

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

Completed Research Paper

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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