An in-depth interview on tourists’ emotional change and word-of-mouth behavior during travel

Completed Research Paper

Simin Zhou, Qiang Yan, Mengling Yan, Chuwen Shen
and Xiaoyan Zhang

Abstract

In recent years, emerging travel apps not only facilitate convenient traveling, but also expand channels for word-of-mouth sharing. However, existing researches tend to overlook the e-WOM sharing behavior during traveling, especially the differences in user behaviors on various channels. In this paper, 30 interviewees with rich travel experience were invited to attend our in-depth interview. Afterwards, two researchers coded the interview data for result generation. The research studies tourists’ emotional changes and elaborates e-WOM motivations in different emotional states. In addition, we examined tourists’ differences in recognizing the features of integrated travel websites and social media platforms. Based on the task-technology fit theory, we discussed the matching degree between tourists’ e-WOM motivation and platform features, and then analyzed tourists’ selection of e-WOM platforms. The research found that tourists are more likely to share e-WOM on social media platforms in a positive emotional state, and on comprehensive travel websites in a negative emotional state. The results can not only help understand tourists’ psychology and behavior, but also provide important lessons for platform management.

Keywords: tourists’ emotion, e-WOM motivation, platform features, task-technology fit, in-depth interview