

AN ANALYSIS OF HOW SHORT-FORM VIDEO
ADVERTISING ON TIKTOK AFFECTS
MILLENNIAL HOTEL BOOKING INTENTION

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ABSTRACT

With the development of social media, short video platforms like TikTok have played an important role in modern consumers' lives, especially in the hotel and tourism industry. This paper examines the impact of TikTok advertisements on the hotel booking intentions of Chinese millennial consumers. The study used the Stimulus-Organism-Response (S-O-R) model to explore how TikTok video elements (engagement, creativity, credibility) influence millennials' hotel booking intentions through consumer engagement. Through the analysis of data from 394 valid questionnaires, the study found that engagement, creativity, and credibility in TikTok advertisements significantly positively affect consumer engagement, which in turn positively affects their hotel booking intentions. These findings not only fill the gap in existing research but also provide empirical evidence for hotel marketing strategies. It is suggested that hotels focus on the engagement, creativity, and credibility of video content in TikTok advertisements to attract more millennial consumers.

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APPROVAL SHEET

This dissertation/thesis entitled “**An Analysis of How Short-Form Video Advertising on TikTok Affects Millennial Hotel Booking Intention**” was prepared by AN SHUKE and submitted as partial fulfillment of the requirements for the degree of Master of Business Administration (Corporate Management) at Universiti Tunku Abdul Rahman.

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Yours truly,



(AN SHUKE)

TABLE OF CONTENTS

CHAPTER 1 INTRODUCTION	1
1.1 Research Background	1
1.2 Problem Statement	5
1.3 Research Questions	7
1.4 Research Objectives	8
1.5 Significance of the Study	8
1.5.1 To Managerial Decision Makers	8
1.5.2 To the Academics	9
1.6 Organization of Chapter Layout	10
CHAPTER 2 LITERATURE REVIEW	12
2.1 The Stimulus-Organism-Response Model Theoretical Framework	12
2.1.1 Overview of Stimulus-Organism-Response Model	12
2.1.2 Past Stimulus-Organism-Response Model Studies	14
2.2 Hotel TikTok Marketing and Millennial Booking Intention	19
2.2.1 Hotel Marketing	19
2.2.2 Short Video, TikTok and HHT	22
2.2.3 Millennial	26
2.2.4 Consumer Engagement	29
2.2.5 Booking Intention	30
2.3 Development of Hypothesis	33
2.3.1 Involvement in TikTok Advertising and Consumer Engagement	33
2.3.2 Creativity in TikTok Short Video and Consumer Engagement	35
2.3.3 Credibility in TikTok Short Video and Consumer Engagement	36
2.3.4 Consumer Engagement and Hotel Booking Intention	38
2.4 Current Study Research Model	39
CHAPTER 3 METHODOLOGY	40
3.1 Research Design	40
3.2 Sampling Design	43
3.2.1 Target Population	43
3.2.2 Sample Size	43
3.2.3 Sampling Method	45
3.3 Data Collection Method	45
3.3.1 Development of Questionnaire	45
3.3.1.1 Pre-test	46
Table 3.2: Pre-Test Result	47
3.3.1.2 Pilot Study	49
3.3.1.3 Questionnaire Design for Main Study	50
3.3.2 The Field Work of the Main Survey	54
3.4 Data Analysis Tool	55
3.4.1 Descriptive Analysis	55

3.4.2 Inferential Analysis	55
3.5 Ethical Considerations	57
CHAPTER 4 RESULTS AND DISCUSSION	59
4.1 Descriptive Analysis	59
4.1.1 Sample Descriptive Statistics	59
4.1.2 Variable Descriptive Statistics	62
4.2 Inferential Statistical Results	63
4.2.1 The Reliability of Variables	63
4.2.2 Exploratory Factor Analysis	64
4.2.2.1 KMO Test	64
4.2.2.2 Principal Component Analysis	65
4.2.2.3 Rotational Load Factor	67
4.2.3 Confirmatory Factor Analysis	68
4.2.3.1 Convergent Validity	68
4.2.3.2 Discriminant Validity	70
4.2.4 Correlation Analysis	71
4.2.5 Structural Equation Model	73
4.2.5.1 Collinearity Testing	74
4.2.5.2 Model Fit Testing	75
4.2.5.3 Path Analysis	76
4.2.5.4 Mediation Testing	78
4.3 Current Developed Research Model	80
4.4 Summary of the Results	80
CHAPTER 5 CONCLUSION AND IMPLICATIONS	81
5.1 Accomplishment of Research Objectives	81
5.2 Implications	83
5.2.1 Implications to Managerial Decision Makers	83
5.2.2 Implications to the Academics	86
5.3 Research Limitations and Recommendations	87
REFERENCES	90

LIST OF TABLES

	Details	<i>Pg no.</i>
Table 2.1	Past Stimulus-Organism-Response Studies	16
Table 3.1	Overview of Past Studies' Research Design Approach	41
Table 3.2	Pre-Test Result	47
Table 3.3	Pilot Study Reliability Test Result	50
Table 3.4	Measuring items of Current Research's Variables.	52
Table 4.1	Sample Demographic Characteristics	59
Table 4.2	Descriptive Statistical Analysis of Variables	63
Table 4.3	Reliability Test Result	64
Table 4.4	KMO and Bartlett's Test of Sphericity Results	65
Table 4.5	Eigenvalues and Explained Variance for Initial and Rotated Factors	66
Table 4.6	Rotated Factor Loadings Plot	68
Table 4.7	Factor Loadings, AVE, and CR for Measured Constructs	69
Table 4.8	Inter-Construct Correlations and Square Roots of AVE	71
Table 4.9	Correlation Matrix of Constructs	72
Table 4.10	VIF Values	74
Table 4.11	R ² and Q ² Values	76
Table 4.12	Path Coefficients and Hypothesis Testing Results	77
Table 4.13	Mediation Analysis Results	79
Table 4.14	The Summary of the Confirmation of Current Hypotheses	80

LIST OF FIGURES

	Details	<i>Pg no.</i>
Figure 2.1	Stimulus-Organism-Response Model	13
Figure 2.2	TikTok Hotel Advertising Details Display	26
Figure 2.3	Current Conceptual Model	39
Figure 3.1	Morgan Krejcie Sample Size Table	44
Figure 4.1	Structural Equation Model Results	78
Figure 4.2	Current Developed Research Model	80

CHAPTER 1

INTRODUCTION

1.1 Research Background

Social media plays a crucial role in modern consumer life. With the rapid development and popularization of Internet technology, social media has become one of the main platforms for people to obtain information, exchange views, and share experiences. Previous studies have demonstrated that social media is an important tool for effectively attracting consumers in the hospitality, tourism, and travel (HTT) sector, significantly influencing tourists' behavioral intentions and actual behaviors (Minazzi, 2015; Varkaris & Neuhofer, 2017; Gupta, 2019). Social media, by offering more personalized and interactive content, has created a new way to connect brands and consumers, providing new opportunities for interaction and communication in the HTT field (Chan & Guillet, 2011; Hamouda, 2018). Each interaction, from likes and comments to shares, can potentially influence consumers' hotel choices and booking decisions.

TikTok, one of the world's most popular emerging short video social media platforms, allows users to browse various types of short videos. According to Du et al. (2020), TikTok plays a crucial role in changing travel behaviors and modulating travel experiences, and it has been widely applied in the HTT sector. In the past, Chinese

hotels mainly used WeChat, Weibo, hotel websites, and Online Travel Agency (OTA) platforms for marketing (Guillet et al., 2015; Zhang et al., 2015; McCartney & Pek, 2018), in recent years, the rise of TikTok has brought significant benefits to the hotel industry, making it an excellent marketing tool for hotels. Previously, consumers could only rely on images and text descriptions to obtain hotel information through traditional channels, but now short videos provide them with richer content, building on research by Li et al. (2020), which indicates a young traveler preference for audiovisual information sources when planning trips. Since covid19, TikTok has become the main platform influencing accommodation choices in China (Lau, 2020; Zhou et al., 2023).

Compared to other social media platforms, TikTok has two major advantages. Leveraging its massive user base, TikTok presents a powerful marketing opportunity. According to official statistics, the platform boasts 780 million daily active users in China alone, averaging a staggering 150 minutes of daily engagement per user (TikTok, 2023). This translates to strong user engagement and high usage frequency. Furthermore, research by Xiao et al. (2023) suggests that TikTok's big data capabilities enable efficient and targeted customer acquisition. By leveraging this, short videos can be effectively distributed to relevant audience groups, potentially at a lower cost compared to traditional marketing channels. Nowadays, more and more users are sharing their travel and hotel experiences on TikTok. Following this trend, major hotel brands have created their own official TikTok accounts to post related

content, or they invite TikTok influencers to their hotels to introduce the hotel environment and services through videos on TikTok and share their stay experiences, with the large following and influence of these TikTok celebrities, they have, in some cases, increased users' booking intentions, attracting a significant number of potential customers for the hotels (Haenlein et al., 2020; Yang and Ha, 2021).

According to the seventh national census (2021) by the National Bureau of Statistics of China, the millennial generation in China accounts for 29% of the total population, approximately 400 million people. Millennials grew up in a world shaped by a commercialized information society, being products of informatization, globalization, and marketization (Fish, 2015), and they exhibit high levels of activity and engagement on the internet and social media. They often use social media to obtain information, share experiences, and participate in discussions. Social media has a significant impact on the purchasing decisions of Chinese millennial consumers, influencing their choices of goods and services (Han, 2019). In hotel selection decisions, Millennials also tend to rely on recommendations and reviews on social media platforms to make their choices (Shi et al., 2019; Han & Chen, 2021). Therefore, effectively leveraging TikTok to attract millennial consumers is crucial for hotel marketing.

In the post-pandemic era, Chinese HTT industry has been continuously expanding, maintaining a high growth rate over the past few years. According to the "National

Star-rated Tourist Hotel Statistics Survey Report for the Fourth Quarter of 2023" released by the Ministry of Culture and Tourism of China, in the fourth quarter of 2023, the total revenue of star-rated hotels nationwide was 42.436 billion RMB, with dining revenue accounting for 41.42% and room revenue accounting for 41.89% of the total revenue, showing a year-on-year growth of 16.07%. Data from the China Tourist Hotel Association indicates that the market size of China's hotel industry is expected to be 86.66 billion USD in 2024, reaching 128.04 billion USD by 2029, with a compound annual growth rate of 8.12% from 2024 to 2029. According to data from the China Tourism Academy, the number of five-star hotels in China will exceed 3,000 and four-star hotels will exceed 8,000 in 2024 (Ministry of Culture and Tourism of the People's Republic of China, 2023). The hotel industry in China is an important component of the country's tourism economy, making a significant contribution to the overall national economic output.

Due to its unique product characteristics, the hotel industry can showcase its products' visual information to the market through videos, giving it an advantage over other industries. Research on the impact of TikTok advertising on Millennials' hotel selection decisions is limited, but existing studies provide valuable insights. Dramićanin (2023) and Salwanisa (2023) both highlight the significant influence of TikTok on travel and purchase decisions, respectively. These studies suggest that TikTok advertising can play a crucial role in shaping Millennials' perceptions and choices. Similarly, Gesmundo (2022) and Fong (2024) emphasize the role of TikTok

in enhancing brand awareness and purchase intentions, which are key factors in hotel selection. Besides that, studies have shown that there is a positive correlation between video elements and purchase intention (Byun & Seyun, 2020). These findings collectively suggest that TikTok advertising can potentially have a significant impact on Millennials' hotel selection decisions. However, further research is needed to explore this relationship in more depth.

1.2 Problem Statement

Existing research mostly focuses on the impact of social media on the choice of travel destinations or hotel booking intentions (Ho et al., 2022; Varkaris & Neuhofer, 2017; Chu et al., 2020; Pop et al., 2021), research on specific platforms or channels mostly pertains to major foreign platforms such as Facebook and Instagram (Le, 2018; Abuhashesh et al., 2019; Mariani et al., 2019). Research on TikTok and the HTT industry primarily focuses on TikTok's influence on the selection of travel destinations and the regulation of tourist behavior. Du et al. (2020) believe that TikTok can shape destination images and the travel motivations of potential tourists. The research by Zhou et al. (2023) also indicates that short videos on social media play an important role in tourism marketing and have a significant regulatory effect on destination choice. As various industries apply TikTok as a marketing tool, the hotel industry has begun to recognize TikTok's power and incorporate it into their marketing mix strategies to attract users and increase occupancy rates. Sheraton Jakarta Hotel has addressed low occupancy rates during the COVID-19 period by

releasing creative promotional videos on the TikTok platform (Astini & Suyuthie, 2021). Therefore, this study fills a research gap by examining the relationship between TikTok videos and millennial consumers' hotel booking intentions.

Another research gap in this field that needs to be addressed is the relationship between the elements of TikTok videos and their specific impact on consumers' hotel booking intentions. Previous research has examined the impact of general elements of TikTok videos on travelers' experiences and motivations (Du et al., 2020). Researchers have found that the sociability and vividness of TikTok videos can have a positive impact on product sales (Ge et al., 2021). Additionally, according to Ge et al. (2020), videos with large number of comments increase product sales, as the number of comments has statistical significance compared to likes and shares, resulting in stronger advertising effects. Feng and Xie (2019) demonstrated the importance of creativity in online video ads for advertising effectiveness from three dimensions: message usefulness, novelty, and ad-consumer association. Pop et al. (2021) suggested that the credibility of social media influencers (SMIs) is a very important aspect of successfully influencing tourists' destination decisions. As early as 1996, Ducoffe indicated that engagement, creative content, and credibility are prerequisites for the value of online advertising (Ducoffe, 1996). Argyris et al. (2021) further demonstrated that in social media marketing, the basic elements that attract consumer attention are engagement, creative content, and credibility, making communication with potential customers easier. Although the above studies have shown the potential

influence of advertising elements on consumer purchase intentions, they have not yet been substantively studied within the hotel industry. This study examines whether elements of TikTok videos, such as involvement, creativity, and credibility, influence millennial consumers' hotel booking intentions.

Since Chinese Millennial population is large, this study selected Millennials living in Kunming, Yunnan. Yunnan is a major tourist province in China, so it is more representative to choose Millennials in this region as the main respondents.

1.3 Research Questions

Based on the statement of problems explained above, the following research questions are examined:

- i. To what extent does TikTok advertising influence Millennial hotel reservation intentions?
- ii. Compared to traditional advertising channels, how effective is TikTok advertising in driving hotel reservation decisions among Millennial?
- iii. What are the key factors within TikTok advertising that influence Millennial consumers' decisions to book a hotel after seeing an ad?

1.4 Research Objectives

Generally, this study aims to examine how short-form video advertising on TikTok affects Millennial hotel booking intention. Specifically, this study intends:

- i. Investigates the influence of TikTok advertising on hotel reservation intention among Millennial.
- ii. Identify the key factors contributing to the effectiveness of TikTok advertising in influencing consumer purchase decisions.

1.5 Significance of the Study

1.5.1 To Managerial Decision Makers

Zhou et al. (2023) believe that social media plays a crucial role in disseminating tourism information and influencing tourists' travel decisions, because Parvaneh et al. (2014) pointed out that information gathering can effectively reduce the risks and uncertainties in travel decision-making. TikTok, as the most popular short video social media platform, has a huge traffic advantage, and in recent years, various industries have been using TikTok for marketing, more and more TikTok ads are appearing in front of consumers, significantly changing the marketing environment and bringing opportunities to the hotel industry. Therefore, understanding and effectively utilizing TikTok is crucial for the hotel industry. Compared to past marketing methods, hotel promotions on TikTok are faster, more comprehensive, and

more interactive, making intangible services tangible. If hotels want to gain a greater competitive advantage in the market, they must optimize their TikTok marketing strategies, therefore, exploring the relationship between TikTok ads and hotel consumers is necessary. Millennials, who are currently one of the most affluent generations in China and a primary user group of TikTok (Zhou et al., 2023), are crucial for hotels to attract. This study analyzes the impact of various elements of TikTok ads on millennial consumers' hotel booking intentions, compared to traditional advertising channels, provide new ideas for TikTok marketing in hotels and offers some reference value for the content of hotel TikTok ads, help hotels understand how to create effective video ad content to attract more millennial consumers to book hotels.

1.5.2 To the Academics

This study analyzes the elements of TikTok videos, filling the gap in social media literature regarding the impact of TikTok on hotel booking intentions, there has been no specific past research on the relationship between TikTok video elements and hotel booking intentions previously. Past studies on TikTok have mainly focused on exploring factors affecting user engagement and addiction to short video applications, thus overlooking the commercial value of short video platforms (Xiao et al., 2023). In the HTT field, Zhou et al. (2023) investigated the factors influencing young Chinese tourists' decisions to use TikTok by comparing millennials and Generation Z; Du et al. (2020) studied TikTok from the aspects of shaping destination image and tourists'

travel motivations, Li et al. (2020) and Wengel et al. (2022) explored the impact of short videos on tourism destinations. Compared to these studies, this research provides evidence of consumer behavior that increases hotel booking intentions through TikTok. The Stimulus-Organism-Response (S-O-R) model has been widely used in the study of consumer behavior in the online marketing environment, this study uses this model to explain the relationship between TikTok video elements, consumer engagement, and booking intentions from the consumer's perspective, enhancing the theoretical model.

1.6 Organization of Chapter Layout

This thesis is divided into five chapters. Chapter One outlines the research background, problem statement, introduces the research questions and objectives, and briefly discusses the potential contributions of this thesis to hotel industry practices and academic literature. Chapter Two, the literature review, introduces the basic theoretical framework of the S-O-R model and analyzes related research models to identify gaps in the literature. It discusses hotel marketing, the relationship between short videos, TikTok, and HTT, and reviews relevant literature on related concepts appearing in this study, providing theoretical support for the hypotheses. Finally, the hypotheses are proposed, and a research model is established. Chapter Three introduces the research methodology, discussing the design methods of the study and sample, the development of the questionnaire, the data analysis methods, and the ethical considerations involved in this study. Chapter Four comprises the data analysis

and discussion of this research. The data collected from the questionnaires are processed and analyzed using data analysis software to support the proposed hypotheses. Chapter Five summarizes the research findings, discusses their implications for the hotel industry and academia, points out the remaining limitations of this study, and provides suggestions for future improvements.

CHAPTER 2

LITERATURE REVIEW

2.1 The Stimulus-Organism-Response Model Theoretical Framework

2.1.1 Overview of Stimulus-Organism-Response Model

Mehrabian and Russell (1974) proposed the famous S-O-R model based on environmental psychology, pointing out that approach and avoidance behaviors are two intuitive responses to environmental stimuli, treating various environmental factors as antecedent variables, consumers' psychological motivations such as emotions and cognition as mediating variables, and approach or avoidance behaviors as outcome results. Among them, stimulus (S) represents the factors related to an individual's cognitive and emotional states, organism (O) represents the individual's actual psychological state after being exposed to different stimuli, and response (R) indicates the behavior an individual produce after undergoing cognitive and emotional processes, which can manifest in various forms.

Chevalier and Mayzlin (2006) argue that the S-O-R model is an additional extension of the stimulus-response model in psychology, capable of exhibiting diverse forms. The S-O-R model can be further divided into stimulus and response, indicating that an individual's actual psychological activity is a black box. With the progress and development of psychology, the viewpoint that an individual's inner activities are a

black box has been widely debated. After research and analysis, scholars added O to the S-R model, which not only allows for a more intuitive representation of an individual's psychological feelings, but also provides a more complete description of the factors influencing users' actual behaviors.

The S-O-R model primarily describes the process where external environmental stimuli (S) induce responses (R) through the intermediary organism (O). The impact results of the organism (O) vary, with one key factor being the differing psychological states of each intermediary organism (O) when receiving external stimuli (S), ultimately leading to different organism responses (R). The S-O-R model diagram is shown in Figure 2.1. Mehrabian and Russell (1974) believes that people do not live in a vacuum environment and are easily influenced by external environmental stimuli, which affect their internal psychological state and ultimately influence their behavior.

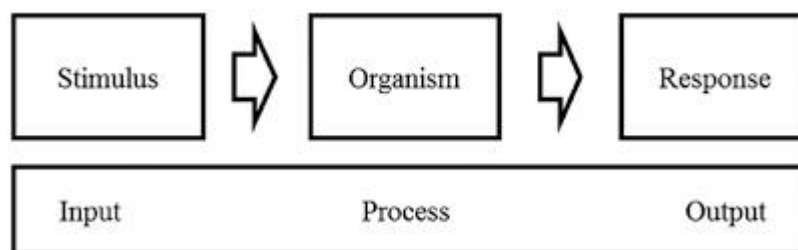


Figure 2.1: Stimulus-Organism-Response Model

Source: Mehrabian & Russell, 1974

Cheong and Morrison (2008) proposed that a more complete S-O-R model can be applied to shopping scenarios to study consumer behavior, clarifying that the store environment can affect individuals' psychological and emotional states, which in turn

help consumers engage in approach-avoidance behavior. Zhang (2017) also believes that the S-O-R theory, when first applied to consumer behavior research, posited that consumers' purchasing behavior is induced by external stimuli, with external stimuli affecting consumers' internal perceptions, generating purchasing motives or intentions, which subsequently influence consumer behavior, the application of the S-O-R theory can link external stimuli received by customers with internal perceptions. The S-O-R model has been widely used in the field of consumer behavior research, providing a solid theoretical foundation and framework for this study. In this study, stimuli are the short video elements (Involvement, Creativity, Credibility), organism is consumer engagement, and response is booking intention.

2.1.2 Past Stimulus-Organism-Response Model Studies

In 1982, Donovan and Rossiter (1982) first applied the S-O-R theory to study the retail industry, they used the shopping environment as the external stimulus, perceived service quality as the intermediary organism, and consumer behavior as the outcome variable to construct the model, ultimately concluding that consumers are influenced by external stimuli affecting their perceived quality, which in turn influences their consumer behavior. Eroglu et al. (2001) were the first to apply the S-O-R theory to the online shopping environment, discovering that the atmosphere of online stores affects consumer behavior and that this influence varies among individuals with different consumer personalities. With the development of the

internet and the information age, the applicability of the S-O-R model has been widely expanded. More scholars have used the S-O-R model as a metatheory in cognitive psychology to analyze user behavior, applying it to research in online marketing environments, to analyze the impact of stimuli in the online environment on users' emotions and behaviors (see Table 2.1).

For example, Emir et al. (2016) studied the factors influencing customers' intentions to book hotels online. Zhu et al. (2019) examined the repeat purchase intentions of Generation Y online consumers in the context of Thailand. Karim et al. (2021) aimed to identify the factors influencing impulse buying behavior on e-retail websites. Baber and Baber (2022) studied the impact of e-reputation, destination image, and social media marketing effort (SMME) on tourists' travel intentions. He (2023) explored how marketer-generated and user-generated photos jointly influence consumers' online hotel bookings. Minh et al. (2024) tested the impact of UGC videos on online purchase intentions. Table 2.1 shows the variables tested and the findings of the above studies. It is worth mentioning that trust and electronic word-of-mouth are the most frequently mentioned variables.

Table 2.1: Past Stimulus-Organism-Response Studies

Source	Tested Variables	Research Finding
Emir et al.,(2016)	Stimulus: Information Quality, Perceived Interactivity, Safety and Privacy, Price and Promotion, e-WOM Organism: Perceived Value Response: Online Hotel Booking Intention	All research factors can effectively affect users' willingness to book hotels online, among which information quality, security and privacy are the most critical.
Zhu et al. (2019)	Stimulus: Website Appearance, Security, Online Promotion Organism: Online Trust Response: Online Purchase Intention	Website security has the greatest impact on trust among Generation Y consumers. Additionally, online promotions are weakest associated with trust among Generation Y consumers. More importantly, the online repurchase intention of Generation Y consumers is positively affected by their trust in the website.
Karim et al. (2021)	Stimulus: Website Stimulus, Marketing Stimulus, Product Variety Organism: Perceived Enjoyment Response: Buying Behavior	Website stimulation, marketing stimulation, and product variety positively influence perceived enjoyment, with perceived enjoyment being a strong predictor of online impulse buying behavior.
Baber and Baber (2022)	Stimulus: Social Media Marketing Efforts (E-Wom, Trendiness, Interaction, Entertainment, Customisation), e-Reputation Organism: Destination Image (Cognitive Image, Affective Image) Response: Intention to visit	There is a significant positive relationship between SMME, e-reputation and destination image. Destination image fully mediates the relationship between e-reputation, destination

		image, SMME, and visit intention.
He (2023)	Stimulus: Marketer-generated photograph, User-generated photograph Organism: Pleasure, Arousal, Dominance Response: Attitude, Intention	The interaction between marketers' scene-related photos and users' socially relevant photos can promote the arousal and dominance of energy, which in turn promotes online booking intentions.
Minh et al. (2024)	Stimulus: UGC Videos Organism: Perceived Credibility, Perceived Diagnosticity, Mental Imagery Response: Online Purchase Intention	When consumers engage with UGC videos, cognitive responses are formed that ultimately have a positive impact on online purchase intentions.

The aforementioned studies all applied the S-O-R model to analyze how online information sources influence consumer purchase intentions in different contexts. This theoretical framework is applicable to this study; therefore, the same model is used in this study to investigate how TikTok video elements influence millennials' hotel booking intentions. Meanwhile, the mediating variables in the aforementioned studies play an important role in explaining consumers' cognitive processes and decision-making behaviors, which can help to better understand how TikTok video elements influence consumers' hotel booking intentions.

However, most of the above studies focus their samples on specific regions or groups, which may limit the generalizability of the findings. This current study expands the sample range to cover more regions and demographic characteristics and conducts similar research in countries with different cultural backgrounds and consumption habits to improve the generalizability of the research conclusions. Additionally, the above studies did not detail how different consumer characteristics (such as age, income, education level) influence purchase intentions. This study refines the research focus by limiting the subjects to Chinese millennial consumers. Finally, most of the above studies mainly focus on consumers' cognitive responses, with less exploration of consumer behaviors. This study delves into consumer engagement within consumer behavior to understand its role in the decision-making process.

2.2 Hotel TikTok Marketing and Millennial Booking Intention

2.2.1 Hotel Marketing

In 1950, N. H. Borden, marketing professor at Harvard University, first proposed the 12 elements of marketing theory. By the 1960s, Jerome McCarthy proposed the famous 4Ps marketing theory, namely Product, Price, Place, and Promotion, abbreviated as the 4Ps marketing theory. This theory is a classic in marketing theory and has had a profound impact on the implementation and development of marketing theory. The core of the 4Ps marketing theory is to meet market demand and orientation by providing the right product, at the right price, through the correct place, and with the appropriate promotion to best satisfy consumer needs. Companies using the 4Ps marketing theory should start from the actual target market demand and marketing environment, combine various marketing mix methods, and align marketing strategies and measures to achieve their objectives.

Booms and Bitner (1981) introduced the 7Ps service marketing theory, this theory builds upon the foundation of the 4Ps marketing theory by adding three additional service-oriented "P"s - People, Process, and Physical Evidence, forming the service marketing theory. The elements of the 7Ps service marketing theory are: Product, Price, Place, Promotion, People, Process, and Physical Evidence. The core of the 7Ps service marketing theory lies in: firstly, achieving the marketing objectives of the enterprise based on all-staff service marketing, where every employee, as the entity of

the enterprise, should actively participate in the marketing activities of the enterprise and proactively assist in marketing to achieve the established goals. Secondly, full-service marketing is an important factor for enterprises to implement marketing activities. Through full-service marketing, enterprises can make consumers participants in the marketing process, communicate with each other, understand the experience and feelings in full-service marketing, and thus improve the quality of enterprise service marketing in a timely manner to meet consumer needs and maximize enterprise marketing profits (Kotler, 2009).

Grusoy et al., (2022) summarized that the core of hotel marketing revolves around meeting guests' reasonable demands, ultimately generating profits for the hotel. Hotel marketing is a form of marketing and an integral part of hotel operations. It is a way to study consumer needs and promote the growth of hotel clientele. It encompasses all business activities from the hotel to the consumer before providing products and services, with the goal of achieving the hotel's predetermined business objectives (Hudson, 2008). Currently, hotel marketing plans all regard the 4Ps marketing strategy as an indispensable theoretical basis. They naturally approach planning marketing strategies from the perspective of the 4Ps marketing strategy, posing questions, analyzing issues, and devising responses, while integrating and applying elements of both the 4Ps and 7Ps marketing theories (Baker & Magnini, 2016). The Chinese hotel market is continuously expanding and developing, with consumers' demands also constantly changing and increasing. Formulating scientific and rational

marketing strategies is directly linked to the development of hotels, and marketing methods suitable for hotels also contribute to enhancing market competitiveness. From the perspective of the 4Ps, marketing strategies that primarily satisfy core utility can better grasp market trends and seize opportunities (Goi, 2009). With the 7Ps as the theoretical basis, appropriate measures can be taken to encourage consumers to purchase certain goods or services, analyze hotel consumer loyalty, and determine the comprehensive impact of marketing on hotel consumers (Kim & Lee, 2022).

COVID-19 has pressed the pause button for the hotel industry, diminishing the focus on traditional offline marketing. Meanwhile, the rise in popularity of short videos during this period has brought some reflections to the hotel industry. By analyzing actual review data from hotel service online platforms, it was found that consumers tend to have strong negative emotions after the outbreak of the epidemic. Consumers' views on hotel marketing have changed significantly, with a significant increase in attention to internet marketing (Sidorkiewicz & Orfin-Tomaszewska, 2022). In order to respond to intense competition and unexpected situations, hotels must continuously understand market changes, be aware of more consumer needs, and based on their own strengths and resources, develop marketing strategies that are consistent with market and consumer demands. Due to the emergence and development of the internet and new media, traditional marketing methods are no longer sufficient to meet the needs of today's consumers. Hotel marketing methods should also become more diverse and flexible. From the traditional 4Ps and 7Ps marketing models of the

past to internet marketing, marketing models that have emerged with the development of the internet have profoundly influenced and changed traditional hotel marketing methods. The era of hotel internet marketing has arrived. The internet digital transformation of the hotel industry is a gradual process that can create unique value for customer experience. However, the marketing of the vast majority of hotels still remains in the theories of 4Ps and 7Ps. How to integrate traditional 4Ps and 7Ps marketing models with online internet marketing is a topic worth considering. Internet marketing requires long-term management and continuous supplementation of development potential in order to establish a long-term relationship with customers (Jayawardena et al., 2023).

2.2.2 Short Video, TikTok and HHT

Short videos are a form of disseminating information to users based on mobile internet, using smartphones and other devices as terminals. The rapid rise of short videos is mainly due to two reasons: on the one hand, the widespread use of mobile smart terminals and 5G network communication technology; on the other hand, short videos have become a habit for many users due to their fragmented dissemination, making them more advantageous compared to other video formats. According to Aydin et al. (2021), image information on social media is more attractive than text information. However, because videos stimulate both auditory and visual senses and are more dynamic than images, the communicative power of video information is stronger than that of textual and graphical information. Furthermore, animations and

music in short videos can further evoke consumers' emotions, resulting in stronger stimulation and purchase intentions (Ge et al., 2021).

With the advancement of technology and the change in people's leisure and consumption habits, the scope and popularity of short video applications are increasingly expanding. Nowadays, most corporate marketing activities have shifted from offline to online, especially to short video-based online marketing, gradually becoming a new marketing tool. Past research has also proven the value of short videos as marketing tools. Macomber (2013) pointed out, based on the analysis of statistical data from top-ranked video websites like YouTube, that compared to long videos, shorter video marketing affects consumers' purchasing decisions. Cheredar and Tom (2013) found, through comparing various cases, that compared to other forms of advertisements, short video ads have a higher sales conversion rate. Cheng et al., (2013) believe that the social networks built by short videos have very effective commercial development value for enterprises. Alkhowaiter (2016) proposed that Instagram, just 10 months after its IPO, rapidly grew its global user base and became a well-known social sharing platform. Enterprises also fully utilized the platform's photo and short video functions for online marketing activities. The research results of Ma et al. (2020) indicate that compared to long video presentations, the way information is displayed in short videos can enhance consumers' perception of quality. Nieves-Casasnovas and Lozada-Contreras (2020) believe that through social media platforms, determining corporate marketing communication objectives based on the

content of short videos, types of social media platforms, and other indicators can effectively enhance brand awareness and recognition. The studies of Araujo et al., (2022) and Ngo et al., (2022) also demonstrated that video advertisements on TikTok can effectively influence consumers' purchase intentions.

Based on the presentation format of short videos and the characteristics of the tourism industry, video advertisements are considered better sources of information for tourists searching for travel information compared to photos and text descriptions. Spencer (2013) believes that if short video advertisements for tourism on television channels can fully showcase the attractiveness of tourism destination products, it will have a positive impact on the destination's dissemination effect. Seehaus (2016) believes that utilizing the high traffic and wide user base of YouTube for short video marketing means fully utilizing the massive traffic that short videos have, achieving better advertising results. Cho and Han (2018) studied the relationship between the original short video content published by tourists and their satisfaction, willingness to visit, and willingness to share information about their travel experiences. They found that the quality of information in tourism short videos is a key determinant of user satisfaction. Du et al. (2020) found that TikTok is very important in changing travel behavior and regulating travel experiences. The consumption, recording, and sharing of post-2000 Chinese generations are the main reasons for their participation in short travel videos. Tourists post travel short videos on the TikTok platform mainly for consumption and creating virtual travel fantasies on short video platforms, marking a

beautiful journey through sharing, and recording meaningful experiences in "public diaries." As far as the tourism industry is concerned, short videos have greatly promoted the development of the industry, and consumers have gradually become accustomed to using short videos to understand and make travel plans.

TikTok was launched in September 2016, allowing users to edit and publish videos. Due to its large user base, strong user stickiness, and high frequency of use, TikTok has become the most popular short video social platform in recent years (Shao et al., 2019). The Covid-19 pandemic has had a huge impact on the global hotel industry, however, during this period, Huayu Hotels, a subsidiary of InterContinental Hotels Group, generated over \$45,000 in revenue within three weeks by promoting the hotel through social media platforms such as WeChat and TikTok (Hu et al., 2021). Meanwhile, the Jakarta Sheraton Hotel solved the problem of low occupancy rates by marketing through TikTok during the pandemic (Astini & Suyuthie, 2021). These examples illustrate the importance of TikTok for the hotel industry. In China, more and more hotels have invited TikTok influencers and key opinion leaders to check in and shoot short videos about the hotel. By promoting hotels through TikTok influencers and key opinion leaders, marketing efficiency is enhanced. These TikTok influencers, relying on their fan base and influence, as well as the convenient hotel booking method on the TikTok platform, have increased users' willingness to book, attracting many potential customers for hotels. Figure 2.2 shows the details of an advertisement for Atlantis Hotel in Sanya by a TikTok travel blogger. There is an

"Book Now" button in the lower left corner of the video. Users who want to book the hotel can click this button to jump to the booking page. The page is fully functional, allowing users to book different packages, communicate with the hotel online or by phone directly, and view the hotel's ratings and authentic reviews.

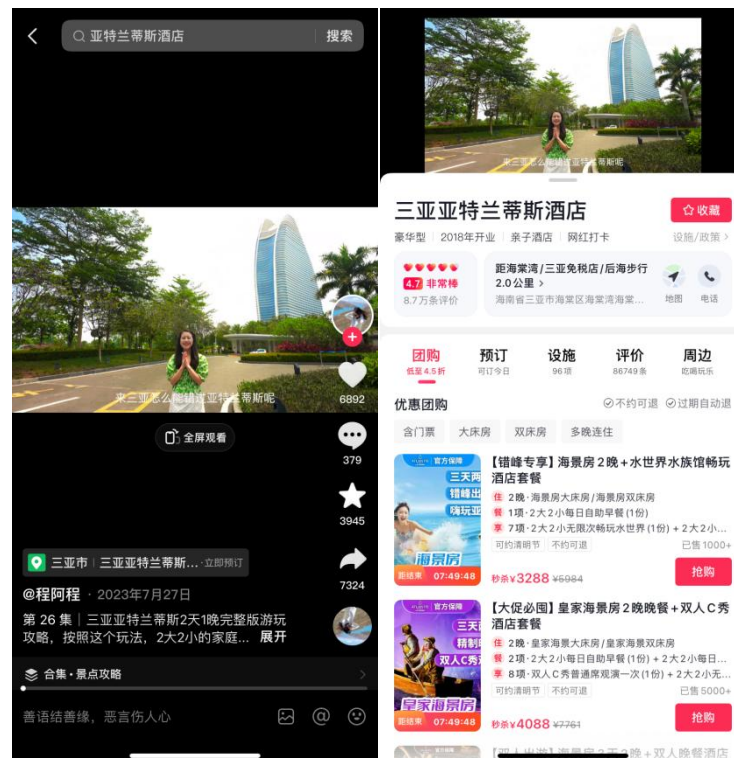


Figure 2.2: TikTok Hotel Advertising Details Display

Source: TikTok

2.2.3 Millennial

Due to differences in birth dates, cultural, political, and social backgrounds, each generation has its own characteristics and features. Research indicates significant differences in consumption levels between different generations, making it more meaningful for businesses to consider generational groups than other demographic

variables when segmenting consumer markets (Eastman & Li, 2012). This study will focus on exploring the Millennial generation.

The Millennial, also known as Generation Y, refers to those born between 1980 and 2000, a term first used by William Strauss and Neil Howe in their book "Generations" (1991). The Millennial has grown up continuously with the flourishing development of technology in the early 21st century, learning and growing in online and technological environments every day (Shihy & Awad, 2022). This generation is recognized for its strong purchasing power, influencing the future direction of the global economy, and being the most important consumer group in the market (Yamawaki & Sarfati, 2019). Because they grew up in the internet age and are accustomed to using online media in their daily lives, this generation possesses the ability to efficiently use the internet and social media. They are the main group of people who engage in online shopping (Muda et al., 2016). As of 2021, the Millennial in China accounts for 29% of the total population, approximately 400 million people (National Bureau of Statistics, 2021). In China, they are also known as the "post-80s" and "post-90s", and they have become the largest generation in China.

Due to the use of traditional online advertising strategies by businesses, they encounter challenges in connecting with the Millennial, as traditional advertising methods no longer effectively capture their attention (Munsch, 2021). In a study, only 2% of Millennials indicated that advertisements increase their trust in a brand

(Laksmidewi & Reinandus, 2022). Millennials perceive some commercial advertisements as misleading and irritating (Schawbel, 2021), leading them to question the authenticity of advertisements. Despite numerous marketing campaigns directly targeting Millennials, improper strategy implementation has led this group to adopt a skeptical attitude towards companies attempting to deceive them into purchasing products (Schutte & Chauke, 2022). The ubiquity of the internet exposes Millennials to over 20,000 advertisements annually, enabling them to quickly identify misleading or exploitative advertisements and maintaining a low tolerance for deceptive advertisements (Cosgrave & O'Dwyer, 2020). For these reasons, businesses and brands must contemplate and implement appealing advertising strategies.

Millennials prefer visually appealing advertisements and are more likely to respond to them (Schutte & Chauke, 2022). As the most popular short video social platform in China, TikTok has a much higher penetration rate among young people than other age groups. Chinese Millennials and Generation Z are the main users of TikTok, representing the forefront of the tourism market (Zhou et al., 2023). Therefore, in order to attract more Millennial tourists, it is necessary to study the elements that TikTok hotel advertisements need to possess, and maximize the marketing role of TikTok.

2.2.4 Consumer Engagement

Chase (1978) was the earliest scholar to propose the concept of consumer engagement, defining consumer join in brand promotional activities as simple consumer engagement, or mere customer contact. Auh et al. (2007) propose that consumer engagement is the process where customers and businesses jointly create value. Fang et al. (2008) suggest that consumer engagement reflects the depth and breadth of customers' participation in new product development by companies. In marketing research, engagement is defined as an activity by the enterprise towards customers, where consumer engagement occurs when their relationship with the company is satisfied and emotional bonds are formed (Brodie et al., 2011). In early conceptualizations of consumer engagement, researchers primarily focused on offline environments, where consumer engagement was seen as a means of broadening the scope of product development teams, aiding brands in creating more innovative products aligned with market trends (Ritter & Walter, 2003). Consumer engagement helps companies better understand user needs and develop products that better suit the target consumer market. It not only assists users in sharing product knowledge and expressing the needs of different groups, but also allows brands to better manage user information, stay informed about user dynamics and expectations, etc. (Lin & Germain, 2004).

With the continuous development of social media, users have changed their way of receiving information from passive to active. In the environment of social media, the

spatial and temporal barriers to information circulation are broken, allowing users to participate more conveniently in brand activities through social platforms, leading to a transformation in the definition of consumer engagement. Research shows that consumer engagement refers to behaviors such as reading, liking, and sharing on social media platforms (Gummerus et al., 2012; Barger et al., 2016). Kwon (2020) discusses various consumer engagement behaviors in the social media environment, such as sharing viral content, writing product reviews, posting selfies, and participating in brand-related conversations. Zhang et al., (2021) define online consumer engagement as the degree to which users actively participate in community activities and interact with other users. Lee et al., (2018) believe that the degree of consumer engagement can be quantified by the number of likes, comments, and shares. Different literature defines consumer engagement differently, but all emphasize in their research that consumer engagement is not only about purchasing behavior, but also includes word-of-mouth promotion, recommendations, and participation in creation.

2.2.5 Booking Intention

Fishbein and Ajzen (1975) proposed that intention is the subjective probability or likelihood that individuals will engage in a specific behavior. They demonstrated through research that the key to accurately predicting social behavior lies in accurately measuring people's behavioral intentions. Eagly and Chaiken (1997) suggest that intention is the effort individuals make to take appropriate action to

achieve a specific goal.

Yates et al. (2008) suggest that thoughts are the basis of actions, and actions are carried out in accordance with the direction of thoughts. In a sense, thoughts are an important factor in determining whether customers will engage in purchasing behavior. Therefore, it is necessary to determine whether customers have the intention to purchase goods in order to stimulate customer purchasing behavior. Building upon previous research, Brabham (2010) provides a conceptual definition of consumer purchasing behavior. He suggests that a large portion of customers are directly influenced by various factors such as the cost-effectiveness, price, utility, and preference of a product when deciding whether to make a purchase. Additionally, customers may form subjective impressions of products based on their own perceptions. Nardi et al. (2004) demonstrate that the fundamental reason for consumers to generate purchase intentions is determined by external factors and their own perceptions of the product.

Some scholars also believe that purchase intention refers to the subjective willingness of consumers to take purchasing action when faced with a buying situation. McCole and Palme (2001) conducted research on consumer buying patterns, identifying purchase intention as a subjective concept applicable to individual decision-making and predictive of consumer behavior. McKnight et al. (2002) believe that purchase intention is the probability that consumers will take purchasing action.

Christodoulides et al. (2012) clarified that consumer purchase intention is the actual perception of consumers towards brands and products, which is undoubtedly influenced by external factors. The main goal of marketing activities by companies is to ensure that user purchasing behavior is subjective and proactive. Wasko and Faraj (2000) suggest that the emergence of purchase intention can guide and assist in the generation of purchasing behavior. Lee (2009) suggests that regarding the types of consumer purchase intentions, it can be distinguished whether they are positive or negative by whether consumers can form a relatively positive attitude towards the product and brand. Undoubtedly, positive intentions can leave consumers with a more positive impression of the brand and product, thus inclining them towards purchasing products of that brand and positively promoting subsequent purchasing behavior. The emergence of negative intentions will decrease the willingness of purchasers to actually make payments and may even leave consumers with a negative impression of the brand. Different scholars have different views on the specific definition of purchase intention, but most scholars believe that consumer purchase intention can be used to measure how strongly consumers intend to purchase a product.

Behavioral intention is the premise and foundation for tourists to engage in tourism activities, and the academic community attaches great importance to this topic. Warshaw and Davis (1985) pointed out that behavioral intention is the degree to which consumers plan to execute or abandon the execution of a future action. Smith (2004) believes that behavioral intention is the likelihood of whether people will

engage in a certain activity. The concept of travel intention originates from consumer behavior theory, and travel intention is a type of consumer behavioral intention. Woodside and Lysonski (1989) believe that travel intention is the perceived likelihood of potential consumers going to a certain tourist destination on a future day. The tendency for customers to book accommodation is referred to as their booking intention (Casaló et al., 2015; Tsao et al., 2015). Compared to traditional tourism promotional methods, videos present more attractive information by combining visual and auditory elements (Yao & Zhuo, 2018). Promotional videos are often used to promote tourism and hotel industry, attracting tourists and customers, promoting destinations, and encouraging booking intentions (Parvez et al., 2018; Yao & Zhuo, 2018; Darmawan, 2020). Through promotional videos, users can obtain more information and enhance their overall understanding of the hotel. Therefore, understanding the elements of videos is crucial for attracting customers and promoting bookings.

2.3 Development of Hypothesis

2.3.1 Involvement in TikTok Advertising and Consumer Engagement

“Involvement” in advertising refers to the level of interest and attention that consumers show towards a product or service during the purchase process. It is an indicator of how much attention consumers pay to advertising content or product information. Involvement is crucial and efficient for the positive response and

effectiveness of advertising (De Vries & Carlson, 2014). It is defined as the brand meaning recognized by users based on their values, interests, and demands (Kumar & Nayak, 2018). Millennials like to interact with various content on social media, including images, videos, and contests, these contents are consistent and effectively capture their attention. Millennials are highly active and well-informed users on the internet, and they share and comment on content that interests them (Hamid et al., 2022). When brands or companies share the same values and beliefs with Millennials, it creates involvement among them. The involvement theory suggests that when consumers have high involvement, it affects their psychological attitude towards products, thereby promoting the formation of purchase intentions and purchase behaviors (Ramirez et al., 2022). Jang et al. (2020) believe that involvement has a crucial impact on consumer engagement. Woodside et al., (2018) also regard involvement as a key factor in generating consumer engagement because it triggers consumers' psychological investment in interacting with the brand. In addition, those brands and companies that provide users with involve content are considered more credible, because this can stimulate users' engagement, making it easier for them to recognize and remember the brand (Gorla et al., 2010). Research by McColl-Kennedy et al., (2007) shows that the level of participation determines the importance of decision-making, followed by increased levels of absorption, attention, and interest. Relevant and interesting advertisements can promote user involvement, so users are influenced by consumer preferences, resulting in consumer engagement and willingness to interact with advertisements (Balaban et al., 2022).

Therefore, the following hypothesis is formed:

H1: Involvement in TikTok advertising has a positive effect on consumer engagement.

2.3.2 Creativity in TikTok Short Video and Consumer Engagement

Creativity is another crucial element in advertising. In the realm of advertising research, creativity stands as the most extensive field of study (Moldovan et al., 2019). “Creativity” in advertising refers to the uniqueness, novelty, and innovativeness demonstrated in creating and presenting advertising content. Creativity can generate and invent ideas, transforming them into solutions to meet customers' needs and expectations, thus creating value from the customer's perspective (Limonas, 2022). Changing certain things through novelty and originality (Casalo, 2020; La Rae, 2021). Advertising creativity extends beyond visual design to encompass concepts, modes of information delivery, media channels used, and interaction with the audience. Due to Millennials' low tolerance for low-quality advertisements (Cosgrave & O'Dwyer, 2020), they are more likely to respond to non-traditional brand marketing activities (Davenport et al., 2019). Social media is no longer just a platform for product promotion, brands and companies interact with consumers' emotions and experiences through social media, thereby generating consumer engagement and purchase intentions or recommendations (Han et al., 2021). Berger and Milkman's (2012) research indicates that engaging and creative advertising content can attract consumers' attention to the brand and increase consumer engagement. Kercini's (2015)

study also demonstrates that creative content on virtual platforms has a positive impact on consumers. Creative advertisements can attract more consumer attention, thus enhancing brand recall (Pieters et al., 2002). Viewing creative advertising elicits positive responses and open, responsive processing, resulting in longer viewing times and greater likelihood of consumer engagement (Yoo et al., 2022).

Therefore, the following hypothesis is formed:

H2: Creativity in TikTok advertising has a positive effect on consumer engagement.

2.3.3 Credibility in TikTok Short Video and Consumer Engagement

“Credibility” in advertising refers to the level of trust that advertising content and advertisers can earn. In marketing literature, trust is considered a significant factor influencing people's online purchasing behavior (Bart et al., 2005; Premazzi et al., 2010). Internet marketing provides consumers with a more efficient way to access goods and services and is also a method for businesses to establish direct contact with consumers (Peter & Olson, 2010). One of the key factors in establishing these relationships is the credibility of social media, which explains 33% of social media purchase intentions (Kim & Park, 2013). Another survey also indicates that perceived commercial risk associated with website trust explains 54% of social media purchase intentions (Farivar et al., 2017). Trust in online shopping effectively influences customer engagement and loyalty (Sun, 2010). High credibility of information sources

makes them more persuasive, capable of changing consumer attitudes and promoting behavioral compliance. Credibility helps build consumer trust in brands, thereby attracting consumers and generating consumer engagement (Pornpitakpan, 2004). Green and Peloza (2014) studied the importance of information attractiveness, creativity, and authenticity and proved that these elements can effectively influence the decision-making of Millennials. Typically, consumers are more likely to trust reviews and other interactions from people they are familiar with, or people who have purchased related products or services, or have had related experiences, rather than information from the company that provides the product or service (Nefiratika et al. al., 2020), in HTT field, Akehurst (2008) believes that user-generated content sources are more effective in promoting and influencing travel decisions than commercially published information. Carroll and Sileo (2014) pointed out that reviews in OTA and travel search engines have the greatest impact on user decisions, because consumers tend to purchase products or services from sources they consider reliable and trustworthy. This trust will generate positive incentives and promote consumer engagement (Florenthal, 2019).

Therefore, the following hypothesis is formed:

H3: Credibility in TikTok advertising has a positive effect on consumer engagement.

2.3.4 Consumer Engagement and Hotel Booking Intention

On social media, consumer engagement typically occurs in the interaction between users and the information posted by brands and companies. Consumer engagement combines the concept of interactive experiences with brands, information, products, and other objects (Hollebeek & Srivastava, 2022). The benefits of using social media to stimulate consumer-brand interaction include promoting more active and robust relationships between consumers and brands, thus providing many opportunities to influence and enhance consumer purchase intentions (Barhemmati and Ahmad, 2015). Moreover, users who engage with and are influenced by brands are likely to indirectly influence the purchasing behavior of those around them or shape their perceptions of products or services (Kreicbergs & Ščeuļovs, 2022). Gavilanes et al. (2018) demonstrated that advertising is a prerequisite for generating consumer engagement. Consumer engagement plays a crucial role in hotel booking intentions, involving consumers' interest, emotional involvement, and interaction with hotel brands or services. In the HTT field, numerous studies have demonstrated a direct relationship between customer engagement on social media platforms and hotel booking intentions (Yoong & Lian, 2019; Liu et al., 2022; Touni et al., 2022). Therefore, it is an essential task for hotels to use social media advertising to bridge the gap with consumers and generate booking intentions.

Therefore, the following hypothesis is formed:

H4: Consumer engagement has a positive effect on booking intention.

2.4 Current Study Research Model

Based on the previous literature review, the researchers developed a new research model (Figure 2.3) based on the S-O-R theoretical foundation model, which was established based on the above hypothesis, which addressed the internalization and identification of advertising factors applied to TikTok. The basic process of these factors will affect the hotel booking intentions of Millennials. In this model, the independent variables are involvement, creativity and credibility, which lead to the occurrence of the mediating variable consumer engagement, which in turn leads to the dependent variable booking intention.

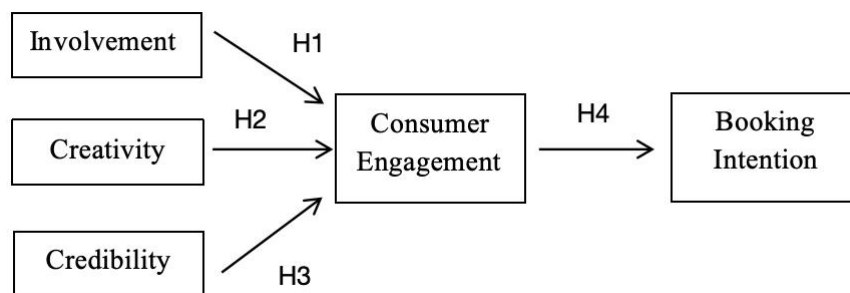


Figure 2.3: Current Conceptual Model

CHAPTER 3

METHODOLOGY

3.1 Research Design

Research design is a structured and organized plan aimed at guiding research to achieve its predetermined objectives (Burns & Bush, 2014). There are three research methods: qualitative research, quantitative research, or mixed methods research (Taherdoost, 2022). This study will use quantitative research to explore the relationship between elements of TikTok short videos and customer engagement, and customer booking intentions. The S-O-R model, as the guiding theoretical model of this study, has been extensively studied and successful in existing literature on consumer behavior and purchase intentions on online platforms and social media platforms, thus, quantitative research can be applied to study the impact of TikTok short video ads on the hotel booking intentions of Millennial consumers.

Table 3.1: Overview of Past Studies' Research Design Approach

Source	The Source of Data	Research Objectives
Karim et al. (2021)	Quantitative	Using the S-O-R model, the factors that influence consumers' impulse buying behavior on e-retail websites are identified, especially how website stimulation, marketing stimulation and product variety affect this behavior.
Zhu et al. (2019)	Quantitative	Based on the Stimulus-Organism-Response model, in the context of Thailand, understand how online environmental cues and organisms influence Generation Y consumers' online responses, and explore how these factors further influence their trust in websites and the level of this trust How to positively influence their online repurchase intention.
Hewei & Lee (2022)	Quantitative	By constructing a conceptual model based on Stimulus-Organism-Response (SOR), we study the impact of social e-commerce fashion products on consumers' continued purchase intention, especially exploring the relationship between social media interaction, perceived value, immersive experience and continued purchase intention. .
Ouyang et al. (2021)	Quantitative	Based on the "S-O-R" model, analyze how precision marketing on the TikTok platform affects consumer purchasing behavior, paying special attention to the mediating role of perceived value and the moderating role of consumer extraversion.
Minh et al. (2024)	Quantitative	By applying the stimulus-organism-response (S-O-R) model, we explore the impact of user-generated content (UGC) videos on online purchase intentions in a developing country context and examine cognitive responses (including perceived credibility, perceived diagnosticity, and psychological imaging).
Teo et al. (2023)	Quantitative	Explore how TikTok affects Malaysian consumers' impulse buying behavior through the stimulus-organism-response (S-O-R) model, specifically examining product-related visual appeal and product feasibility (stimulus), perceived enjoyment and perceived usefulness (organism), and impulse buying The relationship between intentions (responses).
Baber and Baber	Quantitative	To explore the impact of electronic reputation, destination image and social media marketing efforts

(2022)		(SMME) on tourists' travel intention. These relationships are examined through the lens of stimulus-organism-response (S-O-R) theory.
He (2023)	Quantitative	Based on the S-O-R model, the cue utilization theory is introduced to explore how the interaction effect of marketers and user-generated photos affects online bookings and the emotional mediation mechanism between marketers and user-generated photos and online bookings.

3.2 Sampling Design

3.2.1 Target Population

In this study, the target population chosen is the Chinese millennial generation, who are currently the largest and most important consumer group in China (Yamawaki & Sarfati, 2019). According to William Strauss and Neil Howe, the Millennial typically refers to individuals born between 1980 and 2000. In China, the Millennial is also referred to as the post-80s and post-90s. The Millennial has grown up with the development of the Internet, they are accustomed to using online media in their daily lives, using social media for information retrieval and communication, possessing the ability to efficiently use the Internet and social media. Additionally, they are the main population engaged in online shopping (Muda et al., 2016). They are referred to as the earliest generation of "digital natives" (Judd, 2018). According to a statistic from Roland Berger in 2020, the Millennial averages two long-distance trips per year and spends over 20 hours per week on the internet. Additionally, short video penetration among young people is much higher than other age groups. Chinese Millennials and Generation Z are the main users of TikTok, representing the forefront of the tourism market (Zhou et al., 2023).

3.2.2 Sample Size

According to data from Chinese Seventh National Population Census (2021), Chinese

Millennials account for 29% of China's total population, approximately 400 million people. Since this research was mainly conducted in Kunming, Yunnan, China, based on the "Kunming Resident Population Data Bulletin," as of the end of 2023, the resident population of Kunming is approximately 8.6 million, the proportion of Millennials among them is about 250,000 (Kunming Municipal Government, 2023). According to the Morgan sample scale (see Figure 3.1), the sample size for this study needed to be at least 384.

MORGAN'S TABLE FOR SAMPLE SIZE

Population Size	Confidence = 95%				Confidence = 99%			
	Margin of Error				Margin of Error			
	5.0%	3.5%	2.5%	1.0%	5.0%	3.5%	2.5%	1.0%
10	10	10	10	10	10	10	10	10
20	19	20	20	20	19	20	20	20
30	28	29	29	30	29	29	30	30
50	44	47	48	50	47	48	49	50
75	63	69	72	74	67	71	73	75
100	80	89	94	99	87	93	96	99
150	108	126	137	148	122	135	142	149
200	132	160	177	196	154	174	186	198
250	152	190	215	244	182	211	229	246
300	169	217	251	291	207	246	270	295
400	196	265	318	384	250	309	348	391
500	217	306	377	475	285	365	421	485
600	234	340	432	565	315	416	490	579
700	248	370	481	653	341	462	554	672
800	260	396	526	739	363	503	615	763
1000	278	440	606	906	399	575	727	943
1200	291	474	674	1067	427	636	827	1119
1500	306	515	759	1297	460	712	959	1376
2000	322	563	869	1655	498	808	1141	1785
2500	333	597	952	1984	524	879	1288	2173
3500	346	641	1068	2565	558	977	1510	2890
5000	357	678	1176	3288	586	1066	1734	3842
7500	365	710	1275	4211	610	1147	1960	5165
10000	370	727	1332	4899	622	1193	2098	6239
25000	378	760	1448	6939	646	1285	2399	9972
50000	381	772	1491	8056	655	1318	2520	12455
75000	382	776	1506	8514	658	1330	2563	13583
100000	383	778	1513	8762	659	1336	2585	14227
250000	384	782	1527	9248	662	1347	2626	15555
500000	384	783	1532	9423	663	1350	2640	16055
1000000	384	783	1534	9512	663	1352	2647	16317
2500000	384	784	1536	9567	663	1353	2651	16478
10000000	384	784	1536	9594	663	1354	2653	16560
100000000	384	784	1537	9603	663	1354	2654	16584
300000000	384	784	1537	9603	663	1354	2654	16586

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Figure 3.1: Morgan Krejcie Sample Size Table

Source: The Research Advisors, 2006

3.2.3 Sampling Method

Sampling methods are divided into probability sampling and non-probability sampling (Sekaran & Bougie, 2016). Although probability sampling is advantageous in eliminating biases and making the sample more representative, due to the unavailability of a sampling frame for the millennial generation residing in Kunming, this study employs convenience sampling and snowball sampling methods from non-probability sampling.

Firstly, researchers invite Millennial who meet the requirements of the study to participate in the survey by posting survey links on social media platforms. Additionally, researchers invite millennial friends or colleagues to participate in the survey. The first batch of respondents will then send the questionnaire to other individuals who meet the requirements of the study, thereby expanding the sample size. By using this method, researchers can reach more target respondents and minimize sampling errors while saving time.

3.3 Data Collection Method

3.3.1 Development of Questionnaire

This study collects data through a survey questionnaire, with the main purpose of exploring the impact of hotel TikTok advertisements on consumer engagement among the Millennial generation, thereby influencing their hotel booking intentions.

High-quality research questionnaires should be carefully planned, closely related to the research objectives, and written in simple and understandable language (Kelley, 2003). The initial version of the survey questionnaire was designed by modifying variable statements used by researchers in past relevant studies, aiming to ensure the validity and reliability of the questionnaire statements. Subsequently, researchers optimized and adjusted the questionnaire through pre-testing and pilot studies.

3.3.1.1 Pre-test

Pretesting is an important process in questionnaire design to reduce non-probability sampling errors and ensure the correctness of item statements and structure in the survey questionnaire. Each item statement in the survey questionnaire must be clear, comprehensive, and mutually exclusive, so that the responses given are relevant to the options and do not overlap with the item statements of another variable.

Researchers invited academic supervisors to adjust the initial draft of the questionnaire. Table 3.2 shows the results of the pretest, including the suggestions made by the academic supervisors and the final revisions to the item statements. The revised survey questionnaire was provided to pilot study participants to solicit their feedback on the questionnaire.

Table 3.2: Pre-Test Result

Variable	Code	Measuring Items
IV1: Involvement	IV1	I prefer hotel advertising with a sense of involvement
	IV2	I think the hotel TikTok advertising provide me with visual information about the hotel
	IV3	I found the hotel TikTok advertising impressive me The credibility of the hotel's TikTok advertising would be enhanced if the posts were shared from an official account.
	IV4	I get the feeling of being there when I see the hotel TikTok advertising Watching the hotel's TikTok advertising gives me a sense of actually being there.
	IV5	I think hotel TikTok advertising are more involvement than traditional forms of advertising
IV2: Creativity	CR1	I prefer original hotel TikTok advertising
	CR2	Creative hotel TikTok advertising can get my attention Creative hotel TikTok advertising has the ability to capture my attention.
	CR3	I'll remember creative hotel TikTok advertising
	CR4	When I see creative hotel TikTok advertising, I will add this hotel to my favorites list
	CR5	I think hotel TikTok advertising are more creative than traditional forms of advertising
IV3: Credibility	CD1	I think the hotel TikTok advertising is convincing
	CD2	I think the hotel TikTok advertising are credible similar to question 16 (CD6)
	CD3	I think it would more credible to the hotel TikTok advertising if they were posted by official account The hotel TikTok advertising would be more credible if it were posted from an official account.
	CD4	I think it would more credible to the hotel TikTok advertising if they were posted by internet celebrity I believe the hotel's TikTok advertising would be more credible if it were posted by an internet celebrity.
	CD5	When I see credible hotel TikTok advertising, I will add this hotel to my favorites list
	CD6	I think hotel TikTok advertising are more credible than traditional forms of advertising
IV4: Consumer	CE1	I will stop if I see a hotel TikTok advertising attract me If a hotel TikTok advertising catches my attention, I will pause to watch it

Engagement	CE2	I will react to interested hotel TikTok advertising (pressing the "like" button) I'll engage with hotel TikTok advertising that interests me by liking it (click like).
	CE3	I will comment on the interested hotel TikTok advertising I'll leave a comment on hotel TikTok advertising that catches my interest
	CE4	I will share interested hotel TikTok advertising with my friends
DV:	BI1	When I plan a trip, I will search hotels on TikTok When I'm planning a trip, I'll look for hotels on TikTok
Booking	BI2	When I see a hotel TikTok advertising, I will search more information about the hotel
Intention	BI3	When I find discover a hotel with a lot of TikTok advertising, it increases my willingness to book that hotel
	BI4	Other people's comment under the hotel TikTok advertising I am interested in are also one of the factors I consider when choosing that hotel The comments from other users beneath the TikTok advertising for the hotel I'm interested in also factor into my decision-making process when selecting hotel.

3.3.1.2 Pilot Study

Both English and Chinese versions of the survey questionnaire were prepared. Since Chinese is the native language of the main respondents in this study, the Chinese version of the questionnaire serves as the primary tool for this study. To ensure that the Chinese version accurately conveys the meaning of the English version, researchers invited 10 participants from personal networks to provide suggestions on the wording of the Chinese version of the questionnaire. The final Chinese version of the survey questionnaire was determined based on these suggestions for data collection.

The revised Chinese version of the questionnaire was sent to 50 pilot study participants to test their ability to understand the questions and details of the measurements in the questionnaire. Researchers created a WeChat chat group for participants to provide feedback and engage in discussions. Participants were informed of the main research objectives of the pilot study, and no negative feedback was received from the participants. After completing the survey questionnaire, pilot study participants' data reliability was tested by calculating the Cronbach's alpha for each variable. Since the Cronbach's Alpha scores for each variable in this pilot test were above 0.7 (see Table 3.3), it indicates that the tests for each variable are reliable, and the questionnaire can be used for the main study (Ursachi et al., 2015).

Table 3.3: Pilot Study Reliability Test Result

Variable	Cronbach Alpha Score	Number of Item
IV1: Involvement	0.890	5
IV2: Creativity	0.872	5
IV3: Credibility	0.765	5
IV4: Consumer Engagement	0.825	4
DV: Booking Intention	0.848	4

3.3.1.3 Questionnaire Design for Main Study

The questionnaire designed for this study consists of two parts, Part A and Part B. Part A collects demographic details of participants, such as age, education level, and income level. To ensure only Millennial participate in the survey, respondents must be aged between 24 and 44 years old; those outside this age range cannot complete the questionnaire.

Part B consists of 23 questions, focusing on collecting participants' opinions on the study variables. Item statements are measured using Likert scales, ranging from "strongly disagree" to "strongly agree" on a five-point scale, represented by numbers 1 to 5 respectively. The higher the number chosen by respondents, the more they agree with the statement. Likert scales are used because respondents find it easier to understand and express their level of agreement (Dawes, 2008).

This study comprises 4 independent variables: Involvement, Creativity, Credibility,

Consumer Engagement, and 1 dependent variable: Booking Intention. Statements used in the questionnaire are revised and modified from items in previous relevant studies, with modification suggestions provided by academic supervisors to accurately reflect the current research context. Table 3.4 displays the sources of measurement items used in this study. Copies of the survey questionnaire are available in Appendix 1.

Table 3.4: Measuring items of Current Research's Variables.

Codes	The Questionnaire Item Statements	Source of Adoption
IV1: Involvement		
IV1	I prefer hotel advertising with a sense of involvement	Zaichkowsky (1994)
IV2	I think the hotel TikTok advertising provide me with visual information about the hotel	De Vries and Carlson (2014) Wu and Hsiao (2017)
IV3	The credibility of the hotel's TikTok advertising would be enhanced if the posts were shared from an official account.	
IV4	Watching the hotel's TikTok advertising gives me a sense of actually being there.	
IV5	I think hotel TikTok advertising are more involvement than traditional forms of advertising	
IV2: Creativity		
CR1	I prefer original hotel TilkTok advertising	Pieters et al. (2002) Skillycorn (2016) Casalo (2020)
CR2	Creative hotel TikTok advertising has the ability to capture my attention.	
CR3	I'll remember creative hotel TilkTok advertising	
CR4	When I see creative hotel TilkTok advertising, I will add this hotel to my favorites list	
CR5	I think hotel TikTok advertising are more creative than traditional forms of advertising	
IV3: Credibility		
CD1	I think the hotel TikTok advertising is convincing	Egger (2003) Murillo et al. (2016) Nefiratika et al. (2020)
CD2	The hotel TikTok advertising would be more credible if it were posted from an official account.	
CD3	I believe the hotel's TikTok advertising would be more credible if it were posted by an internet celebrity.	
CD4	When I see credible hotel TikTok advertising, I will add this hotel to my favorites list	
CD5	I think hotel TikTok advertising are more credible than traditional forms of advertising	
IV4: Consumer Engagement		
CE1	If a hotel TikTok advertising catches my attention, I will pause to watch it	Vinerean and Opreana (2015)
CE2	I'll engage with hotel TikTok advertising that interests me by liking it (click like).	

CE3	I'll leave a comment on hotel TikTok advertising that catches my interest	Pentina et al. (2018)
CE4	I will share interested hotel TikTok advertising with my friends	
<hr/>		
DV: Booking Intention		
BI1	When I'm planning a trip, I'll look for hotels on TikTok	Barhemmati and
BI2	When I see a hotel TikTok advertising, I will search more information about the hotel	Asghari (2015)
BI3	When I discover a hotel with a lot of TikTok advertising, it increases my willingness to book that hotel	Amornpashara et al.
BI4	The comments from other users beneath the TikTok advertising for the hotel I'm interested in also factor into my decision-making process when selecting hotel.	(2015) Israel et al. (2019)
<hr/>		

3.3.2 The Field Work of the Main Survey

The collection of main research data began on May 15, 2024, and ended on May 29, lasting two weeks. A total of 413 responses were collected, and 394 valid questionnaires were recovered, with an effective recovery rate of approximately 95.4%. If one of the following conditions occurs when screening the questionnaire, it will be determined as an invalid questionnaire:

The answers to all questions are consistent;

There is a certain pattern in all answers, such as: Z-shaped answer selection;

It takes less than 30 seconds to fill in the questionnaire

This study aims to collect feedback from Millennial aged 24 to 44. Researchers created and distributed electronic survey questionnaires via the Chinese electronic survey platform "Wenjuanxing." Through electronic surveys, researchers can more easily distribute questionnaires to respondents and reach a broader audience. Additionally, through electronic survey questionnaires, researchers can conveniently transfer data to Excel for subsequent data analysis.

Researchers contacted and invited 30 pilot study participants to fill out the electronic questionnaire for the main study, and they acted as coordinators for the initial distribution of electronic questionnaires. Because they had undergone pilot testing and understood the purpose of the study, they could more effectively distribute the

electronic questionnaires to eligible respondents and provide explanations when needed. Additionally, researchers' contact information was included in the survey questionnaire so that respondents could contact them promptly if they had any questions. Meanwhile, researchers continued to invite more individuals from personal networks who met the criteria to fill out the survey questionnaire until the end of the data collection period.

3.4 Data Analysis Tool

3.4.1 Descriptive Analysis

This study conducts descriptive analysis of the data to better illustrate the distribution of demographic characteristics such as gender, age, education level, and income level of the respondents. The purpose of descriptive analysis is to provide an intuitive understanding of the data through visualization and summary statistics, and to avoid bias issues caused by uneven data distribution.

3.4.2 Inferential Analysis

The main purpose of conducting inferential analysis is to test the research hypotheses.

Reliability analysis plays a crucial role in ensuring the quality of research instruments and the reliability of research findings. To assess the stability of the questionnaire and

the consistency of the items within it, this study conducted reliability analysis and calculated Cronbach's Alpha scores. Generally, when Cronbach's Alpha score is higher than 0.7, the data is considered to have good reliability (Ursachi et al., 2015).

Exploratory Factor Analysis (EFA) is mainly used to discover and identify potential structures or factors in the data. It aims to explain the relationships among multiple observed variables by identifying a few latent variables. It generates hypotheses for subsequent Confirmatory Factor Analysis (CFA). EFA can provide preliminary models that can be further validated and tested in CFA. In this study's EFA, the suitability for factor analysis was determined by measuring the correlation between variables using the Kaiser-Meyer-Olkin (KMO) test. The KMO value ranges from 0 to 1, and generally, when the KMO value is greater than 0.6, the data is suitable for factor analysis (Hadia et al., 2016). The latent structures in the data were identified using Principal Component Analysis (PCA). Finally, the rotated factor loadings table was used to show the loadings of variables in the rotated factor structure. The larger the loading coefficient, the stronger the association between the variable and the factor.

Confirmatory Factor Analysis (CFA) is used to test whether the data fits the predetermined factor structure model. To evaluate the measurement tools, this study assessed the convergent validity of the research model using Average Variance Extracted (AVE) and Composite Reliability (CR). When the AVE value is greater

than 0.5, it indicates that the construct has good convergent validity; when the CR value is greater than 0.7, it indicates that the construct has good composite reliability (Brown, 2015). Discriminant validity between constructs was assessed using the Fornell-Larcker method. According to the Fornell-Larcker criterion, all variables' AVE square roots should be greater than their correlations with other variables, indicating good discriminant validity.

Correlation analysis is used to measure the relationships between variables, determine whether there is an association between variables, and further describe the direction and strength of the association. In this study, the strength of the relationships between variables was measured using the Pearson Correlation Coefficient, which ranges from -1 to 1, where 1 indicates a perfect positive correlation, -1 indicates a perfect negative correlation, and 0 indicates no correlation, reflecting the strength and direction of the linear relationship between variables (Sedgwick, 2012).

3.5 Ethical Considerations

In this study, researchers strictly adhere to research ethics principles. Before distributing the survey questionnaire, researchers filled out an ethics review form and submitted it to the Scientific and Ethical Review Committee (SERC) of the university, obtaining approval on March 27, 2024, with reference number: U/SERC/56(A)-328/2024. During the process of data collection and analysis, researchers ensure the authenticity and accuracy of the data, avoiding data fabrication

and tampering. Additionally, researchers respect the informed consent of the respondents and avoid disclosing their private information. All information collection and usage during the research process comply with relevant laws and regulations, protecting the rights of the respondents. When writing the paper, researchers respect the research achievements of predecessors, correctly cite and acknowledge all sources, avoiding plagiarism and infringement.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Descriptive Analysis

4.1.1 Sample Descriptive Statistics

This study collected 394 valid questionnaires. Table 4.1 shows the demographic information of the respondents, including gender, age, educational background, monthly income, and basic TikTok usage.

Table 4.1: Sample Demographic Characteristics

Items	Categories	N	Percent (%)	Cumulative Percent (%)
Gender	Male	190	48.223	100.000
	Female	204	51.777	51.777
Age	24-29	195	49.492	49.492
	30-34	105	26.650	76.142
	35-39	55	13.959	90.102
	40-44	39	9.898	100.000
	High school and below	18	4.569	16.244
Education Background	College education	46	11.675	11.675
	Undergraduate	250	63.452	100.000
	Postgraduate	80	20.305	36.548
Income(monthly)	Below 3000 RMB	76	19.289	100.000
	3000-6000 RMB	180	45.685	59.898
	6000-10000 RMB	82	20.812	80.711
	10,000 RMB and above	56	14.213	14.213
Years of using TikTok	Less than 1 year	46	11.675	100.000
	1 to 5 years	275	69.797	69.797
	5 years and above	73	18.528	88.325
Average time spent using TikTok per day	Less than 1 hour	89	22.589	100.000
	1 to 3 hours	211	53.553	53.553

Items	Categories	N	Percent (%)	Cumulative Percent (%)
	3 to 6 hours	74	18.782	72.335
	6 hours and above	20	5.076	77.411
	Total	394	100.0	100.0

In terms of gender, 48.22% were male and 51.78% were female. According to iResearch data, the current gender ratio of TikTok users is roughly balanced, with 48.03% male users and 51.97% female users. The gender ratio in the sample is basically consistent with the actual TikTok user base, ensuring the validity and representativeness of the questionnaire, and thus the reliability of the study results.

In terms of age, 49.49% of the sample were aged 24-29, 26.65% were aged 30-34, 13.96% were aged 35-39, and 9.90% were aged 40-44. Majority of respondents were aged 24-29, who are mostly recent graduates or early career professionals. This group is generally young, has relatively more free time, is more receptive to new things, and has a certain purchasing power, hence they have a higher dependence on TikTok short videos. Next were respondents aged 30-34 and 35-39, who are mostly married with children and have some work experience. Under the dual pressures of family and work, using TikTok can to some extent reduce stress and alleviate anxiety. The lowest proportion of respondents were aged 40-44, who are the oldest of the millennial generation. This age group faces the greatest pressures from family and work, making it unlikely for them to spend much time on TikTok. Overall, the age distribution of the sample reflects the youthful characteristics of the TikTok user base.

In terms of education background, most of the sample were undergraduates, accounting for 63.45%. This was followed by postgraduates, who accounted for 20.35%. Those with a college education and high school or below accounted for 11.68% and 4.57%, respectively. This indicates that the Millennial TikTok users have a relatively high average educational level, higher demands for short video content, and possess a certain level of professional literacy and aesthetic awareness. The above educational proportions are consistent with China's policy of popularizing higher education since 1999 and entering the era of mass higher education in 2005.

In terms of monthly income, the highest proportion was 3000-6000 RMB, accounting for 45.69%. This was followed by 6000-10000 RMB at 20.81% and below 3000 RMB at 19.29%. Lastly, those earning 10,000 RMB and above accounted for the smallest proportion, at 14.21%. From the above data, it is found that the income of Millennial TikTok users in the sample is concentrated between 3000-6000 RMB.

In terms of years of using TikTok, the majority of respondents have used it for 1 to 5 years, accounting for 69.80%. Respondents who have used TikTok for more than 5 years accounted for 18.53%, while those who have used it for less than 5 years accounted for the smallest proportion at 11.68%. In terms of average time spent using TikTok per day, those using it for 1 to 3 hours per day accounted for the highest proportion at 53.55%. Respondents who used TikTok for less than 1 hour and those who used it for 3 to 6 hours per day were about the same, accounting for 22.58% and

18.78%, respectively. The fewest respondents used TikTok for 6 hours and above per day, accounting for 5.07%.

4.1.2 Variable Descriptive Statistics

This study primarily investigated five core variables: the independent variables include Involvement, Creativity, and Credibility; the mediating variable is Consumer Engagement; and the dependent variable is Booking Intention. To comprehensively present the distribution of core variables, descriptive statistics such as mean, standard deviation, skewness, and kurtosis were employed. As shown in Table 4.2, the mean of Involvement is 3.502, Creativity is 3.757, Credibility is 3.591, Consumer Engagement is 3.596, and Booking Intention is 3.673, all of which are above the midpoint of the 1-5 scale. Secondly, skewness and kurtosis values are typically used to test the normality of the data. Skewness describes the symmetry of the data distribution, while kurtosis describes the peakedness or flatness of the data distribution. According to Hair et al. (2010), skewness values between +3 and -3 are considered indicative of a normal distribution. Kline (2011) also noted that data with a kurtosis absolute value less than 10 and a skewness absolute value less than 3 can be accepted as approximately normally distributed. Moreover, the skewness of Involvement is -0.739 and its kurtosis is 0.378; the skewness of Creativity is -1.270 and its kurtosis is 1.263; the skewness of Credibility is -1.145 and its kurtosis is 1.592; the skewness of Consumer Engagement is -0.973 and its kurtosis is 0.708; and the skewness of Booking Intention is -1.143 and its kurtosis is 1.464. Therefore, it can be considered

that the core variables in this study follow a normal distribution. Overall, Table 4.2 shows that the means of each variable are above the midpoint, and the skewness and kurtosis values indicate that the data are basically normally distributed. This provides a solid foundation for subsequent statistical analyses.

Table 4.2: Descriptive Statistical Analysis of Variables

Structures	Mean	Std. Deviation	Kurtosis	Skewness
Involvement	3.502	0.799	0.378	-0.739
Creativity	3.757	0.881	1.263	-1.270
Credibility	3.591	0.783	1.592	-1.145
Consumer Engagement	3.596	0.834	0.708	-0.973
Booking Intention	3.673	0.831	1.464	-1.143

4.2 Inferential Statistical Results

4.2.1 The Reliability of Variables

Cronbach's Alpha is primarily used to measure the internal consistency of data, thereby testing its reliability. Generally, a Cronbach's Alpha score greater than 0.7 is considered to indicate good reliability (Ursachi et al., 2015). From the Cronbach's Alpha table (Table 4.3), it is analyzed that the Cronbach's Alpha coefficients of Involvement, Creativity, Credibility, Consumer Engagement, and Booking Intention are all greater than 0.7, indicating good internal consistency of the questionnaire data and thereby good reliability of the scale data.

Table 4.3: Reliability Test Result

Structures	N	Cronbach's alpha
Involvement	5	0.824
Creativity	5	0.860
Credibility	5	0.827
Consumer Engagement	4	0.901
Booking Intention	4	0.866

4.2.2 Exploratory Factor Analysis

Exploratory factor analysis (EFA) was used to further analyze the validity of the data. First, the KMO and Bartlett's tests were used. The KMO value tests whether the questionnaire data is suitable for factor analysis, and the Bartlett test assesses whether there is significant correlation in the factor analysis. Generally, a KMO value greater than 0.7 indicates suitability for factor analysis; a significance level of Bartlett's test less than 0.05 indicates correlation among the data.

4.2.2.1 KMO Test

To conduct an information condensation study using factor analysis, it is first necessary to analyze whether the research data is suitable for factor analysis. As shown in Table 4.4, the KMO value is 0.918, which is greater than 0.7, meeting the prerequisite for factor analysis and indicating that the data is highly suitable for factor analysis. Specifically, a KMO value between 0.8 and 0.9 is considered "excellent," further proving the suitability of the data. Simultaneously, the data passed the Bartlett's test of sphericity, with an approximate chi-square value of 4876.038,

degrees of freedom (df) of 253, and a p-value of 0.000, which is much less than 0.05, indicating that the correlation matrix of the data is not an identity matrix and is highly significant. This means that the research data is suitable for factor analysis. The purpose of factor analysis is to reduce the dimensionality of data by condensing multiple variables into fewer latent variables. Subsequent steps will include factor extraction and rotation to better interpret and utilize these latent variables.

Table 4.4: KMO and Bartlett's Test of Sphericity Results

KMO		0.918
Approx. Chi-Square		4876.038
Bartlett test	df	253
	p value	0.000

4.2.2.2 Principal Component Analysis

Table 4.5 analyzes the situation of factor extraction and the amount of information extracted by the factors. The table shows that five factors were extracted in the factor analysis, each with eigenvalues greater than 1. This selection is based on the Kaiser criterion, where factors with eigenvalues greater than 1 are considered to have sufficient variance to be extracted as main factors. The variance explained by the rotated factors is as follows: the first factor explains 17.598%, the second factor 14.247%, the third factor 13.305%, the fourth factor 11.690%, and the fifth factor 11.088%, with a cumulative variance explanation rate of 67.928%. This indicates that the rotated factor structure is clearer, and each factor's ability to explain the data is enhanced. A cumulative variance explanation rate of 67.928% indicates a high

explanatory power of the questionnaire data for the constructs. Generally, a cumulative variance explanation rate exceeding 60% is considered satisfactory in factor analysis results. Additionally, the number of extracted common factors is consistent with the number of dimensions anticipated by the questionnaire, indicating good validity and reliability of the questionnaire. The factor analysis results show that the data structure of the questionnaire is reasonable, with each factor having high explanatory power, proving the high quality of the questionnaire design and data collection.

Table 4.5: Eigenvalues and Explained Variance for Initial and Rotated Factors

Factor	Eigen values			% of variance (Initial)			% of variance (Rotated)		
	Eigen	% of	Cum. % of	Eigen	% of	Cum. % of	Eigen	% of	Cum. % of
	Variance	Variance	Variance	Variance	Variance	Variance	Variance	Variance	Variance
1	8.415	36.588	36.588	8.415	36.588	36.588	4.048	17.598	17.598
2	2.321	10.093	46.681	2.321	10.093	46.681	3.277	14.247	31.845
3	2.031	8.829	55.510	2.031	8.829	55.510	3.060	13.305	45.150
4	1.537	6.683	62.193	1.537	6.683	62.193	2.689	11.690	56.840
5	1.319	5.735	67.928	1.319	5.735	67.928	2.550	11.088	67.928
6	0.837	3.638	71.565	-	-	-	-	-	-
7	0.580	2.520	74.086	-	-	-	-	-	-
8	0.547	2.378	76.463	-	-	-	-	-	-
9	0.507	2.205	78.668	-	-	-	-	-	-
10	0.499	2.170	80.838	-	-	-	-	-	-
11	0.443	1.926	82.765	-	-	-	-	-	-
12	0.430	1.870	84.634	-	-	-	-	-	-
13	0.411	1.788	86.423	-	-	-	-	-	-
14	0.391	1.698	88.121	-	-	-	-	-	-
15	0.374	1.628	89.748	-	-	-	-	-	-
16	0.361	1.569	91.317	-	-	-	-	-	-
17	0.349	1.519	92.837	-	-	-	-	-	-
18	0.332	1.445	94.281	-	-	-	-	-	-
19	0.300	1.306	95.587	-	-	-	-	-	-
20	0.285	1.240	96.828	-	-	-	-	-	-

21	0.277	1.204	98.032	-	-	-	-	-	-
22	0.253	1.100	99.132	-	-	-	-	-	-
23	0.200	0.868	100.000	-	-	-	-	-	-

4.2.2.3 Rotational Load Factor

The rotated component matrix was used to test the correspondence between items and the preset dimensions. When the absolute value of the factor loading coefficient is greater than 0.4, it indicates a strong correspondence between the items and the factors. As shown in Table 4.6, the factor loading coefficients for IV1-IV5 range from 0.715 to 0.797, indicating a strong association with Factor 1. The factor loading coefficients for CR1-CR5 range from 0.727 to 0.839, indicating a strong association with Factor 2. The factor loading coefficients for CD1-CD5 range from 0.639 to 0.804, indicating a strong association with Factor 3. The factor loading coefficients for CE1-CE3 range from 0.673 to 0.769, indicating a strong association with Factor 4. The factor loading coefficients for BI1 and BI4 range from 0.709 to 0.768, indicating a strong association with Factor 5. The high factor loading coefficients (above 0.7) further indicate a good correspondence between the items and the factors. The questionnaire scale data passed the KMO and Bartlett's tests, principal component analysis, and rotated factor loading tests, indicating that the correspondence between the questionnaire items and the preset dimensions is valid, and the questionnaire data has good validity and reliability.

Table 4.6: Rotated Factor Loadings Plot

Items	Factor loading				
	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
IV1		0.797			
IV2		0.731			
IV3		0.775			
IV4		0.788			
IV5		0.715			
CR1	0.839				
CR2	0.824				
CR3	0.764				
CR4	0.727				
CR5	0.785				
CD1			0.804		
CD2			0.639		
CD3			0.79		
CD4			0.659		
CD5			0.737		
CE1					0.673
CE2					0.729
CE3					0.769
CE4					0.771
BI1				0.76	
BI2				0.764	
BI3				0.709	
BI4				0.768	

4.2.3 Confirmatory Factor Analysis

4.2.3.1 Convergent Validity

This study mainly evaluates convergent validity through Composite Reliability (CR) and Average Variance Extracted (AVE). Table 4.7 shows that the CR values for all constructs are above 0.8, indicating good reliability for these constructs. CR is used to assess the internal consistency of each latent variable in the measurement model. A CR value above 0.7 is generally considered acceptable, while above 0.8 indicates

good reliability. AVE is used to assess the convergent validity of each construct. The table shows that the AVE values for each construct exceed 0.5, meaning these factors explain at least 50% of the variance in their items, indicating strong convergent validity. Specifically, the AVE values are 0.543 for Booking Intention, 0.549 for Creativity, 0.648 for Consumer Engagement, 0.55 for Credibility, and 0.563 for Involvement, all indicating high convergent validity for these constructs. Additionally, all item factor loadings exceed 0.7 and are significant, further proving that the data from this analysis has good convergent validity. For example, the factor loadings range from 0.711 to 0.853 for Booking Intention, 0.716 to 0.828 for Creativity, 0.731 to 0.858 for Consumer Engagement, 0.773 to 0.891 for Credibility, and 0.778 to 0.84 for Involvement. The data in this study passed the CR and AVE tests, showing good convergent validity and reliability, indicating that the questionnaire design and data quality are reliable.

Table 4.7: Factor Loadings, AVE, and CR for Measured Constructs

Factor	Items	Loading	AVE	CR
Booking Intention	BI1	0.839	0.543	0.825
	BI2	0.825		
	BI3	0.711		
	BI4	0.853		
Creativity	CD1	0.81	0.549	0.828
	CD2	0.817		
	CD3	0.716		
	CD4	0.823		
	CD5	0.828		
Consumer Engagement	CE1	0.838	0.648	0.902
	CE2	0.858		
	CE3	0.731		
	CE4	0.816		

Credibility	CR1	0.891	0.55	0.859
	CR2	0.862		
	CR3	0.835		
	CR4	0.773		
	CR5	0.867		
Involvement	IV1	0.778	0.563	0.866
	IV2	0.822		
	IV3	0.797		
	IV4	0.794		
	IV5	0.84		

4.2.3.2 Discriminant Validity

Discriminant validity refers to the degree of difference between one construct and others, ensuring that each construct is unique and independent. This study uses the Fornell-Larcker method to evaluate discriminant validity. The Fornell-Larcker method evaluates discriminant validity by comparing the square root of each construct's AVE with its correlation coefficients with other constructs. According to the Fornell-Larcker method, if the square root of a construct's AVE is greater than its correlation coefficients with other constructs, the construct has good discriminant validity. As shown in Table 4.8, the correlation coefficients between all constructs in the research model are less than the square root of the construct's AVE. The AVE square root for Booking Intention (BI) is 0.809, while its correlation coefficients with other constructs are 0.532 (CD), 0.453 (CE), 0.346 (CR), and 0.377 (IV), all less than 0.809. This indicates that Booking Intention has good discriminant validity from other constructs. Similarly, the AVE square roots are 0.8 for Creativity (CD), 0.812 for Consumer Engagement (CE), 0.847 for Credibility (CR), and 0.806 for Involvement

(IV), all of which have correlation coefficients with other constructs less than their respective AVE square roots. In summary, all constructs in the research model have good discriminant validity, indicating that the questionnaire design is reasonable, and the constructs are independent without confusion. This further proves the validity and reliability of the questionnaire.

Table 4.8: Inter-Construct Correlations and Square Roots of AVE

	BI	CD	CE	CR	IV
BI	0.809				
CD	0.532	0.8			
CE	0.453	0.459	0.812		
CR	0.346	0.467	0.493	0.847	
IV	0.377	0.38	0.424	0.459	0.806

4.2.4 Correlation Analysis

This study uses correlation analysis to examine the relationships between Involvement, Creativity, Credibility, Consumer Engagement, and Booking Intention. The correlation analysis uses the Pearson correlation coefficient to represent the strength and direction of the relationships, ranging from -1 to 1, where positive values indicate positive correlation, negative values indicate negative correlation, and 0 indicates no correlation. From Table 4.9, the correlations between the variables and their potential relationships can be analyzed.

Table 4.9: Correlation Matrix of Constructs

	Creativity	Credibility	Consumer Engagement	Booking Intention	Involvement
Creativity	1				
Credibility	0.454***	1			
Consumer Engagement	0.476***	0.449***	1		
Booking Intention	0.329***	0.522***	0.442***	1	
Involvement	0.446***	0.369***	0.416***	0.367***	1

* $p < 0.05$ ** $p < 0.01$ *** $p < 0.001$

The correlation coefficient between Involvement and Consumer Engagement is 0.416 ($p < 0.001$), indicating a significant positive correlation. The correlation coefficient with Booking Intention is 0.367 ($p < 0.001$), indicating a significant positive correlation. The correlation coefficient between Creativity and Consumer Engagement is 0.476 ($p < 0.001$), indicating a significant positive correlation. The correlation coefficient with Booking Intention is 0.329 ($p < 0.001$), indicating a significant positive correlation. The correlation coefficient between Credibility and Consumer Engagement is 0.449 ($p < 0.001$), indicating a significant positive correlation. The correlation coefficient with Booking Intention is 0.522 ($p < 0.001$), indicating a significant positive correlation. The correlation coefficient between Consumer Engagement and Booking Intention is 0.442 ($p < 0.001$), indicating a significant positive correlation.

From these correlation coefficients, it can be seen that the independent variables (IV CR, CD) have a significant positive impact on the mediating variable (CE). The

mediating variable (CE) also has a significant positive impact on the dependent variable (BI). The direct impact of the independent variables on the dependent variable is also significant but slightly weaker than their impact on the mediating variable. This indicates that Consumer Engagement mediates the relationship between the independent variables and booking intention. IV, CR, and CD not only increase BI by enhancing CE but also indirectly influence consumers' hotel BI.

4.2.5 Structural Equation Model

Structural Equation Modeling (SEM) can test the multivariate linear relationships between various factors. PLS-SEM is based on the Partial Least Squares (PLS) regression iterative sequence, which maximizes the explained variance of endogenous latent variables to estimate path parameters. PLS has advantages such as small sample estimation, no requirement for data distribution, and complex model modeling. Due to the limited sample size collected in this study, the PLS-SEM algorithm of SmartPLS4 was used. The sample size of this example is small, the research model involves 5 constructs and 4 hypotheses, and the structural model is relatively complex. Therefore, in actual research analysis, this example is more suitable for using the PLS-SEM method, and it is recommended to refer to the PLS-SEM method analysis results.

4.2.5.1 Collinearity Testing

Before evaluating the structural model, the Variance Inflation Factor (VIF) is used to check for collinearity. The Variance Inflation Factor (VIF) is used to assess multicollinearity among the independent variables. The higher the VIF value, the more severe the multicollinearity problem. Generally, VIF values should be below 3 to avoid serious multicollinearity problems. As shown in Table 4.10, the VIF values for the internal model in this study range from 1.322 to 1.576, and the VIF values for the external model range from 1.515 to 3.062. Although the VIF value of CR1 in the external model is 3.062, slightly above 3, most VIF values are below 3, indicating that there is no serious collinearity problem in the overall model. The correlations among the variables in the model are low, and this will not significantly affect the subsequent structural model evaluation. Therefore, the subsequent model evaluation results are reliable.

Table 4.10: VIF Values

Outer model VIF		Inner model VIF	
BI1	1.942	CD -> BI	1.435
BI2	1.875	CD -> CE	1.339
BI3	1.538	CE -> BI	1.522
BI4	2.012	CR -> BI	1.576
CD1	1.989	CR -> CE	1.448
CD2	1.91	IV -> BI	1.381
CD3	1.655	IV -> CE	1.322
CD4	1.975		
CD5	2.015		
CE1	1.965		
CE2	2.07		
CE3	1.515		

CE4	1.844
CR1	3.062
CR2	2.605
CR3	2.215
CR4	1.917
CR5	2.579
IV1	1.873
IV2	1.985
IV3	1.92
IV4	1.926
IV5	2.002

4.2.5.2 Model Fit Testing

According to Table 4.11, the R^2 values for the factors BI and CE are 0.354 and 0.343, respectively. This means that the independent variables in the model can explain 35.4% of the variance in BI and 34.3% of the variance in CE. The coefficient of determination (R^2) is a measure of the explanatory power of the model. The higher the R^2 value, the stronger the model's ability to explain the variance of the factors. The predictive relevance coefficients (Q^2) are 0.292 and 0.309, respectively, indicating that the model has good predictive power for these two factors. Q^2 values are used to evaluate the predictive power of the model. When Q^2 values are greater than 0, it indicates that the model has predictive power, and the higher the Q^2 value, the better the model's predictive ability. Specifically, the Q^2 value for BI is 0.292, indicating that the model has good predictive power for BI; the Q^2 value for CE is 0.309, indicating that the model also has good predictive power for CE. These results indicate that the model not only explains a large part of the variance in BI and CE but also has good predictive power, further demonstrating the model's validity and

reliability. Therefore, the research results support the overall structure and hypotheses of the model, which is significant for further application and dissemination.

Table 4.11: R² and Q² Values

	R ²	Q ²
BI	0.354	0.292
CE	0.343	0.309

4.2.5.3 Path Analysis

This study uses the Bootstrap method to analyze the structural model, with a sub-sample size set at 5000. The Bootstrap method evaluates model stability and accuracy through multiple resampling, helping to obtain confidence intervals and significance levels for the path coefficients.

According to Table 4.12 and Figure 4.1, several path coefficients in the research model are significant. The detailed analysis is as follows: IV has a significant positive impact on CE ($\beta=0.197$, $p<0.05$), indicating that Hypothesis 1 is supported. This indicates that Involvement (IV) has a positive impact on CE, with a path coefficient of 0.197, indicating a moderate level of influence. CR has a significant positive impact on CE ($\beta=0.29$, $p<0.05$), indicating that Hypothesis 2 is supported. CR has a strong positive impact on CE, with a path coefficient of 0.29. CD has a significant positive impact on CE ($\beta=0.25$, $p<0.05$), indicating that Hypothesis 3 is supported. CD has a moderate positive impact on CE, with a path coefficient of 0.25. CE has a significant

positive impact on BI ($\beta=0.222$, $p<0.05$), indicating that Hypothesis 4 is supported.

CE has a positive impact on BI, with a path coefficient of 0.222.

Two paths did not pass the significance test: the impact of IV on BI is not significant ($\beta=0.142$, $p=0.05$), indicating that the direct impact of IV on BI is not significant. The impact of CR on BI is not significant ($\beta=-0.008$, $p=0.922$), indicating that the direct impact of CR on BI is not significant.

These results suggest that CE may play a mediating role in some paths. Overall, most of the hypotheses in the model are supported, validating the structure and reasonableness of the hypotheses. The research results provide a reference for hotels to improve Millennial consumer engagement and booking intention.

Table 4.12: Path Coefficients and Hypothesis Testing Results

Relationship	Beta	Coefficient	Standard deviation	T statistics	P values	Decision
IV -> CE	0.197	0.196	0.074	2.645	0.008	Yes
IV -> BI	0.142	0.143	0.072	1.961	0.05	NO
CR -> CE	0.29	0.292	0.075	3.847	0.000	Yes
CR -> BI	-0.008	-0.009	0.082	0.098	0.922	NO
CD -> CE	0.25	0.252	0.077	3.256	0.001	Yes
CD -> BI	0.38	0.379	0.075	5.093	0.000	Yes
CE -> BI	0.222	0.224	0.073	3.047	0.002	YES

Note: $P<0.05$, * $P<0.001$, ** $P<0.001$ ***

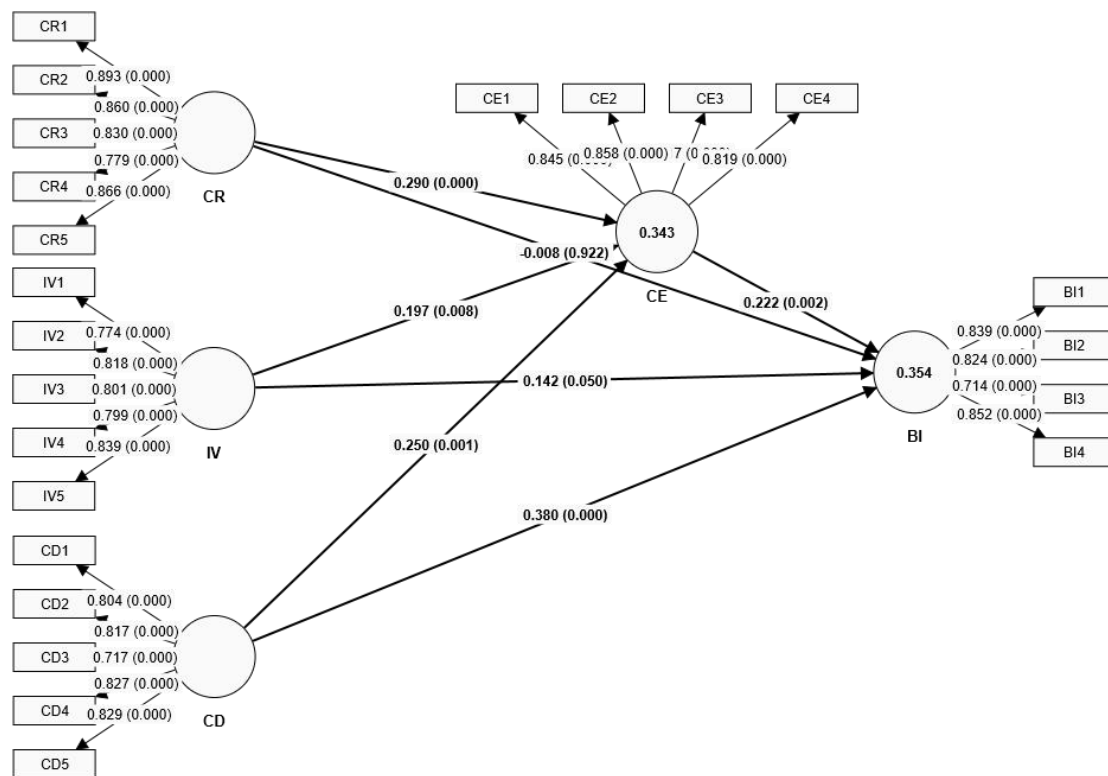


Figure 4.1: Structural Equation Model Results

Source: SmartPLS4

4.2.5.4 Mediation Testing

According to Table 4.13, when CE is used as a mediating variable, the indirect effects of CD, CR, and IV on BI are analyzed. Mediation effect analysis assesses the existence and type of mediation effects by examining the indirect path coefficient ($a \times b$) and the direct path coefficient (c). When CE is used as a mediating variable, the indirect effect of CD on BI is significant ($\beta=0.056$, $t=2.117$, $p<0.05$). The direct effect of CD on BI is also significant ($\beta=0.38$, $t=5.093$, $p<0.001$). Because the direct and indirect effects are in the same direction (both positive), it can be identified as a complementary partial mediation. This means that the impact of CD on BI is partially mediated by CE, but the direct effect still exists. When CE is used as a mediating

variable, the indirect effect of CR on BI is significant ($\beta=0.065$, $t=2.303$, $p<0.05$). However, the direct effect of CR on BI is not significant ($\beta=-0.009$, $t=0.098$, $p>0.05$). Since the direct and indirect effects are in opposite directions, it can be identified as a competitive full mediation. This means that the impact of CR on BI is entirely mediated by CE, and CR itself has no direct significant impact on BI. When CE is used as a mediating variable, the indirect effect of IV on BI is not significant ($\beta=0.044$, $t=1.909$, $p>0.05$). This indicates that CE does not mediate the relationship between IV and BI. The impact of IV on BI is not mediated by CE, indicating that the direct effect of IV on BI is more important.

From the above analysis, it can be concluded that CE partially mediates the relationship between CD and BI, fully mediates the relationship between CR and BI, and does not mediate the relationship between IV and BI. These results provide further support for the structure of the research model and reveal the complex relationships between the variables.

Table 4.13: Mediation Analysis Results

Relationship	Beta	Coefficient	Standard deviation	T statistics	P values	Decision
CD -> CE -> BI	0.056	0.057	0.026	2.117	0.034	YES
CR -> CE -> BI	0.064	0.065	0.028	2.303	0.021	YES
IV -> CE -> BI	0.044	0.044	0.023	1.909	0.056	NO

4.3 Current Developed Research Model

Based on the result, the final research conceptual model for this study is shown in

Figure 4.2.

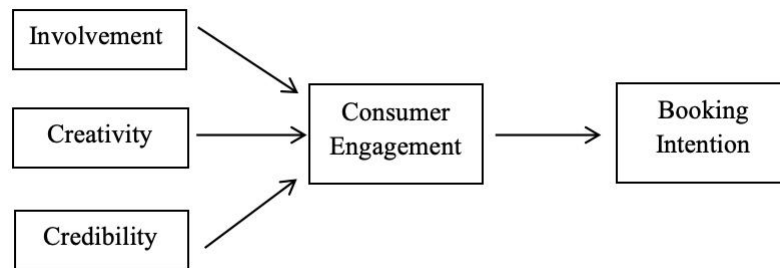


Figure 4.2: Current Developed Research Model

4.4 Summary of the Results

According to the statistical results, all proposed hypotheses are supported (see Table 4.14). The researchers will discuss the practical significance of the study and its impact on academia in the next chapter.

Table 4.14: The Summary of the Confirmation of Current Hypotheses

	Details of the Hypothesis	Remarks
H1	Involvement in TikTok advertising has a positive effect on consumer engagement.	Supported
H2	Creativity in TikTok advertising has a positive effect on consumer engagement.	Supported
H3	Credibility in TikTok advertising has a positive effect on consumer engagement.	Supported
H4	Consumer engagement has a positive effect on booking intention.	Supported

CHAPTER 5

CONCLUSION AND IMPLICATIONS

5.1 Accomplishment of Research Objectives

The project aims to study the relationship between TikTok video elements and the hotel booking intentions of millennial consumers through the TikTok platform. Two research objectives were set, and four hypotheses were proposed for testing. To achieve the first research objective, H1, H2, and H3 were proposed to investigate how TikTok advertisements influence Millennials' hotel booking intentions; H4 was proposed to achieve the second research objective, aiming to identify the key factors by which TikTok advertisements influence millennial consumers' purchase decisions. The data analysis results show that all four hypotheses are supported.

The support for H1 indicates that engagement in advertisements has a positive effect on generating consumer engagement. Millennials like to interact with various content on social media, and this interactive content can attract their attention. When consumers have high engagement, it promotes the formation of their purchase intentions and behaviors. This result is consistent with the studies of Gorla et al. (2010), Woodside et al. (2018), Jang et al. (2020), and Ramirez et al. (2022).

The support for H2 indicates that creativity in advertisements has a positive effect on generating consumer engagement. Creative advertisement content can attract consumers' attention to the brand, allowing the brand to interact with consumers through the advertisements and generate consumer engagement, purchase intentions, or recommendations. This result is consistent with the studies of Pieters et al. (2002), Berger and Milkman (2012), Kercini (2015), and Han et al. (2021).

The support for H3 indicates that credibility in advertisements has a positive effect on generating consumer engagement. In online transactions, a lack of credibility is the biggest barrier to using online platforms. High credibility advertisements are more persuasive, helping to build consumer trust in the brand, thereby attracting consumers and generating engagement. The credibility of advertisements is very important for customer engagement and loyalty and is a key factor in purchase decisions. When consumers believe that advertisement information is true and credible, they are more likely to purchase the product or service. This result is consistent with the studies of Pornpitakpan (2004), Kim and Park (2013), Florenthal (2019), and Nefiratika et al. (2020).

The support for H4 indicates that consumer engagement has a positive effect on Millennials' hotel booking intentions through TikTok. By using social media to stimulate consumer interaction with the brand, a more active and solid relationship is fostered, thereby influencing and enhancing consumers' purchase intentions. In the

HTT field, customer engagement (CE) on social media platforms directly influences consumers' hotel booking intentions. This result is consistent with the findings of Barhemmati and Ahmad (2015), Yoong and Lian (2019), Kreicbergs and Ščeulovs (2022), and Touni et al. (2022).

5.2 Implications

5.2.1 Implications to Managerial Decision Makers

This study reveals the impact of TikTok short video marketing on the hotel selection decisions of Chinese millennials, providing some valuable insights for the hotel industry. The hotel industry should recognize the dependence of Chinese millennials on TikTok, value TikTok's important role in the hotel selection process, and fully utilize TikTok's convenient dissemination and powerful influence. Based on the characteristics and needs of millennial consumers, the industry should formulate corresponding TikTok marketing strategies to increase consumers' hotel booking intentions. Hotels can use the TikTok platform to post advertisements to attract millennial consumers. In this two-way communication process, besides conveying hotel information, the video content's engagement, creativity, and credibility should also be emphasized, encouraging consumers to actively participate and leading them to develop booking intentions.

From the perspective of engagement, video ads can be shot from the protagonist's first-person perspective to resonate with consumers. This not only showcases visual information about the hotel to consumers but also provides them with an immersive experience, promoting consumer engagement. Additionally, interactive challenges or topics can be designed to guide user participation and sharing. Using tags, lotteries, and interactive comments can make users feel a sense of participation. From a creativity perspective, TikTok's short video features can be utilized to create impressive videos. For example, showcasing the hotel's unique design, rooms, scenery, and services, combined with professional video shooting and creative post-production editing techniques. Plan unique events, such as themed parties or special food festivals at the hotel, and promote them through TikTok short videos. From a credibility perspective, hotels can invite real customers to share their genuine experiences at the hotel and create short videos. Authentic feedback can enhance the advertisement's credibility, giving potential customers a more realistic understanding of the hotel's services. Inviting well-known bloggers, travel experts, or celebrities to experience a real stay and share it on their TikTok accounts can also significantly enhance the advertisement's credibility. Meanwhile, the most important aspect of TikTok advertising is providing transparent and detailed pricing and service information, allowing potential customers to feel the hotel's sincerity and professionalism.

Additionally, different video elements and content output methods should be chosen based on the characteristics of users of different age groups, and targeted video advertising should be conducted using TikTok's precise targeting function. For example, for Millennials aged 24-34, videos released by internet celebrities should be chosen, as this age group values engagement and creativity in TikTok video ads. For millennials aged 35-44, videos should be released by the hotel's official account, ensuring the authenticity and credibility of the video content.

Nowadays, more and more consumers leave their reviews on the internet, and Millennials usually judge a hotel's products and services based on online review scores and content before booking a hotel. Therefore, hotels should conduct thorough data analysis and utilization of interactions with TikTok video ads. Guide consumers to actively interact with TikTok video ads (like, comment, share, save). Furthermore, positive online reviews should be maintained and used as word-of-mouth marketing to reach more potential consumers. Negative online reviews should be approached with the right attitude towards consumer complaints, responded to promptly, and followed up with appropriate feedback, promptly resolving and improving any issues encountered.

5.2.2 Implications to the Academics

From a theoretical perspective, this study contributes to the existing literature by providing valuable insights into the behavior of Chinese millennial consumers using the TikTok short video platform to book hotels. The SOR theoretical framework has been widely used in past research areas such as online shopping, but there is limited research specifically related to a particular generation booking hotels online through short video platforms. This study focuses on three elements of TikTok videos: engagement, creativity, and credibility. The research results indicate that these three elements positively affect consumer engagement among Millennials, thereby influencing their hotel booking intentions. By analyzing the elements of TikTok videos, this study fills the gap in the social media literature regarding the relationship between TikTok video elements and hotel booking intentions. Additionally, this study uses the Stimulus-Organism-Response (S-O-R) model to explain the relationships between TikTok video elements, consumer engagement, and booking intentions from the consumer's perspective, thereby enhancing the theoretical model. In future research, this study model can be replicated or further extended, and researchers can introduce additional variables to meet the needs of studying different social media platforms, thereby better examining the relationship between advertising video elements and consumer purchase intentions.

5.3 Research Limitations and Recommendations

From the perspective of research. This paper constructs a model based on the SOR theory, selecting engagement, creativity, and credibility of TikTok short videos as external stimuli. Internal perception was only measured through consumer engagement, and only hotel booking intentions were chosen at the decision response level. In the literature on consumer decision-making behavior based on the SOR theoretical model, many other variables can be measured. In future studies of the same type, more and more appropriate variables can be selected for measuring and analyzing questionnaire data in terms of external stimuli, internal perception, and decision responses. At the same time, future research can also extend the SOR theory to more fields, selecting more innovative perspectives for analysis and argumentation.

In terms of research methods, the analysis of valid questionnaire data only included reliability, validity, and correlation analyses of the scales, without combining data on respondents' gender, specific age, education level, income, and TikTok platform usage. This lack of depth in the theoretical research on the impact of selected short video factor variables on consumer behavior could lead to objective analysis bias. In the actual process of short video marketing, factors such as users' age, income, and education level will affect the short video factor variables (Fu, 2023). The comprehensive consideration of users' demographic characteristics and short video features greatly supports accurately analyzing the impact of short video features on consumers' hotel booking behavior. In future research, more accurate and

comprehensive research methods should be adopted to ensure more reliable and credible research results with high reference value. Fully incorporating respondents' demographic characteristics into the model for comprehensive analysis can reduce errors in the research.

In terms of research content, since short video marketing is a rapidly developing marketing method, its role and effectiveness in HTT marketing will change over time and with technological advancements. Therefore, continuous observation and research on short video marketing are needed in the future, especially in the HTT industry. How to better use short videos for marketing is a direction that requires continuous exploration. Additionally, this study only researched TikTok short videos, but other social media platforms and the now-popular live streaming marketing can also influence Millennials' hotel booking behavior. Future research on consumers' hotel booking behavior should not be limited to short videos. A broader perspective should be adopted, fully considering more influencing factors and measurement dimensions.

In terms of sample collection, due to objective constraints, this study used electronic questionnaires to collect data, making it difficult to ensure respondents' authenticity. Some respondents may not have carefully read the statements or fully understood the questions, affecting the data quality. Additionally, although the snowball sampling method helps researchers reach more respondents, it can result in a concentration of sample age and education levels, leading to insufficient sample diversity. In future

research, researchers can try to communicate with respondents face-to-face or through electronic meetings. To prevent sample bias, researchers can consider implementing various sampling techniques to ensure accurate target populations are included among the respondents.

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Appendix 1: Master Copy of Finalized Questionnaire



**UNIVERSITI TUNKU ABDUL RAHMAN (UTAR)
FACULTY OF BUSINESS AND FINANCE
Master in Business Administration (Corporate Management)**

An Analysis of How Short-Form Video Advertising on TikTok Affects Millennial Hotel Booking Intention

Survey Questionnaire

Dear Respondents,

I am currently undergoing Master in Business Administration (Corporate Management) program studying at University Tunku Abdul Rahman (UTAR), Faculty of Business and Finance. This study is undertaken to fulfil my dissertation of the programme.

The main objective of the study is to investigate the impact of TikTok on hotel booking intention among Chinese millennial consumers. I sincerely hope that you can spare a few minutes to complete this questionnaire. Your responses are utterly important for me in completing my study. However, your participation is of voluntary basis.

The information gathered and acquired through this questionnaire will be used solely for academic purposes. I firmly assure that all information provided to this study will be kept PRIVATE AND CONFIDENTIAL. I truthfully appreciate your cooperation in completing this questionnaire. Thank you for your precious time participation in this study.

Yours sincerely,

Name: AN SHUKE

Student ID: 23ABM05432

Contact details: anshuke@utar.my

PERSONAL DATA PROTECTION STATEMENT

Please be informed that in accordance with Personal Data Protection Act 2010 (“PDPA”) which came into force on 15 November 2013, Universiti Tunku Abdul Rahman (“UTAR”) is hereby bound to make notice and require consent in relation to **collection, recording, storage, usage and retention of personal information.**

Notice:

1. The purposes for which your personal data may be used are inclusive but not limited to:-
 - *For assessment of any application to UTAR*
 - *For processing any benefits and services*
 - *For communication purposes*
 - *For advertorial and news*
 - *For general administration and record purposes*
 - *For enhancing the value of education*
 - *For educational and related purposes consequential to UTAR*
 - *For the purpose of our corporate governance*
 - *For consideration as a guarantor for UTAR staff/ student applying for his/her scholarship/ study loan*
2. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.
3. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.
4. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:

1. By submitting this form you hereby authorise and consent to us processing (including disclosing) your personal data and any updates of your information, for the purposes and/or for any other purposes related to the purpose.
2. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfil our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.
3. You may access and update your personal data by writing to us at anshuke@lutar.my

Acknowledgment of Notice

- [] I have been notified by you and that I hereby understood, consented and agreed per UTAR above notice.
- [] I disagree. My personal data will not be processed.

.....

Name:

Date:

Section A

For our statistical purpose, please tick the appropriate information about yourself. Please note that your personal details will be kept private and confidential.

Gender

☐

Male

☐

Female

Age

☐

25 to 29

☐

30 to 34

☐

35 to 39

☐

40 to 44

Education background

☐

High school
and below

☐

College
education

☐

Undergraduate

☐

Postgraduate

Income level (monthly)

☐

Below 3000 RMB

☐

3000 to 6000
RMB

☐

6000 to 10,000
RMB

☐

10,000 RMB
and above

Years of using TikTok

☐

Less than 1 year

☐

1 to 5 years

☐

5 years and above

Average time spent using TikTok per day

☐

Less than 1 hour

☐

1 to 3 hours

☐

3 to 6 hours

☐

6 hours and above

Section B

For each of the statements, please tick (✓) the number using the agreement-disagreement scale which you feel the best to describe your perception.

No.	Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1.	I prefer hotel advertising with a sense of involvement					
2.	I think the hotel TikTok advertising provide me with visual information about the hotel					
3.	The credibility of the hotel's TikTok advertising would be enhanced if the posts were shared from an official account.					
4.	Watching the hotel's TikTok advertising gives me a sense of actually being there.					
5.	I think hotel TikTok advertising are more intuitive than traditional forms of advertising					
6.	I prefer original hotel TikTok advertising					
7.	Creative hotel TikTok advertising has the ability to capture my attention.					
8.	I'll remember creative hotel TikTok advertising					
9.	When I see creative hotel TikTok advertising, I will add this hotel to my favorites list					
10.	I think hotel TikTok advertising are more creative than traditional forms of advertising					
11.	I think the hotel TikTok advertising is convincing					
12.	The hotel TikTok advertising would be more credible if it were posted from an official account.					
13.	I believe the hotel's TikTok advertising would be more credible if it were posted by an internet celebrity.					
14.	When I see credible hotel TikTok advertising, I will add this hotel to my favorites list					
15.	I think hotel TikTok advertising are more credible than traditional forms of advertising					
16.	If a hotel TikTok advertising catches my attention, I will pause to watch it					
17.	I'll engage with hotel TikTok advertising that interests me by liking it (click like).					

18.	I'll leave a comment on hotel TikTok advertising that catches my interest					
19.	I will share interested hotel TikTok advertising with my friends					
20.	When I'm planning a trip, I'll look for hotels on TikTok					
21.	When I see a hotel TikTok advertising, I will search more information about the hotel					
22.	When I discover a hotel with a lot of TikTok advertising, it increases my willingness to book that hotel					
23.	The comments from other users beneath the TikTok advertising for the hotel I'm interested in also factor into my decision-making process when selecting hotel.					

THANK YOU FOR TAKING THE TIME TO COMPLETE THIS SURVEY