

Which Presentation Format of Hotel Online Reviews Appears to be More Trustworthy for Generation Z Travellers? An Analysis of Trusting Attitudes and Behavioural Intentions in Sri Lanka Context

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ABSTRACT

Research on trust in Electronic Word of Mouth (eWOM) is in its infancy. The issues of fake online reviews and promotional online reviews in the tourism and hospitality businesses stressed the significance of the credibility of online consumer reviews, as the decisions of Generation Z travellers are significantly influenced by reviews from different social media channels. The study aims to determine how Generation Z travellers in Sri Lanka perceive trustworthiness on the negative hotel online reviews presented in five different formats including text, image, video, text + image, and text + video.

Following a positivist research design, a well-scanned secondary dataset of 286 valid responses was used to examine the relationship between presentation formats of genuine consumer reviews and perceived trustworthiness measured by trusting attitudes and behavioural intentions.

Drawing from source credibility theory and dual coding theory, we discovered that hotel online reviews in combined presentation formats (text + image and text + video) appear to be more trustworthy than that in single presentation formats (text, image, and video) and will also have a greater impact on consumer decision making. Tangible (physical facilities and environment) and intangible (client-staff relationship) aspects highlighted in hotel online reviews also influence consumer behavioural intentions, where consumers' behavioural

intentions tend to be the strongest when these tangible features are presented in combined formats.

This study contributed both conceptually and practically to the field of hospitality marketing, as well as generating inter-disciplinary knowledge in this area.

1. INTRODUCTION

Electronic Word of Mouth (eWOM) has always been a popular research topic for tourism and hospitality scholars. eWOM is defined as “any positive or negative statement made by potential, actual or former consumers about a product or company, which is made available to a multitude of people and institutions via the Internet” (Hennig-Thurau et al., 2004). eWOM has emerged as a major source for travellers to share and seek recommendations using digital platforms in which online consumer reviews (OCRs) is one of its manifestations (Dwivedi et al., 2021).

The rapid adoption of social media led to a significant impact of online reviews on the consumer decision-making process (Ismagilova et al., 2020). Scholars have studied the impact of online reviews on a variety of factors, including sales (Chevalier and Mayzlin, 2006), brand image (Floyd et al., 2014), attitudes (Lee et al., 2008), and purchase intentions (Filiari, 2015). With the fact that an overwhelming majority of consumers consider online reviews before

making any purchase decisions due to their reliability and usefulness (Cheung and Thadani, 2012), it is important to evaluate the credibility of online reviews because some companies post fake online reviews themselves to promote their products (Zhuang et al., 2018), while some others hire fake reviewers to write positive reviews (Maheshwari, 2019) or provide discounts to consumers in exchange for glowing reviews (Filieri, 2016).

In the research on eWOM, the source credibility theory has been extensively used to describe what makes a source trustworthy and the impact of credible sources on consumer attitudes towards the product and consumer behaviours such as purchase intentions. Source trustworthiness is one of the core dimensions in this theory, emphasising on the degree of confidence of the information provider on communicating the information that he considers most valid (Hovland et al., 1953). As research on trust in eWOM is in its infancy (Dwivedi et al., 2021), this study will focus on source trustworthiness to provide more exploratory findings on the trustworthiness of online consumer reviews.

Some scholars explored what determines trustworthiness of online consumer reviews (Filieri, 2016), while others focused on the impact of various factors on trustworthiness. From the perspective of the review reader, excluding their personal traits, the review provider, the message, the medium, and the context might influence the credibility of information in the online environment (Wathen and Burkell, 2002). In terms of the impact of the online review message on trustworthiness, scholars have investigated how presentation formats (Wu et al., 2021, Çelik et al., 2022, Li et al., 2021), length and depth of the information (Mudambi and Schuff, 2010), review extremity and valence (Wang et al., 2015, Huang and Liang, 2021), language (Baker and Kim, 2019), grammar and mechanics (Ketrone, 2017) influence perceived trustworthiness and exert influence on consumers' purchase intentions.

With the focus on the impact of presentation formats of online reviews on trustworthiness, a growing number of literatures examine how

textual-only and visual-only presentation of online reviews influence trustworthiness (Carbonell et al., 2019, Baker and Kim, 2019, De Pelsmacker et al., 2018, Filieri et al., 2021, Filieri, 2016, Ketrone, 2017, Lin et al., 2012, Mudambi and Schuff, 2010, Wang et al., 2015, Huang and Liang, 2021, Çelik et al., 2022), but yet limited studies on how combination of textual and visual presentation of online reviews influence trustworthiness (Li et al., 2021, Wu et al., 2021).

As a direct response to Raffaele Filieri's call "...scholars could analyze whether the combination of different formats can increase review trustworthiness..." (Dwivedi et al., 2021), this study aims to bridge a knowledge vacuum about how five different presentation formats (text, image, video, text + image, and text + video) of online reviews influence perceived trustworthiness by Generation Z travellers in Sri Lanka, with a particular focus on negative hotel online reviews.

According to the literature review of trustworthiness, trusting attitudes and trusting behavioural intentions have been identified as key components of perceived trustworthiness, and their interaction with presentation formats will be investigated further.

The travel industry is heavily impacted by online reviews as numerous customers check posted opinions of others before making their decisions (Nguyen and Coudounaris, 2015), in which hotels are most likely to be affected by online reviews (Serra Cantalops and Salvi, 2014), and consumer-generated online reviews are considered the most influential source of travel information before making a purchase (Sotiriadis and van Zyl, 2013). Especially for Generation Z travellers born in the year 1995 and later (Bassiouni and Hackley, 2014), whose lives are largely shaped by extensive technology and social media (Yussof et al., 2018), reviews of celebrities and influencers could have a significant impact on their decision-making process (Csobanka, 2016), and referring to online reviews prior to travel is an integral part of their lives, as they typically start off their travel without a set destination in mind (Robinson and Schänzel, 2019).

Paul Redmond, an expert on generation cohorts, observed that Generation Z is considered a critically important cohort representing the market of the future and it has only recently attracted the attention of tourism academic journals as the generation has just begun to mature and take centre stage as adults. Therefore, this study would reveal certain fundamental insights into the views and behavioural intentions of Generation Z travellers.

Drawing from source credibility theory and dual coding theory, this research aims to address four questions: if single presentation formats (text, image, and video) or combined presentation formats (text + image and text + video) of hotel online reviews appear more trustworthy? Whether a stronger trusting attitude will result in a higher trusting behavioural intention for hotel online reviews in both single and combined formats? Whether tangible (physical facilities and surroundings) and intangible (client-staff relationship) aspects emphasised in hotel online reviews affect perceived trustworthiness? And whether online reviews highlighting certain element of the hotel product presented in certain formats tend to be more trustworthy and have a greater influence on consumer decisions?

By analysing secondary data, our four hypotheses based on aforementioned four research questions are all shown to be true. We found that hotel online reviews in combined presentation formats (text + image and text + video) appear to be more trustworthy than that in single presentation formats (text, image, and video) and will also have a greater impact on consumer decision making. And similarly to positive online reviews (Wang et al., 2015, Xu et al., 2015, Filieri et al., 2021), stronger trusting attitudes towards negative online reviews will likewise enhance behavioural intentions. In addition, tangible (physical facilities and environment) and intangible (client-staff relationship) aspects highlighted in hotel online reviews also influence consumer behavioural intentions, where consumers are typically influenced by the tangible aspects mentioned in hotel online reviews regardless of presentation formats. We found that consumers' behavioural intentions tend to be the strongest when these

tangible features are presented in combined formats.

This study will add to the theoretical understanding of the impact of presentation formats of online reviews on trustworthiness, advancing the literature on trust in eWOM and enhancing the understanding of Generation Z travellers in the tourism and hospitality domains. Empirically, this study will provide insights for practitioners marketing experience goods to predict consumer behaviours and strategically manage replies to online reviews. In addition, by combining the disciplines of marketing and hospitality, this study aims to generate interdisciplinary knowledge about hospitality marketing.

This study is structured as follows. In Section 2, we review pertinent literature. In Section 3, we outline the methodology of this study. In Section 4, we present and discuss the results. In the final two sections, we summarise the findings and discuss practical implications of this study.

2. LITERATURE REVIEW

2.1. Trustworthiness in source credibility theory

In the research on eWOM, the source credibility theory has been used extensively to describe what makes a source trustworthy and the impact of credible sources on consumer behaviours such as purchase intentions. According to Wathen and Burkell, factors that can influence the credibility of information in the online environment include the information provider, the reader, the message, the medium, and the context (Wathen and Burkell, 2002), and these factors are linked to the major two core dimensions of the source credibility theory, source expertise and source trustworthiness, where the former emphasizes the extent to which a source is considered to be an expert, while the latter emphasizes on the degree of confidence of the information provider on communicating the information that he considers most valid (Hovland et al., 1953). This study will concentrate on source trustworthiness.

Liang et al. analysed institution-based trust which refers to the initial trust of consumers on the specific medium (Airbnb) in their study

(Liang et al., 2018), in addition, Mariani et al. drew attention to the online review submission device (Mariani et al., 2019). Bae claims that cultural context plays a role in forming perceptions on trustworthiness of online reviews, and similar reviews may appear different level of trustworthiness for people from different cultural groups (Bae, 2020).

However, source trustworthiness may also be related to the information provider and the recipient. Unlike face-to-face communications, the information provider of eWOM communication on UGC websites are typically unknown, therefore, their identity could play a role on the trustworthiness of online reviews, where Kusumasondjaja et al. demonstrated that when the identity of the information provider is disclosed, a positive online review leads to a greater initial trust than a negative one, however, there are no significant differences when the identity remains unknown (Kusumasondjaja et al., 2012). The reader may also exhibit varying levels of trust based on his or her own personality, with high-trust individuals being more influenced by online consumer reviews (Utz et al., 2011).

Therefore, in this study, only the effects of message (online reviews) on the trustworthiness-related consumer decision-making process are explored.

2.2. Dual coding theory

According to the dual coding theory (Paivio, 1990), the memory stores two distinct and interrelated coding systems, the verbal code system and the non-verbal code system, with text information belonging to the former and image or video information belonging to the latter. People may remember images better than words (Kirkpatrick, 1894) and superiority of images in conceptual and perceptual memory is observed (Stenberg, 2006). Both the right and left hemispheres of the brain are activated when two systems simultaneously analyse information (Paivio et al., 1971, Li et al., 2021), making it easier to acquire information (Buckner et al., 1999). This suggests that a combination of textual and visual presentation of the material could give the readers with more information.

2.3. Textual-only and visual-only presentation of online reviews and trustworthiness

Online consumer reviews generally consists of numerical ratings and text reviews (Huang and Liang, 2021) where the latter are found to have a stronger impact on review readers' evaluative responses such as perceived trustworthiness than the former (De Pelsmacker et al., 2018).

By analysing the effects of textual features on trustworthiness of hotel online consumer reviews, Huang and Liang discovered that attribute salience affects review trustworthiness only for hotels but not restaurants; consequently, the perceived trustworthiness of readers is not significantly influenced by text reviews of either key attributes or general attributes of the product (Huang and Liang, 2021).

Wang et al. found that message characteristics such as message type and message valence influence the persuasiveness of online consumer reviews (Wang et al., 2015) where consumers tend to trust reviewers more and have higher purchase intentions in positive-only and neutral reviews compared to the negative-only ones in terms of the message valence, and benefit-centric reviews involving reviewers' personal feelings rather than attribute-centric reviews appear more credible. Likewise, Huang and Liang reinforced the notion that positive and concrete reviews are more trustworthy than negative and abstract reviews (Huang and Liang, 2021). Mudambi and Schuff also discovered that the length and depth of the online review will also influence its perceived helpfulness and trustworthiness, with longer reviews appearing more helpful and trustworthy than shorter ones, and the level of detail with which consumers describe their experience having a substantial impact on the usefulness of the review for experience goods such as tourism products (Mudambi and Schuff, 2010).

In addition, Baker and Kim argued that written emotional expressions and language complexity are the most effective content criteria for customers to identify the trustworthiness of an online review and customers tend to find it less trustworthy and have less purchase intention when emotions expressed in the online review

(Baker and Kim, 2019, Carbonell et al., 2019). Moreover, the explicit endorsement language (e.g., "I recommend it") used in the online review tends to have greater persuasion (Packard and Berger, 2017).

In conclusion, the content, writing style (degree of detail, type of information, length), review extremity and valence, grammar and mechanics (spelling, punctuation, capitalization, and organizational elements of writing such as paragraphs) (Ketron, 2017) would influence perceived trustworthiness and exert influence on consumers' purchase intentions.

In addition to text, images and videos can be used to effectively convey product information and consumption-related experiences. With an emphasis on image-only content, Lin et al. discovered that eWOM information with images might increase product interest and purchase intentions during the product-searching process (Lin et al., 2012). Similarly, Filieri argues that images of online reviews are as convincing as texts in terms of establishing review trustworthiness and providing evidence of the purchase and the actual consumption of the products and services (Filieri, 2016).

The proverb "a picture is worth a thousand words" (Larkin and Simon, 1987) enables consumers to easily absorb information that cannot be stated simply in words, and it appears more believable when it is uploaded by other customers as opposed to the business itself (Filieri, 2015). And by studying the tourism environment, Filieri et al. discovered that consumers' intentions and decisions are primarily influenced by the visual features of eWOM message (Filieri et al., 2021).

Xu et al. emphasised the visual presentation of online reviews to increase the credibility, where it was discovered that video format intends to be more credible and persuasive compared to text-only ones and consumers perceive these reviews as more trustworthy, especially for experience goods (Xu et al., 2015) such as travel products where consumers will need to rely on the statements given by other consumers because it is not possible for them to evaluate the product

quality until they consume it themselves (Mudambi and Schuff, 2010).

Through comparisons of text, image and video-based online reviews on e-commerce websites, Çelik et al discovered that the perceived trustworthiness provided by video-based product online reviews can result in a more positive purchase intention (Çelik et al., 2022).

2.4. Combination of textual and visual presentation of online reviews and trustworthiness

Visual features associated with review texts are also presented simultaneously to the readers (Li et al., 2019). Through experiments on hybrid online reviews (verbal reviews accompanied by images) and word-only reviews of tangible goods and intangible services, Wu et al. found that images were particularly effective in providing additional information to moderate reviews and they appear to be more informative when customers are in the stage of browsing phase as opposed to the purchasing phase (Wu et al., 2021).

Li et al. observed that video + text reviews have the greatest impact on purchase intention followed by image + text reviews, however, product type moderates this effect where the above findings are applicable to sensory products such as clothing, whereas text-only reviews were appropriate for non-sensory products such as books (Li et al., 2021).

2.5. Tangible and intangible elements of a hotel product

According to the Search, Experience, Credence (SEC) classification of goods and services, hotels are experience goods featured with multiple unobservable characteristics prior to consumption (Nelson, 1970, Litvin et al., 2018) and a hotel product consists of a variety of separate, but mutually linked elements including both tangible and intangible elements (Xu, 2010). Tangible elements refer to the external appearance, accommodation, and restaurant facilities (Marić et al., 2016) such as cleanliness or tidiness and the physical comfort of the environment where services are provided

(Johnston, 1995), and they are more easily renewed or modified than intangible elements (Albayrak et al., 2010). Intangible elements, on the other hand, concentrate more on the staff-client interaction (Johnston, 1995) such as staff's helpfulness, personal attention, and accuracy of service (Marić et al., 2016). In addition, the aforementioned aspects of the hotel's goods, including rooms, meals, the general environment and atmosphere, and staff service, have been represented in online consumer reviews.

3. METHODOLOGY

This study employs a positivist research design to examine Generation Z travellers' trusting attitudes and trusting behavioural intentions of negative hotel online reviews presented in five formats (text, image, video, text + image, and text + video), the relationship between trusting attitudes and trusting behavioural intentions, and the joint effects of presentation formats and hotel product element types highlighted in the online reviews on trustworthiness through a secondary data analysis in Sri Lanka context.

3.1. Research aim

The aim of this study is to produce knowledge on how different presentation formats of hotel online reviews influence perceived trustworthiness and subsequent behavioural intentions of readers and potential consumers.

3.2. Research objectives and research questions

The first research objective is to determine how the five presentation formats of online reviews (text, image, video, text + image, and text + video) affect the perceived trustworthiness of readers. Therefore, my first research question is whether single presentation formats (text, image, and video) or combined presentation formats (text + image and text + video) of hotel online reviews appear more trustworthy.

The second research objective is to examine the relationship between trusting attitudes and trusting behavioural intentions, thus, my second research question is whether a higher trusting attitude will lead to a higher trusting behavioural intention for both single and combined formats.

The last research objective is to explore the joint effects of presentation formats and highlighted element types (tangible and intangible) in hotel online reviews followed by my last research question, whether online reviews highlighting certain element of the hotel product presented in certain formats tend to be more trustworthy and have a greater influence on consumer decision making.

3.3. Research gap and hypotheses

In light of the literature review in the previous section, it has been demonstrated that there is a correlation between attitudes of the online review readers and their behavioural intentions. The online reviews selected for research are often positive (Li et al., 2021) or a combination of positive and negative (Wang et al., 2015), therefore, it is vital to investigate whether negative reviews will generate the same outcomes, and this study will particularly focus on negative hotel online reviews to fulfill this research gap (Li et al., 2021).

In direct response to Raffaele Filieri's call "...Scholars could analyze whether the combination of different formats can increase review trustworthiness..." (Dwivedi et al., 2021), this study will examine trusting attitudes of five types of presentation formats (text, image, video, text + image, and text + video) as well as the relationship between these attitudes and behavioural intentions, particularly for negative online reviews.

Based on the literature review and research questions beforementioned, I hypothesise that Generation Z travellers see combined format of presentation of hotel online reviews as more trustworthy than single presentation of online reviews (Hypothesis 1), and that higher trusting attitudes will lead to higher behavioural intentions for negative reviews as well (Hypothesis 2).

In addition, I assume that besides presentation formats, elements types highlighted in the hotel online reviews, including tangible (physical facilities and surroundings) and intangible (client-staff relationship) aspects, also influence both the trusting attitudes and behavioural

intentions (Hypothesis 3), and hotel online reviews highlighted with tangible elements presented in combined formats appear to be the most trustworthy format among others (Hypothesis 4).

figures are legible at final size. All lines should be at least 0.1 mm (0.3 pt) wide. Scanned line drawings and line drawings in bitmap format should have a minimum resolution of 300 dpi. Color figures are acceptable but you must ensure that data are distinguishable in grayscale prints.

3.4. Data source

This study investigated cross-sectional data from two surveys done by professors from a local university in June 2022. Both surveys were administered to the same cohort of undergraduate students using the method of convenience sampling.

Both surveys featured authentic consumer reviews straight from internet platforms in order to examine the respondents' perceptions of usefulness, their sentiments toward the reviews, and their anticipated action after reading them. Included were both positive and negative reviews in various presentation formats. Multiple social media channels that are common in Sri Lanka context have been selected for scanning the online reviews suitable for the study including online consumer communities (i.e. TripAdvisor), social networking websites (i.e. Facebook), instant messaging apps (i.e. WhatsApp), blogging and microblogging websites (i.e. Twitter), photo sharing social networking (i.e. Instagram), and video-sharing platforms (i.e. YouTube, Tiktok). Each survey garnered 286 valid responses.

In survey A, respondents were initially questioned about their gender, age, and frequency of online review reading. Then, participants were randomly exposed to three different single presentation formats (text, image, and video) of both positive and negative reviews followed by questions of rating their agreement on the helpfulness, attitudes, and behavioural intentions using a seven-point Likert scale (1 = 'strongly disagree' to 7 = 'strongly agree'). In survey B, three additional online reviews have

been presented in combined presentation formats (text + image, text + video, and image + video) while maintaining the same structure.

3.5. Data relevance and reliability

3.5.1. Online reviews

A trustee's likelihood of being trustworthy is impacted by perceptions on the trustee, attributes of the trustee, and contextual features (Levine et al., 2018). In this study, both the online review provider as trustee and the site they use to post reviews are considered anonymous. Therefore, only impressions of the trustee as represented by their online reviews through the lens of presentation formats will be evaluated, given that the online reviews analysed for this study lacked information about the online review provider and the media they used to deliver reviews.

The original study's text online reviews and text-related online reviews are further analysed based on five criteria derived from the literature: a length of approximately 150 words, a concentrated topic (i.e. primarily about physical facilities or primarily about staff-client relationships), the absence of explicit endorsement language (i.e., "I recommend it."), the absence of emotions, and adequate descriptions. The photo online reviews and photo-related online reviews used in the original study met the criteria for clarity and focus, and the video online reviews and video-related online reviews are also within 2 minutes to assure the attention and focus (Fishman, 2016).

In this research, just five presentation formats will be examined for negative reviews, omitting the format of image + video in consideration of universality and popularity.

3.5.2. Independent variable and dependent variable

Attitude and behavioural intention variables have been selected for this research where the questions asked related to the attitude variable in the original study were further reexamined based on the literature of trust and trustworthiness.

The dominant model for understanding perceived trustworthiness is the ability, benevolence, and

integrity (ABI) model (Mayer et al., 1995), in which states that readers are most likely to trust online review providers whom they perceive to have high ability with the traits of being competent and capable, high benevolence with the traits of being kind and empathic, and high integrity with the traits of being ethical and principled. And these characteristics can be identified from textual and visual data (Sun et al., 2022).

The trustworthiness of readers would be evaluated using two scales: attitudes and intentions, where the former indicates the reader's conviction that the online review provider is trustworthy, and the latter focuses on readers' purpose to act in accordance with their attitudes.

Based on Interpersonal Trust Scale (Rotter, 1967, Johnson-George et al., 1982), questions pertaining to words and short phrases such as "I think", "I believe", "I tend to agree", "Honest", "Genuine", "Fair information", and "Reliable" (Evans and Revelle, 2008, Levi and Stoker, 2000, Corritore et al., 2005, Hetherington, 1998) were considered with special focus on general trust in people who do not have direct relations instead of that in a specific person.

The internal consistency of the selected questions pertaining to trusting attitudes and behavioural intentions for both surveys is good, and the data are reliable, with Cronbach's Alpha (Table 1) greater than 0.80 and within the recommended maximum alpha value of 0.90 (Streiner, 2003). Therefore, trusting attitudes of single presentation formats and trusting attitudes of combined presentation formats are considered independent variables in this study, while behavioural intentions is considered dependent variable.

Table 1 Reliability analysis of the selected secondary dataset

Scales	Items	Cronbach's Alpha
Trusting attitudes of single formats (Survey A)	24	0.842
Trusting attitudes or combined formats (Survey B)	16	0.885
Behavioural intentions of single formats (Survey A)	24	0.860
Behavioural intentions of combined formats (Survey B)	16	0.897

3.6. Analytical strategy

Primarily, descriptive statistics were employed to assess the demographics of the secondary dataset in order to comprehend the fundamental characteristics of the acquired data. Second, Pearson correlation analysis was performed to determine the relationships between independent variables and the dependent variable using SPSS 25.

4. DISCUSSION

4.1. Descriptive statistics

The demographic variables of 286 valid samples from the secondary dataset are summarised in table 2. It is noted that 47.9% of respondents are males and 52.4% are females, which is comparable with the gender data from the World Bank for Sri Lanka in 2021 where 48.1% of the population is male and 52.9% is female.

In addition, 58% of the respondents were aged from 18 to 22 and another 42% of the respondents from 23 to 27 which fulfills the requirement of the targeted sample of Generation Z travellers, and 81.2% of the respondents frequently read online reviews which shows that the sample is reliable to be further tested on their behavioural intentions.

Table 2 Descriptive statistics for demographic variables

Demographics	Categories	N	%
Gender	Male	136	47.6
	Female	150	52.4
	Total	286	100
Age	18-22	166	58
	23-27	120	42
	Total	286	100
Frequency of reading online reviews	Almost all the time	132	46.2
	Most of the time	100	35
	Sometimes	54	18.8
	Total	286	100

The descriptive statistical results of independent and dependent variables are shown in Table 3, according to Hair, if the absolute value of Skewness is less than 2 and the absolute value of Kurtosis is less than 7, the data conforms to the multivariate normal distribution (Hair, 2009). We could observe that the maximum absolute value of Skewness is 1.307 (<2) and Kurtosis is 0.928 (<7), thus we could conclude that the data obtained are normally distributed which sets fundamentals for further analysis.

Table 3 demonstrates that in terms of trusting attitudes, the mean value of combined formats (mean=4.943) is greater than that of single formats (mean=4.723), and the same result generated in behavioural intentions where the mean value of combined formats (mean=5.293) is more than that of single formats (mean=4.853). Among the top three formats text + image, video, and text + video, respondents view text + image format to be more trustworthy (mean=5.066) and capable of producing a greater influence on consumer decision making (mean=5.353).

Table 3 Descriptive statistics for variables

Items	Min.	Max.	Mean	SD	Skewness	Kurtosis
TA single formats	2.42	6.67	4.723	0.737		
Text	2.00	6.88	4.605	0.900	-0.602	-0.057
Image	1.25	7.00	4.610	1.121	-0.671	0.906
Video	1.50	7.00	4.954	1.059	-0.563	0.281
TA combined formats	1.56	6.88	4.943	1.016		
Text + image	1.00	7.00	5.066	1.264	-0.973	0.663
Text + video	1.38	7.00	4.820	1.069	-0.589	0.158

Items	Min.	Max.	Mean	SD	Skewness	Kurtosis
BI single formats	1.83	6.46	4.853	1.196		
Text	1.38	6.69	4.973	1.311	-1.263	0.938
Image	1.00	7.00	4.403	1.476	-0.430	-0.787
Video	1.88	7.00	5.184	1.266	-0.773	-0.015
BI combined formats	1.63	7.00	5.293	1.445		
Text + image	1.00	7.00	5.353	1.608	-1.307	0.610
Text + video	1.63	7.00	5.233	1.421	-1.100	0.439

TA refers to trusting attitudes, BI refers to behavioural intentions

4.2. Relationship analysis

Values between 0.7 and 1.0 indicate a strong positive relationship in Pearson correlation analysis (Ratner, 2009). Table 4 below demonstrates that independent variables trusting attitudes have a strong positive significant relationship with the dependent variable behavioural intentions, where trusting attitudes towards hotel online reviews in single formats ($r=0.772$, $p<0.01$) tend to have a stronger significant influence on consumer decision making than that in combined formats ($r=0.743$, $p<0.01$).

Table 4 Correlation matrix (N=286)

Variables	1	2	3
1.Trusting attitudes of single formats	1		
2.Trusting attitudes of combined formats	0.578**	1	
3.Behavioural intentions	0.772**	0.743**	1

**p<0.01

In addition, a two-way ANOVA analysis was conducted to examine how formats and element types influence trusting attitudes and behavioural intentions, as well as whether there is an interaction effect between formats and element types on trusting attitudes and behavioural intentions. In this analysis, formats and element types are categorical variables with two levels

each: single formats and combined formats for the variable of formats, and tangible and intangible elements for the variable of element types. In addition, gender, age, and habits of reading online reviews have also been included as the covariates of the model.

In terms of trusting attitudes demonstrated in table 5, the main effect from formats on trusting attitudes is statistically significant ($F=14.110$, $p=0.000<0.01$), indicating that formats will statistically affect and create differences in trusting attitudes. In contrast, the main effect of element types is not statistically significant ($F=1.531$, $p=0.216>0.05$), and there are no interaction effects between formats and elements ($F=1.882$, $p=0.170>0.05$).

Table 5 Two-way Anova analysis on trusting attitudes

Source	Sum of Squares	df	Mean Square	F	p
(Intercept)	1267.423	1	1267.423	1298.955	0.000**
Formats	13.768	1	13.768	14.110	0.000**
Element Types	1.493	1	1.493	1.531	0.216
Formats*Element Types	1.836	1	1.836	1.882	0.170
Gender	1.519	1	1.519	1.557	0.212
Age	0.660	1	0.660	0.676	0.411
Habits	10.149	1	10.149	10.402	0.001**
Residuals	1109.399	1137	0.976	null	null

R²: 0.025 (Adjusted R² = 0.020)

**p<0.01

In regard to behavioural intentions demonstrated in table 6, The main effects of formats ($F=28.170$, $p=0.000<0.01$) and element types ($F=15.581$, $p=0.000<0.01$) on behavioural intentions are both statistically significant, showing that both formats and element types will statistically affect and produce differences in behavioural intentions. However, there are no interaction effects between formats and elements ($F=0.920$, $p=0.338>0.05$).

Table 6 Two-way Anova analysis on behavioural intentions

Source	Sum of Squares	df	Mean Square	F	p
(Intercept)	1531.257	1	1531.257	781.197	0.000**
Formats	55.217	1	55.217	28.170	0.000**
Elements	30.540	1	30.540	15.581	0.000**
Formats*Elements	1.803	1	1.803	0.920	0.338
Gender	8.887	1	8.887	4.534	0.033*
Age	5.659	1	5.659	2.887	0.090
Habits	8.744	1	8.744	4.461	0.035*
Residuals	2228.682	1137	1.960	null	null

R²: 0.047 (Adjusted R² = 0.042)

*p<0.05; **p<0.01

According to table 7, when hotel online reviews are provided in single formats, emphasising tangible features (mean=5.057, SD=1.324) has a substantially greater impact on consumer behaviour than emphasising intangible features (mean=4.650, SD=1.276). And when given in combined formats, hotel online reviews that emphasise tangible elements (mean=5.417, SD=1.486) are perceived to have a bigger impact on consumer decision making than those that emphasise intangible elements (mean=5.169, SD=1.520). Therefore, consumers are typically influenced by the tangible aspects mentioned in hotel online reviews regardless of formats when making their purchase decisions.

Table 7 Descriptive statistics for behavioural intentions disaggregated by formats and element types

Element Types/Formats	Tangible			Intangible		
	Mean	SD	N	Mean	SD	N
Single	5.057	1.324	286	4.650	1.276	286
Combined	5.417	1.486	286	5.169	1.520	286
Total	5.237	1.417	572	4.910	1.426	572

4.3. Results

This study investigated how the five presentation formats of online reviews (text, image, video, text + image, and text + video) affect readers' perceptions of trustworthiness and their intentions to engage in a purchase behaviour. We found through secondary data analysis that presentation formats statistically affect and produce differences in trusting attitudes and behavioural intentions, such that hotel online reviews in combined presentation formats (text + image and text + video) appear to be more trustworthy than that in single presentation formats (text, image, and video) and will also have a greater impact on consumer decision making, which proved that hypothesis 1 is valid and the findings are consistent with the observations of Wu et al. where they found text + image presentation format appears to be more informative and trustworthy than text only format (Wu et al., 2021).

Among the top three formats text + image, video, and text + video, respondents view text + image format to be more trustworthy (mean=5.066) and capable of exerting a bigger impact on consumer decision making (mean=5.353). This finding

contradicts the observations of Li et al. where they observed text + video format of online reviews has the greatest impact on purchase intentions followed by that in text + image format (Li et al., 2021). In this study, we selected online reviews of experience goods, whereas Li et al. evaluated online reviews of sensory goods on e-commerce websites. Therefore, we assume that the categories of commodities described in the online reviews might yield different results.

Same as positive online reviews (Wang et al., 2015, Xu et al., 2015, Filieri et al., 2021), higher trusting attitudes towards negative online reviews will also lead to increased behavioural intentions, which supported the hypothesis 2. And we also found that trusting attitudes towards hotel online reviews in single presentation formats ($r=0.772$, $p<0.01$) tend to have a stronger significant influence on consumer decision making than that in combined formats ($r=0.743$, $p<0.01$).

Similar to how product types moderate the effects of online review presentation formats on consumer purchase intentions (Li et al., 2021), we found that tangible (physical facilities and environment) and intangible (client-staff relationship) aspects highlighted in hotel online reviews also influence consumer behavioural intentions, where consumers are typically influenced by the tangible aspects mentioned in hotel online reviews regardless of presentation formats. In addition, we observed that consumers tend to have the highest behavioural intentions when these tangible characteristics are offered in combined formats (mean=5.417, SD=1.486), as combined formats are able to supply more information to the objective components of the hotel product, making it more convincing and trustworthy. Therefore, hypothesis 4 is also valid where hotel online reviews highlighted with tangible elements presented in combined formats appear to be the most trustworthy format among others.

This study also has some limitations. First, in this research, the presentation formats merely considered the negative reviews due to data constraints. Therefore, further studies can take both positive and negative hotel online reviews into account conducting a primary data analysis

to extend this research. Second, image + video presentation format has not been examined in this study, therefore, further studies can include this particular format through an eye-tracking experiment to investigate which combined presentation format appear more trustworthy for consumers.

5. CONCLUSION

Electronic Word of Mouth (eWOM) plays a vital role in tourism and hospitality industry. eWOM created from many social media channels has a significant impact on the decision-making of travellers, particularly those of Generation Z who are digital natives. Online consumer reviews of hotels, as one of the manifestations of eWOM, are examined in this study. Due to the reliability and usefulness of online reviews, an overwhelming majority of consumers consider them before making purchase decisions, however, the issues of fake reviews and promotional reviews have also been reported within the tourism and hospitality industry which stressed the importance of credibility of online consumer reviews.

Source trustworthiness is one of the fundamental components of source credibility theory, and from the perspective of the review reader, disregarding their personal traits, the review provider, the message, the medium, and the context may influence the source trustworthiness. This study focuses on the influence of online review message presentation formats on perceived trustworthiness, with a particular emphasis on negative hotel online reviews.

Using source credibility theory and dual coding theory, we aim to determine how the five presentation formats of online reviews (text, image, video, text + image, and text + video) influence the perceived trustworthiness of readers, to examine the relationship between trusting attitudes and trusting behavioural intentions, and to investigate the joint effects of presentation formats and highlighted element types (tangible and intangible) in hotel online reviews.

By analysing secondary data, we discovered that hotel online reviews in combined presentation formats (text + image and text + video) appear to be more trustworthy than that in single presentation formats (text, image, and video) and will also have a greater impact on consumer decision making. And stronger trusting attitudes towards negative online reviews will likewise enhance behavioural intentions. In addition, tangible (physical facilities and environment) and intangible (client-staff relationship) aspects highlighted in hotel online reviews also influence consumer behavioural intentions, where consumers are typically influenced by the tangible aspects mentioned in hotel online reviews regardless of presentation formats. We found that consumers' behavioural intentions tend to be the strongest when these tangible features are presented in combined formats.

This study contributes to the theoretical knowledge of the impact of presentation formats of online reviews on trustworthiness, expanding the literature on trust in eWOM and enhancing the understanding our understanding of Generation Z travellers in the tourism and hospitality domains. Empirically, this study will equip practitioners marketing experience goods with insights for predicting consumer behaviours and strategically managing replies to online reviews. In addition, this work contributed both conceptually and practically to the field of hospitality marketing, as well as generating interdisciplinary knowledge in this area.

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