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Thi Huong-Thanh Nguyen, Vuong-Bach Vo, My Tien Ta

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Thi Huong-Thanh Nguyen

Department of Marketing,
School of Business,
International University,
VNU-HCM, Vietnam
and
Becamex Business School,
Eastern International University,
Binh Duong, Vietnam
Email: thanh.nguyenthihuong@eiu.edu.vn

Vuong-Bach Vo*

Department of International Business,
Faculty of Business Administration,
Nguyen Tat Thanh University,
HCMC, Vietnam
Email: vvbach@ntt.edu.vn
*Corresponding author

My Tien Ta

Becamex Business School,
Eastern International University,
Binh Duong, Vietnam
Email: tien.ttm.eiu@gmail.com

Abstract: This study aims to identify the role of online-generated content on consumer engagement towards domestic tourism and hospitality in recovery from the pandemic. The critical antecedences include usefulness, valence, timeliness, homophily, and argument quality, which influence consumer engagement with the mediating role of perceived trust. This cross-sectional study gathered data from 250 legitimate respondents from various regions of Vietnam by convenience sampling via an online questionnaire. The results were analysed by SEM, revealing that usefulness, timeliness and homophily significantly impact perceived trust. Moreover, perceived trust also has a positive impact on consumer engagement. Interestingly, the valence and argument quality constructs have insignificant impacts on perceived trust. Lastly, the findings are expected to contribute valuable knowledge about pandemic concerns during recovery and its impacts on travellers' perceived trust and their further online engagement towards visiting/revisiting a

destination. Findings demonstrate strong evidence for future studies to enlarge the category of respondents and consumer engagement literature, especially online behaviour regarding the crisis and pandemic concerns globally.

Keywords: user-generated content; UGC; consumer engagement; CE; timeliness; TL; homophily; HM; argument quality; AQ; perceived trust; PT; post-pandemic tourism; Vietnam.

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Biographical notes: Thi Huong-Thanh Nguyen is a Senior Marketing Lecturer, at Becamex Business School, Eastern International University, Binh Duong Province, Vietnam. She extremely gains many efforts for teaching passion among various fields including consumer behaviour, marketing communication and new product development. She is currently a PhD student, School of Business, International University, Vietnam National University, Ho Chi Minh City, Vietnam. Her research interest involves in information and communication technology, tourism perspectives, social media marketing and consumer behaviour in relevant aspects.

Vuong-Bach Vo is a Lecturer at Nguyen Tat Thanh University, Vietnam, and currently is pursuing his PhD in Business Administration at the International University, Vietnam National University – Ho Chi Minh City, Vietnam. His teaching concentrates on international business, market research and consumer behaviour. His research interests are e-commerce, multi-cultural behaviour and brand equity. He has published a few papers in international conferences and domestic journals.

My Tien Ta is a Senior Specialist at the Office of International Affairs, Binh Duong New City, which belongs to the Eastern International University ecosystem, in the south of Vietnam. She has an enthusiastic passion in research in new perspectives of international business management and trade promotion. Also, the core support in marketing communication and behaviour study provided her with more comprehension of international collaboration activities and corporations for further success in the future. Her research interest engages in international business, corporate responsibility, marketing and communication, behavioural marketing, and technology development.

1 Introduction

The popularity of international and domestic travel is increasing globally. The growth in tourist arrivals also creates conditions for the hotel sector to develop and increase the market size. In 2019, the tourism and travel sector directly contributed roughly 2.9 trillion USD to GDP, with a total contribution to global GDP of more than 9 trillion USD (Lock, 2020). The health pandemic has affected the worldwide tourism and hospitality business seriously (UNWTO, 2021). The worldwide tourism and travel sector's revenue decreased by approximately 17% in 2020. Public life principles have influenced not only tourism but also tourist-related businesses such as worldwide restaurants and hospitality (Lock,

2020). Vietnam cannot avoid the negative impacts of the health pandemic on the tourism industry. Due to the outbreak of the health epidemic, Vietnam had to suspend its tourism stimulus policy to take measures to prevent and control the epidemic. The number of international tourists as well as domestic tourism dropped seriously and strongly affected the whole industry. Generally, in the first 5 months of 2021, tourism revenue decreased by 48.2% compared to the same period the previous year (Vietnam, 2021).

Among given concerns of virtual platforms and emerging cases of pandemic, there still have been some concerns. First, tourists often use the internet to search for information, interact, exchange ideas and learn everything before making specific decisions (Jeng and Fesenmaier, 2002) and also support customer decision-making processes such as engagement, product use, and product purchase (Ukpabi and Karjaluoto, 2018; Casaló et al., 2015). Among the benefits gained to customers, however, user-generated content (UGC) may also cause negative effects on consumers and their related decisions (Trusov et al., 2009). Second, UGC also contributes to promoting consumer skepticism. As a facet, this new type of word of mouth (WOM) involves information from strangers whom the clients have never met and are unlikely to meet, but puts doubt on the reliability of these online communications. Consequently, much skepticism has been aimed at online information, particularly online reviews (Calfee and Ringold, 1994). According to Burgess et al. (2015), UGC is scrutinised as an untrustworthy source due to the possibility of fabricated, false, or deceptive content submitted by ‘virtual’ consumers who may have ulterior motives or seek personal benefits. Therefore, an understanding of core antecedences of content is very helpful for both researchers and business practitioners in gaining the body of literature and relevant knowledge, providing more realistic vision of how different individual aspects impact consumer engagement (CE). Continuously, it helps to concentrate on the process of engaging customers, reduce customer doubts and help improve customer engagement with the tourism brand and the efficiency of economic and tourism recovery after the health pandemic.

This research employs the heuristic-systematic model (HSM) of information processing to forecast the way consumers assess and utilise online reviews to acquire and analyse information for their subsequent online interactions and engagement while considering situational constraints. This study employed the dual processes of the HSM, which operate simultaneously and influences each other in intricate manners, to comprehensively examine the effects of hospitality and tourism online reviews’ characteristics. The purpose of the study is three-fold:

- 1 to identify the key antecedences of UGC and other determinants of customer engagement
- 2 to measure the relationship between usefulness (UF), valence, timeliness (TL), homophily (HM), argument quality (AQ) and customer engagement towards domestic tourism and hospitality for pre-trip stage during recovery from health pandemic
- 3 also to examine the mediating effect of perceived trust (PT) on the link between key antecedence of UGC and customer engagement.

Significant contributions have been made by this study to tourism organisations and researchers who are interested in comprehending the level of customer engagement. Firstly, our study aims to emphasise the role of PT in online customer engagement

through user-generated content (UGC) in recovery from the health pandemic. In empirical studies, PT was demonstrated to have this role, without a post-pandemic context. Secondly, the theoretical evidence by combination with the heuristic system model to explain in UGC forming customer engagement. Lastly, a practical contribution will provide deep insights into the tourism when generating online content to enhance PT and customer engagement.

2 Literature review

2.1 Heuristic systematic model

HSM is a model of information processing (Chaiken and Trope, 1999) that originated from persuasion research in social psychology. The HSM aims to describe how people receive and process persuasive messages. The model states that individuals can process messages in one of two ways: heuristically or systematically. Heuristic processing uses characteristics of the factors embedded within or surrounding a message (called heuristic cues) such as its source, format, length, and subject, to swiftly determine its validity assessment. While systematic processing thoroughly investigates the message's information content, careful scrutiny of the merits of attitude-relevant information in the message to determine a validity assessment (Luo et al., 2013). The HSM is extensively utilised to investigate the cognitive processes and decision-making behaviours of users within the realm of information technology utilisation (Ha et al., 2023). In a study conducted by Xiao et al. (2018), it was discovered that individuals tend to be more susceptible to the persuasive power and high consumer perception of information credibility by examining the impact of informational cues on the assessment of trustworthiness for content shared by YouTube influencer. In specific context, a HSM is employed to analyse how end-user information is handled when faced with information system exceptions within organisational business processes, and organisational risks caused by inappropriate end-user responses (Davis and Tuttle, 2013). Through the lenses of HSM, the antecedents of trust were investigated towards Artificially Intelligent Recommendation Systems in travel planning (Shi et al., 2020). Interestingly, the use of HSM is recently employed in the analysis of customers' preferences for low-carbon tourist promotion and its subsequent effects in the tourism industry (Zhang et al., 2023). Thus, this paper profoundly extends CE and the HSM in the context of economic recovery and tourism after the health pandemic to study and examine the role of UGC on customer engagement towards domestic tourism and hospitality information.

2.2 Consumer engagement

CE is defined as a customer's behavioural expression toward a brand or company, beyond purchase and resulting from motivational drivers (Van Doorn et al., 2010). The intensity of an individual's participation in and connection with an organisation's services and/or organisational activities, which is initiated by either the consumer or the business, is described as engagement (Vivek et al., 2012). CE has lately appeared in the marketing literature as an essential term in relationship marketing (Verhoef et al., 2010). In particular, CE behaviours consist of the following: word-of-mouth, referrals and recommendations, voluntary assistance with other customers, and blogging and web

posting (Cheng et al., 2020). WOM is frequently mentioned as one of the primary behavioural manifestations of consumer interaction, particularly in the contexts of travel and hospitality (Carlson et al., 2019). Besides, exploiting WOM to study CE behaviour in the travel vlog context is significant from both a theoretical and practical standpoint, considering the superior effectiveness of WOM compared to conventional advertising media and other marketing methods. According to Hollebeek (2011), CE conveys the notion as the level of a customer's motivating, brand-related, and context-dependent state of mind, as manifested by degrees of cognitive, emotional, and behavioural activity in brand interactions. Moreover, CE is mentioned as the various customer activities that have an impact on a company's performance (Kumar et al., 2010). Consumer purchases, incentive referrals, customer social media dialogues about the brand, and customer feedback/suggestions/evaluations to the firm for better performance are all examples of these activities. Besides, perceived value, service quality, involvement, and participation are all traditional elements that influence CE, according to previous research. This indicates that a consumer's degree of involvement will be influenced by their actual experience with a product or service. Meanwhile, the findings revealed that CE levels are linked to future behavioural intents such as willingness to spend, favourable word of mouth, and repurchase (Tram, 2021).

2.3 Antecedences of online generated content towards tourism and hospitality

2.3.1 Usefulness

Perceived UF can be a factor that influences online consumers' responses to information offered by others, affect their attitudes, beliefs and lead to acquire the discussed product (Amin et al., 2014). Perceived UF refers to the extent to which customers hold the belief that UGC may effectively aid in their process of making purchasing decisions (Park and Lee, 2009). The concept of UF is often correlated with attributes such as quickness, efficiency, and convenience (Racherla and Friske, 2012; Nguyen and Dao, 2024). The online content and information available on the internet are predominantly derived from the personal experiences of its users. The provision of shared information can effectively assist customers in mitigating their perceived risks while making decisions. Additionally, it enables consumers to access comprehensive information in a more efficient manner, while also facilitating fast input from many sources. UF of UGC is also very important in tourism and hospitality industry. Various views about hotels, tourist destinations and travel products are frequently communicated through various forms of online customer reviews (Sigala, 2009). Typically, consumer-generated usefulness (UGCC) posts on websites often attract more internet users to engage in interactions, comments, and reviews. The utility of online reviews has been proposed as an effective predictor of consumers' willingness to comply with reviews (Cheung et al., 2008; Park and Lee, 2009). Importantly, the quality of online contents through reviews positively influences customers' trust and consumer decision making such as engagement, purchase, repurchase or other decisions in tourism and hospitality sector (Dewani, 2022). Hence, the following hypothesis is proposed:

- H1 UF has a positive impact on PT across pre-travel stage among young domestic tourists in Vietnam

2.3.2 *Valence*

Valence is a commonly used term in psychology to describe the subjective evaluation, either positive or negative, that one individual assigns to another individual, object, or event. The valence of information or message in the context of UGC frequently reveals the positive and/or negative attributes of the items and services provided online (Maheswaran and Meyers-Levy, 1990). Negative information and sources often serve as reliable indicators of poor quality items or services, whereas positive messages may be linked to products or services of varying quality, including high, average, or even low quality (Herr et al., 1991).

The influence of online consumer-generated opinions, views, and posts in a positive or negative manner has been continuously researched and explored to develop better marketing strategies for a product, service or tourist destination and is constantly being debated to better understand consumer behaviour (Zhao et al., 2015). Additionally, Westbrook (1987) showed that consumers' loyalty, customer's trust, product evaluation, and purchasing choice can be influenced by positive and negative information. According to Clemons et al. (2006), both positive and negative online evaluations can impact consumers' perception and attitudes toward a particular organisation. As a result, it would be more rational to investigate the effects of both unfavourable and favourable reviews, respectively. Prior research has underscored the significance of UGC within the service domain, particularly in the tourist and hospitality industries. Empirical evidence has shown that a solitary recommendation can possess sufficient persuasive power to influence individuals to both try and place trust in a specific service provider (Gremler et al., 1994) as well as to persuade customers to participate in discussions, reviews and comments (Suwanamas et al., 2015). Negative or positive online reviews change consumers' attitudes, beliefs, intentions and behaviours towards the tourist destination or hotel they are interested in. Hence, the following hypothesis is proposed:

H2 Valence has a positive impact on PT across pre-travel stage among young domestic tourists in Vietnam.

2.3.3 *Timeliness*

The notion of TL is measured by 'whether the messages are current, timely, and up-to-date' (Cheung et al., 2008). In websites and social networks, UGCs, comments and opinions are left in large numbers, and it can be difficult for consumers to find, interact and engage with all the information. This situation leads to the emphasis of TL (Zhao et al., 2015). From the consumer's point of view, as time goes on, the average UF of reviews decreases, resulting in information diminishing in value, reduced customer trust and less consumer interaction (Liu, 2006). Therefore, to increase customer interaction, increase the reliability of information and customer trust, improve the UF and TL of information, as well as provide more value to customers, a website or a blog post must be continually updated to guarantee that viewers receive important additional information. The impact can be amplified if these update messages are emphasised and displayed before older review (Chen and Xie, 2008). Hence, the following hypothesis is proposed:

H3 TL has a positive impact on PT across pre-travel stage among young domestic tourists in Vietnam

2.3.4 Homophily

HM is considered to be a significant factor that influences both the level of CE and the level of trust that consumers perceive in their exposures (Filieri et al., 2018). Moreover, HM decreases susceptibility, enhances appropriate sentiment, and enhances the quality of the interpersonal relationship. It pertains to relying on evaluations made by individuals of the same age, gender groups, and with similar interests (Hussain et al., 2017). In the hand, the notion of HM refers to the extent to which persons that engage with each other share similarities in their perspectives, beliefs, values, education and social standing, demographic variables, and actions (Ahlf et al., 2019). HM is the concept that individuals tend to interact more often with others who are similar to them, rather than with those who are different (Hansen and Lee, 2013; McPherson et al., 2001). Attribute similarity can be present among individuals, organisations, and entities within a network of community, thus, HM can influence the level of CE and involvement with various objects (Alkhateeb et al., 2012; Tukachinsky and Tokunaga, 2013). The presence of HM between consumers and brands in social media can potentially stimulate factors that foster engagement on online user behaviours across wide-ranging social segments (Kwon et al., 2017). HM directly refers to the social interaction aspect of participation. Typically, the contents created by consumers and posted on the internet is often associated with HM. Since social media platforms provide a way for brands to engage with customers in an interactive and collective manner (Chan-Olmsted, 2011) and fostering relationships and facilitating the sharing of experiences (Guo, 2014). Henceforth, the term of HM is well suited to promote awareness and trust among people of the same age, interests, and views on social networks. Unceasingly, the findings of the study lend credence to the hypothesis that there is a correlation between repeated interactions and HM such as individuals have the ability to connect and interact with others who share comparable and similar characteristics (Onofrei et al., 2022). Hospitality and tourism studies that make use of HM have made significant contributions. For instance, HM, denoting social constructs that symbolise an intrinsic sense of affiliation and the propensity for individuals to form alliances with those who share similar characteristics, is relevant to the assessment of customer satisfaction and behavioural intentions at casual-dining restaurants (Bufquin et al., 2017) and sharing economy platform of peer-to-peer accommodation (Cho et al., 2022). Moreover, HM has been used to describe social media consumer experiences. Additionally, Okazaki et al. (2017) revealed that HM is linked to outcomes including social media information seeking, knowledge sharing, trust, interaction, engagement and shared vision. Besides, the amount of similarity that other users exhibit on the UGC website is a key factor in encouraging the acceptance of the UGC, which enhances the online platform co-creation experience (Ilmarinen et al., 2017; Lam et al., 2020). Hence, the following hypothesis is proposed:

H4 HM has a positive impact on PT across pre-travel stage among young domestic tourists in Vietnam

2.3.5 Argument quality

The accessibility-diagnostics paradigm states that customers are more likely to use input information that is clear and relevant when it comes to helping them categorise and understand products (Feldman and Lynch, 1988). The quality of an argument is composed of several different aspects, including its TL, relevance, accuracy, and

comprehensiveness (Tsao and Hsieh, 2015). AQ is associated with considerable power to argue with a certain message, content or opinion and refers to communication persuasion. Different dimensions of AQ related to relevance, accuracy of internet information, related to reliability, comprehensiveness, and TL and argue the factors of believable and effective characters with the degree of information UF such as fully meeting customer needs and including all necessary values (Hussain et al., 2017). According to Li (2013), AQ affects the attitude of a message recipient. High-argument information or messages have a societal impact when it comes to how likely people are to accept them as truthful, accurate, and reliable (Ismagilova et al., 2020; Shankar et al., 2020). Hence, AQ is a strong determinant of informational influence and attitude change under conditions. AQ of online reviews has a substantial impact on customers' acceptance of information as well as their trust, buy intent, engagement, or interaction. These factors might increase the likelihood that message recipients are persuaded by the online reviews (Teng et al., 2014). Hence, the following hypothesis is proposed:

H5 AQ of UGC has a positive impact on PT across pre-travel stage among young domestic tourists in Vietnam

2.4 *Perceived trust*

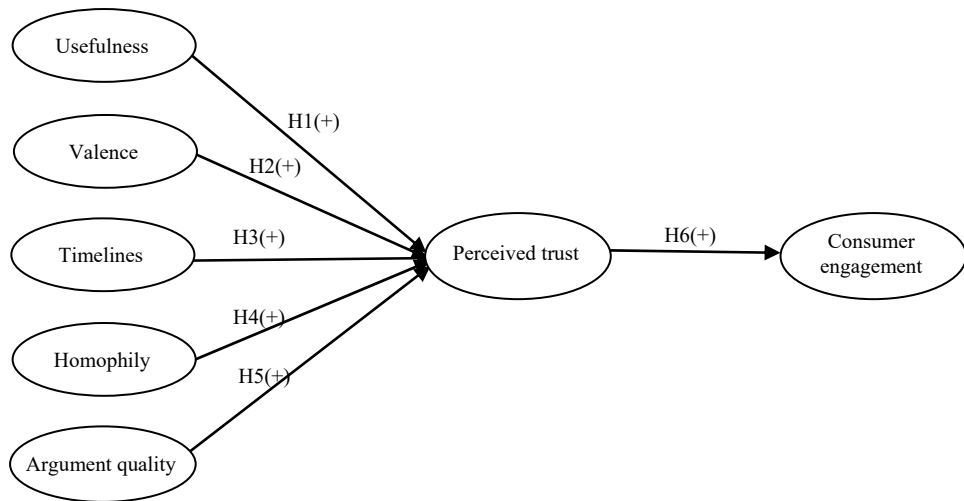
The willingness and/or propensity of travellers to rely on mega review sites for tourism-related information on the basis of their perceptions of the websites, despite the fact that the information about destinations may expose them to ambiguity and/or risk, constitutes travellers' trust in mega review sites (Kim and Kim, 2019). By the way, trust was initially proposed by psychologists in the 1950s (Deutsch, 1958) and has since been extensively studied in sociology (Johnson-George and Swap, 1982), management (Hosmer, 1995), and noticeably marketing (Moorman et al., 1993). The literature review reveals a substantial body of dyadic trust definitions that have been formulated for the conventional setting, such as a brick-and-mortar retail store (Morgan and Hunt, 1994). In the same vein, Rousseau et al. (1998) provide a definition of trust as the psychological state in which an individual is willing to make themselves vulnerable due to positive expectations regarding the intentions and actions of another party. This definition primarily emphasises the first and third elements, while also assuming the presence of a mechanism that enables trust (Sharma and Klein, 2020; Vuong-Bach et al., 2023). Also, the notion of PT entails both the concept of motivating relevance and the concept of predictability. The notion of trust is generally applicable when there is an anticipation that something will happen, and this event is of motivational value (Deutsch, 1958; Monfared et al., 2021). Recent trust-crisis incidents in the tourism industry include unfair or dishonest treatment by tour guides, agencies (Chang, 2014) and hotels failing to provide quality services as promised (Lien et al., 2015). As a result, UGC about a tourist destination or travel experience is unreliable or false for personal gain (Cox et al., 2009). Also, in the tourist and hospitality industry, trust between service providers and clients is crucial to fostering positive engagement. Marketing's primary objective is to ease customers' concerns and get them to buy more tourism products (Sichtmann, 2007). High-trust customers tend to develop strong relationships with the company, and they are more likely to interact with service providers they trust (Cheng et al., 2017; Ha and Nguyen, 2023). Customer trust and customer engagement are closely related. Customers with high engagement tend to maintain a trusting relationship with the seller (Vivek et al.,

2012; Raj and Kajla, 2018). As a result, customer trust will contribute to enhancing their ability to engage and interact with travel social media. Hence, the following hypothesis is proposed:

H6 PT has a positive impact on CE across pre-travel stage among young domestic tourists in Vietnam

The research model – proposed by authors

Figure 1 Proposed research model



3 Methodology

3.1 Sample and data collection

An online survey is used in this study as a prepared survey, a structured questionnaire that the target audience completes over the internet, usually by filling out a form (Brace, 2018; Creswell, 2002). Convenience sampling was applied in this study for obtaining those people or units that are most conveniently available (Zikmund et al., 2013). The participants were many users who are joined in groups of travel sharing communities and forums with travel marketing and promotion, travel experience sharing, feedbacks and recommendations on social network sites. A total of 285 responses were ultimately obtained; yet, 25 questionnaires were disqualified due to various causes such as information bias cases, unanswered items, and when 10 or more successive same scores occurred, which may be named as respondents did not answer the questions dedicatedly and seriously, hence it yielded a total of 250 usable questionnaires.

3.2 Measurements

A structure of questionnaire has been used to advocate data by close-ended questions. All provided items were assessed using a five-point Likert scale as a measurement tool used to assess people's attitudes, opinions, or perceptions, from 1 = 'strongly disagree' to

5 = ‘strongly agree’ (Batterton and Hale, 2017). Additional adjustments and newly-devised scales were developed to make them more applicable to the context of research. The questionnaire was divided into three main sections including

- 1 Two screening questions for the purpose of screening, helping to determine the accurate target of respondents for the research paper
- 2 Measurement of six constructs including UF, valence, TL, HM, AQ, PT by using adapted and modified scales (Chong et al., 2018; Zhao et al., 2015; Kim et al., 2017; Hussain et al., 2017; Kusumasondjaja, 2015)
- 3 The construct of CE was measured by proposed scales given by Asperen et al. (2017).

3.3 *Data analysis*

The structural equation modelling (SEM) was used to examine the data, as it is a more advanced measuring technique compared to simple regression techniques, since SEM allows researchers to simultaneously test several dependent relationships (Hair et al., 2010b). This study employs all the components outlined in SEM analysis to assure the reliability and accuracy of the results (Nunkoo and Ramkissoon, 2012; Monteiro et al., 2017; Pratyameteetham and Atthirawong, 2017). Then, following the establishment of the structural model, several indices were calculated.

4 **Data analysis**

4.1 *Respondents’ demographic*

This section summarises the characteristics of 250 respondents, there were 42.8% (107 male) and 57.2% (143 female) who took their participation in this study. Regarding the age distribution of the individuals surveyed, 99.20% of respondents are in the age group of 18–28 years old. While in terms of educational attainment, none of the respondents had an education from secondary school or below, the highest percentage is university with 42% (105 respondents), followed by high school level accounting for 24% (60 respondents), the rest are only a few. Regarding occupation, students accounted for the largest number with 48.80% (122 people), followed by public employees with 25.60% (64 people) and office staff with 22.80% (57 people). Besides, the number of people who are self-employed accounted for the lowest percentage of only 2.8% (7 people) and finally no one is unemployed or retired. For marital status, unmarried accounts for the highest percentage with 69.20% (173 respondents), and married accounted for 30.80%, and there is no divorce or separation among the respondents. When asked about the types of online activities on social platforms, the results show that most customers regularly spend time on social platforms to collect information and news, there are 95.6% (239 people) chose ‘collect information’, it also accounts for the highest percentage compared to the remaining activities.

4.2 Validity of model measurement

As shown in the Table 1, the Cronbach's alpha values for UF, valence, TL, HM, AQ, PT, and CE are 0.924, 0.899, 0.848, 0.921, 0.953, 0.910, 0.907 respectively, all constructs exceeded 0.7 proposed by Hair et al. (2016) and Fornell and Larcker (1981), which exhibits a very high level of reliability for the scales and the items that have been employed in this study. Additionally, the composite reliability (CR) had to be larger than 0.7 in order to guarantee reliability. In Table 4 CR values for UF, valence, TL, HM, AQ, PT, and CE are well above the threshold of 0.7, thus it is acceptable. Finally, there was a requirement that the average variance extracted (AVE) for each construct be more than 0.5. Each and every latent variable that is incorporated into the model has an AVE that is greater than 0.5 (see in Table 4). Therefore, the convergent validity of the constructs was supported.

Table 1 Constructs, items, factor loadings, Cronbach's a, CR, AVE

<i>Constructs</i>	<i>Items</i>	<i>Factor loading</i>	<i>Cronbach's alpha</i>	<i>CR</i>	<i>AVE</i>		
Usefulness	UF1	0.847	0.924	0.927	0.681		
	UF2	0.782					
	UF3	0.854					
	UF4	0.722					
	UF5	0.927					
	UF6	0.742					
Valence	VA1	0.668	0.899	0.903	0.609		
	VA2	0.802					
	VA3	0.794					
	VA4	0.792					
	VA5	0.781					
	VA6	0.836					
Timeliness	TL1	0.734	0.848	0.854	0.544		
	TL2	0.903					
	TL3	0.801					
	TL4	0.608					
	TL5	0.609					
Homophily	HM1	0.826	0.921	0.919	0.659		
	HM2	0.872					
	HM3	0.903					
	HM4	0.721	0.921			0.919	0.659
	HM5	0.775					
	HM6	0.801					
Argument quality	AQ1	0.837	0.953	0.954	0.775		
	AQ2	0.873					
	AQ3	0.895					
	AQ4	0.907					
	AQ5	0.862					
	AQ6	0.893					

Table 1 Constructs, items, factor loadings, Cronbach's α , CR, AVE (continued)

<i>Constructs</i>	<i>Items</i>	<i>Factor loading</i>	<i>Cronbach's alpha</i>	<i>CR</i>	<i>AVE</i>
Perceived trust	PT1	0.817	0.910	0.913	0.677
	PT2	0.745			
	PT3	0.748			
	PT4	0.878			
	PT5	0.919			
Consumer engagement	CE1	0.876	0.907	0.918	0.657
	CE2	0.899			
	CE3	0.808			
	CE4	0.883			
	CE5	0.553			
	CE6	0.808			

In addition, Table 2 exhibits the correlations among internal constructs to examine discriminant validity and shows all standardised factor loadings to be greater than recommended > 0.50 threshold (Gefen and Straub, 2000). Lastly, convergent or discriminant invalidity indexes are found. Hence the collected data is entirely appropriate for further analysis.

Table 2 Model validity measure

	<i>CR</i>	<i>AVE</i>	<i>MSV</i>	<i>MaxR(H)</i>	<i>PT</i>	<i>AQ</i>	<i>UF</i>	<i>CE</i>	<i>HM</i>	<i>VA</i>	<i>TL</i>
PT	0.913	0.677	0.230	0.921	0.823						
AQ	0.954	0.775	0.095	0.954	0.218	0.880					
UF	0.927	0.681	0.230	0.965	0.480	0.308	0.825				
CE	0.918	0.657	0.104	0.948	0.259	0.250	0.276	0.811			
HM	0.919	0.659	0.193	0.967	0.439	0.237	0.396	0.285	0.812		
VA	0.903	0.609	0.100	0.907	0.186	0.290	0.302	0.278	0.316	0.780	
TL	0.854	0.544	0.107	0.877	0.324	0.293	0.327	0.323	0.311	0.245	0.738

4.3 Structural equation model and model fit

According to Hair et al. (2018), the indicators considered to evaluate the model fit including CMIN/df is $1.640 < 2$ in this study, so it is good indicate. Next is about comparative fit index (CFI), $CFI \geq 0.9$ is good, $CFI \geq 0.95$ is very good, $CFI \geq 0.8$ is acceptable (CFA ranges from 0 to 1), in this study CFI is 0.942, which signifies a very good. According to Baumgartner and Homburg (1996), the goodness-of-fit index (GFI) > 0.8 is acceptable, in this study, GFI is $0.816 > 0.8$, therefore it is acceptable. Next is Tucker-Lewis coefficient (TLI) ≥ 0.9 is good (Hair et al., 2010a), in this study $TLI = 0.937 > 0.9$, which is also highly appropriate. Next, the value of root mean square of approximation (RMSEA) ≤ 0.03 indicates good fit (Hair et al., 2010a), The result of RMSEA is 0.051, which indicates that it is sufficiently acceptable.

As shown in Table 3, the sig. of AQ on PT is $0.688 > 0.05$, so the variable AQ has no effect on PT. Besides, the sig. of valence (VA) that affects PT is $0.565 > 0.05$, so the

variable VA also has no effect on PT. Additionally, the sig. of TL on PT is $0.042 < 0.05$, therefore the variable TL has an affect on PT. In addition, All of the remaining variables have a significance level of 0.000 (AMOS symbol *** indicates a significance level of 0.000), so all of these correlations are considered significant. Hence, there are 3 variables affecting PT including UF, TL, HM, and there is 1 variable affecting CE, which is PT. Thus, in six hypotheses, we reject H2, H5 and accept the remaining hypotheses H1, H3, H4, and H6.

Table 3 Structural model estimation

<i>Hypothesised paths</i>	<i>Std beta</i>	<i>Std error</i>	<i>t-values</i>	ρ	<i>Results</i>
Perceived trust $\leftarrow$ argument quality	0.027	0.066	0.401	0.688	Not supported
Perceived trust $\leftarrow$ usefulness	0.334	0.067	4.989	***	Supported
Perceived trust $\leftarrow$ timeliness	0.152	0.075	2.033	0.042	Supported
Perceived trust $\leftarrow$ homophily	0.254	0.061	4.183	***	Supported
Perceived trust $\leftarrow$ valence	-0.043	0.074	-0.575	0.565	Not supported
Consumer engagement $\leftarrow$ perceived trust	0.274	0.066	4.131	***	Supported
Consumer engagement $\leftarrow$ perceived trust $\leftarrow$ argument quality	0.301	0.078	3.521	***	Supported
Consumer engagement $\leftarrow$ perceived trust $\leftarrow$ usefulness	0.285	0.082	2.667	0.012	Supported
Consumer engagement $\leftarrow$ perceived trust $\leftarrow$ timeliness	0.208	0.065	2.448	0.025	Supported
Consumer engagement $\leftarrow$ perceived trust $\leftarrow$ homophily	0.137	0.083	3.622	0.008	Supported
Consumer engagement $\leftarrow$ perceived trust $\leftarrow$ valence	0.182	0.063	2.981	***	Supported

Note: *** p values = 0.000

Among UF, TL and HM, the results show that UF is the strongest predictor among other variables and β is 0.334. The second factor belongs to HM, which β is 0.275. Finally, TL has the lowest impact on PT which β is equal 0.136 compared to the other two variables. Besides, PT factor also has an impact on CE which β is equal 0.274.

4.4 The mediating analysis

The cause-effect relationships among UF, valence, TL, HM, AQ, PT and CE are estimated for the evaluation the feasibility of conducting mediation analysis using bootstrapping approach. To estimate this mediation effect and a confidence interval, the bootstrap methodology was employed. The analysis approach involves bootstrapping 2,000 samples and calculating bias-corrected confidence intervals at a 95% level of significance. As for the results, Table 3 indicates that UF, TL, HM have significant relationships on PT; further associated with CE towards domestic tourism and hospitality activities. Excitingly, AQ and valence are all not significantly related to PT through

destination-related information in social media. The mediation results in Table 3 shows that PT fully mediates the relationship between the AQ ($\beta = 0.285$, $t = 3.521$), valence ($\beta = 0.182$, $t = 2.981$) and CE. Interestingly, this study confirms that there is indirect relationship between the variables for UF ($\beta = 0.208$, $t = 2.667$), TL ($\beta = 0.137$, $t = 2.448$), HM ($\beta = 0.301$, $t = 3.622$), and CE. Furthermore, the associations between UF, TL, HM and CE are partially mediated by PT, respectively.

5 Discussion, conclusions, and implication

Despite the anticipated role of valence (VA) as a significant predictor of PT, the results of this study provided no support for these hypotheses ($\text{Sig.} = 0.565 > 0.05$). Previous studies have suggested that VA has a positive effect on PT (Sparks and Browning, 2011), however, inconsistent with expectation, no relationship between VA and PT was found in this study. Therefore, it should be noted that Valence of UGC not has an impact on PT in this study. Likewise, previous studies have shown that AQ also has a positive effect on PT. Furthermore, the level of AQ in online reviews has been demonstrated to exert a substantial influence on customer trust, consumer purchase intent, customer engagement or interaction (Teng et al., 2014). However, the results of this paper show that the AQ has no impact on PT ($\text{Sig.} = 0.688 > 0.05$). Therefore, it is also important to note that there is no relationship between AQ and PT in this study.

Based on the analysis above, UF of generated sources by users has a positive effect on PT ($\beta = 0.334$, $\text{Sig.} < 0.05$). Therefore, Hypothesis 1 is supported by the data analysis. Moreover, the result of this study is similar to Zhao et al. (2015), with UF has a significant positive impact on PT and CE. UF of UGC is very important, previous studies have emphasised the importance of UGC in the service context, especially in the tourism and hospitality sectors. As relevance, the utility of information is a critical determinant for assessing its UF as tourists actively search out information that can assist them in mitigating risks, obtaining more practical information, and applying it to their forthcoming travel endeavours (Hussain et al., 2017). Continuously, the result of TL is consistent with the results of previous studies, indicating a positive impact on PT ($\beta = 0.136$, $\text{Sig.} < 0.05$). Therefore, hypothesis 3 is supported. This is completely similar to the results of previous studies. Previous studies have suggested that the time factor plays an important role in gaining customer's trust and interest, providing up-to-date information will arouse the attention and trust of potential consumers (Fong et al., 2018), this also fits perfectly in the context of this study. Furthermore, this study delivers the positive impacts of HM on PT ($\beta = 0.275$, $\text{Sig.} < 0.05$). Therefore, Hypothesis 4 is supported by the data analysis. According to the findings of prior research, homophilous information is believed to have an effect on consumers while they are making decisions (Mainolfi et al., 2022). In the context of this study, HM is well suited to promote awareness and trust among people of the same age, interests, and views on social networks such as eWOM from video bloggers (Filiari et al., 2023). Furthermore, the consistency is highly relevant reflecting the significant association between source HM and purchase intention and behavioural engagement in social media interactions with multimedia posts shared by peers (Onofrei et al., 2022). Next, the result shows that PT has a positive impact on CE ($\beta = 0.274$, $\text{Sig.} < 0.05$). Therefore, hypothesis 6 is supported. The result of this study is consistently similar with the finding of Cheng et al. (2017), high-trust customers tend to develop strong relationships with the company, and they are more likely to interact with

service providers they trust. Similarly, the study indicates that cultivating customer trust among fellow consumers and marketers is crucial for enhancing CE in social media brand communities (Samarah et al., 2022). Likewise, the previous study suggest the level of PT among companies mediates the relationships to CE for their products and services within hospitality and tourism industry (Rather, 2019).

Fascinatingly, the results of study indicate the association between AQ and valence are fully mediated; and UF, HM and TL are partly mediated by the role of PT, respectively. This results is similar to the findings in previous study indicating that trust as source credibility factor mediates purchase intention and consumer behavioural engagement through interactions with multi-posts shared by peers on social media platforms (Onofrei et al., 2022). Also, the contributions of initial trust as the mediator are significant among elements of consumption values and consumer involvement via mobile payment apps (Chakraborty et al., 2022).

Thus, this paper advocates for greater attention to be paid to the core antecedents and consequences of CE activities towards prior travel experiences' contents across all stages of the travel cycle. The results deliver the superior importance of content elements including UF, TL, and HM that facilitates tourists' PT through travel online platforms and communities. Considerably, the emerging context of tourism recovery has stretched out a breakthrough picture of behavioural changes in new habits of travellers since the years of infection and crisis.

5.1 Theoretical implication

Based on the research findings, this study has three theoretical implications. First, this study contributes to the tourism trust and CE body of literature by integrating simultaneously the concerns of pandemic fears, social media, and online users' cognition through travel information on social networking sites and platforms. It provides the insights into the essence of systematic-route aspects of information on social platforms and its effects on traveller's online engagement at the recovery point of pandemic for their coming trip or revisiting a destination.

Second, the paper additionally offers a comprehensive analysis of the mediating effect of PT on destination, a relationship that has not yet been addressed in extant literature. Due to the close associations among trust and destination image, trust is convinced to enable tourists to draw physically and mentally a positive image during their trip (Liu et al., 2019) and even during the pre-trip stage examined in this study. The measurement scales of trust towards destination in this study were retrieved from various dimensionality of trust concept such as authorities, other tourists, employees, residents, and agency.

Third, this study proposed the research framework on the base of HSM and CE theory as new collaboration to validate the tourists' online engagement activities for their trip. Also, HSM offers the groups of systematic constructs to measure the quality of online information achieved in social media; and the role of trust towards destination contributes to the new relationship on engagement. Significantly, exploring these relationships provide more directions in consumer online activities and uncertainty avoidance during crises/pandemic visiting.

5.2 *Practical implications*

In addition to the theoretical dimension, the study has four practical implications. First, nowadays, travellers are accustomed to accessing the internet to get information and seek views when planning their holiday, so the messages shared in online reviews or marketers' posts must provide all the necessary information, capable of answering questions and doubts in the mind of the customers. With previous experiences shared by consumers on online reviews, it serves as a cue for potential consumers and makes them feel more confident and less risky in their choice when choosing hotels or tourist destinations. Therefore, this result calls for the attention of hospitality and entrepreneurs' management (e.g., travel agencies and firms, restaurants, hotels and lodging and tour package services) in enhancing the effective marketing tactics and offering empirical evidence for better opportunities to leverage tourists' involvement and their further engagement for pre-trip. Moreover, hotel owners, tourist destination management or marketers should consider promoting the uniqueness of travel products in matching tourists' UF of relevance, updated information and the similarity among creators and receivers. Also, small – and medium-size businesses who often have restricted access to various marketing resources, are strongly urged to embrace this strategy and collaborate with travel content creators and vloggers to raise their brand awareness and approach underserved bases of customer.

Second, as discussed in the previous section, the internet is presently in a state of information overload where online hotel reviews can be flooded with outdated, irrelevant, and out of date reviews and comments. As time goes on, the services provided to consumers may be improved or downgraded, so recent reviews seem more accurate than older reviews. To help consumers find information, content creators/marketers need to constantly update the latest, most relevant articles that accurately reflect the current situation of the destination or hotel. In addition, content creators/marketers can choose to include additional features in online reviews, such as filters to sort comments by the date they were posted. The findings of the present study revealed the cognitive route of audiences through level of HM and their own perceived UF and TL, positively affects PT and thus drive their willingness to engage on planning activities towards coming trips. Then, travel-content reviewers and makers should be as authentic and reliable as possible in their creation. For instance, they should show no bias in the documentation of their trip experiences, both good or bad sides of view.

Third, given that PT significantly affects CE in exposing online generated content about travel products and services such as accommodation, tickets, and even pricing consideration, service providers and practitioners should emphasise about relevant needs and expectation, useful information. Furthermore, tourism firms should be transparency in term of pricing and local knowledge towards destination or attraction that may also help guests estimate considerably economic value with no hidden information. When customers have trust and confidence in provided contents, they will engage in more engagement, loyalty, and long-term engagement. Similar to the research of Cheng et al. (2017), customers with high trust tend to develop strong relationships with the company and they are more likely to interact with service providers they trust.. Hosts are recommended to enhance tourists' enjoyment and pleasure by conveying the images of their facilities and necessities about nearby attractions, transportation, and restaurants, for instance.

Fourth, the insights of current study translate directly into managerial implication in tourism ecosystem management, especially in urban smart sector. City administrators and businesses are encouraged to foster the development of smart tourism on social media platforms (Brandt et al., 2017). Destination governments and policy makers thus may rely on the widespread availability of mobile devices and social media without having to make any initial investments in physical infrastructure and complementary assets. The emergence of social media, attributed as online generated-content, enables enterprises and services to give better customised promotional messages and activities and city officials anticipating mobility patterns.

5.3 Limitations and future research

Although this study has provided some useful information and knowledge, there are still some limitations. Firstly, the population of the study is in the south of Vietnam, however, due to the limitation of research time and the health epidemic situation, it is not possible to collect the research sample in many different places, but only focus on provinces such as Binh Duong, and Ho Chi Minh City. Therefore, the results do not represent the full picture in the context of southern Vietnam. Moreover, as it is known, conducting an online survey has some limitations in terms of the representativeness of our samples. Although in the context of health pandemic, this method is efficient and convenient for data collection, sample composition may be limited to young people because of older generations' accessibility issues. Notably, more than 99% of the sample respondents were people aged 18 to 28. Finally, the translation of the survey from English to Vietnam language somehow does not reflect the exactly meaning, which leads to narrowing down the comprehension of these variables including UF, valence, TL, HM, AQ, PT, and customer engagement. Therefore, it also partly affects the survey making process and survey results of the respondents

Continuously, further research is needed to increase the number of respondents and to expand the survey scale in other provinces of Vietnam such as the Northern and Central provinces so that the research results are more accurate and reliable. Next, because in the present study, more than 99% of respondents were aged 18–28 years old, so a future study is suggested to investigate and focus on research in a greater variety of age groups to be able to compare the differences between the ages, improving the reliability of the study. Moreover, the questionnaire survey should be divided into both online and offline to increase the response rates, accuracy rates and reduce the incorrect responses and to strengthen the generalisability of the research model.

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