>	
<i>50,000 RMB or less</i>	51 (39.2)
<i>50,001 RMB–100,000 RMB</i>	27 (20.8)
<i>100,001 RMB–150,000 RMB</i>	21 (16.2)
<i>150,000 RMB or Over</i>	6 (4.6)
<i>Prefer not to answer</i>	25 (19.2)
<u>The last time stayed in an Airbnb</u>	
<i>One month ago</i>	42 (32.3)
<i>Three months ago</i>	21 (16.9)
<i>Over 6 months ago</i>	66 (50.8)

4.1.2 Reliability analysis

Cronbach's alpha – the most used metric of scale reliability – was used to examine the reliability of each construct (Field, 2018). The overall Cronbach's alpha was 0.94 for 16 items. The Cronbach's alpha coefficient ranges from 0 to 1, with a value of 0.60 being acceptable (Sarstedt & Mooi, 2014). Table 3 shows that the Cronbach's alpha coefficients were all above 0.7, meaning that all the constructs have good reliability and internal consistency.

Table 3. Reliability and internal consistency analysis

Constructs	Cronbach's Alpha	Numbers of Items
Informativeness	0.80	4
Trustworthiness	0.85	3
Novelty	0.71	2
Emotional responses	0.82	4
Booking intention	0.80	3

4.2 Scenario 2

4.2.1 Demographic profiles

In order to compare the difference between the Douyin video posted by the host and the Douyin video posted by the previous guest, Scenario 2 investigated the influence of the video posted by the host. A total of 216 questionnaires were collected, and 160 valid responses were retained from questionnaire 2. All participants gave valid answers, and no data was missing. Table 4 below shows that the gender ratio of the participants is approximately the same, with males being 46.9% and females 50.6%. ($N=160$) Most of the participants were in the age groups 28-

32 and 33-37, accounting for 58.1% ($N=160$) of the total, and most had a bachelor's degree, accounting for 42.5% ($N=160$). The annual income of most participants is between 50,001 RMB and 100,000 RMB, accounting for 35.6% ($N=160$). Finally, the last time most participants stayed in an Airbnb was three months ago.

Table 4 on the next page shows the demographic frequency distribution for Scenario 2.

Table 4. Respondents' demographic profile for Scenario 2

Characteristics	n (%) [N=160]
<u>Gender</u>	
<i>Male</i>	75 (46.9)
<i>Female</i>	81 (50.6)
<i>Prefer not to answer</i>	4 (2.5)
<u>Age</u>	
<i>18-22</i>	10 (6.3)
<i>23-27</i>	36 (22.5)
<i>28-32</i>	56 (35.0)
<i>33-37</i>	37 (23.1)
<i>38-42</i>	7 (4.4)
<i>43 and Over</i>	12 (7.5)
<i>Prefer not to answer</i>	2 (1.3)
<u>Educational Background</u>	
<i>High school</i>	7 (4.4)
<i>Associate degree</i>	45 (28.1)
<i>Bachelor's degree</i>	68 (42.5)
<i>Master's degree</i>	30 (18.8)
<i>Doctorate degree</i>	4 (2.5)
<i>Prefer not to answer</i>	6 (3.8)
<u>Annual Income</u>	
<i>50,000 RMB or less</i>	24 (15.0)
<i>50,001 RMB–100,000 RMB</i>	57 (35.6)
<i>100,001 RMB–150,000 RMB</i>	40 (25.0)
<i>150,000 RMB or Over</i>	20 (12.5)
<i>Prefer not to answer</i>	19 (11.9)
<u>The last time stayed in an Airbnb</u>	
<i>One month ago</i>	37 (23.1)
<i>Three months ago</i>	70 (43.8)
<i>Over 6 months ago</i>	53 (33.1)

4.2.2 Reliability Analysis

The overall Cronbach's alpha is 0.93 for 16 items. As can be seen from Table 5, the Cronbach's alpha coefficients are all above 0.7, which indicates that all structures have good reliability. Six composite index items were created for each construct through arithmetic averages, corresponding to the constructs in the research model: informativeness, trustworthiness, novelty, emotional responses and booking intention.

Table 5. Reliability and internal consistency analysis

Construct	Cronbach's Alpha	N of Items
Informativeness	0.74	4
Trustworthiness	0.70	3
Novelty	0.71	2
Emotional responses	0.77	4
Booking intention	0.73	3

4.3 Confirmatory factor analysis

Confirmatory factor analysis (CFA) was used in this study to evaluate the model's dimensions, which included nine Douyin attribute variables, four emotional response variables, and three booking intention variables. The CFA result is summarised in Table 6. The model fit results showed that Chi-square=328.964, $\chi^2/DF = 3.49$, RMSEA=0.093, NFI=0.874, TLI=0.879, CFI=0.906. At the alpha level of 0.01, all items demonstrated statistically significant loading. According to Hair et al. (1998), each structure's composite reliability (CR) was higher than the required 0.7. Each construct's Cronbach's alpha value was more than 0.7, indicating that it was internally consistent. Informativeness had an average variance extracted (AVE) value of less

than 0.5. If AVE is less than 0.5 but CR is greater than 0.6, the construct's convergent validity is still acceptable, according to Fornell and Larcker (1981). The emotional responses' AVE value was close to 0.5, meaning it is also acceptable. Therefore, the CFA confirmed that each component was independent and that the model is reliable enough to evaluate the study's hypothesis.

Table 6. Confirmatory factor analysis

Construct and indicators	completely standardised loading	t-value	Cronbach's alpha	composite reliability (CR)	Average variance extracted
Informativeness			0.772	0.773	0.459
INF1	0.66	-			
INF2	0.7	10.37			
INF3	0.65	9.72			
INF4	0.69	10.21			
Trustworthiness			0.768	0.772	0.531
TRU1	0.71	-			
TRU2	0.79	12.34			
TRU3	0.69	10.95			
Novelty			0.71	0.71	0.551
NO1	0.73	-			
NO2	0.75	12.25			
Emotional responses			0.796	0.796	0.494
ER1	0.72	-			
ER2	0.74	12.45			
ER3	0.67	11.36			
ER4	0.68	11.52			
Booking intention			0.76	0.762	0.516
BI1	0.71	-			
BI2	0.73	11.96			
BI3	0.72	11.79			

4.4 Correlation analysis

The mean score, standard deviation, Cronbach's alpha reliability, internal reliability, and significant correlation between the dependent and independent variables are all shown in Table 7. The average of informativeness (M=3.83, S.D.=0.69) was higher than the mean value of trustworthiness (M=3.65, S.D.=0.78) and novelty (M=3.61, S.D.=0.92). In addition, the standard deviation of novelty was the highest (0.92) but with the lowest mean value (3.61). Table 7 also shows that the reliability score is all above 0.7, which is acceptable.

Table 7. Mean scores, standard deviation, and correlation

Variable	M	S.D.	Variable						
			1	2	3	4	5	6	7
1. Informativeness	3.83	0.69	0.772						
2. Trustworthiness	3.65	0.78	.692**	0.768					
3. Novelty	3.61	0.92	.671**	.644**	0.71				
4. Emotional responses	3.75	0.74	.738**	.782**	.720**	0.796			
5. Booking intention	3.75	0.80	.722**	.692**	.727**	.797**	0.76		
6. Scenario	0.55	0.498	-.191**	-.047	-.079	-.145*	-.126*		
7. Gender	0.46	0.539	-.019	.044	.039	.009	-.009	.124*	
8. Age	2.84	1.507	.097	.154**	.227**	.129*	.116*	.294**	.135*

Note: *p<0.05, **p<0.01; Bold: internal reliability; Gender: females=0/males=1

Scenario 1=0/Scenario 2=1; N=290

Pearson correlation analysis results were ($r > 0.5$), which means there is a strong relationship between the two variables (Pramanik et al., 2020). Emotional responses were also positively and strongly correlated with Douyin video attributes – informativeness ($r=0.738$, $p<0.01$), trustworthiness ($r=0.782$, $p<0.01$) and novelty ($r=0.720$, $p<0.01$) – which supported H1a, H1b

and H1c. Booking intention was positively and significantly correlated with Douyin video attributes – informativeness ($r=0.722$, $p<0.001$), trustworthiness ($r=0.692$, $p<0.01$), novelty ($r=0.727$, $p<0.01$) and participants' emotional responses ($r=0.797$, $p<0.01$). Therefore, H2a, H2b, H2c and H2d were supported. There was also a negative correlation between informativeness and scenario, which means that Scenario 1 generated stronger informativeness than Scenario 2.

There was also a correlation between age and other variables – trustworthiness ($r=0.154$, $p<0.05$), novelty ($r=0.227$, $p<0.01$), emotional responses ($r=0.129$, $p<0.05$), booking intention ($r=0.116$, $p<0.01$), scenario ($r=0.294$, $p<0.01$) and gender ($r=0.135$, $p<0.05$).

4.5 Hypotheses testing for emotional responses and booking intention

Table 8. Regression analysis for the correlation

	Emotional responses		Booking intention		Booking intention	
	Step 1	2	Step 1	2	Step 1	2
β						
Age	.188**	-.006	.168**	-.028	.168**	.020
Gender	.009	-.009	-.010	-.023	-.010	-.017
Scenario	-.202**	-.054**	-.174**	-.016	-.174**	-.014
Informativeness		.243**		.298**		
Trustworthiness		.437**		.251*		
Novelty		.273**		.372**		
Emotional responses						.793**
R^2	.054	.724	.041	.659	.041	.631
ΔR^2		.671		.617		.594
ΔF	5.402	229.591	4.124	170.761	4.124	465.332
p	.00**	.00**	.007**	.00**	.007**	.00**

* $p < 0.05$, ** $p < .01$; Gender: females=0/males=1

$\Delta R^2 = R^2$ changed, $\Delta F = F$ changed; Scenario 1=0/Scenario 2=1; N=290

Hierarchical regression analysis is used to identify other predictors that may affect the dependent variables. Steps 1 and 2 contain the standardised regression coefficients (β), R^2 , F changed (ΔF), p -value and change R^2 (ΔR^2). According to Table 8, age, scenario and gender were used as control variables. It shows that age and gender were not dependent predictor variables in these three models ($p < 0.05$), while scenario was a predictor variable for *Douyin attributes-emotional responses* in model 1 ($p < 0.01$) but not for *Douyin attributes-booking intention* (model 2) and *emotional responses-booking intention model* (model 3) ($p > 0.05$). Both control and independent variables were entered in Step 2. In Step 1 of model 1, after adding variables (Douyin attributes) $R^2 = 0.054$ becomes 0.724. Informativeness, trustworthiness and novelty explained an additional 67.1% of the variances in emotional responses, and it was statistically significant. H1a, H1b and H1c were approved in the first *Douyin attributes-emotional responses* model ($\beta = 0.243$, $p < 0.01$; $\beta = 0.437$, $p < 0.01$; $\beta = 0.273$, $p < 0.01$). H2a, H2b and H2c were also approved in the second *Douyin attributes-booking intention* model ($\beta = 0.298$, $p < 0.01$; $\beta = 0.251$, $p < 0.05$; $\beta = 0.372$, $p < 0.01$), and H2d was approved in the third *emotional responses-booking intention* model ($\beta = 0.793$, $p < 0.01$). The coefficient showed that trustworthiness was stronger than informativeness in predicting emotional responses ($0.437 > 0.243$) and stronger than novelty ($0.43 > 0.273$). However, in the second model, the coefficient showed that novelty was stronger than informativeness in predicting booking intention ($0.372 > 0.298$) and stronger than trustworthiness ($0.372 > 0.251$).

4.6 Exploring the role of Scenario 1 and 2

Table 9. Reliability and correlations comparison between Scenario 1 and 2

Variable	Scenario 1 (N=130)						Scenario 2 (N=160)					
	1	2	3	4	5	6	1	2	3	4	5	6
1. Informativeness	.805						.746					
2. Trustworthiness	.661**	.85					.729**	.700				
3. Novelty	.649**	.694**	.713				.683**	.608**	.710			
4. Emotional responses	.702**	.729**	.730**	.829			.751**	.832**	.710**	.771		
5. Booking intention	.718**	.639**	.668**	.794**	.8		.717**	.728**	.764**	.793**	.731	
6. Gender	.008	.107	.083	.001	-.066		.010	.017	.037	.058	.063	
7. Age	.178*	.231**	.266**	.230**	.175*	.132	.155	.118	.266**	.144	.152	.042

Note: * $p < 0.05$, ** $p < 0.01$; Bold: internal reliability; Gender: females=0/males=1

Scenario 1=0/Scenario 2=1;

Table 9 shows the reliability and correlation comparison between Scenario 1 and Scenario 2.

The internal consistency of the informativeness ($r=0.805$) of Scenario 1 was stronger than that of Scenario 2 ($r=0.746$), and the internal consistency of the trustworthiness of Scenario 1 was also higher than that of Scenario 2 ($r=0.85 > 0.7$). In addition, the novelty of Scenario 1 ($r=0.713 > 0.710$), emotional responses ($r=0.829 > 0.771$) and booking intention ($r=0.8 > 0.731$) internal consistency is also higher than that of Scenario 2. The results show that Scenario 1 has more consistent perceptions of informativeness, trustworthiness, novelty, emotional responses and booking intention of Douyin video attributes. Informativeness had a more positive impact on emotional responses ($r=0.751 > 0.702$, $p < 0.01$) for Scenario 2 than for Scenario 1, meaning it supported H3a. The data showed a slightly higher correlation between informativeness and booking intention ($r=0.718 > 0.717$, $p < 0.01$) for Scenario 1 than for Scenario 2, which supported

H4a. H3b and H4b were also supported by a stronger correlation between trustworthiness-emotional responses ($r=0.832>0.729$, $p<0.01$) and trustworthiness-booking intention ($r=0.728>0.639$, $p<0.01$) for Scenario 2 than for Scenario 1. Moreover, Scenario 1 showed that there was a stronger correlation between novelty and emotional responses ($r=0.730>0.710$, $p<0.01$) than for Scenario 2, meaning H3c was supported. There was also a stronger and more positive correlation between novelty and booking intention ($r=0.764>0.668$, $p<0.01$) for Scenario 2 than Scenario 1, supporting H4c. Table 9 also shows that age had a more positive correlation in Scenario 1 informativeness, trustworthiness, novelty, emotional responses and booking intention.

4.7 Examining Scenario predicting role in the model

Table 10. Independent-samples t-test by Scenarios

Factor	Scenario 1 (N=130)	Scenario 2 (N=131)	Significance
Informativeness	3.9731	3.7063	.043*
Trustworthiness	3.6949	3.6209	0.659
Novelty	3.6923	3.5469	0.777
Emotional responses	3.8712	3.6547	0.114
Booking intention	3.8615	3.6604	0.201

Note: * $p<0.05$, ** $p<0.01$

Table 10 shows whether different scenarios will lead to differences in participant perceptions of Douyin video attributes, emotional reactions, and predetermined intentions. The independent sample t-test was used with the research to check whether there is a significant difference. According to Table 10, Scenario 1 will reflect a higher mean score of Douyin video attributes than Scenario 2. The scenario had a statistically significant difference only on the

informativeness variable – people under Scenario 1 (M=3.9731) perceived more informativeness than in Scenario 2 (M=3.7063). However, there is no significant statistical difference showing that the scenario is the cause of differences in perception of Douyin attributes in trustworthiness, novelty, emotional responses, and booking intention.

4.8 Hypotheses testing for Scenarios as a moderator in the model

Table 11. Regression analysis for moderating role of Scenarios (Attribute-Emotional responses)

	Informativeness			Trustworthiness			Novelty		
	Step 1	2	3	Step 1	2	3	Step 1	2	3
β									
Age	.131*	.064	.065	.131*	.49	.058	.131*	-.006	-.007
Gender	-.009	.018	.017	-.009	-.016	-.013	-.009	-.008	-.008
Scenarios		-.027	-.168		-.122*	-.695**		-.086*	-.054
Independent variable		.727**	.645**		.769**	.394**		.715**	.741**
Independent variable*Scenario			.150			.679**			-.041
R^2	.017	.549	.550	.017	.626	.640	.017	.526	.526
ΔR^2		.533	.001		.609	0.015		.509	
ΔF	2.455	168.455	.369	2.455	231.661	11.766	2.455	152.944	.037
p	.088	.00**	0.544	.088	.00**	.00**	.088	.00**	.847

Dependent variable: emotional responses

** $p < .01$; Gender: females=0/males=1 $\Delta R^2 = R^2$ changed, $\Delta F = F$ changed; Scenario 1=0/Scenario 2=1;

N=290

Hierarchical regression analysis examined the moderating function of different scenarios among the Douyin attributes' dimensions of informativeness, trustworthiness, novelty, and

emotional responses. Table 11 shows the different scenario moderating role between perceived Douyin attributes (informativeness, trustworthiness and novelty) and reviewer perceived emotional responses. Different scenarios were identified to be a moderator between informativeness and emotional responses in the first *informativeness-emotional responses* model. The control variables of age and gender explained 1.7% of the variances in emotional responses, and then scenario and informativeness were added in the *informativeness-emotional responses* model, which explained 53.3% of the variances. Informativeness ($\beta=0.727$, $p<0.01$) was found to be a significant predictor of emotional responses, however, scenario ($\beta=-0.027$, $p>0.05$) was not. In Step 3, an interaction term (informativeness*Scenario) was added to examine the scenario moderating role. The result shown in Table 11 demonstrate that the interaction term was not the predictor of emotional responses ($\beta=0.15$, $p>0.05$), and it had no additional value in explaining the variance in emotional responses ($\Delta R^2=0.001$). Scenario did not moderate the relationship between informativeness and emotional responses, according to the interaction term. This means, therefore, that H3a was rejected.

In the second *trustworthiness-emotional responses model*, the result supported H3b. Scenario was a moderator between trustworthiness and emotional responses. Step 2 included the addition of scenario and trustworthiness, which explained an additional 60.9% of variance after the control variables in Step 1. To investigate the scenario moderating role, Step 3 inserted an interaction term (trustworthiness*Scenario). The interaction term increased the variation of emotional responses by 1.5%. The interaction term (trustworthiness*Scenario) was the

predictor of emotional responses, and scenario was a consequence of emotional responses ($\beta = -0.122$, $p < 0.05$). The trustworthiness variable had a strong positive impact on emotional responses ($\beta = 0.394$, $p < 0.01$), while scenario ($\beta = 0.679$, $p < 0.01$) was a positive predictor of emotional responses as an interaction term, meaning H3b was supported. Scenario moderates the relationship between trustworthiness and emotional responses. It indicated that Scenario 2 (Douyin videos posted by hosts) generated a stronger relationship between trustworthiness and emotional responses than Scenario 1 (Douyin videos posted by guests) did.

Table 11 shows the results of assessing scenario as a moderator between novelty and emotional responses in the third *novelty-emotional responses* model. Step 2 of this model revealed that novelty had a significant impact on emotional responses ($\beta = 0.715$, $p < 0.01$), while scenario was a negative predictor ($\beta = -0.086$, $p < 0.05$). In Step 2, novelty and scenario explained 50.9 % of the variance, while the control variable explained 1.7%. When the interaction term (novelty*Scenario) was added into Step 3, it was not the predictor of emotional responses ($\beta = -0.041$, $p > 0.05$), and did not add any extra value. The interaction term also did not moderate the relationship between novelty and emotional responses. Therefore, H3c was rejected.

Table 12. Regression analysis for moderating role of Scenarios (Attribute-Booking intention)

	Informativeness			Trustworthiness			Novelty		
	Step 1	2	3	Step 1	2	3	Step 1	2	3
β									
Age	.119*	.47	.046	.119*	.046	.053	.119*	-.030	-.029
Gender	-.025	-.002	-.001	-.025	-.033	-.03	-.025	-.027	-.027

Scenario	-.002	.07		-.103*	-.574**		-.056	-.202
Independent variable	.717**	.759**		.682**	.373**		.731**	.612**
Independent variable*Scenario		-.077			.557*			.184

R²	.014	.524	.524	.014	.491	.501	.014	.536	.537
△R²		.51			.477	.01		.522	.001
△F	2.014	152.585	.091	2.04	133.472	5.722	2.04	160.026	.787
p	.132	.00**	.763	.132	.00**	.017*	.132	.00**	.376

Dependent variable: booking intention

*p<0.05, **p<.01; Gender: females=0/males=1

△R²=R² changed, △F=F changed; Scenario 1=0/Scenario 2=1;

N=290

Table 12 demonstrates the moderating role of scenario in Douyin attributes (informativeness, trustworthiness and novelty) and booking intention. In Step 2 of the *first informativeness-booking intention* model, informativeness predicted booking intention ($\beta=0.717$, $p<0.01$), whereas scenario did not ($\beta=-0.002$, $p>0.05$). Informativeness and scenario explained 51% of variance after the control variables of age and gender were entered in Step 1. No extra value was added to explain booking intention variations after adding the interaction term (informativeness*Scenario) to Step 3 ($\Delta R^2=0.00$). Therefore, H4a was not supported. Scenario did not moderate the relationship between informativeness and booking intention.

In the second *trustworthiness-booking intention* model, the result for examining scenario as a moderator between trustworthiness and booking intention were shown. Step 2 indicated that trustworthiness had a significant impact on booking intention ($\beta=0.682$, $p<0.01$), and scenario was a predictor of booking intention ($\beta=-0.103$, $p<0.05$). Both the trustworthiness and scenario variables explained a total of 47.7% variance after adding the control variables age and gender

to Step 1. When the interaction term (trustworthiness*Scenario) was added in Step 3, scenario was found to be a significant and positive predictor of booking intention ($\beta=0.557$, $p<0.05$) and added 1% to the variation in booking intention. Therefore, scenario difference moderated the correlation between trustworthiness and booking intention, hence H4b was supported. Scenario 2 (Douyin videos posted by hosts) generated a stronger relationship between trustworthiness and booking intention than Scenario 1 (Douyin videos posted by guests).

In the *novelty-booking intention* model (Table 12), novelty and scenario were added into Step 3. After controlling for age and gender, the results revealed that novelty and booking intention together explained 52.2% of variance. Scenario was not a predictor of booking intention ($\beta=-0.056$, $p>0.05$), while novelty was ($\beta=0.731$, $p<0.01$). In Step 3, the interaction term (novelty*Scenario) was added, however, it did not predict booking intention ($\beta=0.184$, $p>0.05$). Therefore, H4c was not supported.

Chapter 5 Discussion

This chapter presents the summary of key findings and then discusses the research and practical implications. The limitations of the scope of the study and suggestions for future research are then given, followed by a conclusion.

5.1 Summary of key findings

The results of the studies conducted in this research indicate that the proposed research model is feasible. Confirmatory factor analysis was used to test the model's validity and the model was found to be highly reliable the Cronbach's alpha value was above 0.7 for all constructs.

Two experimental studies were conducted to test the hypotheses. To meet the first research objective of exploring how Douyin's video attributes affect Airbnb bookings, correlation analysis and regression analysis were conducted. The results uncovered that booking intention was positively correlated with Douyin video attributes meaning that Douyin video attributes can positively influence booking intention. Therefore, H1a, H1b, and H1c are all supported. Emotional responses and booking intention were also had a positive correlation, therefore H1d is also supported.

In order to achieve the second research objective of exploring the relationship among Douyin video attributes, emotional responses and booking intention, multiple regression analysis of the correlation between Douyin attributes, emotional responses and booking intention was

conducted. The results show that Douyin video attributes are positive predictors of emotional responses, and among the Douyin video attributes trustworthiness had a strong correlation with emotional responses in comparison to informativeness and novelty. The findings of this research verify that booking intention can be a significant result of Douyin's video attributes.

The third research objective was to explore the roles of different scenarios in this model, namely videos posted by host versus videos posted by previous guests. The results showed that scenario was not an antecedent of booking intention, but instead for emotional responses. A significant finding regarding scenarios was in the strong and positive moderating role it played in the relationship between trustworthiness and emotional responses, as well as the relationship between trustworthiness and booking intention. As a result, Scenario 2, (Douyin videos posted by hosts), generated a stronger relationship between trustworthiness and emotional responses, than Scenario 1 (Douyin videos posted by guests). Overall, Douyin videos posted by the host generated a stronger impact of the Douyin attribute trustworthiness on emotional responses and booking intention than Douyin videos posted by the guest.

5.2 Theoretical implications

The theoretical contribution of this study lies in the development of an attribute model of Douyin videos. This study's model divides the attributes of Douyin videos into three dimensions – informativeness, trustworthiness and novelty – while the findings of this research have shown that these three dimensions are correlated. Informativeness was found to have a

positive and significant impact on trustworthiness and novelty. One of the most important contributions of this study is to understand the important factors that make up the attributes of Douyin's promotional videos. The main purpose of this study was to explore the effects of Douyin video attributes and emotional responses on booking intentions. While previous literature has explored tourists' engagement with Douyin (Du et al., 2020), consumers' perceptions of Douyin videos or what Douyin video factors influence their Airbnb booking behaviour has not been explored.

The results of this research have also found that Douyin video attributes may affect customer's emotional responses. Among all three attributes, trustworthiness was found to have a more positive and significant impact on emotional responses when compared with informativeness and novelty. While previous studies have examined the impact of video features, such as music and color on customer's emotional responses (Lin, 2010), the current study explored a new avenue of research and discovered that trust needs to be established through the Douyin video to allow consumers to generate positive emotional responses.

From the perspective of booking intention, novelty was found to have a significant influence on booking intention, rather than informativeness and trustworthiness. This result is similar to the study of Lee and Hong (2016) but there are still differences. They studied the emotional appeal, informativeness and advertising creativity of social media advertising and analyzed the

impact of these structures on consumer behavior. They also found informativeness and ad novelty as key factors affecting consumer behavior. However, the context of the study was different, Lee and Hong (2016) explored the relationship between social media advertisements, beneficial participating behaviors, and purchase behaviours regarding social media advertisements. Within social media, mutual trust may already exist since advertisements or products are often spread and promoted through acquaintances or friends, hence the informativeness and ad novelty may be what consumers need. However, when it comes to Douyin, video messages are often shared among strangers meaning that trustworthiness may be the main factor for positive emotional responses, which in turn enhance the booking intention. In addition, novelty plays an important role in the transmission of messages (Lee & Hong, 2016), the finding from this referenced study is the same as this study. The results of Chen et al. (2014) are also similar with the findings of this study. Chen et al. (2014) looked at the influence of information novelty, understandability and interest on the behavioral intention of the tourist destination. Their research found that novelty had the greatest influence on booking intention which was in line with the findings of this research. Hence this study provides further empirical evidence that novelty is an important factor in terms of Douyin's video attributes.

Therefore, the theoretical contribution of this study lies in the empirical evidence that helps to explain the impact of Douyin video attributes on booking intentions, and how emotional responses may also help in predicting booking intention.

This study also provides empirical evidence to support the differences in the emotional responses and booking intentions of Douyin video attributes within different scenarios. The findings of this study demonstrate that in terms of correlation, videos posted by guests can generate more informativeness than those posted by hosts. Table 9 shows that the video posted by a previous guest have a slightly more positive impact on customers' booking intentions than the video posted by a host. This conclusion is in line with the research of Mauri and Minazzi's (2015), who found that the information posted by guests is more reliable than information posted on corporate websites and can influence purchasing decisions. This study also shows that there is a positive correlation between emotional responses and booking intention. This mirrors the results of Back et al. (2020), who found that when consumers are in a happy mood, they should show positive behavioural intentions. In Scenario 2 (video posted by host), the informativeness and trustworthiness of Douyin video attributes had more significant impact on consumers' emotional response and intention to book than Scenario 1 (video posted by guest).

Finally, this research found that Douyin videos posted by hosts generated a stronger relationship between trustworthiness and booking intention than videos posted by guests. This adds to the social media literature, contrasting with previous findings such as those by Cheong and Morrison (2008) who found that in an online environment, the information from other consumers is considered more important and trustworthy than the information generated by companies or hosts. The contrasting findings of this study may be again due to the nature of

Douyin as a platform, where interactions often occur between strangers rather than friends or acquaintances, meaning there is no established mutual trust. Hence, the information source may often seem less credible compared with that of official hosts.

5.3 Practical implications

This research not only examines the relationship between Douyin video attributes, emotional responses and booking intention, but also discusses the moderating role of different scenarios. The results of this study have practical implications for both hotel practitioners and Airbnb practitioners – particularly in providing overall recommendations on how to effectively improve Airbnb's bookings.

Firstly, the three dimensions of Douyin video attributes established in this study should be considered by Airbnb practitioners in order to improve the promotional effect of their Douyin videos. When publishing Airbnb-related videos on Douyin, the trustworthiness attribute needs to be considered to positively affect emotional responses and in turn a potential guest's booking intention. Airbnb hosts can use online messages and feedback to determine what customers think of Douyin videos or Airbnb listings, and potentially improve the level of trust viewers may feel when viewing their video. For example, clearly exposing the host's identity in the Douyin video as well as actively participating in the comments section may contribute to the feeling of trust and credibility.

Secondly, informativeness was found to be a prerequisite for emotional responses and booking intention in this study, and so hosts should ensure that their Douyin videos satisfy customer needs for informativeness. Providing the basic information such as prices, facilities, and detailed geographic locations should be given importance and not overlooked in favour of focusing on the entertaining or visually appealing features that often trend within the platform. Informativeness can also be achieved by providing a brief introduction to the local culture in the video. This will mean that when guests want to learn more about the local culture, they may want to further communicate with the producer of the video to gain confidence in their booking intention. Airbnb hosts can also publish videos related to their Airbnb and tourist activities or locations near their Airbnb on the Douyin platform. For example, hosts could promote prime photo spots for social media enthusiasts, creating hashtags and uploading with photos for such spots near their Airbnb. Since many travellers nowadays travel to locations to catch that perfect travel picture for their social media, such content could heighten the interest of potential tourists.

5.4 Limitations and future research

This research has several limitations, in turn providing impetus for future research on Douyin videos and Airbnb bookings. First, the proportion of age groups participating in the survey was not even, meaning the study was not representative of all age groups. Secondly, this study only explored the impact on emotional responses and booking intention of three attributes of Douyin videos, and does not represent other additional attributes – for example, the impact that the

quality of a Douyin video may have was not studied in this research. Therefore, future research could explore a wider range of attributes to test the overall effectiveness of Douyin videos.

Thirdly, the study has been contextualised in China and so the generalisability of the results may be limited to China's Airbnb industry and Chinese Douyin audiences. Future researchers may replicate the study to explore the impact of Douyin and TikTok videos on potential Airbnb booking intentions in different countries and cultural contexts. Future research might use the same methods as this current study, but do a few more experiments with different Airbnbs to see if the results are comparable. The sample size is also currently restricted. Finally, the quality of the Douyin Airbnb videos have not been considered, the quality of an Airbnb video could have a significant impact on the study's findings, hence, future research should look into the quality of Airbnb videos as well.

5.5 Conclusion

This study strived to gain a deeper understanding of the aspects of Douyin video attributes, emotional responses and Airbnb booking intentions. Through quantitative research methods participants' emotional responses were explored and analysed to produce empirical evidence to better understand the impact of Douyin videos on guests' booking intentions. The study's results provided meaningful implications. When producing Douyin or TikTok video ads, Airbnb hosts should make sure that informative details of the listing aren't overlooked, and increase feelings of trust for viewers by taking full advantage of the communication tools within

the Douyin or TikTok platform. Such efforts may very well help Airbnb hosts to increase booking potential by creating a positive emotional response among viewers.

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Appendices

Appendix A: Ethics Approval



Auckland University of Technology Ethics Committee (AUTEC)

Auckland University of Technology
D-88, Private Bag 92006, Auckland 1142, NZ
T: +64 9 921 9999 ext. 8316
E: ethics@aut.ac.nz
www.aut.ac.nz/researchethics

AUT
TE WĀNANGA ARONUI
O TĀMAKI MAKAU RAU

30 April 2021

Chloe Kim
Faculty of Culture and Society

Dear Chloe

Re Ethics Application: **21/108 The promotion impact of TikTok videos posted by Airbnb hosts vs. previous guests.**

Thank you for providing evidence as requested, which satisfies the points raised by the Auckland University of Technology Ethics Committee (AUTEC).

Your ethics application has been approved for three years until 30 April 2024.

Non-Standard Conditions of Approval

1. Please send through the Chinese translations of the survey in the format participants will see it.

Non-standard conditions must be completed before commencing your study. Non-standard conditions do not need to be submitted to or reviewed by AUTEC before commencing your study.

Standard Conditions of Approval

1. The research is to be undertaken in accordance with the [Auckland University of Technology Code of Conduct for Research](#) and as approved by AUTEC in this application.
2. A progress report is due annually on the anniversary of the approval date, using the EA2 form.
3. A final report is due at the expiration of the approval period, or, upon completion of project, using the EA3 form.
4. Any amendments to the project must be approved by AUTEC prior to being implemented. Amendments can be requested using the EA2 form.
5. Any serious or unexpected adverse events must be reported to AUTEC Secretariat as a matter of priority.
6. Any unforeseen events that might affect continued ethical acceptability of the project should also be reported to the AUTEC Secretariat as a matter of priority.
7. It is your responsibility to ensure that the spelling and grammar of documents being provided to participants or external organisations is of a high standard and that all the dates on the documents are updated.

AUTEC grants ethical approval only. You are responsible for obtaining management approval for access for your research from any institution or organisation at which your research is being conducted and you need to meet all ethical, legal, public health, and locality obligations or requirements for the jurisdictions in which the research is being undertaken.

Please quote the application number and title on all future correspondence related to this project.

For any enquiries please contact ethics@aut.ac.nz. The forms mentioned above are available online through <http://www.aut.ac.nz/research/researchethics>

(This is a computer-generated letter for which no signature is required)

The AUTEC Secretariat

Auckland University of Technology Ethics Committee

Cc: wangxinrao79@gmail.com; BeomCheol (Peter) Kim

Appendix B: Tools

Appendix B.a: Online Survey (A&B)

Dear Participant,

I am Xinrao Wang, a master student majoring in Hospitality Management at Auckland University of Technology (AUT) in New Zealand. I am currently doing research for my master's dissertation titled: 'Promotion impact of Douyin videos posted by Airbnb hosts vs. previous guests.' This survey will take you around 10 minutes to complete. By completing this survey, you are giving consent to be part of this study. The information sheet provided on the following page will give you more details. Please be rest assured that all your answers will be confidential and will be strictly used for academic purposes only. Thank you!

Screening questions:

1. Are you over 18 years old?

☐ Yes

☐ No
2. Have you used Douyin before?

☐ Yes

☐ No
3. Have you stayed in an Airbnb before?

☐ Yes

☐ No

Qualtrics A

Please watch the video before proceeding to the next page by clicking the link. This video was posted by **a previous Airbnb guest.**

Video posted by a previous guest:

<https://www.youtube.com/watch?v=3eCXfWKz-mw&feature=youtu.be>

Qualtrics B

Please watch the video before proceeding to the next page by clicking the link. This video was posted by **an Airbnb host**.

Video posted by host:

<https://youtu.be/HAvKZwYzPsM>

Please answer the following questions based on how you feel about the Douyin video you just watched (posted by an Airbnb host or previous guest).

Screening questions:

Are you sure you've watched the video?

☐ Yes

☐ No

Please answer the following questions based on how you feel about the Douyin video you just watched (posted by an Airbnb host or previous guest).

General question:

What do you think of this video?

☐ Boring

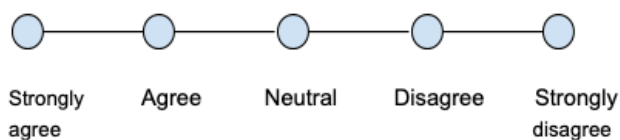
☐ Exciting

☐ Useful

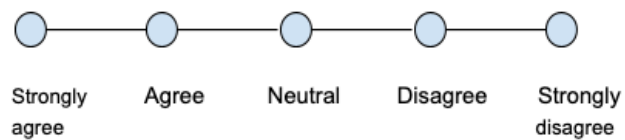
☐ Interesting

Q1 Informativeness

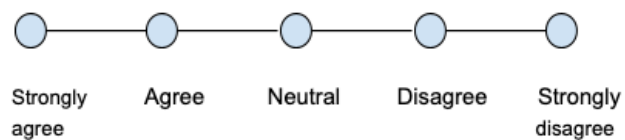
This Douyin video provides a good source of Airbnb information.



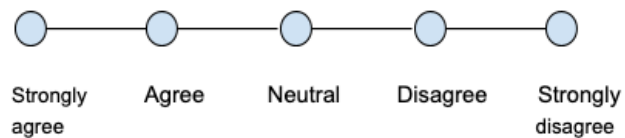
This Douyin video supplies relevant and useful information.



This Douyin video's content is helpful.

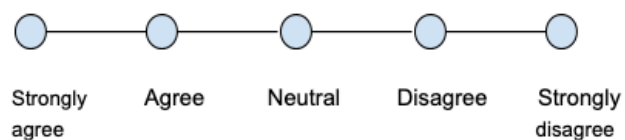


By watching this Douyin video I was able to better evaluate this Airbnb.

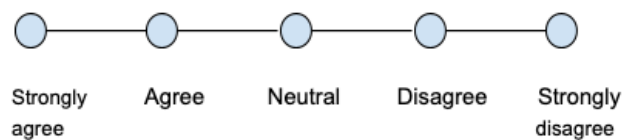


Q2 Trustworthy

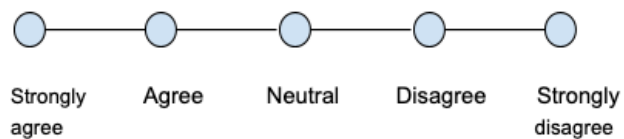
1. This Douyin video feels credible and relatable.



2. I think this Douyin video is persuasive.

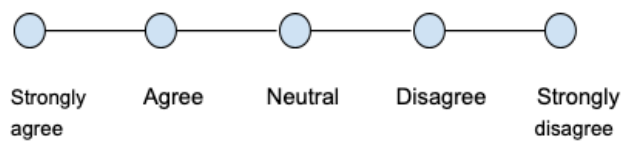


3. I found the content on this Douyin video is trustworthy.

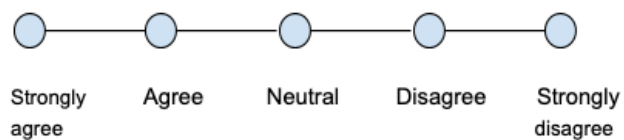


Q3 Novelty

1. This Douyin video is fascinating.

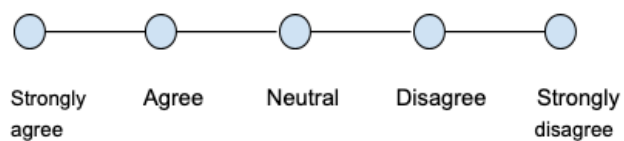


2. This Douyin video is memorable.

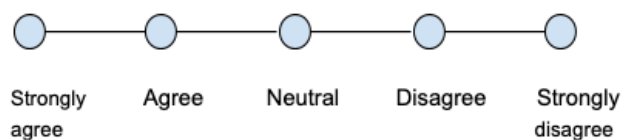


Q4 Emotional responses

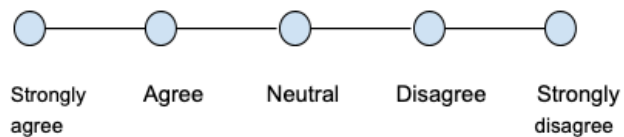
1. I enjoyed watching this Airbnb Douyin video.



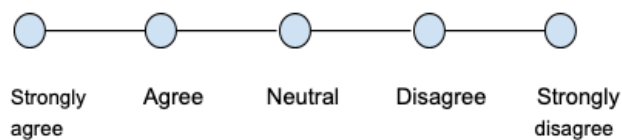
2. I'm pleased with the content quality of this Douyin video.



3. Watching this Douyin video gave me a pleasant emotional response.

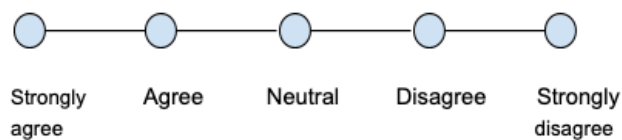


4. Watching this Douyin video arouses my curiosity about this Airbnb.

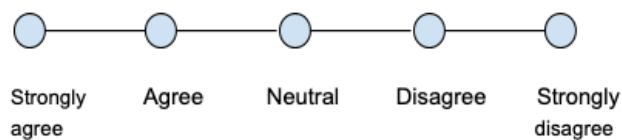


Q5 Booking intention

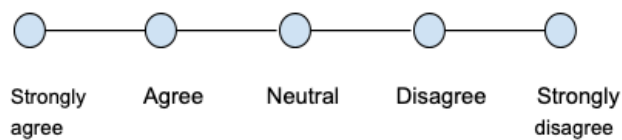
1. I have become interested in this Airbnb booking after watching this Douyin video.



2. The likelihood of booking this Airbnb would be higher after watching this Douyin video.



3. My willingness to book this Airbnb would be higher after watching this video.



Demographic characteristics

Q6 Gender

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

Q7 How old are you?

- ☐ 18-22
- ☐ 23-27
- ☐ 28-32
- ☐ 33-37
- ☐ 38-42
- ☐ Over 42
- ☐ Prefer not to say

Q8 Education level

- ☐ High school
- ☐ Associate degree
- ☐ Bachelor's degree
- ☐ Master's degree
- ☐ Doctorate degree
- ☐ Prefer not to answer

Q9 Personal income (a year)

- ☐ 50,000 RMB or less
- ☐ 50,001 RMB–100,000 RMB
- ☐ 100,001 RMB–150,000 RMB
- ☐ 150,001 RMB or more
- ☐ Prefer not to answer

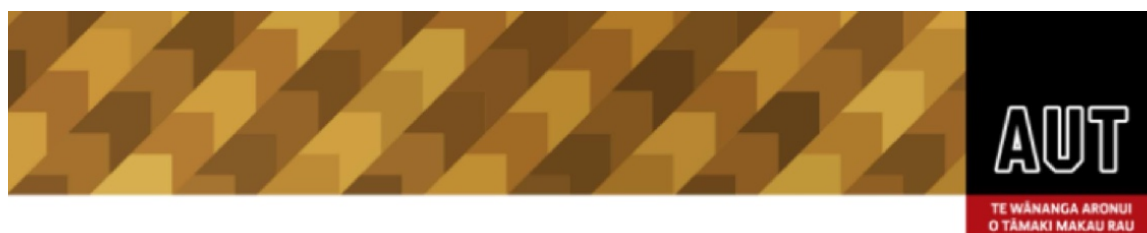
Q10 When was the last time you stayed in an Airbnb?

- ☐ One month ago
- ☐ Three months ago
- ☐ Over 6 months ago

Q11

Do you have any other questions about the survey, what else do you want to know?

Appendix B.b: Participant Information Sheet



Participant Information Sheet

Date Information Sheet Produced:

27 February 2021

Project Title

The promotion impact of TikTok videos posted by Airbnb hosts vs. previous guests

An Invitation

Hello, I am Xinrao Wang, a master student from Auckland University of Technology, and I am conducting a survey on the promotion impact of TikTok videos posted by Airbnb hosts vs. previous guests. You'll answer a series of questions by watching one TikTok video (either posted by host or a previous guest). If you are interested in my research, I sincerely hope that you can participate and contribute to my research.

Your response to the survey is voluntary. No one will know if you completed the survey or not. The survey allows you to proceed if you skip a question on a particular page, however, you are free to discontinue the survey at any time. Whether you choose to participate or not will not disadvantage you in any way.

What is the purpose of this research?

This research will help the tourism and hospitality industry understand what attributes of TikTok videos could create a positive emotional response. It could contribute to increased room reservations. The findings of this research may be used for academic publications and presentations, and some practical suggestions to help hotel promoters and Airbnb hosts to better manage their hotels and Airbnb homes

How was I identified and why am I being invited to participate in this research?

You may have received the link of the survey to participate in this study as you are familiar with using the TikTok application and have stayed in an Airbnb before, this research aims to examine how different types of TikTok videos influence Airbnb bookings.

How do I agree to participate in this research?

By completing the online questionnaire, you will be giving consent to participate in this research. Your participation in this research is voluntary, (it is your choice) and whether or not you choose to participate will neither advantage nor disadvantage you. Participants can withdraw from the survey at any point until their responses have been submitted but that once this has occurred their data cannot be identified or withdrawn.

What will happen in this research?

The survey will take around 10 minutes to complete. This study will examine one, 40-second TikTok video about an Airbnb, either posted by a host or a previous guest. The videos will show the interior and exterior of the Airbnb home including various scenes of the surroundings and their facilities. The video will include Chinese narration and English subtitles. Participants will answer a set of questions after clicking to watch one of the TikTok videos of the Airbnb. If participants have any questions about the survey, they may contact the researcher directly using the details outlined below.

What are the discomforts and risks?

There should be no discomfort or risk experienced during the completion of this survey. No personally identifiable information is collected, and you may withdraw from this study at any point in time.

What are the benefits?

For the primary researcher, the potential benefits are to achieve completion of a master's degree and gain a deeper understanding of the research topic. The findings of this research will contribute to knowledge on the impact of TikTok videos on Airbnb booking intentions, which is a fairly new topic area. Practical benefits to the industry will be created to potentially help re-increase the occupancy of Airbnb

that suffered during the Covid-19 period. With the increase of TikTok's user base, it is necessary for Airbnb owners and hotel promoters to use TikTok as a new marketing strategy. This research also aims to contribute to the marketing strategy of Airbnb in China.

How will my privacy be protected?

All responses are anonymous, so there will be no personally identifiable information. No one other than the researchers will have access to the final data collected. Participants can skip questions or withdraw from the questionnaire at any time when they feel uncomfortable.

What are the costs of participating in this research?

There is no cost for participating in the study, other than your valuable time and participation or non-participation is entirely voluntary. It may take up to 10 minutes to complete the survey.

What opportunity do I have to consider this invitation?

You will have two weeks to consider this invitation once received.

Will I receive feedback on the results of this research?

No direct feedback of this study will be sent to participants; however, participants can learn about the overall data results of the questionnaire when all data was been collected by clicking the link below:

<http://www.tlsun.com.cn/wj2796/index.jsp>

What do I do if I have concerns about this research?

Any concerns regarding the nature of this project should be notified in the first instance to the Project Supervisor, Dr Chloe Kim, chloe.kim@aut.ac.nz, (+649) 921 9999 ext 5876.

Concerns regarding the conduct of the research should be notified to the Executive Secretary of ATEC, ethics@aut.ac.nz, (+649) 921 9999 ext 6038.

Whom do I contact for further information about this research?

Please keep this information sheet for your future reference. You are also able to contact the research team as follows:

Researcher Contact Details:

Xinrao (Melina) Wang: wangxinrao79@gmail.com

Project Supervisor Contact Details:

Dr Chloe Kim: chloe.kim@aut.ac.nz

Approved by the Auckland University of Technology Ethics Committee on *type the date final ethics approval was granted*,
ATEC Reference number 21/108.