

A Study to Investigate Consumer's Resonance Experience Effect and Engagement Behaviour on Travel Vlogs

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Received: 05th Dec 2021
Review: 20th Dec 2021
Accepted: 10th Mar 2022

Abstract

Objective – This research is carried out with an objective to comprehend the experience of consumers via travel vlogs and its influence on customer engagement behaviour and travel objective based on the Resonance theory incorporating the cognitive and emotional resonance.

Methodology/Approach/Scope – The data was collected via online mode with the help of a structured questionnaire administered to 300 respondents in the Bhubaneswar city, Odisha, who were avid and regular vlogs watchers actively engaged over a period of one year or so. The study used correlation and multiple & linear regression analyses to examine the variables and test the hypotheses.

Findings – The analysis revealed that out of seven variables (Cognitive: Information acquisition, source credibility & video clarity and Emotional: Entertainment, escapism, entertainment & self-congruence), six variables viz., Information Acquisition, source credibility, entertainment, self-congruence, inspiration and escapism impacted positively on Consumer engagement behaviours with source credibility as the most important predictor influencing travel intention.

Implications & Conclusion – There is a need for an emotional connection between the travel vloggers and the consumers with a high level of enthusiasm on the part of the vloggers. The management of hotel organisations and destination marketers have a crucial role to play as far as the promotion of their products is concerned about providing incentives to the consumers to engage with travel vlogs.

Keywords: *Cognitive Resonance, Emotional Resonance, Customer Engagement Behaviour, Travel Vlogs*

<https://doi.org/10.53908/NMMR.300203>



NMIMS
Management Review
ISSN: 0971-1023
Volume XXX
Issue-2 | April 2022

1. Introduction

In an era of technology disruption, we are a witness to newer innovative technologies at a rapid pace in each and every sector of the economy, and hospitality and tourism is not an exception to this change. Hospitality and tourism industry marketers are not left far behind in adopting innovative technologies to attract prospective customers and consumers (Law et al., 2019). In recent times, travel vlogs as online video products are gaining momentum. According to Jihong He, Ding Xu & Tingzhu Chen (2021), studying the art and practice of travel vlogging can provide valuable insights about the behaviour of tourists, communication patterns and management.

Due to their popularity amongst its consumers, vlogs' have been able to garner more eyeballs and increase business attention (Sara, 2016). As a matter of fact, the newfound popularity amongst the consumers about travel vlogs' is due to the fact that they record the real stories, real life experiences, and information related to personal travels in video-form that adds more value in comparison to blogs that are in text-form with still pictures (Griffith & Papacharissi, 2010) and there is no denying that travel vlogs' have become very popular travel videos on YouTube across all generations (Henderson, 2018) receiving more societal engagement from the watchers (Think with Google, 2014). From a social engagement perspective, this has become an important subject for academicians and practitioners of hospitality and tourism in knowing and learning about the experience of consumers in watching travel vlogs' and its relationship with consumer engagement and travel & intention of purchase

YouTube has opened the gates by providing opportunities to each and everyone who wants to engage in making his or her online videos, thereby showcasing one's presentation and style via travel vlogs (Griffith & Papacharissi, 2010). After gaining popularity, vlogs have become one of the most sought after tools for marketing due to their increased commercial value proposition (Schouten et al., 2020). In this connection, a few studies have revealed that vlogs such in the category of beauty & wellness, travel, food, and particularly the vlogger's images have had a significant impact on the decision-making power of consumers and their intention to buy (Djafarova & Rushworth, 2017; Lodha & Philip, 2019; Rahmi et al., 2016; Lakshmipriya.M, 2020). Further, the attraction value of vloggers, their ability to interact and connect, perceived value of entertainment, and usefulness of travel vlogs does have a positive effect on consumers' intention to travel (Yingying Chen , Zhaojuan Guo & Qiuyue Pan, 2021).

At the same time, vloggers do impact the decision making process of consumers to travel with regards to cognitive, emotional, and epistemic importance (Abad Princess Elesha & Borbon Noelah Mae, 2021). According to (Peralta, 2019), travel vloggers play a pivotal role in shaping the online experience of a destination that is supported by content, visual images and responses of the watchers. YouTube vloggers are



considered to be trustworthy, attractive and experts by consumers and vlogs do play an influential role in consumers' intention to purchase (Mittal, E., & Kaur, N, 2020). This notion is ably supported by Trinh et al. (2019), who found out the predictors' role in influencing consumers' perceived travel destination such as the usefulness of information, ability to comprehend, interest generation, and novel idea.

The present study incorporates consumer engagement behaviour to bridge the defining relationship between consumers' experience in watching travel vlogs and their consequent behaviour that follows in their travel intention. This part of the correlation was not researched in the earlier studies on vlogs. Further, the recent studies have examined the role of consumer engagement behaviour in relation to the use of social media platforms like Facebook (Kabadayi & Price, 2014; Dessart et al., 2015), influencer marketing on social media (Glucksman, 2017; Lou & Yuan, 2019) and a host of other studies focused at perceptions of consumers towards influencers and limited research on online video YouTube (Xiao et al., 2018; Sokolova & Kefi, 2019). And, a recent generic study by (Cheng et al., 2020) assess the relationship between the experience of watching travel vlogs by consumers and its effect on consumer engagement behaviour and intention to travel. However, no such study has been carried out to investigate the role of consumers' watching experience on vlogs and influence on consumer engagement behaviour and travel intention in the city of Bhubaneswar, Odisha. Considering this as a research gap and to bridge the same and to offer a holistic picture with better insight on travel vlogs, the researchers intended to discover how consumer engagement management support consumers' watching experience and behaviour towards travel intention. In order to arrive at the big picture, the resonance theory involving cognitive and emotional resonance has been adopted in this research work (Snow et al. 1986; Schudson, 1989; McDonnell et al., 2017; Giorgi, 2017). The objectives of the research are three-fold a. to review the literature on travel vlogs, customer engagement behaviour in travel vlogs' and the drivers of customer engagement behaviour – cognitive & emotional resonance in travel vlogs' b. to examine the impact of 'cognitive' and 'emotional' resonance on customer engagement behaviour in travel vlogs' and c. to evaluate the effect of customer engagement behaviour on intention of travel.

The outcome of this study will provide valuable insights on the role of cognitive and emotional resonance determinants in consumer engagement behaviour in travel vlogs and how they impact the overall consumers' intention to travel. From destination marketers, travel vloggers and the hospitality & tourism industry stakeholders' perspective, this study will enable them to ideate how to develop strategies to attract and motivate customers to take informed decisions to travel and promote the travel destinations.



NMIMS
Management Review
ISSN: 0971-1023
Volume XXX
Issue-2 | April 2022

2. Literature Review

2.1 Travel vlogs in Tourism & Hospitality

According to (Pihlaja, 2014), the word ‘vlog’ is a new word coined by combining two words – ‘video’ and ‘blog’. Travel vlogs, as the name suggests combine the features of travel videos as well as blogs with a focus on the personality of the influencer and engagement of the audience (Sara, 2016). This statement is corroborated by earlier studies confirming the role of travel vlogs on the consumers’ decision-making intent (Think with Google, 2016). Being the most popular amongst the travel videos on YouTube channels, travel vlogs not only provide the best entertainment experience but also pave way for opportunities in terms of business for influencers (Henderson, 2018). Studies to this effect have offered ample evidence on how the influencers impact the hotel booking intentions of customers (Zhang et al., 2019) and how the organisations can cash in by collaborating with the influencers in promoting various hotel chain brands and travel destinations (Gretzel, 2018).

In recent times, travel vlogs have gained huge popularity due to their potential in marketing. They have been receiving a great amount of attention from tourism & hospitality academicians and researchers in investigating the role of travel vlogs in influencing customers’ decision-making. For instance, a study was conducted by (Lodha & Philip, 2019) to understand the causal effect of travel vlogs on customers’ intention to travel. Their findings revealed that travel vlogs are a great source of information about travel destinations and play a positive role in the purchase intention of the audiences to travel. Similarly, Tussyadiah & Fessenmaier (2009) found out that online travel vlogs, to a greater extent, help in motivating and stimulating the watchers and help them in taking an informed decision to travel based upon sharing and exchanging of information. Griffith & Papacharissi (2010) to believe that travel vlogs’ are quite special and unique in the sense that the watchers find it very engaging with content that is sharable and compelling in more ways than one. Although, a majority of times, it is found that the watchers are often inclined in sharing and giving their comments online in travel vlogs’ their role as far as engagement behaviour is concerned is found wanting that needs to be explored and researched. In order to bridge this gap in research, the present study endeavours to investigate the determinants affecting customer engagement behaviour (CEB) in travel vlogs and their significance.

2.2 Customer Engagement Behaviour

Customer Engagement Behaviour is defined as “a variety of customers’ behavioural expressions that affect firms and brands that represents the behavioural dimensions of Customer Engagement” (Van Doorn et al., 2010). Customer Engagement as a concept is a multidimensional construct that comprises psychological and behavioural dimensions that include Cognitive, Emotional, and Behavioural aspects (Vivek, 2009;



Brodie et al., 2011; Hollebeek, 2011; So et al., 2014 and Baldus et al., 2015). The Marketing Science Institute (MSI, 2010) defines CE as “a customers’ behavioral manifestation toward a firm/brand beyond purchase, which results from motivational drivers including word-of-mouth activity, recommendations, customer-to-customer interactions, blogging, writing reviews, and other similar activities”. As per Oxford Dictionary (1996), the word ‘engage’ represents the behavioural dimension of Customer Engagement indicating a behavioural focus (Van Doorn et al., 2010).

This study employed the Customer Engagement Behaviour by incorporating Word-of-Mouth (WOM) as the major indicator from travel vlogs’ perspective, which is also considered to be one of the important indicators by previous research (Van Doorn et al., 2020; Bijmolt et al., 2010 and Choi & Kandampully, 2019). Hence, two aspects Word-of- Mouth i.e., personal interactions and online interaction via reviews in general, have been taken under the study (Berger, 2014).

2.3 Role of Resonance Theory in Customer Engagement Behaviour in Travel Vlogs

Word-of-Mouth (WOM) as an important indicator of Customer Engagement Behaviour can impact the purchase behavioural intentions of customers and the long-run, help to enhance the reputation and brand image of the organisation (Kumar et al., 2010; Vand Doorn et al., 2010). Recent studies have examined the Customer Engagement Behaviour indicators from social networking and media sharing perspectives (Munar & Jacobsen, 2014; Kabadayi & Price, 2014; Khan, 2017 & Islam et al., 2018).

Although travel vlogs’ have become more popular and in demand travel videos on YouTube over other categories (Think with Google, 2014), they have received little or no attention from an academic standpoint. Moreover, research in the domain of Customer Engagement Behaviour in travel vlogs’ has been scantily researched with one study by Lodha & Philip (2019) to investigate the impact of travel vlogs’ on the decision making skills of students on a trip. Hence, to bridge the gap in research, this study has identified the theory of resonance as the driver of Customer Engagement Behaviour in travel vlogs’ (Snow et al., 1986; Giorgi, 2017 & McDonnell et al., 2017).

Resonance per se is a concept applied to understand the right fit between a message and the viewpoint of the audience (McDonnell et al., 2017). It generally emphasizes how the life of audience resonates with objects in the cultural environment (Schudson, 1989) and why there are some messages that may have an edge over others due to congruity with the viewpoints of the audience (McDonnell et al., 2017).

The Resonance Theory takes into account both Cognitive as well as Emotional Resonance (Giorgi, 2017 & McDonnell et al., 2017). There are some developments made recently by engaging Cognitive and Emotional Resonances in which the former was based upon values, beliefs, and understandings of audience, and their attraction



towards the object, and the latter was based upon feelings, passions, and aspirations of audience. There are a few studies that have involved resonance theory to understand customer engagement behaviour, for example, with regards to social networking platforms, studies have confirmed that consumers who have higher resonance are usually more participative in nature in online interactions (Shang et al., 2017). Thus, this study has incorporated the Resonance Theory to examine the role of Cognitive and Emotional resonance in Customer Engagement Behaviour.

2.4 Cognitive Resonance in Customer Engagement Behaviour

According to (Giorgi 2017 & Solis, 2010), past researches have ample piece of evidence to show that people can get carried away with the values and understandings conveyed through social media and the interpretation of such messages by them leads to Cognitive Resonance (Bail, 2016). Three determinants have been taken into account from the perspective of travel vlogs as far as the Cognitive Resonance is concerned: ‘Information Acquisition’, ‘Source Credibility’ and ‘Video Quality’.

Information Acquisition: Several researches in the past have identified this determinant of Cognitive Resonance as an important driver of engagement behaviour (Berger, 2014 & Khan, 2017), for example, in consumption of media, it is viewed as a triggering agent on consumer’s engagement behaviour (Palmgreen et al., 1989 & Rafaeli, 1986).

Source Credibility: The credibility of the source as perceived by the audience refers to the endorser or the influencer who provides the information that is supposed to be credible (Berlo et al., 1969; Burgoon & Hale, 1984; Bhattacharjee & Sanford, 2006, & Zha et al., 2018) has been identified as one the determinants of Cognitive Resonance that drives engagement behaviour. Researches in the past on Influencer Marketing have revealed the role of credibility of source (influencers) on consumers’ engagement behaviour (Xiao et al., 2018, & Schouten et al., 2020). Furthermore, communication researches have also highlighted the importance of source credibility in influencing the engagement behaviour of the consumers (Hovland & Weiss, 1951 & Wheelless et al., 2011). Source Credibility per se enhances and builds trust in the audiences and leverages their participative approach towards communication via blogs (Scoble & Israel, 2006 & Yang et al., 2010). In the similar lines, it has been hypothesised by the researchers of this study that the credibility of source (travel vloggers) will have a significant impact on engagement behaviour depending upon the perception level of the audience on the credibility, whether high or low.

Video Quality: According to McDonnell et al. (2017), the quality of interaction between the audience and their encounter with the cultural objects affects Cognitive Resonance and influences the engagement behaviour of the consumers. Similarly, the quality of



travel vlogs in terms of time of loading, quality of images, and flow also determines to what extent they influence the engagement behaviour of the audience (Dobrian et al., 2011). Hence, quality of online content does impact audience interaction and engagement (McKnight et al., 2002 and Yusuf & Busalim, 2018).

2.5 Emotional Resonance in Customer Engagement Behaviour

Resonance has its roots in emotions, where earlier studies have also confirmed their belongingness to emotional states of audiences, their emotions, aspirations, feelings, desires, passions, etc. (McDonnell et al., 2017; Polleta, 2009 & Giorgi, 2017). In this regard, the emotional element, viz. enjoyment, entertainment and appeal are very often likened to Travel vlogs (NCMA, 2018). Therefore, this study has taken ‘emotional resonance’ into consideration along with travel vlogs with four determinants viz., ‘Entertainment’, ‘Inspiration’, ‘Escapism’ and ‘Self-Congruence’ (Pine & Gilmore, 1998; Lee & Ma, 2012; Khan 2017; Elliot, 1997; Kim & Fesenmaier, 2008; Bottger et al., 2017; Hosany & Witham, 2010; Papacharissi & Mendelson, 2011; Park et al., 2009 and Sirgy & Su, 2000).

Entertainment: According to (Berger 2014), it is the psyche of an individual who would most likely engage himself/herself with an element of entertainment, be it a product or person. There are several studies in the past that are in line with this point of view that suggest entertainment as one of the most important determinants of consumer engagement behaviour (Park et al., 2009; Lee & Ma, 2012 & Khan, 2017).

Inspiration: On a basic level, inspiration is defined as “an infusion of beliefs stimulated by truth, goodness, or beauty” (Elliot, 1997; Thrash & Elliot, 2003 & Kim & Fesenmaier, 2008). Past researches have linked the inspiration part with the level of enthusiasm, spirit and fond memories of audiences that online videos have on offer (Tussyadiah & Fesenmaier, 2009), whereas others found out that inspiration of tourists lead to outcome such as recommendation and loyalty (Bottger et al., 2017) which also forms the basis on which the travel vlogs operate.

Escapism: Escapism is defined as “an escapist experience from stress and boredom, when an individual is fully immersed and absorbed in an activity” (Csikszentmihalyi, 1990; Hosany & Witham, 2010). It is also one of the important factors that influence consumer engagement behaviour (Papacharissi & Mendelson, 2011 & Holmqvist et al., 2019), for example, detachment from daily mundane activities in a move to engage oneself with Facebooking. This study highlights the role that a travel vlog can play in engaging the audiences in staying disconnected from the daily mundane stuff.

Self-Congruence: Self- Congruence is nothing but the matching of one’s own image with that of the image of producer, which the theory of engagement affirms that the congruity of one’s own and others’ image and identity enhances audiences’



NMIMS
Management Review
ISSN: 0971-1023
Volume XXX
Issue-2 | April 2022

engagement (Sirgy & Su, 2000; Kahn, 1990 and Rich et al., 2010). This has been supported by literature on how consumers' self-congruence positively impacts their engagement behaviour in online platforms (Islam et al., 2018). The present study is about the congruity between the actual image of the audience and the travel vloggers in driving the engagement behaviour.

2.6 Customer Engagement Behaviour and Travel Intention

Travel intention is elucidated as “a rational appraisal of the costs and benefits among all alternatives as a result of a mental process that transforms motivation into behaviour” (Chen et al., 2014; Jang et al., 2009). It is nothing but behavioural dynamics with an intention and commitment on one's part to travel (Jang et al., 2009). There have been studies demonstrating a strong positive relationship between engagement behaviour and behavioural intention of consumers (Kang, 2014; Ahn & Back, 2018 and Yusuf & Busalim, 2018). A study by (Fang et al., 2017) supports the above views wherein the duration of time spent by users on travel apps revealed that the users are more likely and willing to show enhanced engagement intentions. This is true in the case of the present study that if one is likely to invest his/her time in recommending a travel vlog for engagement, are desirous to visit the travel destination as suggested by the vlog.

3. Hypotheses

H1: Cognitive Resonance will have a significant positive influence on Consumer Engagement Behaviour in Travel vlogs

H2: Emotional Resonance will have a significant positive influence on Consumer Engagement Behaviour in Travel vlogs

H3: Consumer Engagement Behaviour in Travel vlogs will have a significant positive influence on Travel Intention

4. Research Methodology

4.1 Collection of Data

In order to collect the primary data, Structured Questionnaires were administered to respondents who were adults (18 years & above) from the city of Bhubaneswar, Odisha having the experience of following travel vlogs' and were actively engaged in such activities over a period of one year or so. The collection of secondary data involved gathering information by reviewing research articles, journals, and publications from EBSCO, ProQuest, Research Gate, and other related websites from internet.

4.2 Sample Size, Sampling Technique & Procedure

This study incorporated 'quantitative method' for testing the hypotheses involving



an ‘online survey’. A total of 344 questionnaires were received, out of which 300 responses that were considered to be valid were retained for data analysis. The collected data was analysed using SPSS 20.0, and statistical tools such as Descriptive Analysis, Correlation Analysis, and Regression Analysis were used to test the hypotheses and arrive at a conclusion.

4.3 Scale & Measurement

The Structured Questionnaire for the study consisted of 3 sections. Section- I deals with the overall subjective experience of respondents about watching Travel vlogs. Section- II deals with the Cognitive Resonance of Customer Engagement Behaviour with respect to: information acquisition, video quality, source credibility with 4 items each based upon the previous studies measuring Cognitive Resonance of watching Travel vlogs by (Bhattacharjee & Sanford, 2006, Dobrian et al., 2011 & Khan, 2017). Similarly, the Emotional Resonance of Customer Engagement Behaviour with regards to entertainment, inspiration, escapism, and self-congruence with 4 items each based upon previous studies measuring Emotional Resonance watching Travel vlogs by (Hosany & Witham, 2010, Lee & Ma, 2012). Customer Engagement Behaviour scale (3 items) was operationalized using the one developed by Jung & Seock (2017). Section-III of the questionnaire with respect to Travel Intention of audiences (4 items) operationalized and developed by Mohammed Adubakar (2016) was considered for this study. All the items were measured on a seven-point Likert Scale where 1 denotes Strongly Disagree and, 7 denotes Strongly Agree.

4.4 Data Analysis

4.4.1 Descriptive Analysis

Table – 1, Descriptive Statistics (n= 300)

Variables	Mean	SD
Information Acquisition	5.44	1.10
Video Quality	6.11	.99
Source Credibility	5.89	1.21
Entertainment	5.77	.89
Inspiration	5.81	1.04
Escapism	5.31	1.24
Self- Congruence	5.10	1.54
Customer Engagement Behaviour	5.55	1.41
Travel Intention	5.49	1.19

Source: Primary Data

Table-1 reveals the Descriptive analysis of all the variables taken for the study with



NMIMS
Management Review
 ISSN: 0971-1023
 Volume XXX
 Issue-2 | April 2022

their respective mean and standard deviation values where the mean values are based on 7-point scale.

4.4.2 Reliability of Scale

Table – 2, Reliability of Scale (Analysis)

Variables	Number of Items	Cronbach's Alpha
Information Acquisition	04	0.75
Video Quality	04	0.88
Source Credibility	04	0.92
Entertainment	04	0.81
Inspiration	04	0.85
Escapism	04	0.87
Self- Congruence	04	0.90
Customer Engagement Behaviour	03	0.93
Travel Intention	04	0.88

The above Table-2 provides the Reliability of Scale Analysis using Cronbach's Coefficient Alpha which is the widely used indicator to assess internal consistency of a scale. This test is in line with the studies of (Hair et al., 2006), who suggested that a Cronbach's alpha over .70 is acceptable, and those over .80 are good. The test of Reliability of Scale of this study revealed that all above mentioned variables of the study have Cronbach's Coefficient values between 0.75 to 0.93, suggesting being good and very good, respectively.

4.4.3 Pearson Correlation Analysis

Table – 3, Correlation Analysis

	INAC	VQUA	SOCR	ENTM	INRN	ESPM	SECN	CUEB	TRIN
INAC	1.00								
VQUA	0.31**	1.00							
SOCR	0.51**	0.57**	1.00						
ENTM	0.38**	0.53**	0.56**	1.00					
INRN	0.62**	0.55**	0.67**	0.60**	1.00				
ESPM	0.53**	0.28**	0.46**	0.37**	0.55**	1.00			
SECN	0.45**	0.09	0.44*	0.24**	0.38**	0.42**	1.00		
CUEB	0.52**	0.39**	0.72**	0.45**	0.63**	0.51**	0.53**	1.00	
TRIN	0.44**	0.31**	0.43**	0.31**	0.64**	0.43**	0.51**	0.54**	1.00

** Correlation is significant at the 0.01 level (2-tailed)

INAC = information acquisition, VQUA = video quality, SOCR = source credibility,



ENTM = entertainment, INRN = inspiration, ESPM = escapism, SECN = self-congruence, CUEB = Customer Engagement behaviour, TRIN = travel intention.

From the above Table-3, it is inferred that a Pearson Correlation Analysis was conducted to test the strength of relationships between all the above-mentioned variables taken under the study. The analysis suggests that all the variables are significant and positively related to each other, except variable Self-Congruence (SECN) is not significant with variable Video Quality (VQUA).

Table – 4, Model Summary of Regression Analysis between dimensions of Cognitive Resonance & Emotional Resonance on Customer Engagement Behaviour

Model	R	R Square	Adjusted R Square	Std. Error of the Estimates
1	.789	.622	.620	.24151

- a. Predictors (Constant) – Information Acquisition, Video Quality, Source Credibility, Entertainment, Inspiration, Escapism and Self Congruence
- b. Dependent Variable (DV) – Customer Engagement Behaviour

The Table-4, shows that value of R Square is .789, which indicates that 62.2 per cent variation in customer engagement behaviour dimension was explained by dimensions of cognitive resonance and emotional resonance. This suggests that the dimensions of cognitive and emotional resonance have an influence on customer engagement behaviour.

Table – 4- a , Analysis of Variance (ANOVA)

Source	SS	Df	Mean Square	F	P
Regression	431.76	7	61.68	3.96	0.02
Residual	4545.33	292	15.56		
Total	4977.09	299			

Source: Primary Data

- a. Predictors (Constant) – Information Acquisition, Video Quality, Source Credibility, Entertainment, Inspiration, Escapism and Self Congruence
- b. Dependent Variable (DV) – Customer Engagement Behaviour

The ANOVA Table- 4-a, shows F-ratio for the regression model that indicates the statistical significance of the overall regression model. The variance in determinants of cognitive, and emotional resonance is associated with customer engagement behaviour dimension which is referred to as explained variables. In this analysis, the F ratio 3.96 which is significant at $p < 0.05$.



Table- 4-b, Coefficients

Model	Unstandardized		Standardized	t	Sig.
	Coefficient		Coefficient		
	B	Std. Error	Beta		
Customer Engagement Behaviour - Information Acquisition	0.23	.027	0.29	3.55	0.00
Customer Engagement Behaviour- Video Quality	-0.08	.142	-0.21	-0.68	0.57 NS**
Customer Engagement Behaviour - Source Credibility	0.45	.022	0.48	8.21	0.00
Customer Engagement Behaviour - Entertainment	0.21	.028	0.27	3.61	0.00
Customer Engagement Behavior - Inspiration	0.25	.033	0.33	3.74	0.00
Customer Engagement Behaviour - Escapism	0.18	.042	0.24	2.86	0.00
Customer Engagement Behaviour - Self-Congruence	0.24	.029	0.31	4.69	0.00

*Dependent Variable (DV): Customer Engagement Behaviour

**NS = Not Significant

The Simple Regression Linear Coefficient (Table- 4-b) shows the standardized coefficient values of the Independent Variables: Information Acquisition, Source Credibility, Entertainment, Inspiration, Escapism, and Self Congruence are significant at $p < 0.05$ except the Video Quality variable, which is found to be insignificant. The overall analysis confirms that there is a significant impact of dimensions of Cognitive and Emotional Resonance on Customer Engagement Behaviour.



Table – 5, Model Summary of Linear Regression Analysis of Customer Engagement Behaviour (CEB) on Travel Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimates
1	.693	.480	.691	.25287

- a. Predictors (Constant) – Customer Engagement Behaviour
- b. Dependent Variable (DV) – Travel Intention

The table-5, shows that value of R Square is .480, which indicates that 48 per cent variation in travel intention dimension was explained by customer engagement behaviour variable. This suggests that the Customer Engagement behaviour variable has an influence on travel intention dimension.

Table – 5- a , Analysis of Variance (ANOVA)

Source	SS	Df	Mean Square	F	P
Regression	556.02	1	556.02	13.81	0.01
Residual	11997.68	298	40.26		
Total	12553.70	299			

- a. Predictors (Constant) – Customer Engagement Behaviour
- b. Dependent Variable (DV) – Travel Intention

The ANOVA Table- 5-a, shows F-ratio for the regression model that indicates the statistical significance of the overall regression model. The variance in Customer Engagement behaviour variable associated with travel intention dimension which is referred to as explained variables. In this analysis, the F ratio 13.81, which is significant at $p < 0.05$.

Table- 5-b, Coefficients

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.654	.039	0.677	5.784	0.000
Customer Engage-ment Behaviour	0.531	.030	-0.21	4.334	0.000

*Dependent Variable: Travel Intention



The Simple Regression Linear Coefficient (Table- 5-b) shows the standardized coefficient value of the Independent Variables: Customer Engagement Behaviour is significant at $p < 0.05$. This suggests that there is a significant impact of Customer Engagement Behaviour on Travel Intention Dimension.

5. Discussion

In order to test the hypotheses, multiple and simple linear regression was employed. The findings of the study revealed that the dimensions of Cognitive Resonance and Emotional Resonance had a positive and significant influence on Customer Engagement Behaviour (Hypothesis 1 & 2), where 62.2 per cent variation in Customer Engagement Behaviour by these dimensions (Table-4) and $F= 3.96$ significant at $p < 0.05$ (Table-4-a). The findings of the study revealed that six determinants, namely Information Acquisition, Source Credibility, Entertainment, Inspiration, Escapism, and Self Congruence impact the Customer Engagement Behaviour in Travel vlogs. The only determinant that is found to be not significant as per the analysis was Video Quality with the value of unstandardised coefficient - -0.08 , $t= -0.68$, and $p= 0.57$ (Table-4-b). Source Credibility very interestingly happens to be the strongest predictor of Customer Engagement Behaviour, implying that the image of the travel vlogger does play an important role in driving the audience's willingness to engage with the content. This finding is in line with the cognitive authority theory (Rieh & Danielson, 2007 & Wilson, 1983), who propounded those individuals perceived to have knowledge and trustworthiness are considered as cognitive authorities. Further, it is a challenging task to judge an individual on an online platform. Hence, it is the trustworthiness that enables the audience to make informed decisions to engage with the content drawn from travel vlogs (Rieh, 2002). The role of source credibility as a determining factor also finds a place in communication research where audiences get inclined or influenced by speakers who are highly credible (Hovland & Weiss, 1951), thus creating a strong bonding between source credibility and customer engagement behaviour.

Researchers have found that Information Acquisition dimension also influences customer engagement behaviour positively (Dobrian et al., 2011; Rafaeli, 1986; McDonnell et al., 2017 and Khan, 2017). The findings of this study too found that this variable is a significant predictor of customer engagement behaviour in travel vlogs'. Although the determinant Video Quality is often found to be one of the reasons for people's engagement while watching travel vlogs', the current study doesn't support this fact. The insignificant relationship between video quality and customer engagement behaviour implicit that the quality of vlogs' was not a strong indicator for people to recommend them to others. Moreover, the nature of the travel vlogs videos is more on personal level and is considered to be quite natural (Wiens, 2013). Hence, most of the shoots are done by a mobile phone which may lack both quality and preparation.



The results showed that emotional resonance factors influenced Customer Engagement behaviour. Factors of travel vlogs, such as entertainment, inspiration, escapism and self- congruence in an online mode highlight consumer's experience, which motivates the audiences to shift from focusing on mundane stuff to their emotional side. The findings of the study revealed that all these factors had a significant impact on customer engagement behaviour in travel vlogs', corroborating the earlier studies carried out by (Khan, 2017; Lee & Ma, 2012; Park et al., 2009).

Finally, the findings of the study confirmed the positive and significant impact of Customer Engagement on Travel Intention of the audience in travel vlogs (Hypothesis-3), where 48 per cent variation was explained by Customer Engagement Behaviour (table-5) with $F= 13.81$ significant at $p<0.05$ (table-5-a). The findings support the prior research, which suggested that Customer Engagement Behaviour influences purchase intention of consumers in tourism & hospitality, marketing, and public affairs (Ahn & Back, 2018; Yusuf & Busalim, 2018 & Kang, 2014).

6. Implications & Conclusion

This empirical study focused on the Cognitive and Emotional Resonance theory in influencing Customer Engagement Behaviour in travel vlogs. Attention to detail on travel vlogs in the field of academia is as old as a decade or so (Burgess & Green, 2009) with their popularity on the rise on the online platform. Travel videos have had their influence on tourists' experiences in travel (Tussyadiah & Fesenmaier, 2009). Although travel vlogs have become an important online tool for hospitality industry practitioners and alike, a few researchers have been done on this subject (Lodha & Philip, 2019). This research endeavours in the right direction by making invaluable contributions to the body of knowledge in travel vlogs. It also supports the idea that watching travel videos will certainly influence the customer engagement behaviour which in turn impacts their behavioural intention towards travel destinations. Empirical evidence of this present study suggests that the management of tourism & hospitality could consider travel vlogs as one of the most viable options to promote their products and services. Hence, collaborating with genuine and popular travel vloggers who have a huge audience base could do a world of good to the industry. One of the key learning from this study was to understand the role of emotional resonance and its strong impact on customer engagement behaviour is affecting the travel intention. This suggests that the travel vloggers need to take into account the emotions and feelings of the audience that is intrinsic than just focusing on the rational factors that are extrinsic in making decisions. The outcome of this research provides an insight into the world of travel vlogs to the destination marketing professionals



NMIMS
Management Review
ISSN: 0971-1023
Volume XXX
Issue-2 | April 2022

in tourism & hospitality industry to understand how to leverage the use of travel videos to attract prospective tourists to visit travel destinations as travel vlogs have become an important tool in decision-making process by the consumers (Guest Blogger, 2017, Think with Google, 2016).

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ISSN: 0971-1023
Volume XXX
Issue-2 | April 2022

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ISSN: 0971-1023
Volume XXX
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NMIMS
Management Review
ISSN: 0971-1023
Volume XXX
Issue-2 | April 2022