

CITY UNIVERSITY OF HONG KONG
香港城市大學

**Authenticity Within, Aesthetics Without: The
Impact of Sentiment Features in Travel Posts
on User Decision-Making**

對內求真，對外求美：旅遊帖子情感特征
對用戶決策的影響

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Li Qian
李茜

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摘要

隨著網路技術的發展，社交媒體逐漸崛起，為用戶提供了自我表達、經驗分享（如評論、遊記、短視頻）及社交互動的開放平臺，滿足了其社交與分享需求，更顯著改變了消費者的資訊獲取習慣與決策行為。這一變革對傳統行銷模式產生重要影響，推動行銷關注以用戶社交分享為核心的社會化媒體行銷，促使企業高度重視消費者在社交媒體上的體驗分享行為。在旅遊領域，這一趨勢尤為凸顯，典型現象之一即使用者生成內容（UGC）成為旅遊業中最具影響力的資訊來源。

鑒於旅遊情境下，UGC 貫穿遊客決策全週期，因此，揭示其對使用者決策行為的影響路徑與邊界條件，具有重要的理論價值與實踐意義。文獻梳理發現，當前旅遊 UGC 研究主要集中在內容分析、影響因素識別、傳播機制探討以及對用戶行為的影響幾個方面，而情感因素在 UGC 影響機制中的作用機理尚未得到充分探討。一方面，多數研究將情感簡化為積極和消極的分類變數，忽視情感強度和情感傾向的差異化影響；另一方面，情感影響路徑多依託於購買決策場景，缺乏對社交媒體交互行為（如收藏意願、頂帖意願）的解釋適配。

針對以上實踐現狀和研究不足，通過對相關研究和理論的回顧，本文以印象管理理論、社會規範理論等為理論基礎，構建旅遊帖子情感特徵與使用者決策之間的理論框架，同時考察了衝突程度在情感強度對頂帖意願影響中的調節作用。在此基礎上，本文提出了相關研究假設。經過在馬蜂窩平臺獲取的資料進行檢驗，結果顯示，全部假設均得到支援。具體而言，本文得到以下研究結論：第一，情感強度對收藏意願有顯著正向影響；第二，情感傾向負向影響收藏意願；第三，情感強度負向影響頂帖意願；第四，情感傾向對頂帖意願有顯著正向影響；第五，衝突程度越高，情感強度對頂帖意願的負向影響越強。

本文在理論上的貢獻在於：第一，本文關於情感特徵對使用者決策的研究，突破了當前旅遊 UGC 影響機制的研究中，多數研究裡將情感簡化為積極和消極分類變數這一局限，將情感強度和情感傾向引入研究，探討其差異化影響，豐富了旅遊 UGC 影響結果的研究，破解了情感影響機制的“黑箱”。

第二，本研究通過將旅遊 UGC 置於社交媒體情境，構建並驗證以“收藏意願”和“頂貼意願”為核心的決策模型，實證揭示 UGC 情感因素在此類互動行為中的影響路徑。以彌補現有理論在解釋社交媒體情境下 UGC 驅動用戶互動行為方面的不足，為深入理解社交媒體平臺中旅遊內容的影響機制提供新的實證依據和理論框架。第三，本文考慮了衝突程度在情感特徵對使用者決策的影響過程中可能存在的調節作用，有助於進一步拓展情感特徵影響使用者決策的邊界條件。實踐上，本文在社交媒體興起的背景下，一方面，有助於指導企業依據使用者的行為反向配置行銷策略，啟發旅遊企業加強風險管理，通過評估衝突程度，定位管理薄弱環節，助力針對性服務品質提升。另一方面，對旅遊平臺來說，基於情感特徵與使用者決策之間的交互效應，可以監控旅遊 UGC 內容，為企業提供即時預警，制定有效管理策略，根據使用者的行為制訂不同導向的回應策略。

關鍵字：情感強度；情感傾向；頂貼意願；收藏意願；衝突程度

Abstract

The advancement of network technologies has fueled the rise of social media, providing users with an open platform for self-expression, experience sharing (e.g., reviews, travelogues, short videos), and social interaction. This platform fulfills users' social and sharing needs while significantly altering consumer information acquisition habits and decision-making behaviors. This transformation profoundly impacts traditional marketing paradigms, shifting marketing focus towards social media marketing centered on user-generated social sharing. Consequently, firms now place heightened importance on consumers' experience-sharing behaviors on these platforms. Within the tourism domain, this trend is particularly pronounced, with a key manifestation being the emergence of User-Generated Content (UGC) as the most influential source of information in the industry.

Given that UGC permeates the entire tourist decision-making cycle within the travel context, elucidating its impact pathways and boundary conditions on user decision-making behaviors holds significant theoretical and practical importance. A review of the literature reveals that current research on tourism UGC primarily focuses on content analysis, identification of influencing factors, exploration of dissemination mechanisms, and its impact on user behaviors. However, the underlying mechanisms through which affective factors operate within the UGC influence process remain underexplored. On the one hand, the majority of studies simplify affect into binary classifications (positive vs. negative), largely overlooking the differential impacts of affective intensity and valence. On the other hand, the established pathways of affective influence predominantly rely on purchase decision scenarios, exhibiting limited applicability to explain social media engagement behaviors (e.g., wishlisting intentions, upvoting intentions).

Addressing the aforementioned practical context and research gaps, and drawing upon a review of relevant literature and theories, this study develops a theoretical framework linking the affective characteristics of travel posts to user decision-making. The framework is grounded in Impression Management Theory,

Social Norms Theory, among others. Furthermore, it examines the moderating role of conflict level in the relationship between affective intensity and upvoting intention. Based on this framework, a set of research hypotheses is proposed. These hypotheses were empirically tested using data collected from a prominent travel social media platform. The results provide support for all hypothesized relationships. Specifically, the study yields the following key findings: (1)Affective intensity exerts a significant positive influence on wishlisting intention. (2) Affective valence exhibits a significant negative influence on wishlisting intention. (3) Affective intensity exerts a significant negative influence on upvoting intention.(4)Affective valence exhibits a significant positive influence on upvoting intention. (5) The level of conflict moderates the relationship between affective intensity and upvoting intention, such that higher conflict levels strengthen the negative effect of affective intensity on upvoting intention.

Theoretical Contributions: This study makes several key theoretical contributions. First, by investigating the impact of affective characteristics (intensity and valence) on user decision-making, it moves beyond the prevalent limitation in current tourism UGC research where affect is often simplified into binary positive/negative classifications. Examining the differential effects of affective intensity and valence enriches the understanding of tourism UGC outcomes and helps unravel the underlying mechanisms—the "black box"—of affective influence. Second, by situating tourism UGC within the social media context and developing and validating a decision-making model centered on wishlisting and upvoting intentions, the study empirically uncovers the influence pathways of UGC affective factors on these specific engagement behaviors. This addresses a gap in existing theory regarding UGC-driven user engagement within social media environments and provides novel empirical evidence and a theoretical framework for understanding the impact mechanisms of travel content on social platforms. Third, by examining the potential moderating role of conflict level within

the relationship between affective characteristics and user decisions, the study contributes to extending the boundary conditions of affective influence on user decision-making. Practical Implications: Against the backdrop of the rise of social media, this research offers significant practical guidance. For tourism enterprises, the findings aid in tailoring marketing strategies based on observed user behavioral patterns. They also highlight the importance of enhanced risk management: by assessing conflict levels within UGC, firms can identify operational weaknesses and implement targeted service quality improvements. For social media platforms, leveraging the identified interaction effects between affective characteristics and user decisions enables proactive monitoring of tourism UGC. This monitoring can provide real-time alerts to businesses, facilitate the formulation of effective content management strategies, and inform the development of differential response strategies based on user behavior patterns.

Keywords: Affective intensity; Affective valence; Upvoting intention; Wishlisting intention; Conflict level

CITY UNIVERSITY OF HONG KONG

Qualifying Panel and Examination Panel

Surname: LI
First Name: Qian
Degree: Doctor of Business Administration
College/Department: College of Business

The Qualifying Panel of the above student is composed of:

Supervisor(s)

Prof. YAN Houmin Department of Decision Analytics & Operations
City University of Hong Kong

Qualifying Panel Member(s)

Prof. YUE Wei Thoo Department of Information Systems
City University of Hong Kong

Prof. ZHAO Huazhong Department of Marketing
City University of Hong Kong

This thesis has been examined and approved by the following examiners:

Prof. ZHENG Xu Department of Marketing
City University of Hong Kong

Prof. YAN Houmin Department of Decision Analytics & Operations
City University of Hong Kong

Prof. LIU Junming Department of Information Systems
City University of Hong Kong

Prof. WAN Zhixi Department of Innovation and Information
Management
The University of Hong Kong

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作為一名擁有十年文旅行業實踐經驗的從業者，我深知行業在數位化浪潮中所面臨的機遇與挑戰。正是基於對“內容如何影響消費決策”這一現實問題的長期關注，我選擇了“對內求真，對外求美：旅遊帖子情感特徵對用戶決策的影響”作為研究課題，試圖從情感分析的視角，探尋線上內容與旅遊消費行為之間的深層聯繫。然而，將業界的感性認知轉化為嚴謹的學術研究，對我而言是一個巨大的跨越。幸運的是，在城大 DBA 專案的學習過程中，我得到了嚴厚民教授的悉心指導。

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