



J. for Global Business Advancement

ISSN online: 1746-9678 - ISSN print: 1746-966X

<https://www.inderscience.com/jgba>

The impact of content quality on visit intention through celebrity emotional attachment: evidence in hospitality

Bao-Trung Duong, Dinh Minh Tri Le, Van Anh Nguyen, Vuong Hoai Thao Nguyen

DOI: [10.1504/JGBA.2025.10073696](https://doi.org/10.1504/JGBA.2025.10073696)

Article History:

Received:	06 June 2025
Last revised:	17 June 2025
Accepted:	16 July 2025
Published online:	21 November 2025

The impact of content quality on visit intention through celebrity emotional attachment: evidence in hospitality

Bao-Trung Duong*

Faculty of Business Administration,
Ho Chi Minh City Open University,
Ho Chi Minh City, 700000, Vietnam

and

International University,
Vietnam National University,
Ho Chi Minh City, 700000, Vietnam
Email: Trung.db@ou.edu.vn

*Corresponding author

Dinh Minh Tri Le

Office of Graduate Affairs,
International University,
Ho Chi Minh City, 700000, Vietnam

and

Vietnam National University,
Ho Chi Minh City, 700000, Vietnam
Email: Ldmtri@hcmiu.edu.vn

Van Anh Nguyen

Faculty of Tourism,
Dalat University,
Lam Dong, 670000, Vietnam
Email: anhnv@dlu.edu.vn

Vuong Hoai Thao Nguyen

Faculty of Tourism and Hospitality Management,
Ho Chi Minh City University of Economics and Finance,
Ho Chi Minh City, 700000, Vietnam
Email: Thaonvh@uef.edu.vn

Abstract: Contemporary marketing has increasingly focused on content promotion to increase consumer engagement and purchasing intention. However, the effectiveness of content and the ideal content transmitters remain unclear in hospitality research. This study investigates how content quality influences hotel guests' visit intentions through emotional attachment to

celebrities. Using a structural model based on social media influencers (SMIs), the research analyses data from 416 Vietnamese tourists via an online survey. The findings, processed with partial least squares structural equation modelling, reveal a strong positive relationship between celebrity attachment and visit intentions. Content quality, defined by visually attractive, visually congruent, informative and interactive content, significantly enhances the bond between celebrities and their followers on social media. The study offers new insights into hospitality marketing, emphasising the strategic use of celebrities to capture customer attention in a competitive market.

Keywords: celebrity emotional attachment; content quality; hospitality; social media influencers; visit intention.

Reference to this paper should be made as follows: Duong, B-T., Le, D.M.T., Nguyen, V.A. and Nguyen, V.H.T. (2025) ‘The impact of content quality on visit intention through celebrity emotional attachment: evidence in hospitality’, *J. Global Business Advancement*, Vol. 17, No. 2, pp.143–166.

Biographical notes: Bao-Trung Duong is a Lecturer in Faculty of Business Administration, Ho Chi Minh City Open University, Vietnam. He has over 5-years’ experience in lecturing Hospitality and Tourism Management major in the university level. He has research interests in services quality, influencer marketing, tourism behaviour, social media, and customer behaviour in hospitality. His area research is focused on the impact of social medial influencers in the marketing strategy of hospitality firms. Until now, he has reached a paper published in *African Journal of Hospitality, Tourism and Leisure*, and several domestic and international conference proceedings.

Dinh Minh Tri Le is the Head of Office of Graduate Affairs, International University, Vietnam National University, Ho Chi Minh City. He has research interests in word-of-mouth, higher education marketing, online engagement, job engagement, leadership, and consumer ethics. His major publications lie at the intersection of word-of-mouth and higher education choice of students. His works have been published in journals such as *International Journal of Consumer Studies*, *Journal of Consumer Behaviour*, *Studies in Higher Education*, *Online Information Review*, *Marketing Intelligence and Planning*, and *Journal of Higher Education Policy and Management*.

Van Anh Nguyen, PhD in Marketing is Dean at Faculty of Tourism and Senior Lecturer at Faculty of Economics and Business Administration, Dalat University (Vietnam), where he delivers courses on Marketing, HRM and Research Methodology in Business. He received his PhD from Hanyang University, South Korea. His area research is in Service Marketing, Human Resource Management. He is consulting in the area of new market development for SMEs, marketing strategies and HRM strategy. He is a Visiting Scholar to various universities in Vietnam and Korea. He has several papers published in some international journals such as *Journal of International Development*, *Journal of Entrepreneurship in Emerging Economies*, *Innovative Marketing*, *Asia Marketing Journal*, *Cogent Business and Management*, *Journal of Global Scholars of Marketing Science*, and others.

Vuong Hoai Thao Nguyen is a Lecturer at Ho Chi Minh City University of Economics and Finance, Vietnam. She has research interests in hospitality management, customer service, and religious tourism. Her works have been presented and published in international conference proceedings such as the

second International conference on science, economics and society studies 2023, The International Conference on Sustainable Practices in Business and Technology (ICSPBT'2024), and in journals such as *International Journal of Research Studies in Education, Integration and Development Journal*.

This paper is a revised and expanded version of a paper entitled 'The impact of content quality on visit intention through celebrity emotional attachment: evidence in hospitality' presented at *AGBA-IU 2024 Conference*, HCMC, Vietnam, 12 July, 2024.

1 Introduction

Social media networking (for example, on Instagram, Twitter and Facebook) has been developing rapidly in recent years (Raj and Kajla, 2018). This innovation transforms customer behaviour and inspires firms to participate in the social commerce market (Aw et al., 2024). Regarding the use of Web 2.0 technologies, social media platforms maximise these for participants by providing tools for interaction, connection, collaboration, transaction and value creation in online purchasing. It is also necessary to direct this movement in numerous aspects of hospitality marketing. Hotel brands have adapted the use of social media and mobile advertising to this trend of social commerce in the traveller environment to become part of the global travelling society via 'digital marketing'. Likewise, Marriott produced a short film, 'French Kiss', and posted it on YouTube. In France, this digital marketing brought Marriott several beneficial revenues as well as the value of a brand. However, this event could not have been successful without engagement with an influencer, Be Frassy. The impact of her fame spread to more than 550,000 blog readers, covering more than 6000 engagements on Instagram.

Taking advantage of the internet and the diversity of social media, people built their attractiveness on these platforms to appeal to a mass online user with a fan base (Nguyen et al., 2022). Following that, these kinds of contributors have become a source of advice for many online followers and are nurturing them to become social media influencers (SMIs). Research has shown that the increase in social media usage significantly impacts determining work bonding and improving trust and collaboration (Sakka et al., 2024). Collaboration with SMIs brings many marketing benefits to businesses in terms of increasing beneficial guest responses regarding their interests (Martínez-López et al., 2020). Nguyen et al. (2022) found that social media platforms create the perfect environment to tie the market orientation and business performance.

Based on the development of online platforms, SMIs have been rising as key opinion leaders to represent the minor communities online (Duong et al., 2023). Social media allows SMIs and their fan to create interactive sites on online platforms for hotel brand content. Social media development allows users to create online-generated content themselves to enhance engagement with regard to domestic tourism and hospitality (Nguyen et al., 2024).

Regarding the advantages of SMIs, a huge number of influencers are spread across all social networking platforms, and some of them have become celebrities. The facts have shown that celebrity endorsements have an impact on financial returns for the businesses that use them (Erdogan, 2008). Celebrity endorsement was primarily constructed in marketing by McCracken (1989). Until now, this prevalent strategy has played a vital

role in modern marketing, particularly digital marketing. Using the endorsement of a celebrity also tends to make a hospitality firm appear more popular, while hospitality firms confront the challenge of standing out in the marketplace and occupying the potential segmentation (Yang, 2018). As a consequence, hospitality marketers have taken the celebrity endorsement strategy as the key point to break the promotional clutter, pursuing the divergence in brand images from their competitors (Erdogan, 2008). Previous research agreed that the attachment between the celebrity and the hotel brand content being endorsed is significant in supporting SMIs' endorsement efficiency (Kim and Kim, 2020a; Silva et al., 2020; Torres et al., 2019).

Nevertheless, using celebrity endorsement sometimes has several disadvantages. Choosing the wrong celebrity could negatively impact hotels' guests, following that, the immediate sales and brand image could fall (Barreda et al., 2020). Another drawback of celebrity endorsement is that the content of the brand that the celebrity shares might not meet the emotional engagement of travellers. Following that, this study intends to conduct empirical research to answer several questions: What kinds of content can a celebrity endorse for a hospitality brand? How can the effect of the content quality of a hospitality brand influence emotional attachment among celebrities and their followers? How can celebrities use the content quality to enhance the intention to visit the hotel for travellers?

Not many previous studies have been taken into consideration to examine the impact of online brand content quality on travellers' emotional attachment, particularly with celebrities (Barreda et al., 2020). In this research, we aim to figure out the dimension of content quality that can contribute sharply to endorse a celebrity based on the concept of SMI. And then, an empirical research beyond the immediate context of Vietnamese tourists is conducted by collecting primary data and data analysis with SmartPLS software. This research aims to demonstrate the role of digital and social media marketing in the concrete hotel image and visit intention as a global phenomenon. Finally, we demonstrate the result, following several implications and critical recommendations for further research.

2 Theoretical framework

2.1 Social media influencers (SMIs)

Initially, although many researchers have suggested aspects of constructing definite SMIs more appropriate for brand businesses, numerous studies have focused on marginal personalities, studying their quantity of fans (Djafarova and Rushworth, 2017; Jin and Phua, 2014) or followers (De Veirman et al., 2017). Previous studies tended to focus on one factor concerning the attitudinal impact of an SMI's influencing attempts: the verbal consequence of opinion leadership (Casaló et al., 2020; Song et al., 2017). Few studies have examined whether peer consumers are motivated to imitate SMIs after viewing their online content (Nguyen et al., 2024). Moreover, the content links closely with their audience and simultaneously with business targets with authenticity, originality, and realism (Stubb, 2018; Munnukka et al., 2019; Casaló et al., 2020). SMIs generate efficient eWOM effects to mediate the association between online reviews and purchasing intention (Nguyen et al., 2024).

The development of social media allows hospitality firms to approach a high number of users who impact consumer perceptions (Nunkoo et al., 2020). Hotel managers can afford to create experiential content in social media that not only relates to factors of informative or social content but also involves more sensorial attributes (Velooso et al., 2024). People who influence social media possibly build direct relationships with their followers in a number of informal ways (Leite and Baptista, 2022). Influencers post private content about themselves with hotel services contribution that enhances their credibility, trust, and closeness in the target segmentation (Cheung et al., 2015). According to Akhtar and Siddiqi (2024), travellers prefer to engage with their SMIs through likes, comments, and shares on the posts of influencers. Once online users' area is actively engaged, hotel brands would be more trusted and have a higher consumer perception (Huaman-Ramirez et al., 2022; Huang et al., 2018). Moreover, consumers are aware of the higher trust and less hesitation when they reach a greater attachment to social media platforms (Wong and Yeh, 2009; Zhang et al., 2019). Contemporary marketing research has indicated that SMIs play a key role in significantly modifying consumers' decisions and narrowing the gap among the relationships of consumers, influencers, and brands (Huang, 2015). In this study, a SMI is considered a theoretical building block to demonstrate the significant contribution of influencers' content sharing toward enhancing consumers' emotional attachment, hence nurturing visit intention.

2.2 Celebrity emotional attachment

McCracken (1989) proposed the meaning transfer model to confirm that celebrity endorsement is a marketing strategy where celebrities express their thoughts, serve as spokespersons, or are merely connected to a product or brand. The concept of the celebrity has changed in modern times due to the growing appeal of reality television programs (Ahuja and Loura, 2020) and the abundance of social media platforms (e.g., Facebook, Twitter, and YouTube).

Previous literature has shown that consumer-celebrity attachment has been examined in many empirical studies that investigate the impact of celebrity attachment on behavioural intentions in many fields (Osei-Frimpong et al., 2019; Wong and Tzu-Ching, 2015). Thomson (2006) employs self-determination theory to improve the standpoint of the attachment of consumers to celebrity brands. The attachment of young generation consumers to celebrity brands is only affected by autonomy and relatedness (Thomson, 2006).

The emotional attachment of consumers to celebrities is considered a consumer-celebrity relationship that leads to several outcomes of celebrity endorsement (Moraes et al., 2019). Celebrity endorsement effectiveness is defined mostly by trustworthiness, which represents the most persuasive source effects on consumer-celebrity relationship outcomes (Gilal et al., 2020). Su et al. (2011) stated that the process for audiences to attach to their celebrities is nurtured over time. During this process, spectators have perceptions toward the celebrities, hence forming a close relationship with them (Ilicic et al., 2016). A likelihood of preserving closeness to celebrities is considered a demonstration of a strong celebrity attachment (Hao and Ryan, 2013).

By online or offline approaches, followers have several options, seeking personal contact frequently shows a high attachment with their celebrity, such as using email, social media platforms, letters, or other ways to assert their emotional attachment (Kim, 2012). In hospitality and tourism, personal emotional attachment or connection has

developed new destinations, curious touristic experiences, or expected locations when celebrities check in Hao and Ryan (2013). Thus, it is undeniable that the attachment of tourists to celebrity plays a vital responsibility in awareness that connects destinations and celebrities, enhancing visitor attitudes toward hospitality and tourism locations (Su et al., 2011; Connell, 2012). According to Chen et al. (2021), celebrity endorsement has significant effects in capturing the favourable tourist reactions to destination brands and luxury hospitality contexts. Based on previous literature, this study extends the research on emotional celebrity attachment toward the visit intention of tourists by investigating the relationship between the quality content of hospitality brands that celebrities share on their social media platforms and the emotional attachment of consumers to celebrities.

2.3 Content quality

The rapid innovation of social media is producing unexpected content creation that is promoted and expanded by consumers (Ho and Ito, 2019; Peng et al., 2018), as well as novel message dynamics (Melumad et al., 2019). On social media platforms, content quality is considered the (S) in the stimulus-organism-response concept of Mehrabian and Russell (1974). Social media content is generated while interaction occurs naturally among peers who share knowledge and distribute significant information (Vrontis et al., 2021).

Nevertheless, there are some drawbacks to defining content quality for SMIs because content that is regarded as perfect quality by online users might become as low quality by others. Following a systematic review of Vrontis et al. (2021), the list of antecedents of content quality is illustrated in Appendix A. Therefore, in this study, we use findings of Ki and Kim (2019), De Veriman et al. (2017), and Argyris et al. (2020) to set a theoretical background for content quality factor to inform an empirical research, including four dimensions: Visually attractive, Visual congruence, Informative content, and Interactive content. Further research should consider this framework as a suggestion to sharpen the theoretical instruments, present novel theoretical methods, and incorporate knowledge bases for the content quality concept.

2.3.1 Visual congruence and visually attractive

According to Ki and Kim (2019), the content posted by an SMI is verified by their visual attractiveness, showcases expertise, and conveys prestige. Argyris et al. (2020) stated that visual congruence also contributes significantly to connecting customers to their favourite influencers, enhancing customer-influencer attachment. As a consequence, online users tend to unfollow SMIs who spread too many ads rather than useful content (Djafarova and Trofimenko, 2019). Thus, SMIs should build an attractive social site with video- and photo-sharing possibilities, because online users could be fascinated by visually appealing and nice captions following the photos (De Veriman et al., 2017). Ki and Kim (2019) agree that visually attractive content can lead followers to have an attitude towards the influencer as a taste leader.

2.3.2 Informative content and interactive content

SMIs' content is sometimes considered an interactive and informative source that positively impacts a customer's attitude towards their influencer as an opinion leader (Ki

and Kim, 2019). The originality and uniqueness of the content also increase the quality of SMIs' information sharing (Casaló et al., 2020). Conversely, brands could experience a reduction in customer credibility, interestingness, and willingness when boosting too many influencers' messages and a highly profitable direction of the post (Martínez-López et al., 2020). As the findings of Vrontis et al. (2021), a large number of antecedents were mentioned in previous research to contribute to the content quality construct that assists SMIs in creating a good based on social media networks. Following the literature review, many dimensions could be antecedents of content quality, such as product divergence (De Veirman et al., 2017), Originality and Uniqueness (Casaló et al., 2020), Hedonic value content (Hughes et al., 2019). However, there are only four factors that have consequences on SMIs that are relevant to this research topic. Endorsed celebrities on social media play the role of SMIs; thus, the antecedents have consequences for influencers, which would be good contributions in the association of quality content and celebrity attachment.

2.4 Conceptual framework

2.4.1 Impact of quality content on celebrity emotional attachment

Research has shown that public studies recognised the significant impact of brand quality content on attachment of the emotion (Dennis et al., 2016). In social media platforms, businesses can share content and initiate interaction with their followers (Velooso et al., 2024). Since publishing content, hotel marketers have to respond and display quickly to follower comments, which is highly appreciated by the hotels (Xie et al., 2017). The informative and interactive content that businesses or third parties share plays an important role in social media (Ahmadi et al., 2023; Abosag et al., 2020). Many previous studies have shown that useful and responsive content can have a significant impact on booking intention followers (Leung et al., 2017) and lead them to emotional attachment (Annamalai et al., 2021). Based on the analysis, the hypothesis is proposed below:

H1: Interactive content has positive impact on celebrity emotional attachment

There is a positive relationship between the celebrities' photo sharing and intention to purchase the products rather than others' sharing (Jin and Ryu, 2020). It is an interesting evaluation to guarantee the distinction of the travel-related names for success. Similarly, the quality of appearance modifies a promising influence on travellers' attachment to the celebrity who shares these images, therefore eventually strengthens their visit intentions (Esch et al., 2006). However, the congruence between the sources and audiences is more important than congruent opinions imply the same attitudinal standards and viewpoints (Shore et al., 2018), developing a close relationship of consumers toward influencers. Williams et al. (2011) also agree that the visual congruence between followers and celebrities who share the contents specifies a great likelihood that celebrities have the same opinions and preferences as their followers. Once an image can show the consumers' interests, visual congruence probably promotes visit intention. Based on the literature review, the hypothesis is proposed:

H2: Visual congruence has positive impact on celebrity emotional attachment.

Online visual appearance is illustrated through website layout, photos, videos, and overview looks (Shukla, 2014). Visually attractive contents indicate the high performance

to followers and satisfaction with online transactions (Schlosser et al., 2006). According to Jin and Muqaddam (2019), because of the quality of the successful influencer-generated content, the endorsement effectiveness could be significantly contributed to by a growing number of performance factors related to precise technical features of the posts. Visual attractiveness is considered an indispensable factor for positive return on investment of digital marketing strategy (Park and Gretzel, 2007). Attractiveness on social media is defined as things that online users are fascinated by, show a predilection for, and are associated with the brands (Perez-Vega, 2018). Consumers tend to form emotional attachments with influencers who show the attractiveness that is similar to the consumer's identity, thereby highly perceiving engagement toward brands. From this point of view, the hypothesis is proposed:

H3: Visually attractive has positive impact on celebrity emotional attachment.

High-quality awareness of the brands' favourite celebrity positively impacts the improvement of emotional attachment (Chen et al., 2017). The information that brands provide for influencers or third parties should eliminate as much of the uncertainty. Informative content quality is another important factor that affects a SMI's target segmentation (Ki and Kim, 2019). Showcase knowledge and prestige contents are extended to SMIs, which should be highly considered, to increase consumers' trust and emotion in endorsed influencers. Consumers have a desire to learn and gain more knowledge rather than only receive information. Based on this overview, the hypothesis is proposed as follows:

H4: Informative content has positive impact on celebrity emotional attachment.

2.4.2 The relationship between celebrity emotional attachment and visit intention

The effect of the SMI could provide travellers with more tourism-related information that is useful to create positive effects on travellers' decisions in choosing a hotel (Scott and Orlikowski, 2012). The emotional attachment between travel customers and celebrities plays a vital role in choosing an accommodation to stay, especially in a tourism destination. Furthermore, among the diversity of online travel information, visitors would get in trouble deciding if they did not have a direction guide. Kapitan and Silvera (2016) stated that high endorser-product congruence could enhance the engagement and auspicious attitudes towards the social commercial, the quality of content and celebrity, along with boosting intention to visit (Kapitan and Silvera, 2016). The impact of hotel brand image and celebrity image on emotional attachment when travelling tends to seek social media platforms to illustrate a dramatic theoretical implication. Celebrity could develop satisfactory feelings, high expectations, and a good quality image of the hotel brand (Barreda, 2020). Therefore, through the highly emotional attachment, travellers can be sharply enhanced in the intention to visit endorsed hotel brands via endorsed celebrity. Accordingly, the following hypothesis is proposed:

H5: Celebrity emotional attachment impacts positively on visit intention.

The proposed research model (Figure 1) of this study is constructed by six variables based on the SMIs' theory, with 5 hypotheses. The antecedents of content quality have

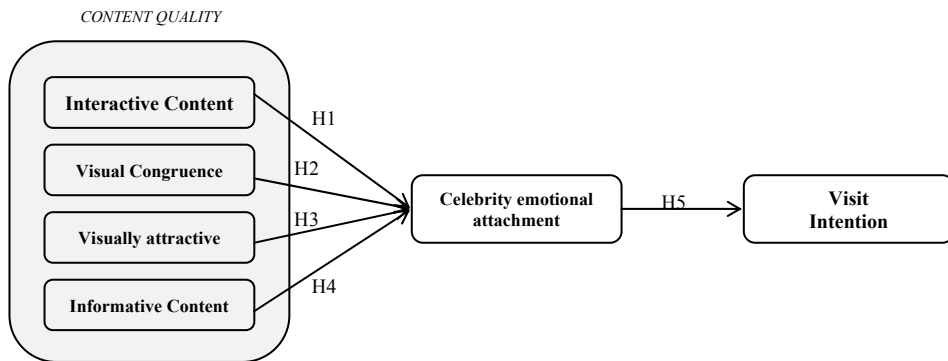
positive impacts on celebrity emotional attachment, thereby positively enhancing visit intention. All the constructs are defined and summarised in Appendix B.

3 Methodology

3.1 Measurement scale

This study progresses measurement scales based on a literature review and hypothesis development. The latent variables were supported by the research of Ki and Kim (2019), Han et al. (2011), Thomson et al. (2005), Ki et al. (2020), and Argyris et al. (2020) to explore the relationships between content quality and emotional celebrity attachment toward visit intention. Five-point Likert scales (1 = strongly disagree, to 5 = strongly agree) were applied to measure the constructs (Appendix B). Before official data collection, 15 volunteers were surveyed to check the spelling, consistency, and suitability of questionnaires for a pilot test. Following the criticism received from the pilot test, the questionnaire adjusts the definitions for each construct to develop the contributor's understanding of the terms used. The PLS-SEM method was employed to evaluate the measurement and construct of the conceptual framework. The data collected from respondents would be cleaned using Excel and input into Smart PLS for the next stages. After data analysis, the hypothesis would be tested, and the final structural model would be shown. Finally, the analysis conducts the mediation evaluation to clarify the role of the mediating factor in the model.

Figure 1 Proposed research model



Source: Authors

3.2 Sampling and data collection mediation

This study employed the convenience sampling method to collect the data using a self-administered questionnaire created by Google Forms. Although convenience sampling has several limitations over a probabilistic sampling method, it is a real-world and operative method useful in many research scenarios, especially exploratory studies with a homogeneous population (Zikmund et al., 2013). An online survey is considered a cost-effective and efficient approach for researchers, quickly and inexpensively recruiting many respondents. Moreover, due to the wide use of social media platforms, the population tends to be the same as that of the real world, and respondents can easily

access the questionnaires. The surveys are allocated to respondents online via social media platforms. People who are interested in travelling and tourism in Vietnam are chosen to send questionnaires. Because of the importance of this research, potential respondents spend considerable determination in the decision-making procedure and dynamically seek information. Finally, 416 adequate survey forms were collected and cleaned before turning to statistical analysis. The characteristics of all respondents are represented in Table 1.

Table 1 Demographic characteristics

<i>Variable</i>	<i>Components</i>	<i>Frequency</i>	<i>Percentage</i>
Gender	Male	216	51.9%
	Female	180	43.3%
	Other	20	4.8%
Age	<20	114	27.4%
	21–30	153	36.8%
	31–40	89	21.4%
	Over 40	60	14.4%
Occupation	Student	125	30.0%
	Full-time Job	235	56.5%
	Freelancer	35	8.4%
	Businessman	19	4.6%
	Others	2	0.5%
Purpose to visit hotel	Tourism	213	51.2%
	Business	89	21.4%
	Visit friend	45	10.8%
	Study	24	5.8%
	Medical	29	7.0%
	Others	16	3.8%
Purpose to use social media	Connecting	234	56.3%
	Business	34	8.2%
	Purchasing	29	7.0%
	Personal sharing	112	26.9%
	Others	7	1.7%

Source: The author

4 Data analysis and result

4.1 Measurement model evaluation

Following the data analysis results in Table 2, Cronbach's alpha values demonstrate the good internal consistency for all constructs, with the range of indicator values from 0.812 to 0.890 (Wong et al., 2020). Similarly, all factors loading for specific items are higher

than 0.7 and are satisfied, except for VC4 (0.634). However, in case the average variance extracted (AVE) is higher than 0.5, loading values for specific items in the range of [0.4; 0.7] are also acceptable (Fong and Law, 2013). In the column of AVE, all the values are higher than 0.5, showing that the measurement model has satisfied convergent validity.

Table 2 Construct reliability and validity

<i>Constructs</i>	<i>Items</i>	<i>Loadings</i>	<i>Alpha</i>	<i>CR</i>	<i>AVE</i>
Celebrity emotional attachment	CEA1	0.779	0.837	0.885	0.607
	CEA2	0.818			
	CEA3	0.721			
	CEA4	0.764			
	CEA5	0.809			
Interactive content	ITC1	0.810	0.890	0.919	0.693
	ITC2	0.786			
	ITC3	0.860			
	ITC4	0.844			
	ITC5	0.860			
Informative content	IFC1	0.816	0.812	0.877	0.640
	IFC2	0.771			
	IFC3	0.771			
	IFC4	0.840			
Visit intention	VI1	0.864	0.843	0.905	0.761
	VI2	0.849			
	VI3	0.903			
Visually attractive	VA1	0.913	0.872	0.921	0.796
	VA2	0.889			
	VA3	0.874			
Visual congruence	VC1	0.816	0.841	0.883	0.658
	VC2	0.847			
	VC3	0.920			
	VC4	0.634			

Source: Authors

Therefore, the item VC4 is retained. Furthermore, to confirm the dependability, the composite reliabilities (CR) have to be greater than the scale of 0.7 (Ooi et al., 2020). All the CR values ranged from 0.883 to 0.92, which is much higher than 0.7, satisfying the reliability of the measurement model. To measure discriminant validity, the study evaluates the Fornell–Larcker criterion (Table 3) to verify. In detail, each construct shows the square roots of the AVE that were greater than the correlation coefficients between the latent variables (Fornell and Larcker, 1981).

4.2 Structural model evaluation

Before evaluating the structural model, a study should investigate the multicollinearity issues to guarantee that no collinearity exists among indicators in a formative measurement model and establish a set of predictor constructs in the structural model (Hair et al., 2019). Table 4 reveals that all the variance inflation factors range from 1.000 to 1.122, which is much smaller than the standard point of 2.0; thus, multicollinearity is not an issue in this study (Fong and Law, 2013; Wong et al., 2020).

Table 3 Fornell and Larcker criterion

	<i>CEA</i>	<i>ITC</i>	<i>IFC</i>	<i>VI</i>	<i>VA</i>	<i>VC</i>
Celebrity emotional attachment	0.779					
Interactive content	0.250	0.833				
Informative content	0.445	−0.001	0.800			
Visit intention	0.631	0.268	0.398	0.872		
Visually attractive	0.261	0.228	0.041	0.205	0.892	
Visual congruence	0.196	0.235	−0.107	0.085	0.250	0.811

Source: Authors

Table 4 Variance inflation factor (VIF)

	<i>CEA</i>	<i>IFC</i>	<i>ITC</i>	<i>VI</i>	<i>VA</i>	<i>VC</i>
Celebrity emotional attachment				1.000		
Informative content	1.094					1.002
Interactive content	1.017	1.060				1.060
Visit intention						
Visual attractive	1.107	1.060	1.000			1.061
Visual congruence	1.122					

Source: Authors

This research assessed the structural model by bootstrapping calculation to clarify the path relationships and their explanatory impact (Ho et al., 2017; Moedeen et al., 2024). The P-values of all relationship are $0.000 < 0.05$, which support all hypotheses (H1, H2, H3, H4, H5). Then, we measure the strong impact level of each pair of constructs (Table 5). Results showed that CEA has the strongest influence on VI (0.631), following the strong impact of the path from IFC to CEA (0.456). The other paths, $ITC \rightarrow CEA$, $VA \rightarrow CEA$, and $VC \rightarrow CEA$, have lower impact levels with original samples of 0.175, 0.162, and 0.163, respectively. Regarding the statistical significance, the t-values estimated from the bootstrapping should exceed the value of 1.960 (Hair et al., 2019). Table 5 shows that all the T-values indicators are higher than 1.960; we see all five paths are statistically significant.

In the next step, the study considers the explanatory power of the structural model by testing the R^2 of the endogenous constructs and the f^2 effect size of the predictor constructs (Hair et al., 2022). R^2 values of CEA and VI are 0.321 and 0.398 (Table 7), which are quite weak but acceptable in this research context (Raithel et al., 2012). We

proposed that a multi-item construct should be applied to celebrity emotional attachment measurement.

Table 6 shows the f^2 values for all combinations of endogenous constructs and corresponding exogenous constructs. To be more precise, CEA has a high effect size of 0.662 on VI, and IFC has a medium effect size of 0.301 on CEA. By contrast, VC, VA, and ITC have a weak effect on CEA with the effect sizes of 0.035, 0.035, and 0.041, respectively. This result shows the similarity in the rank order as the path coefficient magnitude. Table 7 illustrates the evaluation of the model's predictive power by using blindfolding calculation. In detail, the out-of-sample predictive power (Q^2) of CEA is 0.189 (range 0–0.25), so this model has low predictive relevance. Meanwhile, the Q^2 value of HL is (range 0.25–0.5), so this model has average prediction accuracy.

Table 5 Outcome of structural model evaluation

Path	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T Statistics (O/STDEV)	P Values	Bias corrected confidence interval		Remarks
						2.5%	97.5%	
CEA → VI	0.631	0.632	0.031	20,406	0.000	0.574	0.677	Significant
ITC → CEA	0.175	0.177	0.043	4062	0.000	0.101	0.242	Significant
IFC → CEA	0.456	0.458	0.032	14,168	0.000	0.401	0.507	Significant
VA → CEA	0.162	0.161	0.038	4301	0.000	0.101	0.222	Significant
VC → CEA	0.163	0.169	0.040	4122	0.000	0.097	0.219	Significant

Source: Authors

Table 6 F square evaluation

	CEA	ITC	IFC	VI	VC
Celebrity emotional attachment (CEA)				0.662	
Interactive content (ITC)	0.041				
Informative content (IFC)	0.301				
Visit intention (VI)					
Visually attractive (VA)	0.035				
Visual congruence (VC)	0.035				

Source: Authors

To test the mediating role of CEA, this study exploited the result of direct effects and indirect effects (Table 8). Following that, all specific indirect effects are supported because all P-values are lower than 0.05, and there is no zero value dropping in the 95% bias corrected confidence interval (Zhao et al., 2010). Therefore, CEA has a mediating effect that mediates the relationship of VA, VC, ITC, and IFC to VI. To examine the types of mediation, we employ the values of direct effects. The paths of IFC → VI and ITC → VI are significant due to all P-values are lower than 0.05, and no zero value exists in the 95% bias corrected confidence interval. Moreover, these paths of IFC → CEA → VI and ITC → CEA → VI point in the same direction with direct paths,

so that CEA plays as a complementary mediator in the connection from IFC and ITC to VI. Contrastingly, the paths of $VA \rightarrow VI$ and $VC \rightarrow VI$ are not significant due to all P-values being higher than 0.05 (0.099 and 0.341). Consequently, CEA plays as an indirect-only mediator in the relationship among VA, VC, and VI.

Table 7 Predictive relevance

<i>Endogenous construct</i>	<i>SSO</i>	<i>SSE</i>	$Q^2 (=1 - SSE/SSO)$	<i>Predictive relevance</i>	R^2
Celebrity emotional attachment	2,080,000	1,687,299	0.189	$Q^2 > 0$	0.321
Interactive content	2,080,000	2,080,000			
Informative content	1,664,000	1,664,000			
Visit intention	1,248,000	875,815	0.298	$Q^2 > 0$	0.398
Visually attractive	1,248,000	1,248,000			
Visual congruence	1,664,000	1,664,000			

Source: Authors

Table 8 Mediation testing

	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>	<i>Bias corrected confidence interval</i>	
						2.5%	97.5%
<i>Direct effect</i>							
IFC $\rightarrow$ VI	0.181	0.181	0.043	4.216	0.000	0.082	0.261
ITC $\rightarrow$ VI	0.130	0.133	0.045	2.879	0.002	0.048	0.216
VA $\rightarrow$ VI	0.053	0.052	0.041	1.286	0.099	-0.027	0.133
VC $\rightarrow$ VI	-0.026	-0.019	0.063	0.410	0.341	-0.177	0.081
<i>Specific indirect effect</i>							
IFC $\rightarrow$ CEA $\rightarrow$ VI	0.222	0.222	0.026	8.565	0.000	0.173	0.277
ITC $\rightarrow$ CEA $\rightarrow$ VI	0.095	0.096	0.023	4.108	0.000	0.053	0.141
VA $\rightarrow$ CEA $\rightarrow$ VI	0.069	0.069	0.020	3.381	0.000	0.032	0.110
VC $\rightarrow$ CEA $\rightarrow$ VI	0.085	0.085	0.026	3.234	0.001	0.011	0.126

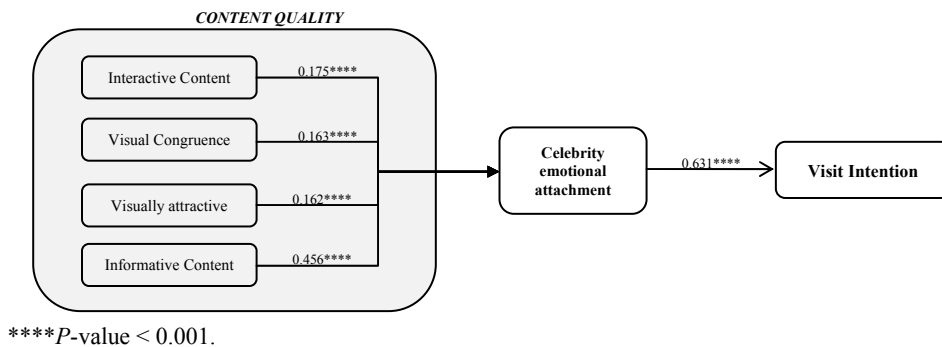
Source: Authors

According to mediating effects, celebrity emotional attachment mediates all content quality antecedents to visit intention. Following that, celebrity emotional attachment has the highest mediating effect on the path from informative content to visit intentions ($\beta = 0.222$, $p = 0.000$). Furthermore, celebrity emotional attachment also plays a complementary mediation role in the relationships between information content and interactive content to visit intention.

5 Discussion

The study shows important results regarding the relationship between the content quality of a hotel brand and celebrity-customer emotional attachment, driving visit intention. Social media networks become bridges to connect endorsed celebrities and online travellers, enabling SMIs to establish significant strategies for hospitality marketing. By creating emotion between celebrities and their followers, hotel brands could use good content to drive these followers to consider their hotels as accommodation options in their trips. Emotional associations are formed between the drivers of brand content, as the traveller primarily distinguishes the endorsed celebrity, prefers the celebrity's content sharing and finally loves the hotel's image and feels an emotional attachment to it (Kandampully et al., 2015). This study investigates the expansion of quality content and celebrity emotional attachment to the brand. This research aims to determine the internal impact of these structures in the hospitality context. Figure 2 summarises the outcomes, comprising path coefficients and justified variances.

Figure 2 Structural model evaluation outcomes



Source: Authors

All the proposed hypotheses were supported, with all P-values lower than 0.001. Data analysis results find the strongest relationship of celebrity emotional attachment positively toward visit intention ($\beta = 0.631$, $f^2 = 0.662$). Previous studies stated that emotional attachment between celebrities and customers could enhance the purchasing intention (Kapitan and Silvera, 2016). Our findings also emphasise this impact in terms of the hospitality industry when hotel brands use endorsed celebrities in social media networks. Otherwise, using content quality is demonstrated to develop close connections between celebrity and their followers when they post an advertisement on online platforms. To be more precise, research results in H3 show the most significant impact of informative content on celebrity emotional attachment ($\beta = 0.456$, $f^2 = 0.301$). Creating content quality sources via video, photos, and messages that provide knowledge and experience plays a vital role in preparing adequate material for celebrities' posts. Other results also support the proposed framework, with the medium positively impacting interactive content, visual congruence, and visually attractive content ($\beta = 0.175$, 0.163 , and 0.162 , respectively).

6 Implication and limitation

6.1 *Theoretical implication*

The conceptual framework of content quality is considered a primary contribution to the SMI's field. Four dimensions aligned with the findings of Ki and Kim (2019), De Veriman et al. (2017) and Argyris et al. (2020) in the content quality concept: product divergence, interactive content, visual attraction and visual congruence. This study demonstrates the positive impacts of the four dimensions on content quality. Future research should test more dimensions to perfect this concept.

Moreover, this study also emphasises the positive relationship between good content in social media and celebrity emotional attachment (Connell, 2012; Kim, 2012; Hao and Ryan, 2013; Su et al., 2011). In terms of SMIs, celebrity plays a crucial role in motivating the content that they post on social media platforms. Hence, our findings illustrate that high-quality content significantly develops the emotional attachment among celebrities and their follower, especially in the hospitality industry. Findings also cement the theory of celebrity endorsement in the field of SMIs.

The intention of visiting hotels has led to a new model to measure the content that celebrities post on the internet. Previous studies witnessed many other variables linked to visit intention (Kapitan and Silvera, 2016), such as brand engagement, brand image, and brand reputation. This study contributes a new direction to research about celebrity emotional attachment that could be a mediating construct to lead other contributors to the visit intention concept.

6.2 *Practical implication*

This study reveals a new horizon for hospitality marketing based on using celebrities to gain the customer's attention in a highly competitive market among rivals. SMIs and endorsed celebrities are no longer an innovative marketing strategy (Martínez-López et al., 2020). Prior scholars have discovered the need for informational value in improving parasocial relationships. Real-world cases of celebrities effectively shaping robust audience attachment through informative content include Rare Beauty with Selena Gomez in the mental health advocacy strategy and Nike with the athlete endorsements featuring behind-the-scenes training content.

The combination of SMIs and celebrities enlarges the novel digital marketing approaches for businesses as well as researchers. Particularly, it seems to be quite state-of-the-art in hospitality marketing. Through this research, hotel brands no longer need to spend a huge budget to pay for celebrities' advertising. Instead of concentrating on building a strong content quality in social media platforms, the key point is to cement the relationship among customers, celebrities, and hotel brands. This point of view fits the hotel characteristics, specifically luxury brands with available good-looking and outstanding tangible aspects. Therefore, hoteliers and marketers are required to find solutions to narrow the gap between what the properties have and what customers want to see on online platforms. The similarity of high-quality hotels, luxury brands, or niche product lines could be applied to celebrity endorsements and social media marketing. The effect of informative content on attachment could be reconnoitred in the perspective of outstanding brands (like Gucci or Chanel).

Hotel brands should focus on informative content by increasing the uniqueness and originality of information. Due to the dissimilarity, the online users could record the

memory of the brand for a long time, and plan to form an emotional attachment. Second, the hotel brand should build more interactive content to appeal to the engagement of users rather than one-way communication. By two-way interaction, the customer is considered to contribute to content quality, hence growing the personality. Equally important, it is necessary to perfect and optimise the photos and videos of the hotel when screening in public. Third, visual attractiveness and visual congruence should be nurtured and innovated carefully. The image that celebrities share on social media networks is not only good-looking, but it also adapts to the customers' perception. Before creating content, hotel marketers have to prudently determine the features of segmentation, such as age, income, and hobbies. Due to the congruence of content visuals, consumers might link to the brand straightforwardly, hence motivating visit intention. In detail, hospitality firms tend to maximise the recognition of a new service (Fine dining, summer package, or Christmas event), and they should cooperate with a celebrity who strongly posts visually attractive content. Likewise, firms target to boost sales and increase coverage of available services (Bakar et al., 2014); they should focus on celebrities who have advantages in posting informative and interactive content.

Finally, hotel marketing managers are advised to collaborate with different celebrities who have a good fit with the particular objectives of each strategy. The quality of celebrities needs to integrate with the nature of the content that they publish. Mid-range and budget hotel brands could collaborate with local celebrities or travel bloggers who have robust relations with the target segment. This strategy not only enhances the efficiency of engagement rate, but hotel firms could also optimise the cost-effective policy.

6.3 Limitation and further research recommendation

An SMI model was proposed that includes the construct as antecedents and consequences of influencers' attributes and celebrity endorsement. Many constructs have been underestimated in the suggestion of SMIs (Vrontis et al., 2021). Constrained by the available resources, this study focuses on a small number of SMIs within this diverse field. Another drawback of this research is that the sampling is insufficiently responsive due to data collection among Vietnamese tourists. This issue undermines its applicability in other areas with diverse cultural and digital marketing dynamics. Further research should expand the geographic scope of data collection or use secondary data sources from investigations in other regions to enable a broader perspective.

The content quality constructs just focus on four aspects and a positive effect in a variety of antecedents that were mentioned in previous research. Future studies might examine other antecedents with negative sites, such as Post's commercial orientation (Martínez-López et al., 2020) or conspicuous muscle display (Su et al., 2020). The attachment between celebrity and customer in this research is measured in one way from the customer. To be more precise, researchers should determine both the celebrity and the customer to evaluate the emotional attachment. This research also stipulates the chance for prospective scholarships that could have beneficial gain from examining other antecedents that also impact the level of celebrity emotional attachment as a taste leader for firms. Finally, this study and the practical implications offered by the findings specify an acceptable conceptual framework for social media networks in driving content quality to enhance celebrity emotional attachment, hence developing visit intention for hotel organisations.

Conflicts of interest

All authors declare that they have no conflicts of interest.

References

- Abosag, I., Ramadan, Z., Baker, T. and Jin, Z. (2020) 'Customers' need for uniqueness theory versus brand congruence theory: the impact on satisfaction with social network sites', *Journal of Business Research*, Vol. 117, pp.862–872, DOI: 10.1016/j.jbusres.2019.03.016.
- Ahmadi, I., Waltenrath, A. and Janze, C. (2023) 'Congruency and users' sharing on social media platforms: a novel approach for analyzing content', *Journal of Advertising*, Vol. 52, No. 3, pp.369–386, DOI: 10.1080/00913367.2022.2055683.
- Ahuja, Y. and Loura, I. (2020) 'An investigative study of influencer marketing: nuances, challenges and impact', *Journal for Global Business Advancement*, Vol. 13, No. 5, pp.561–583, DOI: 10.1504/JGBA.2020.112824.
- Akhtar, N. and Siddiqi, U.I. (2024) 'Effects of service providers' self-disclosure on booking platforms on consumers' trust, hesitation, and booking intentions: moderating role of social media influencers', *Journal of Hospitality Marketing and Management*, Vol. 33, No. 4, pp.470–498, DOI: 10.1080/19368623.2023.2281445.
- Annamalai, B., Yoshida, M., Murray, D. and Gordon, B. (2021) 'Social media content strategy for sport clubs to drive fan engagement', *Journal of Retailing and Consumer Services*, Vol. 62, p.102648, DOI: 10.1016/j.jretconser.2021.102648.
- Argyris, Y.A., Wang, Z., Kim, Y. and Yin, Z. (2020) 'The effects of visual congruence on increasing consumers' brand engagement: an empirical investigation of influencer marketing on instagram using deep-learning algorithms for automatic image classification', *Computers in Human Behavior*, Vol. 112, p.106443, DOI: 10.1016/j.chb.2020.106443, jofresearch.com.
- Aw, E.C.X., Tan, G.W.H., Ooi, K.B. and Hajli, N. (2024) 'Tap here to power up! mobile augmented reality for consumer empowerment', *Internet Research*, Vol. 34, No. 3, pp.960–993, DOI: 10.1108/INTR-07-2021-0477.
- Bakar, A.R.A., Talib, A.N.A. and Hashim, F. (2014) 'Restoring service quality, satisfaction and loyalty in higher education institutions through market orientation', *Journal for Global Business Advancement*, Vol. 7, No. 1, pp.88–107, DOI: 10.1504/Jgba.2014.058885.Academia.
- Barreda, A.A., Nusair, K., Wang, Y., Okumus, F. and Bilgihan, A. (2020) 'The impact of social media activities on brand image and emotional attachment: a case in the travel context', *Journal of Hospitality and Tourism Technology*, Vol. 11, No. 1, pp.109–135, DOI: 10.1108/JHTT-02-2018-0016.bearworks.missouristate.edu.
- Casaló, L.V., Flavián, C. and Ibáñez-Sánchez, S. (2020) 'Influencers on Instagram: antecedents and consequences of opinion leadership', *Journal of Business Research*, Vol. 117, pp.510–519, DOI: 10.1016/j.jbusres.2018.07.005.
- Chen, X., Li, W. and Joo, D. (2021) 'Literary celebrity, tourists' self-destination connection, and brand engagement: based on a marketing perspective of celebrity endorsement effects', *Journal of Hospitality and Tourism Management*, Vol. 48, pp.230–239, DOI: 10.1016/j.jhtm.2021.06.013.
- Chen, Y-S., Hung, S-T., Wang, T-Y., Huang, A-F. and Liao, Y-W. (2017) 'The influence of excessive product packaging on green brand attachment: the mediation roles of green brand attitude and green brand image', *Sustainability*, Vol. 9, No. 4, p.654, DOI: 10.3390/su9040654.
- Cheung, C.M.K., Lee, Z.W.Y. and Chan, T.K.H. (2015) 'Self-disclosure in social networking sites: the role of perceived cost, perceived benefits and social influence', *Internet Research*, Vol. 25, No. 2, pp.279–299, DOI: 10.1108/INTR-09-2013-0192.

- Connell, J. (2012) 'Film tourism – evolution, progress and prospects', *Tourism Management*, Vol. 33, No. 5, pp.1007–1029, DOI: 10.1016/j.tourman.2012.02.008.
- De Veirman, M., Cauberghe, V. and Hudders, L. (2017) 'Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude', *International Journal of Advertising*, Vol. 36, No. 5, pp.798–828, DOI: 10.1080/02650487.2017.1348035.
- Dennis, C., Papagiannidis, S., Alamanos, E. and Bourlakis, M. (2016) 'The role of brand attachment strength in higher education', *Journal of Business Research*, Vol. 69, No. 8, pp.3049–3057, DOI: 10.1016/j.jbusres.2016.01.020.
- Djafarova, E. and Rushworth, C. (2017) 'Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users', *Computers in Human Behavior*, Vol. 68, pp.1–7, DOI: 10.1016/j.chb.2016.11.009.
- Djafarova, E. and Trofimenko, O. (2019) "'Instafamous" – credibility and self-presentation of micro-celebrities on social media', *Information, Communication and Society*, Vol. 22, No. 10, pp.1432–1446, DOI: 10.1080/1369118X.2018.1438491.
- Duong, B.T., Tri, M., Thanh, T. and Nguyen, V.A. (2023) 'Investigating the effectiveness of virtual influencers with regard to fostering customer purchasing intention: an empirical study in Ho Chi Minh City', *Journal for Global Business Advancement*, Vol. 16, No. 5, pp.690–711, DOI: 10.1504/JGBA.2023.145698.
- Erdogan, B.Z. (2008) 'International celebrities: worldwide surrogate salesforce?', *Journal for Global Business Advancement*, Vol. 1, No. 4, pp.362–369, DOI: 10.1504/JGBA.2008.019934.
- Esch, F.-R., Langner, T., Schmitt, B.H. and Geus, P. (2006) 'Are brands forever? How brand knowledge and relationships affect current and future purchases', *Journal of Product and Brand Management*, Vol. 15, No. 2, pp.98–105, DOI: 10.1108/10610420610658938.
- Fornell, C. and Larcker, D.F. (1981) 'Structural equation models with unobservable variables and measurement error: algebra and statistics', *Journal of Marketing Research*, Vol. 18, No. 3, pp.382–388, DOI: 10.2307/3150980.
- Gilal, F.G., Paul, J., Gilal, N.G. and Gilal, R.G. (2020) 'Celebrity endorsement and brand passion among air travelers: theory and evidence', *International Journal of Hospitality Management*, Vol. 85, p.102347, DOI: 10.1016/j.ijhm.2019.102347.
- Hair Jr., J.F., Hult, G.T.M., Ringle, C.M. and Sarstedt, M. (2014) *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, Sage Publications, Thousand Oaks, CA.
- Hair, J.F., Hult, G.T.M., Ringle, C.M. and Sarstedt, M. (2022) *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, 3rd ed., Sage, Thousand Oaks, CA.
- Hair, J.F., Risher, J.J., Sarstedt, M. and Ringle, C.M. (2019) 'When to use and how to report the results of PLS-SEM', *European Business Review*, Vol. 31, No. 1, pp.2–24, DOI: 10.1108/EBR-11-2018-0203.SCIRP.
- Han, H., Lee, S. and Lee, C.-k. (2011) 'Extending the theory of planned behavior: visa exemptions and the traveller decision-making process', *Tourism Geographies*, Vol. 13, No. 1, pp.45–74, DOI: 10.1080/14616688.2010.529930.
- Hao, X. and Ryan, C. (2013) 'Interpretation, film language and tourist destinations: a case study of Hibiscus Town, China', *Annals of Tourism Research*, Vol. 42, pp.334–358, DOI: 10.1016/j.annals.2013.02.016.
- Ho, H. and Ito, K. (2019) 'Consumption-oriented engagement in social network sites: undesirable influence on personal well-being', *European Journal of Marketing*, Vol. 53, No. 7, pp.1355–1377, DOI: 10.1108/EJM-11-2017-0809.
- Ho, J.S.Y., Gaur, S.S., Chew, K.W. and Khan, N. (2017) 'Gender roles and customer organisational citizenship behaviour in emerging markets', *Gender in Management*, Vol. 32, No. 8, pp.503–517, DOI: 10.1108/GM-01-2017-0009.Heriot-Watt Research Portal.

- Huaman-Ramirez, R., Lunardo, R. and Vasquez-Parraga, A. (2022) 'How brand self-disclosure helps brands create intimacy with customers: the role of information valence and anthropomorphism', *Psychology and Marketing*, Vol. 39, No. 2, pp.460–477, DOI: 10.1002/mar.21609.
- Huang, L-S. (2015) 'Trust in product review blogs: the influence of self-disclosure and popularity', *Behaviour and Information Technology*, Vol. 34, No. 1, pp.33–44, DOI: 10.1080/0144929X.2014.978378.
- Hughes, C., Swaminathan, V. and Brooks, G. (2019) 'Driving brand engagement through online social influencers: an empirical investigation of sponsored blogging campaigns', *Journal of Marketing*, Vol. 83, No. 5, pp.78–96, DOI: 10.1177/0022242919854374.
- Jin, S-A.A. and Phua, J. (2014) 'Following celebrities 'tweets about brands: the impact of twitter-based electronic word-of-mouth on consumers' source credibility perception, buying intention, and social identification with celebrities', *Journal of Advertising*, Vol. 43, No. 2, pp.181–195, DOI: 10.1080/00913367.2013.827606.
- Jin, S.V. and Muqaddam, A. (2019) 'Product placement 2.0: "Do brands need influencers, or do influencers need brands?"', *Journal of Brand Management*, Vol. 26, No. 5, pp.522–537, DOI: 10.1057/s41262-019-00151-z.
- Jin, S.V. and Ryu, E. (2020) 'I'll buy what she's #wearing": The roles of envy toward and parasocial interaction with influencers in Instagram celebrity-based brand endorsement and social commerce', *Journal of Retailing and Consumer Services*, Vol. 55, p.102121, DOI: 10.1016/j.jretconser.2020.102121.
- Kandampully, J., Zhang, T. and Bilgihan, A. (2015) 'Customer loyalty: a review and future directions with a special focus on the hospitality industry', *International Journal of Contemporary Hospitality Management*, Vol. 27, No. 3, pp.379–414, DOI: 10.1108/Ijchm-03-2014-0151.
- Kapitan, S. and Silvera, D.H. (2016) 'From digital media influencers to celebrity endorsers: attributions drive endorser effectiveness', *Marketing Letters*, Vol. 27, No. 3, pp.553–567, DOI: 10.1007/s11002-015-9363-0.
- Ki, C-W. (Chloe) and Kim, Y-K. (2019) 'The mechanism by which social media influencers persuade consumers: the role of consumers' desire to mimic', *Psychology and Marketing*, Vol. 36, No. 10, pp.905–922, DOI: 10.1002/mar.21244.
- Ki, C-W. (Chloe), Cuevas, L.M., Chong, S.M. and Lim, H. (2020) 'Influencer marketing: social media influencers as human brands attaching to followers and yielding positive marketing results by fulfilling needs', *Journal of Retailing and Consumer Services*, Vol. 55, p.102133, DOI: 10.1016/j.jretconser.2020.102133.
- Kim, S. (2011) 'Audience involvement and film tourism experiences: emotional places, emotional experiences', *Tourism Management*, Vol. 33, No. 2, pp.387–396, DOI: 10.1016/j.tourman.2011.04.008.
- Leite, F.P. and Baptista, P.P. (2022) 'The effects of social media influencers' self-disclosure on behavioral intentions: the role of source credibility, parasocial relationships, and brand trust', *Journal of Marketing Theory and Practice*, Vol. 30, No. 3, pp.295–311, DOI: 10.1080/10696679.2021.1935275.
- Leung, X.Y., Bai, B. and Erdem, M. (2017) 'Hotel social media marketing: a study on message strategy and its effectiveness', *Journal of Hospitality and Tourism Technology*, Vol. 8, No. 2, pp.239–255, DOI: 10.1108/JHTT-02-2017-0012.
- Lu, L-C., Chang, W-P. and Chang, H-H. (2014) 'Consumer attitudes toward blogger's sponsored recommendations and purchase intention: the effect of sponsorship type, product type, and brand awareness', *Computers in Human Behavior*, Vol. 34, pp.258–266, DOI: 10.1016/j.chb.2014.02.007.

- Martínez-López, F.J., Anaya-Sánchez, R., Fernández Giordano, M. and Lopez-Lopez, D. (2020) 'Behind influencer marketing: key marketing decisions and their effects on followers' responses', *Journal of Marketing Management*, Vol. 36, Nos. 7–8, pp.579–607, DOI: 10.1080/0267257X.2020.1738525.riuma.uma.es+1research.ebsco.com+1.
- McCracken, G. (1989) 'Who is the celebrity endorser? Cultural foundations of the endorsement process', *Journal of Consumer Research*, Vol. 16, No. 3, pp.310–321, DOI: 10.1086/209217.
- Mehrabian, A. and Russell, J.A. (1974) *An Approach to Environmental Psychology*, MIT Press, Cambridge, MA.
- Melumad, S., Inman, J.J. and Pham, M.T. (2019) 'Selectively emotional: how smartphone use changes user-generated content', *Journal of Marketing Research*, Vol. 56, No. 2, pp.259–275, DOI: 10.1177/0022243718815429.
- Moedeen, S., Rajaguru, R., Alwi, S.F.S. and Nguyen, B. (2024) 'Social media marketing in the digital age: empower consumers to win big?', *Asia Pacific Journal of Marketing and Logistics*, Vol. 36, No. 1, pp.66–84, DOI: 10.1108/APJML-09-2022-0784.
- Moraes, M., Gountas, J., Gountas, S. and Sharma, P. (2019) 'Celebrity influences on consumer decision making: new insights and research directions', *Journal of Marketing Management*, pp.1159–1192, DOI: 10.1080/0267257X.2019.1632373, 5(13–14).
- Nguyen, A.T.H., Nguyen, P. and Dinh, P.U. (2022) 'Filling the market orientation-business performance: the mediating effects of social media, business ties and political ties', *Journal for International Business and Entrepreneurship Development*, Vol. 14, No. 2, pp.188–205, DOI: 10.1504/JIBED.2022.125700.
- Nguyen, T.H.T., Vo, V.B. and Ta, M.T. (2024) 'Effects of online-generated content on consumer engagement across post-pandemic pre-travel stage among young domestic tourists in Vietnam', *Journal for International Business and Entrepreneurship Development*, Vol. 16, No. 1, pp.63–85, DOI: 10.1504/JIBED.2024.139135.
- Nguyen, T.S., Nguyen, V.H. and Huong, T. (2024) 'The impact of online reviews and eWOM on impulse buying tendency: a study of Vietnamese gen Z consumers', *Journal for International Business and Entrepreneurship Development*, Vol. 16, No. 1, pp.117–141, DOI: 10.1504/JIBED.2024.139129.
- Nunkoo, R., Gursoy, D. and Dwivedi, Y.K. (2023) 'Effects of social media on residents' attitudes to tourism: conceptual framework and research propositions', *Journal of Sustainable Tourism*, Vol. 31, No. 2, pp.350–366, DOI: 10.1080/09669582.2020.1845710.
- Osei-Frimpong, K., Donkor, G. and Owusu-Frimpong, N. (2019) 'The impact of celebrity endorsement on consumer purchase intention: an emerging market perspective', *Journal of Marketing Theory and Practice*, Vol. 27, No. 1, pp.103–121, DOI: 10.1080/10696679.2018.1534070.
- Park, Y.A. and Gretzel, U. (2007) 'Success factors for destination marketing web sites: a qualitative meta-analysis', *Journal of Travel Research*, Vol. 46, No. 1, pp.46–63, DOI: 10.1177/0047287507302381.
- Peng, J., Agarwal, A., Hosanagar, K. and Iyengar, R. (2018) 'Network overlap and content sharing on social media platforms', *Journal of Marketing Research*, Vol. 55, No. 4, pp.571–585, DOI: 10.1509/jmr.14.0643.
- Raithel, S., Sarstedt, M., Scharf, S. and Schwaiger, M. (2012) 'On the value relevance of customer satisfaction: multiple drivers and multiple markets', *Journal of the Academy of Marketing Science*, Vol. 40, No. 4, pp.509–525, DOI: 10.1007/s11747-011-0247-4.ProQuest.
- Raj, S. and Kajla, T. (2018) 'Tourism analytics: social media analytics framework for promoting Asian tourist destinations using big data approach', *Journal for Global Business Advancement*, Vol. 11, No. 1, pp.64–83, DOI: 10.1504/Jgba.2018.093204.

- Sakka, G., Thrassou, A., Papasolomou, I., Stylianou, C. and Markou, C. (2024) 'Employee social media usage, workplace social capital and employee-driven innovation: finding the missing pieces of the puzzle', *Journal for International Business and Entrepreneurship Development*, Vol. 16, No. 4, pp.450–469, DOI: 10.1504/JIBED.2024.144635.
- Schlosser, A.E., White, T.B. and Lloyd, S.M. (2006) 'Converting web site visitors into buyers: how web site investment increases consumer trusting beliefs and online purchase intentions', *Journal of Marketing*, Vol. 70, No. 2, pp.133–148, DOI: 10.1509/jmkg.70.2.133.
- Scott, S.V. and Orlikowski, W.J. (2012) 'Reconfiguring relations of accountability: materialization of social media in the travel sector', *Accounting, Organizations and Society*, Vol. 37, No. 1, pp.26–40, DOI: 10.1016/j.aos.2011.11.005.
- Shukla, P. (2014) 'The impact of organizational efforts on consumer concerns in an online context', *Information and Management*, Vol. 51, No. 1, pp.113–119, DOI: 10.1016/j.im.2013.11.003.
- Song, S.Y., Cho, E. and Kim, Y-K. (2017) 'Personality factors and flow affecting opinion leadership in social media', *Personality and Individual Differences*, Vol. 114, pp.16–23, DOI: 10.1016/j.paid.2017.03.058.
- Su, H.J., Huang, Y.A., Brodowsky, G.H. and Kim, H.J. (2011) 'The impact of product placement on TV-induced tourism: Korean TV dramas and Taiwanese viewers', *Tourism Management*, Vol. 32, No. 4, pp.805–814, DOI: 10.1016/j.tourman.2010.06.020.
- Thomson, M. (2006) 'Human brands: investigating antecedents to consumers' strong attachments to celebrities', *Journal of Marketing*, Vol. 70, No. 3, pp.104–119, DOI: 10.1509/jmkg.70.3.104.
- Thomson, M., MacInnis, D.J. and Park, C.W. (2005) 'The ties that bind: measuring the strength of consumers' Emotional attachments to brands', *Journal of Consumer Psychology*, Vol. 15, No. 1, pp.77–91, DOI: 10.1207/s15327663jcp.1501_10.
- Veloso, M., Ieva, M. and Gómez-Suárez, M. (2024) 'Social media content strategy in hospitality: the impact of experiential posts and response congruence on engagement, hotel image, and booking intention', *Journal of Hospitality Marketing and Management*, Vol. 33, No. 1, pp.57–77, DOI: 10.1080/19368623.2023.2241041.
- Vrontis, D., Makrides, A., Christofi, M. and Thrassou, A. (2021) 'Social media influencer marketing: a systematic review, integrative framework and future research agenda', *International Journal of Consumer Studies*, Vol. 45, No. 4, pp.617–644, DOI: 10.1111/ijcs.12647.
- Wong, J-Y. and Yeh, C. (2009) 'Tourist hesitation in destination decision making', *Annals of Tourism Research*, Vol. 36, No. 1, pp.6–23, DOI: 10.1016/j.annals.2008.09.005.
- Wong, L-W., Tan, G., W-H., Lee, V-H., Ooi, K-B. and Sohal, A. (2020) 'Unearthing the determinants of blockchain adoption in supply chain management', *International Journal of Production Research*, Vol. 58, No. 7, pp.2100–2123, DOI: 10.1080/00207543.2020.1730463.
- Xie, K.L., So, K.K.F. and Wang, W. (2017) 'Joint effects of management responses and online reviews on hotel financial performance: a data-analytics approach', *International Journal of Hospitality Management*, Vol. 62, pp.101–110, DOI: 10.1016/j.ijhm.2016.12.004.
- Yang, W. (2018) 'Star power: the evolution of celebrity endorsement research', *International Journal of Contemporary Hospitality Management*, Vol. 30, No. 1, pp.389–415, DOI: 10.1108/ijchm-09-2016-0543.
- Zhang, Z., Liang, S., Li, H. and Zhang, Z. (2019) 'Booking now or later: do online peer reviews matter?', *International Journal of Hospitality Management*, Vol. 77, pp.147–158, DOI: 10.1016/j.ijhm.2018.06.024.
- Zikmund, W.G., Babin, B.J., Carr, J.C. and Griffin, M. (2013) *Business Research Methods*, 9th ed., South-Western Cengage Learning, Mason, OH.

Appendix A: Key antecedents and consequences of content quality (Vrontis et al., 2021)

<i>Antecedents</i>	<i>Consequences</i>	<i>Effect</i>	<i>Key citations</i>
Product divergence	Brand attitude	+	De Veirman et al. (2017)
Visual congruence	Engagement with influencer post	+	Argyris et al. (2020)
Visually attractive	Attitude towards the influencer (taste leader)	+	Ki and Kim (2019)
Influencer-with product posts	Corporate credibility, brand attitude	+	Jin and Muqaddam (2019)
Informative content	Competence need fulfilment, attitude towards the influencer (opinion leader)	+	Ki and Kim (2019); Ki et al. (2020)
Interactive content	Attitude towards the influencer (opinion leader)	+	Ki and Kim (2019)
Post's commercial orientation	Influencers' trustworthiness, post credibility, interestingness about the content, willingness to search for more information	–	Martínez-López et al. (2020)
Hedonic value content	Engagement	+	Hughes et al. (2019)
Originality	Intention to interact, recommend the account and follow the advice	+	Casaló et al. (2018)
Uniqueness	Intention to interact, recommend the account and follow the advice	+	Casaló et al. (2018)
Conspicuous muscle display	Trustworthiness, purchase intention	–	Su et al. (2020)

Appendix B: Measurement observations

<i>Constructs</i>	<i>Code</i>	<i>Instrument</i>	<i>Sources</i>
Interactive Content (ITC)	ITC1	I feel that Celebrity would talk back to me if I send a private message	Ki and Kim (2019)
	ITC2	I feel that Celebrity would talk back to me if I post a comment	
	ITC3	I feel that Celebrity would respond to me quickly and efficiently if I send a private message	
	ITC4	I feel that Celebrity would respond to me quickly and efficiently if I post a comment	
	ITC5	I feel that Celebrity would allow me to communicate directly with him/her	

Appendix B: Measurement observations (continued)

<i>Constructs</i>	<i>Code</i>	<i>Instrument</i>	<i>Sources</i>
Visual Congruence (VC)	VC1	Celebrities' post creates substantial social influence	Argyris et al. (2020)
	VC2	The post of celebrity tends to appear similar my opinion	
	VC3	I feel familiarity and authenticity of celebrities' post	
	VC4	I feel intimacy and affiliation perceived of celebrities' post	
Visually attractive (VA)	VA1	I found celebrity's SM contents good-looking	Ki and Kim (2019)
	VA2	I find celebrity's SM contents attractive	
	VA3	I find celebrity's SM contents visually appealing	
Informative content (IFC)	IFC1	I found the information is useful for me	Ki and Kim (2019), Ki et al. (2020)
	IFC2	I could learn new thing from celebrity's post	
	IFC3	I found that the information are presented as benefit	
	IFC4	I found that hotel brands are desirable	
Celebrity emotional attachment (CEA)	CEA1	Celebrity affects positively my association with the hotel brand preference	Thomson et al. (2005)
	CEA2	I feel connected to hotel brand of preference by celebrity's sharing	
	CEA3	Content of celebrity helps me connect with my hotel brand of preference	
	CEA4	Using information of celebrity influences my intentions to hotel brand of preference	
	CEA5	My hotel brand of preference is positively enhanced through using celebrity sources	
Visit intention (VI)	VI1	I will visit the hotel that celebrity sharing in the near future	Han et al. (2011)
	VI2	If I plan a trip for tourism, I will visit suggested hotel by celebrity	
	VI3	I think the celebrity 'choice is a good place deserving visit	