DESTINATION ADVERTISING ON YOUTUBE: COMBINED EFFECTS OF NATIVE ADVERTISING AND COMMENT MANAGEMENT ON TOURISTS' PERCEPTIONS

ABSTRACT

This research aims to understand what unique aspects of social media should be considered by a destination marketing organization (DMO) to create advertisements that attract the interests of tourists on YouTube. It examines the effectiveness of two YouTube-specific practices—native advertising and comment management. Two studies with a multi-method approach examine the effects of such practices on tourists' perceptions regarding DMOs' YouTube advertisements and destinations. The results show that tourists positively perceive the advertisements and the destinations when DMOs' YouTube advertisements are recognized as non-advertising content and when native advertising is emphasized in the comment section of the YouTube advertisements. By delving into the necessary adaptations within the current video marketing communication framework for social media platforms, this study contributes to the field of destination advertising. Moreover, it provides practical insights into effective video advertising strategies for social media platforms that DMOs can implement.

Keywords: Destination advertising, destination marketing organizations, YouTube, native advertising, comment management.

1. INTRODUCTION

YouTube has emerged as a crucial marketing channel for destination marketing organizations (DMOs), with nearly half of their advertising budgets allocated to the digital channel (Sojern, 2021). In fact, our preliminary observations indicate that in 2021, 152 out of 195 national-level DMOs advertised their destinations on YouTube. Given that YouTube was the most visited website in the world in 2021 in terms of search traffic (Hardwick, 2021), it offers DMOs an opportunity to reach a global audience. However, to fully leverage this platform, DMOs need to tailor their video advertising strategies to accommodate the unique features of YouTube, such as users' viewing patterns and platform functions.

The viewing patterns of YouTube users are characterized by their active avoidance of advertisements, as they prefer to watch selected content and often skip ads (Jeon et al., 2019). To address this challenge, marketing literature suggests the use of native advertising, which involves making advertisements less overtly promotional and more akin to non-advertising content (Göbel et al., 2017). In line with this suggestion, DMOs should steer clear of clichéd elements in their videos, such as showcasing famous landmarks, national figures, or overly cheerful tourists, as these can make the videos appear overly advertisement-like (Girma, 2021). Additionally, the comment function on YouTube is another important aspect for DMOs to consider in their advertising efforts. Users frequently read and engage with comments while watching videos, and these comments can influence their perceptions of the content (Kim, 2021). Given the influence of comments, it becomes essential for DMOs to effectively manage and curate the comments to maximize the impact of their advertising efforts (Waddell & Sundar, 2017).

Despite YouTube becoming a significant advertising platform for DMOs, little research exists on how to adapt existing video marketing strategies for the unique aspects of YouTube. When a new channel has arisen as an important medium for DMOs' video

advertising, researchers have reimagined the factors to be considered when designing effective advertisements to understand the unique aspects of a medium from the destination marketing perspective (Beeton, 2005; Goodrich et al., 2011; Mulier et al., 2021). While some tourism studies have investigated YouTube as a marketing channel, they have mainly focused on describing the content of DMOs' YouTube advertisements (Alegro & Turnšek, 2021) or tourists' usage of the platform (Arora & Lata, 2020). To address this research gap, this study aims to investigate two unique aspects of YouTube: users' advertising-avoidance behavior and the comment function. Drawing on the persuasion knowledge model (Friestad & Wright, 1994) and warranting theory (Walther & Parks, 2002), this study tests whether native advertising and comment management practices are applicable in destination advertising through a multi-method approach. As one of the earliest studies on DMOs' video advertising on social media platforms, this study adds to the literature and practices in destination marketing by providing insights into advertising strategies for social media platforms.

Despite the growing significance of YouTube as an advertising platform for DMOs, limited research exists on how to adapt existing video marketing strategies to account for the platform's unique aspects. When a new channel becomes a vital medium for DMOs' video advertising, researchers have reexamined the factors that contribute to the design of effective advertisements, with a focus on understanding the unique aspects of the medium from a destination marketing perspective (Beeton, 2005; Goodrich et al., 2011; Mulier et al., 2021). While some tourism studies explored YouTube as a marketing channel, they have primarily described the content of DMOs' advertisements (Alegro & Turnšek, 2021) or investigated tourists' usage patterns on the platform (Arora & Lata, 2020). To bridge this research gap, our study aims to investigate two distinctive aspects of YouTube: users' avoidance of advertising and the comment function. Drawing on the persuasion knowledge model (Friestad & Wright, 1994) and warranting theory (Walther & Parks, 2002), we employ a multi-method approach

to examine the applicability of native advertising and comment management practices in destination advertising. As one of the earliest studies on DMOs' video advertising on social media platforms, this research contributes to the literature and informs destination marketing practices by providing insights into effective advertising strategies for the platforms.

2. RESEARCH BACKGROUND

2.1. Native Advertising

People tend to protect themselves from overwhelming advertisements. They develop skills and strategies that help them identify and avoid persuasive attempts (Drèze & Hussherr, 2003). This tendency becomes pronounced when people use social media for several reasons. First, people use social media platforms to consume content that they select. Compared to their behavior when using traditional media channels (e.g., TV), people are more goal-oriented when using social media platforms and thus feel more disrupted by the advertisements on the platforms (Johnson et al., 2019). Moreover, since people can easily skip the advertisements on social media platforms, their avoidance tends to become more pronounced there: about 80% of YouTube users skip advertisements out of habit (Handley, 2017). How to deal with consumers' advertising avoidance becomes a more important question for marketers when they use social media platforms.

In the advertising literature, native advertising has been proposed as a technique that marketers can use to circumvent consumers' advertising avoidance. Native advertising refers to a variety of techniques by which an advertisement is crafted to resemble non-advertising content (Wojdynski & Evans, 2020). Different types of native advertisements exist: advertorials (e.g., a newspaper advertisement that is visually aligned with objective articles) (Göbel et al., 2017) or a brand's social media post that imitates the format of a personal user's post (Johnson et al., 2019). Also, product placement—the practice of including a brand's logo or product within TV programs or films—is regarded as a specific form of native advertising in that it aims to render the attributes of what makes an advertisement recognizable to consumers obscured (Wojdynski & Evans, 2020). As for video advertisements, those that do not contain the clichéd content elements of an advertisement are often considered native advertisements (e.g., those that avoid celebrity endorsements, catchphrases, or logos covering

the screen) (Kaikati & Kaikati, 2004). In the context of destination advertising, DMOs can create native advertisements by mimicking non-advertising content (e.g., mock movie trailers, parodies of music videos) and thus excluding the clichéd scenes of a destination advertisement mentioned above (Girma, 2021).

Native advertising has been examined as effective in dealing with consumers' advertising avoidance in various media settings. Cooper and Nownes (2004) examined the effectiveness of native advertising in a newspaper: the effects of advertorials on readers' awareness of the focal issue were higher than those of traditional advertisements. Kim (2001) examined consumers' higher involvement with advertorials in magazines compared to standard advertisements. Focusing on TV commercials, Whittle and Xue (2018) found that advertisements designed like entertainment shows were perceived to be more trustworthy than those designed in traditional formats. Johnson et al. (2019) found that native advertisements (i.e., sponsored posts following the format of personal posts) were more effective in enhancing consumers' attitudes toward advertisements and brands than normal ones (i.e., sponsored posts not following the format of personal posts) on Instagram. The effectiveness of native advertising has also been investigated using YouTube advertisements about different products, including beverages (Göbel et al., 2017), cosmetics (Pfeuffer et al., 2021), and toys (Evans et al., 2018). However, to our knowledge, the effect of native advertising on YouTube users' perceptions has not been tested in the context of destination advertising. The existing tourism research has focused on describing what DMOs' YouTube advertisements look like by conducting content analysis (e.g., types of attractions or thematic types frequently featured in the advertisement) (Alegro & Turnšek, 2021). To address this research gap, we attempted to examine the effect of the extent to which DMOs' YouTube advertisements are recognized as non-advertising content on the perceptions of tourists.

2.2. Comment Management

Together with content consumption, social interaction constitutes a significant part of social media users' experience. Social media platforms enable people to interact with each other in different ways: having a chat, becoming friends or subscribers of others, or sharing a post through associated functions (Khan, 2017). A comment function, in particular, enables people to provide additional information to others, give their impressions, or discuss a post (Madden et al., 2013). A comment is often perceived as part of the post, and thus it can influence users' perceptions (King et al., 2014).

Previous research on YouTube comments has examined the effects of comments on viewers' perceptions. Jha et al. (2023) indicated that YouTube users evaluated the fairness of a video not only by watching the video but also by reading the comments. Halim et al. (2022) found that the number of positive and negative comments on a video is a significant determinant of the video's popularity. The importance of comment management for YouTube advertising has also been examined in the context of an anti-drug campaign (Walther et al., 2010), a firm's corporate social responsibility (Liao & Mak, 2019), and a YouTube influencer's content sponsored by a health clinic unit (Reinikainen et al., 2020). However, the importance of comment management on YouTube has not been discussed in the context of destination advertising. Previous research used the comments only to understand tourists' reactions to DMOs' YouTube advertisements through content analysis (Lim et al., 2012; Shakeela & Weaver, 2016). To address this research gap, we attempted to confirm the importance of comment management by examining the effects of supportive comments left on DMOs' YouTube advertisements on tourists' perceptions. Specifically, we aimed to analyze the effects of supportive comments in connection with native advertising: do the comments describing a DMO's advertisement as non-advertising content induce tourists to

recognize them as non-advertising content and subsequently enhance their associated perceptions?

3. RESEARCH MODEL AND HYPOTHESES

This research aimed to examine how DMOs' advertisements on YouTube (hereafter, DMO YouTube advertisements) can have greater advertising effects as a result of two practices associated with two unique aspects of YouTube: native advertising and comment management. First, we expected that native advertising would increase the advertising effects of DMO YouTube advertisements. Second, we expected that comment management would contribute to the effectiveness of DMOs' native advertising. People's positive perception of an advertisement could be transferred to create favorable attitudes toward the featured product (Brown & Stayman, 1992). Thus, we used tourists' perceptions of both advertisements and destinations to capture the advertising effects of DMO YouTube advertisements.

3.1. Effect of Native Advertising on Tourists' Perceptions: Persuasion Knowledge Model

First, we hypothesized that native advertising increases the advertising effects of DMO YouTube advertisements. Building on the persuasion knowledge model (PKM) (Friestad & Wright, 1994), we proposed that the extent to which tourists recognize DMO YouTube advertisements as advertising content (hereafter, advertising recognition) negatively affects their perceptions of advertisements and destinations. PKM assumes that the extent to which individuals are defensive regarding information messages is determined by their perceptions of the messages as persuasive attempts (Friestad & Wright, 1994). When consumers come to realize that specific content includes marketers' persuasive attempts, they tend to guard themselves against the content by avoiding it (Speck & Elliott, 1997). PKM argues that a marketer tries to impede a consumer's ability to recognize persuasive attempts by making advertisements appear as something they are not, to enhance the advertising effect (Friestad & Wright, 1994).

The argument of PKM regarding the effectiveness of native advertising has been supported on YouTube. Previous research has examined the practice's effectiveness by

analyzing the negative impact of advertising recognition on consumers' perceptions. Göbel et al. (2017) found that participants who did not recognize persuasive attempts in beer advertisements due to native advertising had favorable attitudes toward both the advertisements and the product. In the context of cosmetics advertising on YouTube, Pfeuffer et al. (2021) found that a product review video sponsored by its company showed a higher advertising effect when participants showed low advertising recognition due to its native format. Evans et al. (2018) provided further empirical evidence of the effectiveness of native advertising with a toy advertisement on YouTube. We also expected that native advertising would increase the advertising effects of DMO YouTube advertisements: the lower the advertising recognition, the more positive tourists' perceptions would be of the given advertisements (H1a) and destinations (H1b).

$H1_a$. The less DMO YouTube advertisements are recognized as advertising, the more positive the attitudes that tourists have toward the advertisements.

$H1_b$. The less DMO YouTube advertisements are recognized as advertising, the more willing tourists are to engage with the advertisements (e.g., by liking, commenting on, or sharing the advertisements).

Similar types of reactions can be used to measure tourists' perceptions of destinations. According to the literature on DMO advertising, tourists' perceptions of destinations are mainly measured by the degree of positive attitude that tourists have toward them and how willing they are to visit the promoted destinations (Byun & Jang, 2015; Chu et al., 2020). Thus, two sub-hypotheses were formulated regarding tourists' perceptions of destinations.

$H1_c$. The less DMO YouTube advertisements are recognized as advertising, the more positive the attitudes of tourists toward the destinations.

$H1_d$. The less DMO YouTube advertisements are recognized as advertising, the more willing tourists are to visit the destinations.

3.2. Effect of Comment Management on Tourists' Perceptions: Warranting Theory

Drawing on warranting theory (Walther & Parks, 2002), we propose that the impact of DMO native advertising on YouTube is contingent upon the comments associated with the content. Warranting theory elucidates how individuals utilize various information cues to evaluate online content (DeAndrea & Carpenter, 2018). According to this theory, people tend to rely on information cues that are challenging for content creators to manipulate when assessing the credibility and authenticity of the content, such as comments on social media posts (Walther & Parks, 2002). Therefore, the theory suggests that advertisers should not only manage their content but also pay attention to comment management to enhance their reach and effectiveness in social media marketing (Vendemia et al., 2019). This argument finds support in previous studies on social media. Walther et al. (2009) investigated self-introduction posts on Facebook and discovered that readers formed impressions of the post uploader based on how others talked about them in the comments. Möller and Boukes (2022) examined a YouTube video addressing poor working conditions in the clothing industry in South-Asian countries and demonstrated that supportive comments increased viewers' interest in and intention to share the video. Interestingly, the reverse pattern has also been observed. Shi et al. (2014) focused on an anti-smoking campaign video on YouTube and found that viewers had a lower intention to quit smoking when the campaign was undermined by negative comments. These findings suggest that social media users tend to interpret content based on how it is portrayed in the accompanying comments. Thus, if the comments characterize DMOs' native advertisements as non-advertising content, the effectiveness of native advertising can be significantly heightened.

$H2_a$. Recognition of DMO YouTube advertisements as non-advertising content leads tourists to show positive attitudes toward the advertisements. This effect becomes pronounced when the comments describe the advertisements as non-advertising content.

$H2_b$. Recognition of DMO YouTube advertisements as non-advertising content makes tourists willing to engage with the advertisements. This effect becomes pronounced when the comments describe the advertisements as non-advertising content.

In addition, the comments supporting DMOs' native advertising have the potential to positively influence tourists' perceptions of the featured destinations. This notion is supported by the findings of Reinikainen et al. (2020), who discovered that supportive comments on a health clinic advertisement on YouTube influenced viewers to express similar support for the clinic. Similarly, Liao and Mak (2019) demonstrated that praising comments left on a YouTube advertisement highlighting an auditing company's corporate social responsibility efforts led viewers to appreciate those efforts in a similar manner. Based on these studies, we anticipate that supportive comments on DMOs' native advertisements on YouTube will contribute to tourists developing positive perceptions of the destinations.

$H2_c$. Recognition of DMO YouTube advertisements as non-advertising content leads tourists to show positive attitudes toward destinations. This effect becomes pronounced when the comments describe the advertisements as non-advertising content.

$H2_d$. Recognition of DMO YouTube advertisements as non-advertising content makes tourists more willing to visit the destinations. This effect becomes pronounced when the comments describe the advertisements as non-advertising content.

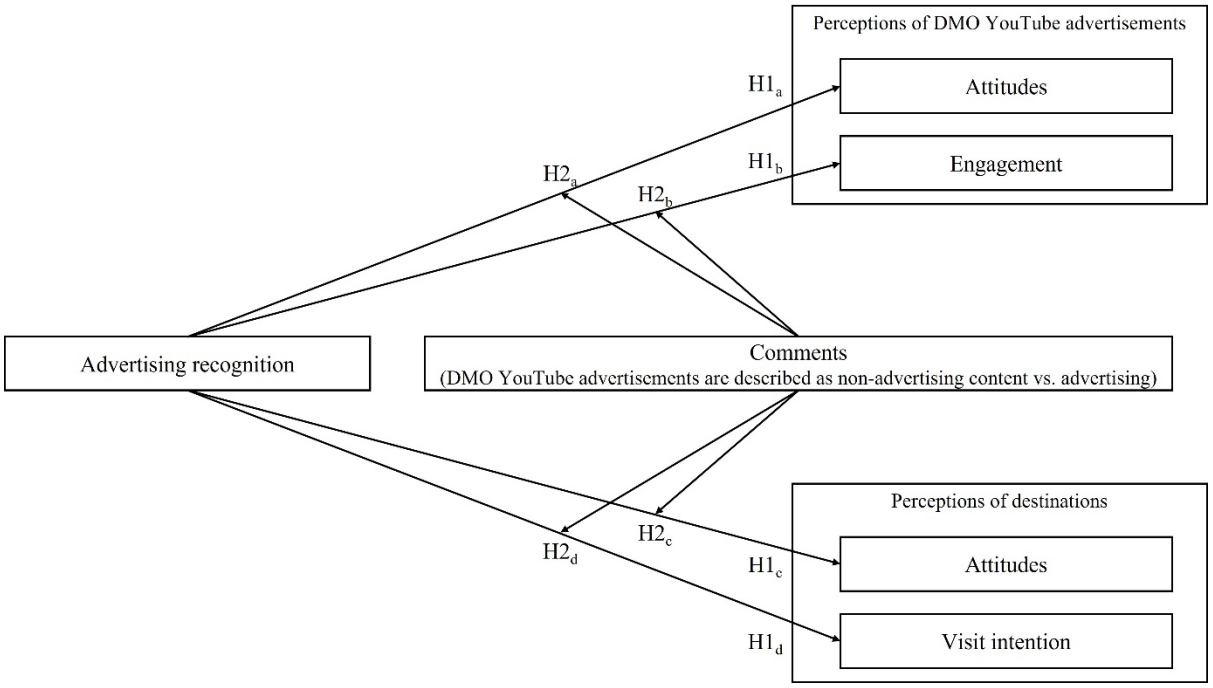


Figure 1. Research model

4. RESEARCH METHODOLOGY

Two experimental studies were conducted for several reasons. Study 1 aimed to examine the main effect of advertising recognition on tourists' perceptions, while Study 2 investigated the moderating effect of comments on the relationship between advertising recognition and tourists' perceptions, testing H1 and H2, respectively. By conducting multiple experiments, we sought to enhance the external validity of our research. With two pairs of sample groups, we were able to test our hypotheses using a larger sample size. This accumulation of more samples through multiple experiments increases the generalizability of our findings and reduces prediction errors (Dehejia et al., 2021). Furthermore, conducting multiple experiments allowed us to test the moderating effect. As stated in H2, the moderating effect of comments primarily manifests in situations of low advertising recognition. Following established guidelines for testing moderating effects, it is recommended to first examine the main effect and subsequently explore the moderating effect in a subsequent study, allowing for a clear separation of the two (Preacher et al., 2007). This approach's validity has been confirmed and is widely adopted across various disciplines, including communication, management, and engineering (Pittam et al., 1990; Li et al., 2022). In line with this approach, we conducted multiple experiments to ensure the robustness of our findings. However, it is difficult to examine whether real YouTube users react differently to DMO YouTube advertisements using only an experiment. Thus, we also conducted a YouTube comment analysis for each study so that our research was robust. In conclusion, we adopted a multi-method approach that combined an experiment and a YouTube comment analysis.

On YouTube, the Korean Tourism Organization (KTO) has recently created its advertisements in a way that mimics music videos, to avoid using the clichéd elements of destination advertising, and has drawn public attention because of its native advertising

strategy (Girma, 2021). Since the main focus of this research was to compare the effect of a native destination advertisement with that of a non-native advertisement, we used the YouTube advertisements of KTO in both studies.

4.1. Study 1: Native Advertising

We examined how DMO YouTube advertisements are differently perceived by tourists, depending on the extent to which the advertisements are recognized as advertising. Using a between-subject design, we compared the perceptions of participants who watched a native destination advertisement with those of participants who watched a non-native destination advertisement.

4.1.1. Procedure and data collection

A total of 200 participants were recruited in October, 2022 via Amazon Mechanical Turk (MTurk). The target population consisted of adults who were not residents of South Korea and had not previously visited the country. The participants were randomly asked to watch one of two KTO YouTube advertisements. One group of participants watched the KTO YouTube advertisement containing clichéd scenes of a destination advertisement (i.e., a sequence of scenes of famous places, national figure endorsement, foreign tourists looking happy, representations of traditional culture) (non-native KTO advertisement, hereafter) (see the photos on the left side in Appendix A). Another group of participants watched a KTO YouTube advertisement that was created with a native advertising strategy (native KTO advertisement, hereafter) (see the photos on the right side in Appendix A). To ensure the comparability of the two advertisements in terms of the critical factors in video advertising (e.g., theme, music, visual images, storytelling, and featured characters' and places' popularity) (Yoon & Lee, 2022), a pilot test was conducted with 96 adult participants. The participants were presented with both advertisements and were asked to rate the similarity between them using a 5-point Likert scale. The results confirmed that the advertisements did

not exhibit significant differences in theme (M = 3.78, test value = 3, t = 8.23, $p < 0.001$), music (M = 3.69, test value = 3, t = 6.78, $p < 0.001$), visual images (M = 3.66, test value = 3, t = 5.97, $p < 0.001$), storytelling (M = 3.77, test value = 3, t = 7.50, $p < 0.001$), and the popularity of featured characters and places (M = 3.93, test value = 3, t = 11.51, $p < 0.001$).

After viewing the advertisements, the participants were asked to take a survey. To filter out those participants who did not watch the given advertisement, a validity check question was included in the survey ("What country was the YouTube video about?"). In addition, participants who had watched the advertisements or visited the featured destinations before were removed to avoid spillovers resulting from their previous experiences (Leung & Dickinger, 2018). As a result, 47 responses were excluded and 153 were used for further analysis (Appendix B).

4.1.2. Measures

Our investigation examined two types of tourist perceptions: tourists' perceptions of DMO YouTube advertisements and destinations. Tourists' perceptions regarding the advertisements were measured by the level of their positive attitudes toward and engagement with the advertisements (e.g., liking, commenting, or sharing videos) (Spears & Singh, 2004). Tourists' perceptions regarding the destinations were measured by their attitudes toward and intention to visit the destinations. All the dependent variables were measured with 5-point semantic differential scales (Bi, 2021; Byun & Jang, 2015). Besides measures for the main variables, measures for the control variables were also included: personal relevance of the advertisement and the destination (Joa et al., 2018), general attitudes toward YouTube advertisements (Yang et al., 2017), and YouTube experiences (Göbel et al., 2017). To take into account the possible endogeneity of the control variables, we estimated the coefficients of our model (Rubin, 2005). For each variable, some measures with low loading value (i.e., factor loadings were lower than 0.4) were identified and deleted during our factor analysis

(Hair et al., 2011). As shown in Appendices C and D, the convergent validity and discriminant validity of all the measures were established. Finally, we conducted Harman's single-factor test to address the common method bias. We constructed a hypothetical model in which all measures were loaded onto a single factor. Analysis of the model revealed that the total expected variance accounted for was below 50% (28.42%). Therefore, it can be concluded that the presence of common method bias was not significant in our study (Podsakoff et al., 2003).

4.1.3. Results

As for the manipulation check, it was confirmed that the extent to which the non-native KTO YouTube advertisement was recognized as an advertisement was significantly higher than the extent to which the native KTO YouTube advertisement was perceived as an advertisement ($M_{non\text{-}native} = 4.72$, $M_{native} = 3.44$, $t = 4.72$, $p < 0.001$).

For all the dependent variables, we found that a native KTO advertisement generated a greater advertising effect than its counterpart, with the following data: tourists' attitudes toward DMO YouTube advertisements ($M_{non\text{-}native} = 2.38$, $M_{native} = 3.69$, $t = 7.90$, $p < 0.001$); tourists' engagement with DMO YouTube advertisements ($M_{non\text{-}native} = 2.16$, $M_{native} = 3.69$, $t = 8.46$, $p < 0.001$); tourists' attitudes toward the destination ($M_{non\text{-}native} = 2.26$, $M_{native} = 3.81$, $t = 9.37$, $p < 0.001$); and tourists' intention to visit the destination ($M_{non\text{-}native} = 2.43$, $M_{native} = 3.82$, $t = 8.42$, $p < 0.001$).

As a complementary analysis, we conducted a generalized linear regression analysis via Smart PLS to test the existence of a negative association between the independent variable and the four dependent variables. We used the data collected for the main study. While we used the same measures for the dependent variables, we used a different measure for the independent variable (i.e., advertising recognition), which was used for the manipulation check in the main study (i.e., "Do you think the YouTube video was

advertising?"; 1 = "Not at all", 5 = "Absolutely") (Rozendaal et al., 2016). Our model's standardized root mean square residual (SRMR) was 0.078, confirming its acceptability (Henseler et al., 2014). The results showed that advertising recognition has a negative impact on tourists' attitudes toward DMO YouTube advertisements ($\beta = -0.232$, $p < 0.001$), engagement with DMO YouTube advertisements ($\beta = -0.111$, $p < 0.05$), attitudes toward the destination ($\beta = -0.283$, $p < 0.001$), and intention to visit the destination ($\beta = -0.155$, $p < 0.05$) (Figure 2). The first four hypotheses (H1a, H1b, H1c, and H1d) were all supported.

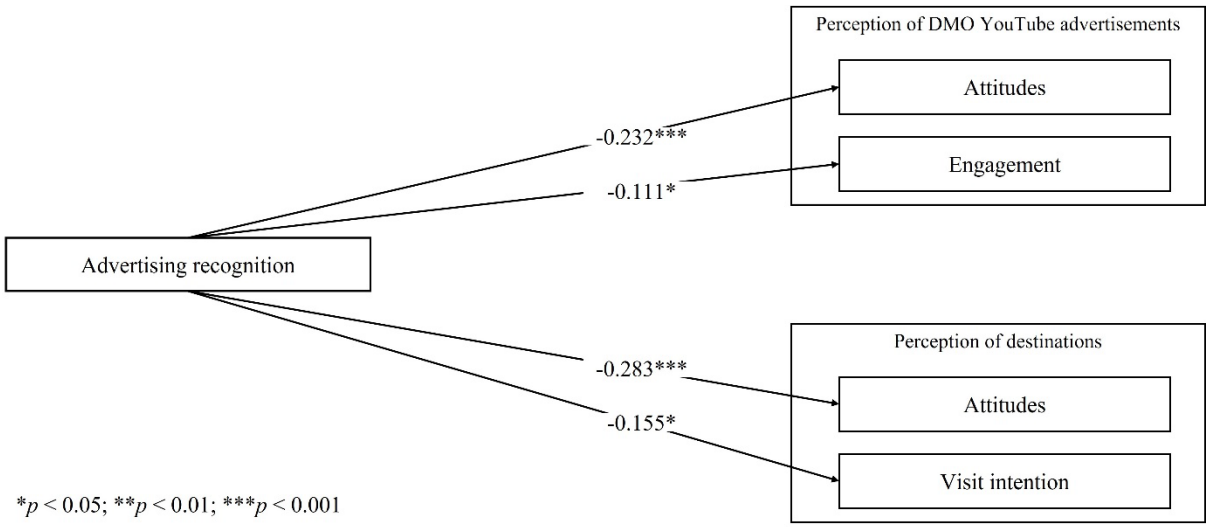


Figure 2. Results of complement analysis for Study 1

Study 1 examined the native advertising's effectiveness in the context of destination advertising: tourists appeared to react more positively to DMO YouTube advertisements when they recognized them as non-advertising content. However, the results were limited in terms of reflecting reality because they were obtained in a controlled setting. We did not confirm whether real YouTube users, in general, react differently to KTO YouTube advertisements, depending on their advertising recognition. Thus, we aimed to address this limitation through YouTube comment analysis.

4.1.4. YouTube comment analysis of Study 1

We conducted a content analysis of the comments left under KTO YouTube advertisements to determine whether advertisements with low advertising recognition were

perceived more positively. All the comments left under non-native and native KTO advertisements were compared.

We gathered all the English comments left under both KTO advertisements (native KTO advertisement: 672 comments; non-native KTO advertisement: 244 comments). We targeted English comments to avoid the home bias of domestic viewers. Each comment was analyzed according to two schemes: (1) whether a viewer expressed interest in the advertisement through a comment, and (2) whether a viewer expressed interest in the destination. Two researchers independently and manually coded each comment as "Yes" or "No." A comment was only coded as "Yes" when the writer explicitly expressed interest in the advertisement (e.g. "This is so beautiful. Make sure to watch it every day," "I'm so obsessed with this!") and in the destination (e.g. "Goal for 2022: go to South Korea and walk through Seoul while listening to this song," "Makes me wanna visit Korea ASAP,"). The average agreement in coding was 82.26%. As for any inconsistent coding, the differences were discussed until a consensus was reached.

A chi-square test was performed. As shown in Appendix E, significant differences were found for the percentage of comments showing viewers' interest in both the advertisement ($\chi^2 = 5.52$, $p < 0.05$) and the destination ($\chi^2 = 10.82$, $p < 0.01$). The percentage of comments showing viewers' interest in the native KTO advertisement was 9.8% (66 out of 672 comments), while that for the non-native KTO advertisement was 4.9% (12 out of 244 comments). The percentage of comments showing viewers' interest in destinations was 18.9% in the case of native KTO advertisement (124 out of 672 comments), while that for the non-native KTO advertisement was 9.4% (23 out of 244 comments). By comparing the reactions of real viewers of KTO advertisements outside of an experimental setting, we found further support regarding the effectiveness of native advertising in the context of destination advertising.

4.2. Study 2: Comment management

A total of 300 participants were recruited via Amazon MTurk in October 2022. They were randomly assigned to the 2 (advertising recognition: watch native KTO advertisement vs. watch non-native KTO ad) × 2 (comment management: advertising vs. non-advertising comment) conditions in a between-subjects design.

The procedure for Study 1's experiment was repeated for the manipulation of advertising recognition. For the manipulation of comment management, the participants were asked to read the comments on the assigned advertisement. In both the advertising and non-advertising comment conditions, the same ten comments were presented to avoid spillovers caused by their positivity or content. Only the terms used to indicate the advertisement were manipulated; "advertisement," "promo," and "campaign" were used in the advertising comment condition, while "music video," "video," and "film" were used in the non-advertising comment condition (Appendix F).

After they had viewed the given advertisement and read the comments, the participants were asked to take a survey. In total, 66 responses of the participants who did not either watch the whole advertisement or not read the comments were excluded. For the measures, the question items from Study 1 were used, and both convergent and discriminant validity were established (Appendices C and D). In accordance with the results of Harman's single-factor test, no concern regarding common method bias was found.

4.2.1. Results

The independent t-test showed that the manipulation was successful ("In the comments, did most viewers describe the YouTube video as an advertisement?" 1 = "Not at all", 5 = "Absolutely"): the participants in the advertising comment condition indicated that the comments referred to the video as an advertisement, while those in the other condition

perceived the comments as non-advertisement (M advertising = 4.56, M non-advertising = 2.11, $t = 23.76$, $p < 0.0001$).

We conducted a 2 × 2 ANOVA analysis. Similar to the findings of Study 1, the main effect of advertising recognition was negatively significant for all four dependent variables (tourists' attitudes toward DMO YouTube advertisements: $F = 6.94$, $p < 0.01$; engagement with DMO YouTube advertisements: $F = 10.01$, $p < 0.01$; attitudes toward the destination: $F = 5.51$, $p < 0.01$; intention to visit the destination: $F = 4.49$, $p < 0.05$). However, the interaction effect was found to be significant only for tourists' perceptions toward DMO YouTube advertisements (tourists' attitudes toward DMO YouTube advertisements: $F = 5.12$, $p < 0.05$; engagement with DMO YouTube advertisements: $F = 5.94$, $p < 0.05$). The interaction effect was not significant for attitudes toward the destination ($F = 2.10$, $p = 0.112$) or intention to visit the destination ($F = 1.45$, $p = 0.244$) (Figure 3).

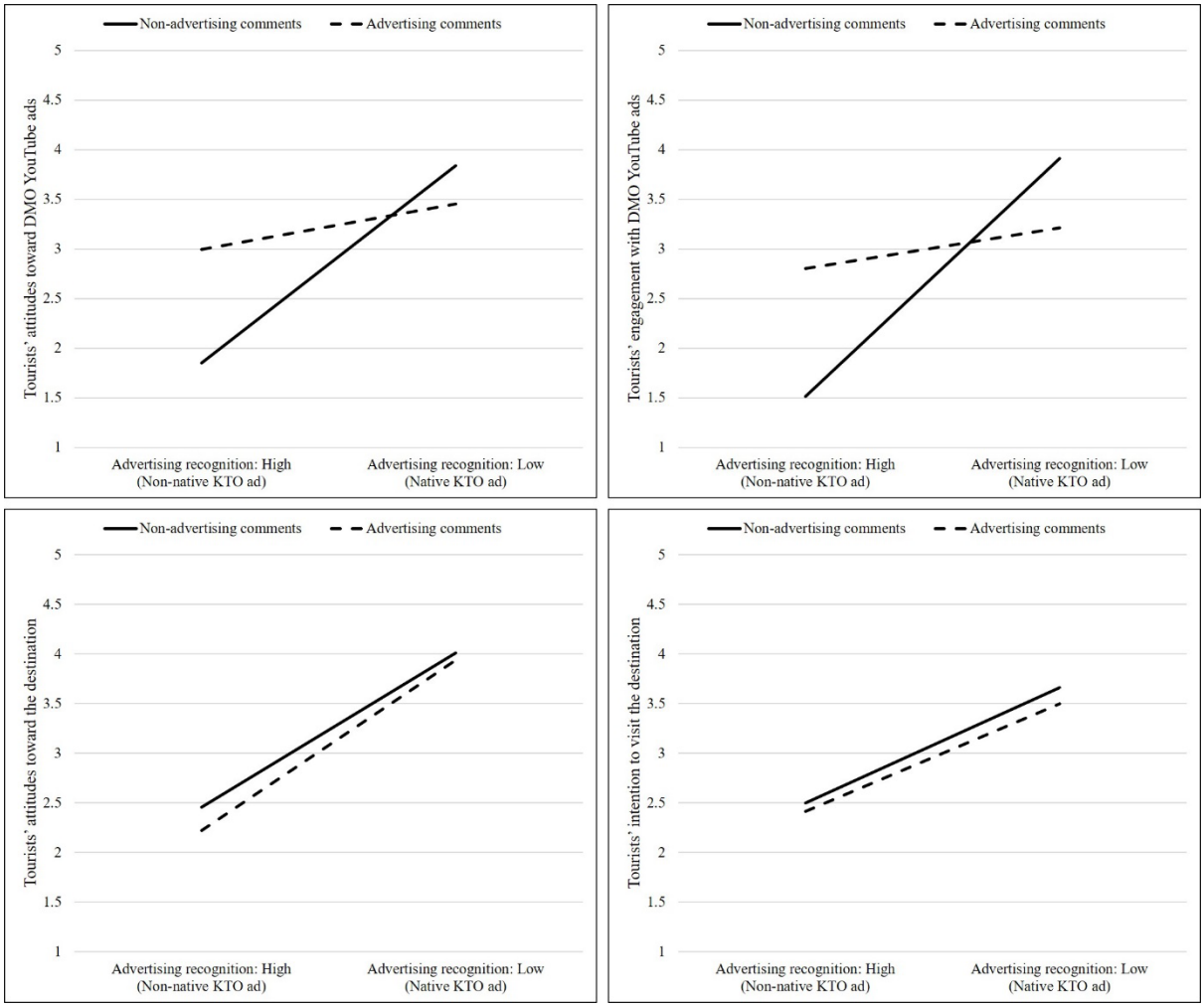


Figure 3. Results of Study 2

We conducted a generalized linear regression analysis to examine the causal relationship between the variables by replicating the complementary analysis of Study 1. A moderation analysis was performed via the partial least squares product-indicator approach. The moderator (i.e., comments) was coded into a dummy variable. Then, an interaction variable was created by multiplying the advertising recognition and the dummy-coded comments. The interaction variable was included in the model together with the independent variable and dependent variables. The regression model's SRMR was lower than 0.080 (0.062), confirming its acceptability (Henseler et al., 2014). The negative impact of advertising recognition was significant for all four dependent variables (tourists' attitudes of DMO YouTube advertisements: $\beta = -0.125$, $p < 0.05$; engagement with DMO YouTube

advertisements: β = -0.103, p < 0.05; attitudes toward the destination: β = -0.211, p < 0.01; intention to visit the destination: β = -0.238, p < 0.01). However, the impact of the moderator on advertising recognition was significant only for tourists' attitudes toward DMO YouTube advertisements (β = -0.218, p < 0.05) and engagement with DMO YouTube advertisements (β = -0.276, p < 0.05). This was not the case with tourists' attitudes toward the destination (β = 0.172, p = 0.517) or intention to visit the destination (β = 0.187, p = 0.540) (Figure 4). While H2a and H2b were supported, H2c and H2d were not.

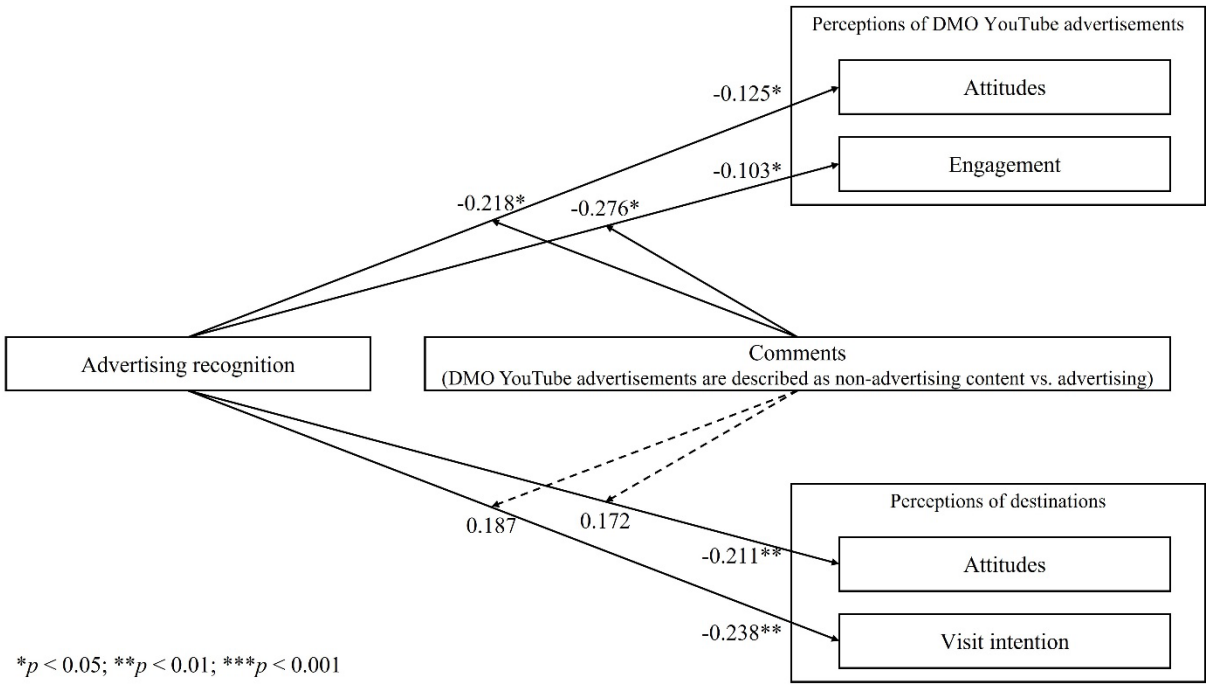


Figure 4. Results of complement analysis for Study 2

Study 2 examined whether the effect of native advertising on YouTube became more or less pronounced depending on the comments. Specifically, as depicted in Figure 3, tourists tended to exhibit positive attitudes toward and were more engaged with DMO YouTube advertisements when they were recognized as non-advertising content. Moreover, this tendency became more pronounced when the native advertising practice was emphasized in the comments.

4.2.2. YouTube comment analysis of study 2

We conducted a YouTube comment analysis to provide additional evidence for the moderating effect of comments. By analyzing the content of the comments for native and non-native KTO advertisements, we examined whether the former was more positively perceived when it was described as non-advertising content in the comments, compared to being described otherwise.

The procedure for the comment analysis in Study 1 was replicated here. However, two additional KTO YouTube advertisements were added: one as a native and another as a non-native KTO advertisement. Regarding the additional native KTO advertisement, we explored KTO's other YouTube advertisements created via a native advertising strategy. We analyzed all the comments under each advertisement and manually coded each comment based on the words used to indicate the given advertisement: "indicating the advertisement as non-advertising content" (e.g., music video or channel), "indicating the advertisement as advertising content" (e.g., advertisement, campaign), and "not applicable" (i.e., no specific words were used to indicate the advertisement). Finally, as our additional native KTO advertisement, we selected an advertisement whose percentage of comments describing it as non-advertising content was significantly lower than that of the native KTO advertisement. The same process was repeated to select the additional non-native KTO advertisement. In conclusion, while the additional non-native (vs. native) KTO advertisement was similar to the original non-native (vs. native) KTO advertisement in that the clichéd scenes of a destination advertisement were (vs. not) included, the former case was different from the latter in terms of the percentage of comments that described it as non-advertising content.

Using the first and second schemes used in Study 1 as dependent variables, we conducted a logistic regression analysis. Whether a comment is left toward a native or non-native KTO advertisement (whether the majority of comments described it as advertising or

non-advertising content) was used as an independent (moderating) variable. For the first scheme, both the main effect of advertising recognition ($\beta = -4.103$, $p < 0.001$) and the interaction effect ($\beta = -2.218$, $p < 0.05$) were significant. However, only the main effect of advertising recognition was significant for the second scheme ($\beta = -5.044$, $p < 0.001$) (Appendix G).

This comment analysis investigated the reactions to KTO's YouTube advertisements outside of an experimental setting to provide additional evidence for the moderating effect of comments.

5. DISCUSSION

This research examined the effects of native advertising and comment management on tourists' perceptions of DMO YouTube advertisements and destinations using a multi-method approach. Study 1 showed that native advertising enhanced the advertising impact of DMO YouTube advertisements in an experiment and a YouTube comment analysis. Aligned with previous research on native advertising (Johnson et al., 2019; Whittle & Xue, 2018), Study 1 confirmed the practice's effectiveness in the context of destination advertising on YouTube. Study 2 showed that comment management could further increase the effectiveness of native advertising on YouTube by conducting an experiment and a YouTube comment analysis. Aligned with previous research on the effect of comments on YouTube users, Study 2 found that users' perceptions of YouTube content could be affected by the content's comments (Liao & Mak, 2019; Reinikainen et al., 2020).

Contrary to our expectations, the comments were not powerful enough to change tourists' perceptions of the destination. Several factors could explain these findings. Firstly, previous research has highlighted the significant value that comments on social media posts can directly add to the content, as well as their indirect influence on the subjects of the post (Shareef et al., 2019). This suggests that comments play a crucial role in shaping individuals' perceptions of the content they engage with. On the other hand, the complexity of the destination experience itself may contribute to the limited impact of online comments on tourists' perceptions. Altering one's perception of a destination based solely on others' opinions expressed on an online platform can be challenging (Poon, 1988). Ebrahimi et al. (2020) found that even a few photos or short videos embedded in social media posts were not powerful enough to significantly change an established image of a destination in the minds of tourists.

6. CONCLUSIONS

This research explores how DMOs can adapt their video advertising strategies to leverage the unique features of social media platforms. The findings highlight the potential for improved advertising effectiveness on social media platforms by implementing native advertising techniques. Furthermore, the study suggests that DMOs' native advertising can be particularly impactful in capturing tourists' interest when coupled with effective comment management strategies.

6.1. Theoretical contributions

This research contributes to the hospitality and tourism literature on video advertising by explaining how the existing video marketing communication framework needs to be adapted to a major medium that has not been explored in the literature before. Previous literature has argued that it is important for DMOs to consider the unique aspects of a specific medium and subsequently tailor video advertisements accordingly (Beeton, 2005). This pioneering study contributes to the field of video advertising on social media platforms by proposing necessary revisions to the current video marketing communication framework for the effective utilization of social media. The research highlights the significance of addressing both advertising avoidance and comment processing when creating advertisements on social media platforms. The findings underscore the importance of considering the specific media and their unique characteristics in future research on hospitality and tourism advertising to gain a comprehensive understanding of advertising effects (Karsay et al., 2020). Moreover, these results have broader implications for advertising research, as they identify specific characteristics of social media platforms that should be taken into account to provide a more comprehensive explanation of advertising effects (Mora, 2016).

Second, this research contributes to the literature on native advertising by examining the tactic's effectiveness in the context of a tourism product. Native advertising remains a popular research topic in the advertising literature, and its effectiveness has been confirmed in various contexts (Evans et al., 2018; Göbel et al., 2017; Kaikati & Kaikati, 2004; Pfeuffer et al., 2021). While previous studies have argued for the importance of testing the effectiveness of native advertising in unexplored contexts (Wojdynski & Evans, 2020), tourism products have been overlooked in the related literature. Our present research addresses this specific gap. This research can serve as a reference for future studies that attempt to test the effectiveness of native advertising in the context of other services (Harms et al., 2017). Furthermore, while most previous studies have examined the effect of native advertising solely through experiments (Göbel et al., 2017; Johnson et al., 2019), this research provides more robust and valid evidence for the tactic's effectiveness. Our methodological approach can guide future native advertising studies to complement their assessment methods not only within the hospitality and tourism field but also beyond.

Third, this study contributes to social media research by examining the effect of comments on users' information processing. As a unique aspect of social media, the comment function has been investigated by numerous studies in terms of how it affects users' processing of content (Lee & Chun, 2016; Seo et al., 2015). By targeting different social media platforms, previous research has examined how comments influence users' perceptions of or attitudes towards a focal blog or post (Kim, 2021). However, compared to other social media platforms, the impact of comments on users' content processing on video-sharing platforms such as YouTube and TikTok has received relatively less attention in research (Liao & Mak, 2019). It is important to note that comments on social media platforms, including media-sharing platforms, have been utilized in marketing studies to gain insights into consumers' perceptions (Areni, 2022). This research highlights the significance of

considering users' comments across various social media platforms, thereby assisting researchers in avoiding the oversight of this valuable aspect.

Fourth, this research contributes to the literature on DMOs' advertising by suggesting theoretical models that have been used in the realm of marketing but not in the hospitality and tourism area. The applications of PKM (Friestad & Wright, 1994) and warranting theory (Walther & Parks, 2002) enable us to understand how DMOs' video advertisements are perceived by tourists in relation to their advertising recognition and others' reactions. These factors have been underused in the previous studies' models on DMOs' advertising, owing to the fact that only a limited number of theories, such as the multi-component theory (Byun & Jang, 2015) or the regulatory focus theory (Jiang et al., 2020), have been applied so far. The present research enhances the literature by providing new insights into the domain of DMOs' advertising. Beyond the hospitality and tourism field, the current research's attempt to apply PKM and warranting theory could serve as an empirical reference for advertising studies about products or services.

Finally, from a methodological perspective, this research contributes to the hospitality literature on advertising. While most previous studies regarding advertising by hospitality businesses have used a single-method approach (Byun & Jang, 2015; Kim et al., 2022; Kim et al., 2019), this research adopted a multi-method approach by combining an experiment and comment analysis. Given their methodological limitations, the previous studies have called for the triangulation of different empirical studies of tourists' advertising adoption collected from different data sources, especially in terms of social media advertising (Chu et al., 2020). By addressing this call, this research makes a useful methodological contribution to the hospitality literature on advertising.

6.2. Practical contributions

The present research also offers several important practical insights for DMOs seeking to use YouTube to advertise their destinations. First, this research rationalized the adoption of native advertising by DMOs for their YouTube marketing. In a recent news article, Girma (2021) noted that DMOs should not preach about their destinations but should instead show their destinations to make their advertising successful. Thus, we suggest that DMOs should focus on downplaying the persuasiveness of YouTube advertisements while creating them. For example, DMOs could make their YouTube advertisements look like non-advertising content by avoiding simply listing clichéd scenes of a destination advertisement, which is known as the "collage" genre of videos (Alegro & Turnšek, 2021). Considering that people visit YouTube primarily to watch entertaining videos (Think with Google, 2016), DMOs could adopt native advertising for their YouTube advertisements by following such a format. While our findings are specific to YouTube, they might be applied when DMOs use other social media platforms to advertise their destinations. On Facebook or Instagram, for example, DMOs could consider imitating the format of a personal user's post (Johnson et al., 2019). On TikTok, DMOs could refer to ordinary users' short videos when creating their advertisements or directly use them to minimize obviously persuasive attempts.

Second, our findings show that native destination advertisements are appreciated more by potential tourists when their native content is emphasized or highlighted in the comments. On YouTube, a video uploader can pin certain comments: when they are pinned, they are always at the top of the comment section, meaning that viewers can easily read the pinned comments while watching the videos. The importance of using this function for making YouTube videos more engaging has been recognized (Statt, 2016). However, the issue of what specific comments need to be highlighted has rarely been addressed in both academic and professional areas. This research provides specific guidelines for such a

question. According to our findings, if DMOs adopt native advertising on YouTube, they should use the pin function for highlighting the comments that describe their advertisements as non-advertising content. For example, if DMOs create their advertisements as music videos, short films, or documentaries, they should pin the comments using the terms "music videos," "films," or "documentaries" or those complimenting the native advertising strategy. This suggestion could also be applied when DMOs use other advertising strategies. If DMOs aim to emphasize certain factors in their YouTube advertisements (e.g., celebrities or background music), they could pin the comments that highlight such factors (e.g., "I was surprised when the celebrity appears!", "The music fits so well with the vibe of the video!").

In conclusion, these practical implications can enable DMOs to revise their existing video marketing strategies for YouTube by indicating the channel's unique aspects, which affect the content consumption of its users. Our findings provide DMOs with insights into the "how-to" questions relating to optimal YouTube advertising.

6.3. Limitations

First, we used specific DMO YouTube advertisements. Future research could enhance the generalizability by considering different DMOs that use native advertising for their YouTube advertisements.

Second, the results of the experiment were limited by the samples recruited through Amazon MTurk, and the results of the comment analysis were limited by self-selection bias. Even though the comments can indicate how the actual viewers of KTO's YouTube advertisements react, they cannot represent the reaction of every viewer because not every viewer leaves a comment (Khan, 2017). Additionally, our analysis was unable to account for comments written in languages other than English. Future studies could use a more effective tool to measure the reactions of actual viewers or include different languages in their analyses.

Finally, this research did not account for all the possible confounding factors that could affect the results. While the duration, topic, and source of DMO YouTube advertisements were controlled in Study 1, there may be other important factors related to the advertisements or destinations that need to be controlled. Also, YouTube users could be influenced by existing comments when leaving their own comments on a given video. However, Study 2 did not consider such a possibility, assuming that the positivity and content of YouTube comments were primarily determined by the focal video. To improve the internal validity of the findings, future research should include a greater variety of control variables or conduct other concomitant experiments.

REFERENCES

Alegro, T., & Turnšek, M. (2021). Striving to be different but becoming the same: Creativity and destination brands' promotional videos. *Sustainability, 13*(1), 139-154. https://doi.org/10.3390/su13010139

Areni, C. S. (2022). Automated text analyses of YouTube comments as field experiments for assessing consumer sentiment towards products and brands. *Journal of Product & Brand Management, 31*(5), 702-717. https://doi.org/10.1108/JPBM-01-2021-3341

Arora, N., & Lata, S. (2020). YouTube channels influence on destination visit intentions: An empirical analysis on the base of information adoption model. *Journal of Indian Business Research, 12*(1), 23-42. https://doi.org/10.1108/JIBR-09-2019-0269

Beeton, S. (2005). *Film-induced tourism*. Channel View. https://doi.org/10.21832/9781845410162

Bi, N. C. (2021). How emotions and issue controversy influence the diffusion of societal issues with imagined audience on Facebook. *Behaviour & Information Technology, 41*(6), 1245-1257. https://doi.org/10.1080/0144929X.2020.1869307

Brown, S. P., & Stayman, D. M. (1992). Antecedents and consequences of attitude toward the ad: A meta-analysis. *Journal of Consumer Research, 19*(1), 34-51. https://doi.org/10.1086/209284

Byun, J., & Jang, S. S. (2015). Effective destination advertising: Matching effect between advertising language and destination type. *Tourism Management, 50*, 31-40. https://doi.org/10.1016/j.tourman.2015.01.005

Chu, S. C., Deng, T., & Cheng, H. (2020). The role of social media advertising in hospitality, tourism and travel: A literature review and research agenda. *International Journal of Contemporary Hospitality Management, 32*(11), 3419-3438. https://doi.org/10.1108/IJCHM-05-2020-0480

Cooper, C. A., & Nownes, A. J. (2004). Money well spent? An experimental investigation of the effects of advertorials on citizen opinion. *American Politics Research, 32*(5), 546-569. https://doi.org/10.1177/1532673X04263829

DeAndrea, D. C., & Carpenter, C. J. (2018). Measuring the construct of warranting value and testing warranting theory. *Communication Research, 45*(8), 1193-1215. https://doi.org/10.1177/0093650216644022

Dehejia, R., Pop-Eleches, C., & Samii, C. (2021). From local to global: External validity in a fertility natural experiment. *Journal of Business & Economic Statistics, 39*(1), 217-243. https://doi.org/10.1080/07350015.2019.1639407

Drèze, X., & Hussherr, F. X. (2003). Internet advertising: Is anybody watching? *Journal of Interactive Marketing, 17*(4), 8-23. https://doi.org/10.1002/dir.10063

Ebrahimi, P., Hajmohammadi, A., & Khajeheian, D. (2020). Place branding and moderating role of social media. *Current Issues in Tourism, 23*(14), 1723-1731. https://doi.org/10.1080/13683500.2019.1658725

Evans, N. J., Hoy, M. G., & Childers, C. C. (2018). Parenting YouTube natives: The impact of pre-roll advertising and text disclosures on parental responses to sponsored child influencer videos. *Journal of Advertising, 47*(4), 326-346. https://doi.org/10.1080/00913367.2018.1544952

Friestad, M., & Wright, P. (1994). The persuasion knowledge model: How people cope with persuasion attempts. *Journal of Consumer Research, 21*(1), 1-31. https://doi.org/10.1086/209380

Girma, L. L. (2021). *South Korea's new tourism campaign with 161 million views online already*. *Skift*. https://skift.com/2021/10/04/south-koreas-new-tourism-campaign-with-161-million-views-online-already/

Göbel, F., Meyer, A., Ramaseshan, B., & Bartsch, S. (2017). Consumer responses to covert advertising in social media. *Marketing Intelligence & Planning, 35*(5), 578-93. https://doi.org/10.1108/MIP-11-2016-0212

Goodrich, K., Schiller, S., & Galletta, D. (2011). Intrusiveness of online video advertising and its effects on marketing outcomes. In *ICIS 2011 Proceedings* (pp. 1-10). https://aisel.aisnet.org/icis2011/proceedings/visualmedia/5

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing theory and Practice, 19*(2), 139-152. https://doi.org/10.2753/MTP1069-6679190202J

Halim, Z., Hussain, S., & Ali, R. H. (2022). Identifying content unaware features influencing popularity of videos on YouTube: A study based on seven regions. *Expert Systems with Applications, 206*, 117836. https://doi.org/10.1016/j.eswa.2022.117836

Handley, L. (2017). Sixty-five percent of people skip online video ads. Here's what to do about it. *CNBC.* https://www.cnbc.com/2017/02/16/sixty-five-percent-of-people-skip-online-video-ads-heres-what-to-do.html

Harms, B., Bijmolt, T. H., & Hoekstra, J. C. (2017). Digital native advertising: practitioner perspectives and a research agenda. *Journal of Interactive Advertising, 17*(2), 80-91. https://doi.org/10.1080/15252019.2017.1357513

Hardwick, J. (2021). Top 100 most visited websites by search traffic. *Ahrefs Blog*. https://ahrefs.com/blog/most-visited-websites/

Henseler, J., Dijkstra, T. K., Sarstedt, M., Ringle, C. M., Diamantopoulos, A., Straub, D. W., ... & Calantone, R. J. (2014). Common beliefs and reality about PLS: Comments on Rönkkö and Evermann (2013). *Organizational Research Methods, 17*(2), 182-209. https://doi.org/10.1177/1094428114526928

Jeon, Y. A., Son, H., Chung, A. D., & Drumwright, M. E. (2019). Temporal certainty and skippable in-stream commercials: Effects of ad length, timer, and skip-ad button on irritation and skipping behavior. *Journal of Interactive Marketing, 47*, 144-58. https://doi.org/10.1016/j.intmar.2019.02.005

Jha, A., Jha, A., Sindhavad, A., Yadav, R., Dalvi, A., & Siddavatam, I. (2023). Rating YouTube videos: An improvised and effective approach. In *Advancements in Smart Computing and Information Security: First International Conference, ASCIS 2022* (pp. 169-179). https://doi.org/10.1007/978-3-031-23092-9_14

Jiang, H., Tan, H., Liu, Y., Wan, F., & Gursoy, D. (2020). The impact of power on destination advertising effectiveness: The moderating role of arousal in advertising. *Annals of Tourism Research, 83*, 102926. https://doi.org/10.1016/j.annals.2020.102926

Joa, C. Y., Kim, K., & Ha, L. (2018). What makes people watch online in-stream video advertisements? *Journal of Interactive Advertising, 18*(1), 1-14. https://doi.org/10.1080/15252019.2018.1437853

Johnson, B. K., Potocki, B., & Veldhuis, J. (2019). Is that my friend or an advert? The effectiveness of instagram native advertisements posing as social posts. *Journal of Computer-Mediated Communication, 24*(3), 108-125. https://doi.org/10.1093/jcmc/zmz003

Kaikati, A. M., & Kaikati, J. G. (2004). Stealth marketing: How to reach consumers surreptitiously. *California Management Review, 46*(4), 6-22. https://doi.org/10.2307/41166272

Karsay, K., Matthes, J., & Fröhlich, V. (2020). Gender role portrayals in television advertisements: Do channel characteristics matter?. *Communications, 45*(1), 28-52. https://doi.org/10.1515/commun-2019-2055

Khan, M. L. (2017). Social media engagement: What motivates user participation and consumption on Youtube? *Computers in Human Behavior, 66*, 236-247. https://doi.org/10.1016/j.chb.2016.09.024

Kim, B. H., Pasadeos, Y., & Barban, A. (2001). On the deceptive effectiveness of labeled and unlabeled advertorial formats. *Mass Communication & Society, 4*(3), 265-281. https://doi.org/10.1207/S15327825MCS0403_02

Kim, H., Han, J. Y., & Seo, Y. (2020). Effects of Facebook comments on attitude toward vaccines: The roles of perceived distributions of public opinion and perceived vaccine efficacy. *Journal of Health Communication, 25*(2), 159-169. https://doi.org/10.1080/10810730.2020.1723039

Kim, H. M. (2021). What do others' reactions to body posting on Instagram tell us? The effects of social media comments on viewers' body image perception. *New Media & Society, 23*(12), 3448-3465. https://doi.org/10.1177/1461444820956368

Kim, S. H., Huang, R., & Kim, S. (2022). Exploring advertising strategy for restaurants sourcing locally: The interplay of benefit appeal and regulatory focus. *Journal of Hospitality and Tourism Management, 50*, 127-138. https://doi.org/10.1016/j.jhtm.2022.01.009

Kim, T., Choi, H., Song, C., & Lee, M. J. (2019). Investigating the impact of advertising during economic shocks on firm performance in the hospitality industry. *Journal of Hospitality Marketing & Management, 28*(8), 1010-1031. https://doi.org/10.1080/19368623.2019.1572563

King, R. A., Racherla, P., & Bush, V. D. (2014). What we know and don't know about online word-of-mouth: A review and synthesis of the literature. *Journal of Interactive Marketing, 28*(3), 167-183. https://doi.org/10.1016/j.intmar.2014.02.001

Lee, M. J., & Chun, J. W. (2016). Reading others' comments and public opinion poll results on social media: Social judgment and spiral of empowerment. *Computers in Human Behavior, 65*, 479-487. https://doi.org/10.1016/j.chb.2016.09.007

Leung, D., & Dickinger, A. (2018). Does repetition help? Impact of destination promotion videos on perceived destination image and intention-to-visit change. *Journal of Travel & Tourism Marketing, 35*(3): (i)-(xiv). (Retraction published online 2017, *Journal of Travel & Tourism Marketing*, 1–14). https://doi.org/10.1080/10548408.2017.1341361

Li, Y., Bonyadi, N., & Lee, B. (2022). A parallel decomposition approach for building design optimization. *Journal of Building Engineering, 54*, 104574. https://doi.org/10.1016/j.jobe.2022.104574

Liao, M. Q., & Mak, A. K. (2019). Comments are disabled for this video: A technological affordances approach to understanding source credibility assessment of CSR information on Youtube. *Public Relations Review, 45*(5), 101840. https://doi.org/10.1016/j.pubrev.2019.101840

Lim, Y., Chung, Y., & Weaver, P. A. (2012). The impact of social media on destination branding: Consumer-generated videos versus destination marketer-generated videos. *Journal of Vacation Marketing, 18*(3), 197-206. https://doi.org/10.1177/1356766712449366

Madden, A., Ruthven, I., & McMenemy, D. (2013). A classification scheme for content analyses of Youtube video comments. *Journal of Documentation, 69*(5), 693-714. https://doi.org/10.1108/JD-06-2012-0078

Möller, A. M., & Boukes, M. (2022). Satirizing the Clothing Industry on YouTube: How Political Satire and User Comments Jointly Shape Behavioral Intentions. *Media Psychology, 25*(5), 724-739. https://doi.org/10.1080/15213269.2022.2066004

Mora, J. D. (2016). Social context and advertising effectiveness: A dynamic study. *International Journal of Advertising, 35*(2), 325-344. https://doi.org/10.1080/02650487.2015.1022975

Mulier, L., Slabbinck, H., & Vermeir, I. (2021). This way up: The effectiveness of mobile vertical video marketing. *Journal of Interactive Marketing, 55*, 1-15. https://doi.org/10.1016/j.intmar.2020.12.002

Pfeuffer, A., Lu, X., Zhang, Y., & Huh, J. (2021). The effect of sponsorship disclosure in Youtube product reviews. *Journal of Current Issues & Research in Advertising, 42*(4), 391-410. https://doi.org/10.1080/10641734.2020.1859023

Pittam, J., Gallois, C., & Callan, V. (1990). The long-term spectrum and perceived emotion. *Speech Communication, 9*(3), 177-187. https://doi.org/10.1016/0167-6393(90)90055-E

Podsakoff, P. M., MacKenzie, S. B., Lee, J. Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology, 88*(5), 879. https://doi.org/10.1037/0021-9010.88.5.879

Poon, A. (1988). Tourism and information technologies. *Annals of Tourism Research, 15*(4), 531-549. https://doi.org/10.1016/0160-7383(88)90048-5

Preacher, K. J., Rucker, D. D., & Hayes, A. F. (2007). Addressing moderated mediation hypotheses: Theory, methods, and prescriptions. *Multivariate Behavioral Research, 42*(1), 185-227. https://doi.org/10.1080/00273170701341316

Reinikainen, H., Munnukka, J., Maity, D., & Luoma-aho, V. (2020). 'You really are a great big sister'–Parasocial relationships, credibility, and the moderating role of audience comments in influencer marketing. *Journal of Marketing Management, 36*(3-4), 279-298. https://doi.org/10.1080/0267257X.2019.1708781

Rozendaal, E., Buijs, L., & Reijmersdal, E. A. v. (2016). Strengthening children's advertising defenses: The effects of forewarning of commercial and manipulative intent. *Frontiers in Psychology, 7*, 1186. https://doi.org/10.3389/fpsyg.2016.01186

Rubin, D. B. (2005). Causal inference using potential outcomes: Design, modeling, decisions. *Journal of the American Statistical Association, 100*(469), 322-331. https://doi.org/10.1198/016214504000001880

Seo, S., Almanza, B., Miao, L., & Behnke, C. (2015). The effect of social media comments on consumers' responses to food safety information. *Journal of Foodservice Business Research, 18*(2), 111-131. https://doi.org/10.1080/15378020.2015.1029384

Shakeela, A., & Weaver, D. (2016). The exploratory social-mediatized gaze: Reactions of virtual tourists to an inflammatory YouTube incident. *Journal of Travel Research, 55*(1), 113-124. https://doi.org/10.1177/0047287514532369

Shareef, M. A., Mukerji, B., Dwivedi, Y. K., Rana, N. P., & Islam, R. (2019). Social media marketing: Comparative effect of advertisement sources. *Journal of Retailing and Consumer Services, 46*, 58-69. https://doi.org/10.1016/j.jretconser.2017.11.001

Shi, R., Messaris, P., & Cappella, J. N. (2014). Effects of online comments on smokers' perception of antismoking public service announcements. *Journal of Computer-Mediated Communication, 19*(4), 975-990. https://doi.org/10.1111/jcc4.12057

Sojern. (2021, August 24). How travel marketers are activating digital advertising in 2021. *Cision*. https://www.sojern.com/reports/how-travel-marketers-are-activating-digital-advertising-in-2021

Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues & Research in Advertising, 26*(2), 53-66. https://doi.org/10.1080/10641734.2004.10505164

Speck, P. S., & Elliott, M. T. (1997). Predictors of advertising avoidance in print and broadcast media. *Journal of Advertising, 26*(3), 61-76. https://doi.org/10.1080/00913367.1997.10673529

Statt, N. (2016, November 3). YouTube will let users pin comments to promote better discussions. *The Verge*. https://www.theverge.com/2016/11/3/13504804/youtube-pinned-comments-moderation-tools-harassment

Think with Google. (2014). *The 2014 Traveler's Road to Decision*. https://storage.googleapis.com/think/docs/2014-travelers-road-to-decision_research_studies.pdf

Vendemia, M. A., Bond, R. M., & DeAndrea, D. C. (2019). The strategic presentation of user comments affects how political messages are evaluated on social media sites: Evidence for robust effects across party lines. *Computers in Human Behavior, 91*, 279-289. https://doi.org/10.1016/j.chb.2018.10.007

Waddell, T. F., & Sundar, S. S. (2017). #thisshowsucks! The overpowering influence of negative social media comments on television viewers. *Journal of Broadcasting & Electronic Media, 61*(2), 393-409. https://doi.org/10.1080/08838151.2017.1309414

Walther, J. B., DeAndrea, D., Kim, J., & Anthony, J. C. (2010). The influence of online comments on perceptions of antimarijuana public service announcements on Youtube. *Human Communication Research, 36*(4), 469-492. https://doi.org/10.1111/j.1468-2958.2010.01384.x

Walther, J. B., & Parks, M. R. (2002). Cues filtered out, cues filtered in: Computer-mediated communication and relationships. In Knapp, M.L., & Daly, J.A. (Eds.) *Handbook of Interpersonal Communication (3rd Edition)* (pp.529-563).

Walther, J. B., Van Der Heide, B., Hamel, L. M., & Shulman, H. C. (2009). Self-generated versus other-generated statements and impressions in computer-mediated

communication: A test of warranting theory using Facebook. *Communication Research, 36*(2), 229-253. https://doi.org/10.1177/0093650208330251

Whittle, C., & Xue, F. (2018). Native advertising on TV: Effects of ad format and media context. *Online Journal of Communication and Media Technologies, 8*(3), 203-214. https://doi.org/10.12973/ojcmt/2651

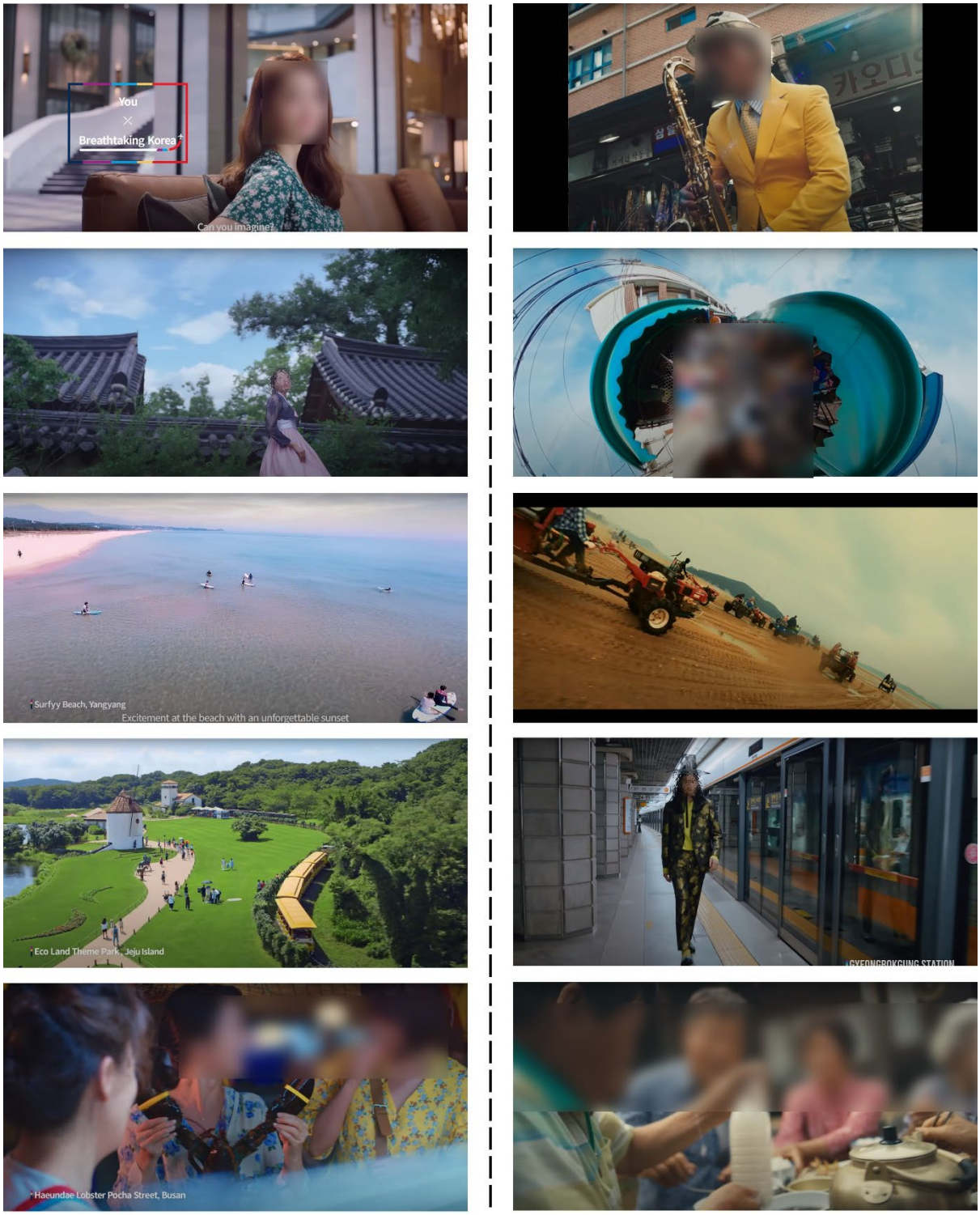
Wojdynski, B. W., & Evans, N. J. (2020). The covert advertising recognition and effects (CARE) model: Processes of persuasion in native advertising and other masked formats. *International Journal of Advertising, 39*(1), 4-31. https://doi.org/10.1080/02650487.2019.1658438

Yang, K. C., Huang, C. H., Yang, C., & Yang, S. Y. (2017). Consumer attitudes toward online video advertisement: Youtube as a platform. *Kybernetes, 46*(5), 840-853. https://doi.org/10.1108/K-03-2016-0038

Yoon, S. H., & Lee, S. H. (2022). What likeability attributes attract people to watch online video advertisements?. *Electronics, 11*(13), 1960. https://doi.org/10.3390/electronics11131960

APPENDIX

Appendix A. Capture scenes of KTO YouTube advertisements (left: non-native KTO advertisement; right: native KTO advertisement)



Appendix B. Demographics of the participants (Study 1 / Study 2)

Demographic variables		Freq.	%
Sex	Female	57/92	37.25/39.32
	Male	96/142	62.75/60.68
Age	18–24	4/3	2.61/1.28
	25–34	71/91	46.41/38.89
	35–44	43/71	28.1/30.34
	45–54	22/38	14.38/16.24
	55–64	11/31	7.19/13.25
	Over 64	2/0	1.31/0
Nationality	Asia	51/98	33.32/41.88
	Africa	2/0	1.31/0
	North America	96/136	62.75/58.12
	South America	2/0	1.31/0
	Europe	2/0	1.31/0
Employment	Employed full time	128/183	83.67/78.21
	Employed part time	15/27	9.8/11.54
	Unemployed looking for work	4/3	2.61/1.28
	Unemployed not looking for work	4/7	2.61/2.99
	Retired	2/7	1.31/2.99
	Others	0/7	0/2.99
	High school graduate	18/17	11.76/7.26
	Some college but no degree	11/27	7.19/11.54
	Associate degree in college (2-year)	11/14	7.19/5.98
	Bachelor’s degree in college (4-year)	88/143	57.52/61.12

	Master's degree	25/30	16.34/12.82
	Doctoral degree	0/3	0/1.28
Annual income	Less than $20,000	31/47	20.26/20.09
	$20,000–$34,999	29/35	18.95/14.96
	$35,000–$49,999	29/54	18.95/23.08
	$50,000–$74,999	35/51	22.89/21.79
	$75,000–$99,999	18/14	11.76/5.98
	Over $100,000	7/26	4.58/11.11
	Prefer not to answer	4/7	2.61/2.99
Total		153/234	100/100

Appendix C. Measurement items and validity and reliability test (Study 1/Study 2)

Measurement items	Factor loadings	Cronbach's α	CR	AVE
Tourists' attitudes toward DMOs' YouTube advertisements (I think the YouTube video is…)				
Uninteresting / interesting	0.816 /0.885	0.883 /0.916	0.914 /0.934	0.681 /0.740
Poorly made / well made	0.782 /0.785			
Negative / positive	0.832 /0.885			
Dislikeable / likeable	0.846 /0.819			
Bad / good	0.848			

	/0.919			
Tourists' engagement with DMOs' YouTube advertisements				
I would like to give a "Like" for the YouTube video.	0.796 /0.881			
I would like to leave a comment on the YouTube video.	0.901 /0.918	0.909 /0.930	0.935 /0.950	0.783 /0.827
I would like to share the YouTube video with my friends.	0.914 /0.925			
I would like to subscribe to the YouTube video creator's channel.	0.922 /0.912			
Tourists' attitudes toward the destination (I think the destination in the video is…)				
Unfavourable / favourable	0.804 /0.910			
Negative / positive	0.845 /0.810	0.830 /0.909	0.887 /0.931	0.663 /0.731
Dislikeable / likeable	0.876 /0.827			
Bad / good	0.722 /0.855			
Tourists' intention to visit the destination				
I am interested in travelling to the destination in the video.	0.914 /0.927	0.817 /0.885	0.916 /0.950	0.845 /0.809
I am willing to travel to the destination in the video.	0.925 /0.830			

If everything goes as I think, I will plan to visit the destination in the video in the future.	0.922 /0.938			

CR=Composite Reliability, AVE=Average Variance Extracted

Appendix D. Correlation analysis between the variables (Study 1/Study2)

	AV	EV	AD	VD	Mean	SD
AV	**0.825 /0.860**				4.31 /4.36	0.86 /0.82
EV	0.297 /0.561	**0.885 /0.909**			3.56 /3.30	1.31 /1.42
AD	0.782 /0.677	0.327 /0.427	**0.814 /0.855**		4.28 /4.46	0.85 /0.69
VD	0.305 /0.388	0.521 /0.664	0.534 /0.564	**0.919 /0.899**	3.99 /3.99	1.03 /1.08

AV=Tourists' attitudes toward DMOs' YouTube advertisements, EV=Tourists' engagement with DMOs' YouTube advertisements, AD=Tourists' attitudes toward the destinations, VD=Tourists' intention to visit to the destinations; the **bold** numbers are the square root of the AVE for each variable.

Appendix E. Results of Study 1: YouTube comment analysis

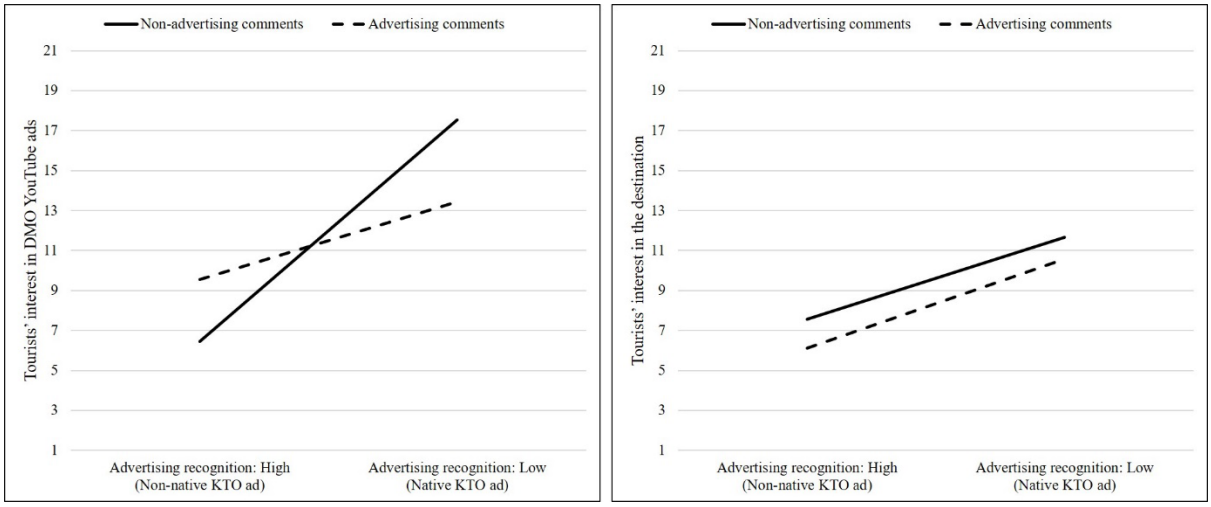
	Native KTO advertisement	Non-native KTO advertisement	Results
Comments showing viewers' interest in advertisements	9.8% (66 out of 672)	4.9% (12 out of 244)	$\chi^2 = 5.52$ ($p < 0.05$)
Comments showing viewers' interest in destinations	18.9% (124 out of 672)	9.4% (23 out of 244)	$\chi^2 = 10.82$ ($p < 0.01$)

Appendix F. Study 2: Comments used in advertising- and non-advertising-comment condition

Advertising-comment condition	1. This *advertisement* caught my eyes and ears! 2. I really enjoy the artistic nature that this *ad* is filmed. 3. Catchy! The *promo* shows a good blend of modern and traditional, which is so unique. 4. Love this *ad* 💕 Soooo cool! 5. Keep playing multiple times this *ad*.. 6. I really wanna go to all the places in this *campaign* :(7. That was an amazing *promo*! Stunning! :3 8. They really know how to make things look cool. Hands down to the production team.. 😂😂 9. I loved the rhythm, those photographic planes are super 😻 10. I have been addicted to this *advertisement* 👌
Non-advertising-comment condition	1. This *music video* caught my eyes and ears! 2. I really enjoy the artistic nature that this *video* is filmed. 3. Catchy! The *film* shows a good blend of modern and traditional, which is so unique. 4. Love this *video* 💕 Soooo cool! 5. Keep playing multiple times this *film*.. 6. I really wanna go to all the places in this *video* :(7. That was an amazing *film*! Stunning! :3 8. They really know how to make things look cool. Hands down to the production team.. 😂😂

	9. I loved the rhythm, those photographic planes are super 😻 10. I have been addicted to this *music video* 👌

Appendix G. Results of Study 2: YouTube comment analysis



Appendix H. Results of additional analysis

Model 1	β	SE	LLCI	ULCI
Advertising recognition → Attitudes toward YouTube advertisements	-0.155**	0.058	-0.269	-0.041
Attitudes toward YouTube advertisements → Attitudes toward destination	0.496***	0.082	0.0334	0.658
Advertising recognition → Attitudes toward destination	-0.142*	0.063	-0.267	-0.017
Advertising recognition*Comments → Attitudes toward destination	-0.001*	-0.004	-0.090	-0.066
Conditional mediation for advertising-comment	0.127*	0.063	0.004	0.251

Conditional mediation for non-advertising-comment	0.621***	0.058	0.507	0.736
Index of moderated mediation of Comments	0.019	0.097	0.188	0.201
Model 2	β	SE	LLCI	ULCI
Advertising recognition → Engagement with YouTube advertisements	-0.215*	0.092	-0.397	-0.034
Engagement with YouTube advertisements → Intention to visit destination	0.329**	0.101	0.128	0.529
Advertising recognition → Intention to visit destination	-0.123*	0.059	-0.240	-0.001
Advertising recognition*Comments → Engagement with YouTube advertisements	-0.008*	0.217	-0.4215	-0.337
Conditional mediation for Advertising-comment	0.612	0.030	0.096	0.244
Conditional mediation for Non-advertising-comment	0.652	0.032	0.016	0.109
Index of moderated mediation of Comments	0.001	0.036	0.069	0.086

*$p < 0.05$; **$p < 0.01$; ***$p < 0.001$; SE=Standard Error, LLCI/ULCI= Lower/Upper Limit Confidence Interval