

A Comparative Study of Perceptions of Destination Advertising According to Message Appeal and Endorsement Type

Abstract

As today's world is flattening, the landscape of tourist destinations is becoming similar. In turn, an increasing number of destinations are seeking to effectively promote themselves. For these reasons, this study investigated the differences in the advertising effectiveness of destination promotions by message appeal and endorsement type. The main objective of the study was to compare the effectiveness of destination advertising by message appeal types and endorsement types respectively in order to determine the most effective type of advertising for promoting a destination. A questionnaire with hypothetical website advertising designs was used in a survey of inbound tourists to Korea of three different nationalities. To examine differences between the two advertising appeal types according to the type of offer, a series of t-tests were performed, whereas general linear model tests with repeated measures were carried out to detect the differences among the three endorsement types. The results revealed destination advertising effectiveness vary by both advertising appeal type and endorsement type. Such effectiveness was also found to vary by the message recipient's cultural background. For destination marketers, these findings shed light on the importance of a well-curated message design by message appeal type and endorsement type.

Keywords: Destination; Advertising; Message Appeal; Endorsement; Message

Introduction

Destinations convey their distinct qualities to potential tourists utilizing their marketing efforts, which in turn shapes tourists' attitude as well as their intention to visit the destination (Kim, Moon & Choe, 2016). Destination marketing is also an effective conduit for authenticating a tourism product. Individuals are given a sense of expectation concerning what their travel experience is going to be like through the information or cues provided in reference to the destination (Kim, Im & King, 2015; Yüksel, Kayacan & Yılmaz, 2014).

Several researchers (Ahmed, 1991; Blumberg, 2005; Hen & Iversen, 2004; Hosany, Ekinci & Uysal, 2007) have noted that advertising is one of the most effective forms of promotion that could shape and maintain a destinations' distinct personality. In turn, a destination's advertising influences how individuals perceive a destination and it can also transform an individual's existing perception for the image being projected (Elliot, Papadopoulos & Kim, 2011; Im, Kim, Elliot & Han, 2012; Kim, Mckercher & Lee, 2009). Other researchers (e.g. Kim, Agrusa & Chon, 2014) have similarly concluded that promotional videos or TV program contribute to shaping an image of a given nation as a travel destination. Thus, advertising is one of the controllable means by which a destination can project a desired image and can be closely linked to attracting tourists to their destination (Kim, Choe & Lee, 2017).

As noted above, a destination's advertising role is multifaceted. Advertising of a destination's distinct attributes influence how the destination is perceived and eventually affect the behavioral intention to travel to that destination (Jones, Sinclair, Rhodes & Coumeya, 2004). For destinations to fully benefit from destination advertising, it is important to shed light on advertising design. One of the most important elements that determine the quality of advertising is how a message is framed, such as the terms of its advertising appeal

type. In addition, different types of endorsements employed as advertising models can augment the effectiveness of the advertising message (Kim, Wang & Ahn, 2013).

Recognizing the important role destination advertising plays, various attempts have been devoted to exploring effective type of destination advertising. However, the literature on destination advertising is still lacking for the following reasons. First, the role of both message appeal type and endorsement type in destination advertising remains substantially unexplored in the tourism marketing literature. While attempts have been made to examine effectiveness of destination advertising (Byun & Jang, 2015; Pan, Santos & Kim, 2017), limited research have examined the role of both message appeal type and endorsement type. The inquiry of whether or not the way the message is framed and the endorsement type could determine that destination advertising effectiveness is important in expanding our knowledge on destination advertising. Second, while a large number of destinations are employing endorsements in their destination advertising, effectiveness of such an element has received limited attention from academia. Furthermore, while celebrity endorsements have been discussed in the literature (Van der Veen & Song, 2014), very little understanding exists on other types of endorsement. To make destinations aware of different endorsements that could be effective in designing their advertising, it is important to compare effectiveness of the different types of endorsements. Lastly, while the specific advertising design that is effective among individuals from different cultural backgrounds, there is insufficient evidence to date on whether there are cultural differences in destination advertising effectiveness or how they are different.

Therefore, the aim of the study reported herein was to identify the most effective destination advertising type. In this research, advertising effectiveness is measured by an individual's valence of attitude and behavioral intention to visit a destination after reviewing

various message appeal types and endorsement types. More specifically, the study had two research objectives. The first was to identify the type of advertising message appeal that is most effective for tourists from the U.S., mainland China and Japan respectively in visiting Korea. Advertising has been more important than ever for Korea in attracting international tourists following the sharp decrease in the number of international tourists to Korea (Kit, 2017, Jun 06). The second objective was to examine which type of advertising endorser is most effective for each tourist group. The three group of tourists were chosen as they are the top three inbound tourists visiting Korea as of 2016 (Tourgo, 2016). The study's findings will assist destination management organizations (DMOs) in establishing promotion strategies for tourist groups of different nationalities visiting a particular country.

Literature review

Message appeal types

Evidence on the effectiveness of different message appeal types is somewhat mixed. Some researchers contend that rational advertising messages are more successful in inducing positive consumer attitudes toward the product and advertising message and a stronger purchase intention (Aaker & Norris, 1982), whereas others argue that emotional messages are more effective in strengthening positive consumer responses toward both the advertising message and the product (Mazzotta et al., 2007). One plausible explanation for these mixed views is that message effectiveness is influenced by differences in external factors, as discussed below.

Product type is one factor that determines the effectiveness of different advertising appeal types. For service products, it is generally contended that an emotional message is more effective than a rational message in evoking a positive consumer attitude and response (Mahajan & Wind, 2002). Rational advertising is more suitable when the choice of a product

is based on logical thinking, such as in the case of medical services (Yu & Kim, 2005); whereas emotional advertising works better when product evaluation is more subjective, such as in highly experiential and hedonic activities as eating out at a restaurant, staying at a hotel, or scheduling a vacation (Shostack, 1977).

The experiential consumption of service and tourism products is more in line with emotions and feelings than factual information (Albers-Miller & Stafford, 1999), and messages with an emotional appeal are thus attractive and can help to make tourism products tangible (Baker & Churchill, 1977; Lwin & Phau, 2013; Mattila, 2001). Some researchers (Aaker & Stayman, 1992; Batra & Ray, 1986; Mazzotta et al., 2007) have asserted that emotional advertising appeals help consumers to develop both affective and subjective impressions of the intangible attributes of products and services. Along similar lines, Young (1981) argued that service advertising should employ emotional appeals, as it may be characterized by a Feel > Do > Learn hierarchy.

Advertising appeal types are also dependent on the characteristics of the advertising audiences. Schiffman and Kanuk (2004) reported that the effectiveness of various advertising appeal types differs by demographic characteristics. For example, highly educated people with a technical background are more likely to think logically, and are therefore more drawn to rational advertising appeals. Emotional advertising, in contrast, is more effective with less-educated individuals and teenagers, who are more prone to basing their judgment on emotions. Furthermore, individuals from different cultural backgrounds exhibit varied responses to the various types of advertising appeals because different values are appreciated by different cultures (e.g., Chang et al., 2005; Holtgraves, 2015; Hong, Muderrisoglu & Zinkhan, 1987; Lin, 2001; Miracle, Chang & Taylor, 1992; Mueller, 1987).

While personal characteristics of the recipients, such as cultural background and

product types have been suggested to impact effectiveness of different message appeal types, tourism marketing literature have failed to pay attention to the potential issue of whether this is true in a destination advertising setting as well. As effectiveness of message appeal type could differ among various product types of the advertising, it is possible that effectiveness of the advertising elements could differ among tourism products and general goods.

Furthermore, the issue of whether personal characteristics or product type exert greater influence on destination advertising effectiveness remains unidentified. Thus, an understanding is required on whether effectiveness of message appeal type differs by message recipients' personal backgrounds in a destination advertising setting as well.

Application of these different message appeal types has been extended to the design and message of a website (Kuster & Vila, 2011; Yüksel et al., 2014). The extant literature converges in suggesting that emotional appeals are more effective than non-emotional or rational appeals in evoking positive consumer attitudes and behavior (Geuens, DePelsmacker & Fasseur, 2011; Huang, 2003). Messages and website design with emotional appeal can help individuals to quickly develop a relationship with the website due to its interactive nature (Ip, Law & Lee, 2011), whereas it is more difficult for messages with rational appeal to quickly attract attention (Dahlén et al., 2004).

This line of argument has also proved true in the service product web design context. Douglas, Mills, and Kavanaugh (2007), for example, found an emotionally oriented website design to be effective for romantic destinations, whereas Lwin and Phau (2013) reported a hotel website with an emotional design and message to be effective in inducing a positive attitude toward both the website and hotel. In fact, research shows that emotional appeal-type messages are commonly used in the service and tourism sectors. For instance, emotional appeals were found in both the official catalogues of the National Tourism Organization of

Turkey and the catalogues of tour operators in that country (Yüksel et al., 2014). The implication is that emotional advertising is more effective than rational advertising in destination promotions because tourism is a hedonic and experiential product. However, such a proposition has not been tested with advertising in promoting a destination, especially across different cultures. Thus, this study intends to examine which of the message appeal types are more effective for respondents from different cultural backgrounds.

Advertising endorsements

Hundreds of studies on the diverse roles of promotional endorsers have been published in a range of fields, including advertising, communication, sports management, psychology, medical care, marketing, politics, urban planning, and economic behavior, while investigation on the role of endorsements in the tourism field is relatively limited in number (e.g., Chang et al., 2005; Hsieh & Chang, 2005; Kim et al., 2013, 2014; Kim, Wang, Jhu & Yang, 2016; Lee et al., 2008; Lin et al., 2008; Magnini et al., 2008, 2010; Stafford et al., 2002; Stephens & Faranda, 1993; van der Veen, 2008, 2009; Wang et al., 2002; Wang & Doong, 2010).

The main reasons for choosing an advertising spokesperson are to convey a positive image for a company, product or brand globalization strategy and to solicit customer loyalty and further purchases. The question then is who is the most appropriate endorser for a company or other organization for advertising purposes? The answer depends on the characteristics of the endorser. A number of studies have found that the attributes of an effective spokesperson whom consumers perceive to maximize symbolic benefits encompass trustworthiness, expertise, personality, appearance, management of private life, attractiveness, competency, relationships, likeability, familiarity, and identification (Amos et al., 2008; Atkin & Block, 1983; Ketchen, Adams & Shook, 2008; Lord & Putrevu, 2009; Magnini et al., 2008, 2010; Ohanian, 1990; Till & Busler, 2000). While research has been conducted on

effectiveness of different types of endorsements across various product types, very limited studies have examined the specific influence of endorsements in promoting a destination.

Hypothesis development

Drawing on the findings of previous studies, this study set out to discover which form of destination advertising is the most effective. There were three research objectives: first, to examine the differences in the effectiveness of various appeal types in advertising Korea as a tourism destination to U.S., Chinese, and Japanese tourists; second, to examine the differences in the effectiveness of various advertising endorsement types in advertising Korea as a tourism destination to U.S., Chinese, and Japanese tourists; and, third, to identify the most effective form of destination advertising for Korea to use as a destination-marketing tool. In carrying out these objectives, the following hypotheses were tested.

Regarding message appeal type, the literature outlined that either rational or emotional message appeal is more effective in eliciting a positive response from individuals (e.g. Zhang et al., 2014). However, it is not clear which of the two message appeal types are more effective in eliciting a positive response from individuals in a destination's advertising. The three endorsers that have been utilized in advertising are CEO, expert, and tourist (Kim et al., 2013), although little is known about which of the three are most effective. Thus, this study attempts to examine such differences as outlined in the following hypotheses. Of note, the following hypotheses will be tested for the three nationalities (U.S, mainland Chinese, and Japanese tourist) respectively.

Hypothesis 1-1: Tourists will perceive the effectiveness of advertising with an emotional versus rational message appeal differently when the endorser is a CEO.

Hypothesis 1-2: Tourists will perceive the effectiveness of advertising with an emotional versus rational message appeal differently when the endorser is a tourism expert.

Hypothesis 1-3: Tourists will perceive the effectiveness of advertising with an emotional versus rational message appeal differently when the endorser is a tourist.

With different endorsement types, no general consensus exists on which types of endorsement is more effective than the other by product type or message recipients' characteristics. However, the match-up theory supports the notion that an appropriate match between the endorsement and the product could augment advertising effectiveness (Siemens et al., 2008), implying that different endorsements would differ in their effectiveness in eliciting positive responses from the audience. Thus, the following hypothesis are posited to examine whether the advertising effectiveness indeed vary by different endorsement types. As with hypothesis 1, the following hypotheses will be tested for tourists from the three countries respectively:

Hypothesis 2: Tourists will perceive the effectiveness of advertising with the three endorser types differently after exposure to an emotional message appeal.

Hypothesis 3: Tourists will perceive the effectiveness of advertising with the three endorser types differently after exposure to a rational message appeal.

These hypotheses are illustrated in Figures 1 and 2. The model depicted in Figure 1 conceptualizes the way in which advertising effectiveness is affected by rational and emotional message appeals. The effectiveness of advertising with three different endorsers, a chief executive officer (CEO), a destination promotion research expert, and a tourist, was compared. Hypotheses 1-1, 1-2, and 1-3 were proposed in response to the first model. The model illustrated in Figure 2 was designed to identify the effectiveness of the three endorser types within the rational message appeal (Hypothesis 2) and emotional message appeal (Hypothesis 3) contexts. The items used to measure advertising effectiveness included attitude toward the advertising, attitude toward the national brand, and behavioral intention.

Figures 1 and 2 Here

Methodology

Research design

This study adopted an experimental design method used in prior research (Chang et al., 2005; Lin et al., 2008; Pechmann & Knight, 2002; Wang et al., 2002; Wang & Dong, 2010) to measure the effects of different advertising message appeal types and endorsement types on perceived promotional effectiveness. Six advertisement combination sets were considered: two message appeals (rational, emotional) \times three national groups (U.S., mainland Chinese, Japanese). The experiment was designed in such a way that a respondent in each combination set would consider all three endorsers (CEO, expert, tourist) and answer the advertisement effectiveness questions. Respondents' perceptions of the advertising were compared without a control group to assess the effects of the different message appeal types and endorsement types.

Experimental Group 1 (Rational, U.S. respondents)	R ₁	X ₁	O ₁
Experimental Group 2 (Rational, mainland Chinese respondents)	R ₂	X ₂	O ₂
Experimental Group 3 (Rational, Japanese respondents)	R ₃	X ₃	O ₃
Experimental Group 4 (Emotional, U.S. respondents)	R ₄	X ₄	O ₄
Experimental Group 5 (Emotional, mainland Chinese respondents)	R ₅	X ₅	O ₅
Experimental Group 6 (Emotional, Japanese respondents)	R ₆	X ₆	O ₆

Here, R₁ to R₆ indicate that the respondents were randomly assigned to one of the six combination sets, whereas X₁ to X₆ represent the respondents who were exposed to one of the six sets. O₁ and O₆ indicate the respondents' observations of one of the six combination sets. The experimental design is described in Table 1. Each of the six different versions was distributed to 240 U.S. tourists, 240 mainland Chinese tourists, and 240 Japanese tourists. As a result, 720 questionnaires were allocated to the three national tourist groups.

Table 1 Here

Selection of endorsers

The endorsers were selected from three stakeholder groups involved in promoting Korea as a tourism destination: DMO government officials, tourism promotion research experts, and non-Korean tourists. According to the literature, a CEO or owner is often adopted as an advertisement endorser (Kim et al., 2013; Wang et al., 2002). Hence, in this study, the CEO of the Korea Tourism Organization was selected as the DMO government official because he was in charge of promoting Korean tourism abroad, and his recommendations and comments were thus believed to convey trustworthiness, authority, and reliability to foreign tourists.

Previous studies have also employed a tourism program expert or destination promotion expert to promote a destination or business (Hsieh & Chang, 2005; Lin et al., 2008; Wang et al., 2002). Thus, the expert endorser selected was a professor who is known internationally for promoting Korea and researching destination marketing. This endorser was believed to offer professionalism, a positive reputation, and credibility based on his previous research on Korea as an international tourism destination.

Finally, a number of studies have investigated the use of consumers or tourists as endorsers of tourism or hospitality businesses (Chang et al., 2005; Duke & Persia, 1993; Kim et al., 2013; Stephens & Faranda, 1993; Wang & Doong, 2010; Wang et al., 2002). As a result, a Chinese business traveler was selected as an endorser of a foreign tourist group in this study. A tourist with Chinese citizenship was chosen because Chinese tourists accounted for more than 50 percent of the international tourists visiting Korea in 2015. This endorser was believed to convey candidness, honesty, credibility, sympathy, mutual understanding,

congeniality, and companionship.

To minimize the bias stemming from the physical appearance (Jarvis, MacKenzie & Podsakoff, 2003), endorsers of similar age were selected, and all three wore black suits and glasses. In addition, passport-sized photos were used to avoid the halo effect because a larger photo may be perceived as indicative of a more important person (Hughes & Miller, in press). To avoid different types of prejudice against the three endorsers, the questionnaire included this sentence: *Please select the individual (CEO, tourism expert, or tourist) you consider the most appropriate for promoting Korea as a tourism destination. Please exclude any prejudice based on appearance, gender, age, ethnicity, or nationality in your assessments of the three endorsers' effectiveness.*

Content of website advertisement and measurement

The PDF files used in the experimental design contained both pictorial and print messages. Prior studies have identified that a combination of the two methods is more effective than using only one (e.g., Kim et al., 2013; Leong et al., 1996; Lin et al., 2008; Wang et al., 2002; Wang & Doong, 2010). The survey instructions included a message stating *Please disregard your travel experience and instead focus on the effectiveness of the message appeal provided and the endorsement as if you were a potential tourist to Korea,* followed by *Have you heard of Korea? Don't miss an opportunity to obtain the benefits of tourism in Korea, which is fresh, full of energy, and dynamic. Please see the endorser and carefully read the message on the tablet computer. Then, please answer each question.* After reading the message, respondents were requested to answer three questions relating to advertisement effectiveness, including their attitude toward the advertisement, attitude toward the national brand, and behavioral intention. The attitude toward the advertisement question

consisted of six items: the level of appeal, attractiveness, effectiveness, persuasiveness, trustworthiness, and informativeness. Similarly, the three items concerning respondents' attitude toward the national brand were appealing, positive, and liking. Finally, regarding their behavioral intention, they were asked to rate their level of agreement with two statements (*I am willing to visit Korea within the next three years* and *I will recommend Korea to others*) on a 5-point Likert scale.

The instructions of the questionnaire began as follows: *Please disregard your current travel experience and instead focus on assessing the effectiveness of the message appeal and endorsement as a potential tourist. Please observe the endorser's photo and carefully read the message on the tablet computer. Then, please answer each question.* This was followed by either an emotional or rational message. For instance, the following message was given to respondents for the emotional advertisement condition: *Have you heard of the slogan "sparkling Korea"? If you visit Korea, you will find that its nature is refreshing, its culture is energizing, and its entertainment is invigorating. Public transportation is also convenient, and Koreans will treat you with kindness.*

The questionnaire content took the form of PDF files on a tablet computer. One questionnaire was a four-page survey with photos of the three endorsers, a rational (or emotional) message appeal, the advertisement effectiveness items, and items soliciting demographic information. The various questionnaire versions in the tablet computer were randomly assigned to respondents from the three national groups.

Surveys

After developing the questionnaire based on a literature review, it was pre-tested on 20 graduate students and professors affiliated with the hospitality and tourism field. They

provided invaluable comments and suggestions concerning the questionnaire layout and presentation of the photos and messages. They advised making the photo background and facial expression consistent across the three endorser photos. Thus, as noted above, the photos were passport-sized with a white background and the endorsers appeared without a smile. In addition, it was suggested that the message appeal be placed to the left of the photo.

The questionnaire was translated into English, Chinese, and Japanese by three bilingual graduate students and three instructors. After completing their translations independently, the translators met twice to confirm that the wording of the questions was the same. Before the main study, a pilot test was conducted to ensure the validity of the questionnaire items and the experimental design approach. The pilot test was administered for one week in Myeong-Dong and Insa-dong, the most popular shopping areas in Seoul for inbound tourists. Sixty respondents participated in the pilot test. Thirty respondents (10 U.S., 10 mainland Chinese, 10 Japanese) were exposed to the rational message appeal, and another 30 respondents (10 U.S., 10 mainland Chinese, 10 Japanese) to the emotional message appeal.

The results of a series of t-tests and comparison between the rational and emotional messages with the three different endorsers for each of the three national groups revealed significant differences at the .001 level for all 10 advertisement effectiveness items. General linear model (GLM) analyses with repeated measures were also performed to explore the effects of the three endorsers in conjunction with the rational and emotional message appeal types, revealing significant differences at the .001 level on the advertisement effectiveness items. These results indicate that both the type of message appeal and type of endorser used in an advertisement help to explain its effectiveness.

The main survey was then administered via personal interviews with U.S, mainland Chinese, and Japanese tourists visiting Korea in the same shopping areas as the pilot survey,

namely, Myeong-dong and Insa-dong. Ten graduate students with a clear understanding of the study's objectives interviewed respondents and explained how they should answer each question. The questionnaires took approximately 10 minutes to complete. As a token of appreciation for completing the survey, each respondent was given a traditional Korean key chain worth approximately US\$2.00. A total of 720 questionnaires were collected.

Results

Profiles of respondents

Of the respondents from the U.S., mainland China, and Japan, 57%, 67%, and 76%, respectively, were women. In all three groups, the majority were in their 20s or 30s. Unmarried respondents outnumbered married respondents in the Japanese group (55.8%); the majority in the other two groups were married. The majority of the respondents in all three groups had at least a college degree. With regard to occupation, 20.8% of the U.S. respondents were sales/service employees, and 19.2% were company employees, whereas 17.5% of the mainland Chinese respondents were professionals, and 19.2% of the Japanese respondents were company employees. When asked about their monthly household income, 21.7% of the U.S. respondents reported less than US\$3,000, 30.8% of the mainland Chinese respondents reported between 2,001 and 3,000 yuan (30.8%), and 34.2% of the Japanese respondents said 300,001 to 400,000 yen (34.2%). The results are presented in Table 2.

Table 3 presents the responding tourists' travel-related profile. While more than half of the U.S. sample (55%) have visited Korea for the first time, about sixty-percent of the mainland Chinese and Japanese respondents have been to Korea before. Most respondents reported that they were traveling independently (68.3% of the U.S., 58.3% of the mainland Chinese, and 80.0% of the Japanese). Leisure was reported to be the main purpose of respondents' current visit to Korea (44.2%, 50.9%, and 80.8% of the U.S., mainland Chinese,

and Japanese respondents, respectively). About thirty-percent of the U.S. respondents stayed in the country for six nights or longer, whereas majority of the mainland Chinese and Japanese were staying for just two to three nights. Concerning their exposure to promotional advertisement for Korea, about half of the U.S. respondents reported to have seen such an advertising before, while more than seventy-percent of mainland Chinese and Japanese respondents have seen promotional advertising on Korea respectively.

Tables 2 and 3 Here

T-tests to identify the effects of advertisement message appeal types on advertisement effectiveness

A series of t-tests were conducted to identify the mean differences in respondents' attitudes toward the advertisement, attitudes toward the national brand, and behavioral intention when they were exposed to the two different message appeal types. Of note, these three will be referred to as advertising effectiveness in the result section.

Table 4 presents the results of t-tests comparing the effects of rational and emotional message appeals with a CEO endorser. For the U.S. respondents, there were significant differences between the two message types in advertising effectiveness. Interestingly, the mean scores were higher for the rational message than for the emotional message. For both the mainland Chinese and Japanese respondents, a significant difference was found between the message appeal types in which a higher mean score level was recorded for the emotional message than for the rational message appeal in advertising effectiveness in general. However, when it came to the informativeness of the advertisement, a higher mean value was observed in the effect of the rational message appeal relative to the emotional message appeal.

Table 4 Here

A series of t-tests were also performed to compare the effects of the rational and emotional message appeals on advertising effectiveness when the endorser was an expert or a tourist endorser. Similar results to the CEO endorsed advertising were observed with advertising featuring either tourism expert or tourist in which significant differences in advertising effectiveness between the two message appeal types were found for all three nationalities. Specifically, higher means scores for advertising effectiveness was recorded for the U.S. sample when they were exposed to the rational, while both mainland Chinese and the Japanese respondents, too, reported higher mean values after exposure to the emotional rather than rational message. The results are presented in Table 5 and Table 6.

Table 5 Here

Table 6 Here

In summary, it is concluded that hypothesis 1-1, 1-2, and 1-3 has all been supported. Furthermore, it was revealed that the specific results differ by respondents' nationality, in which rational message appeal type is more effective with the U.S. respondents while the emotional message appeal type is more effective for both mainland Chinese and Japanese respondents.

Repeated-measures GLM to identify the effects of the three endorsers with the rational message appeal

Repeated-measures GLM analysis was performed to identify the effects of the three

endorsers in conjunction with the rational message appeal. This statistical approach is appropriate when the same respondent is measuring a dependent variable twice or more. Thus, each respondent was allowed to measure the same dependent variable across the three different endorsement treatments within the rational message appeal.

Among the U.S. respondents, significant differences were recorded for all advertising effectiveness items. In general, the expert and tourist endorsers were the most and least effective, respectively. However, with regard to the appeal and attractiveness of the advertisement, the CEO endorser was found to be most effective. For both mainland Chinese and Japanese respondents rated the CEO endorser as the most effective across the board, whereas the tourist endorser was seen as the least effective or as similar to the expert. These results are reported in Table 7.

Table 7 Here

Repeated-measures GLM to identify the effects of the three endorsers with the emotional message appeal

Further repeated-measures GLM analysis was carried out to identify the effects of the three endorsers in conjunction with the emotional message appeal. In the U.S. sample, significant differences were noted for all 10 advertising effectiveness items, and, as above, the CEO and tourist endorsers were rated the most and least effective with respect to the appeal and attractiveness of the advertisement, whereas the expert (tourist) endorser was perceived as the most (least) effective for the eight other items. For both mainland Chinese and Japanese respondents, the CEO endorser was the most effective, and the tourist endorser the least effective. The results are reported in Table 8.

In summary, both hypothesis 2 and hypothesis 3 have been supported by the findings of this study. That is, advertising effectiveness vary by different endorsement types. Specifically, it has been found that tourist endorsement is the least effective type while expert is the most effective type in general across three nationalities. However, it should be noted that CEO endorsement was perceived to be attractive and appealing for the U.S. respondents, although the overall advertising effectiveness was found to be highest with expert endorsement in general.

Table 8 Here

Discussion

Due to mounting competition among tourist destinations worldwide, importance of advertising that communicates a destination's unique characteristics have been widely recognized. In accordance with this trend, this study intended to examine which destination advertising design is most effective in eliciting positive responses from the audience, and how such effectiveness differ by message recipient's cultural background. Interestingly, the findings consistently show that a rational as opposed to emotional advertisement appeal is more effective for U.S tourists, whereas the reverse is true for mainland Chinese and Japanese tourists. These findings correspond to those of previous research showing that Asians exhibit a more positive response to emotional advertising, whereas Westerners generally prefer rational advertising (Hong et al., 1987; Lin, 2001; Muderrisoglu & Zinkhan, 1987).

According to Hall (1976), these cultural differences in communication can be explained by the concept of high- and low-context cultures. Individuals in a high-context culture prefer implicit messages with embedded meanings such as emotional messages, whereas their

counterparts in a low-context culture favor direct messages such as rational messages (Muderrisoglu & Zinkhan, 1987; Mueller, 1987). Choi, Lee and Kim (2005) and Hall (1976) asserted that the U.S. constitutes a relatively low-context culture, whereas Korea is an example of a high-context culture. Therefore, it is believed that advertising in low-context cultures is primarily rational, whereas those in high-context culture are primarily emotional.

Although the respondents from different cultures generally exhibited different attitudes toward the advertisement depending on the appeal type, the attitudes toward its informativeness were consistent across the three nationalities, with all three groups perceiving the rational advertisement to be more informative than the emotional advertisement. This finding accords with those of previous studies demonstrating rational appeals to be effective for delivering factual information (Aaker & Stayman, 1992; Brinol et al., 2004; Lwin & Phau, 2013).

With respect to endorsement type, expert endorsements appear to be the most effective for U.S. tourists. Among different aspects of the attitude, Americans responded that advertisement with an expert was perceived to be most trustworthy compared to the other attitudinal characteristics. Furthermore, trustworthiness of the advertising with expert endorsers was ranked the highest relative to other endorsers. This seems to suggest that Americans could have reacted most favorable to an expert endorser as they evaluate expert advertisement to be trustworthy. This finding is consistent with previous studies showing trustworthiness to be influential in individuals' responses toward advertising (Friedman & Friedman, 1979; Leeman & Reynolds, 2012), with a high degree of trustworthiness associated with more positive responses. In the current research, the U.S. respondents perceived the advertising featuring a CEO endorsement to be the most appealing and attractive, whereas their overall attitude toward the advertising was the most positive for

those featuring experts. The former result validates McCracken's (1989) finding that Americans tend to favor endorsers they can relate to, such as those who are similar in appearance, as the CEO depicted was the only Westerner among the three endorsers.

For the mainland Chinese and Japanese respondents, the advertising featuring the CEO were the most effective in all cases, a finding that confirms the result of a previous study showing business owners to be the most effective advertising endorsers (Leeman & Reynolds, 2012). In the destination context, a CEO is closest to the role of company owner. Other studies (Ketchen et al., 2008; Kim, Wang & Ahn, 2013; Wang et al., 2002) have concluded that the owner-endorser model is the most effective model in advertising targeting domestic and foreign tourists alike.

Interestingly, a fellow tourist was found to be the least effective type of endorser for all three nationalities. Previous studies on the effectiveness of consumer endorsers have reported somewhat mixed results. The general consensus is that consumers are effective endorsers because they are believed to be sincere in reporting their firsthand experience (Pringle & Binet, 2005). However, some studies (Kim et al., 2013; Squalli, 2009) have concluded that consumer endorsers are less effective in hospitality advertising. The poor showing of the tourist endorser in the current study may also be attributable to message recipients generally responding more favorably to endorsers whom they find more relatable, such as those from the same country (McCracken, 1989). The consumer endorser in this study was a Chinese tourist, who may not have been considered relatable or trustworthy by the Japanese and U.S. respondents. Furthermore, as the man depicted was a business traveler, it is possible that even the mainland Chinese respondents may have failed to relate to him, and therefore perceived him as less effective than the other endorsers, as most of them were leisure travelers.

Conclusion and implications

The results of this study enhance the existing literature concerning advertising elements. Specifically, message appeal and endorsement have been found to exhibit different advertising effectiveness by varying types. Although previous studies have attempted to identify the most effective destination advertising design (Bojanic, 1991; Byun & Jang, 2015; Morosan, 2015), few have considered endorsers as an element of advertising design. Furthermore, to the best of the current authors' knowledge, very few studies have considered message appeal and endorsement simultaneously. Such examination is necessary as destination advertising in practice usually incorporates not only one advertising element but also both message and endorsement.

Moreover, the results of this research further our understanding regarding individuals' response to advertising by their cultural backgrounds. While little is known in the destination advertising literature as to whether cultural similarities or differences are manifested in how they behave in response to different destination advertising, the findings of this study attempted to fill this research gap. Specifically, it was found that for both message appeal type and endorsement type, cultural similarities or differences do play a role in determining individuals' response to destination advertising. For example, the mainland Chinese and Japanese respondents exhibited similar responses to the destination advertising regardless of message appeal or endorsement type, while the U.S. respondents who are culturally distant from the other two showed different responses. These such findings extend the results of previous studies exploring cross-cultural differences in advertising effectiveness in various fields (Choi et al., 2005; Holtgraves, 2015; Lin, 2001; Miracle et al., 1992; Muderrisoglu & Zinkhan, 1987; Mueller, 1987) to the tourism destination context.

The findings of this study provide valuable insights for destination marketers regarding their advertising decisions. First, different advertising strategies are necessary for different

target markets, as the perceived effectiveness of the destination advertising types in this research varied by respondent nationality. If a destination is targeting the U.S. market, advertising incorporating a rational message endorsed by an expert is likely to be the most effective. If Japanese or mainland Chinese tourists are the intended recipients, in contrast, advertising employing an emotional message endorsed by a CEO is more likely to succeed. On the other hand, as individuals from similar cultural backgrounds have been found to exhibit similar responses to destination advertising, marketers can reduce expenses and save time by designing advertising that appeal to tourists from similar cultural backgrounds.

In addition, this study implies that the design of destination advertising needs to carefully consider the intended advertising effect (e.g., appealing, attractive, informative). For example, the U.S. respondents perceived CEO endorsements to be the most appealing and attractive. Hence, CEO-endorsed advertising would be the most effective if the marketer intends the destination advertising to be perceived as appealing and attractive. However, it should be noted that the positive responses to the CEO endorser in this study could have been the result of the CEO depicted being a Westerner, meaning that he could have been more relatable to the U.S. respondents. The findings also suggest that if the intention of a destination advertising is to be perceived as informative, trustworthy, or convincing or to spark a positive behavioral intention, it would be advisable for it to feature an expert endorser. Japanese and mainland Chinese respondents perceived rational advertising to be more informative than emotional advertising as well, suggesting that if the main purpose of a destination advertising is to provide information, a rational advertising could be the most effective approach.

Limitations and suggestions for future research

Although this study contributes to the literature on destination advertising by offering insights on destination advertisement design effectiveness by appeal and endorsement type, it has several limitations. First, the physical appearance of the endorsers could have influenced responses of the participants. In this research, attempts were made to reduce the potential bias arising from physical appearance by instructing endorsers to adopt a similar facial expression and attire, as well as by standardizing the size of their photos. However, as these endorsers are different individuals and do look different, respondents could have different impressions and judgements about each endorser. Prior research (Amos et al., 2008; Baker & Churchill, 1977; Tingchi, Huang & Minghua, 2007) demonstrates that advertising recipients are generally more attracted to endorsers who are physically attractive, meaning that the respondents may have been responding to the endorsers' appearance rather than to their position. Since the evaluating criteria as to who is the more attractive-looking endorser can be subjective, the findings could have been biased. Future studies should therefore make sure to reduce such physical appearance bias to a minimum level. For instance, the same person could be depicted as the CEO, tourism expert, and tourist in the advertising of different endorsement types.

Second, as the sample in this study was comprised of tourists who were currently visiting Korea, and some who had visited before, it is possible that their experience and attitudes formed in advance could have influenced their responses, thereby introducing potential bias and limiting the generalizability of the findings in attempts to attract new tourists. Future researchers should carry out a similar study with potential tourists who have not yet visited the target destination.

Finally, the sample was restricted to U.S., mainland Chinese, and Japanese respondents, thus limiting the generalizability of the findings to other nationalities. Future studies should

include respondents with a greater range of nationalities to validate the findings of this research that advertisement effectiveness differs across respondents from different cultures but is similar for respondents from similar cultures.

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Figure 1. Conceptualization by advertisement message appeal types

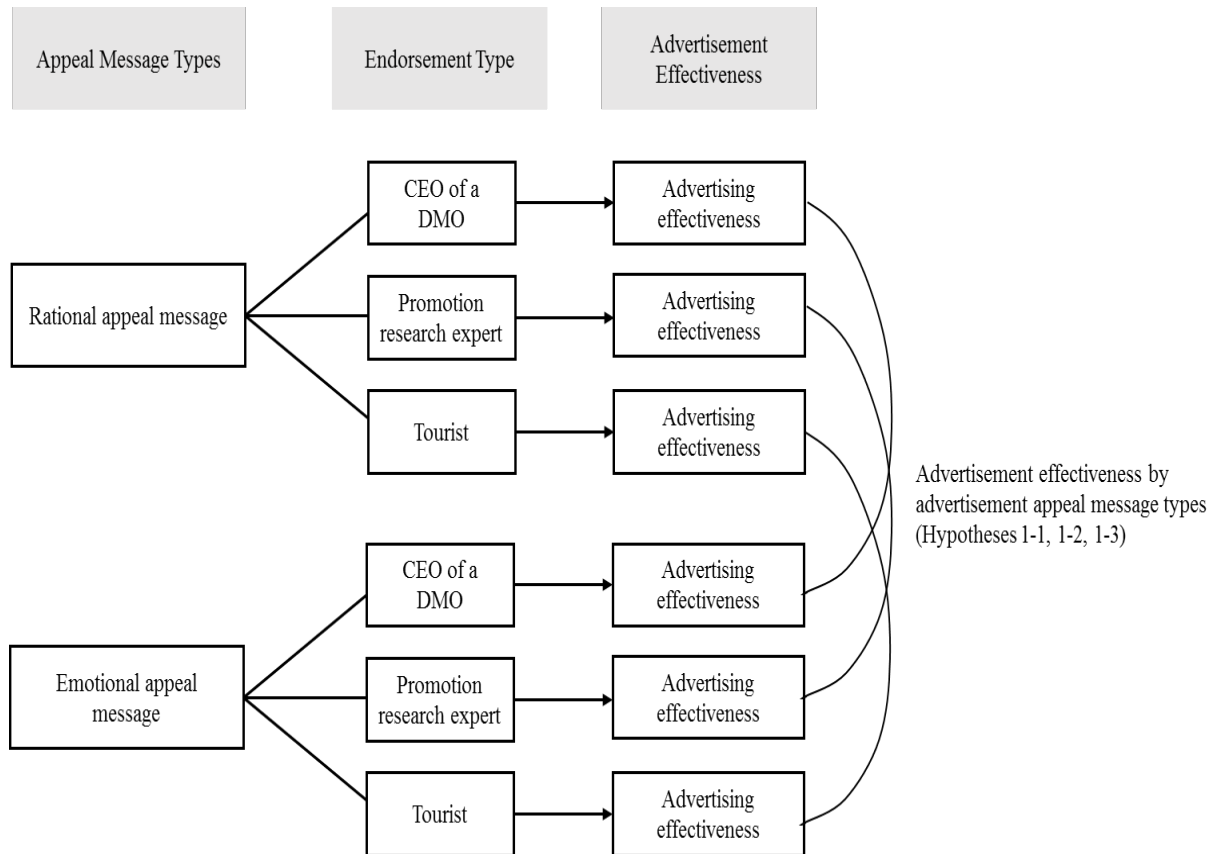


Figure 2. Conceptualization by endorser types

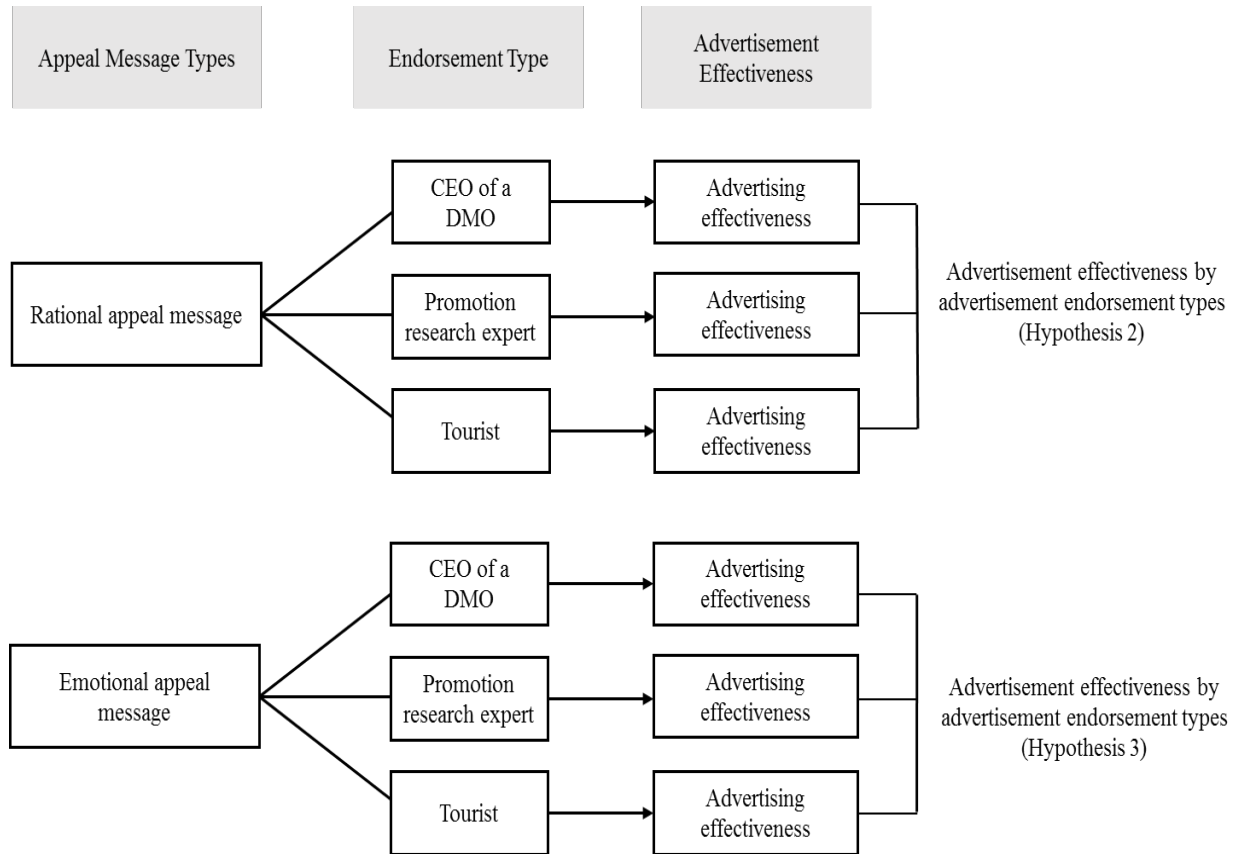


Table 1. Experiment design

Message appeals	Nationality of respondents	Distribution of questionnaires
Rational Appeal (<i>N</i> =360)	U.S. (<i>N</i> =120)	Each questionnaire containing three endorsement types was assigned this group.
	Mainland Chinese (<i>N</i> =120)	Each questionnaire containing three endorsement types was assigned this group.
	Japanese (<i>N</i> =120)	Each questionnaire containing three endorsement types was assigned this group.
Emotional Appeal (<i>N</i> =360)	U.S. (<i>N</i> =120)	Each questionnaire containing three endorsement types was assigned this group.
	Mainland Chinese (<i>N</i> =120)	Each questionnaire containing three endorsement types was assigned this group.
	Japanese (<i>N</i> =120)	Each questionnaire containing three endorsement types was assigned this group.

Table 2. Sociodemographic Profile

Variables	Category	U.S. (N=240)	Mainland Chinese (N=240)	Japanese (N=240)
		%	%	%
Gender	Male	43.3	33.3	24.2
	Female	56.7	66.7	75.8
Age	19 or younger	16.7	15	21.7
	20s	32.5	48.3	35.8
	30s	26.7	19.2	25.8
	40s	16.7	9.2	12.5
	50 or older	7.4	8.3	4.2
Marriage	Unmarried	45.8	46.7	55.8
	Married	52.5	45	41.7
	Others	1.7	8.3	2.5
Education	High school diploma or below	22.5	18.7	32.5
	Undergraduate student	22.5	24.2	11.7
	College degree	41.7	40.8	50.8
	Graduate student	2.5	8.3	1.7
	Graduate degree	10.8	8	3.3
Occupation	Company employee	19.2	20	19.2
	Professional	14.2	17.5	5.7
	Sales/Service employee	20.8	14.2	12.2
	Engineer/technician	5	3.3	3.5
	Self-employed	2.5	3.3	5.8
	Student	7.5	15.8	14.2
	Housewife	6.7	2.5	14.2
	Government employee	12.5	8.3	13.0
	Military	-	1.7	-
	Retired	5	7.5	4.2
	Others	6.6	5.9	8
Monthly household income	Below 1,000 yuan	-	9.2	-
	1,001 to 2,000 yuan	-	17.5	-
	2,001 to 3,000 yuan	-	30.8	-
	3,001 to 4,000 yuan	-	6.7	-
	More than 4,001 yuan	-	35.8	-
	Below 200,000 yen	-	-	15.8
	200,001 to 300,000 yen	-	-	22.5
	300,001 to 400,000 yen	-	-	34.2
	400,001 to 500,000 yen	-	-	16.7
	More than 500,001 yen	-	-	10.8
	Below US\$3,000	21.7	-	-
	US\$3,001 to \$5,000	12.5	-	-
	US\$5,001 to \$7,000	40	-	-
	US\$7,001 to 9,000	10	-	-
	More than US\$9,001	15.8	-	-

Table 3. Travel-related Profile

Variables	Category	U.S. (N=240)	Mainland Chinese (N=240)	Japanese (N=240)
		%	%	%
Number of past visit to Korea within recent three years	None	55	35.8	37.5
	Once	30.8	25.9	39.2
	Twice	5.0	22.5	14.2
	Thrice or more	9.2	15.8	9.2
Main tour type of this visit	Package tour	12.5	32.5	16.7
	Independent tour	68.3	58.3	80.0
	Others	19.2	9.2	3.3
Main purpose of this visit	Business	30.0	5.8	0.0
	Leisure	44.2	50.9	80.8
	Visiting friends/family	10.8	27.5	10.8
	Education	6.7	10.0	4.2
	Others	8.3	5.8	4.2
Nights to stay at this travel	1 night	0.0	0.5	2.5
	2 night	8.0	31.7	47.5
	3 night	3.3	30.3	40.0
	4 night	27.7	37.5	10.0
	5 nights	28.2	0.0	0.0
	6 nights or more	32.8	0.0	0.0
Exposure to Korean tourism advertisement (TV, Newspaper, etc.) released by Korean Government within recent two years	Never	46.7	30.0	25.0
	Sometimes	38.3	50.8	45.0
	Often	15.0	19.2	30.0
Current attitude towards Korea	Very negative	0.0	0.8	0.0
	Negative	0.8	2.5	0.0
	Neutral	2.5	51.7	21.5
	Positive	40.0	36.7	32.7
	Very positive	56.7	8.3	45.8

Table 4. T-test to compare the effects of rational and emotional message appeals with CEO endorser

Items	Rational		Emotional		<i>t</i> -value	<i>p</i> -value
	Mean	SD	Mean	SD		
U.S. (<i>N</i> =240)						
Attitude toward the advertisement						
Appeal of the advertisement	4.16	0.89	2.58	0.67	11.03***	0.000
Attractiveness of the advertisement	3.96	0.83	3.05	0.72	6.22***	0.000
Convincibility of the advertisement	3.37	0.74	2.28	0.67	8.46***	0.000
Trustworthiness of the advertisement	3.56	0.81	2.75	0.70	5.89***	0.000
Informativeness of the advertisement	4.03	0.78	2.38	0.69	12.26***	0.000
Attitude toward the brand						
Favorable	3.46	0.70	2.50	0.83	6.88***	0.000
Positive	3.65	0.90	2.51	0.87	7.01***	0.000
Like	3.36	0.80	2.45	0.79	6.31***	0.000
Behavioral intention						
Willingness to revisit Korea in three years	3.36	0.82	2.55	0.91	5.16***	0.000
Willingness to recommend to visit Korea	3.68	0.77	2.73	1.10	5.47***	0.000
Mainland Chinese (<i>N</i> =240)						
Attitude toward the advertisement						
Appeal of the advertisement	3.40	0.85	4.18	0.87	-4.99***	0.000
Attractiveness of the advertisement	3.32	0.79	3.97	0.66	-4.88***	0.000
Convincibility of the advertisement	3.60	0.94	3.90	0.73	-1.95	0.054
Trustworthiness of the advertisement	3.62	0.76	4.05	0.98	-2.70**	0.008
Informativeness of the advertisement	3.75	0.93	3.47	0.87	1.72	0.088
Attitude toward the brand						
Favorable	3.93	0.76	4.28	0.72	-2.61*	0.010
Positive	3.68	0.85	4.18	0.75	-3.41**	0.001
Like	3.62	0.94	4.03	0.94	-2.43*	0.017
Behavioral intention						
Willingness to revisit Korea in three years	3.97	0.69	4.15	0.88	-1.27	0.206
Willingness to recommend to visit Korea	3.58	0.74	4.25	0.70	-5.04***	0.000
Japanese (<i>N</i> =240)						
Attitude toward the advertisement						
Appeal of the advertisement	4.05	0.87	4.17	0.81	-0.76	0.448
Attractiveness of the advertisement	3.98	0.98	4.03	0.82	-0.30	0.763
Convincibility of the advertisement	3.47	0.91	4.02	0.85	-3.41**	0.001
Trustworthiness of the advertisement	3.90	0.97	3.97	0.80	-0.41	0.682
Informativeness of the advertisement	4.00	0.84	3.00	0.92	6.20***	0.000
Attitude toward the brand						
Favorable	4.12	0.78	4.32	0.81	-1.37	0.173
Positive	3.43	0.59	4.18	0.77	-5.98***	0.000
Like	3.38	0.58	4.12	0.74	-6.03***	0.000
Behavioral intention						
Willingness to revisit Korea in three years	4.23	0.77	4.33	0.73	-0.73	0.466
Willingness to recommend to visit Korea	3.65	0.80	4.13	0.75	-3.42**	0.001

Note: * $p < .05$, ** $p < .01$, *** $p < .001$.

Table 5. T-test to compare the effects of rational and emotional message appeals with expert endorser

Items	Rational		Emotional		<i>t</i> -value	<i>p</i> -value
	Mean	SD	Mean	SD		
U.S. (<i>N</i> =240)						
Attitude toward the advertisement						
Appeal of the advertisement	4.00	0.84	2.20	0.75	12.32**	0.006
Attractiveness of the advertisement	3.66	0.84	2.73	0.66	6.78***	0.000
Convincibility of the advertisement	4.10	0.86	3.06	1.04	5.94***	0.000
Trustworthiness of the advertisement	4.23	0.81	3.50	0.75	5.15***	0.000
Informativeness of the advertisement	4.25	0.77	2.43	0.93	11.66***	0.000
Attitude toward the brand						
Favorable	3.85	0.71	3.23	0.93	4.09***	0.000
Positive	4.10	0.93	3.51	1.16	3.04**	0.003
Like	3.88	0.83	3.18	0.97	4.27***	0.000
Behavioral intention						
Willingness to revisit Korea in three years	3.86	0.77	3.33	0.90	3.50**	0.001
Willingness to recommend to visit Korea	4.10	0.63	3.45	1.02	4.21***	0.000
Mainland Chinese (<i>N</i> =240)						
Attitude toward the advertisement						
Appeal of the advertisement	2.61	0.85	3.08	0.85	-2.77**	0.007
Attractiveness of the advertisement	2.70	0.87	3.28	0.76	-3.91***	0.000
Convincibility of the advertisement	2.40	0.74	3.40	0.67	-7.76***	0.000
Trustworthiness of the advertisement	2.82	0.72	3.45	0.75	-4.72***	0.000
Informativeness of the advertisement	3.30	0.94	2.70	0.85	3.66***	0.000
Attitude toward the brand						
Favorable	3.13	0.81	3.55	0.65	-3.10**	0.002
Positive	2.62	0.72	3.40	0.79	-5.71***	0.000
Like	2.68	0.75	3.78	0.83	-7.65***	0.000
Behavioral intention						
Willingness to revisit Korea in three years	3.18	0.85	3.55	0.67	-2.61*	0.010
Willingness to recommend to visit Korea	3.17	0.74	3.50	0.68	-2.58*	0.011
Japanese (<i>N</i> =240)						
Attitude toward the advertisement						
Appeal of the advertisement	3.07	0.76	4.13	0.77	-7.66***	0.000
Attractiveness of the advertisement	3.33	0.80	3.73	0.84	-2.68**	0.008
Convincibility of the advertisement	2.57	0.62	3.68	0.81	-8.46***	0.000
Trustworthiness of the advertisement	2.58	0.62	4.00	0.84	-10.49***	0.000
Informativeness of the advertisement	3.42	0.72	2.82	0.83	4.22***	0.000
Attitude toward the brand						
Favorable	3.52	0.62	3.98	0.75	-3.71***	0.000
Positive	2.68	0.98	3.77	0.81	-6.59***	0.000
Like	2.85	0.95	3.75	0.70	-5.88***	0.000
Behavioral intention						
Willingness to revisit Korea in three years	3.58	0.72	4.00	0.76	-3.09**	0.003
Willingness to recommend to visit Korea	3.57	0.67	4.03	0.78	-3.51**	0.001

Note: * $p < .05$, ** $p < .01$, *** $p < .001$.

Table 6. T-test to compare the effects of rational and emotional advertisement appeals with tourist endorser

Items	Rational		Emotional		<i>t</i> -value	<i>p</i> -value
	Mean	SD	Mean	SD		
U.S. (<i>N</i> =240)						
Attitude toward the advertisement						
Appeal of the advertisement	2.51	1.03	1.86	0.85	3.76***	0.000
Attractiveness of the advertisement	2.70	1.05	2.20	0.75	3.00***	0.000
Convincibility of the advertisement	2.81	0.87	2.00	0.78	5.40***	0.000
Trustworthiness of the advertisement	2.86	1.03	2.60	2.61	0.74	0.463
Informativeness of the advertisement	3.06	1.19	1.86	0.79	6.50***	0.000
Attitude toward the brand						
Favorable	2.98	0.91	2.31	0.91	4.01***	0.000
Positive	3.01	1.00	2.28	0.85	4.34***	0.000
Like	3.00	0.97	2.33	0.80	4.11***	0.000
Behavioral intention						
Willingness to revisit Korea in three years	2.98	0.89	2.48	0.83	3.17**	0.002
Willingness to recommend to visit Korea	3.08	1.03	2.48	1.11	3.07**	0.003
Mainland Chinese (<i>N</i> =240)						
Attitude toward the advertisement						
Appeal of the advertisement	2.68	0.91	3.16	0.64	-3.36**	0.001
Attractiveness of the advertisement	2.40	0.81	2.58	1.00	-1.11	0.270
Convincibility of the advertisement	2.35	0.76	2.53	0.98	-1.15	0.254
Trustworthiness of the advertisement	1.97	0.88	2.52	0.98	-3.23**	0.002
Informativeness of the advertisement	2.42	0.77	2.12	1.12	1.71	0.090
Attitude toward the brand						
Favorable	2.52	0.77	2.92	0.79	-2.81**	0.006
Positive	2.27	0.69	2.67	0.82	-2.91**	0.004
Like	2.17	0.69	2.65	0.94	-3.22**	0.002
Behavioral intention						
Willingness to revisit Korea in three years	2.50	0.91	2.87	0.75	-2.41	0.018
Willingness to recommend to visit Korea	2.10	0.93	2.87	0.70	-5.09***	0.000
Japanese (<i>N</i> =240)						
Attitude toward the advertisement						
Appeal of the advertisement	1.87	0.79	2.42	0.65	-4.17***	0.000
Attractiveness of the advertisement	1.78	0.69	2.47	0.65	-5.58***	0.000
Convincibility of the advertisement	1.87	0.72	2.20	0.92	-2.21	0.029
Trustworthiness of the advertisement	1.85	0.71	2.47	0.72	-4.71***	0.000
Informativeness of the advertisement	1.87	0.72	2.05	0.67	-1.44	0.154
Attitude toward the brand						
Favorable	2.32	0.85	2.80	0.71	-3.38**	0.001
Positive	2.42	0.96	2.83	0.76	-2.63*	0.010
Like	2.40	0.96	2.38	0.67	0.11	0.912
Behavioral intention						
Willingness to revisit Korea in three years	2.23	0.89	2.70	0.74	-3.12**	0.002
Willingness to recommend to visit Korea	2.22	0.90	2.50	0.85	-1.77	0.008

Note: * $p < .05$, ** $p < .01$, *** $p < .001$.

Table 7. GLM repeated measure to identify the effects of three different endorsers with rational message appeal

Items	Within Rational Message appeal			Within-Subject <i>F</i> -value	<i>p</i> -value
	CEO	Expert	Tourist		
U.S. (<i>N</i> =120)					
Attitude toward the advertisement					
Appeal of the advertisement	4.16 c	4.00b	2.51a	57.39***	0.000
Attractiveness of the advertisement	3.96 c	3.66b	2.70a	32.57***	0.000
Convincibility of the advertisement	3.36b	4.10 c	2.81a	34.88***	0.000
Trustworthiness of the advertisement	3.56b	4.23 c	2.86a	30.94***	0.000
Informativeness of the advertisement	4.03b	4.25 c	3.06a	17.89***	0.000
Attitude toward the brand					
Favorable	3.46b	3.85 c	2.98a	26.48***	0.000
Positive	3.65b	4.10 c	3.01a	21.22***	0.000
Like	3.36b	3.88 c	3.00a	19.44***	0.000
Behavioral intention					
Willingness to revisit Korea in three years	3.36b	3.86 c	2.98a	20.72***	0.000
Willingness to recommend to visit Korea	3.68b	4.10 c	3.08a	24.80***	0.000
Mainland Chinese (<i>N</i> =120)					
Attitude toward the advertisement					
Appeal of the advertisement	3.40 b	2.61a	2.68a	17.29***	0.000
Attractiveness of the advertisement	3.31 c	2.70b	2.40a	15.85***	0.000
Convincibility of the advertisement	3.60 b	2.40a	2.35a	40.54***	0.000
Trustworthiness of the advertisement	3.61 c	2.81b	1.96a	61.02***	0.000
Informativeness of the advertisement	3.75 c	3.30b	2.41a	36.64***	0.000
Attitude toward the brand					
Favorable	3.93 c	3.13b	2.51a	50.87***	0.000
Positive	3.68 c	2.61b	2.26a	38.87***	0.000
Like	3.61 c	2.68b	2.16a	38.70***	0.000
Behavioral intention					
Willingness to revisit Korea in three years	3.96 c	3.18b	2.50a	51.52***	0.000
Willingness to recommend to visit Korea	3.58 c	3.16b	2.10a	72.28***	0.000
Japanese (<i>N</i> =120)					
Attitude toward the advertisement					
Appeal of the advertisement	4.05 c	3.06b	1.86a	79.66***	0.000
Attractiveness of the advertisement	3.98 c	3.33b	1.78a	104.90***	0.000
Convincibility of the advertisement	3.46 c	2.56b	1.86a	43.01***	0.000
Trustworthiness of the advertisement	3.90 c	2.58b	1.85a	73.67***	0.000
Informativeness of the advertisement	4.00 c	3.41b	1.86a	89.59***	0.000
Attitude toward the brand					
Favorable	4.11 c	3.51b	2.31a	59.83***	0.000
Positive	3.43 c	2.68b	2.41a	28.58***	0.000
Like	3.38 c	2.85b	2.40a	23.10***	0.000
Behavioral intention					
Willingness to revisit Korea in three years	4.23 c	3.58b	2.23a	83.05***	0.000
Willingness to recommend to visit Korea	3.65 c	3.56b	2.21a	53.03***	0.000

Note: *** $p < .001$.

a, b, and c show the source of mean differences ($a < b < c$).

Table 8. GLM repeated measure to identify the effects of three different endorsers with emotional message appeal

Items	Within Emotional Message appeal			Within-Subject <i>F</i> -value	<i>p</i> -value
	CEO	Expert	Tourist		
U.S. (<i>N</i> =120)					
Attitude toward the advertisement					
Appeal of the advertisement	2.58c	2.20b	1.86a	16.12***	.000
Attractiveness of the advertisement	3.05c	2.73b	2.20a	19.76***	.000
Convincibility of the advertisement	2.28b	3.07c	2.00a	30.59***	.000
Trustworthiness of the advertisement	2.75b	3.50c	2.60a	22.68***	.000
Informativeness of the advertisement	2.38b	2.43b	1.86a	12.75***	.000
Attitude toward the brand					
Favorable	2.50b	3.23c	2.31a	19.14***	.000
Positive	2.51b	3.51c	2.28a	21.25***	.000
Like	2.45b	3.18c	2.33a	20.38***	.000
Behavioral intention					
Willingness to revisit Korea in three years	2.55a	3.33b	2.48a	17.35***	.000
Willingness to recommend to visit Korea	2.73b	3.45c	2.48a	23.89***	.000
Mainland Chinese (<i>N</i> =120)					
Attitude toward the advertisement					
Appeal of the advertisement	4.18c	3.08a	3.17b	45.00***	.000
Attractiveness of the advertisement	3.96c	3.28b	2.58a	32.90***	.000
Convincibility of the advertisement	3.90c	3.40b	2.53a	29.24***	.000
Trustworthiness of the advertisement	4.05c	3.45b	2.51a	28.58***	.000
Informativeness of the advertisement	3.46b	3.70c	2.11a	36.53***	.000
Attitude toward the brand					
Favorable	4.28c	3.55b	2.91a	56.37***	.000
Positive	4.18c	3.40b	2.66a	52.58***	.000
Like	4.03c	3.78b	2.65a	38.71***	.000
Behavioral intention					
Willingness to revisit Korea in three years	4.15c	3.55b	2.86a	40.25***	.000
Willingness to recommend to visit Korea	4.25c	3.50b	2.86a	80.85***	.000
Japanese (<i>N</i> =120)					
Attitude toward the advertisement					
Appeal of the advertisement	4.16b	4.13b	2.41a	101.06***	.000
Attractiveness of the advertisement	4.03c	3.73b	2.46a	59.95***	.000
Convincibility of the advertisement	4.01c	3.68b	2.20a	62.77***	.000
Trustworthiness of the advertisement	3.96b	4.00b	2.46a	72.05***	.000
Informativeness of the advertisement	3.00c	2.81b	2.05a	25.95***	.000
Attitude toward the brand					
Favorable	4.31c	3.98b	2.80a	67.38***	.000
Positive	4.18c	3.76b	2.83a	50.12***	.000
Like	4.11c	3.75b	2.38a	72.94***	.000
Behavioral intention					
Willingness to revisit Korea in three years	4.33c	4.00b	2.70a	91.35***	.000
Willingness to recommend to visit Korea	4.13c	4.03b	2.50a	105.08***	.000

Note: *** $p < .001$.

a, b, and c show the source of mean differences ($a < b < c$).