From Dream to Reality: The Power of Visual Content in Emotional Marketing to Drive Tourism Booking on Social Media

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Abstract: This study investigates the influence of emotional marketing on consumers' booking intentions within the tourism industry, particularly through social media platforms. The study examines four essential emotional marketing aspects: emotional service, emotional communication, emotional pricing, and trust related to booking intentions. The researchers used a quantitative approach with an exploratory design to pursue their objective. 201 individuals who engaged with social media tourism content were sampled conveniently to collect data. The study shows that emotional communication, service, and trust shape booking intentions, but emotional price does not prove significant in this pattern. The research used SPSS for statistical analysis, which included reliability tests, calculated correlations, and regression analyses. The study highlights the essential role of emotional relationships in digital marketing platforms since they establish trust-based communication on social networks, which drives users to act. The research adds valuable knowledge about effective tourism marketing through emotions to improve customer involvement and service reservation rates. These findings present vital implications for tourism service providers and marketing teams who aim to use social media to keep customer relationships and grow their brand presence.

I.   Introduction

Emotion is the key exchange factor within the macro and micro environment to increase the need for consuming culture (Rytel, 2010). By triggering the needs of consumers through the emotional phase, emotional marketing is defined as the quest to create a long-term relationship by using emotional attributes (Sharma, 2020). In addition to this definition, emotional marketing is the classical approach compared to traditional pathways. Social demand for consumer products emerges because of marketplace competition, which results from global economic principles that run the modern world. Both competitive advantages and long-term image development in our consumerist society demand brand recognition of customer psychology and successful customer satisfaction programs (Bin, 2023). The study also illustrated that to cope with the competitive world, most brands are now focused on consumer behaviour with proper concern for product or service quality and its delivery phase to the customer.

Social media is a different route to transmit product or service information to earn audience engagement. The key success factor of social media marketing incorporates emotional approaches that guarantee validity and reliability in dealing with customer interactions (Kim and Ko, 2016). Users develop strong brand attachments through regular content sharing that satisfies all consumer needs and personal interests, which produces mutual advantages for the brand and users (Hayes et al., 2020). Consumers ' intentions to acquire services and products emerge through social media communication using interest-driven marketing approaches, from emotional marketing campaigns.

Social media platforms enable the tourism industry's growth by attracting additional customers because modern consumers depend mainly on viral marketing methods. Combining appropriate emotional marketing techniques

with social media allows tourists to book more tourist activities through those platforms quickly, and service longevity depends on effective service presentation. The present research examines emotional marketing strategies that operate through social media channels to evaluate their effects on service booking decisions.

II.   Literature Review

People in consumerist societies use emotion as their mental state to manage their diverse internal and external social behaviours from a cognitive viewpoint (Deshwal, 2015). Service or product providers employ emotional marketing to transmit loyalty-related messages through emotional appeals, including joy, sadness, fear, and humour, instead of traditional marketing techniques (Ambler et al., 1999). The "Wheel of Emotions" theory, developed by Robert Plutchik, allowed for practical and emotional analysis of consumer emotions in 1980. The theory presents a model of eight basic emotions by analysing physiological reactions and demonstrates emotional dynamics through those foundational emotions. For example, love for a service or product may come from feelings of trust and joy; on the other hand, optimism and positivity come from pleasure. To ensure product or service connotation with a popular image, product providers go through the enterprise's sustainable development capabilities through emotional marketing.

To work with emotional marketing, the pricing system is a matter to look at because the price reference ultimately helps a person think about the buying intention. Besides that, this is something to think about the connection among the level of society, monetary and emotional thinking by connecting with the product and service types (Guzmán Martínez & Orozco Gómez, 2024). Customers naturally select offerings that fit their financial capabilities and match their preconceived ideas about them. For example, people who view tourism services such as paragliding through social media expect to receive equivalent experiences at similar locations for amounts they previously encountered. As the sales process unfolds, the service provider positions the activity and unique experience they wish their clients to enjoy for social media posting. Besides this psychological pricing, emotional marketing taps buyers for premium pricing to relish their dreams. Emotional marketing creates connections with potential tourists through the unique experience, and to enjoy the experiences, most travellers try to attend a lifetime experience with an extra charge, which is also considered emotional pricing.

To create a favourable attitude toward a service industry or brand, the customer's emotional response is formed through emotional marketing. Even after experiencing the service, a strong connection creates the post-exposure attitude, ultimately leading to further quality expectations (Mattila,1999). In addition, according to the study of Gabriel et al. (2016), there is a surprising link between the provision of services by employees and the outcome that a customer usually has a service. If a brand can provide all the services with an emotional touch and customer service outcome, it recommends further phases and customer satisfaction. Understanding emotion is essential to conducting the proper communication in emotional marketing to convey the message in social media (Wang, X., Jiang, M., Han, W., &Qiu, L. (2022). Effective engagement through proper communication can help the brand ensure the customer-brand relationship because emotion is the key factor in attracting an investor's eye (Bucci, 2001).

Proper emotional communication is the key pathway to transmit brand images and establish brand loyalty through social media platforms, thus representing emotional marketing as a new enterprise marketing model due to consumer sustainability choices (Yang et al., 2010). Social media users create more than a million posts daily, and that word-of-mouth connection creates a bond between brands and their social media audience, leading to trust growth (Li et al., 2019). The study by Brady (2017) demonstrates that brand social media engagement creates stronger emotional connections among users. For proper engagement, trust is a safe feeling for consumers because it helps them interact with the brand's image and perception (Ballester, 2003).

Trust, as a psychological state, causes people to purchase or take products and services from a specific organisation based on their surrounding expectations, according to Rousseau et al. (1998). In the study by PENTINA et al. (2013), trust positively affects social media platforms because it patronises customers' intention to buy something. To establish a sustainable relationship with the customers because trust is the outcome of

brand reliability and consistency to deliver the expected products and service for customers (Wang & Emurian, 2005). Based on overall things like the services, trust, and exchange value, the researchers illustrated that booking intention is finally in place to book the desirable services from the social media platform. Services and products of the tourism and hospitality industry have an experimental nature, and for that, booking decisions are based on online reviews and posts on social media (Chan et al., 2017).

III. Research Methodology

The study uses quantitative research to explore emotional marketing effects on booking intentions for tourism through social media utilisation. The research design selected for this study implements an exploratory approach to study relationships between emotional pricing and services, together with communication and trust with booking intentions, because these factors remain poorly understood in this context.

The research implemented a structure-based questionnaire divided into two sections. The first section of data collection served to establish demographic characteristics. The authors adapted their 5 variables and constructs from the work of Bin (2023) for their questionnaire completion.

Table 1: Core contents of the questionnaire.

Variables	Constructs
Emotional Prices (EP)	EP1: I pay attention to the promotional campaigns, discounts, and other activities held on social media
	EP2: The price of my desirable service in the social network meets my expected pricing range.
	EP3: I will participate in promotion activities on social media.
Emotional Services (ES)	ES1: I admire that all the illustrated terms of social networking service introductions from tourism are accurate and concise
	ES2: I admire that all the illustrated terms of social networking service introductions from tourism are easy to understand
	ES3: I admire that all the social networking services are up-to-date
Emotional Communication (EC)	EC1: I admire the way of conveying information on social media, which is user-friendly
	EC2: I can learn more about the tourism services providers by communicating with the social network platform
	EC3: I can gain deeper insights about tourism services by interacting with users on social networks.
Trust	T1: I believe the information conveyed by social networks is authentic
	T2: I believe I have an attachment to the social media that works with the brand
Booking Intention	BI1: I am very likely to have tourism services recommended on social networks
	BI2: When I need tourism services, I will first consider booking from social media

Statistical validity in this study was achieved by surveying 201 participants with diverse age groups and educational backgrounds. The study used convenience and non-probability sampling to select participants based on their active use of social media content regarding tourism. The researchers found this sampling technique appropriate since social media users presented accessibility and relevant experience for their study's goals. Based on Likert-scale items, the research instruments gathered data to study emotional price, service, emotional communication, trust, and booking intention. The research team used the Statistical Package for the Social

Sciences version 25 to evaluate their data. This tool is well-suited for quantitative examinations and provides robust correlation, regression, and reliability assessment capabilities.

All participants received detailed information about the research purpose, followed by anonymity, confidentiality guarantees, and access to voluntariness. The research honoured ethical principles to defend respondent rights through strict protocols for standard research ethics.

IV.   Conceptual Framework

This paper applies the following model to explain how social network emotional marketing moderates consumer booking intention in the tourism industry.
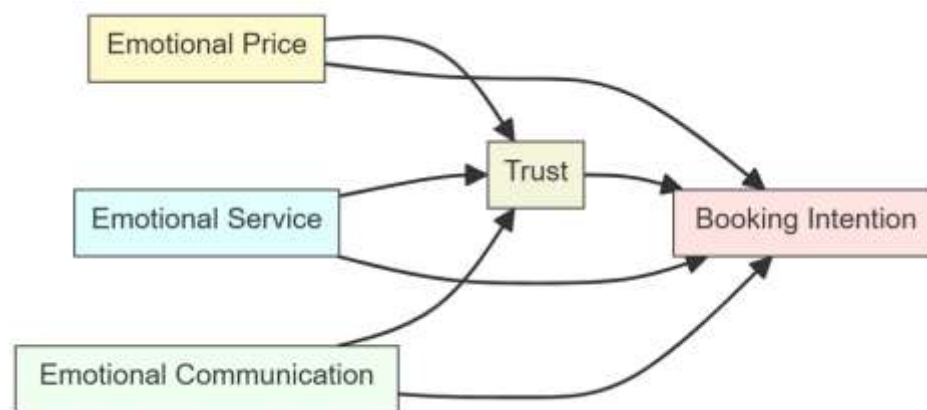

Figure 1: Conceptual framework

The present paper considers social network emotional marketing and its conditions as variables that predispose the booking intention of consumers. The following are the research hypotheses that have been described:

H1: Emotional price in social media has a positive impact on creating the intention of booking tourism activities.

H2: Emotional service's positive effect on social media creates the intention to book tourism activities.

H3: Emotional communication in social media favours the booking activities' intention.

H4: In social media's emotional marketing, trust has a positive impact on creating the intention of booking tourism activities.

H5: Emotional price in social media is strongly associated with building trust for booking tourism activities.

H6: Emotional service in social media is strongly associated with building trust for booking tourism activities.

H7: Emotional communication in social media is strongly associated with building trust for booking tourism activities.

Findings

The study designed the questionnaire based on the literature review, which was mainly conducted among the population using social media platforms. A total of 201 participants took part in the research data collection to validate the pre-established hypotheses. The participants' background information consists of two groups: respondents' age and educational level. 42.3% of respondents belong to the 26 to 35 age group, 26.4% are 18 to 25, 22.4% are between 36 and 45, and 9% are older than 45. Most participants belong to the working-age

population, consisting of young adults who spend time actively on social media and base their travel decisions on digital marketing materials. Educationally speaking, graduate degree holders represent 38.8% of the respondents, and post-graduate holders form another 38.8%. The sample's educational profile indicates an abundance of highly educated members, which makes their assessments of social media content reliable.

Table 2: Demographic Scenario

Characteristics	(N=201)	(%)	Characteristics	(N=201)	(%)
Respondents' age (in years):			**Education Level:**		
18-25	53	26.4	SSC	9	4.5
26-35	85	42.3	HSC	30	14.9
36-45	45	22.4	Graduation	78	38.8
45+	18	9.0	Post-graduation	78	38.8
			Others	6	3.0

Reliability and Validity

According to the results, researcher reliability was ensured through Cronbach's Alpha reliability tests conducted on all measurement scales from this study—the utilised questionnaire constructs displayed sufficient internal reliability. The analysis of Booking Intention measured through two items produced a Cronbach's Alpha value of 0.634, although it fell slightly short of the traditional threshold of 0.7. This number is deemed appropriate for exploratory studies globally. The construct Emotional Services, consisting of three items, reached good reliability based on a Cronbach's Alpha assessment of 0.722. The reliability coefficient from Emotional Communication's 3 items reached 0.763, thus demonstrating strong internal consistency. The Emotional Price variable, consisting of three items, generated a Cronbach's Alpha score of 0.682, which falls just below the necessary 0.7 level but remains acceptable for exploratory investigations at this developmental stage. The two items used to measure trust achieved satisfactory reliability with a 0.760 score.

Table 3: Reliability & Validity

Variables	No of Items	Cronbach's Alpha
Booking Intention	2	.634
Emotional Services	3	.722
Emotional Communication	3	.763
Emotional Price	3	.682
Trust	2	.760

The research instruments measuring variables show reliability with acceptable levels of internal consistency towards measuring the constructs, even though this study acts as an exploration. The validation of the scale rests upon the abovementioned high Cronbach's Alpha values because they prove that the items effectively capture the emotional marketing dimensions. Statistical investigations and hypothesis testing can rely upon the data because the measurement devices deliver trustworthy results.

Correlations

The study conducted a multiple regression analysis to determine the impact of independent and dependent variables based on the Ordinary Least Squares. Booking Intention was considered the dependent variable, and others were selected as the independent variables.

Table 4: Correlation

The study showed that emotional communication produced the most significant relation with booking intention

Correlations

		Booking Intention	Emotional Services	Emotional Communication	Emotional Price	Trust
Booking Intention	Pearson Correlation	1	.611**	.706**	.392**	.631**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	201	201	201	201	201
Emotional Services	Pearson Correlation	.611**	1	.726**	.403**	.610**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	201	201	201	201	201
Emotional Communication	Pearson Correlation	.706**	.726**	1	.456**	.741**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	201	201	201	201	201
Emotional Price	Pearson Correlation	.392**	.403**	.456**	1	.405**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	201	201	201	201	201
Trust	Pearson Correlation	.631**	.610**	.741**	.405**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	201	201	201	201	201

**. Correlation is significant at the 0.01 level (2-tailed).

at $r=.706$ ($p < .01$), thus confirming H3. The collected data indicated that trust has a major positive relationship with booking intention ($r=.631$, $p < .01$), thus proving H4 correct. The study results indicate that the evaluation of emotional service demonstrated a significant connection to booking intention through a correlation of .611 ($p < .01$), which supports H2. The connection between emotional price and customer booking intention was relatively weak ($r=.392$, $p < .01$), leading researchers to reject H1.

The research confirms the high-level connection between emotional communication and trust ($r=.741$, $p < .01$), which supports H7, while emotional service displays a moderate relationship ($r=.610$, $p < .01$) that supports H6. The influence of emotional price on trust stood as the weakest among all parameters ($r=.405$, $p < .01$). The correlation between emotional price and trust was too weak to support the hypothesis. Therefore, H5 receives rejection. Research shows that emotional communication and service strongly influence booking intention and trust, but emotional price has limited significance in this scenario.

Table 5: Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.735ᵃ	.541	.531	.576	1.909

a. Predictors: (Constant), Trust, Emotional Price, Emotional Services, Emotional Communication
b. Dependent Variable: Booking Intention

The multiple regression analysis measured how four emotional marketing variables, including emotional price, emotional services, emotional communication, and trust, simultaneously contribute to booking intention among social media customers. The four emotional marketing predictors combined account for much of the booking

intention variance. According to the R-value analysis result, the overall relationship strength between independent and dependent variables stands at .735. An R Square value of .541 demonstrates model explanatory power because it predicts that 54.1% of booking intention variations stem from model influences. The adjusted R Square value stands at .531, slightly lower than the original value, confirming the model's reliability. The standard error of the estimate shows a prediction accuracy level of .576. The Durbin-Watson value of 1.909 resembles the recommended value of 2, so the residuals lack significant autocorrelation, thereby supporting a valid model assumption of independent residuals.

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	76.536	4	19.134	57.719	.000ᵇ
	Residual	64.974	196	.332		
	Total	141.510	200			

a. Dependent Variable: Booking Intention

b. Predictors: (Constant), Trust, Emotional Price, Emotional Services, Emotional Communication

ANOVA results show that the model successfully passes the statistical significance test because it has an F-value of 57.719 and its p-value reaches .000. This outcome passes the accepted 0.05 threshold. The combined use of four predictors creates a strong statistical relationship that leads to enhanced explanations of booking intention variations beyond random factors. The model explains 54.27% (76.536) of the dependent variable variability based on the relationship between independent and dependent variables compared to unexplained variation (64.974).

Co efficientsª

Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.388	.265		1.465	.145
	Emotional Services	.194	.082	.169	2.363	.019
	Emotional Communication	.462	.097	.407	4.762	.000
	Emotional Price	.055	.053	.056	1.022	.308
	Trust	.212	.077	.203	2.769	.006

a. Dependent Variable: Booking Intention

Hypothesis	
Hypothesis-1	Rejected
Hypothesis-2	Accepted
Hypothesis-3	Accepted
Hypothesis-4	Accepted
Hypothesis-5	Rejected

Hypothesis-6	Accepted
Hypothesis-7	Accepted

Table 6: Hypothesis Table

The regression coefficients verify the results from the previous correlation analysis. Acceptance of booking demonstrated a significant relationship with emotional communication since this factor produced the highest predictive effect (β = .407, p < .001) toward the outcome. The results showed a positive association between trust, emotional service quality, and booking intention (β = .203, p = .006 and β = .169, p = .019). Analysis of the regression model did not confirm the statistical significance of emotional price as an influencing factor (β = .056, p = .308), although it exhibited weak but significant correlations previously. The research results discard H1 because they demonstrate a limited capability to predict behaviour. The analysis reveals that emotional price does little to determine booking intentions, yet emotional communication service and trust demonstrate potent effects in determining intentions.

V. Discussion

This research study examined the psychological factors of emotional price, emotional service, emotional communication, and trust, which influence social media users to make tourism booking decisions. Evidence from the cognitive-emotional frameworks by Deshwal (2015) and consumer behaviour theories demonstrates that emotional marketing firmly guides tourism consumer decision-making throughout the digital age. Analysis through regression with correlation confirmed the positive relationship between emotional service, emotional communication trust, and booking intentions. The results that were obtained match findings that have appeared in previous research studies. Gabriel et al. (2016) and Mattila (1999) underscored how emotional service and customer interaction create satisfaction and devotion between customers and businesses. Social media consumers depend on trust to provide psychological security when interacting with intense marketing content, according to Ballester (2003) and Rousseau et al. (1998) findings, which our study strongly verified.

The study affirms Bucci (2001) and Yang et al. (2010) by demonstrating emotional communication as the most significant factor influencing booking decisions because emotional messaging builds brand loyalty and image. The emotional impact of social media emerges because it presents visual stories that create stronger brand-human connections (Brady, 2017). Conversely, H1 was rejected. Research showed emotional price as statistically significant in correlation, but its regression model results did not demonstrate a significant impact. Pricing alone may not boost booking intention among consumers since they recognise emotional pricing concepts yet require trust and emotional service quality alongside pricing for apparent effects on their booking decisions (Guzmán Martínez & Orozco Gómez, 2024).

Furthermore, H5 was also rejected. The research indicated that trust maintains a minimal yet weak relation to pricing emotions because forming trust requires collaboration between pricing emotions and perceived value and brand consolidation. Extensive research affirming H6 and H7 indicates that service-based emotions and emotional communication build more substantial trust-building potential in potential tourists. The obtained study data validates academic theories about homophily and similarity-attraction mechanisms. Users on social media develop trust when they notice other reviewers who share their background characteristics because emotional communication leads to increased trust levels and subsequently generates more booking activities, as shown by Chan et al. (2017).

VI. Conclusion and Further Study Scope

Visual emotional content plays a vital role on social media platforms because emotional marketing delivers significant performance benefits to the tourism sector. According to empirical research findings, all booking decisions in tourism development are made because emotional service and trust combine with emotional communication. Theory confirms that price has emotional rationality, yet in practice, emotional indicators

should stem from different elements when trying to make individual predictions. Authentication between businesses and their customers emerges when marketing resorts to bookings through emotional content combinations with tailored service components. The marketing strategy employs integrated emotional marketing and pricing decisions to deliver dependable customer service through social media connections that address the target audience's needs.

Research demonstrates that trust is the primary emotional driver in digital tourism marketing, yet emotional content is the fundamental factor connecting customer emotions to accommodation reservations. The tourism sector depends on emotional service and storytelling to reach marketing success because consumer behaviours are actively developed through online content and peer reviews.

The findings from this study contribute valuable comprehension concerning social media booking reactions to emotional marketing, though scientists must consider its main limitations. Generalisation reaches limited boundaries due to the sample selection process, focusing on 201 respondents belonging mostly to educated youth participants. A wider variety of participants representing older demographics and lower-income groups needs to be studied for external validation of these research findings. The chosen research approach does not allow the assessment of temporal shifts that link emotions in consumers to their subsequent actions. Longitudinal research studies enable a better understanding of the evolving influence of emotional marketing. When data comes from self-reports, there is a risk of reporting biases, representing the third major challenge in this approach. Research conclusions would gain stronger support by including guest booking records and social media activity statistics as real behavioural measures. The research examined four constructs when analysing emotional price, service, communication and trust. Future assessments of emotional triggers should expand their focus to include surprise and nostalgia, with other descriptors. Extended research employing different marketing platforms and cultural evaluations would help determine the impact of culture on trust development and emotional responses. The research boundaries established opportunities for conducting emotional marketing studies within tourism complexes.

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